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TITANIUM 2010 LOOKING STRONG

For Stuart G. Hoffman, the keynote speaker for TITANIUM 2010, the 26th annual conference and exhibition, which will be held Oct. 3-6 at the Gaylord Palms Hotel and Convention Center, Kissimmee, FL, it will be an illuminating, full-circle moment.

The senior vice president and chief economist with the PNC Financial Services Group, Pittsburgh, Hoffman was the keynote speaker in September 2008, when the titanium conference was held in Las Vegas. This was the period when the global economy was melting down and world financial markets were in full-crisis mode. His luncheon presentation two years ago was remarkable in that--with the economic calamity unfolding--he was forced to admit his prepared remarks on global business forecasts were becoming obsolete, quite literally, on an hourly basis.

Returning to the titanium forum this year, Hoffman will have the opportunity to reflect upon that dark moment, provide analysis on the last 24 months and use that perspective to offer insights for the near term.

Michael G. Metz, ITA Vice President and the President, Tirus US VSMPO Tirus US, Highlands Ranch, CO, praised Hoffman as a respected economist who has a keen view of the metals business. "Having an economist (like Hoffman) helps set the underlying tone for the conference," Metz said. "Our industry is based on GDP (gross domestic product) and highly dependent on infrastructure and transportation markets. Liquidity is critical (for the titanium industry)."

Metz said his hope for the "take away" from TITANIUM 2010 is that attendees will be able to gauge the "pulse" of the industry by listening to the panel discussions and meeting business leaders throughout the diverse titanium supply chain. For example, in addition to North American companies, the forum will include large delegations from China, Japan and Russia.

World Industry Demand Trends will be the opening presentation for TITANIUM 2010 on Monday, Oct. 4. In addition, there will be an economics panel along with concurrent general sessions on the state of the industry in China; military aerospace; medical applications; metal production; and titanium machining and manufacturing. On Tuesday, Oct. 5, concurrent sessions will include titanium machining; a Washington legislative update; supply chain management; titanium welding; military ground and marine applications; aerospace materials and processes; the next generation of consumer products; alloying and metallurgy; new manufacturing technologies; medical applications; and metal production, process and alloy development.

Featured presentations on Wednesday, Oct. 6 will be a discussion on world industry supply trends and the keynote address by Hoffman. Concurrent sessions will include powder metallurgy and aerospace. The conference will close with a gala reception at Castillo de San Marcos Fort.

The International Titanium Association (ITA) is the host and sponsor of TITANIUM 2010, which is designed to suit the needs of titanium producers, suppliers, customers and stakeholders. Jennifer Simpson is the executive director of the ITA (Web site www.titanium.org). Call (303) 404-2221 for more information.