

# Register Now!



## GLOBAL STEEL DYNAMICS FORUM

17-18 June 2025

New York Marriott Marquis / New York, N.Y., USA



“The reason that I keep attending is it draws decision-makers as well as practitioners from the global steel industry, and it allows us to get together for two days of not only presentations, but as importantly, if not more importantly, sidebar conversations.”

— Dave Stickler, Chief Executive Officer

**HYBAR**

[globalsteeldynamicsforum.org](http://globalsteeldynamicsforum.org)

Organized by



Join us at the 2025 Global Steel Dynamics Forum, proudly hosted by World Steel Dynamics and the Association for Iron & Steel Technology.

This premier event is a must-attend for the global steel industry's top executives, offering high-level, strategic insights; networking opportunities; and thought-provoking discussions. With New York City as the venue, you'll be together in the financial capital of the world.



"This forum is brilliant. I've been able to connect with a lot of different business leaders in the steel industry from around the world, and I have been so encouraged by the collaboration across the whole industry, particularly around sustainability and reaching net zero."

— Logan Mullaney, President

**InQuik**<sup>®</sup>  
accelerated construction

**Platinum Sponsors****Gold Sponsors**



Global Steel Dynamics Forum 2024 offered a high-level, wide-ranging view into the state of the global steel industry and a window into the thinking of those who are leading it, including major steel producers and top suppliers.



# 83%

## Attendees

hold leadership roles within their company

# 95



Agreed that GSDF24 showcased a **good, quality program**

# 97



Were **satisfied** with the event

# 94



Agreed that GSDF24 provided a platform for **good networking opportunities**

### Silver Sponsors





# Confirmed Speakers

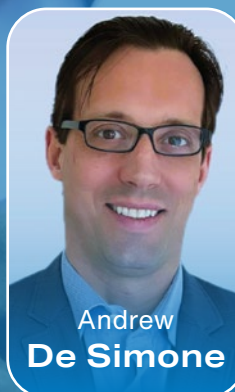
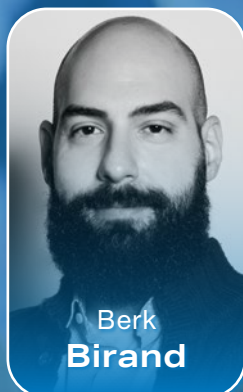
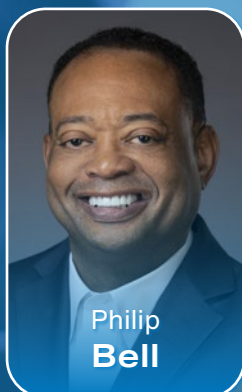
as of 7 April 2025



Chairman, President  
and Chief Executive  
Officer



Chief Executive  
Officer and  
Managing Director



Executive Vice  
President, Raw  
Materials



President



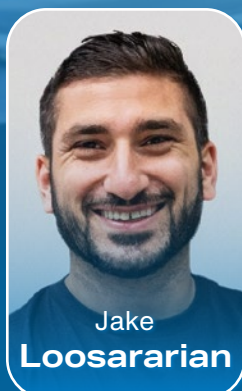
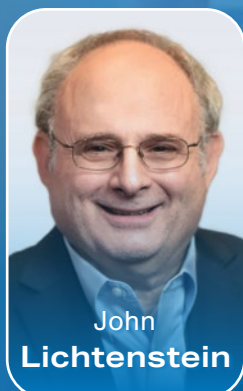
Chief Executive  
Officer



