



PLATTS 2016 GLOBAL METALS AWARDS

**CALL FOR NOMINATIONS:
SEARCHING FOR THE BEST**

May 19, 2016 | Marriott Grosvenor Square | London

**Nominate by January 15 and get a
FREE seat at the Awards Dinner**

DETAILS INSIDE



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STEEL**



PLATTS 2016 GLOBAL METALS AWARDS

CALL FOR NOMINATIONS: SEARCHING FOR THE BEST

We are delighted to announce the Call for Nominations for the 4th annual **Platts Global Metals Awards**. Our goal at Platts is to recognize top performers – industry leaders and innovators just like you. This Awards program offers 14 categories both for business and individual achievement. Most companies self-nominate and multiple nominations are encouraged.

Why Nominate?

- Gain global recognition for being the best in the industry
- Recognize achievements in your organization
- Outshine your peers in front of prospects and customers
- Share successes to improve industry performance
- It's simple and free to nominate

We invite you to browse through the nominations categories in this book and visit our website at www.globalmetalsawards.com for more information and to complete the online nomination form. Or, call us at +1 720-264-6840 and we will walk you through the easy process.

Tell us why you're the best... **AND WE'LL TELL THE WORLD!**

For more info call: +1 720-264-6840

KEY DATES

1 Dec 15	Nominations Open
15 Jan 16	Early Bird Nominations Close
29 Feb 16	Nominations Close
14 Mar 16	Finalists Announced
19 May 16	Winners Announced

SPECIAL EARLY BIRD NOMINATIONS OFFER

Submit your nominations by 15 January 2016 and get a FREE SEAT (a \$250 value) at the **Platts Global Metals Awards** dinner. For more information, contact us at (email/phone/web info here). All nominations are due by 29 February 2016.

ABOUT PLATTS

Founded in 1909, Platts is a leading global provider of energy, petrochemicals, metals and agriculture information and a premier source of benchmark prices for the physical and futures markets. Platts' news, pricing, analytics, commentary and conferences help customers make better-informed trading and business decisions and help the markets operate with greater transparency and efficiency. Customers in more than 150 countries benefit from Platts' coverage of the biofuels, carbon emissions, coal, electricity, oil, natural gas, metals, nuclear power, petrochemical, shipping and sugar markets. A division of McGraw Hill Financial, Platts is based in London with more than 1000 employees in more than 15 offices worldwide. Additional information is available at www.platts.com.



2015 WINNERS

Alcoa

New Steel

Mario Longhi,
United States
Steel Corporation

Teck Resources Ltd

**International Coal Venture
Pvt. Limited**

Alcoa

Hindustan Zinc Ltd

NMDC Ltd

NEMAK (Premium Alloys Unit)

JSW Steel Ltd

Tadeu Nardocci, Novelis

Klein Steel Service Inc.

Egyptian Steel

CATEGORIES

Metals Company of the Year

Breakthrough Innovation of the Year

CEO of the Year

Corporate Social Responsibility Award

Deal of the Year

Industry Leadership Awards:

– Aluminum

– Base Metals

– Raw Materials & Mining

– Scrap & Recycling

– Steel

Lifetime Achievement Award

Metals Distributor of the Year

Rising Star Award

For rules and requirements please visit us at www.globalmetalsawards.com,
email globalmetalsawards@platts.com, or call +1 720-264-6840.

For more info call: +1 720-264-6840



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CATEGORIES

BREAKTHROUGH SOLUTION OF THE YEAR

Open to miners, producers, processors, equipment makers, exchanges, clearing houses, recyclers, technology providers and others contributing to the metals value chain.

This category acknowledges the work of a company or organization instrumental in taking a promising metals production technology or process and expanding its use or impact. The award recognizes innovators or first movers, as well as those with the perseverance to transform an existing process or make it remarkably better.

Judges will focus on the research, development and commercialization of ingenious and cost effective-ways to enhance one or more of the following key objectives: greater efficiency, higher productivity, better quality and lower environmental impact. The scope of the award ranges from raw materials supply, through primary production and further processing, to the end-user interface.

Judges will consider any metals production technology or process launched, patented or fundamentally improved since January 2015. Technologies operating in pilot facilities or initial phases will be considered.

