

## Company Profile

**Who we are, what we do:** We are an independent provider of comprehensive market information including news and analysis for steel products and steelmaking raw materials industries.

**What we deliver:** market intelligence.

**Market segments: steel products** – semis, long products, flat products; steel tubes & pipes; **raw materials** – coke, iron ore and other ferrous raw materials (scrap, pig iron, HBI, DRI); **coal; refractories; ferroalloys, stainless steel, non-ferrous metals.**

**Regions:** We can carry out research of global steel markets.

**Subscription options:** online access and e-mail delivery.

**Information sources:** We rely on first-hand information obtained from phone surveys with market participants, which is thoroughly checked and analyzed thereafter. We analyse vast statistics and other data collected predominantly by our staff.

**Where we are located:** Our head office and most employees are in Dnipropetrovsk, Ukraine. We have partner offices in Russia and USA (they are mostly involved in sales).

**Our clients** are steel and raw materials producers, traders and service companies all around the world. Among them there are these market leaders:

**producers**— ArcelorMittal, POSCO, BaoSteel, Vale, BHP Billiton, Hyundai, Nippon Steel, Gerdau, US Steel, Salzgitter Mannesmann, Erdemir, EZDK, Esfahan Steel, Severstal, MMK, NLMK, Evrazholding, Metallinvest, Mechel, Metinvest, IUD, TMK, United Metallurgical Company, CHTPZ Group, Interpipe, Privat Group, etc.;

**traders**— Stemcor, Corus, Voestalpine, Duferco, Glencore, Cargill, Noble Resources, ThyssenKrupp Mannex, Stena Metal, Sojitz, Leman Commodities, Mechel-Service, Severstal-Invest, COMTECH Group, Steel Industrial Company, INPROM, D&POS Group, Brok Invest Servis, Metinvest-SMC, Ukrainian Mining and Metallurgical Company (UGMK), Comex, etc.;

**financial companies** — BNP Paribas, HSBC Bank, Nomura, Macquarie, Morgan Stanley, Credit Suisse, Fortis, J.P. Morgan, Raiffeisen Centrobank AG (RZB Group), UBS, Deutsche Bank, Goldman Sachs, Renaissance, ING Bank, Gazprombank, Sberbank, Bank of Moscow, Alfa Bank, Concorde Capital, VTB Capital, Citibank, Barklay Bank, UniCredit Group, Finam, Dragon Capital, Swedbank etc.

**We provide a wide range of services:** Our publications and services are classified into three groups of **online, analytical and customized ones**. Conferences, various advertising and promotion options are a valuable addition to this range.

**Online information products** help to monitor trends in regional markets of ferrous and non-ferrous metals, metallurgical raw materials, ferroalloys and coal.

**Analytical reports** are based on factor analysis, estimation of market structure and its balance, and are backed by price forecasts. All reports are divided into three main groups: monthly analysis, quarterly forecasts, long-term forecasts and bespoke research. The analytical reports are supplemented by statistical database with price series and volumes back to 2004.

**Customized services** offer in-depth market research conducted upon customer's request and consulting services.

Metal Expert has launched on-line **Statistical service** – an easily customizable service providing full price and volumes statistics. The service is included into subscription to online services and analytical reports. Price series are updated every week and statistics are added on a monthly basis. "Export to Excel" option will make data processing much easier.

**Feedback** from our experienced analysts is an essential part of Metal Expert publications and services. Regular advice involving wide expertise in particular issues enables subscribers to use online and analytical services efficiently.

**Metal Expert** jointly with Business-Forum hosts annual international meetings of steel and raw material markets' participants. **10 conferences** dedicated to the most important market segments will be held in 2011.

**Advertising** in our publications and on the web site, as well as customized services provided by **Brand-Service**, are a powerful tool for promoting industrial brands, products and services.

