Dr Edwin Basson
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SUMMARY OF THE LECTURE
Governments around the world are implementing measures to limit the health impacts and loss of life resulting from the COVID-19 pandemic. Many of these measures have an economic consequence, with the world facing an economic contraction last seen in the 1920’s.

The steel industry, along with every other sector of the economy, is affected by the health emergency and the constantly changing landscape.

This lecture presents the current state of the global steel industry, using the best available data compiled by worldsteel. While economic volatility precludes a traditional short-term forecast, the lecture will present a range of scenarios and identify evolving trends that may impact the future use of steel.

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.