JUDGING CRITERIA

Innovation

Net Job Growth (projected)

Results (non-financial)

Scope

Technologically Proven

CATEGORIES

CEO OF THE YEAR

Open to all CEOs in and around the metals space.

For a CEO to win, he or she needs to have consistently demonstrated clarity of vision, judgment and motivational skills. He or she must be an effective communicator, articulating their ideals, vision and integrity; thus, transforming and empowering organizations. The winner will be a leader who is highly respected by both peers and competitors, admired and followed by employees, trusted by investors and welcomed by the community.

This award recognizes an individual who has taken decisive action when confronted with challenges, and who has best adapted to market shifts by balancing long-term growth with short-term volatility.

Judges will consider a CEO's entire track record, with particular attention focused on that individual's accomplishments since January 2015.

JUDGING CRITERIA

Decisiveness

Integrity

Leadership

Peer Recognition

Strategic Vision

CATEGORIES

CORPORATE SOCIAL RESPONSIBILITY AWARD

Open to all organizations operating in the metals space.

The Corporate Social Responsibility (CSR) Award illuminates the ever-important convergence of profitability and company values. CSR will recognize the organization that best demonstrates leadership, commitment to action and real-world impacts from across its business.

The judges will seek a high-performing organization that has evidenced its positive influence on surrounding communities in times of crisis and/or promoted teamwork toward sustainable, long-term impacts and encouraged active employee participation beyond mere financial contributions. Not only will this organization have established a commitment to society and its well-being, but also will have a compelling communications program that effectively presents the influence and commitment toward a more economically just and environmentally sustainable society.

Judges will consider any program implemented in 2015 or ongoing.

JUDGING CRITERIA

Benefit to Community

Challenges

Communications Program

Integrity

Scope

DEAL OF THE YEAR

Open to all organizations active in the metals space, including end-users and financial entities such as exchanges and private equity firms.

Amid a weak economic backdrop, metals leaders continued to make deals and take advantage of targeted growth opportunities over the past year. This award aims to reflect the changing landscape created by these global transactions, investments, alliances or partnerships. Deal of the Year will recognize the significance and success of asset buyouts, joint ventures, strategic company alliances or full company mergers or acquisitions.

Note: This award is for a specific investment in the given time frame. Metal or steel investment portfolio businesses should not submit their whole portfolio for consideration.

In the interests of judging the financial success of an investment, **judges will consider** any investment made since January 2015.

JUDGING CRITERIA

- Challenges
- Financial Results
- Leadership
- Scope
- Strategic Vision

CATEGORIES

INDUSTRY LEADERSHIP AWARDS

This category is open to any company that has taken decisive action resulting in a substantial transformation or change of direction in their sector of the metals industry. Leadership, market expansion, corporate integrity and financial success are the core characteristics these categories celebrate. These awards recognize companies that have shown they are first movers, venturing away from status-quo and willing to take risks with the courage and conviction to make fundamental changes in the way they operate. Innovation and a commitment to progressive thinking define these leading organizations.

The judges will be looking for companies that excel by consistently delivering strong returns to shareholders or owners, while improving environmental efficiencies, implementing technological advances and displaying a commitment to sustainable, forward- thinking solutions. Judges will also take into account the challenges of the political and business environments in which entrants are operating.

A company may nominate in multiple sectors, provided each nomination is specific to that category and genuinely distinct from one another.

For all Industry Leadership Awards, judges will focus exclusively on performance and achievements since January 2015. There will be five awards presented, one for each industry on the following pages.

- **ALUMINUM**

Open to all organizations operating anywhere in the Aluminum production chain.

The global aluminum industry has begun to capitalize on growth in automotive penetration and a rebound in some of its traditional sectors, but oversupply has continued to plague prices and weaken sentiment. Global trade shifts have brought further challenges, while the potential for supply chain cutbacks and price volatility remain. This award recognizes companies across the aluminum sector that have successfully navigated the difficulties, recognized opportunities and succeeded in setting themselves apart.

- **BASE AND OTHER METALS**

Open to all companies active in base metals, such as copper, zinc, tin, nickel and lead. Judges will also consider naming an award for participants operating in precious metals, ferroalloys and light metals.

