

Metinvest Eurasia named the best distribution network in Russia in terms of steel product sales dynamics

Metinvest Eurasia was selected as the best distribution network in Russia in the category “Distribution Network Showing the Best Sales Dynamics” at the 18th International Industrial Exhibition Metal-Expo 2012 and Metals Week taking place on November 12-16 in Moscow.

The company topped the rating by the Metal Supply and Sales Information & Publishing Agency for the second year in a row. This award recognizes the company’s dynamic growth in the last couple of years and continuous improvement in sales efficiency. Specifically, Metinvest Eurasia plans to increase sales of steel products by 25% y/y up to 1.4 Mt in 2012.

The strong performance despite an unfavorable period in the steel industry was possible due to a large product portfolio that was supplemented by products from Zaporozhstal I&SW (coils, flats, bent profiles) and shaped pipes (Ilyich I&SW, Kominmet, Luhansk Pipe Works), as well as in the result of development of a service metal center network, improvement in customer service, and the optimization of logistics.

“One of Metinvest Group’s main development areas is to strengthen a culture of continuous improvement. In 2013, we plan to become even closer to our customers by focusing our efforts on customer service excellence and logistics optimization,” said Roman Rybalov, CEO of Metinvest Eurasia LLC.

Editorial notice:

METINVEST EURASIA LLC is a wholesale and retail sales channel for Metinvest Group steel products in Russian Federation. The Company sells the products of MMKI, Zaporozhstal, Azovstal, EMZ and other manufacturers at the Russian market through the subsidiaries network comprising of over 30 warehouses and service metal centers in Central, South, North-Caucasus, Northwestern and Volga Federal Districts of RF. The main consumers of Metinvest Eurasia products are represented with the enterprises working in machine building, metallurgy and construction, as well as steel structures plants, metal trading companies and SMC — over 3000 assets of Russia

METINVEST GROUP is a vertically integrated steel and mining group of companies, managing every link of the value chain, from mining and processing iron ore and coal to making and selling semi-finished and finished steel products. The Group comprises steel and mining production facilities located in Ukraine, Europe and the USA and has a sales network covering all key global markets. Metinvest Group is structured into two operating divisions: Metallurgical and Mining Divisions and has a strategic vision to become the leading vertically integrated steel producer in Europe, and to deliver sustainable growth and profitability resilient to business cycles, providing investors with returns at above the industry benchmarks.

The major shareholders of METINVEST B.V. (a holding company of Metinvest Group) are SCM Group (71.25%) and Smart-Holding (23.75%), partnering in the Company’s management.

METINVEST HOLDING, LLC is the managing company of Metinvest Group.

For additional information please visit

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