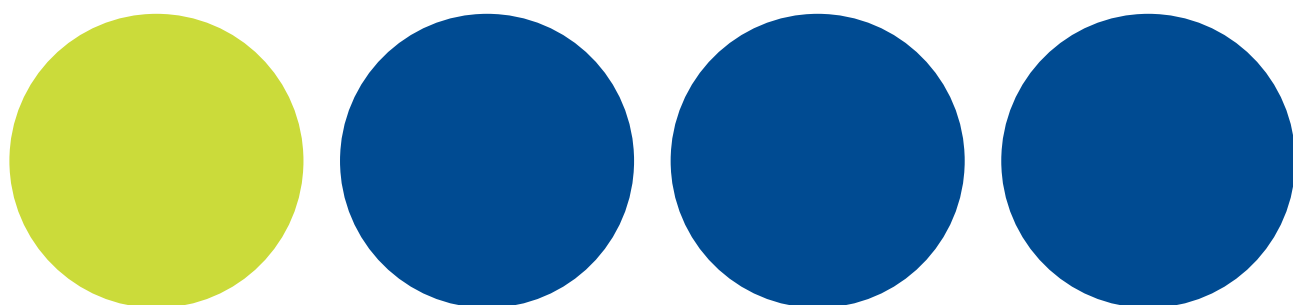




21st Annual Conference

May 26 - 29, 2016

BUDAPEST - Hungary



Sofitel Budapest Chain Bridge hotel



**INTERNATIONAL PRESTRESSED
HOLLOWCORE ASSOCIATION**

in cooperation with
 **FERROBETON**

Welcome....

...to the 21th IPHA Annual Conference and General Assembly

IPHA is delighted to offer a warm welcome to delegates and their partners to the **21th Annual Conference in Budapest**, the fascinating and impressive capital of Hungary, located along the Danube River.

The theme of the Conference is:

'HOW TO SURVIVE IN A WORLD OF CONTINUOUS CHANGE AND UNCERTAINTY'

The presentations at the Conference deal with topics such as Development in the **global economy**, Presentation of **CRH Group** with focus on cement and **forecast** consumption for the **next 2-3 years**, **Ferrobeton** - how it has changed from state owned to private company to CRH Group member, **Hungarian Focus**, Hollowcore's **opportunities in a booming residential market**, **Surviving** in a market going from extreme boom to collapse to normality, **Talent recruitment & retention** and **World market for steel** – perspective.

We shall stay at the renowned **Sofitel Chain Bridge Hotel**, located next to the Danube River and famous for its high standards of hospitality. The Conference activities will take place at the hotel.

Enjoy the IPHA Conference and Welcome to Budapest!

Yours sincerely,



Seamus McKeague,
President

Host Company

FERROBETON Zrt.

is one of the largest companies nationwide producing concrete and reinforced concrete elements and a key player in the prefabrication of reinforced concrete in Hungary.

As a member of the international CRH Group, Ferrobeton is a stable and reliable partner for even the greatest challenges.



Sponsor

Spiroll Precast Services Ltd.



specialises in tailored production systems for the manufacture of prestressed hollowcore slabs. Our approach is founded on over 50 years of technical know-how and precast manufacturing experience. We have people on the ground supporting a global customer base, and an internationally proven hollowcore production system.



INTERNATIONAL PRESTRESSED
HOLLOWCORE ASSOCIATION



dr. József Vörös earned his degree in economics in 1974. In 1993 he was awarded the academic title of doctor of the Hungarian Academy of Sciences, of which he is a full member since 2013.

His field of research is production and service management, in particular the development of competitiveness, inventory management and quality control. His publications have appeared in the International Journal of Production Economics, in the Central European Journal of Operations Research, in the European Journal of Operational Research and in the International Journal of Management Science. Since 1992 he is member of OTP Bank's Board. Since 2014 he is a member of the Risk Management Committee.

Mr. Ottó Magera serves as Sales Director for North Danube at CRH (Slovensko) a.s. He has been the General Manager of Holcim Magyarország Kft since October 1, 2012. He served as Sales and Marketing Manager of Holcim Hungária Zrt since April 2011 and was a member of the Management Board. His career developed at a fast pace, only three years later he was appointed as the project manager responsible for the foundation of the Holcim Central Europe region, where he also coordinated the elaboration of the region's business plan and implementation of the Business Risk Management. In 2004, he was relocated to head Holcim (Slovensko) a.s. - fully owned subsidiary of Slovensko s.r.o. As the Managing director he was in charge of around 20 employees both in Slovakia and the Czech Republic where he got acquainted with the alternative fuel market. He served as the Managing director of ecorec Hungária Kft. in 2006. ecorec Hungária Kft. is fully owned by Holcim Hungária Zrt. and holds a unique position in the Hungarian waste market, supplying Holcim's cement factories in Hungary with waste based alternative fuel. He graduated as a mechanical engineer from the University of Miskolc in 1998 and economist degree in 2000.