This award recognizes companies that have weathered the downturn by taking action to improve efficiency, tailor their output to meet demand, and focus on core strengths. Judges will identify companies that made the right decisions about investment, growth prospects and diversity in preparation for opportunities ahead.

CATEGORIES

INDUSTRY LEADERSHIP AWARDS (continued)

- **RAW MATERIALS & MINING**

Open to raw materials miners, producers – including all specialty and core mining operations – and firms operating in upstream inputs for metals making.

Historic-low prices for inputs such as iron ore, coal and coke have made an already competitive industry sector an even more difficult one in which to succeed. Challenges such as bankruptcy filings, oversupply and scaled-back expansion plans have required raw materials and mining companies to be nimble to navigate their way to profits.

Judges will look for firms that have initiated strategies to not only cut costs, but make mining or processing raw materials more efficient and/or environmentally friendly, while positioning themselves for long-term growth and greater market share.

- **SCRAP & RECYCLING**

Open to companies operating in the scrap and recycling sector, including firms ranging from brokers to collectors to processors, shredders and distributors.

The metals recycling industry has seen pricing volatility, company consolidation, shifting scrap streams and trade destinations and growing competition from alternative metals-making inputs.

This award recognizes metals recycling companies of all sizes that have adapted and thrived in this changing environment by positioning themselves to take advantage of new opportunities. Judges will identify the company that exhibited the best all-around performance

CATEGORIES

in executing growth initiatives, while maintaining high-levels of financial performance and scrap processing quality.

- **STEEL**

Open to all companies that produce finished steel products.

Steelmakers – faced with challenges such as soft pricing, stagnant demand, currency fluctuations and pockets of political instability – have seen their share of adversity. At the same time, global overcapacity and competing materials have forced steelmakers to reconsider strategies for operations.

The panel of judges will also identify steelmakers that have led the way in industry advances such as new steelmaking processes, improved labor relations. Companies that have forged alliances across competitive lines to improve technologies, distribution networks or other business aspects also will be considered.

JUDGING CRITERIA

Financial Results

Innovation

Product Quality

Safety

Strategic Vision

CATEGORIES

LIFETIME ACHIEVEMENT AWARD

Open to business leaders, politicians, regulators, community activists, economists, engineers, trading and financial managers, technology specialists and any member of our industry who has made an outstanding contribution to the development and future of the metals industry in the course of his or her career.

This award is for those who have consistently made the tough decisions that paid off for an entire organization and even the industry itself. Entrants will have integrated experience from prior roles, setting a new standard of industry excellence cutting across all classifications and criteria.

Nominations from an individuals' employers, customers, peers and colleagues will be accepted.

The winner's achievements will be the product of a long and varied career of service, creativity, and insight and this individual will have won widespread recognition and respect on the global stage.

JUDGING CRITERIA

Achievements
Integrity
Leadership
Peer Recognition
Strategic Vision

METALS SERVICE PROVIDER OF THE YEAR

This award recognizes those who provide vital services to metals companies. This includes those who distribute, store and facilitate trading of all the metals on which the world depends. There will be two awards given: one recognizing financial services, and another recognizing participants in the physical market.

- **FINANCIAL**

Open to all firms operating in metals financial services, including traders, brokers, exchanges, clearing houses, banks, private equity firms and hedge funds.

These service providers excel by delivering fast, efficient, transparent, safe, well-regulated and well capitalized services that better meet the needs of their clients in the face of strong competition, demonstrated, for example, by market share and gain. Among key considerations, judges will evaluate significant business volumes traded alongside integrity and financial security.

Judges will focus exclusively on performance and achievements since January 2015.

JUDGING CRITERIA

Customer Care & Satisfaction

Financial Results

Product Quality

Regulatory Track Record

Safety, including financial security

CATEGORIES

METALS SERVICE PROVIDER OF THE YEAR (continued)

- **PHYSICAL**

Open to service centers, physical traders and brokers, ports and companies active in processing, warehousing, shipping, testing, logistics and transportation.

These service providers add value to their links in the commodities chain on a daily basis, by offering superior customer service, consistently meeting quality targets and delivery deadlines and exhibiting a commitment to both safety and the bottom line. Among key characteristics, judges will also value inventory turns that significantly outpace those of their peers.

Judges will focus exclusively performance and achievements since January 2015.

