

Date Received: 10 October 2014

## Application for the publication of

dumping and/or countervailing duty notices

# CERTAIN PVC FLAT ELECTRIC CABLES EXPORTED FROM THE PEOPLE'S REPUBLIC OF CHINA

**AUGUST 2014** 

# APPLICATION UNDER SECTION 269TB OF THE CUSTOMS ACT 1901 FOR THE PUBLICATION OF DUMPING AND/OR COUNTERVAILING DUTY NOTICES

#### **DECLARATION**

I reques	t, in	accorda	ince '	with	Section	269TB	of	the	Customs	Act	1901,	that	the
Minister	publ	ish in res	pect (	of go	ods the	subject o	of th	nis a	pplication:	:			

×	a dumping duty notice, or
	a countervailing duty notice, or
	a dumping and a countervailing duty notice

This application is made on behalf of the Australian industry producing like goods to the imported goods the subject of this application. The application is supported by Australian producers whose collective output comprises:

- 25% or more of the total Australian production of the like goods; and
- more than 50% of the total production of like goods by those Australian producers that have expressed either support for, or opposition to, this application.

I believe that the information contained in this application:

- provides reasonable grounds for the publication of the notice(s) requested; and
- is complete and correct.

Signature:	and Mondo
Name:	Graeme Moncrieff
Position:	Country Manager & Managing Director
Company:	Olex Australia Pty Limited
ABN:	61 087 542 863
Date:	29 August 2014

#### IMPORTANT INFORMATION

# Signature requirements

Where the application is made:

By a company - the application must be signed by a director, servant or agent acting with the authority of the body corporate.

By a joint venture - a director, servant, agent of each joint venturer must sign the application. Where a joint venturer is not a company, the principal of that joint venturer must sign the application form.

On behalf of a trust - a trustee of the trust must sign the application.

By a sole trader - the sole trader must sign the application.

*In any other case* - contact the Commission's Client support section for advice.

# Assistance with the application

The Anti-Dumping Commission has published guidelines to assist applicants with the completion of this application. Please refer to the following guidelines for additional information on completing this application:

- Instructions and Guidelines for applicants: Application for the publication of dumping and or countervailing duty notices
- Instructions and Guidelines for applicants: Examination of a formally lodged application

The Commission's client support section can provide information about dumping and countervailing procedures and the information required by the application form. Contact the team on:

**Phone**: 1300 884 159 **Fax**: 1300 882 506

Email: clientsupport@adcommission.gov.au

Other information is available from the Commission's website at <a href="https://www.adcommission.gov.au">www.adcommission.gov.au</a>.

Small and medium enterprises (i.e., those with up to 200 employees) may obtain assistance, at no charge, from the International Trade Remedies Adviser, employed by Australian Industry Group and funded by the Australian government. To access this service, visit <a href="https://www.aigroup.com.au/traderemedies">www.aigroup.com.au/traderemedies</a> or telephone (03) 9867 0267.

# Important information

To initiate an investigation into dumping and/or subsidisation, the Commission must comply with Australia's international obligations and statutory standards. This form provides an applicant industry with a framework to present its case and will be used by the Commission to establish whether there are reasonable grounds to initiate an investigation. To assist consideration of the application it is therefore important that:

- all relevant questions (particularly in Parts A and B) are answered; and
- information that is reasonably available be supplied.

The Commission does not require conclusive evidence to initiate an investigation, but any claims made should be reasonably based. An application will be improved by including supporting evidence and where the sources of evidence are identified. Simple assertion is inadequate to substantiate an application.

To facilitate compilation and analysis, the application form is structured in 3 parts:

- Part A seeks information about the Australian industry. This data is used to assess claims of material injury due to dumping/subsidisation. Where an Australian industry comprises more than one company, each should separately prepare a response to Part A to protect commercial confidentiality.
- 2. Part B relates to evidence of dumping.
- 3. **Part C** is for supplementary information that may not be appropriate to all applications. However some questions in Part C may be essential for an application, for example, if action is sought against subsidisation.

All questions in Parts A and B must be answered, even if the answer is 'Not applicable' or 'None'. Where appropriate, applicants should provide a short explanation about why the requested data is not applicable. This will avoid the need for follow up questions by the Commission.

The application form requests data over several periods ( $P^1$ ,  $P^2$ .... $P^n$ ) to evaluate industry trends and to correlate injury with dumped imports. The labels  $P^1$ ... $P^n$  are used for convenience in this application form. Lodged applications should identify the period relevant to the data. This form does not specify a minimum period for data provision. However, sufficient data must be provided to substantiate the claims made. If yearly data is provided, this would typically comprise a period of at least four years (for example the current financial year in addition to three prior years). Where information is supplied for a shorter period, applicants may consider the use of quarterly data. Data must also be sufficiently recent to demonstrate that the claims made are current.

When an investigation is initiated, the Commission will verify the claims made in the application. A verification visit to the Australian industry usually takes several days.

Applicant companies should be prepared to substantiate all Australian industry financial and commercial information submitted in the application. Any worksheets used in preparing the application should therefore be retained to facilitate verification.

During the verification visit, the Commission will examine company records and obtain copies of documents relating to the manufacture and sale of the goods.

#### Appendices

Some questions require attachments to be provided. The attachment numbering sequence should refer to the question answered. For example, question A2.2 requests a copy of an organisation chart. To facilitate reference, the chart should be labelled <u>Attachment A2.2</u>. If a second organisation chart is provided in response to the same question, it should be labelled <u>Attachment A2.2.2</u> (the first would be labelled <u>Attachment A2.2.1</u>).

# Provision of data

Industry financial data must, wherever possible, be submitted in an electronic format.

- The data should be submitted on a media format compatible with Microsoft Windows.
- Microsoft Excel, or an Excel compatible format, is required.
- If the data cannot be presented electronically please contact the Commission's client support section for advice.

# Lodgement of the application

This application, together with the supporting evidence, should be lodged with:

The National Manager - Operations Anti-Dumping Commission Customs House 1010 Latrobe St Docklands VIC 3008

OI

Sent by facsimile to 1300 882 506

#### **Public Record**

During an investigation all interested parties are given the opportunity to defend their interests, by making a submission. The Commission maintains a public record of these submissions. The public record is available on the Commission's website at <a href="https://www.adcommission.gov.au">www.adcommission.gov.au</a>.

At the time of making the application both a confidential version (for official use only) and non-confidential version (public record) of the application <u>must</u> be submitted. Please ensure each page of the application is clearly marked "FOR OFFICIAL USE ONLY" or "PUBLIC RECORD". The non-confidential application should enable a reasonable understanding of the substance of the information submitted in confidence, clearly showing the reasons for seeking the conduct of a dumping and/or subsidy investigation, or, if those reasons cannot be summarised, a statement of reasons why summarisation is not possible. If you cannot provide a non-confidential version, contact the Commission's client support section for advice.

# PART A

## **INJURY**

### TO AN AUSTRALIAN INDUSTRY

#### **IMPORTANT**

All questions in Part A should be answered even if the answer is 'Not applicable' or 'None'. If an Australian industry comprises more than one company/entity, each should separately complete Part A.

For advice about completing this part please contact the Commission's client support section on:

**Phone**: 1300 884 159 **Fax:** 1300 882 506

Email: clientsupport@adcommission.gov.au

#### A-1 Identity and communication.

Please nominate a person in your company for contact about the application:

Contact Name:	Michael Crocker-Kloet
Company and position:	General Manager, Operations
Address:	207 Sunshine Road. Tottenham VICTORIA
Telephone:	03 9281 4444
Facsimile:	03 9315 2017
E-mail address:	michael.crocker-kloet@nexans.com
ABN:	61 087 542 863

#### Alternative contact

Name:	Lee Bennett
Position in company:	Plant Controller - Lilydale
Address:	55 Main Street, Lilydale VICTORIA
Telephone:	03 8739 3315
Facsimile:	03 8739 3340
E-mail address:	lee.bennett@nexans.com
E man address.	

If you have appointed a representative to assist with your application, provide the following details and complete <u>Appendix A8</u> (Representation).

Name:	
Business name:	
Address:	
Telephone:	
Facsimile:	
E-mail address:	
ABN:	

#### A-2 Company information.

- 1. State the legal name of your business and its type (eg. company, partnership, sole trader, joint venture). Please provide details of any other business names you use to manufacture/produce/sell the goods that are the subject of your application.
  - Olex Australia Pty Limited (**Olex Cables**) is a private company (ACN 087 542 863), and manufactures and sells like goods to the goods the subject of this application under the business name "Olex Cables".
- 2. Provide your company's internal organisation chart. Describe the functions performed by each group within the organisation.
  - Diagram A-2.2.1, below, represents the applicant's functional business structure overlayed across the company's business lines.

[Diagram A-2.2.1 is confidential]

The business lines effectively describe the three key channels to market for the company:

- Transmission, Distribution & Operations;
- Industry; and
- Distributors & Installers.

The fu	nctional structure	has b	been overla	yed	across the	three	busin	ess lines,	as ea
of the	divisions/groups	are r	responsible	for	performan	nce ad	cross a	all busine	ss line

[Management structure of related business]

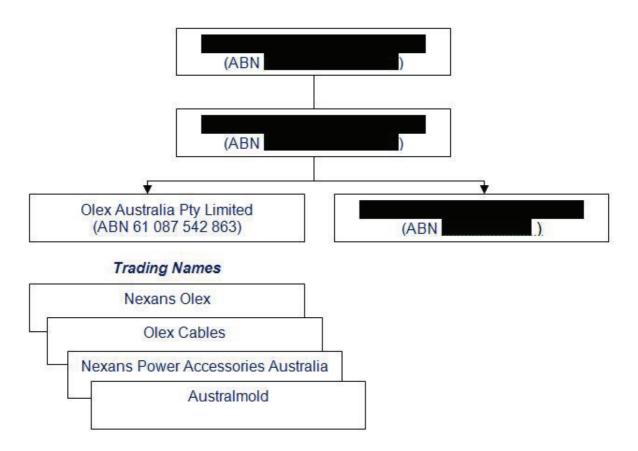
The descriptions of the functions performed by each group/division within the company may be summarised as:

[Position description]
[Position description]
[Position description]
, ,
[Position description]

3. List the major shareholders of your company. Provide the shareholding percentages for joint owners and/or major shareholders.

Olex Cables is a wholly owned subsidiary of Olex Holdings Pty Limited (ABN 44 087 542 792).

- 4. If your company is a subsidiary of another company list the major shareholders of that company.
  - Olex Holdings Pty Limited (ABN 44 087 542 792) is a wholly owned subsidiary of Nexans Australia Holding Pty Limited (ABN 52 122 486 195).
- 5. If your parent company is a subsidiary of another company, list the major shareholders of that company.
  - Nexans Australia Holding Pty Limited (ABN 52 122 486 195) is a wholly owned subsidiary of [parent company name].
- 6. Provide an outline diagram showing major associated or affiliated companies and your company's place within that structure (include the ABNs of each company).



7. Are any management fees/corporate allocations charged to your company by your parent or related company?

Any management fees/corporate allocations are disclosed in **APPENDIX A6.1**.

8. Identify and provide details of any relationship you have with an exporter to Australia

or Australian importer of the goods.

The applicant has no relationship with the manufacturers or exporters to Australia or Australian importers of the goods.

9. Provide a copy of all annual reports applicable to the data supplied in <u>appendix A3</u> (Sales Turnover). Any relevant brochures or pamphlets on your business activities should also be supplied.

Copies of the Trial Balance financial statements for the applicant are provided as follows:

- Fiscal period ended 31 December 2010 forms <u>CONFIDENTIAL</u> ATTACHMENT A-2.9.1;
- Fiscal period ended 31 December 2011 forms **CONFIDENTIAL ATTACHMENT A-2.9.2**;
- Fiscal period ended 31 December 2012 forms **CONFIDENTIAL ATTACHMENT A-2.9.3**;
- Fiscal period ended 31 December 2013 forms **CONFIDENTIAL ATTACHMENT A-2.9.4**; and
- Fiscal period to date 30 June 2014 forms **CONFIDENTIAL ATTACHMENT A-2.9.5**.

The most relevant current brochure concerning the like goods, produced by the applicant, is 'The Handbook' 2013 Edition published by the applicant, a copy of which forms **NON-CONFIDENTIAL ATTACHMENT A-2.9.6**.

An overview of the applicant's business activities is contained within its 'Capability Statement 2013', a copy of which forms **CONFIDENTIAL ATTACHMENT A-2.9.7**.

10. Provide details of any relevant industry association.

The applicant is a member of the Australian Cable Makers Association.

#### A-3 The imported and locally produced goods.

- 1. Fully describe the imported product(s) the subject of your application:
  - Include physical, technical or other properties.
  - Where the application covers a range of products, list this information for each make and model in the range.
  - Supply technical documentation where appropriate.

#### Definition of the imported goods

The imported goods the subject of this application are flat, electric cables, comprising two copper conductor cores and an 'earth' (copper) core with a nominal conductor cross sectional area of between, and including, 2.5mm² and 3 mm², insulated and sheathed with polyvinyl chloride (PVC) materials, and suitable for connection to mains electricity power installations at voltages exceeding 80 V but not exceeding 1,000 V, and complying with Australian/New Zealand Standard (AS/NZS) AS/NZS 5000.2 (the Australian Standard), and whether or not fitted with connectors.

The goods are commonly referred to as 'building wire', because of its use by the building and construction industry in domestic, commercial and industrial mains power supply low-voltage wiring installations.

For the purpose of this definition, the term 'flat cables', mean cables where the conductor and earth cores are laid parallel in the same plane, as defined by the Australian Standard.

For the avoidance of doubt, reference to "two copper conductor cores" refers to the 'phase core' and 'neutral core'. The earth core (also comprising of copper) is additional to these two active cores.

Specifically excluded from this application are:

- single core cables, being cables with a single active core;
- "aerial cables" as defined by the Australian Standard;
- twin active flat cables, that is, flat cables comprising two active cores but no earth core;
- "circular cables" as defined by the Australian Standard;
- cables insulated and/or sheathed with non-PVC material, including but not limited to cross-linked polyethylene (XLPE) materials, including a combination of PVC and non-PVC material,
- cables comprising cores made of aluminium conductors, and
- "flexible cables (cords)" as defined by AS/NZS 3191 and/or AS/NZS 60227.

#### Range of products

The range of products within the definition of the imported goods the subject of this application are identified by its nominal conductor cross sectional area expressed in square millimetres (mm²) as defined by the Australian Standards. Typically, the product that meets the imported goods description, are cables with a nominal conductor area of 2.5 mm². Within this category, there may be a range of products identified by the colour of their sheathing, or the lengths in which they are sold into the market, and therefore whether or not they are packaged on a spool or reel.