## Periodicals and services

### 1. News, Market Reports

1.1. World Steel News	4
1.2. World Ferro-Alloys News	4
1.3. CIS Steel News	5
1.4. CIS Coal News	5

### 2. Monthly Report

2.1. World Steel Markets	6
2.2. CIS Ferro-alloys Markets	6
2.3. CIS Raw Material Markets	7
2.4. CIS Long Product Markets	7
2.5. CIS Flat Product Markets	7
2.6. CIS Tube & Pipe Markets	8
2.7. CIS Coal Markets	8

### 3. Quarterly Report

3.1. CIS Ferro-alloys Forecasts	9
3.2. CIS Raw Materials Forecasts	9
3.3. CIS Long Products Forecasts	10
3.4. CIS Flat Products Forecasts	10
3.5. CIS Tubes & Pipes Forecasts	10
3.6. CIS Steel Production Costs Forecasts	11

### 4. Annual analytical report

4.1. Mn Ores and Alloys Markets till 2020	11
---	----

### 5. Consultancy 12

### 6. Advertising 12

### 7. Events 13

### 8. Additional Services 14

## 1. News, Market Reports

Daily updated information is a tool of strategic marketing, which underlies production, sales and supply planning. These data help to keep abreast of the market developments determining its key parameters (prices and demand/supply balance). The major advantage of the product is its relevance. You get information about suppliers' prices, plans for production and sales any time you need to make a marketing decision.

### Using this service you will be able to:

- constantly monitor supply, demand and prospects of world markets of steel products and raw materials;
- respond immediately to current market developments;
- optimize your buying policy;
- analyse potential of export markets;
- obtain online access current and historical prices.

Using this service, you can find price for any product in the period under review regardless of issue date; receive customer support including additional reference service, consultations from journalists, observers and analysts of our company.

### 1.1 World Steel News

daily news service

#### Main features:

- monitoring over 20 product segments: raw materials (scrap, pig iron, iron ore, DRI & HBI, coal & coke), steel semis (billet, slab, round billet) and finished steel products (flats and longs, including sections), steel tubes and pipes (welded and seamless);
- covering more than 45 regional markets: Middle East (Turkey, UAE, Iran, Saudi Arabia, Syria, Jordan and others), North Africa (Egypt, Algeria, Central and Eastern Europe (Poland, Bulgaria, Romania, Serbia, Slovakia, Czech Republic and others), Italy, Spain, CIS markets (Russia, Ukraine, Kazakhstan) and export activity of CIS mills, China and South East Asia (Singapore, Vietnam, Thailand, Taiwan, Philippines, South Korea), as well as India, USA, Brazil and others;
- giving the Freight rates in five major basins: Black Sea, Azov Sea, Mediterranean, Caspian Sea and Far Eastern area (updated weekly);

- providing access to on-line database of historical prices going back 2 years and containing over 650 weekly updated price series for abovementioned products and regions.

#### Subscription includes:

- online access to news and market reports with 2-year archive of historical price series;
- daily newsletters and weekly reports delivered as PDF and HTML files to your email.

#### Subscription details:

Individual subscription

12 months subscription costs **US\$ 1350**,

6 months subscription costs **US\$ 800**.

You can pay by invoice or by credit card.

### 1.2. World Ferro-Alloys News

weekly news service

#### Contents:

- regular price monitoring (above 60 weekly updated quotations), including key global benchmarks on bulk ferro-alloys, noble ferro-alloys and ores;
- review of the situation in markets for bulk ferro-alloys with prices under already made contracts;
- news on changes in production volumes, consumption, production capacities, as well as launching new projects in all segments of ferro-alloy markets and raw materials used in ferro-alloy production;
- monitoring of domestic and foreign trade;
- monitoring of markets for raw materials used in ferro-alloy production;
- news on governmental control measures in ferro-alloy industry (export/import duties, licenses, quotas, etc.).

#### Regions:

Europe, CIS, SEA, Africa, America, Middle East, Australia and Oceania

#### Market segments:

SiMn, FeMn, FeSi, FeCr, Mn ore, Cr ore, FeV, FeMo, FeTi, metal manganese

#### Service includes:

- on-line news and price database for last two years (weekly update);
- weekly pdf report.

