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## China Strengthens Its Market Position

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# Steel Production and General Export Situation of China

Over 50% of World Steel Production

Rapid
Modernization
of Economy,
Construction,
Infrastructure
and
Manufacturing
Industries

Exporting
Volume:
14.4% of Total
Production;
Expect to
Reach 15% in
2016

## **General Export Situation of China**

- Well Equipped with World Leading Technology
- Advantage of China Steel Industry: Large-Scale
   Production and Low Cost
- China Local Steel Consuming: Will Be Dropping In A
   Long Future; Exporting: Will be Main Measure to Relieve
   Production Stress (More in Long Products)

# **HRC Production And Export**

**HRC** 

**Production of** 

**China: Nearly** 

200 Million

MTs In 2015

13,994,500MTs

**Was Exported to** 

**75 Countries** 

(71% Out of

**Total Exporting** 

**Went Into Asian** 

**Countries**)

**Top Four 2015:** 

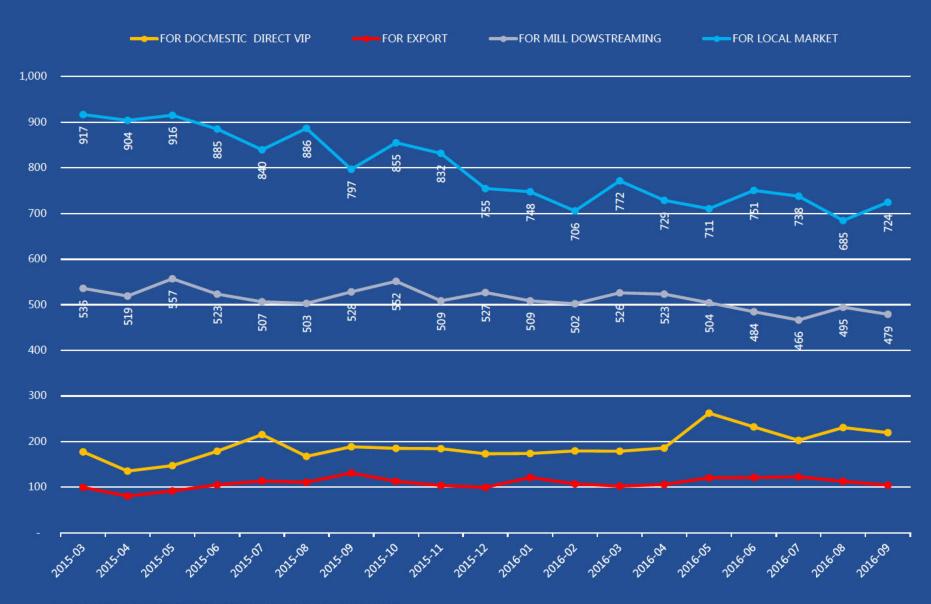
**Vietnam** 

Korean

**India** 

**Pakistan** 

#### CHINA HRC SUPPLYING SITUATION



NOTE: 72 PRODUCTION LINES, 227.9 MILLION MTS

## **CHINA HRC SUPPLYING SITUATION**

| TIME       | FOR DOCMESTIC<br>DIRECT VIP | FOR EXPORT | FOR MILL<br>DOWSTREAMING | FOR LOCAL<br>MARKET | TOTAL<br>PRODUCTION |
|------------|-----------------------------|------------|--------------------------|---------------------|---------------------|
| 2015/3/31  | 177                         | 100        | 536                      | 917                 | 1729                |
| 2015/4/30  | 135                         | 81         | 519                      | 904                 | 1639                |
| 2015/5/31  | 148                         | 92         | 557                      | 916                 | 1712                |
| 2015/6/30  | 179                         | 105        | 523                      | 885                 | 1693                |
| 2015/7/31  | 215                         | 114        | 507                      | 840                 | 1675                |
| 2015/8/31  | 167                         | 111        | 503                      | 886                 | 1668                |
| 2015/9/30  | 189                         | 131        | 528                      | 797                 | 1645                |
| 2015/10/31 | 185                         | 113        | 552                      | 855                 | 1705                |
| 2015/11/30 | 184                         | 104        | 509                      | 832                 | 1629                |
| 2015/12/31 | 173                         | 100        | 527                      | 755                 | 1555                |
| 2016/1/31  | 174                         | 121        | 509                      | 748                 | 1545                |
| 2016/2/29  | 180                         | 108        | 502                      | 706                 | 1495                |
| 2016/3/31  | 179                         | 102        | 526                      | 772                 | 1579                |
| 2016/4/30  | 186                         | 106        | 523                      | 729                 | 1544                |
| 2016/5/31  | 262                         | 120        | 504                      | 711                 | 1598                |
| 2016/6/30  | 232                         | 121        | 484                      | 751                 | 1588                |
| 2016/7/31  | 203                         | 123        | 466                      | 738                 | 1530                |
| 2016/8/31  | 231                         | 113        | 495                      | 685                 | 1523                |
| 2016/9/30  | 219                         | 104        | 479                      | 724                 | 1527                |