#### Design and technical specifications

Figure A-3.1.1, below, contains a linear and cross-sectional diagram of the goods

the subject of this application extracted from the importer's website.



Figure A-3.1.1 Diagram of the subject goods (Source: http://www.electracables.com.au/index.php?page=flat-3-cores)

The technical specifications of the goods are contained in the Australian Standards, copies of which form **CONFIDENTIAL ATTACHMENT A-3.1.2** (for AS/NZS 5000.2:2006).

What is the tariff classification and statistical code of the imported goods.

The goods are classified to the tariff subheading 8544.49.20 (statistical code 41) of Schedule 3 to the *Customs Tariff Act 1995*.

- 3. Fully describe your product(s) that are 'like' to the imported product:
  - Include physical, technical or other properties.
  - Where the application covers a range of products, list this information for each make and model in the range.
  - Supply technical documentation where appropriate.
  - Indicate which of your product types or models are comparable to each of the imported product types or models. If appropriate, the comparison can be done in a table.

The applicant manufactures equivalent goods to the imported goods at its Lilydale facility near Melbourne, Victoria.

The applicant is the largest producer in Australia of 'like goods' to the imported goods the subject of this application (refer **Appendix A1**), which it manufactures in accordance with AS/NZS 5000.2.

A comparison of the physical, technical and other properties of the imported goods the subject of this application and the 'like goods' produced by the applicant are contained in the following table:

Properties	Imported goods	"Like goods" produced by the applicant
Main conductor type		22
Plain annealed copper (AS/NZS 1125)	YES	YES
Insulation		
PVC V90	YES	YES
Sheath		
PVC 3V-90	YES	YES
Voltage		
450/750 V	YES	YES
Normal operating temperature		
At 75°C	YES	YES
Packing length		

100m	YES	YES
500m	YES	YES
Core colours		
Red, Black & Green/Yellow	YES	YES
Australian/New Zealand		
Standards compliance		
AS/NZS 5000.2	YES	YES
Product code	SRF3025V	CNCP07AA002
Nominal conductor cross	2.5 mm <sup>2</sup>	2.5 mm <sup>2</sup>
sectional area		
Main conductor type	Strand copper	Strand copper
Nominal insulation thickness	0.7 mm	0.7 mm
Nominal sheath thickness	1.0 mm	1.0 mm
Active cores	2	2
Earth cores	1	1
Nominal overall diameter	12.4 x 5.6 mm	12.2 x 5.4 mm
Approximate mass (kg/km)	165	140.3
Reference	NON-CONFIDENTIAL	NON-CONFIDENTIAL
	ATTACHMENT A-3.3.1	ATTACHMENT A-2.9.6

Table A-3.3.1 Comparison of properties between the imported goods and the applicant's 'like goods'

The technical specifications of the applicant's 'like goods' produced in Australia form **NON-CONFIDENTIAL ATTACHMENT A-3.3.4** for product code CNCP07AA002.

4. Describe the ways in which the essential characteristics of the imported goods are alike to the goods produced by the Australian industry.

The applicant asserts that apart from some small physical (i.e. nominal overall diameter and approximate mass) differences, the like goods produced by the applicant are, essentially, identical in every respect to the imported goods. This is because the imported goods and the Australian produced like goods must meet the conditions and manufacturing standards in accordance with Australian/New Zealand Standards AS/NZS 5000.2.

However, even if the applicant's goods are not considered identical in all respects to the imported goods, the applicant's goods have the following characteristics closely resembling those of the imported goods in terms of:

#### (a) Physical likeness

From Table A-3.3.1, above, the imported goods and the applicant's goods are physically identical in respect to the shape, colour, appearance, content and packaging presentation, and both are manufactured to the Australian Standards.

There are immaterial differences in the nominal overall diameter and approximate mass.

Both the imported goods and the applicant's goods are classified to the same tariff classification.

#### (b) Commercial likeness

Both the imported goods and the applicant's goods are directly competitive in the Australian building wire market and are sold to the same wholesale customers, and the goods are packaged in the same lengths as standard, but are also available in special lengths to suit custom project applications.

The imported and Australian produced goods compete in the same market sectors, specifically:

- Contractors small projects; and
- Contractors large projects,

via the following channels to market:

- Wholesalers;
- · Retailers; and
- Direct to market.

There is complete commercial interchangeability between the imported goods and the Australian produced goods, influenced entirely by close price competition.

The distribution channels between the goods are identical, except that the applicant does not supply direct to the "contractors – small project" market sector. However, the applicant understands that another, smaller, member of the Australian industry does.

Both the imported and Australian produced goods are packaged in 100 m and 500 m spools, and the goods and packaging are both marked in accordance with AS/NZS 5000.2.

Both goods are marketed in a similar way, with reference to the Australian Standards and the end-use to which the goods may be put. Reference here is made to NON-CONFIDENTIAL ATTACHMENT A-3.3.1, for the imported goods, and NON-CONFIDENTIAL ATTACHMENT A-3.3.4, for the applicant's goods.

#### (c) Functional likeness

Both the imported and Australian produced goods are put to the same enduse, that is, for use in fixed applications in power and lighting circuits in installation at working voltages up to and including 450/750 V. As such, the imported and 'like' goods are completely functionally substitutable.

As both the imported and Australian 'like' goods must meet the Australian Standards for use in the Australian market, the quality is identical.

The applicant does not anticipate that the consumer preferences are likely to

change in the future, as the use of the goods the subject of this application are incorporated into the *Australian Wiring Rules* (AS/NZS 3000:2007).

#### (d) Production likeness

The applicant understands that the imported goods undergo an identical production process to that of the Australian 'like' goods in order to meet the Australian standards.

Identical materials are used to produce the imported and 'like' goods, specifically:

- Plain annealed copper conductors meeting AS/NZS 1125;
- Use of strand conductor cores;
- rated PVC insulation; and
- rate PVC sheathing.
- 5. What is the Australian and New Zealand Standard Industrial Classification Code (ANZSIC) applicable to your product.

The ANZSIC code applicable to Computer and Electronic Equipment Manufacturing is included in "Class 2431 Electric Cable and Wire Manufacturing".

6. Provide a summary and a diagram of your production process.

In summary, the applicant produces the 'like' goods to the imported goods the subject of this application, as follows:

- Wire drawing in stems;
- The copper stems are then transferred to the "Building Wire Insulation Line";
- Separately, the "Compounding" line manufactures the poly vinyl chloride (PVC) material
- The copper stems

to form the *conductor*;

- The 'stranded' conductor is then passed via an "extruder" which insulates the conductor with PVC material;
- The PVC insulated conductor, or "core" is then passed

transferred to the "Building Wire Sheathing Line";

In the "Building Wire Sheathing Line", the insulated "cores"

•	Printing of required information
•	prepare the reels or spools of cable onto
	pallets for plastic film wrapping and transportation as finished product.

The above summary is reproduced graphically as Diagram A-3.6.1, below.

[Diagram A-3.6.1 is confidential]

## Diagram A-3.6.1 Summary of applicant's production process (Refer CONFIDENTIAL ATTACHMENT A-3.6.1)

- 7. If your product is manufactured from both Australian and imported inputs:
  - describe the use of the imported inputs; and
  - identify that at least one substantial process of manufacture occurs in Australia (for example by reference to the value added, complexity of process, or investment in capital).

The following raw materials are imported, either directly or indirectly:

- •

Otherwise, every process identified in the diagram A-3.6.1, above, is performed in Australia, specifically:

- "drawing" the copper rods into wire;
- "stranding" the copper wire into conductors;
- "compounding"
   ; and
- "sheathing" the insulated cores into sheathed cable.

8. If your product is a processed agricultural good, you may need to complete Part C-3 (close processed agricultural goods).

Not applicable.

9. Supply a list of the names and contact details of all other Australian producers of the product.

Prysmian Power Cables & Systems Australia Pty Ltd 1 Heathcote Road Liverpool. NSW, 2170 Tel: +61 (02) 9600 0777

http://www.prysmian.com.au/

Advance Cables Pty Ltd 20/26 Abbots Rd Dandenong South VIC 3175. Tel: +61 (03) 9706 4222 Fax:+61 (03) 97064677

http://advancecable.com.au/

Australia Pacific Electric Cables Pty Ltd 89 Platinum Street Crestmead, QLD 4132 Tel: +61 (07) 3802 3688 http://www.apeccables.com.au/

#### A-4 The Australian market.

1. Describe the end uses of both your product and the imported goods.

The applicant's 'like' product and the imported goods are intended for fixed wiring applications in power and light circuits in installations at working voltages up to including 450/750 V in accordance with the *Australian Wiring Rules*.

- 2. Generally describe the Australian market for the Australian and imported product and the conditions of competition within the overall market. Your description could include information about:
  - sources of product demand;

Product demand comes from the residential and commercial building and construction industry as well as in light industrial construction projects. In other words, demand is driven by domestic building and construction activity.

Product demand by residential construction activity includes new residential home builds, renovations, town houses and units. Commercial construction activity includes the development of large apartment complexes, hospitals, shopping centres, commercial refurbishments and multi-storey buildings. Light industrial construction includes wiring the general power and lighting supply circuits of factories and warehouses.

marketing and distribution arrangements;

The major customers for the goods are *electrical wholesalers* and *electrical contractors*.

Of the electrical wholesalers,	
	. [market composition] The
electrical wholesalers are either a wholly company owne example,), or buying individuals stores or small groups collaborating to purchange.  ).	groups made up of `
<b>Electrical contractors</b> tend to be larger project develop commercial and light-industrial building and construction	
The goods are also sold into the market by <b>retailers</b> via  This accounts for  .	hardware stores such as

Diagram A-4.2, below, describes the three key channels to market for the goods.

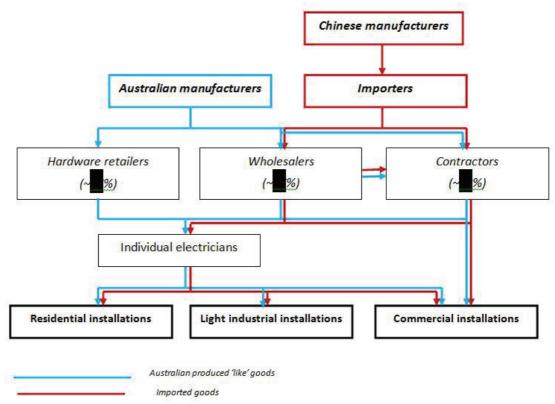


Diagram A-4.2.1 Channel to market diagram for the 'like' and imported goods

typical customers/users/consumers of the product;

Examples of "typical" customers at each of the three key channels to market:

- Hardware Retailers ( ) and . ( ),

As the goods may only be installed by a licensed electrician, end-users tend not to be customers in their own right. Where the licensed electrician operates in an individual/sub-contractor capacity to an end-user, then they purchase the goods either from an electrical wholesaler or hardware retailer. Licensed electricians that are directly employed or contracted by electrical contractors are, typically supplied the goods through their employer or principal who may either purchase the goods directly from the Australian manufacturers or importers, or from an electrical wholesaler/distributor.

the presence of market segmentation, such as geographic or product

#### segmentation;

There is limited market segmentation for the goods because of their generic design and composition and compliance with the Australian Standards. The only form of market segmentation the applicant considers relevant is the segmentation that occurs by reason of the three channels to market, namely, retail, wholesale and contractor.

In terms of geographic segmentation the applicant and other Australian industry members sell and distribute the goods across Australia. Similarly, the imported goods are also sold and distributed across Australia.

 causes of demand variability, such as seasonal fluctuations, factors contributing to overall market growth or decline, government regulation, and developments in technology affecting either demand or production;

Demand variability is impact by a range of micro and macro economic factors. Consumer and business confidence are the major drivers for demand in the building and construction sector. When confidence is high, an expansionary effect is experienced in the building and construction sector where businesses and investors invest in new and/or refurbished commercial, industrial and large scale residential apartment developments, and consumers/householders invest in new housing. The government can also drive demand for the goods through stimulus packages, targeted funding and tax breaks or relief geared around the construction industry or building/dwelling investment.

In terms of seasonal fluctuations, there is a discernible slow-down in the market in December and January, as the building and construction sector winds down annually for the Christmas/New Year period.

As explained earlier, the goods may only be used in accordance with the *Australian Wiring Rules*, which limits their installation by licensed electricians only. The applicant is unaware of any current proposals to either further regulate or deregulate this practice.

• the way in which the imported and Australian product compete; and

The Australian produced 'like' goods and imported goods are compete entirely on price, with no discernible product differentiation between the two possible under the Australian Standards.

any other factors influencing the market.

The applicant is unaware of any other factors influencing the Australian market for the goods.

3. Identify if there are any commercially significant market substitutes for the Australian and imported product.

Building flat cables insulated and sheathed with non-PVC materials, such as XLPE, although substitutable for the goods are more expensive and tend to be used in installations where "green" building credentials are required or sought.

Otherwise, circular cables are the most commercially significant market substitute for the Australian and imported goods. Again they are more expensive, and are not preferred by electricians/installers.

Alternatively, single core insulated cables may be used in the same end-uses as the goods, however, in order to be compliant with the *Australian Wiring Rules*, they must be run through compliant conduit pipe, which in turn adds expense and delay to the installation. Another form of single core insulated and sheathed cable is known as PVC SDI cables. However, as phase, neutral and earth cores must be separately run, it is not as price effective as the goods.

It is entirely possible for end-users to 'over-specify' the installation specification, by either selecting goods with higher nominal conductor cross-sectional areas (i.e. > 3.0 mm<sup>2</sup>), or selecting three or four core plus earth sheathed and insulated cable. Again this will add additional expense to the installation for no discernible benefit.

Alternatively, it is possible for some end-users to use the goods the subject of this application to 'over-specify' for a lesser use or specification. This would involve the use of the goods, where selecting goods with lower nominal conductor cross-sectional areas (i.e. 1.0 or 1.5 mm²) are permissible through the *Australian Wiring Rules*. Again, the expense of over specifying the application means that these products are not commercially viable substitutes for the goods.

The Australian Wiring Rules do not permit under specification of applications, so less expensive, underrated products with lower nominal conductor cross-sectional areas are not lawfully possible, and as such do not constitute commercially viable substitutes for the goods.

4. Complete <u>appendix A1</u> (Australian production). This data is used to support your declaration at the beginning of this application.

For confidentiality reasons, the applicant has requested the Australian Industry Group's (Ai Group's) *International Trade Remedies Advisor* to complete <u>appendix A1</u> on behalf of the Australian industry. <u>Appendix A1</u> has been separately provided to the Anti-Dumping Commission in support of this application.

Evidence of support and comment on this application forms <u>CONFIDENTIAL</u> <u>ATTACHMENTS ITRA A-4.4.1</u>, <u>ITRA A-4.4.2</u> and <u>ITRA A-4.4.3</u>.

