



NOTES FROM A LEADER

Mauro Bianchi Ferri

Managing Director



After completing my studies in Milan, Italy, earning a university doctorate degree at Politecnico di Milano and a post-university degree at SDA Bocconi, I have spent more than 30 years in the steelmaking sector.

In my career, I have been fortunate to cover several roles at international companies like GrafTech, ABB and, more recently, in the Steelmaking Division of Tenova by managing various companies located in Italy, Canada, South Africa, Mexico and Germany.

In 2016, I had a new idea to do business by using the experience developed after years of market learning and customer relations. I founded Acciarium, a steelmaking alliance of automation and process companies, with the aim to create value “growing together.” Berry Metal Co. and AIC Capitanio are two of Acciarium’s partners. Both companies are strongly involved with AIST.

AIST has always been part of my working life. I joined in 1994 and attended my first AIST event in Chicago, Ill., USA. At that time, traveling to the U.S. was extraordinary for me, being one of the youngest speakers. I was fascinated by the steel community I met across the ocean. After that, I learned to be present at each AIST congress, where you can meet friends who will give you new ideas and suggestions to grow your business.

In 2017, after a long process and many consultations, AIST decided to formalize the European Member Chapter, putting together all the members who live and work in European countries.

I was astonished and honored when Ron Ashburn, the executive director of AIST, asked me to lead this new chapter. With the help of all the friends who supported me during these four years, we succeeded. We organized the European Steel Forum together with universities; hosted many events in Milan and Udine in Italy and in Leoben in Austria; and, during the COVID-19 pandemic, also organized web events that have attracted hundreds of participants.

I need to thank all of my colleagues belonging to the executive committee who have supported me in this role, with a special thanks to Jernej Pretnar, who dedicated so much time and effort to the development of the chapter.

Programming dedicated to universities and students is one of the most important targets to focus on. Our steel industry needs energy and enthusiasm from the youngest generation, and we must communicate with the students with passion to transfer all of our knowledge. The younger generations are the key to success for the future and I will strongly commit myself, together with the European Member Chapter team, to give them the opportunities to grow!

I have gotten a lot out of AIST membership in my working life in the steel industry, especially with the European Member Chapter and its teamwork. If you had the patience to read this brief note, always remember that every moment you spend with AIST will give back a surprisingly great result! ♦

AIST MEMBER CHAPTERS

Get involved with your local Member Chapter! Visit AIST.org or contact Jill Liberto at +1.724.814.3046 or jlberto@aist.org.

AIST represents individual members in the iron and steel community from more than 70 countries around the world.

Through active networking at the chapter level, AIST members benefit from the interchange of ideas and solutions with others from the local iron and steel community. Visit AIST.org to learn more about Member Chapters.



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— Mauro Bianchi Ferri
European Member Chapter

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Recent Member Chapter Events

Middle East North Africa (MENA) Provisional Member Chapter

The AIST MENA Provisional Member Chapter conducted a webinar focused on direct reduced iron (DRI) technology on Tuesday, 23 February 2021. **Ashraf Hanna**, RHI Magnesita and MENA Member Chapter programs chair, moderated four presentations for the audience of 95 attendees.

Presentations:

- “Effect of DRI on EAF Operation,” by **Ali El-Keshawy** and **Omar Ahmad**, EZZ Steel Mill.
- “The Direct Reduction Technology for a Sustainable Steel Industry,” by **Jorge Martinez**, Tenova HYL.
- “MIDREX® Technology: The World Standard for Direct Reduction Ironmaking,” by **David Oswald**, Midrex Technologies Inc.
- “Tosyali Algérie, Largest DRI Plant in the World,” by **Mohammad R. Siddiqui**, Tosyali Algérie Fer et Acier.



The AIST MENA Provisional Member Chapter hosted a webinar on direct reduced iron (DRI) technology on 23 February 2021 (left to right, top row): David Oswald, Midrex Technologies Inc.; Ashraf Hanna, RHI Magnesita and MENA Member Chapter programs chair; Ali El-Keshawy, EZZ Steel Mill; (left to right, bottom row): Mohammad Siddiqui, Tosyali Algérie Fer et Acier, and Jorge Martinez, Tenova HYL.

Midwest Member Chapter

The AIST Midwest Member Chapter hosted a webinar on Tuesday, 9 February 2021. The webinar featured a keynote presentation from **Lourenco Goncalves**, chairman, president and chief executive officer, Cleveland-Cliffs Inc., titled “The New Cleveland-Cliffs.”

In his presentation, Goncalves shared his vision for Cleveland-Cliffs and discussed its newfound position in the steel market. With its acquisitions of AK Steel and Arcelor-Mittal USA’s integrated operations,

Cleveland-Cliffs is now the largest producer of flat-rolled steel in North America.

Despite that position, Goncalves said the company will place its focus on value rather than on volume. Steelmaking is capital-intensive, he said, and when a company pursues tons out the door, it sometimes gives away returns on investment that will be missed in the future.

“Return on invested capital needs to be pursued every day. If you don’t do that, you do a disservice to your