

SteelOrbis

MARKET TALKS

June 11, 2025

ISTANBUL

InterContinental İstanbul

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Join the gathering of Steel Industry in Istanbul!

The SteelOrbis Market Talks Istanbul, which brought together a record number of over 700 participants last year, will take place this year on Wednesday, June 11, 2025 at the InterContinental Istanbul.

This free meeting will address the threats and opportunities facing Türkiye in the steel and raw materials markets, along with a wide range of other key topics in the steel industry. You will gain valuable insights from prominent speakers representing leading companies in the sector and have the opportunity to connect with hundreds of industry professionals across Türkiye, particularly from Istanbul.

Participation is subject to availability, and spots are filling up fast — secure yours today!

Who attends

- Steel producers
- Raw material suppliers
- Traders
- End-users
- Plant / equipment companies
- Logistics companies
- Finance companies
- Technology and machinery companies
- Construction / subcontractor companies
- Machine manufacturers
- Automotive main and subsidiary industry
- Panel radiators
- Pipe / Profile Manufacturers




InterContinental Istanbul

 Gümüşsuyu, Asker Ocağı Cd. No:1, 34435 Beyoğlu/İstanbul

InterContinental offers special accommodation rates for the meeting. For all of your accommodation questions and requests, please contact Duru Tourism Agency.

Sönmez Coşkun

 operasyon@duru.com.tr

 +90 (212) 217 12 82

 +90 532 352 34 62

Standard Single Room	€ 190
Standard Double Room	€ 210

 Breakfast and VAT are included in the room rates.

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Some of the companies who have registered

Altuntaş Grup	Ermetal Otomotiv	Oyak Maden Metalurji
ArcelorMittal	Ford Otomotiv	Parladı Metal
Arçelik	Galva Metal	Peksa Profil
Asil Çelik	Gökmetal	Plast Panel
Askon Demir Çelik	Habaş	Posco Assan TST
Atakaş Çelik	Hacı Ayvaz	Ram Dış Ticaret
Ayes Çelik Hasır	Hangzhou CIEC International	Rollmech Automotive
Aygaz	Hasçelik	Sarıbekir Ambalaj
Başoğlu Kablo ve Profil	Hisarlar Makina	Seçkin Metal
Bayık Boru	Hyundai Corporation	Somal Sac Sanayi
Bediroğlu Kömür Çelik	Inductotherm İndüksiyon Sistemleri	Stow İzmit
Beyçelik Gestamp	İnka Yapı Bağlantı	Şa-ra Enerji
Borusan Boru	Kalibre Boru	Tatçelik
BSH Ev Aletleri	Kaptan Demir Çelik	Tatlıdiller Demir Çelik
COPA Isı Sistemleri	Kibar Dış Ticaret	Tosyalı Holding
Çağ Çelik Demir	KMC Group	Tosyalı Iron Steel Industry Algeria
Çınar Boru	Knauf	Umdasch Madosan
Davutoğlu Metal	Küçükoğlu Holding	Uslu ÇSM Demir Çelik
Dempaş Demir Mamülleri	Maneks Dış Ticaret	Yametaş Yassı Metal
Duferco Çelik	Mertse Sac Metal	Yıldız Demir Çelik
Efece Galvaniz Demir Çelik	MMK Metalurji	Yükselen Çelik
Ekinciler	NEA Metal	Zey Demir
Elba Basınçlı Döküm Sanayii	Nehir Metal	
Erciyas Çelik Boru	NLMK Turkey	



[Click here to see the attendee list](#)

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Day 1: 11 June 2025, Wednesday

13:00 - 14:00 Registration

14:00 - 14:25 **Opening**
Murat Eryılmaz
CEO, SteelOrbis

Steel industry overview by Erdemir
Sercan Büyükbayram
Marketing and Sales Group Vice President, Erdemir - Isdemir

Session language: Turkish

 * Simultaneous Turkish-to-English translation will be provided during the session.

