



PHOENIX STEEL ASSOCIATION MEETING 2025 PROVIDES IMPETUS FOR THE FUTURE OF THE STEEL INDUSTRY

**PHOENIX Steel Association Meeting
2025 –exchange, expertise and
networking**

Dortmund/Bonn, 22 September 2025 – On 18 September, around 200

participants representing specialist wholesalers and supplier partners accepted NORDWEST's invitation and attended this year's PHOENIX Steel Association meeting, which took place at the Maritim Hotel Bonn. The event was entirely dedicated to the idea of networking and open dialogue on the current challenges and opportunities of the steel industry. The German steel industry is undergoing a period of profound upheaval. Against this backdrop, intensive dialogue between steel traders and suppliers plays a vital strategic role.

The PHOENIX Steel Association meeting traditionally provides an important and regular platform for analysing current developments, exploring joint solutions and setting the course for a sustainable steel supply. In his welcome address to the guests, NORDWEST CEO Jörg Simon spoke about current market developments and possible future scenarios, making an urgent appeal to those present: "In these challenging times, it is crucial that we steer the ship together with a clear course. The crisis does not mark the end, but rather a phase that calls on us to prepare for what is to come and to break new ground. We will be focusing particularly closely on the issues of financing and liquidity. Most companies do not fail during a downturn, but rather during the recovery. Put your trust in your association, for we understand growth, stagnation and crisis, and we are a reliable, resourceful and experienced partner at your side, working with you to shape the future."

The conference agenda offered a varied mix of engaging and informative specialist presentations and plenty of opportunity for networking. The programme also included a review of the development of the PHOENIX Steel Association to date, under the motto "The tricky 7th year". The summary covered new international bureaucratic requirements and economic developments during this period, as well as changes among specialist trade and supplier partners and in price and tonnage trends. A quick poll on the economic outlook for the steel trade also provided deeper insights, revealing that specialist dealers tend to be more cautious and sceptical in their assessment of the future than suppliers. What unites them, however, is cautious optimism and common challenges, such as rising costs, regulations and the shortage of skilled workers.

Speakers with expertise and fresh ideas

In addition to a presentation on the wide range of digitalisation services that NORDWEST offers its partners, three high-profile guest speakers provided plenty of input and food for thought with a stimulating range of topics.

Jörg Feger, a graduate in commercial law and Head of Research at Federal Association of the German Steel Trade (BDS), said that although the expected upturn for this year had not materialised, there was hope for 2026, and there were hard facts to support this, albeit on a modest scale. According to Feger, this holds true despite all current political and bureaucratic hurdles, such as tariffs in the US, EU safeguards, CBAM or the European Steel and Metals Action Plan.

Martin Langen is a market researcher and managing director of B+L Marktdaten. He is considered a proven expert in market forecasts and restructuring strategies in the construction and steel sectors. He too said that he believed the worst was clearly over in some areas, echoing Jörg Simon's comments about the light at the end of the tunnel. Building permits are growing strongly in many areas, for example in multi-storey residential construction, which is important for the building supplies industry in the steel sector. The major trend of infrastructure expansion measures also gives this product segment a strong boost.

The final presentation came from **Benedikt Böhm**, CEO of Lupine Lighting Systems, extreme ski mountaineer and WWF ambassador, who bridged the gap between extreme sports and business in his inspiring talk, showing how clarity, courage and the art of omission can lead to professional and sporting success.

After the serious and informative part of the event, guests rounded off the evening with lively discussions, a flying dinner, live music from a band, an entertaining gourmet casino and a relaxed atmosphere. Claudio Kemper, Head of Division Steel at NORDWEST, summed up the event: "Especially in times of economic uncertainty, open communication with our specialist trade and supplier partners is essential, especially when it comes to future issues facing the industry. The meeting here provides a framework for jointly developing solutions and generating positive momentum. Our goal is to convey motivation and confidence so that we emerge from the current phase with renewed strength. Judging by the positive feedback from our guests, we have succeeded in doing just that."

Über die NORDWEST Handel AG:

Die NORDWEST Handel AG mit Sitz in Dortmund gehört seit 1919 zu den leistungstärksten Verbundunternehmen des Produktionsverbindungshandels (PVH) mit einem Geschäftsvolumen in Höhe von 4.801 Mio. Euro gesamt per 2023. Die Kernaufgaben des Verbandes zur Unterstützung der rund 1.255 Fachhandelspartner aus den Bereichen Stahl, Bau-Handwerk-Industrie und Sanitär- und Heizungstechnik (Haustechnik) liegen in der Bündelung der Einkaufsvolumina, der Zentralregulierung, einem starken Zentrallager sowie in umfangreichen Dienstleistungen. NORDWEST ist auch in Europa, insbesondere in den Schwerpunktländern Österreich, Schweiz, Frankreich, Polen sowie Benelux aktiv.

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