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 1000**

6 months subscription costs **US\$ 610**

You can pay by invoice or by credit card.

**1.3. CIS Steel News**

weekly news service

**Main features:**

- focusing on key events in CIS raw material, steel product and pipe markets;
- regular price monitoring of main product segments: raw materials (scrap, iron ore, blast furnace coke), semi-products, finished products (HR sheets, coated products, rebar, sections, welded and seamless pipes);
- news on largest producers: production results and plans, capacity expansion and modernization projects, mergers and acquisitions, trading restrictions;
- historical database of key quotations in main markets: domestic prices from producers, import and export prices, traders' prices;
- volume statistics: raw material market balance (Russia, Ukraine), steel product and pipe market balance (Russia, Ukraine, Kazakhstan), demand structure in main consuming industries;
- short-term outlook of raw material and steel product prices in domestic markets of Russia, Ukraine and Kazakhstan with description of key influencing factors;
- on-line CIS producers' capacity database.

**Subscription includes:**

- on-line news and database service;
- weekly pdf report;
- monthly pdf report and appendix on statistics (excel format) to your e-mail;
- printed copies (option).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 2250**

6 months subscription costs **US\$ 1350**

You can pay by invoice or by credit card.

**1.4. CIS Coal News**

weekly news service

**Contents:**

- updated information on contract and spot prices in the markets for coking coal, steam coal and anthracite coal;
- news and brief reviews on current situation in coal industry;
- news on coal production capacity changes and coal consumption in CIS;
- updated information on railway and freight rates for coal shipments;
- news on governmental control measures in coal industry;
- information on main changes in the management structure of key coal market participants;
- historical database of key quotations in main markets: domestic prices, import prices and export prices in CIS.

**Regions:**

Russia, Ukraine, Kazakhstan, CIS exports

**Market segments:**

coking and steam coal, anthracite

**Service includes:**

- on-line news and database service;
- weekly pdf report to your email.

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 1000**

6 months subscription costs **US\$ 610**

You can pay by invoice or by credit card.

## 2. Monthly Report

### Main features:

The reports are based on the estimate of a normal for a producer sales margin. A supplier's objective is presumably to at least keep the margin at an acceptable level or to increase it if possible. Changes in the margin will determine further actions of the supplier.

A short-term analysis of key market factors and an estimate of their influence on the supplier's margin help to forecast suppliers' behaviour on the market during the period under review.

While preparing analytical reports, special attention is given to the situation in the consuming industries, such as construction, machine-building, pipe&tube industry and oil&gas sector. Strong correlation with foreign markets makes the situation in them one of the major influencing factors.

The reports contain the following statistical data on the most important market indicators:

- domestic prices of producers and traders;
- market structure by producer and product type;
- industrial demand structure.

### 2.1 World Steel Markets

monthly analytical service

#### Contents:

- explanation of current pricing;
- substantiation of price forecast;
- analysis and forecast of key market players' actions;
- market statistics describing its main indicators.

**Forecast period:** 3 months

#### Market segments:

square billets, rebar, flat products, iron ore, coking coal, steel scrap

#### Subscription includes:

- PDF-version delivered by e-mail every month;
- Excel-version statistics package (monthly);
- access to online statistics including information on volumes and prices for raw materials on [www.metalexpert-group.com](http://www.metalexpert-group.com) (for three years).

#### Subscription details:

Individual subscription

12 months subscription costs **US\$ 2150**

6 months subscription costs **US\$ 1300**

You can pay by invoice or by credit card.

### 2.2 CIS Ferro-alloys Markets

monthly analytical service

#### Contents:

- explanation of the current pricing;
  - price forecast substantiation;
  - analysis and forecast of key market players' behaviour;
  - market statistics describing its main indicators;
- also:
- price dynamics for bulk and noble ferroalloys and nickel;
  - supply/demand balance;
  - actual estimated prices for alternative ferroalloys supplies from the largest exporting countries (China, India, South Korea and Europe) to the CIS;
  - ferroalloy production cost;
  - evaluation of export potential;
  - consumption analysis (production of carbon, special and stainless steel);
  - detailed statistics for structure of bulk and noble ferroalloy markets in Russia, Ukraine and Kazakhstan.