5. Complete <u>appendix A2</u> (Australian market).

For confidentiality reasons, the applicant has requested the Australian Industry

Group's *International Trade Remedies Advisor* to complete <u>appendix A2</u> on behalf of the Australian industry for the injury analysis period commencing 1 January 2010, based on a number of assumptions. <u>Appendix A2</u> has been separately provided to the Anti-Dumping Commission in support of this application.

#### Assumptions:

- 1. The import data presented in <u>appendix A2</u> is based on ABS import trade data extracted for the tariff classification relevant to the imported goods (<u>CONFIDENTIAL ATTACHMENT A-4.5.1</u>). However, the tariff classification captures categories of goods that are broader than the imported goods. Nevertheless, the applicant submits that the ABS import trade data presented in <u>appendix A2</u> is indicative of volume trends present in the Australian market for the goods the subject of this application. This is because the goods the subject of this application are a lead indicator of demand for other PVC cables, due to the downstream demand created by sales of the subject goods. The applicant, has analysed the pull-through effect of the subject goods on other PVC cable products, a copy of which forms <u>CONFIDENTIAL ATTACHMENT A-4.5</u>, and demonstrates the strong correlation between the demand for the subject and non-subject goods.
- 2. The applicant is the largest producer in Australia of the subject goods. As the other members of the Australia industry, support, but do not join as applicants to this application, assumptions around the volume of other Australian sales of the subject goods were made across the injury analysis period in appendix A2. Five quarters of data commencing on 1 January 2013 were obtained from the other known producers in Australia of the subject goods. The contribution of sales by other producers in Australia during this period has been applied to earlier periods in order observe the change in market share trends between the Australian industry and dumped imports across the injury analysis period.

The reasonableness in the approach of extrapolating the five quarters of data to earlier periods is predicated upon the fact that the minority members of the Australian industry have experienced no substantive impacts on their production capacity for the like goods over the majority of the injury analysis period. The applicant observes one event in the December 2010 quarter affecting one member of the Australian industry, namely Prysmian. In October/November 2010, there was industrial action by Prysmian employees affecting production for a period of seven (7) weeks. Over this period, Prysmian produced no cable, including the like goods. However, notwithstanding this, the applicant understands that there was no supply shortage in the Australian market, because Prysmian, in anticipation of the industrial action, had increased production in the period preceding the industrial action, and increased its stock levels. As appendix A2 is a measure of sales volume, the applicant understands that the industrial action did not substantially affect sales volume for Prysmian, as it was able to sell like goods from stock. It is acknowledged that there was a perception in the market of a potential supply shortage, however, this impacted price, not sales volume.

6. Use the data from appendix A2 (Australian market) to complete this table:

Indexed table of sales quantities

Period	(a) Your Sales	(b) Other Austn Sales	(c) Total Austn Sales	(d) Dumped Imports	(e) Other Imports	(f) Total Imports	Total Market
MAR QTR 2010	100	100	(a+b) 100	100	100	(d+e) 100	(c+f) 100
JUN QTR 2010	110	110	110	205	153	192	166
SEP QTR 2010	117	117	117	160	113	148	138
DEC QTR 2010	136	136	136	228	98	197	177
	94	94	94	302	169		213
MAR QTR 2011						270	
JUN QTR 2011	75	75	75	246	173	229	179
SEP QTR 2011	85	85	85	223	175	212	171
DEC QTR 2011	105	105	105	196	180	192	164
MAR QTR 2012	120	120	120	203	107	180	161
JUN QTR 2012	94	94	94	241	194	230	186
SEP QTR 2012	111	111	111	215	108	189	164
DEC QTR 2012	89	89	89	243	157	222	180
MAR QTR 2013	91	138	113	214	96	185	162
JUN QTR 2013	119	149	133	176	96	157	149
SEP QTR 2013	127	102	115	250	106	215	183
DEC QTR 2013	186	109	150	232	94	198	183
MAR QTR 2014	117	138	127	258	89	217	188
JUN QTR 2014	198	198	198	180	93	159	172

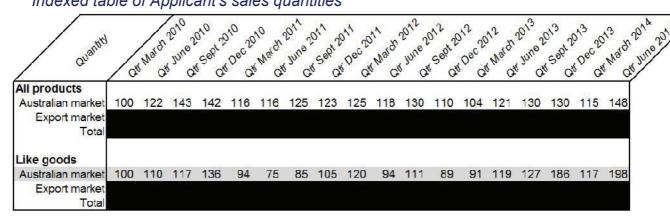
#### A-5 Applicant's sales.

1. Complete appendix A3 (sales turnover).

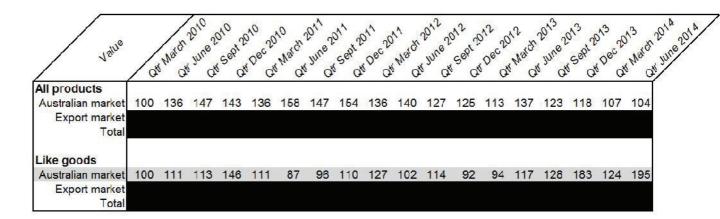
The applicant has completed <u>appendix A3</u> for the injury analysis period commencing 1 January 2010.

2. Use the data from appendix A3 (sales turnover) to complete these tables.

Indexed table of Applicant's sales quantities



Indexed table of Applicant's sales values



- 3. Complete appendix A5 (sales of other production) if you have made any:
  - internal transfers; or

The applicant has made no domestic sales of like goods to a related party.

 domestic sales of like goods that you have not produced, for example if you have imported the product or on-sold purchases from another Australian manufacturer.

The applicant has neither imported, nor purchased from another Australian manufacturer, the goods the subject of this application.

4. Complete appendix A4 (domestic sales).

The applicant has completed <u>appendix A4</u> for the eighteen months between 1 January 2013 and 30 June 2014.

5. If any of the customers listed at <u>appendix A4</u> (domestic sales) are associated with your business, provide details of the association. Describe the price effect of the association.

None of the customers listed at <u>appendix A4</u> are associated with the applicant in any manner other than on commercial terms and within arms-length transactions.

6. Attach a copy of distributor or agency agreements/contracts.

The applicant does not have distributor or agency agreements in place for the sale of the 'like' goods.

7. Provide copies of any price lists.

Price lists are used in the wholesaler and contractor channels to market.

#### Wholesaler customers

The applicant's general price list (as at 1 July 2014) applicable to the wholesaler

channel to market forms **CONFIDENTIAL ATTACHMENT A-5.7.1**.

Additionally, the applicant issues individual price lists on a fortnightly basis to its long standing wholesaler customers. Copies of the current (1 July 2014) individual price lists for the applicant's largest wholesaler customers form:

- **CONFIDENTIAL ATTACHMENT A-5.7.2** for [customer name];
- CONFIDENTIAL ATTACHMENT A-5.7.3 for [customer name]; and

•	<b>CONFIDENTIAL ATTACHMENT A-5.7.4</b> for	
	) [customer name], as a member of the	[customer name].

#### Contractor customers

The applicant's general price list (as at 1 July 2014) applicable to the contractor channel to market forms **CONFIDENTIAL ATTACHMENT A-5.7.5**.

8. If any price reductions (for example commissions, discounts, rebates, allowances and credit notes) have been made on your Australian sales of like goods provide a description and explain the terms and conditions that must be met by the customer to qualify.

The following price reductions are applicable to the price identified on the sale invoice, and appear as off-invoice reductions to the invoice value of the sale.

Rebates	
	[Rebate policy]
Rebates Rebates	
	[Rebate policy]
Allowances	
	[Allowances policy]
Discounts	
	[Discounts policy]

The conditions for any applicable price reductions are contained in the respective *Trading Terms* or *Supplier Agreement* between the applicant and the customer.

• Where the reduction is not identified on the sales invoice, explain how you

#### calculated the amounts shown in appendix A4 (domestic sales).

[Pricing policy]

A summary of the current price in CONFIDENTIAL ATTACHMENT A-5.8.1.

is contained

 If you have issued credit notes (directly or indirectly) provide details if the credited amount has **not** been reported <u>appendix A4</u> (domestic sales) as a discount or rebate.

All credit notes are included as a sales document in the sales order listing in appendix A4.

9. Select two domestic sales in each quarter of the data supplied in <u>appendix A4</u> (domestic sales). Provide a complete set of commercial documentation for these sales. Include, for example, purchase order, order acceptance, commercial invoice, discounts or rebates applicable, credit/debit notes, long or short term contract of sale, inland freight contract, and bank documentation showing proof of payment.

A complete set of commercial documents forms CONFIDENTIAL ATTACHMENT A-5.9.

#### A-6 General accounting/administration information.

1. Specify your accounting period.

1 January – 31 December.

2. Provide details of the address(es) where your financial records are held.

The principal registered office in Australia for the applicant is 207 Sunshine Road Tottenham in the State of Victoria.

- 3. To the extent relevant to the application, please provide the following financial documents for the two most recently completed financial years plus any subsequent statements:
  - chart of accounts;

The company's chart of accounts is attached as <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.1.

• audited consolidated and unconsolidated financial statements (including all footnotes and the auditor's opinion);

Audited consolidated financial statements have been provided as follows:

- for fiscal period ending 31 December 2011 (showing previous (2010) fiscal period results) forms <u>CONFIDENTIAL ATTACHMENT A-6.3.2</u>;
- for fiscal period ending 31 December 2013 (showing previous (2012) fiscal

period results) forms CONFIDENTIAL ATTACHMENT A-6.3.3;

Relevant copies of the auditor's Memorandum of Examination have been provided as follows:

- Annual Financial Report for year ended 31 December 2012: CONFIDENTIAL ATTACHMENT A-6.3.4; and
- Annual Financial Report for year ended 31 December 2013: CONFIDENTIAL ATTACHMENT A-6.3.5.

Audited unconsolidated financial statements have been provided as follows:

- for fiscal period ending 31 December 2010: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.6;
- for fiscal period ending 31 December 2011: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.7;
- for fiscal period ending 31 December 2012: <u>CONFIDENTIAL ATTACHMENT A-6.3.8</u>; and
- for fiscal period ending 31 December 2013: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.9.
- internal financial statements, income statements (profit and loss reports), or management accounts, that are prepared and maintained in the normal course of business for the goods.

These documents should relate to:

- 1. the division or section/s of your business responsible for the production and sale of the goods covered by the application, and
- 2. the company overall.

Monthly Management Reports have been provided as follows:

- for fiscal period ending 31 December 2010: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.10;
- for fiscal period ending 31 December 2011: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.11:
- for fiscal period ending 31 December 2012: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.12;
- for fiscal period ending 31 December 2013: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.13; and
- for fiscal period ending 30 June 2014: <u>CONFIDENTIAL ATTACHMENT A-</u> 6.3.14.
- 4. If your accounts are **not** audited, provide the unaudited financial statements for the two most recently completed financial years, together with your taxation returns. Any subsequent monthly, quarterly or half yearly statements should also be provided.

Not applicable, as	s the	applicant's	accounts	are	audited	as	part	of the	consc	olidated
entity comprising						pare	ent c	ompan	y] as ι	ultimate
holding company.										

5. If your accounting practices, or aspects of your practices, differ from Australian generally accepted accounting principles, provide details.

At all relevant times, the applicant's accounts have been prepared in accordance with the recognition and measurement principles of all applicable Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board and the *Corporations Act 2001*.

- 6. Describe your accounting methodology, where applicable, for:
  - The recognition/timing of income, and the impact of discounts, rebates, sales returns warranty claims and intercompany transfers;

Revenue from the sales of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer and the costs incurred or to be incurred in respect of the transaction can be measured reliably. Risks and rewards of ownership are considered passed to the buyer at the time of despatch of the goods to the customer.

Discounts and rebates are recognised at the same time as an accrual to reduce the value of the sales revenue.

Sales returns are booked as an off-set to sales revenue as a credit note as and when they occur.

Various estimates and assumptions are required in the determination for the provision for warranty claims.

Intercompany transfers do not occur. Sales to related entities are undertaken as commercial arms-length agreements and processed as a standard sales order.

provisions for bad or doubtful debts:

Collectability of trade receivables is reviewed on an on-going basis. Debts which are known to be uncollectable are written off by reducing the carrying amount directly. An allowance account is used when there is objective evidence that the group will not be able to collect all amounts due according to the original terms of the receivables.

The amount of the impairment loss is recognised in profit or loss within other expenses. When a trade receivable for which an impairment allowance has been recognised becomes uncollectable in a subsequent period, it is written off against the allowance account. Subsequent recoveries of amounts previously written off are credited against other expenses in profit or loss.

 the accounting treatment of general expenses and/or interest and the extent to which these are allocated to the cost of goods;

General expenses and interest are not allocated to the cost of sales (COS).

Similarly, the freight expense which is accrued as part of the sales order and booked to the selling expenses section of the income statement.

 costing methods (eg by tonnes, units, revenue, activity, direct costs etc) and allocation of costs shared with other goods or processes;

Costs are allocated on a per unit (weight of metal, sales values or time) basis. Direct costs are allocated on an actual basis with direct costs being allocated on a time for manufacture basis.

• the method of valuation for inventories of raw material, work-in-process, and finished goods (eq FIFO, weighted average cost);

Inventories are valued at the lower of cost and net realisable value. Costs incurred in bringing each product to its present location and condition are accounted for as follows:

Raw materials and other stocks:

Actual costs, determined on a first in, first out (FIFO) basis or standard costs approximating actual costs or engineering spares at a moving average cost. Raw material and other stocks are adjusted to actual cost at each reporting period end (via a valuation adjustment).

Finished goods and work in progress:

Standard costs approximating actual costs including an appropriate allocation of overheads.

Merchant lines are valued at actual cost into store, determined on a FIFO or standard costs approximating actual costs.

Net realisable value is the estimated selling price in the ordinary course of business, less estimated cost of completion and the estimated costs necessary to make the sale.

valuation methods for scrap, by-products, or joint products;

Scrap is booked as a sale with no associated cost of sales.

 valuation methods for damaged or sub-standard goods generated at the various stages of production;

Damaged or sub-standard goods being manufactured are recognised on a monthly basis as a write-off, at cost, (net of metal recovery), of the associated raw material consumed in the wasted work-in-progress product. Finished goods written off due to damage are done at the time of damage on the basis of the costs of the inventory item (net of metal recovery).

valuation and revaluation of fixed assets:

#### Valuation of fixed assets

Property, plant and equipment is stated at cost less accumulated depreciation and any accumulated impairment losses.

