



## Steel Market Research & Consultancy

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*The key independent source for your steel, precious metals and base metals research and strategic consulting needs*

[www.gfms.co.uk](http://www.gfms.co.uk)



Independent | Informed | International



## GFMS: The Leading Provider

### GFMS: A Leading Provider of Top Quality Research on Commodities Markets

GFMS is a leading provider of top quality research on precious metals, base metals and steel. Although the company is best known for its work on the precious metals markets, it has also been active during the past 10 years in the analysis of global steel markets.

GFMS' steel research benefits from the same independence, attention to detail and rigorous analysis that makes the company's research products on precious metals the global reference. Two senior analysts, each with several decades of experience in analysing regional and global steel markets, are backed by GFMS' large team of experienced analysts and economists.

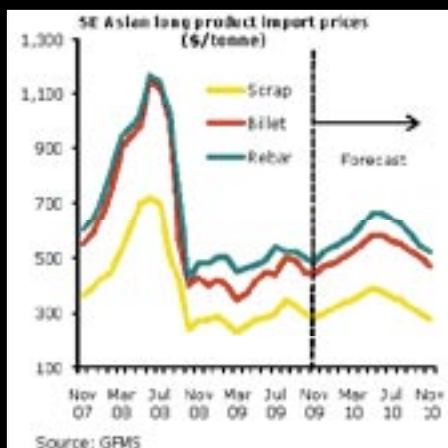
The company is based in London, UK, but has representation in Australia, India, Germany, France, Spain and Russia, plus a vast range of contacts and associates across the globe. GFMS' research team includes twenty four full-time analysts, comprising qualified and experienced economists and geologists. Four consultants also contribute insights on important regional markets. We undertake a comprehensive programme of field research to support our analysis. Detailed below are some of the countries that we have recently visited.





## Your Advantages from GFMS' Steel Research

- Integrated economic perspectives:** Steel demand cannot be understood without a clear understanding of its relationship with global and regional macro-economic developments. GFMS is a leader in bringing together both a sophisticated economic analysis and a profound knowledge of steel, base and precious metals demand.
- Timely research:** Steel markets and prices are moving increasingly quickly and GFMS addresses this issue by providing a coherent narrative and analysis over and above news-driven markets, via the structure of a detailed monthly report with a briefing update per month.
- Regional focus:** All briefings are structured to examine regional markets separately (Asia, EU, North America, Emerging Markets) allowing a detailed analysis of the region that affects your company the most, while retaining the fact that steel prices and markets are driven globally.
- Deep market understanding:** The Flat Steel products Five Year Forecast provides unparalleled detail in supply and demand by product, by country and by region basis and forecasted out for five years including coverage on a by line capacity – a hugely valuable reference tool for all global steel makers, consumers and traders.
- Cost-effective:** The range and depth of GFMS Steel coverage provides subscribers with a cost-effective means of acquiring the vital business information that your company requires.
- Forecasts:** Three scenarios are presented based on key economic parameters (Base Case and two alternatives); GFMS assigns probability percentages to each of these scenarios.
- Customer-focused:** The reports are written with producers, consumers and traders in mind. We look at contract versus spot pricing alternatives, arbitrage opportunities across regions, lead times and product availability.
- Flexibility:** Customers can subscribe to the package that meets their needs thanks to the modular nature of the GFMS reports.



Global Long Product Prices and Forecast				
Global* long product prices				
	Ferrous scrap	Billet	Rebar	Wire rod
February 2010	331	483	535	560
month-on-month % change	(3,6%)	0,3%	(2,3%)	(2,2%)
year-on-year % change	32,5%	26,1%	11,6%	11,9%
Global* long product price forecast				
	Ferrous scrap	Billet	Rebar	Wire rod
March 2010	356	503	556	581
month-on-month % change	7,5%	4,1%	4,0%	3,8%
year-on-year % change	61,9%	50,0%	30,1%	29,5%
*This is an average of all relevant regional prices				
Source: GFMS				



## **GFMS Steel Research Products**

**GFMS has created a suite of steel research products to meet the need for comprehensive and timely analysis on the steel and related sectors.**

**The GFMS range of publications provides our clients with informed and independent research of the highest quality across all areas of the steel markets.**

### **A UNIQUE APPROACH TO STEEL MARKET ANALYSIS**

- An in-depth analysis of the latest regional economic demand trends focusing on the both the main leading economic indicators as well as on the industry-specific data that ultimately drives steel demand.
- Analysis of the supply response of the steel industry at different stages of the steel demand and price cycle.
- All the research services are structured to enable clients to subscribe just to the regions that affect their business. This flexible approach allows significant cost savings.
- Forecasts are provided under three different scenarios to take into account the exceptional volatility that has recently developed in the steel and associated raw material markets.

### **FLAT STEEL PRODUCTS ONE YEAR FORECAST**

### **LONG STEEL PRODUCTS ONE YEAR FORECAST**

- These monthly reports have a number of unique features which provide valued-added analysis on the steel industry.
- Provision of monthly price forecasts for the next year on all key benchmark products, for both the flat and long product sectors covering all the major regional markets (Europe, Asia, Emerging Markets and North America).
- Provision of Briefing Update reports to keep the industry in touch with the latest developments affecting the market.