**Forecast period:** 3 months

#### Geography:

 CIS

**Market segments:** manganese, silicon, chrome alloys, nickel, ferromolybdenum, ferrotitanium

#### Subscription includes:

- PDF-version delivered by e-mail every month;
- Excel-version statistics package;
- access to online statistics including information on volumes and prices for long products on [www.metalexpert-group.com](http://www.metalexpert-group.com) (for three years).

#### Subscription details:

Individual subscription

12 months subscription costs **US\$ 2500**

6 months subscription costs **US\$ 1500**

You can pay by invoice or by credit card.

### 2.3 CIS Raw Material Markets

monthly analytical service

**Contents:**

- explanation of current pricing;
  - substantiation of price forecast;
  - analysis and forecast of key market players' actions;
  - market statistics describing its main indicators;
- also:
- estimation of free market capacity (intercompany shipments disregarded);
  - estimation of stocks;
  - estimation of consumption;
  - estimation of production and distribution;
  - estimation of imports, exports and market balance.

**Forecast period:** 3 months

**Geography:**

Russia, Ukraine, Kazakhstan, exports from CIS

**Market segments:**

steel scrap, HBI, pig iron, iron ore, coke

**Subscription includes:**

- PDF-version delivered by e-mail every month;
- Excel-version statistics package (monthly);
- access to online statistics including information on volumes and prices for raw materials on [www.metalexper-group.com](http://www.metalexper-group.com) (for three years).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 2500**

6 months subscription costs **US\$ 1500**

You can pay by invoice or by credit card.

### 2.4 CIS Long Product Markets

monthly analytical service

**Contents:**

- explanation of current pricing;
  - substantiation of price forecast;
  - analysis and forecast of key market players' actions;
  - market statistics describing its main indicators;
- also:
- estimation of the situation in consuming industries;
  - estimation of production and distribution;
  - estimation of imports, exports and market balance.

**Forecast period:** 3 months

**Geography:** Russia, Ukraine, Kazakhstan

**Market segments:**

rebar, structural sections, wire rod, bars, square billets

**Subscription includes:**

- PDF-version delivered by e-mail every month;
- Excel-version statistics package (monthly);
- access to online statistics including information on volumes and prices for long products on [www.metalexper-group.com](http://www.metalexper-group.com) (for three years).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 2500**

6 months subscription costs **US\$ 1500**

You can pay by invoice or by credit card.

### 2.5 CIS Flat Product Markets

monthly analytical service

**Contents:**

- explanation of current pricing;
  - substantiation of price forecast;
  - analysis and forecast of key market players' actions;
  - market statistics describing its main indicators;
- also:
- estimation of the situation in consuming industries;
  - estimation of production and distribution;
  - estimation of imports, exports and market balance.

**Forecast period:** 3 months

**Geography:** Russia, Ukraine, Kazakhstan

**Market segments:**

slabs, plates, hot-rolled sheets and coils, cold-rolled steel products, coated steel products

**Subscription includes:**

- PDF-version delivered by e-mail every month;
- Excel-version statistics package (monthly);
- access to online statistics including information on volumes and prices for flat products on [www.metalexper-group.com](http://www.metalexper-group.com) (for three years).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 2500**

6 months subscription costs **US\$ 1500**

You can pay by invoice or by credit card.

## 2.6 CIS Tube &amp; Pipe Markets

monthly analytical service

**Contents:**

- explanation of current pricing;
  - substantiation of price forecast;
  - analysis and forecast of key market players' actions;
  - market statistics describing its main indicators;
- also:
- estimation of the situation in consuming industries;
  - estimation of production and distribution;
  - estimation of imports, exports and market balance.