Country Manager  
USA, Vale;  
Managing Officer



President and Chief  
Executive Officer



Managing Partner



Co-Founder and  
Chief Executive  
Officer



Member of the  
Board



Chief Executive  
Officer and  
President



Secretary General and  
Executive Head





Máximo  
**Vedoya**



Chief Executive  
Officer



Mario Arvedi  
**Caldonazzo**



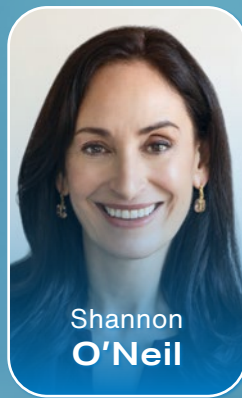
President



Edwin  
**Basson**



Director General



Shannon  
**O'Neil**



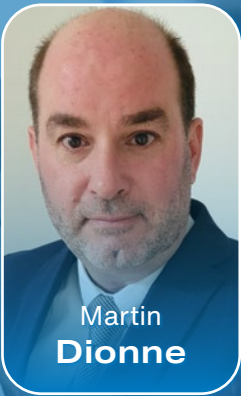
Senior Vice President,  
Director of Studies  
and Maurice R.  
Greenberg Chair



Ron  
**Ashburn**



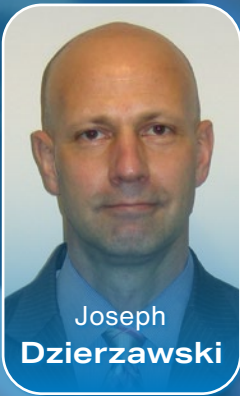
Executive Director



Martin  
**Dionne**



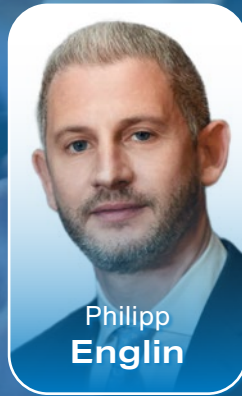
Global Director Iron  
Ore & Coal-Graphite  
Primary Processing



Joseph  
**Dzierzawski**



Vice President of  
Sales and Strategy



Philipp  
**Englin**



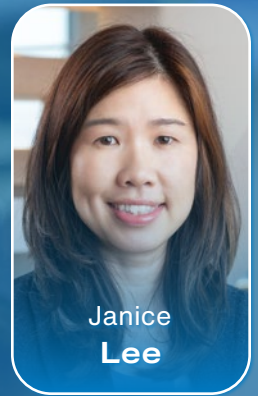
Chief Executive  
Officer



Adam  
**Green**



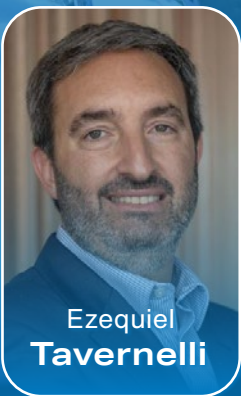
Managing Partner



Janice  
**Lee**



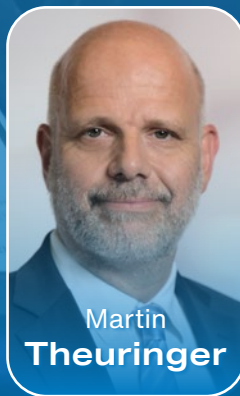
Managing Director  
and Partner



Ezequiel  
**Tavernelli**



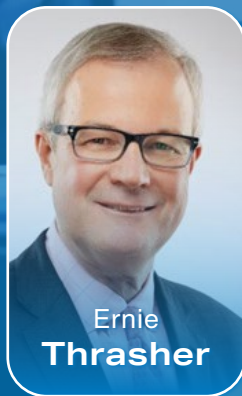
Executive Director



Martin  
**Theuringer**



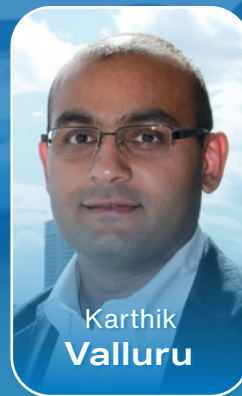
Managing Director



Ernie  
**Thrasher**



Founder, Chief  
Executive Officer and  
Chief Marketing Officer



Karthik  
**Valluru**



Managing Director  
and Partner



Timothy  
**Van Audenaerde**



Managing Director

## Sponsorship Opportunities

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\*see [AIST.org/qsd/sponsorships](http://AIST.org/qsd/sponsorships) for the most up-to-date information



Take advantage of new and unique sponsorship packages designed to enhance your visibility and maximize your impact.