14:25 - 15:00 **SESSION ONE - Market talk: Latest trends and expectations in raw material markets**

Moderator: Murat Eryılmaz, CEO, SteelOrbis

Şevket Selim Yılmaz
Chief Procurement Officer, Erdemir

Volkan Başol
Operations Director, Amsterdam Scrap Terminal (AST)

Session language: Turkish

 * Simultaneous Turkish-to-English translation will be provided during the session.

15:00 - 15:30 Networking break

15:30 - 16:10

SESSION TWO - Market talk: Opportunities and threats for Turkey in the steel industry

Moderator: Mesut Özdöl

Tolga Koçer
Marketing & Sales Director - Long Products and Distribution Channels, Erdemir

Meltem Alim Atmaca
Marketing & Sales Director - International Trade, Erdemir

Tolga Kısacıköğlü, President & Chairman, Galva Metal

Session language: Turkish

 * Simultaneous Turkish-to-English translation will be provided during the session.

14:30 - 15:00

SESSION THREE - Türkiye and the global economy

Assoc. Prof. Derya Hekim
Economist - Academician

Session language: Turkish

 * Simultaneous Turkish-to-English translation will be provided during the session.










17:00 - 18:00 Closing cocktail

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Erdemir, the parent company of OYAK Mining Metallurgy and one of the most valuable industrial assets of our country, has been giving life to our country's economy by producing the flat steel needed by the Turkish industry for 60 years and delivering its products to steel users all over the world.

Erdemir, the pioneer of the Turkish steel industry, started production on May 15th, 1965 at its facilities established in the Karadeniz Ereğli District to meet the flat steel needs of the country. Erdemir produces hot and cold rolled flat steels, plate steels, tin-coated sheets, chromium-plated sheets and galvanized sheets at international quality standards with the experience it has gained from its deep-rooted history of more than half a century. With its approximately 4 million tons of crude steel and 5 million tons of finished product capacity, Erdemir is preferred by steel users as a reputable and reliable business partner all over the world. With its wide product portfolio, Erdemir supplies raw materials to almost every sector of the industry, including but not limited to automotive, white goods, tube mills, rolling mills, general manufacturing, electric&electronics, machinery, energy, heating equipment, shipbuilding, defense, packaging, and renewable energy industries.

Erdemir, one of the largest publicly traded companies in Türkiye with the majority of its shares in the hands of institutional investors, has been the locomotive of the industry as well as one of the engines of the Stock Exchange since the opening of Istanbul Stock Exchange in 1986 when its shares started to be traded.

Türkiye's first and leading flat steel producer, Erdemir, operates in the fields of flat and long steel production, steel service center services, mining, industrial gas production, engineering and project management, and energy and directs the sector with its pioneering applications, with its subsidiary companies Isdemir, Erdemir Mining, Erdemir Steel Service Center, Erdemir Engineering, Erdemir Romania, Kümaş Magnesite, Erdemir Asia Pacific, Isdemir Linde Gas Partnership, and Erdemir Energy and nearly 13 thousand employees.

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Established in December 2005 as DAVUTOĞLU METAL, the main field of activity of our company is the wholesale of industrial and construction iron. In addition, in line with the demands of our customers, our company also supplies steel mesh, wire rod, profile, angle iron, flat iron products. DAVUTOĞLU METAL, adding the working discipline to its experience in the sector, will be in the determination and understanding of being able to do better every day without sacrificing business ethics. The biggest factor in the rapid growth and recognition of DAVUTOĞLU METAL in the iron market in a short time is that it does not leave the principle of honesty in its business. It also provides the shipment of the highest quality materials as soon as possible by balancing the price-quality performance of the demands of our customers. In line with our customer-oriented service approach, we offer the product, service and after-sales support that our customers need, with social and environmental responsibility awareness. DAVUTOĞLU METAL has proven its place and quality in the sector and presented to you a wide range of solution partners who have standardized their products with global certificates.