**Forecast period:** 3 months

**Geography:**

Russia, Ukraine, Kazakhstan

**Market segments:**

welded pipes, seamless pipes

**Subscription includes:**

- PDF-version delivered by e-mail every month;
- Excel-version statistics package (monthly);
- access to online statistics including information on volumes and prices for steel pipes on [www.metalexper-group.com](http://www.metalexper-group.com) (for three years).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 2500**

6 months subscription costs **US\$ 1500**

You can pay by invoice or by credit card.

## 2.7 CIS Coal Markets

monthly analytical service

**Contents:**

- explanation of current pricing;
  - price forecast substantiation;
  - analysis and forecast of key market players' behaviour;
  - market statistics describing its main indicators;
- also:
- estimate of the global market influence on CIS market situation;
  - analysis of new domestic and export shipments;
  - logistics scheme analysis.

**Forecast period:** 3 months

**Geography:** CIS, Europe, Asia

**Subscription includes:**

- PDF-version analytical report;
- Excel-version statistics package (monthly);
- access to online statistics on [www.metalexper-group.com](http://www.metalexper-group.com) (for three years).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 2500**

6 months subscription costs **US\$ 1500**

You can pay by invoice or by credit card.

### 3. Quarterly Report

#### Main features:

The forecasts made in the quarterly reports are based on the assumption that the main tasks of a metallurgical company of a particular product segment over the period under review are:

- to maintain or increase profitability of sales;
- to maintain or increase a market share.

Actions of the market participants during the forecast period depend on what aspect they will focus upon. This, in turn, will have a significant influence on:

- supply/distribution volume;
- market balance;
- price forming.

The subscribers can get customer support including additional reference service, consultations from journalists, observers and analysts of our company.

#### 3.1 CIS Ferro-alloys Forecasts

quarterly report

#### Contents:

- forecast of ferroalloy markets balance (production, consumption, exports, imports);
- forecast of bulk ferroalloy, manganese and chrome ore prices;
- forecast of ferroalloy production cost in the CIS and the key importing countries;
- steel output forecast (including comprehensive analysis of commissioning and decommissioning of steelmaking facilities);
- forecast of the global manganese and chrome ore market balance and prices;

The report also includes:

- detailed analysis of steelmaking modernization projects implemented by the largest ferroalloy consumers;
- detailed analysis of all the projects on launching new ferroalloy production facilities in the CIS;
- information about regulations in the world ferroalloy markets (export and import duties, indicative prices, export licensing terms and quotas).

**Forecast period:** 1.5 years

**Geography:** CIS

**Market segments:** manganese, silicon, chrome alloys, manganese and chrome ore

#### Subscription includes:

- PDF-version delivered by e-mail every quarter;
- Excel-version of statistics including information on volumes and prices (monthly).

#### Subscription details:

Individual subscription

12 months subscription costs **US\$ 6500**

6 months subscription costs **US\$ 3900**

You can pay by invoice or by credit card.

#### 3.2 CIS Raw Materials Forecasts

quarterly report

#### Contents:

- brief analysis;
- consumption forecast;
- supply forecast (by key market players);
- market balance forecast and price forecast for segments under consideration.

**Forecast period:** 1.5 years

#### Market segments:

- scrap
- pig iron
- iron ore
- coal and coke

#### Subscription includes:

- PDF-version delivered by e-mail every quarter;
- Excel-version of statistics including information on volumes and prices (monthly).

#### Subscription details:

Individual subscription

12 months subscription costs **US\$ 6500**

6 months subscription costs **US\$ 3900**

You can pay by invoice or by credit card.

### 3.3 CIS Long Products Forecasts

quarterly report

**Contents:**

- brief analysis;
- forecast of the basic price trend for steel products, which determines development of the metallurgical industry on the whole; the forecast is based on the estimate of the global production cost made in accordance with the expected situation in raw material markets (iron ore, coal, scrap) and prices in these segments;
- consumption forecast;
- supply forecast (by key market players);
- market balance forecast (its influence on basic trend forecast) and adjusted price forecast for segment under consideration;
- CIS longs rolling capacities.