Main Programme

Thursday May 26

19:00 Welcome Aperitif and Welcome Dinner at Bellevue 1+2 of Hotel Sofitel

Friday May 27

09:00-12.10 Conference at Vaszary Room of Hotel Sofitel

12:10-13:00 Lunch at Terrasse Restaurant of Hotel Sofitel

13:00-18:00 Visit to Ferrobeton in Dunaujváros

20:00 Host's dinner

Saturday May 28

09:00-12:00 Conference at Vaszary Room of Hotel Sofitel

12:00-13:00 Lunch at Terrasse Restaurant of Hotel Sofitel

13:00-14:30 Conference at Vaszary Room of Hotel Sofitel

14:30-17:00 Terry Treanor Award and General Assembly

19:00 IPHA dinner

Conference Programme

Friday May 27

09:00 – 09:05

WELCOME

Seamus McKeague, President of IPHA

09:05 – 09:15

WELCOME

Zoltán Vass, Managing Director of Ferrobeton Zrt

09:15 – 10:15

DEVELOPMENT IN GLOBAL ECONOMY

Professor, Dr. József Vörös

10:15 -10:45

Coffee break

10:45 – 11:30

CRH, PRESENTATION OF THE GROUP WITH FOCUS ON CEMENT AND FORECAST FOR THE NEXT 2-3 YEARS

Ottó Magera, Sales director for North Danube Region
CRH

11:30 – 12:00

FERROBETON, CHANGES FROM STATE OWNED TO PRIVATE COMPANY TO CRH GROUP MEMBER

Zoltán Vass, MD of Ferrobeton Zrt

12:00 – 12:10

NEW MEMBERS making short presentation of their companies and informing of expectations from IPHA-membership (SIKA Services AG)

12:10 – 13:00

Lunch and networking

13:00 – 18:00

Factory visit

18:00

Back at hotel

Saturday May 28

09:00 – 09:10

NEW MEMBERS making short presentation of their companies and informing of expectations from IPHA-membership (Bahrain Precast Concrete WLL)

09:10 – 09:30	Sponsor presentation: Spiroll Precast Services Ltd
09:30 – 10:00	EAST EUROPEAN FOCUS <i>Bogdan Bulgaria</i> , MD of ASA Epitoipari KFT & ASA Cons Romania
10:00 – 10:30	HOLLOWCORE'S OPPORTUNITIES IN A BOOMING RESIDENTIAL MARKET <i>Lars Reimer</i> , Technical Manager Betonelement A/S, Denmark
10:30 – 11:00	Coffee break
11:00 – 11:30	SURVIVING IN A MARKET GOING FROM EXTREME BOOM TO COLLAPSE TO NORMALITY <i>Matthew Palmer</i> , GM of United Precast Concrete LLC, Dubai
11:30 – 12:00	TALENT RECRUITMENT & RETENTION <i>Lorna McMullan</i> , Director Creagh Concrete Products Ltd, Northern Ireland
12:00 – 13:00	Lunch and networking
13:00 – 13:30	WORLD MARKET FOR STEEL – PERSPECTIVE <i>Ivan Kaic</i> , FN Steel Hjulsbro AB, Sweden
13:30 – 13:45	NEWSLETTER-WEBSITE-TWITTER-LINKEDIN <i>Ed McAleer</i> , Board Member of IPHA and member of IPHA's Marketing Committee
13:45 – 14:00	PRODUCTION SEMINAR 2016 <i>Wim Jansze</i> , Board Member of IPHA and President of IPHA's Technical Committee
14:00 – 14:30	Coffee break
14:30 – 15:30	TERRY TREANOR AWARD
15:30 – 17:00	GENERAL ASSEMBLY
17:00	Conference closing

Partners' Programme

Friday May 27

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|---------------|---|
| 08:45 | Assembly in hotel lobby |
| 09:00 | Bus leaves for Visegrád |
| 09:30 – 12:30 | Guided tour around Castle and Visegrád Hill |
| 12:30 | Leaving Visegrád by boat towards Budapest, lunch on board |
| 15:00 | Arriving Budapest (opposite hotel) |

Saturday May 28

- | | |
|---------------|--|
| 08:45 | Assembly in hotel lobby |
| 09:00 | Bus leaves hotel |
| 09:20 – 09:45 | Visit to Citadel and beautiful viewpoint |
| 09:45 – 10:15 | Bus transport to Castle District |
| 10:15 – 12:30 | Guided tour to Castle, Matthias Church and Fisherman's Bastion |
| 12:30 | Lunch at Alabardos |
| 15:00 | Back at hotel |

