

The Latin American and global steel will be held in Colombia

Alacero - São Paulo, Brazil, September 26th, 2018. This year, the steel industry and their value chain will be gathering in Alacero-59 Conference, to be held in the Convention Center Cartagena de Indias, Colombia, between November 05-07.

In this occasion, outstanding speakers will discuss the development of the steel industry, its challenges and opportunities. The main topics are: how to move forward in sustainability and competitiveness?, the new global and regional trade policy, The challenges of the steel industry: from china to human capital, Steel from a consumer perspective and The steel market: the challenge of sustained growth.

The event will be chaired by Jefferson de Paula -President of Alacero, Member of the Executive Committee of ArcelorMittal Group and CEO of ArcelorMittal Long Carbon Americas of the South, Central and the Caribbean-, Carlos Arturo Zuluaga -President of the Colombian Organizing Committee and President of ACESCO- and Francisco Leal, the new appointed General Director of Alacero, now based in São Paulo, Brazil. For Francisco Leal "the challenges of the industry, such as competitiveness and sustainability, go through innovation. The need brings creativity. In this new dynamic, the steel companies have a huge opportunity to modernize their operations and be more competitive regionally and globally.

In this opportunity, I invite all our members and industry people to participate in our Conference in Cartagena, next November."

Rafael Rubio, General Director of Alacero until August will remain as legal representative of the Santiago office until complete its dissolution.

About Alacero

Alacero –the Latin American Steel Association– is the organization that brings together the Steel Value Chain of Latin America to promote the values of regional integration, technological innovation, corporate responsibility, excellence in human resources, safe working environments, and social and environmental sustainability. Founded in 1959, Alacero is formed by more than 60 steel and related companies in 19 countries, whose production is about 70 million annual tons. Alacero is a Special Consulting Organization to the United Nations and is recognized as International Non-Government Organization.