JUDGING CRITERIA

Customer Care & Satisfaction
Financial Results
Inventory Turn
Product Quality
Safety

METALS USER OF THE YEAR

Open to finished product segments such as automotive, aerospace, transportation, yellow and white goods, food and beverage packaging and heavy equipment.

This award honors the customers of metals producers who have built on the industry's spirit of innovation by implementing leading-edge applications likely to be imitated by competitors or initiatives that have changed the way their own customers use finished products.

The judges will consider initiatives or projects conceived by metals end-users or individual companies that have generated considerable cost or energy savings, resulted in improved efficiency in the use or operation of particular finished metal products or have enabled consumers to use a certain product in a new, more beneficial way.

Key metrics to be considered include reduction per unit, percentage of overall results or other measurable results related to a particular initiative.

Judges will focus exclusively performance and achievements since January 2015.

JUDGING CRITERIA

Financial Results

Innovation

Operational Excellence

Results (non-financial)

CATEGORIES

RISING STAR COMPANY AWARD

Open to miners, producers, processors, equipment makers, exchanges, clearing houses, recyclers, technology providers and others contributing to the metals value chain since January 2006.

The world of metals is filled with companies that exhibit an entrepreneurial spirit of advancing new technologies, transforming markets and reevaluating established traditions in order to move our industry forward.

The Rising Star Award recognizes the achievements of either a genuine startup business or an existing business that has moved into a new field. Elbowing into a new space in an already crowded industry takes guts, superior execution, brilliant marketing and a tremendous organizational ability to learn fast.

Typical entrants might include, for example, companies with a regional or country focus that have successfully positioned themselves on the world stage, engineering or trading startups, businesses that have moved their entire focus upstream or downstream within a given industry.

JUDGING CRITERIA

Financial Results – growth, in particular
Innovation
Net Job Growth
Operational Excellence
Scope

METALS COMPANY OF THE YEAR

Nominations will NOT be accepted for this category. The judges will select the recipient for the Metals Company of the Year from the entire list of this year's finalists. Companies that are fast-moving, adaptive, and concerned with the provision, production, logistics and trading of the metals complex as a whole are most eligible for this esteemed award.

In selecting the Metals Company of the Year, the judges are looking for all-around excellence in executing a total metals strategy. The range and extent of a company's activities—its diversity, scope, technological innovation, and environmental concern—are pivotal factors, as are the traditional values of concern for the end user and efficiency. Particular attention will be paid to each company's commitment to sustainability. The winner of the Metals Company of the Year will stand above all others in the industry.

Judges will focus exclusively on performance and achievements since January 2015.

ABOUT OUR SPONSORS

SILVER SPONSOR:



Primetals Technologies, Limited, headquartered in London, United Kingdom, is a worldwide leading engineering, plant-building and lifecycle partner for the metals industry. The company offers a complete technology, product and service portfolio that includes the integrated electrics, automation and environmental solutions. This covers every step of the iron and steel production chain that extends from the raw materials to the finished product – in addition to the latest rolling solutions for the nonferrous metals sector. Primetals Technologies is a joint venture of Mitsubishi Heavy Industries (MHI) and Siemens, respectively with a 51% and a 49% stake in the company. The company employs around 9,000 employees worldwide. Further information is available at www.primetals.com.

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Established in 2010, Egyptian Steel Group succeeded to penetrate the steel industry in Egypt. The Group operates with the philosophy of producing safe, high quality products conforming to local and international standards using the latest state-of-art eco-friendly technology with an eye on long-term conservation of resources. www.egyptian-steel.com

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You are invited to participate in a unique sponsorship opportunity where the audience is select and the potential to grow your brand is enormous. Become a sponsor now and you'll have a unique opportunity to promote your brand and thought leadership to a receptive, hard-to-reach audience – not just for one night, but for an entire year.

We'll use our global exposure to raise your profile and promote your brand before, during and after the event – our extensive

marketing campaign reaches senior metals leaders all year long. Traditional media cannot match this kind of opportunity to network and develop meaningful and engaging conversations with key decision-makers. Maximize the impact of every marketing dollar you've invested. Sponsor and be the ultimate winner.

For more information on available sponsorships please contact Neil Roberts, Global Account Manager, Steel and Metals, at +44 20 7176 7638 or via neil.roberts@platts.com.