**Forecast period:** 1.5 years

**Market segments:** rebar

**Subscription includes:**

- PDF-version delivered by e-mail every quarter;
- Excel-version of statistics including information on volumes and prices (monthly).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 6500**

6 months subscription costs **US\$ 3900**

You can pay by invoice or by credit card.

- CIS flats rolling capacities.

**Forecast period:** 1.5 years

**Market segments:**

hot-rolled sheets and coils

**Subscription includes:**

- PDF-version delivered by e-mail every quarter;
- Excel-version of statistics including information on volumes and prices (monthly).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 6500**

6 months subscription costs **US\$ 3900**

You can pay by invoice or by credit card.

### 3.5 CIS Tubes & Pipes Forecasts

quarterly report

**Contents:**

- brief analysis;
- forecast of the basic price trend for steel products, which determines development of the metallurgical industry on the whole; the forecast is based on the estimate of the global production cost made in accordance with the expected situation in raw material markets (iron ore, coal, scrap) and prices in these segments;
- consumption forecast;
- supply forecast (by key market players);
- market balance forecast (its influence on basic trend forecast) and adjusted price forecast for segment under consideration;
- CIS pipe rolling capacities.

**Forecast period:** 1.5 years

**Market segments:**

small- and medium-size welded pipes

**Subscription includes:**

- PDF-version delivered by e-mail every quarter;
- Excel-version of statistics including information on volumes and prices (monthly).

**Subscription details:**

Individual subscription

12 months subscription costs **US\$ 6500**

6 months subscription costs **US\$ 3900**

You can pay by invoice or by credit card.

### 3.4 CIS Flat Products Forecasts

quarterly report

**Contents:**

- brief analysis;
- forecast of the basic price trend for steel products, which determines development of the metallurgical industry on the whole; the forecast is based on the estimate of the global production cost made in accordance with the expected situation in raw material markets (iron ore, coal, scrap) and prices in these segments;
- consumption forecast;
- supply forecast (by key market players);
- market balance forecast (its influence on basic trend forecast) and adjusted price forecast for segment under consideration;

### 3.6 CIS Steel Production Costs Forecasts

quarterly report

The report is based on the estimate of the level and structure of the expenses of the largest Russian and Ukrainian steelmakers, the analysis of the key factors influencing the production cost, and the 1.5-year forecast of the main figures.

#### Contents:

- retrospective analysis of raw material price changes;
- retrospective analysis of significant changes in production cost by each producer;
- substantiation of production cost forecast by producer;
- summary analysis of expenses for different production stages by producer (excel-version).

#### Subscription includes:

- PDF-version delivered by e-mail every quarter;
- Excel-version of statistics by each producer (quarterly).

#### Subscription details:

Individual subscription

12 months subscription costs **US\$ 7000**

6 months subscription costs **US\$ 4200**

You can pay by invoice or by credit card.

### 4. Annual analytical report

#### 4.1 Mn Ores and Alloys Markets till 2020

annual report

#### Contents:

- forecast of manganese ore market balance (production, consumption);
- manganese ore price forecast;
- forecast of manganese alloy market balance;
- forecast of manganese alloy production cost in the key world regions;

The report also includes:

- strategic issues of ferroalloy industry (main market participants and their core activities, changes anticipated in their policies);
- up-to-date information about all the projects for commissioning new manganese ore and alloy facilities worldwide;
- global steel output forecast (detailed analysis of steelmaking units commissioning and decommissioning by region).

**Forecast period:** 10 years

#### Geography:

CIS, Europe, America, Africa, Asia, Middle East, Australia and Oceania.

#### Market segments:

manganese alloys, manganese ore

#### Subscription includes:

- PDF-version delivered by e-mail.

#### Subscription details:

Individual subscription

12 months subscription costs **US\$ 10000**

You can pay by invoice or by credit card.

## 5. Consultancy

«Metal Expert Consulting» provides market and economic studies within the scope of work agreed with a client.