#### Revaluation of fixed assets

At each reporting date there is an assessment as to whether there is an indication that an asset may be impaired. If any such indication exists, or when annual impairment testing for an asset is required, an estimate of the asset's recoverable amount is made. An asset's recoverable amount is the higher of its fair value less costs to sell and its value in use and is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets and the asset's value in use cannot be estimated to be close to its fair value. In such cases the asset is tested for impairment as part of the cash-generating unit to which it belongs. When the carrying amount of an asset or cash-generating unit exceeds its recoverable amount, the asset or cash-generating unit is considered impaired and is written down to its recoverable amount.

In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Impairment losses relating to continuing operations are recognised in those expense categories consistent with the function of the impaired asset unless the asset is carried at revalued amount (in which case the impairment loss is treated as a revaluation decrease).

An assessment is also made at each reporting date as to whether there is any indication that previously recognised impairment losses may no longer exist or may have decreased. If such indication exists, the recoverable amount is estimated. A previously recognised impairment loss is reversed only if there has been a change in the estimates used to determine the asset's recoverable amount since the last impairment loss was recognised. If that is the case the carrying amount of the asset is increased to its recoverable amount. That increased amount cannot exceed the carrying amount that would have been determined, net of depreciation, had no impairment loss been recognised for the asset in prior years. Such reversal is recognised in profit or loss unless the asset is carried at revalued amount, in which case the reversal is treated as a revaluation increase. After such a reversal the depreciation charge is adjusted in future periods to allocate the asset's revised carrying amount, less any residual value, on a systematic basis over its remaining useful life.

Property, plant and equipment impairment losses are recognised in the income statement in the cost of sales line item.

 average useful life for each class of production equipment, the depreciation method and depreciation rate used for each;

Depreciation of property, plant and equipment, other than freehold land, is

calculated on a straight-line basis over the 'estimated useful life of the assets. The rates for each class of asset are as follows:

Buildings	%
Leasehold improvements	%
Plant and equipment	%

The assets' residual values, useful lives and amortisation methods are reviewed, and adjusted if appropriate, at each financial year end.

 treatment of foreign exchange gains and losses arising from transactions and from the translation of balance sheet items; and

Both the functional and presentation currency of the applicant and its holding companies is Australian dollars (\$).

Transactions in foreign currencies are initially recorded in the functional currency by applying the exchange rates ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date.

All exchange differences in the consolidated financial report are taken to profit or loss.

Non-monetary items that are measured in terms of historical cost in a foreign currency are translated using the exchange rate as at the date of the initial transaction.

Non-monetary items measured at fair value in a foreign currency are translated using the exchange rates at the date when fair value was determined.

• restructuring costs, costs of plant closure, expenses for idle equipment and/or plant shut-downs.

There have been no restructuring costs, costs of plan closure, expenses for idle equipment and/or plant shut down during the proposed injury analysis commencing January 2010 until the date of this application.

7. If the accounting methods used by your company have changed over the period covered by your application please provide an explanation of the changes, the date of change, and the reasons.

The accounting methods used by the applicant have not changed over the period covered by this application.

#### A-7 Cost information

1. Complete appendices A6.1 and A6.2 (cost to make and sell) for domestic and

export sales.

The applicant has completed appendices A6.1 and A6.2.

#### A-8 Injury

The principal indicators of injury are prices, volumes and profit effects – although not all of these must be evident. For this application, profit refers to amounts earned. Profitability is the ratio of profit to sales revenue. Where injury is threatened, but has not yet occurred, refer to question C.2.

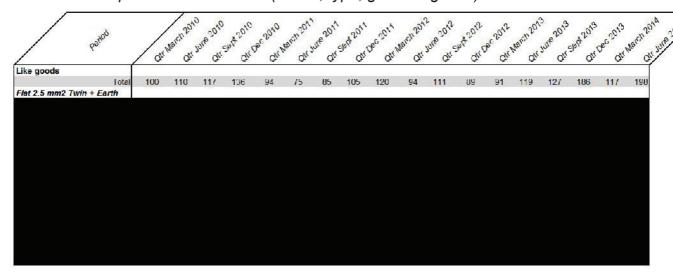
1. Estimate the date when the material injury from dumped imports commenced.

Notwithstanding the presence of dumped imports in the Australian market since 2008, the applicant considers that it has experienced material injury for the purpose of this application from the dumped imports since the March 2011 quarter, as imports (across the tariff category) increased in volume by 202% between 1 January 2010 and 31 March 2011 and the market share of dumped imports grew by 41.6% over the same period (from 51% to 73%), whereas, the market share of the Australian industry declined by (-)56.1%. Overall, sales volume and value commenced its decline in CY 2011. Although the Australian industry was able to stabilise and reverse its loss of sales volume from 1 October 2011, it did so at the expense of profit and profitability, which continued to decline from 1 October 20111, also, and did so for the rest of the injury analysis period.

2. Using the data from <u>appendix A6</u> (cost to make and sell), complete the following tables for each model and grade of your production. P<sup>n</sup> is the most recent period.

Note: Where the period of production/sales for a specific model is subsequent to the March quarter 2010, the index amount (100) is in that case based on that later corresponding period.

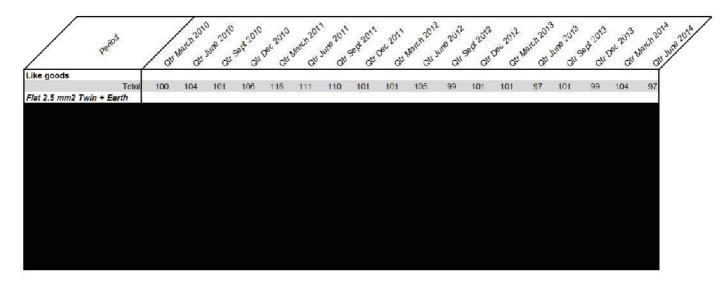
Index of production variations (model, type, grade of goods)



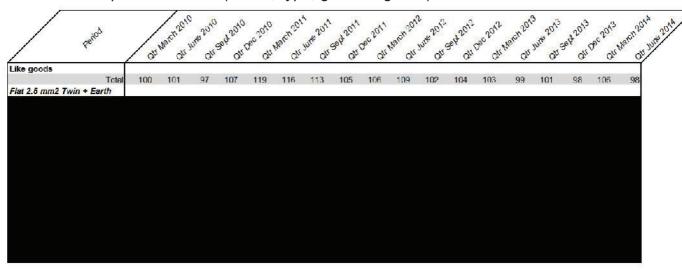
As the applicant accounts for its costs of production as a function of sales volume

(expressed in metres), the following index reflects actual sales volumes across the injury analysis period, as a suitable surrogate for production volumes, validated also by the close correlation between the two measures in terms of timing of production and sale.

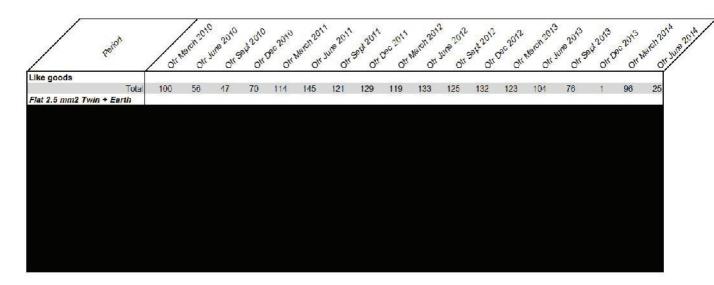
Index of cost variations (model, type, grade of goods)



Index of price variations (model, type, grade of goods)

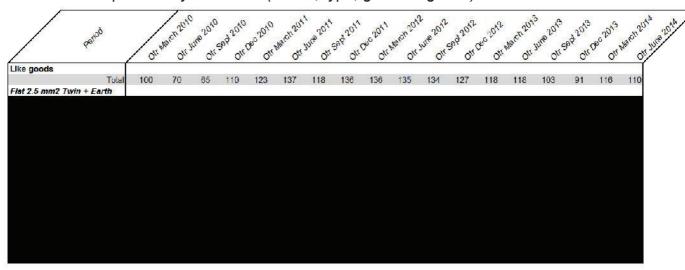


Index of profit variations (model, type, grade of goods)



Profit variations are based upon total net gain or loss from <u>appendix A6.1</u> data supplied by the applicant company.

Index of profitability variations (model, type, grade of goods)



#### 3. Complete appendix A7 (other injury factors).

Where applicable to injury claims, prepare an indexed table for other injury factor(s) in the format above.

The applicant has completed those parts of appendix A7, for which it maintains relevant records.

A summary of appendix A7 is contained in the following indexed table.

<i>-</i>			1920	25-13 E	0385	8.25	20	VI	92	199	79 1	597	1000	W. 100	NOS	100	962 - 3	(63)
Qui qui	/	ON. T	OH SE	OM. E	CAN	od S	OM. Se	OH. T.	COM	A CHY Y	Ox. Ser	SOM SO	COM W	M. J.	Ox. Se	SOM .	SON A	A DAY
Revenue	14	20	50	, De	by by	20	50	, Os	64	20	30	, Oc	th.	7	° 9°	, Os	W.	7
All production	100	135	147	142	136	158	146	152	137	143	128	126	112	136	124	116	70	104
Like goods (domestic only)	HISTORY STREET	111	113	146	111	87	96	110	127	102	114	92	94	117	128	183	124	195
Other Production	100	136	149	142	138	162	150	155	137	146	129	128	114	137	124	112	67	98
Like goods/All production	100	82	77	102	81	55	66	73	93	71	89	73	83	87	104	158	177	188
Capacity																		
All production	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Like goods	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Other Production	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Capacity utilisation (like goods)																		
All production	100	121	131	138	108	103	116	106	127	120	127	90	106	136	134	115	128	153
Like goods	100	8/	93	120	96	6/	15	85	111	118	105	/8	96	130	128	14/	11/	1/9
Other Production	100	138	151	148	114	121	137	117	136	121	138	96	110	138	137	99	134	140
Productivity																		
Like goods (production)/Hours worked	100	79	78	89	102	87	87	83	94	126	93	88	109	111	102	82	102	92
Employment (hours worked)																		
Like goods	100	111	119	135	94	77	86	103	118	94	113	88	88	117	125	179	115	195
Wages	100	111	118	1.50	84	11	Oti	11/3	110	74	113	กก	OU	117	173)	112	1 1:1	190
Like goods (direct labour expense)	100	110	119	135	120	97	110	133	131	103	124	98	107	141	151	194	99	167
Like goods (airect labour expense) Like goods (average hourly wages)	100000000000000000000000000000000000000	100	100	100	128	126	128	129	111	110	110	111	121	120	120	108	86	86
Enc goods (average nouny wages)	100	100	100	100	120	120	120	120	(1.1)1	110	110	-111	121	120	120	100	00	00

#### A-9 Link between injury and dumped imports.

To establish grounds to initiate an investigation there must be evidence of a relationship between the injury and the alleged dumping. This section provides for an applicant to analyse the data provided in the application to establish this link. It is not necessary that injury be shown for each economic indicator.

1. Identify from the data at <u>appendix A2</u> (Australian market) the influence of the volume of dumped imports on your quarterly sales volume and market share.

Note: The applicant repeats its commentary contained in section A-4.5, above, regarding the reasonableness of its assumptions surrounding the data contained in appendix A2.

For most of the injury analysis period there is a direct correlation between the growth in volume of the dumped imports and the decline in sales volume and market share of the applicant and the Australian industry.

The following diagram (A-9.1.1) demonstrates the loss of the applicant and Australian industry's market share in response to the growth in market share of dumped imports.

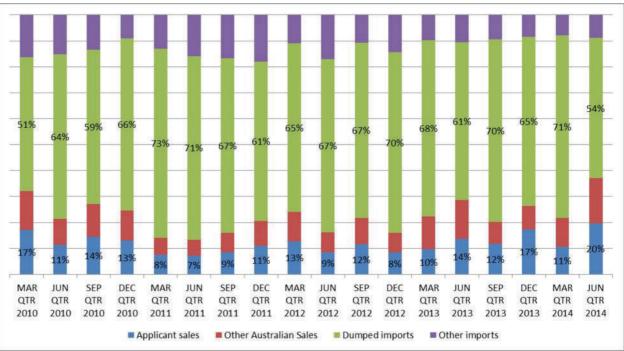


Diagram A-9.1.1 Australian market share by supply source since 1 January 2010 (Source: Appendix A2)

The above diagram (A-9.1.1) demonstrates that the Australian industry's market share continued to decline since 1 January 2010 in response to growth in the market share of dumped imports until 31 September 2012, when the applicant was able to restore market share in the December 2013 quarter to the same level observed in the March 2010 quarter. Following a further decline in the subsequent quarter, the applicant achieved increased market share in the June 2014 quarter. This increased volume and market share reflects a strategy of [pricing strategy]

Between 1 January 2010 and 30 September 2011 dumped imports from China **grew** by 123%, whereas the volume of sales by the Australian industry **declined** by (-)15%. Across the same period, the size of the Australian market grew by 71%.

Although the Australian industry was, generally, able to increase sales volume quarter-on quarter, in comparison to March 2010 quarter volumes, from 1 October 2011 until 31 March 2014, it was unable to match growth in the volume of dumped goods, or the size of the overall Australian market. Indeed, by 31 March 2014, the Australian industry's sales volume had grown by 27%, compared to growth in dumped imported by 158%, and overall market size by 88%.

Again, the only quarter in which the Australian industry was able to outperform the growth in the volume of dumped imports, and overall market size was in the June 2014 quarter. However, as will be observed later in this application, the growth in that volume has nevertheless been injurious to the applicant in terms of other economic indicators.

Imports from other sources declined by 7% across the injury analysis period.



Diagram A-9.1.2 Australian market volume by supply source since 1 January 2010 (Source: Appendix A2)

2. Use the data at <u>appendix A2</u> (Australian market) to show the influence of the price of dumped imports on your quarterly prices, profits and profitability provided at <u>appendix A6.1</u> (costs to make and sell). If appropriate, refer to any price undercutting and price depression evident in the market.

For most of the injury analysis period there is a direct correlation between the trend in the price of dumped imports and the applicant's quarterly prices for the like goods. This is evident in diagram A-9.2.1 which shows that from 1 January 2010 to 31 December 2012, the applicant responded to the movements in the prices of the dumped imports. In later periods there is a lag effect between the price trend of dumped imports and the applicant's sales prices.