## Platinum+

Customizable packages available! Contact [sales@aist.org](mailto:sales@aist.org) for additional information.

### Silver



Half-page ad



2 (plus 10% off additional passes)

Upon Availability

Print

### Exhibits Only



1 (plus 10% off additional passes)



Print

## Exclusive Elements

Platinum, Gold and Silver Sponsors select one of the available options below.

### Platinum

- ~~Wi-Fi~~
- ~~Chair Cover (Meeting Room)~~

- Meeting Door Headers • 2 Available
- Elevator Clings • 2 Available
- Portable Charger

### Gold

- ~~Lunch (Day 1)~~
- ~~Lunch (Day 2)~~
- ~~Reception (Day 1)~~
- ~~Reception (Day 2)~~
- Column Wraps (Registration) • 2 Available

- Column Wraps (Meeting Rooms) • 2 Available
- 2-in-1 Charger Key Ring
- ~~Tech Accessory Travel Bag~~
- ~~Lanyards~~
- ~~Pens~~
- ~~Note Pads~~

### Silver

- Morning Networking Break (Day 1)
- ~~Morning Networking Break (Day 2)~~
- ~~Afternoon Networking Break (Day 1)~~
- ~~Afternoon Networking Break (Day 2)~~
- Registration Desk • 1 Available

- ~~Digital Program~~
- Online Registration Banner
- Baggage Check
- ~~Directory Sign Header~~
- ~~Breakfast (Day 1)~~
- ~~Breakfast (Day 2)~~
- Restroom Mirrors • 1 Available

## Additional Sponsorship Opportunities

### Non-Industry Media Partner

- Recognition as Media Partner on website
- Logo on all media releases
- Dedicated press release posted on the AIST SteelNews website
- Logo on stage backdrop
- Opportunity to interview key speaker *(upon committee approval)*
- Distribute research materials to attendees
- Feature in digital program
- One delegate pass plus 10% off additional passes

### Rise & Spice Bloody Mary Bar

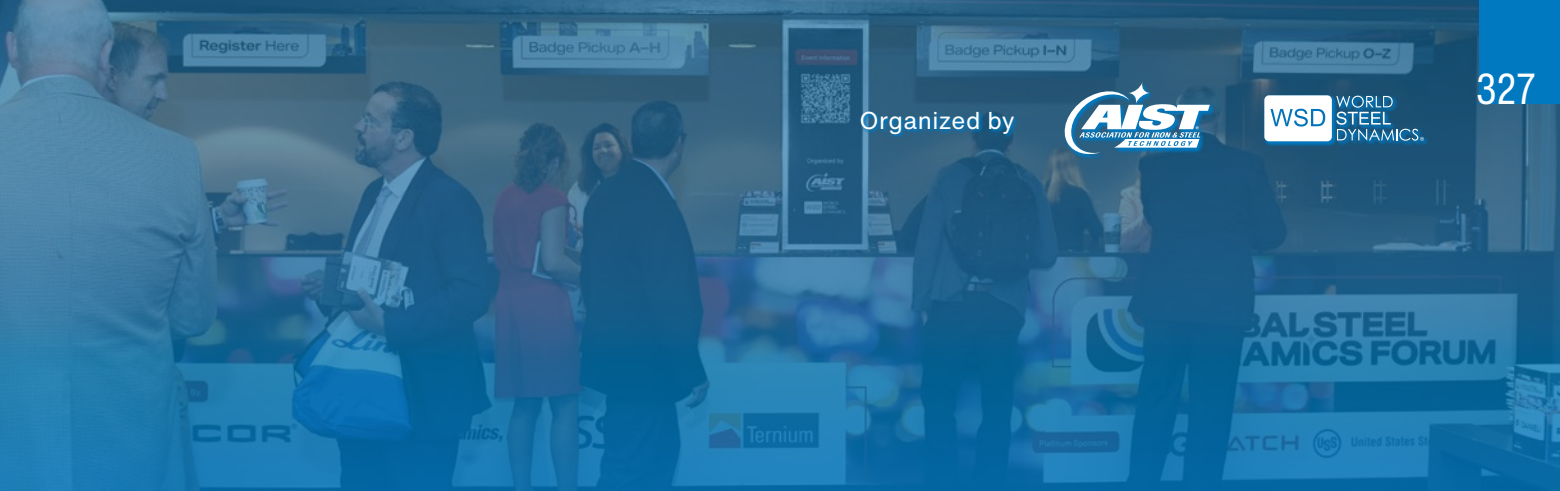
- During Breakfast *(Day 1)*
- Recognition on event website
- Name listed in digital program
- Sponsor recognition signage
- Branded cocktail napkins
- Recognition in post-conference print communications
- One delegate pass plus 10% off additional passes