### **FLAT STEEL PRODUCTS FIVE YEAR FORECAST**

- This bi-annual analysis cover five separate regions – North America, China, Other Asia, Europe, and the Emerging Markets – providing detailed forecasts out for the next five years.
- Comprehensive capacity, production, trade and apparent consumption data for HR coil, CR coil, HDG, tinplate and plate for more than 75 countries on an historic and forecast basis. This report provides the most detailed, value-for-money reference available for long-term decisions and strategic industry analysis.
- Composed in an insightful, easy-to-read format with the identification of key developing trends, this is a must-have report for all corporate strategic decision-makers at raw material suppliers, steel producers and consumers and traders.



# Flat Steel Products One Year Forecast

## Features

Published monthly with Briefing Updates, this report analyses the scrap, slab, plate, HR coil, CR coil and HDG markets. As well as providing an assessment of current and future price trends, GFMS has set up its own series of price indices covering the markets.

Given the distinct regional trends that can emerge in the steel market, GFMS provide separate in-depth analysis on the following regions: Asia, North America, the European Union and Emerging Markets.

Considering the close relationship between raw material pricing and product pricing, the Flat Steel Product One Year Forecast pays particularly attention to these trends.

E-mail delivered by a pdf to ensure timely delivery.

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**Annual Fee** From £750 (one region) to £1,250 (all regions)

>> For further information or to order a free trial, please contact Carmen Eleta  
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# Long Steel Products One Year Forecast

## Features

This monthly research report undertakes a comprehensive analysis of the long steel products market. Underlying all markets are the fundamentals of physical supply and demand, but the development of futures markets has added an extra layer of complexity.

The Long Steel Product One Year Forecast analyses steel raw materials (ferrous scrap and HBI/DRI), semi-finished billet and finished long products of rebar and wire-rod, providing accurate, independently-sourced data on production and trade, as well as applying value-analysis on the margins between raw materials, intermediate and finished products. The report also provides price forecasts out for 12 months on a product and regional basis.

This detailed monthly service covering North America, Europe, Asia and Emerging Markets is also supported by a Briefing Update take into consideration the latest market developments

In common with all of GFMS' steel analysis, companies can just subscribe to the regions relevant to their business.

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[carmen.eleta@gfms.co.uk](mailto:carmen.eleta@gfms.co.uk) +34 699440610



# Flat Steel Products Five Year Forecast

## Features

This bi-annual service is the most comprehensive and cost effective source of analysis on the long-term prospects for the flat product steel industry.

For each country, details are provided on production, imports and exports to derive apparent steel consumption for each product.

The Flat Steel Products Five Year Forecast provides plant-by-plant details for the whole of the production process – slab, HR coil, CR coil, HDG, plate and tinplate. In addition, there is capacity information on all projects that are under development or consideration that will affect the market over the next five years.

For the analysis on the individual supply-demand balance components, GFMS provide detailed five year forecasts for the flat products under three different scenarios.

The Flat Steel Products Five Year Forecast also analyses some of the important long-term issues that are facing the market such the industry consolidation, the outlook for the BRICs and the original Tiger economies, growth prospects in the mature economies, and issues such as substitution.

The report has long-term price forecasts underpinned by expected developments in supply and demand.

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**Annual Fee** From £1,750 (one region) to £4,950 (all regions)

Special offers for packages including more than one product are available.



## GFMS Consultancy Services

Whether it is a single study that is required, or ongoing, regular research, GFMS is able to provide reports of the highest quality, containing thorough and considered analysis by some of the best-informed observers of the markets, and accompanied by the most reliable and consistent statistics available.

Clients of GFMS benefit from the large field research programme that the company undertakes across the base, precious metals and steel sectors, with research trips to over 30 countries. This enables analysts to obtain information on topics, which is not available from the usual statistical sources.

GFMS offers a wide variety of consultancy services for the steel industry including in-depth research on specific product markets, assessment of long-term prices, advice on pricing and contract issues, independent analysis to support new projects.

Some examples of recent studies carried out by GFMS include :

- An extensive analysis of the global steel plate market to support investment in a new rolling mill.
- An independent report on pricing issues facing the non-ferrous and steel market to assist in long-term price negotiation.
- An assessment of raw material costs to assist major metal consumers with their sourcing strategy.
- An analysis of the Chinese market and its impact on metal pricing.

## Forthcoming GFMS Steel Products

- **INDIAN STEEL: WILL IT FULFILL ITS POTENTIAL?**

A Strategic Assessment of the Indian steel industry out to 2015

- **HR COIL PRODUCTS THREE YEAR FORECAST**

The service will cover all the major regional markets – Asia, the EU, North America and the Emerging Markets.

GFMS also plans to introduce similar services on the HR plate , CR and galvanized product markets.



Burj Khalifa Tower (Dubai):  
More than 40,000 tonnes of steel

>> For further information, please contact Carmen Eleta [carmen.eleta@gfms.co.uk](mailto:carmen.eleta@gfms.co.uk)