### Our services:

- customized market research (including identification of niche segments) on the following product groups: raw materials, pig iron, semis, long and flat products, tubes and pipes, wire products, hardware
- market strategy development (optimization), product mix optimization
- conceptual, pre-feasibility and feasibility studies

As a result the client is provided not only with statistics and analytical research of target markets, but also with a "value added" product: comprehensive practical guidance to achieving market status based on analytic research, as well as reasonable estimation of possible ways to reach the goals:

- recommendations as to target market segments (market trends are taken into account);
- estimation of real market opportunities in the target segments in the short-term, medium-term and long-term outlook;
- recommendations as to market strategy, elaboration of a pattern of efficient market behavior in the target segments;
- development of the conceptual project of entering new market segments and market behavior optimization in the earlier developed segments;
- informational, analytic and methodological support of operations in the target markets.



## 6. Advertising

Metal Expert has over 10 000 of Russian, Ukrainian and global companies as its clients. To run advertising in Metal Expert's publications, websites and other electronic products is to reach a large number of leading steel business experts.

### Target audience:

- over 300 large mining and metallurgical producers in the CIS countries, more than 500 largest traders, 600 leading consumers in major steel consuming industries;
- the biggest part of Metal Expert's readers accounts for specialists who determine financial and marketing policy, manage sales and purchases, as well as decide on the way to facilitate their companies' operation;
- presently, daily audience of Metal Expert's sites exceeds 1000 companies in the CIS and the rest of the world.

### Geography:

- Global focus: Turkey, Iran, Middle East and North Africa countries, Central and Eastern Europe, Italy, Spain, China and South-East Asia countries, India, USA, Brazil and others.
- CIS focus: regions of Russia and Ukraine, Kazakhstan, Belarus, Moldova and other CIS countries.

### Special opportunities:

- focus on a specific target audience by advertising in particular publications and issues that contain reviews of certain product groups and markets.

### Advertising options:

- full-color advertisements (size from 1/2 of the page to a full page) in a printed weekly magazine Metal Courier: Russia and the CIS; advertisements in daily newsletters sent to subscribers by e-mail in html or pdf formats: World Steel News; World Steel Weekly; Metal Courier, Russia and the CIS; Metal Courier, International Markets; Metal Courier, Non-Ferrous Markets,
- banner adverts on the web-sites:  
[www.metalexpert-group.com](http://www.metalexpert-group.com);  
[www.metalabv.com](http://www.metalabv.com);  
[www.metalcourier-online.com](http://www.metalcourier-online.com).

## 7. Events — 2011

Metal Expert together with Business-Forum holds a range of conferences on steel and mining industry and markets.

### Calendar of conferences to be held in 2011:

Conference	Date	Venue
CIS Coal	March 9-11	More Hotel, Alushta, Ukraine
Mediterranean Shipping	April, 6-7	Ceylan Intercontinental Hotel, Istanbul, Turkey
CIS Steel and Raw Materials in the World markets	April, 18-19	InterContinental Hotel, Kiev, Ukraine
Black Sea Freight and Ports	June, 1-3	Londonskaya Hotel, Odessa, Ukraine
CIS Flat Products, Tube & Pipe Markets	June, 5-7	Morie Hotel, Alushta, Crimea
Mediterranean Steam Coal Markets	September, 19-20	Ceylan Intercontinental Hotel, Istanbul, Turkey
CIS Metallurgical Raw Materials Markets	October, 5-7	More Hotel, Alushta, Ukraine
CIS Long Products and Wire Products Markets	October, 12-14	More Hotel, Alushta, Ukraine
World Steel Semis Market	October, 17-18	Ceylan Intercontinental Hotel, Istanbul, Turkey
Steel Consumption in Russia	November, 28-29	Radisson Hotel, Sochi, Russia

### Advertising and sponsorship:

Participation in the conference as a sponsor or an advertiser will allow you to single out your trade mark and to introduce your products and services to the audience of esteemed and influential specialists.