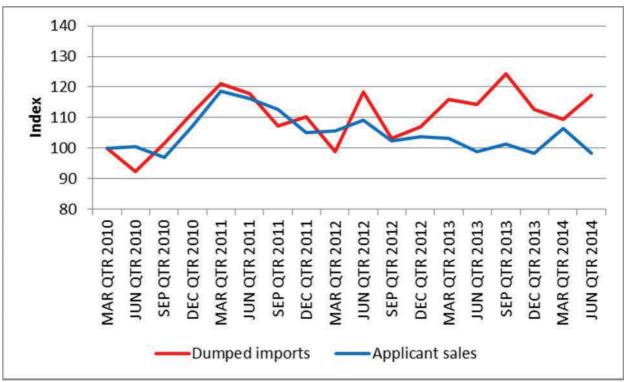


Diagram A-9.2.1 Index of price variations of dumped imports and applicant's Australian sales of like goods (Source: Appendices A2 and A6.1)

The movements in the prices of the dumped imports are reflected in examples of price undercutting documented by the applicant. Diagram A-9.2.2 (below) captures the incidence of price undercutting by an importer of dumped imports to a wholesaler customer, together with the corresponding prices of the applicant. In both cases, the prices are at the pricelist level, and are exclusive of any rebates or discounts (later applied).

Note: *Diagrams A-9.2.2* and *A-9.2.3*, below, relate to one individual wholesaler customer, only. This has been done to ensure that as few variables (like for like sales) as possible are interfering with the conclusions capable of being drawn from the diagrams. Further detailed examples of price undercutting in more recent periods, across other customers, may be found in *section A-9.5*, below.

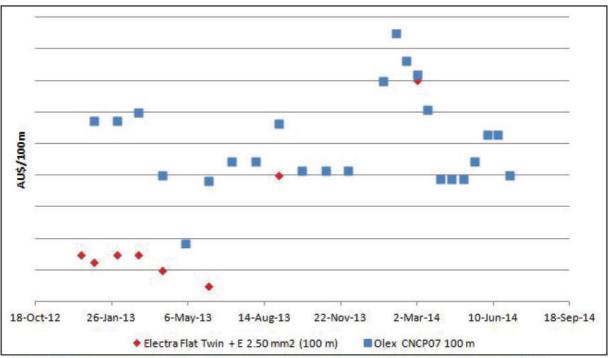


Diagram A-9.2.2 Scatter diagram plotting prices of dumped imports and applicant's sales to a wholesaler customer (Source: CONFIDENTIAL ATTACHMENT A-9.2.1) (x-intercept:y ≠ 0)

Diagram A-9.2.2 illustrates that across the proposed investigation period, the importer undercut the applicant on each reported occasion. Diagram A-9.2.3, below, illustrates the undercutting margins of the importer for this customer.

[Diagram A-9.2.3 is confidential]

Diagram A-9.2.3 Scatter diagram plotting the undercutting margins of the importer to a wholesaler customer (Source: CONFIDENTIAL ATTACHMENT A-9.2.1)

Diagram A-9.2.2, above, also demonstrates the depressive effect the undercut prices of the dumped imports had on the applicant's prices in subsequent periods. This effect is further reflected in diagram A-9.2.4 (below) that illustrates the downward trend in the applicant's prices across the injury analysis period for all like goods.

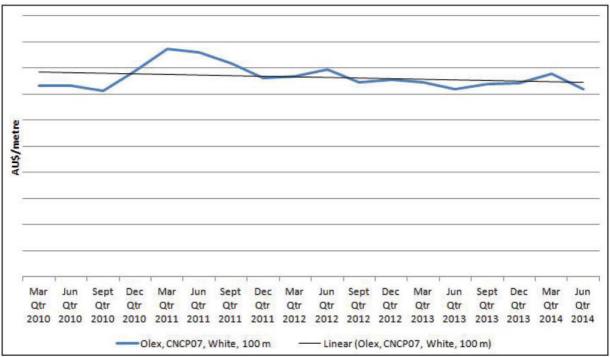


Diagram A-9.2.4 Unit sales revenue for the applicant's Australian sales of a model of the like goods (CNCP07, white, 100 m) (Source: Appendix A6.1)

The impact of the trend in the price of the dumped imports on the applicant's overall net gains or losses from the Australian sales of like goods is observed in diagram A-9.2.5 (below).

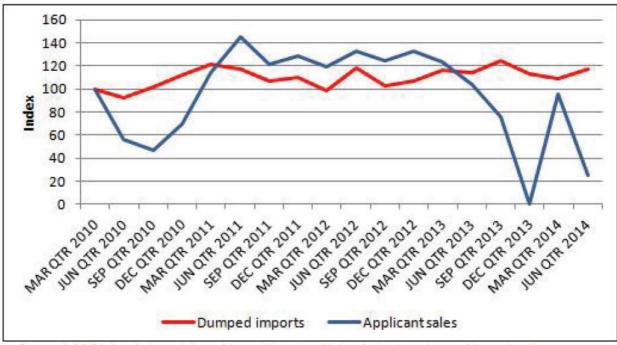


Diagram A-9.2.5 Index of price variations of dumped imports and index of net gains or losses of the applicant's Australian sales of like goods (Source: Appendices A2 and A6.1)

Between 1 July 2010 and 31 December 2012, the trends in the prices of the dumped imports were reflected in the variations to the applicant's net gain or loss

position over that time. In other words, as the price of dumped imports increased, the applicant's net gains increased, and as the price of dumped imports fell, so did the applicant's net gains. This correlation continued until 31 December 2012, after which time, the applicant responded to the presence of dumped imports in the Australian market by reducing the applicant's price to preserve market share. Diagram A-9.2.5, above, illustrates the impact of this strategy of reducing the applicant's price of like goods on the applicant's net gains or losses. For example, by 31 December 2013, the applicants net gain position declined by approximately 100%. This decline appears to have been exasperated by a decline in the price trend of dumped imports by 9% since the previous quarter. The improvement in the applicant's net gain position in the subsequent quarter (March 2014), reflects an 8% increase in the applicant's average domestic price of the goods. However, when that price increase was all but reversed in the June 2014 quarter (-8%), the applicant's net gain position against declined by 74%.

The influence of the trend in the price of the dumped imports on the applicant's profitability of Australian sales of like goods is observed in diagram A-9.2.6 (below).

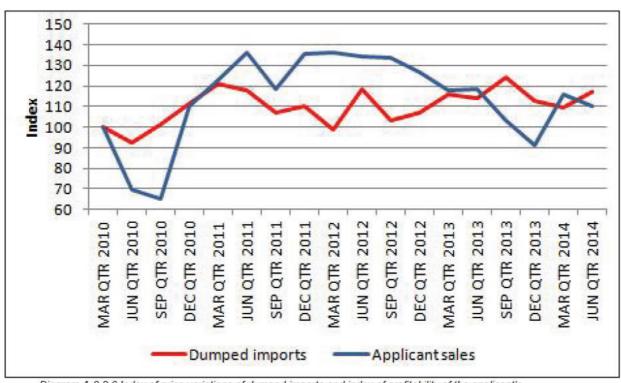


Diagram A-9.2.6 Index of price variations of dumped imports and index of profitability of the applicant's Australian sales of like goods (Source: Appendices A2 and A6.1)

Diagram A-9.2.6, illustrates that during periods of declining trends in the price of dumped imports, the applicant's profitability has also declined. Conversely, during periods of upward trends in the price of dumped imports, the applicant's profitability has also improved. Again, the strategy observed

Accordingly in the September 2013 quarter, a decline in the applicant's profitability is observed despite a rise in the dumped import price trend over that quarter. In the subsequent December 2013 quarter, the applicant's profitability further deteriorated in response to a declining dumped

import price trend. In the March 2014 quarter, the applicant observed an improvement in profitability on the basis of an % average price increase on the applicant's domestic sales of like goods. This was required to cover a % increase in the applicant's cost to make over that period. However, the applicant was unable to maintain that price increase into the June 2014 quarter, and both prices and profitability declined by % and % respectively.

 Compare the data at <u>appendix A2</u> (Australian market) to identify the influence of dumped imports on your quarterly costs to make and sell at <u>appendix A6.1</u> (for example refer to changes in unit fixed costs or the ability to raise prices in response to material cost increases).

Diagram A-9.3.1, below, illustrates the influence of the dumped imports price trend on the applicant's ability to raise price in response to changes in material cost increases as reflected in changes to its unit cost to make.

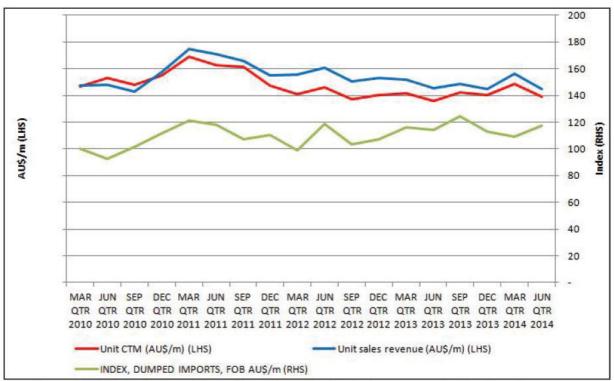


Diagram A-9.3.1 Index of price variations of dumped imports and unit sales revenue and unit cost to make of the applicant's Australian sales of like goods (Source: Appendices A2 and A6.1)

It is observed from diagram A-9.3.1, above, that in response to an increasing dumped import price trend between 1 July 2010, and 31 March 2011 (31%), the applicant was able to increase its Australian domestic prices for the like goods more rapidly than the increase in its unit cost to make over that period. The result was that the applicant, was able to earn a positive gross margin on its sales of the like goods from 1 October 2010.

Over the course of the following three-quarters (1 April 2011 to 31 December 2011), the dumped import price trend declined by (-)9%. Over this time, the applicant's average gross margin deteriorated by between 1 April and 30

September 2011, before improving again in the December 2011 quarter.

During the period of an increasing dumped import price trend from 1 January 2012 to 30 June 2013 (+)15%, the applicant was able respond readily to changes in material costs, and maintain a gross margin of between % and %. However, since 1 July 2013 to 30 June 2014, which corresponds with a period of a declined dumped import price trends (-6%), the applicant has experienced a decline in its gross margin over that period to a range of between % to %.

However, the presence of dumped imports across the injury analysis period has prevented the applicant from raising its prices for the like goods sold into the Australian domestic market by a sufficient value to cover its unit cost to make and sell. This trend is observed in diagram A-9.3.2, below.

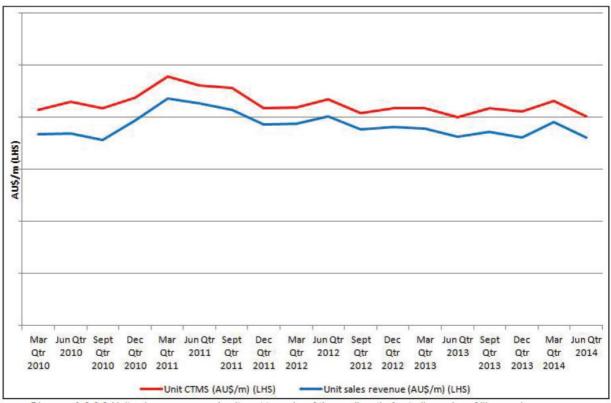


Diagram A-9.3.2 Unit sales revenue and unit cost to make of the applicant's Australian sales of like goods (Source: Appendices A2 and A6.1)

The influence of the trends in dumped import prices on the applicant's profitability is reflected in diagram A-9.3.3, below, where periods of rising dumped import price trends reflect periods of improving profitability for the applicant.

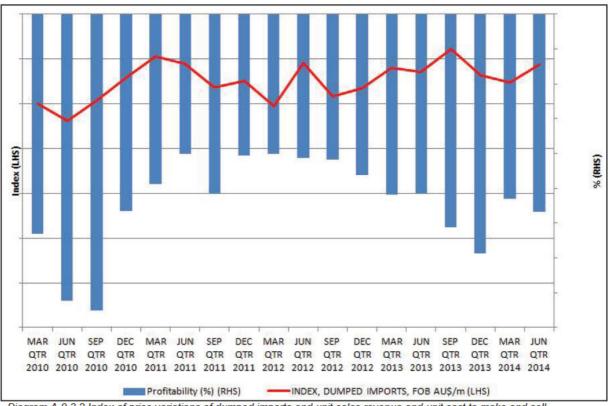


Diagram A-9.3.2 Index of price variations of dumped imports and unit sales revenue and unit cost to make and sell of the applicant's Australian sales of like goods (Source: Appendices A2 and A6.1)

4. The quantity and prices of dumped imported goods may affect various economic factors relevant to an Australian industry. These include, amongst other things, the return on investment in an industry, cash flow, the number of persons employed and their wages, the ability to raise capital, and the level of investment in the industry. Describe, as appropriate, the effect of dumped imports on these factors and where applicable use references to the data you have provided at appendix A7 (other economic factors). If factors other than those listed at appendix A7 (other economic factors) are relevant, include discussion of those in response to this question.

Diagram A-9.4.1, below, illustrates the influence of the dumped imports price trend on the applicant's capacity utilisation.

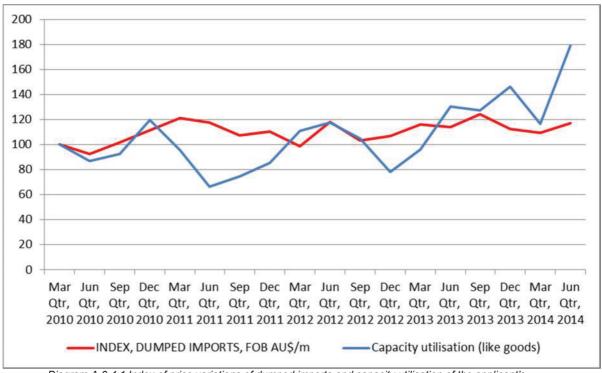


Diagram A-9.4.1 Index of price variations of dumped imports and capacity utilisation of the applicant's capacity utilisation of like goods production (Source: Appendices A2 and A7)

The influence of the trends in dumped import prices on the applicant's capacity utilisation is observed in terms of falling capacity utilisation during periods of declining dumped import price trends (1 April – 30 September 2011, 1 April – 30 September 2013 and 1 July 2013 to 31 March 2014), and growing capacity utilisation during periods of rising dumped import price trends (1 July 2010 to 31 March 2011, June quarter 2012, March quarter 2013 and June quarter 2014).

Diagram A-9.4.2, below, illustrates the influence of the trend in dumped import volumes on the applicant's capacity utilisation.

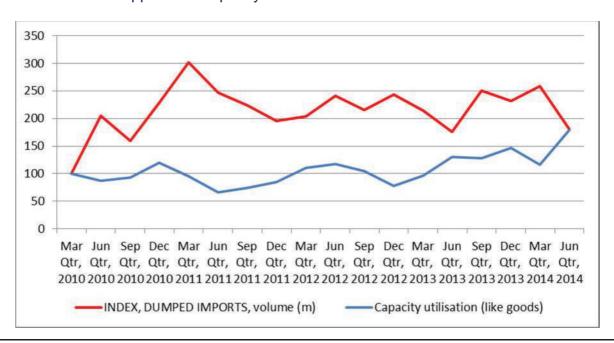


Diagram A-9.4.2 Index of volume variations of dumped imports and capacity utilisation of the applicant's capacity utilisation of like goods production (Source: Appendices A2 and A7)

Rising dumped import volume trends correspond with declining periods of capacity utilisation by the applicant. The significant loss in capacity utilisation between 1 January and 30 June 2011, in response to the rising trend in dumped import volumes from 1 October 2010; and the more recent gain in capacity utilisation from 1 April 2014, in light of the sharp decline in import volume trends over the same period reinforces the relationship between capacity utilisation of import volumes.