#### RATION CHANGE OF DIFFERENT SUPPLYING CHANNEL



#### RATION CHANGE TO DIFFERENT SUPPLYING CHANNEL

| TIME       | FOR DOCMESTIC<br>DIRECT VIP | FOR EXPORT | FOR MILL DOWSTREAMING | FOR LOCAL MARKET |
|------------|-----------------------------|------------|-----------------------|------------------|
| 2015/3/31  | 10%                         | 6%         | 31%                   | 53%              |
| 2015/4/30  | 8%                          | 5%         | 32%                   | 55%              |
| 2015/5/31  | 9%                          | 5%         | 33%                   | 53%              |
| 2015/6/30  | 11%                         | 6%         | 31%                   | 52%              |
| 2015/7/31  | 13%                         | 7%         | 30%                   | 50%              |
| 2015/8/31  | 10%                         | 7%         | 30%                   | 53%              |
| 2015/9/30  | 11%                         | 8%         | 32%                   | 48%              |
| 2015/10/31 | 11%                         | 7%         | 32%                   | 50%              |
| 2015/11/30 | 11%                         | 6%         | 31%                   | 51%              |
| 2015/12/31 | 11%                         | 6%         | 34%                   | 49%              |
| 2016/1/31  | 11%                         | 8%         | 33%                   | 48%              |
| 2016/2/29  | 12%                         | 7%         | 34%                   | 47%              |
| 2016/3/31  | 11%                         | 6%         | 33%                   | 49%              |
| 2016/4/30  | 12%                         | 7%         | 34%                   | 47%              |
| 2016/5/31  | 16%                         | 8%         | 32%                   | 44%              |
| 2016/6/30  | 15%                         | 8%         | 30%                   | 47%              |
| 2016/7/31  | 13%                         | 8%         | 30%                   | 48%              |
| 2016/8/31  | 15%                         | 7%         | 32%                   | 45%              |
| 2016/9/30  | 14%                         | 7%         | 31%                   | 47%              |

### China HRC Export Situation and Potential to Vietnam

Rebound of the Frozen Real Estate Market

Controlled Inflation and Interest Rate Vietnam's
High Demand
of Steel
Products

Favorable
Geographic
Position to Export
Its steel Products

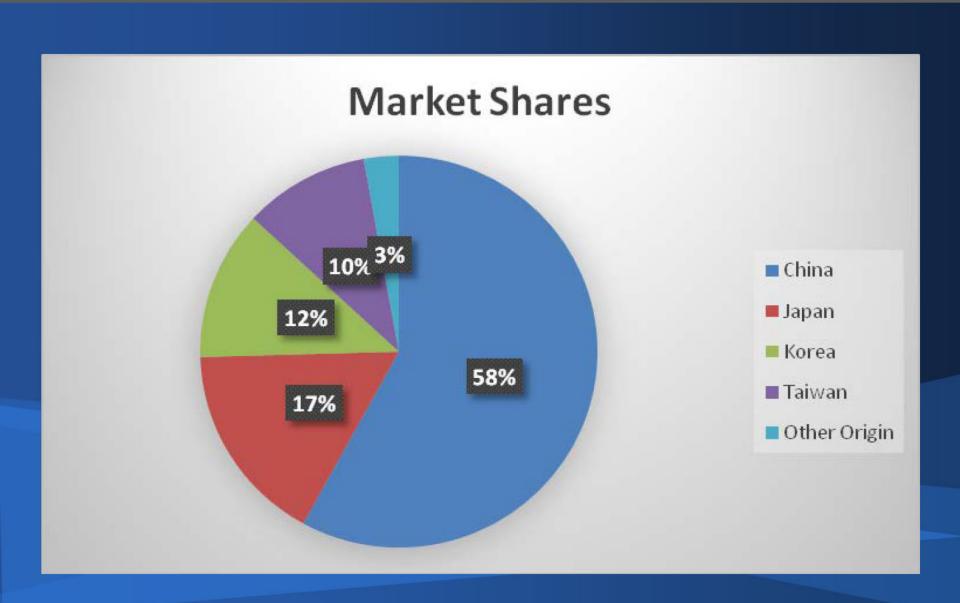
Other Steel Consuming Industries' Healthy Growth

### China HRC Export Situation and Potential to Vietnam

- Vietnam is the Biggest HRC Exporting Market of China
- In 2015: Imported 3195284.33mt HRC from China (22% of total china HRC exporting)
- From Jan-Aug 2016: Imported 2724117.443mts HRC from China (26.8% of total china HRC exporting)
- Total Demand for HRC Thin Gauge in Vietnam: About
  800k mts in 2016 and is Expected to Increase at Least
  20% in 2017