#### Advertising services during the conference:

- publication of a printed ad in the conference documentation
- distribution of advertising materials during registration of the delegates
- placement of banners, posters, flags in the conference room
- assignment of a table (stand) for the conference's exhibition

#### Sponsorship options:

- General Sponsor
- Sponsor
- Cocktail Reception Sponsor
- Coffee-break Sponsor

#### Among the sponsors of conferences:

Arcelor Mittal, AsstrA associated Traffic AG, Calderys, CETCO, DRESSTA Co Ltd., Ferrit, GE Transportation, Hansabank, Industrial Carriers Inc, Inspectorate, LECO, Leman Commodities S.A, Made in Steel et al.

## 8. Additional Services

Please find below information on additional publications and services which may be of interest for you and your company.

### Metal Expert Freight

Metal Expert Freight covers the markets of maritime and railway transportation. The report focuses on shipments of steel, coal, chemicals, grains, lumber and construction materials. In the freight markets of Azov-Black Sea, Mediterranean, Caspian, Baltic and Far Eastern basins we regularly monitor up to 300 freight rates to different destinations, costs and volumes of shipments by products, as well as changes in bunker market of these regions.

The report also covers the market of port services: volumes and costs of cargo handling in the ports of CIS and Baltic countries, inventory volumes in ports, capacities of ports and terminals, as well as changes in cargo flows and situation in export commodity markets.

In the segment of railway transportation we monitor shipment volumes and costs by main commodity groups and routes, rent of freight wagons, production of railway carriages and wheels in the CIS, offer prices of new freight wagons and situation in the secondary market of railway carriages.

The aim of the report is to provide all factual and statistic information necessary for analysis and forecast of transportation costs dynamics and its impact on commodity markets and costs of production.

#### For more information:

transport@metalcourier.com  
www.pg-online.ru

### Brand Service. Special Projects

Brand Service. Special Projects Company delivers services of industrial enterprises' brands development, has a broad range of advertising tools, issues own exclusive advertising media:

- annual industrial calendars — creative advertising media aimed at wide professional audience;
- annual reference maps - for VIP market participants.

**Reference maps:** CIS Steel, CIS Mining Source, Kazakhstan Mining Source, CIS Refractories, Russia and Ukraine Regional Steel-Trading, CIS Tubes&Pipes Industry, CIS Stainless&Special Steel, Import of Stainless Steel. Russia and Ukraine, CIS Scrap Market, CIS Ferro-Alloys, Metallurgy of Belarus Republic, Metal Products for Russia Construction Industry, CIS Metalware, CIS Coal, CIS Oil, Rolling Stock. Freight Carriage Engineering, Azov&Black Sea, Baltic Sea Freight Traffic, Middle East Steel Industry, Coal World Market.

**Industrial calendars:** Metal Expert, Refractorship, Coal.

#### Detailed information:

www.specialprojects-bs.com, bs@metalcourier.com,  
+380 562 36-54-21





### **Metal Expert Ukraine**

Dnipropetrovsk

48b, Naberezhna Peremogy, Dnipropetrovsk,  
49094, Ukraine  
tel. / fax +3 8 056 239 88 50  
e-mail: [subscriptions@metalexpert-group.com](mailto:subscriptions@metalexpert-group.com)

### **Metal Expert Russia**

Moscow

73, Volokolamskoe shosse, Moscow  
Post address: P/O box 60, Moscow 123060, Russia  
Tel. / fax + 7 495 780 30 93, 775 60 55  
e-mail: [v.volodarsky@metalexpert-group.com](mailto:v.volodarsky@metalexpert-group.com)

### **Metal Expert USA**

Houston

2470 Hodges Bend Cir., Sugar Land,  
TX 77479, USA  
tel +1 832 545 50 23  
e-mail: [k.hashimova@metalexpert-group.com](mailto:k.hashimova@metalexpert-group.com)

**[www.metalexpert-group.com](http://www.metalexpert-group.com)**



Metal Expert

# Steel and Raw Materials

Catalogue 2011

Regular Publications  
and Services

Metal Expert Research  
Metal Expert Consulting  
 Metal Expert  
**Business-Forum**

[www.metalexpert-group.com](http://www.metalexpert-group.com)

