

**alus'09**

# alus'09

## SYMPOSIUM REPORT



**TALSAD**

TÜRKİYE ALÜMİNYUM SANAYİCİLERİ DERNEĞİ



## 9<sup>th</sup> INTERNATIONAL ALUMINIUM SYMPOSIUM REPORT

### SUMMARY

The 9<sup>th</sup> International Aluminium Symposium was held on October 10-11 at the Istanbul Fair Center, Yeşilköy, simultaneously with ALUEXPO 2019 - 6th International Aluminium Technology, Machinery and Products Trade Fair.

ALUEXPO Fair was held with the participation of 397 companies, 261 of which were foreigners, and the ALUS'09 symposium was held with the participation of 561 registered viewers.



### 1- ALUS'09 PREPARATIONS AND ORGANIZATIONAL STRUCTURE

The organizers of the symposium were TALSAD, TUBITAK-MAM and METEM.

**The Executive Committee of the Symposium** consists of 12 people and six meetings were held until the symposium. All of the meetings held by the Executive Board between November 2018 and October 2019 (November, January, February, March, May, July, September) were held with the attendance of a significant majority of the members and the meeting notes and resolutions were published.

**The Symposium Scientific Committee** was constituted with the participation of 12 Scientists who have valuable studies on aluminium in the leading universities of our country. The Scientific Committee also has members from the international scientific community. The Scientific Committee held two meetings (9 February 2019 and 24 July 2019) until the symposium and evaluated the preparation process of the symposium. The Scientific Committee also evaluated 102 applications submitted as abstracts of the proceedings, 86 of which were approved by the Symposium Coordinator and decided to publish the symposium book and 38 of them to be presented at the symposium.

**The Advisory Board of the Symposium** consists of 39 people who are well-known from the sector, who have made important contributions to our symposium activities or who have provided support as sponsors. The Advisory Board participated in the general planning of the symposium at the preparatory and orientation meeting held on February, and its suggestions were put into practice by our Executive Committee. The members of the Symposium Executive Committee, Scientific Committee and Advisory Board and the institutions they are affiliated with are given in the annex of this report.

## 2- SPONSORS AND SUPPORTING ORGANIZATIONS



The 9<sup>th</sup> International Aluminium Symposium was held with the financial contributions of 22 sponsors and 8 supporting organizations, 10 of which are international organizations.

According to the symposium sponsorship categories, our Sponsors and Supporting Organizations in 2019:

### PLATINUM SPONSORS

1. ACHENBACH Buschhütten GmbH & Co. KG
2. ASAŞ Alüminyum San. ve Tic. A.Ş.
3. ASSAN Alüminyum San. ve Tic. A.Ş.
4. MARMARA Metal Mamülleri Tic. A.Ş.

### GOLD SPONSORS

1. ETİ Alüminyum A.Ş.
2. FIMI Fabbrica Impianti Macchine Industriali SpA
3. İDDMİB - İstanbul Demir ve Demir Dışı Metaller İhracatçıları Birliği
4. MSC Gemi Acenteliği Anonim Şirketi
5. NOVELIS PAE
6. PYROTEK Refrakter San. ve Tic. Ltd. Şti.
7. RUSAL GMBV Türkiye İrtibat Bürosu
8. SAP TURKEY
9. SİSTEM Teknik Endüstriyel Fırınlar Ltd. Şti.
10. ŞAHİNLER Metal San. Tic. A.Ş.





## SILVER SPONSORS

1. ALTAŞ Alüminyum İmalat Sanayi ve Ticaret A.Ş.
2. CANSAN Alüminyum Profil San. ve Tic. A.Ş.
3. ERNST & YOUNG Global Limited
4. PETROYAĞ ve Kimyasalları San. Tic. A.Ş.
5. PMS Metal Profil Alüminyum San. Ve Tic. A.Ş.
6. QUAD PLUS Otomasyon Hizmetleri Ltd. Şti.
7. SODİTAŞ Solvent Distribütörlüğü A.Ş.

