

Metinvest participates in "Made in Steel 2015"

Metinvest Group, an international vertically integrated group of metals and mining companies, participated in "Made in Steel 2015", one of the key exhibitions for the European metallurgical market.

328 companies from Europe, the CIS, and the Middle and Far East took part in this exhibition on May 20-22 in Milan. The exhibition was attended by over 30,000 customers including steel companies, pipe and wire rod goods producers, steelwork producers, and representatives of construction, machine building, and other industries. Metinvest's team consisted of representatives from the sales directorates of Metinvest Holding and Metinvest Western Europe, Metinvest's sales channel in Europe.

During Made in Steel 2015, Metinvest held meetings with current and potential customers from all key metal consuming segments in Italy and other countries in Western and Eastern Europe, and presented the following new products from the Group's enterprises that comply with European standards: DC01 cold rolled coils, DX51D galvanized rolled products, thermomechanical treated heavy plates (S420M, S460M), and quenched and tempered heavy plates (

S690Q

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Dmitry Nikolaenko, Metinvest's sales director:

"Despite the difficult period, our assets are operating as usual, accepting orders and shipping rolled products; we are also developing and enhancing our trading function in key markets, including Europe – the region where the Group's enterprises and more than a fourth of our customers are present. Metinvest is a mature player in the EU's metallurgical sector: our assets in Europe manufacture 1.7 mln. tons of steel products every year; the share of this market in Metinvest's total volume of sales is more than 30%; we have 11 representative trade offices and seven port storage areas in Western and Eastern Europe."

Roberto Re, general director of Metinvest Western Europe:

"The Made in Steel exhibition was very successful for us. We have issues to discuss with current and potential customers because we are developing sales in several areas in Europe. First of all, we are improving the efficiency of our cooperation and establishing a unified sales channel to consolidate sales of the Group's entire range of products. Now our customers can place "package" orders, combining various types of rolled products manufactured in Italy, Great Britain, Bulgaria and Ukraine. Second, we are establishing an effective distribution network, opening new representative trade offices and developing storage areas in European ports. In addition, we are expanding the product range of our European plants and utilizing new steel grades according to European standards."