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Galva Metal is an export oriented independent steel service center. We are proud to have ranked among the top 1000 Turkish companies, the top 1000 exporters, and the top 10 steel exporters within our product category.

Our SSC operates from a 20,000m² facility in Kartepe, Kocaeli, and we also maintain a company and warehouse in Romania.

In our advanced SSC we have 4 slitting lines, 2 cut to length lines, 1 multicut blanking line, 2 special cold Rolling lines, 2 embossing lines, trapezoidal and corrugated sheet lines, tear drop pattern line and our patented product galvafence line.

We have 10.000 ton plus stock position and always very dynamic allocations with our suppliers, which enables us to deliver quickly.

Please let us know all your cold rolled, aluzink, galvanized and prepainted inquiries and we will be more than happy to offer you our top class service.

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With over a decade of industry expertise and accumulated know-how, NEA Metal stands out by placing service quality at the heart of its operations, embracing innovation, and staying closely attuned to global market dynamics. Always striving to be one step ahead, we are committed to becoming a competitive and trusted player in the global arena—by focusing on what truly matters: the needs and satisfaction of our business partners.

Our growth is driven by a global outlook and an unwavering commitment to progress. We fuel this vision through customer-centric production, guided by forward-thinking investments and a deep-rooted sense of quality and integrity that defines our way of doing business.

NEA Metal is proud to generate value not only for Turkey but for the world. We remain deeply committed to responsible production, with an approach that respects the economy, society, and the planet. Built on the core values of trust, transparency, environmental responsibility, people-first thinking, and a strong focus on innovation, we aim to deliver sustainable outcomes and lasting value for future generations.

We partner with top-tier manufacturers both in Turkey and internationally—delivering critical raw materials such as hot rolled coils and sheets, hot rolled plates, and structural steel profiles including IPE, NPI, NPU, and H-beams to key industries like machinery, manufacturing, and shipbuilding across a wide range of markets.

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Nehir Galvaniz Metal was founded in 2016 as an import and export company specializing in high-quality flat steel products, including steel coils and related materials. With years of industry experience and a team of dedicated professionals, we are committed to providing our customers with top-quality products and developing tailored solutions that meet their specific needs.

We maintain a steady stock of flat steel categories including Hot Rolled (Black), Pickled, Cold Rolled (DKP), and Galvanized materials, while also importing Pre-painted and Galvanized steel products. In line with our customer-oriented service approach, we also offer value-added services such as slitting, cut-to-length, trapezoidal sheet forming, corrugation, and ridge cap production, along with comprehensive after-sales support.

Our mission is to operate with high-quality standards and modern technology to create value for our country and stakeholders, while continuously embracing innovation and development in the steel industry.

We aim to establish a lasting production philosophy based on knowledge, experience, and creativity. By generating social and economic value in the sector, we strive to contribute to both the national economy and the iron-steel industry. Our core goal is to continuously create value for our customers, suppliers, employees, and country.

We are committed to meeting the expectations of our customers, employees, suppliers, society, and the environment. We strive for consistency in our quality objectives, enhance overall quality through continuous training, and ensure the sustainability of our after-sales services.

Customer satisfaction, teamwork, corporate sustainability, agility, and creativity.

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We provide fast, flexible, and cost-effective services to our customers by offering reliable and innovative solutions with high-quality standards in the iron and steel industry. Through our global supply network, bonded warehouse (Type C), and tailored solutions for companies utilizing the Inward Processing Regime (IPR), we simplify the operational processes of exporters and manufacturers, supporting them in enhancing efficiency and competitiveness. By prioritizing continuous improvement and customer satisfaction, we continue to be a strong and trustworthy business partner in the industry.