## TECHNOLOGY SPONSOR

1. CORPORATE Sense

## SUPPORTING ORGANIZATIONS

1. EA - European Aluminium
2. GLAFRI - The Global Aluminium Foil Roller Initiative
3. CRU International Limited
4. IAI - World Aluminium
5. HANNOVER-MESSE Ankiros Fuarçılık A.Ş.
6. ALUTEAM Alüminyum Test Eğitim ve Araştırma Merkezi
7. ALUMINIUM International Today
8. ALU&ART Alüminyum Cephe Yapı Mimari Proje Dergisi

## 3- SYMPOSIUM AND FAIR OPENING PROGRAM

The 9<sup>th</sup> International Aluminium Symposium and ALUEXPO Fair was opened at 10:30 on Thursday, October 10 with a wide participation. As the guest of honor of the symposium, Deputy Minister of Trade Mr. Rıza Tuna Turagay participated in the opening of the fair and the symposium and visited the companies and stands that participated in the fair after the opening. Symposium and fair joint opening ceremony;



- İbrahim ANIL – General Manager of Hannover Messe Ankiros Fairs
- Gerd GÖTZ – Director General of European Aluminium
- Göksal GÜNGÖR – 9<sup>th</sup> International Aluminium Symposium Executive Committee Chairman
- Metin USTA – TUBITAK-MAM Research Center Manager
- Ata ÖZDEMİRLER – Chairman of the Executive Board of METEM
- Ali KİBAR – Chairman of the Executive Board of TALSAD
- Rıza Tuna TURAGAY – T.C. Deputy Minister of Trade

made the opening speeches.

After the opening speeches, a plaque ceremony was organized for the symposium sponsors and primarily, two minutes of promotional films of Platinum Sponsors were watched and plaques were presented. Afterwards, the plaques of Gold Sponsors, Silver Sponsors and Technology Sponsor were presented by Mr. Göksal Güngör, Chairman of the Symposium Executive Committee, respectively.



## 4- INVITED PRESENTATIONS

A total of 6 invited speakers from abroad participated in the symposium and made presentations in Special Sessions at the opening panel of the symposium. These presentations are listed below and watched with intense participation. In the special sessions, the halls were fully booked.



- **Gerd GÖTZ, European Aluminium:** Vision 2050: A Vision for Strategic, Low Carbon and Competitive Aluminium. Perspectives for Decarbonisation, Circularity with Free and Fair Competition
- **Marius BAADER, GDA:** Outlook on the German Market and the Structural Changes within the Auto Sector
- **Prof. Dr. Jürgen HIRSCH, Hydro:** Future Applications for Aluminium Foils



- **Eoin DINSMORE, CRU:** The Outlook for the Aluminium Market; Focusing on China, the US, Europe and Turkey
- **Inga SIMONENKO, Jerome LUCAS, Rusal:** Aluminium World Outlook Low Carbon Aluminium



## 5- PROCEEDINGS AND POSTER PRESENTATIONS

During the symposium, the following topics were held in three different halls. Symposium session titles:

- Aluminium market, pricing and trade
- New and advanced aluminium alloys
- Industrial applications of aluminium alloys
- Heat treatment and alloying
- Aluminium recycling and sustainability
- Casting operations





## 6- SYMPOSIUM AND FAIR PROMOTION ACTIVITIES

During the preparation period of the symposium, digital platforms and social media were used very effectively. A separate **web page** has been prepared for the symposium presentation ([www.alusist.com](http://www.alusist.com)), the long-term name of this website has been purchased by TALSAD, web page design has been changed twice to give a professional structure.

Before the symposium, **social media** accounts were created and used effectively. Our social media accounts and the number of interactions performed are given in the table below.



TALSAD ALUS SOCIAL MEDIA ACCOUNTS RESULTS NUMBERS				
Social Media Tool	Number of Followers	Number of Messages	Total Likes Received by Messages	Number of Views of Messages
Facebook	104	89	209	3011
Instagram	467	85	788	-
LinkedIn	89	74	589	21071
Twitter	21	85	144	-

Daily announcements about sponsor participation, invited speakers, fair developments and announcements were made and shared regularly from social media accounts. In addition, a paid advertisement was made from the LinkedIn account of the symposium and international participation was provided as a direct delegate to the symposium at the end of the advertisement.