Diagram A-9.4.3, below, illustrates the influence of the trend in dumped import volumes on the applicant's utilisation of employees (direct labour hours worked).

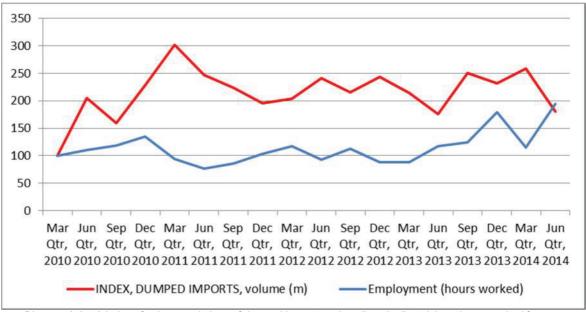


Diagram A-9.4.3 Index of volume variations of dumped imports and applicant's direct labour hours worked for like goods production (Source: Appendices A2 and A7)

Again, periods of rising trends in dumped import volumes corresponds with declining employment levels (measured in terms of direct labour hours worked). Conversely, declines in dumped import volume trends corresponds with rising employment levels.

Diagram A-9.4.4, below, illustrates the impact of the trend in dumped import prices on the applicant's average hourly wages.

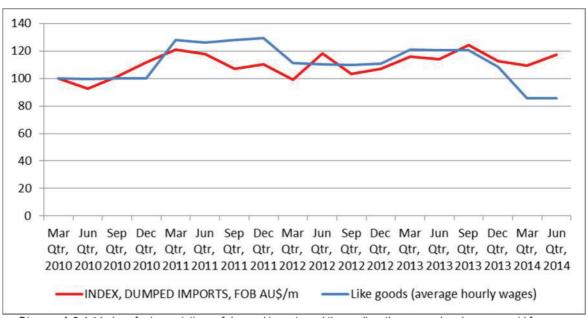


Diagram A-9.4.4 Index of price variations of dumped imports and the applicant's average hourly wages paid for the production of like goods (Source: Appendices A2 and A7)

Periods of rising dumped import price trends have corresponded with rising average hourly wage rates, before a decline from 1 January 2012, which corresponds with a decline in import price trends over the preceding quarter. Wages growth then remained suppressed until a sharp and sustained decline from 1 October 2013, that again corresponds with a declining trend in dumped import prices.

5. Describe how the injury factors caused by dumping and suffered by the Australian industry are considered to be 'material'.

As the applicant represents the largest producer in Australia of the like goods to the goods the subject of this application (more than 60% of the collective output of the total production of like goods by all Australian producers), injury factors caused by dumping and suffered by the applicant must necessarily be considered to have been suffered by the Australian industry, as a whole.

# (a) Price effects

The price effects of dumping on the economic condition of the Australian industry, may be in the form of:

- price depression, which occurs when a company, for some reason, lowers its prices; and/or
- price suppression, which occurs when price increases for the applicant's product, which otherwise would have occurred, have been prevented.

# (i) Price depression

Diagram A-9.5.1, below, indicates that the applicant has suffered injury in relation to its domestic sales of the like goods in the form of price depression since 1 April 2011.

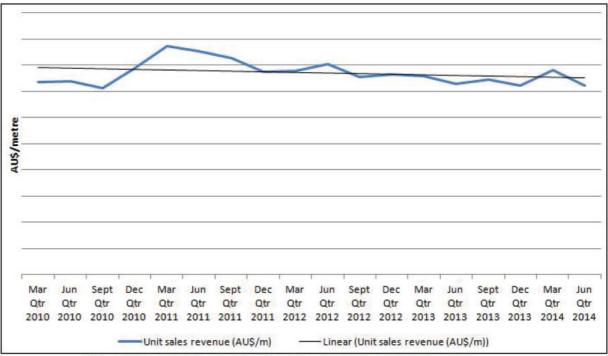
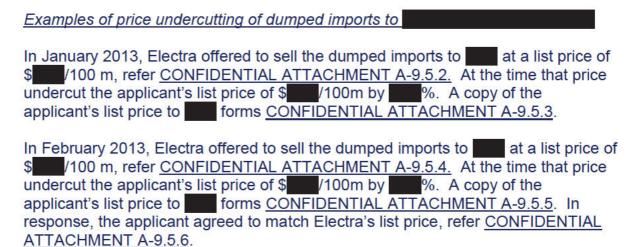
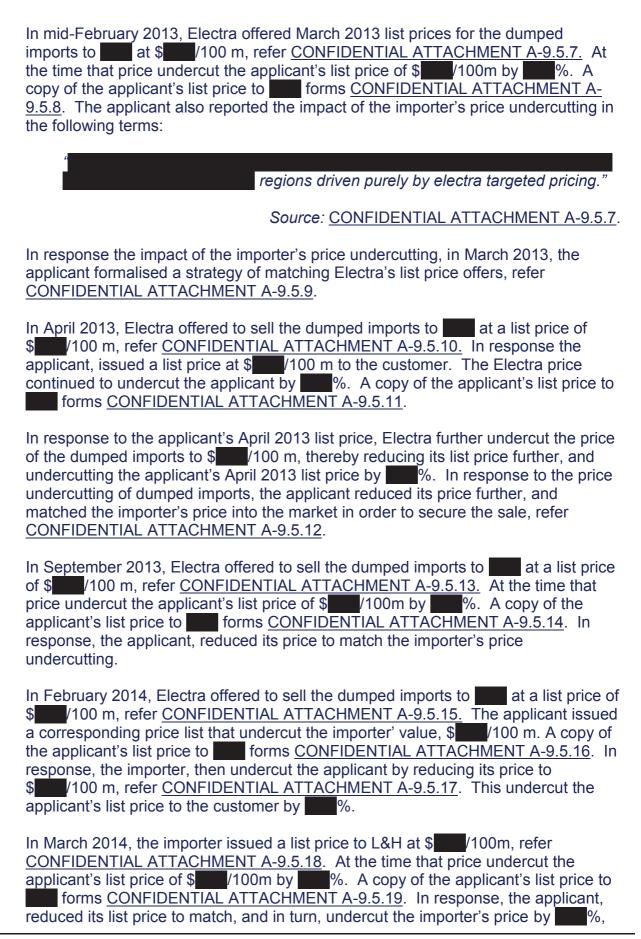


Diagram A-9.5.1Unit sales revenue of the applicant's Australian sales of like goods (Source: Appendix A6.1)

Since the recurrence of dumping and injury from 1 April 2011, the applicant has responded to price undercutting by the importer of the dumped imports, by reducing the applicant's prices for like goods. Specifically, the applicant reduced its weighted average price for the like goods by between 1 April 2011 and 30 June 2014.

Evidence that the dumped imports caused the applicant to suffer price depression is contained in <u>CONFIDENTIAL ATTACHMENT A-9.2.1</u>, which shows that the importer of dumped imports consistently undercut the applicant during the proposed investigation period commencing 1 January 2013. Examples of the importer's price undercutting, the applicant's knowledge and response to the price undercutting are contained in the following examples:





at a list price of \$ /100m. Examples of price undercutting of dumped imports to In March 2013, the importer issued an invoice list price to offering the dumped imports at \$ 100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.22. At the time, that price undercut the applicant's list price to the customer by of \$ 100 m by %, refer CONFIDENTIAL ATTACHMENT A-9.5.22. In July 2013, the importer issued a price list to offering the dumped imports at \$ 100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.20. At the time, that price undercut the applicant's list price of \$ /100 m by %. A copy of the applicant's list price to forms CONFIDENTIAL ATTACHMENT A-9.5.21. In September 2013, the importer issued an invoice list price to offering the dumped imports at \$ /100 m. refer CONFIDENTIAL ATTACHMENT A-9.5.23. At the time, that price undercut the applicant's list price to the customer by of \$ 100 m by %, refer CONFIDENTIAL ATTACHMENT A-9.5.24. Examples of price undercutting of dumped imports to In January 2013, the importer issued a list price offer to setting the price of the dumped imports at \$ 100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.28. This undercut the applicant's list price to the customer applicable at the time of \$ 100 m by CONFIDENTIAL ATTACHMENT A-9.5.29. By late January 2013, the importer further undercut its price to \_\_\_\_\_, offering the dumped imports for sale at an invoice list price of \$ 100 m. This increased the level to which the importer undercut the applicant by \\ \text{\tin}\text{\tetx{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\texi}\text{\text{\text{\texi}\text{\text{\texi}\text{\text{\texi}\text{\text{\texi}\text{\text{\text{\text{\text{\text{\tet ATTACHMENT A-9.5.30. In May 2013, the importer issued a list price offer to setting the price of the dumped imports at \$ refer CONFIDENTIAL ATTACHMENT A-9.5.44. This undercut the applicant's initial best offer price of \$ 100 m. To compete, the applicant then undercut the importer's list price offer by \$ 100 m, to win the sale. In June 2013, the importer issued a list price offer to setting the price of the dumped imports at \$ refer CONFIDENTIAL ATTACHMENT A-9.5.31. This undercut the applicant's best offer price of \$ 100 m by %, refer CONFIDENTIAL ATTACHMENT A-9.5.31.

In October 2013, the importer issued an invoice list price to dumped imports at \$100 / 100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.26. This undercut the applicant's list price to the customer applicable at the time of \$100 m by \$100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.27. In turn, the applicant undercut its list price by \$100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.26.
In May 2014, the importer issued an invoice list price to offering the dumped imports at \$100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.25. This undercut the applicant's price to the customer of \$100 m by %, refer CONFIDENTIAL ATTACHMENT A-9.5.25.
Examples of price undercutting of dumped imports to
In April 2013, the importer issued an on-invoice price list to offering the dumped imports at \$\times_{\textsum}/100 \text{ m, refer} \\ \text{CONFIDENTIAL ATTACHMENT A-9.5.34}. This undercut the applicant's wholesaler list price, at the time, of \$\text{100 m by }\text{000 m}/100 m by \$\text{000 m}/100 m by \$000 m
In April 2014, the importer issued an invoice list price to offering the dumped imports at \$\textstyle=\textstyle=\textstyle\textstyle=\textstyle\
Examples of price undercutting of dumped imports to the Project
In June 2013, the importer quoted a supply of kilometres of the goods to the Project, at \$100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.36. At the time this undercut the applicant's quoted price for the project of \$100 m by \$100 m, refer CONFIDENTIAL ATTACHMENT A-9.5.36.

# (ii) Price suppression

The applicant's approach in relation to analysing the existence of price suppression is to compare its quarterly weighted average unit sales revenue and cost to make and sell (CTMS) for the goods over the injury analysis period.

The applicant asserts that unit sales revenue did not increase at the same rate as costs increased during the latter half of the injury analysis period, specifically from 1 April 2012. Therefore, the applicant has experienced injury in the form of price suppression. This relationship between unit sales revenue and CTMS is illustrated in diagram A-9.5.2, below, that shows the growing gap between price and costs on a weighted average unit basis until 31 December 2013.

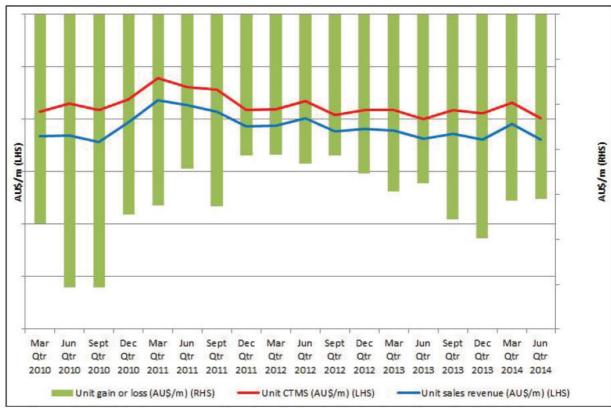


Diagram A-9.5.2 Unit sales revenue, cost to make and sell and unit gain or loss of the applicant's Australian sales of like goods (Source: AppendixA6.1)

That the price suppression was caused by the dumped imports is evidenced in the following examples of where the applicant responded to price offers by the importer of the dumped imports, at price levels that restricted the applicant's ability to cover its CTMS.

Date	Customer	Electra price (AU\$/100 m)	Applicant Commercial Margin if Electra matched	Confidential Attachment
14 Dec 2012				A-9.5.40
15 Jan 2013		4		A-9.5.41
14 Feb 2013				A-9.5.7
1 Mar 2013				A-9.5.22
3 Apr 2013				A-9.5.38
4 Jun 2013				A-9.5.31
10 Jun 2013				A-9.5.36
19 Jul 2013				A-9.5.42
7 Aug 2013				A-9.5.43
28 Feb 2013				A-9.5.39
14 Feb 2014				A-9.5.37

# Conclusion – Price depression and price suppression

The applicant submits that the % reduction in the weighted average price for the like goods between 1 April 2011 and 30 June 2014 is material injury in the form of price depression, and the evidence supports the assertion that it was caused by price undercutting by dumped imports.

In terms of price suppression, the applicant submits that the growing unit losses since 1 January 2012, supports the view that the applicant suffered material injury in the form of price suppression, as it could not raise prices to cover its costs.

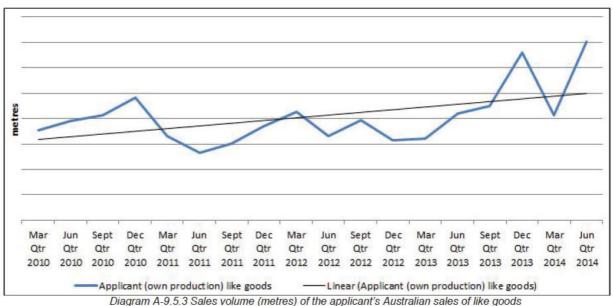
# (b) Volume effects

The volume effects of dumping on the economic condition of the Australian industry, may be in the form of:

- Lost sales volume; and/or
- Lost market share.

# (i) Lost sales volume

The applicant has experienced a loss of sales volume at various times across the injury analysis period, specifically for the period 1 January 2011 to 30 September 2013. This trend is demonstrated in diagram A-9.5.3, below.



(Source: AppendixA6.1)

The following examples demonstrate that the lost sales volume was caused by the presence of dumped imports in the Australian market.

