
CII STEEL Mart 2010 at Chandigarh presents unique platform

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With surging domestic demand and huge investments being made by both domestic and international producers, Indian steel industry is all set to take a leap forward. Realizing the immense potential the steel sector has for the Indian Industry, CII is organizing STEEL Mart 2010 at Chandigarh on September 10th and 11th 2010, which would serve as a platform for steel producers & consumers to interact as also chalk out a focused action plan for aligning the interests of North India's steel industry. The conference would also focus on emerging opportunities & challenges confronting Steel Industry in North India.

Coinciding with the conference, a platform for the display of state of the art technologies, products and services in the Steel Sector by the sponsors of the event is being created by way of a two day Exposition.

SteelGuru, in its capacity of media partner for STEEL Mart 2010, caught up Mr J Mehra chairman of STEEL Mart 2010 to understand the uniqueness of this event.

Q - What is the basic objective of the seminar?

A - It is a platform to provide interaction amongst steel consumers of the North Region and the integrated steel makers to understand the existing and emerging requirement of steel, which will facilitate the integrated steel companies to upgrade their process and technologies to cater to the existing and emerging demands.

This will also provide a platform to the SMEs to assess opportunities to re model/develop facilities to meet the demand of the end consumers.

Q - How is it beneficial for the North Indian steel industry?

A - Being an entrepreneurial region, there are a large number of industries engaged in the manufacturing of automobile components, engineering goods, consumer durables etc. This seminar will focus on emerging opportunities for such industries and help them to improve their efficiencies, designs and cost effectiveness.

Q - Which sectors are likely to benefit?

A - In the last few years a large number of players from varied steel intensive sectors like automobiles, housing, consumer durables etc has set up operations in Northern India. While major automakers have all set up their plants, leading real estate players are also announcing big projects here. The seminar thus provides an excellent opportunity for assimilation, where designers, builders, fabricators would have a first hand interaction with the large steel players to show case their requirements.

For example, use of high strength steel in automobiles, pre fabricated steel in housing are the in thing today which are not only cost competitive but also economize on time. Thus real estate and auto players who have plans for big projects in the region could get a chance to interact with the suppliers for better ways to cater to their needs, with the steel producers also getting to know the likely demand scenario.

The seminar could also provide good prospects of business tie ups between steel producers and end users.

Q - What support can we seek from state governments and the ministry of steel?

A - There are several bottlenecks that plague the steel industry in this region, be it regulatory or policy issues. With the presence of steel minister and other ministerial delegates, this forum would give the stakeholders a chance to have a direct interaction and seek necessary support from state government and ministry of steel in this regard.

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