### A la Carte and Add-Ons

*Sponsorship package is not required for purchase*

- Column Wraps *(Networking Foyer)* • 4 Available
- 2-pack of Floor Stickers *(Placed in Meeting Room and Networking Foyer)* • 6 Available
- “Charge Up” Station *(Meeting Room or Networking Foyer)* • 2 Available
- Cocktail Tabletop Clings *(Meeting Room)* • 6 Available





## Registration

Registration includes breakfast, lunch, breaks and reception on Tuesday and Wednesday. Active AIST members receive a 10% discount.

[globalsteeldynamicsforum.org](http://globalsteeldynamicsforum.org)

**US\$2,595**

## Housing



### New York Marriott Marquis

**US\$339/night**

*The heart of the city. The soul of Times Square.*

The newly renovated New York Marriott Marquis is an iconic fixture of Times Square and brilliantly captures the vibrant energy and spirit of Manhattan. Located on West 46th Street and Broadway, our hotel places guests near some of NYC's most exciting attractions including Rockefeller Center, Radio City Music Hall and the Theater District. A block of rooms has been reserved at the New York Marriott Marquis for event attendees. Please reserve your room by 24 May 2025 to secure the discounted event rate of US\$339 per night for single/double occupancy.

# Schedule

## Steel Demolition Derby

Oversupply, Stagnant Demand and Protectionism Collide —  
Who Thrives, Who Survives?

Tuesday, 17 June 2025

8:30 a.m. **Conference Opening**

**Ron Ashburn**, Executive Director, Association for Iron & Steel Technology

8:50 a.m. **Tech Talk: Engage With the Machine**

Steelmakers can reap tremendous benefits through artificial intelligence (AI) and robotic solutions. More than just hype, these powerful tools deliver cost savings, enhanced safety, improved quality and greater customer service. Our panel will discuss real-world applications and trends for digital, autonomous tools.

Moderator

**Ron Ashburn**, Executive Director, Association for Iron & Steel Technology

Panelists

- **Berk Birand**, Chief Executive Officer, Fero Labs
- **Jake Loosarian**, Co-Founder and Chief Executive Officer, Gecko Robotics

9:30 a.m. **Tech Talk: The Transition to Carbon-Neutral Iron**

Hydrogen-reduced iron remains a promising path to carbon neutrality, but the hydrogen sector is not materializing at the speed and scale initially envisioned. Nevertheless, steelmakers continue to adopt alternatives to the blast furnace in their pursuit of greener iron units. This panel will examine trends, feedstock and technological innovations.

Moderator

**Ron Ashburn**, Executive Director, Association for Iron & Steel Technology

Panelists

- **Stephen Montague**, Member of the Board, Midrex

10:05 a.m. **Networking Break**

10:30 a.m. **Steel Raw Material Panel**

**John Lichtenstein**, Managing Partner, World Steel Dynamics

Panelists

- **Andrew De Simone**, Country Manager USA, Vale; Managing Officer, Vale USA LLC
- **Al C. Behr**, Executive Vice President, Raw Materials, Nucor Corp.
- **Ernie Thrasher**, Founder, Chief Executive Officer and Chief Marketing Officer, XCoal Energy
- **Martin Dionne**, Global Director Iron Ore & Coal-Graphite Primary Processing, Hatch