Period	Customer	Volume lost	Supplier	Confidential
		(metres)		Attachment
Jan 2013			Electra	A-9.5.30
Mar 2013			Electra	A-9.5.48
May 2013			Electra	A-9.5.46
June 2013			Electra	A-9.5.45
June 2013			Electra	A-9.5.36
July 2013			Electra	A-9.5.42
Aug 2013			Electra	A-9.5.47
Sept 2013			Electra	A-9.5.23
April 2014			Electra	A-9.5.32

# (ii) Loss of market share

Diagram A-9.1.1, above (reproduced below) illustrates quarterly trends for changes in market share for Australian industry, dumped imports from the country under consideration, and imports from other countries.

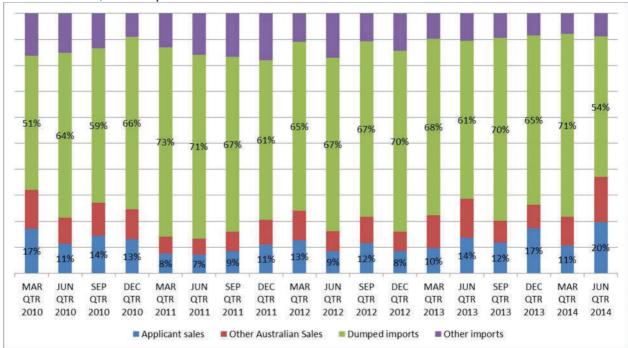


Diagram A-9.1.1 (reproduced) Australian market share by supply source since 1 January 2010 (Source: Appendix A2)

Diagram A-9.1.1 displays that the market share of dumped imports from the country under consideration increased from 1 April 2010, at the expense of the applicant. The applicant was unable to increase its market share to its position at the commencement of the injury analysis period until 31 December 2013. There was only one quarter ( ) in which the applicant was able to improve its market share position across the injury analysis period.

The applicant experienced some of its worst loss of market share from

During periods of improving market share (>10%), these gains have come not at the loss of market share of dumped imports, but instead from a loss of market share from other countries. For example, during the March 2012 quarter when the applicant was able to increase market share from 11% to 13%, the market share of dumped imports also increased from 61% to 65%.

# Conclusion - Loss of sales volume and market share

It is submitted that the loss of at least metres of sales volume across the proposed investigation period to dumped imports, is material injury to the applicant, and by extension, the Australian industry.

In terms of loss of market share, the applicant submits that the loss of up to market share at various points across the injury analysis period are material.

# (c) Profit effects

Diagram A-9.5.4, below, illustrates the movements in total profits and profitability of the applicant over the injury analysis period.

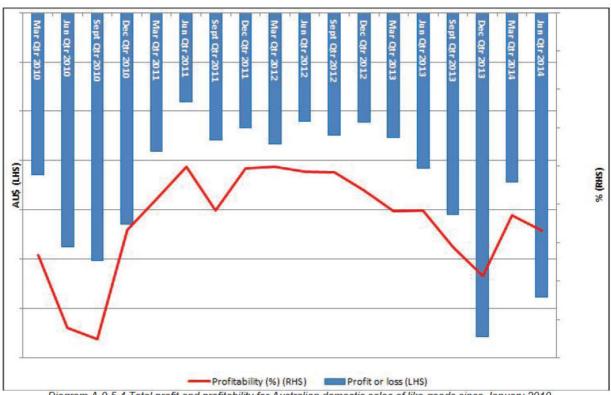


Diagram A-9.5.4 Total profit and profitability for Australian domestic sales of like goods since January 2010 (Source: appendix A6.1)

Diagram A-9.5.4 (above) shows that the applicant's total profit and profitability have deteriorated since 1 July 2011, with only two periods of improvement in the December 2011 and March 2014 quarters. Net losses from Australian sales of like goods reach historic levels in the December 2013 and June 2014 quarters.

# Conclusion – profit and profitability

The applicant submits that these changes in the economic conditions of the Australian industry constitute material injury caused by the price undercutting of dumped imports, as evidenced above.

 Discuss factors other than dumped imports that may have caused injury to the industry. This may be relevant to the application in that an industry weakened by other events may be more susceptible to injury from dumping.

# (a) Appreciation of Australian Dollar across injury analysis period

Diagram A-9.6.1, below, illustrates the monthly average movements in the Australian dollar against the United States dollar across the injury analysis period. In summary, the Australian dollar has appreciated by 5.74% across the period.

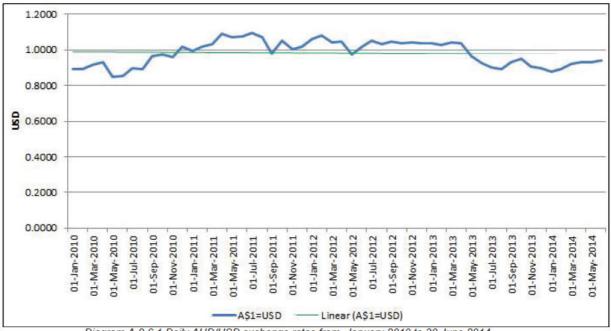


Diagram A-9.6.1 Daily AUD/USD exchange rates from January 2010 to 30 June 2014 (Source: http://www.rba.gov.au/statistics/historical-data.html)

The applicant observes that at times during the injury analysis period, the Australian dollar appreciated by up to 28% on historical lows during the period (refer period 1 June 2010 to 29 April 2011).

Although the applicant accepts that the, historically strong (at times) Australian dollar has made the imported goods more affordable (assuming all other factors remained the same), in the context of the dumped imports exported from China, the strong Australian dollar has served to amplify their affordability.

Indeed, if the strong Australian dollar was the only factor affecting the affordability and price competitiveness of the dumped imports, then the Australian applicant would also expect to see gains in market share from other import sources. However, as can be seen in from diagram A-9.6.2, below, "other imports" from countries other than China have declined across the injury analysis period, whereas the market share of dumped imports have increased. Clearly the impact of the strong Australian dollar does not detract from the assertion that dumping has caused material injury to the Australian industry.

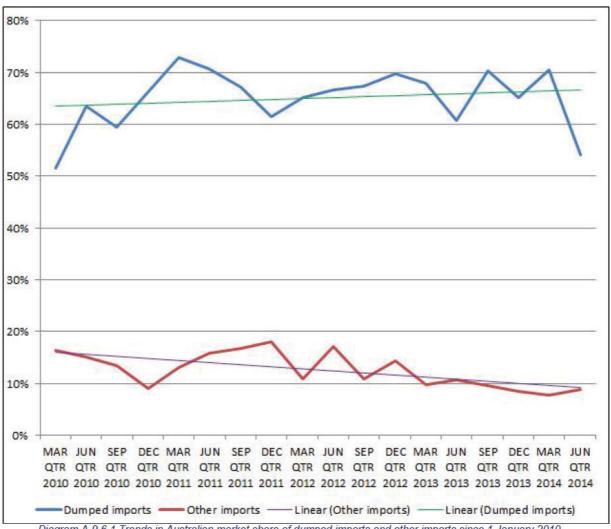


Diagram A-9.6.1 Trends in Australian market share of dumped imports and other imports since 1 January 2010 (Source: Appendix A2)

# (b) Competition between Australian industry members

The applicant has examined the possibility of material injury being caused by price undercutting by other members of the Australian industry producing the goods the subject of this application.

Table A-9.6.2, below, compares price offers by the importer and members of the Australian industry at seven periods across the injury analysis period, and ranks the price offers in terms of cheapest to most expensive.

Price Ranking (cheapest =1)	Dec-12	Jan-13	Feb-13	Apr-13	May-13	Sep-13	Feb-14	Feb-14
ELECTRA	1	1	1	1	2	1		1
Aust Ind 1	2		2	2	2	3	2	
Aust Ind 2		2		3	2			
Aust Ind 3					1	2		
Confidential Attachment	A-9.6.4	A-9.6.2	A-9.6.6	A-9.6.5	A-9.6.7	A-9.6.3	A-9.6.1	A-9.5.15

Table A-9.6.2 Price offers by importer and Australian industry members (Source: CONFIDENTIAL ATTACHMENT A-9.6.8)

It is observed from Table A-9.6.2, above, that the importer undercut members of the Australian industry on 6 out of the 7 periods examined, and drew with the remaining Australian industry members as the next cheapest on one occasion.

Therefore, the applicant contends that domestic price competition between Australian industry members is not a factor causing material injury to the applicant, or does not detract from price undercutting by the importer of dumped imports being the primary cause of material injury.

7. This question is not mandatory, but may support your application. Where trends are evident in your estimate of the volume and prices of dumped imports, forecast their impact on your industry's economic condition. Use the data at <a href="mailto:appendix A2">appendix A2</a> (Australian market), <a href="mailto:appendix A6">appendix A6</a> (cost to make and sell), and <a href="mailto:appendix A7">appendix A7</a> (other economic factors) to support your analysis.

The applicant has declined to respond to this question, at this time.

# PART B

# **DUMPING**

# **IMPORTANT**

All questions in Part B should be answered even if the answer is 'Not applicable' or 'None' (unless the application is for countervailing duty only: refer Part C). If an Australian industry comprises more than one company/entity, Part B need only be completed once.

For advice about completing this part please contact the Commission's client support section on:

**Phone**: 1300 884 159 **Fax:** 1300 882 506

Email: clientsupport@adcommission.gov.au

# B-1 Source of exports.

1. Identify the country(ies) of export of the dumped goods.

The goods the subject of the application are exported from the Peoples' Republic of China (**China**).

2. Identify whether each country is also the country of origin of the imported goods. If not, provide details.

It is the applicant's understanding that the country of export is also the country of origin of the goods the subject of this application.

3. If the source of the exports is a non-market economy, or an 'economy in transition' refer to Part C.4 and Part C.5 of the application.

China is considered a market economy for the purposes of Australia's anti-dumping legislation.

- 4. Where possible, provide the names, addresses and contact details of:
  - producers of the goods exported to Australia;
  - exporters to Australia; and

The applicant understands that Guilin International Wire & Cable Group Co., Ltd (**Guilin**) is a producer and exporter of the goods the subject of this application exported to Australia.

Guilin's contact details are:

Address : No. 41, Canluan Road, Qixing, Guilin, Guangxi, CHINA 541004

Telephone : +86-773-5829396 Facsimile : +86-773-5831946

importers in Australia.

The applicant understands that Electra Cables (Aust) Pty Limited (**Electra**) is an importer in Australia (ABN 38 056 024 385) of the goods the subject of this application exported to Australia.

Electra's contact details are:

Address : Unit 1, 13 Cooper Street, Smithfield NSW AUSTRALIA

Telephone : +61 2 8786 5200 Facsimile : +61 2 8786 5288

For the purpose of this application, the applicant observes that Electra is related to Guilin through a common shareholder, namely Elite Cables (Aust) Pty Ltd and

Guilin Xin Ao Wire & Cable Co., Ltd. 1

5. If the import volume from **each** nominated country at <u>Appendix A.2</u> (Australian Market) does not exceed 3% of all imports of the product into Australia refer to Part C.6 of the application.

Import volumes from the nominated country during the injury analysis period exceed the 3 per cent *de minimus* requirement.

	Import volumes (metres)					
Period	China	Other	Total			
CY 2010						
CY 2011						
CY 2012						
CY 2013						
March Qtr 2014						
June Qtr 2014						

Table B-1.5.1 - Import volumes and share of imports by country (Source: Appendix A2)

	% of total import volumes				
Period	China	Other	Total		
CY 2010	82%	18%	100%		
CY 2011	81%	19%	100%		
CY 2012	83%	17%	100%		
CY 2013	87%	13%	100%		
March Qtr 2014	90%	10%	100%		
June Qtr 2014	86%	14%	100%		

Table B-1.5.2 - Country of Origin as percentage of total imports (Source: Appendix A2)

6. In the case of an application for countervailing measures against exports from a developing country, if the import volume from **each** nominated country at <u>Appendix A.2</u> (Australian Market) does not exceed 4% of all imports of the product into Australia refer to Part C.6 of the application

Not applicable.

# B-2 Export price

Possible sources of information on export price include export price lists; estimates from the Australian Bureau of Statistics; a deductive export price calculation from the Australian selling price of the imported goods; export sales quotations or invoices; foreign government export trade clearances.

<sup>&</sup>lt;sup>1</sup> Refer Australian Customs and Border Protection Service, *Importer Visit Report: Investigation into the alleged dumping of certain electric cables – Electra Cables (Aust) Pty Ltd*, November 2011, Public File Folio 018; and International Trade Remedies Branch, Exporter Questionnaire: Response of Guilin International Wire & Cable Group Co., Ltd, 9 November 2011, Public File Folio 67.

1. Indicate the FOB export price(s) of the imported goods. Where there are different grades, levels of trade, models or types involved, an export price should be supplied for each.

The Australian Bureau of Statistics data presented in <u>appendix A2</u> is indicative of the price and volume trends of dumped imports exported to Australia from China, but is not considered suitable for the estimation of the export price of the imported goods specifically the subject of this application. Therefore, quarterly deductive export prices for the goods have been calculated in section B-2.3, below.

Further, the deductive export price calculated at section B-2.3, below, relates to a single model of the imported goods, as that is the only model for which the applicant has been able to obtain verifiable prices at the first point of resale to unrelated buyers in Australia. The model of the dumped imported goods is "SRF3025V".

For the purpose of determining export prices of the imported goods, the applicant nominates a longer investigation period of 18 months commencing January 2013 on the basis that it ensures that a full Chinese calendar fiscal accounting period is included (January to December 2013) (refer *Australian Anti-Dumping Commission*, 'Dumping and Subsidy Manual', December 2013 [3.2])

2. Specify the terms and conditions of the sale, where known.

The deductive export prices calculated in section B-2.3, below, are based on FOB delivery terms.

Credit terms are 90 day settlement (refer CONFIDENTIAL ATTACHMENT B-2.2.2).

3. If you consider published export prices are inadequate, or do not appropriately reflect actual prices, please calculate a deductive export price for the goods. <u>Appendix B1</u> (Deductive Export Price) can be used to assist your estimation.

The applicant has completed <u>appendix B1</u>. A summary of the deductive export price for the goods forms *table B-2.3.1*, below.

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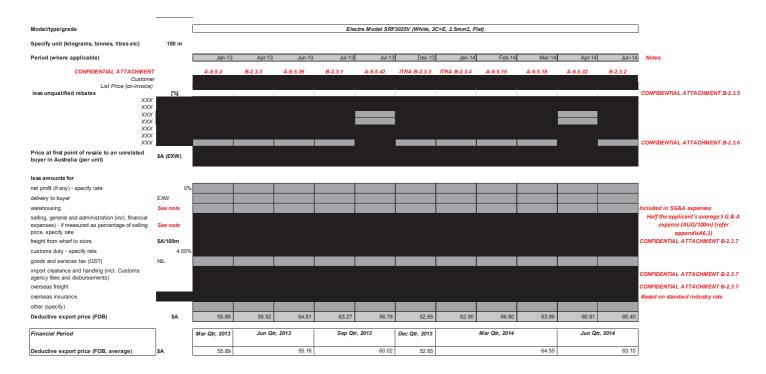


Table B-2.3.1 Extract of deductive export price for the goods for the period 1 January 2013 to 30 June 2014 (Source: Appendix B1)

4. It is important that the application be supported by evidence to show how export price(s) have been calculated or estimated. The evidence should identify the source(s) of data.