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Yametaş , one of the leading companies in the Turkish steel industry, continues its activities with the principles of responsibility given by its experience of more than half a century. Since it was established in 1966, Yametaş has consistently improved itself as a follower of all innovations and developments with its dynamism. Yametaş gives particular importance to sense of high quality and customer satisfaction in all contexts. At its production facilities located on a land of 30.000 m², Yametaş has Steel Service Center and Tube & Profile & Roll-Forming lines which meet the needs of many sectors in both domestic and foreign markets. Our biggest goal is to maintain a long term partnership with our precious customers through our experienced, customer-oriented and skilled staff for "Serving the STEEL industry".

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ZEY DEMİR SAN. TİC. A.Ş. is a company based in Aliğa, İzmir, with 45 years of rolling experience and 30 years of expertise in elevator rail production. Our company manufactures T-profil, elevator rails, flat bars, square bars, and custom profiles, all in compliance with industry standards and a firm commitment to uncompromising quality.

Our production facility spans a total area of 52,000 m², including 20,000 m² of indoor space. With a production capacity of 3,000 tons per 8-hour shift, we are capable of hot rolling up to 100,000 tons annually.

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Assoc. Prof. Derya Hekim

Economist - Academician

After completing her high school education at Bursa Anadolu High School, Derya Hekim pursued her university studies at Yeditepe University, where she earned a dual major degree in Economics and Business (with a scholarship).

She obtained her master's and doctoral degrees from Bursa Uludağ University, where she continues her academic work and teaching. In 2020, she was awarded the title of Associate Professor. Specializing in International Macroeconomics, Associate Professor Derya Hekim has published articles, book chapters, and symposium papers in national and international journals in this field.

Having participated in various projects in the fields of Economics and Finance, she is also one of the co-founders of the fintech startup Unitplan.co. Furthermore, as the economic advisor of BUSİAD, Derya Hekim provides consultancy services to various companies.

She is also a frequent commentator on economic matters in TV programs. As a regular guest on BloombergHT TV's Economic Outlook program on Mondays, she has also shared her insights on media platforms such as Cnbc-e, Habertürk, NTV, Nasıl Bir Ekonomi TV, and various YouTube programs.

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Meltem Alim Atmaca

Marketing & Sales Director - International Trade, **Erdemir**

Meltem Alim Atmaca is currently serving as the Marketing and Sales Director in International Trade at Erdemir since June 2020. She has extensive experience in various roles within the company. Prior to her current position, she served as the Project Management Office Manager from November 2014 to June 2020. She also held roles such as Marketing and Sales Manager for International Trade and Global Accounts (March 2012 – November 2014) and Marketing and Sales Manager for the Automotive Sector (July 2010 – March 2012).

She started her career at Erdemir in November 2002 as a Marketing and Sales Engineer at Ersem, Erdemir Steel Service Center, where she worked until February 2006. She was then promoted to Marketing and Sales Supervisor at the same center, a role she held from February 2006 to July 2010. Before joining Erdemir, she gained valuable experience as a Project Coordinator at CNR Holding from November 2001 to November 2002 and as a Fleet and Special Sales Expert at Hyundai Assan Automotive Company from December 1998 to February 2001.

Meltem Alim Atmaca holds a Master's degree in Management Business Administration Engineering (Executive MBA) from Istanbul Technical University (2000 – 2001) and a Bachelor's degree in Metallurgical and Material Engineering from the same university (1994 – 1998). She completed her high school education at Kadıköy Anatolian High School in 1992 and attended Lefkoşa Turkish Maarif College in 1989.

She specializes in areas such as Steel Service Center Operations, Market Research, Sales and Logistics, Supply Chain Management, Export, Key Account Management, Budget Management, Project Management, and New Business Development. She is also proficient in Competitor Analysis, Relationship Building, and Presentation & Proposal Preparation, with a focus on developing sustainable networks and closing strategies.