ALUEXPO and ALUS'09 held a **press conference** to promote the fair and symposium more effectively in public opinion. The members of the ALUS'09 and ALUEXPO joint press conference held on 01 October 2019 showed great interest by the members of the press, Mr. Ali Kibar, Chairman of the Executive Board of TALSAD, Mr. İbrahim Anıl, General Manager of Hannover-Messe, and Mr. Göksal Güngör, Chairman of the Executive Board of ALUS'09 gave a speech. In the following days after the meeting, a joint press release was published on many different channels.

## SYMPOSIUM ACTIVITY

Undergraduate and graduate students from universities in different provinces of Turkey brought to the fair area with a total of 12 buses and thus, they participated in the symposium and fair. In this process, with the support of human resources experts, the "Internship Application Form" prepared by TALSAD was distributed to the students. A total of 312 forms filled out by the students were collected for distribution to TALSAD members by creating an excel list.





## 7- FAIR AND SYMPOSIUM IN NUMBERS

### ALUS'09

- 102 application for proceedings
- 83 publications
- 13 sessions including 3 opening panels
- 37 oral presentation
- 37 poster presentation
- 6 invited speakers from abroad
- 7 international proceedings
- 4 Platium Sponsor
- 10 Gold Sponsor
- 7 Silver Sponsor
- 1 Technology Sponsor
- 8 Supporting Organization
- Total number of entries received before ALUS'09 and during the symposium: 516
- Total visitors records (including online registration): 278
- Number of invited guests: 96
- Number of delegate registrations: 126
- 312 internship applications

### ALUEXPO

- A total of 397 participants, 216 foreigners from 34 countries and 181 from Turkey
- 1,789 foreign from 82 countries and 10,058 local participants
- 20.000 m<sup>2</sup> exhibition area, 9.197 m<sup>2</sup> net stand area and 2.000 m<sup>2</sup> event area

# alus'09







## ANNEX – 1

### EXECUTIVE COMMITTEE

#### CHAIRMAN

Göksal GÜNGÖR TALSAD-Turkish AL Ind. Assoc.

#### MEMBERS

Derin AKERSON	ASSAN Alüminyum San. ve Tic. A.Ş.
Erman CAR	METEM-UCTEA Ch. Metal. & Mat. Eng. Tr. Cent
Duygu Saymen GAZETECİ	TALSAD-Turkish AL Ind. Assoc.
Selda KURTTEPELİ	TUBITAK Marmara Research Center
Erol METİN	TALSAD Turkish AL Ind. Assoc.
Onur MEYDANOĞLU	ASSAN Alüminyum San. ve Tic. A.Ş.
Gizem OKTAY	TUBITAK Marmara Research Center
Vedat SANCAKDAR	ASAŞ Alüminyum San. ve Tic. A.Ş.
Hüseyin SAVAŞ	METEM-UCTEA Ch. Metal. & Mat. Eng. Tr. Cent
Yalçın YEŞİLOVA	CANSAN Alüminyum Profil San. ve Tic. A.Ş.
Metin YILMAZ	ÇUHADAROĞLU Metal Sanayi ve Pazarlama A.Ş.

### INTERNATIONAL SCIENTIFIC COMMITTEE

Mustafa ÇİĞDEM	Yıldız Technical University
Derya DIŞPINAR	Istanbul Technical University
Murat DÜNDAR	ASSAN Alüminyum San. ve Tic. A.Ş.
Mert EFE	Middle East Technical University
Bernd FRIEDERICH	RWTH Aachen University
Sebahattin GÜRMEN	Istanbul Technical University
Jürgen HIRSCH	Aluminium Consulting
Ali KALKANLI	Middle East Technical University
Özgül KELEŞ	Istanbul Technical University
Ebubekir KOÇ	Fatih Sultan Mehmet Vakıf University
Ahmet TURAN	Yalova University
Onuralp YÜCEL	Istanbul Technical University





## ANNEX – 3

### ALUS'09 SOCIAL MEDIA POSTS