The evidence supporting the calculation of deductive export prices contained in appendix B1 has been identified in the respective confidential attachments, including their sources.

# B-3 Selling price (normal value) in the exporter's domestic market.

Possible sources of information about domestic selling prices in the country of export include: price lists for domestic sales (with information on discounts); actual quotations or invoices relating to domestic sales; published material providing information on the domestic selling prices; or market research undertaken on behalf of the applicant.

1. State the selling price for each grade, model or type of like goods sold by the exporter, or other sellers, on the domestic market of the country of export.

The applicant submits that the manufacture and sale of the goods the subject of this application is unique to the Australian and New Zealand markets, pursuant to the Australian Standards.

Therefore, normal values cannot be ascertained under subsection 269TAC(1) of the *Customs Act 1901* (**the Act**), as there are no sales, or an absence or relevant sales of like goods sold for home consumption in China.

The applicant repeats its nomination of a longer investigation period of 18 months commencing January 2013 (refer section B-2.1, above).

2. Specify the terms and conditions of the sale, where known.

As a constructed normal value is proposed, the applicant is unable to specify the terms and conditions of the sale.

3. Provide supporting documentary evidence.

Refer section B-4.2, below.

4. List the names and contact details of other known sellers of like goods in the domestic market of the exporting country.

The absence of domestic sales of like goods sold for home consumption in China means that the applicant is unable to identify other sellers for the purpose of determining a normal value by other sellers of like goods under subsection 239TAC(1) of the Act.

B-4 Estimate of normal value using another method.

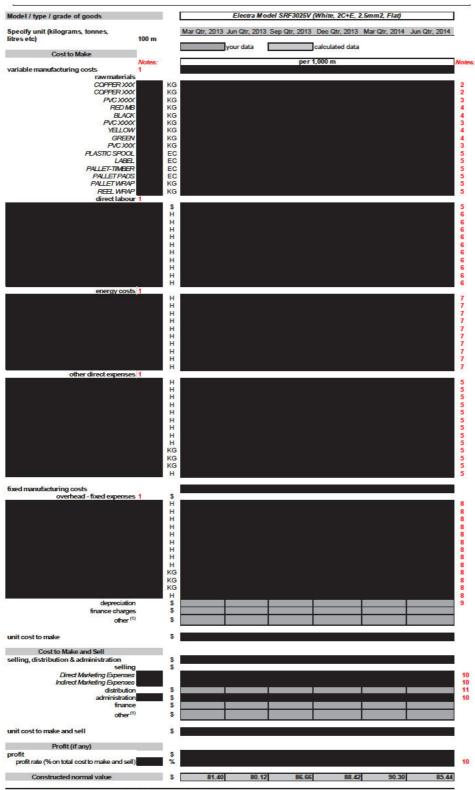
This section is not mandatory. It need only be completed where there is no reliable information available about selling prices in the exporter's domestic market. Other methods of calculating a normal value include:

- the cost to make the exported goods plus the selling and adminstration costs (as if they were sold in the exporter's domestic market) plus an amount for profit (if applicable);
- the selling price of like goods from the country of export to a third country.
- 1. Indicate the normal value of the like goods in the country of export using another method (if applicable, use <a href="mailto:appendix B2">appendix B2</a> Constructed Normal Value).

The applicant has completed <u>appendix B2</u>. A summary of the constructed normal value for the goods forms table B-4.1.1, below.

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### ---1 The input volumes and time breakdowns are based on the rates of the applicant's bill of materials (refer "Appendix A6.1 CTMS CNCP07 WHT 100m" reproduced as BOM)

- The Copper XXX input cost is based on the spot LME price since 1 January 2013 (refer CONFIDENTIAL ATTACHMENT B-3.1.1). The spot LME price has been applied without a price premium. The purchase of copper at the LME rate follows the practice of other known electric cable producers (refer NON-CONFIDENTIAL B-4.2.1, p.27)

- purchase of copper at the LME rate follows the practice of other known electric cable producers (refer NON-CONFIDENTIAL B-4.2.1, p.27)

  3 PVC input costs are based on world PVC resin prices (refer NON-CONFIDENTIAL ATTACHMENT B-4.2.3(a) (f))

  4 Based on the applicant's PVC compound pricing, given its PVC pricing XXX

  5 Based on the applicant's material costs less a 66% discount (refer NON-CONFIDENTIAL ATTACHMENT B-4.2.4

  6 Based on the applicant's labour hours but on Chinese labour rates (refer CONFIDENTIAL ATTACHMENT B-4.2.6). The applicant's machine hours and energy rates less a 72% discount on account of Chinese electricity costs (refer NON-CONFIDENTIAL ATTACHMENT B-4.2.6). The applicant's machine hours and energy rates less a 72% discount on account of the parity position in relation to depreciation expense between Australia and China (refer NON CONFIDENTIAL ATTACHMENT B-4.2.4)

  8 Based on the applicant's fixed manufacturing costs less a 50% discount on account of the parity position in relation to depreciation expense between Australia and China (refer NON CONFIDENTIAL ATTACHMENT B-4.2.4)

  9 A rate for depreciation has been included in the applicant's fixed manufacturing costs

  10 Based on the performance of a Chinese electric cable manufacturer with capacity to manufacture low-voltage, PVC cables (refer CONFIDENTIAL ATTACHMENT B-4.2.5)

  11 Distribution expenses has been included in the company's Direct Marketing Expenses
- en Australia and China (refer NON-

2. Provide supporting documentary evidence.

The evidence supporting the calculation of the constructed normal value for the goods contained in <u>appendix B2</u> has been identified in the respective confidential attachments, including their sources.

# B-5 Adjustments.

A fair comparison must be made between the export price and the normal value. Adjustments should be made for differences in the terms and circumstances of the sales such as the level of trade, physical characteristics, taxes or other factors that affect price comparability.

1. Provide details of any known differences between the export price and the normal value. Include supporting information, including the basis of estimates.

The constructed selling prices for the like goods sold into the Chinese domestic market has been determined at the FOB level.

Although the deductive export prices calculated in section B-2.1, above are based on 90 day credit terms by the importer to the arm-length Australian buyer, the applicant does not know whether the exporter extends similar credit terms to the importer.

2. State the amount of adjustment required for each and apply the adjustments to the domestic prices to calculate normal values. Include supporting information, including the basis of estimates.

No credit terms adjustment is proposed by this application in order to provide reasonable, conservatively derived calculations of any possible dumping margins across the proposed investigation period. The applicant contends that such adjustments should be made if appropriate in the course of any investigation by the Commission of the claims contained herein.

# B-6 Dumping margin.

1. Subtract the export price from the normal value for each grade, model or type of the goods (after adjusting for any differences affecting price comparability).

Electra Model SRF3025V (White, 2C+E, 2.5mm2, Flat, 100 m)	A\$/100 m					
	March Qtr, 2013	June Qtr, 2013	Sept Qtr, 2013	Dec Qtr, 2013	Mar Qtr, 2013	Jun Qtr, 2013
Export Price (EP)						
Appendix B1	55.89	55.16	60 02	52.65	64.55	63.10
Normal Value (NV)						
Appendix B2	81.40	80.12	86.66	88.42	90.30	85.44
NV less EP (Dumping Margin)	25.51	24.96	26.63	35.77	25.75	22.33

2. Show dumping margins as a percentage of the export price.

Electra Model SRF3025V (White, 2C+E, 2.5mm2, Flat, 100 m)			A\$/100	m		
	March Qtr, 2013	June Qtr, 2013	Sept Qtr, 2013	Dec Qtr, 2013	Mar Qtr, 2013	Jun Qtr, 2013
Export Price (EP)						
Appendix B1	55.89	55.16	60 02	52.65	64.55	63.10
Normal Value (NV)						
Appendix B2	81.40	80.12	86.66	88.42	90.30	85.44
NV less EP (Dumping Margin)	25.51	24.96	26.63	35.77	25.75	22.33
Dumping Margin/EP (Dumping Margin, %)	45.64%	45.25%	44.37%	67.94%	39.88%	35.39%

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# PART C

# SUPPLEMENTARY SECTION

# **IMPORTANT**

Replies to questions in Part C are not mandatory in all instances, but may be essential for certain applications.

For advice about completing this part please contact the Commission's client support section on:

**Phone**: 1300 884 159 **Fax:** 1300 882 506

Email: clientsupport@adcommission.gov.au

# C-1 Subsidy

This section must be completed where countervailing duties are sought to offset foreign government assistance through subsidies to exporters or producers.

If the application is for countervailing duty alone, the domestic price information required by Part B of the application need not be supplied.

Responses to questions A-9 will need to identify the link between subsidisation and injury.

- 1. Identify the subsidy paid in the country of export or origin. Provide supporting evidence including details of:
  - (i) the nature and title of the subsidy;
  - (ii) the government agency responsible for administering the subsidy;
  - (iii) the recipients of the subsidy; and
  - (iv) the amount of the subsidy.

Not applicable.

# C-2. Threat of material injury

Address this section if the application relies <u>solely</u> on threat of material injury (ie where material injury to an Australian industry is not yet evident).

- 1. Identify the change in circumstances that has created a situation where threat of material injury to an Australian industry from dumping/subsidisation is foreseeable and imminent, for example by having regard to:
  - 1. the rate of increase of dumped/subsidised imports;
  - 2. changes to the available capacity of the exporter(s);
  - 3. the prices of imports that will have a significant depressing or suppressing effect on domestic prices and lead to further imports;
  - 4. inventories of the product to be investigated; or
  - 5. any other relevant factor(s).

This application is not based upon a threat of material injury from the imported goods alleged to be dumped.

This application details how the applicant has suffered material injury caused by the allegedly dumped imported goods from China. The application also indicates that in the absence of the publication of a dumping duty notice, further material injury is likely to result from the imported goods the subject of this application.

2. If appropriate, include an analysis of trends (or a projection of trends) and market conditions illustrating that the threat is both foreseeable and imminent.

Refer to section C-2.1, above.

# C-3. Close processed agricultural goods

Where it is established that the like (processed) goods are closely related to the locally produced (unprocessed) raw agricultural goods, then — for the purposes of injury assessment — the producers of the raw agricultural goods form part of the Australian industry. This section is to be completed only where processed agricultural goods are the subject of the application. Applicants are advised to contact the Commission's client support section before completing this section.

1. Fully describe the locally produced raw agricultural goods.

The 'like' goods to the imported goods the subject of this application are not close processed agricultural goods. This section does not apply to the 'like' goods produced by the Australian industry.

2. Provide details showing that the raw agricultural goods are devoted substantially or completely to the processed agricultural goods.

Not applicable.

3. Provide details showing that the processed agricultural goods are derived substantially or completely from the raw agricultural goods.

Not applicable.

- 4. Provide information to establish **either**:
  - a close relationship between the price of the raw agricultural goods and the processed agricultural goods; or
  - that the cost of the raw agricultural goods is a significant part of the production cost of the processed agricultural goods.

Not applicable.

# C-4. Exports from a non-market economy

Complete this section only if exports from a non-market economy are covered by the application. The domestic price information required by Part B of the application need not be supplied if this question is answered.

Normal values for non-market economies may be established by reference to selling prices or to costs to make and sell the goods in a comparable market economy country.

1. Provide evidence the country of export is a non-market economy. A non-market economy exists where the government has a monopoly, or a substantial monopoly, of trade in the country of export and determines (or substantially

influences) the domestic price of like goods in that country.

The nominated country of export, the subject of this application, is considered to be a 'market economy' country for the purposes of Australia's anti-dumping legislation.

2. Nominate a comparable market economy to establish selling prices.

Not applicable, refer to response to section C-4.1, above.

3. Explain the basis for selection of the comparable market economy country.

Not applicable, refer to response to section C-4.1, above.

4. Indicate the selling price (or the cost to make and sell) for each grade, model or type of the goods sold in the comparable market economy country. Provide supporting evidence.

Not applicable, refer to response to section C-4.1, above.

# C-5 Exports from an 'economy in transition'

An 'economy in transition' exists where the government of the country of export had a monopoly, or substantial monopoly, on the trade of that country (such as per question C-4) and that situation no longer applies.

Complete this section only if exports from an 'economy in transition' are covered by the application. Applicants are advised to contact the Commission's client support section before completing this section

1. Provide information establishing that the country of export is an 'economy in transition'.

The nominated country of export, the subject of this application, is considered to be a 'market economy' country for the purposes of Australia's anti-dumping legislation.

A price control situation exists where the price of the goods is controlled or substantially controlled by a government in the country of export. Provide evidence that a price control situation exists in the country of export in respect of like goods.

Not applicable, refer to response to section C-5.1, above.

3. Provide information (reasonably available to you) that raw material inputs used in manufacturing/producing the exported goods are supplied by an enterprise wholly owned by a government, at any level, of the country of export.

Not applicable, refer to response to section C-5.1, above.

4. Estimate a 'normal value' for the goods in the country of export for comparison with export price. Provide evidence to support your estimate.

Not applicable, refer to response to section C-5.1, above.

# C-6 Aggregation of Volumes of dumped goods

Only answer this question if required by question B-1.5 of the application and action is sought against countries that individually account for less than 3% of total imports from all countries (or 4% in the case of subsidised goods from developing countries). To be included in an investigation, they must collectively account for more than 7% of the total (or 9% in the case of subsidised goods from developing countries).

	Quantity	%	Value	%
All imports		100%		100%
into Australia				
Country A*				
Country B*				
etc*				
Total				

<sup>\*</sup> Only include countries that account for less than 3% of all imports (or 4% in the case of subsidised goods from developing countries). Use the data at <u>Appendix A.2</u> (Australian Market) to complete the table.

The nominated country of export, the subject of this application, accounts for more than 3% (per cent) of total import volume. Please refer to section B-1.5 above.

# **APPENDICES**

Appendix A1 Australian Production

Appendix A2 Australian Market

Appendix A3 Sales Turnover

Appendix A4 Domestic Sales

Appendix A5 Not applicable

Appendix A6.1 Cost to Make and Sell (& profit) Domestic Sales

Appendix A6.2 Cost to Make and Sell (& profit) Export Sales

Appendix A7 Other Injury Factors

Appendix A8 Not applicable

Appendix B1 Deductive Export Price

Appendix B2 Constructed Normal Value