Her certifications include expertise in Export and Operations, Risk Management and Contract Law in International Trade, Negotiation Techniques, Financial Planning, Customer Satisfaction, Benchmarking, Warehouse Management, Marketing and Sales, Reporting Techniques, Time Management, and Team Work. Additionally, she has participated in the 12th Quality Congress, European Union and World Leadership.

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Sercan Büyükbayram

Marketing and Sales Group Vice President, **Erdemir - Isdemir**

Born in 1971, Sercan Büyükbayram earned his Bachelor's degree in Political Science and Public Administration from Middle East Technical University in 1995, followed by a Master's degree in Political Sociology from the same university in 1998. He has held various roles across the banking and finance sectors, including senior positions at ING Bank Turkey (2008–2011), BNP Paribas–TEB Cetelem Personal Finance (2011–2014), and Aktif Bank (2014–2016). In 2016, he joined OYAK Mining Metallurgy, which includes Erdemir and Isdemir, where he initially served as Marketing and Sales Director for General Manufacturing Industries (2016–2018) and then for Construction and Building Materials (2018–2023). Since 2023, he has been serving as the Vice President of the Marketing and Sales Group at OYAK Mining Metallurgy. Büyükbayram is fluent in English.

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Şevket Selim Yılmaz

Chief Procurement Officer, **Erdemir**

Şevket Selim Yılmaz was born in 1981 in Bolvadin, a district of Afyonkarahisar, Turkey. He completed his undergraduate studies in Business Administration at the Faculty of Economics and Management Sciences of Atatürk University.

With over 20 years of professional experience in sales, marketing, and procurement at multinational companies. Yılmaz began his career in 2004 as a Marketing Assistant at Barter International. Between 2006 and 2019, he held various managerial positions at LG Electronics Inc., including Marketing and Communications Manager, Consumer Electronics Sales Manager, and Head of Trade Marketing. During this period, he carried out domestic and international projects focused on corporate structure development, sales and distribution channel management, and marketing and communication strategies.

In 2019, Yılmaz joined OYAK Mining and Metallurgy Group as Director who is responsible for the procurement of ferroalloys, refractory materials, and ferrous materials respectively. As of 2024, he continues his career as Chief Procurement Officer.

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Tolga Kısacıkoğlu

President & Chairman, **Galva Metal**

He was born in Istanbul in 1975. He completed his primary education in Kocaeli and pursued his secondary and high school education at Nişantaşı Işık High School. After graduating from Istanbul Technical University with a degree in Electrical Engineering, he pursued a two-year MBA at Stetson University in the United States. Following four years of professional experience, he founded Galva Metal Inc. in 2005, Galva Metal Romania in 2010, and Galva Makine in 2022, and he is currently the President and Chairman of all three companies.

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Tolga Koçer

Marketing & Sales Director - Long Products and Distribution Channels, **Erdemir**

Born in Mersin in 1978, Tolga Koçer completed his primary, secondary and high school education in the same city. After graduating from Istanbul University Metallurgical and Material Engineering Bachelor program in 2000, he completed his master's degree in Istanbul Technical University Metallurgical and Material Engineering Department in 2002. He completed his military service as an engineer in 2003, and he started his professional career in 2004 in the İsdemir Sales and Marketing department of Oyak Mining Metallurgy. He served as Oyak Mining Metallurgy Sales and Marketing Manager between 2010-2023. Koçer, who has been serving as OYAK Mining Metallurgy Marketing and Sales Director since 2023, is married and has one child.

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Volkan Başol

Operations Director, **Amsterdam Scrap Terminal (AST)**

Volkan Basol is the Operations Director of Amsterdam Scrap Terminal B.V., bringing nearly 20 years of extensive experience in international trade, supply chain management, and business development within the steel industry. Throughout his career, he has led strategic operations ranging from ferrous scrap trading and power plant procurement projects to large-scale purchasing and international logistics management. Having held key positions in both Turkey and the Netherlands. His core areas of expertise include steel scrap trading, international procurement, supply chain optimization, and project logistics.

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