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The Steel Market Analysis, Financials & Forecasting 2012-2022

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Abstracts

Over the past two decades, the steel industry has witnessed growth on a scale never experienced before, largely driven by emerging markets in Asia, particularly China. Today, steel is the second largest trading commodity after oil. Steel companies are investing a considerable amount in exploration, research and development and are preparing themselves for the future challenges posed by environmental constraints, growing demand and potential substitutes especially aluminium. Visiongain has determined that the value of the global steel market in 2012 will reach $ 1,195bn.

What makes this report unique?

Visiongain consulted widely with industry experts and full transcripts from the exclusive interviews are included in the report. As such, our reports have a unique blend of primary and secondary sources providing informed opinion. This approach allows insight into the key drivers and restraints behind market developments, as well as identifying the leading companies. The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, submarket and national markets forecasts from 2012-2022 - all highlighting strategic business opportunities.

Why you should buy The Steel Market Analysis, Financials & Forecasting 2012-2022

- 197 pages of comprehensive analysis
- 3 Exclusive Visiongain interviews with experts from-
    - Orinoco Iron S.C.S

Roger Emmott Associates Ltd

ANT Steel Engineers Pvt Limited

210 tables, charts, and graphs

Global steel consumption, production, balance and market forecasts from 2012-2022

A composite steel price forecast from 2012-2022

8 steel end-use sectors consumption and market forecasts from 2012-2022

Construction

Machinery

Transport

Appliances

Energy

Fabrication

Shipbuilding

Others

8 regional steel consumption, production and market forecasts from 2012-2022 for each of the following markets -

Asia

North America

South America

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Europe

CIS

Middle East

Africa

Oceania

13 leading national steel consumption, production, balance and market forecasts from 2012-2022 for each of the following markets -

China

United States

Japan

India

South Korea

Russia

Germany

Italy

Mexico

Canada

Spain

France

Ukrain

8 additional national steel markets are forecasts from 2012-2022 -

- Brazil
- Thailand
- Iran
- Turkey
- Taiwan
- Vietnam
- Indonesia
- Poland

Historical data for steel consumption, production and market value from 2001-2011

A PEST analysis

A SWOT analysis

Production share data for the 20 leading steel companies

21 leading steel companies identified and profiled -

- Anshan Iron and Steel Group Corporation (Ansteel)
- ArcelorMittal
- Baosteel Group Corporation
- Evraz
- JFE Holdings, Inc.
- Gerdau S.a

Riva Group

Hyundai Steel

Shagang Group

Nippon Steel Corporation

Novolipetsk Steel (NLMK)

Nucor Corporation

Pohang Iron & Steel Co, Ltd (POSCO)

Severstal

Steel Authority of India (SAIL)

Sumitomo Metal Industries, Ltd.

TATA Steel

Techint Group

ThyssenKrupp AG

US Steel Corporation

Wuhan Iron and Steel (Group) Corporation (WISCO)

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Contents

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8. EXPERT OPINION

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List Of Tables

LIST OF TABLES

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About

Visiongain sought expert opinion of Mr Juan Jose Prado, who is the Marketing Specialist at Orinoco Iron, S.C.S. He has extensive experience in the DRI/HBI industry and involved in all aspects of the Oronoco Iron business including, sales, shipping, and marketing. He actively participated with members of other Venezuelan DRI/HBI companies in order to obtain better results for the sector. He acquired his postgraduate degree in International Trade and bachelor degree in Business Administration.

Orinoco Iron is the largest merchant Hot Briquette Iron (HBI) producer in the Americas. The plant uses FINMET® technology, and is able to produce 2.2 million metric tonnes of HBI per year. The company is present in four continents, and it started exports in the late 1970's.

Visiongain: How do you foresee the Venezuelan DRI/HBI industry in the global context?

Juan Jose Prado: Venezuela has an installed production capacity of DRI/HBI, close to 11 millions tonnes per year. Moreover, the country has abundant iron ore deposits and an industrial park with several years of operation and highly trained personnel in the direct reduction sector. But the proper use and performance of these resources will depend on the political context that develops in the country.

The risk factors that would work against a good performance of iron and steel processing industry in Venezuela, is the possible insufficient supply of electric power and natural gas. It is well known that Venezuela has enough sources of electricity and natural gas but due to poor maintenance, lack of spare parts and low investment in this sector in recent years, currently Venezuela does not have enough power to bear all the direct reduction plants and steel mills to their maximum capacity. Therefore, to develop the DRI/HBI industry in the desired terms these resources would be insufficient, having to compete with other sectors that require the same resources. In addition, if Venezuela bring DRI/HBI plants to their design capacity, then it will have deficits of these two basic inputs because the government has not made any investment projects in infrastructure to have enough electric power and/or natural gas.

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