This schedule is tentative and subject to change.  
[globalsteeldynamicsforum.org](http://globalsteeldynamicsforum.org)

11:35 a.m. **Keynote Presentation**

**Lourenco Goncalves**, Chairman, President and Chief Executive Officer, Cleveland-Cliffs Inc.

12:10 p.m. **Networking Lunch**

1:30 p.m. **Tech Talk: Better Outcomes Through OpEx Optimization**

Energy, raw materials and labor are the top costs for producing steel. Prudent steelmakers also closely monitor their equipment operating costs. Technology partners are responding with an array of solutions to reduce maintenance, automate control and lower risk. This panel will delve into technologies reshaping operational efficiency.

Moderator

**Ron Ashburn**, Executive Director, Association for Iron & Steel Technology

Panelists

- **Lee Morgan**, Chief Executive Officer and President, The Systems Group

2:10 p.m. **Interview**

**TV Narendran**, Chief Executive Officer and Managing Director, Tata Steel

**Willy Korf/Ken Iverson Steel Vision Award and Willy Korf Young Excellence Award Ceremony**

2:40 p.m.

Steel Vision Award Recipient

- **TV Narendran**, Chief Executive Officer and Managing Director, Tata Steel

Young Excellence Award Recipient

- TBD

2:55 p.m. **Networking Break**

3:25 p.m. **Interview**

**Máximo Vedoya**, Chief Executive Officer, Ternium

4:30 p.m. **Interview**

**Mario Arvedi Caldonazzo**, Chief Executive Officer, Arvedi

5:30 p.m. **Cocktail Reception**

8 a.m. **Opening Session**  
**Philipp Englin**, Chief Executive Officer, World Steel Dynamics

8:35 a.m. **International Steel Perspectives**

Moderator

**Edwin Basson**, Director General, World Steel Association

Panelists

- **Kevin Dempsey**, President and Chief Executive Officer, American Iron and Steel Institute
- **Martin Theuringer**, Managing Director, Wirtschaftsvereinigung Stahl
- **Ezequiel Tavernelli**, Executive Director, Alacero
- **Alok Sashay**, Secretary General and Executive Head, Indian Steel Association
- Representative from CISA

9:50 a.m. **Interview With Steel Industry Executive**

10:20 a.m. **Networking Break**

10:55 a.m. **Presentation**

11:30 a.m. **Interview With Latin America Steel Industry Executive**

Moderator

**John Lichtenstein**, Managing Partner, World Steel Dynamics

12:05 p.m. **Networking Lunch**

1:25 p.m. **Tech Talk: Innovations in Mill Design**

From the outside, the steel sector may seem monolithic, endlessly producing a commoditized material in a highly competitive, globally oriented business. The reality is that differentiation and efficiency is leading the best steel producers to sustainable profits. This panel will explore innovative mill design that will set the best apart from the rest.

Moderator

**Ron Ashburn**, Executive Director, Association for Iron & Steel Technology

Panelists

- **Joseph Dzierzawski**, Vice President of Sales and Strategy, Primetals Technologies USA LLC
- Representative from Danieli



**2:05 p.m. Presentation**

**Shannon K. O'Neil**, Senior Vice President, Director of Studies and Maurice R. Greenberg Chair, Council on Foreign Relations

**2:40 p.m. Analyst Roundtable**

Leading industry analysts come together for an insightful debate on the future of the global steel industry. This session will explore key market trends, challenges and opportunities shaping the sector, providing expert perspectives on what lies ahead.

Moderator

**Adam Green**, Managing Partner, World Steel Dynamics

**3:25 p.m. Networking Break****3:45 p.m. North American Downstream Sector Panel**

Moderator

**Philip Bell**, President, Steel Manufacturers Association

Panelists

- **John Ganem**, Chief Executive Officer, Kloeckner Metals Corp.
- **John Hollatz**, Executive Vice President Fabricated Construction Products, Nucor Corp.

**4:50 p.m. Interview With Steel Industry Executive**

Moderator

**Philipp Englin**, Chief Executive Officer, World Steel Dynamics

**5:30 p.m. Cocktail Reception**