#### **HR Products Analysis of Year 2015**

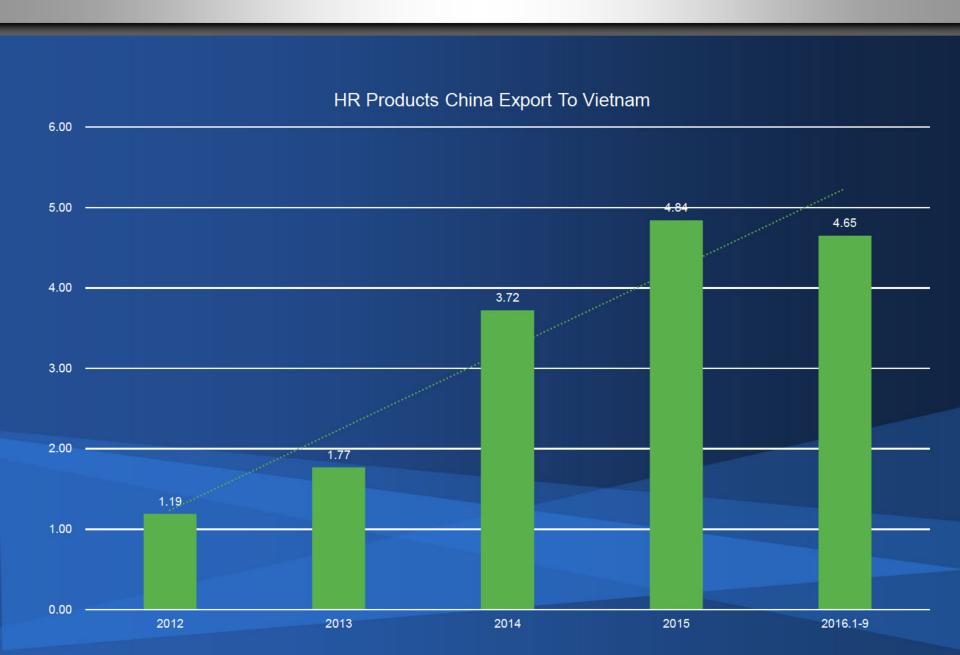
| Origin       | Total (Million MT) | Market<br>Share |  |
|--------------|--------------------|-----------------|--|
| China        | 5.45               | 58%             |  |
| Japan        | 1.56               | 17%             |  |
| Korea        | 1.16               | 12%             |  |
| Taiwan       | 0.96               | 10%             |  |
| Other Origin | 0.27               | 3%              |  |
| Total        | 9.40               | 100%            |  |



### **HR Products China Export To Vietnam**

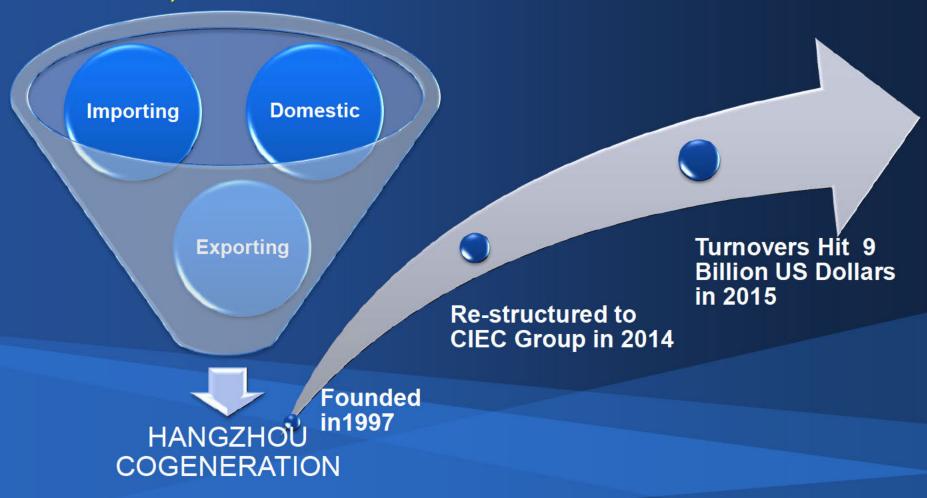
| Year     | HRC  | HRS/Plate | HR Total | Growth<br>Rate |
|----------|------|-----------|----------|----------------|
| 2012     | 0.84 | 0.35      | 1.19     |                |
| 2013     | 1.26 | 0.51      | 1.77     | 49%            |
| 2014     | 2.75 | 0.97      | 3.72     | 110%           |
| 2015     | 3.39 | 1.45      | 4.84     | 30%            |
| 2016.1-9 | 3.19 | 1.46      | 4.65     | 28%            |

<sup>\*</sup>Growth Rate of 2016 is calculated base on expectations of whole year.



## **Brief Introduction of CIEC**





### **About CIEC International**

- subsidiary company to CIEC GROUP, is dedicated to expanding its global trading biz in last 12 years.
- •more than 10 overseas branches companies (offices) sits in Asia/Middle East/Africa; banking support from Hong Kong, Singapore as well as in China main land.
- •While CIEC mainly source steel from Chinese mills, it is also a strategy to get source from other origins because of anti-dumping issues also because of market price variation.

# Thank You