

## ABOUT STEELRISE 2009

**A note from Dr. Amit Chatterjee, Adviser to the Managing Director, Tata Steel & Chairman, Organising Committee, STEELRISE 2009**

At a time when the steel industry is not faring well, at a time when steel production and consumption are on the decline, at a time when the Indian economic scenario is far from bright, it is perhaps logical to ask "**WHY STEEL RISE 2009**" is being planned in February 2009.

Like all logical questions, the answer is also not far to seek. There is an old adage: "When the going gets tough, the tough get going". All that this means is that one must plan for better days at times when things do not appear very rosy. John H Rockefeller once said, "There are days when many are discouraged. In the 93 years of my life, depressions have come and gone. Prosperity has always returned and will return again". This is particularly applicable to a cyclical industry like steel. History is replete with instances of the steel industry going through peaks and troughs. Cast your mind back to the mid-90s when the steel industry was booming; look back to the late-90s and early 21<sup>st</sup> Century when the steel industry was in the doldrums. This was followed by hitherto unforeseen halcyon days in the period 2003 till mid 2008. Suddenly, perhaps at a time when it was least expected, the last 3-4 months have witnessed extremely difficult times for the global steel industry. The impact on India is also beginning to be felt.

Only through discussions would it be possible to chalk out a plan for what needs to be done to make the depression in the market as short as possible, and plan for hey days to come. Orissa, which is expected to be the epicenter of steel activity in India in the years to come, with Bhubaneswar as the capital of this mineral-rich State, has been chosen as the venue for **STEELRISE 2009**, where issues such as technology, product up-gradation, customer satisfaction and other matters related to the steel business would be discussed by experts from India and overseas. These discussions will result in a concrete plan of action. That is the essence of **STEELRISE 2009** - an important event in the growth of steel in Orissa and India.

Over and above technical discussions, which are a part of all conferences, Steel Rise will also include Sessions on:

*“Meet The CEOs of the Steel Industry”;*

*“Dialogue with Small Scale Suppliers of Components to the Steel Industry”;*

*“Triologue with University Students, Academia, Industry leaders”* to plan for future HR supply and demand.

It is obvious that **STEELRISE 2009** will be a mega event. It will be accompanied by an Exhibition where interested organizations can display their goods and services for the benefit of the participating delegates. The delegates would be drawn from all spheres of the steel business including technical experts, researchers, academicians and students planning to enter this vital industry. Therefore, your participation in **STEELRISE 2009** for a couple of days in early February at Bhubaneswar is a must.

Bhubaneswar looks forward to welcoming you with pleasant weather and traditional hospitality. **STEELRISE 2009** could herald the beginning of the end of troubled times; at least, let us fervently hope so.

We look forward to seeing you in **STEELRISE 2009**.