Outlook for a Sustainable Steel Industry

26 November 2020
13.00 – 14.00 UTC

REGISTER for the Zoom Webinar

Dr Edwin Basson
Director General
World Steel Association

SUMMARY OF THE LECTURE
It's been 10 months of living with the COVID-19 pandemic and the resulting impact on health and the economy.

This steelTalks lecture presents an overview of the latest economic data and short-term projections relevant to the global steel industry.

Economic performance is one of three aspects of sustainable development.

The lecture further explores worldsteel’s contribution to the environmental and social performance of the industry, as recognised with the efforts of its Member Companies.

Topics to be covered include the latest data for sustainability indicators, actions to address climate change, and enhancing safety performance.

SPEAKER INTRODUCTION
After a few years in the banking industry, Edwin joined the steel industry in 1994 as Chief Economist at Iscor Ltd. in South Africa. In 1996 he became Business Unit Manager for coated steel products and flat steel products. He later headed Strategic Initiatives at the company.

Edwin was transferred to Europe when Iscor became a part of Mittal Steel (now ArcelorMittal) in 2004 as a General Manager responsible for Marketing Strategy and was part of the Merger & Acquisition team in Mittal steel. From 2006 until he joined worldsteel, he was Vice President, Commercial Coordination, Marketing and Trade Policy at ArcelorMittal.

Edwin joined World Steel Association in August 2011 as Director General.

Edwin received his PhD in economics from Pretoria University. He taught economics at the same university from 1984 to 1990.