

OJSC “ArcelorMittal Kryviy Rih”

is a strategic partner of “Metal-Forum of Ukraine 2008”



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Current situation, topical issues and forecasts for steel market development, - these and many other questions were discussed at “Metal-Forum of Ukraine 2008” in Kyiv. The representatives of executive and legislative powers, leading experts for creating of new economic policy of the country formed an objective vision of advantages and disadvantages of Ukrainian metallurgical branch, barriers and threats which prevent it from the development. They also defined the perspectives, opportunities and strategic directions of branch development in conditions of new economic reality.

Greeting Forum's participants, the President of Ukrainian metal trader association Andrey Fedoseev declared: «Unfortunately, the import of metal products continues to increase and as we see it will increase further. Foreign and, especially, Russian metal suppliers react to prices changing at the market more quickly. Our metallurgists should immediately change their attitude to customers, regulate flexible methods of sale not to lose the market in such situation. I think this problem will take place in Forum discussions».

OJSC “ArcelorMittal Kryviy Rih” Marketing and Sale Chief R.Venkataramana talking about the peculiarities of steelmaking companies in modern market conditions, said: «The price is an important thing. We have already understood the price must be optimized. That is why the main task of metal producers is the reduction of products price at the expense of optimization of coal, coke, ferroalloy purchase, and also the costs for transport. In terms of demand reduction for steel products, the companies which understand customers' needs will take the advantage».

«The Forum is held in hard times, when the crisis of global economy and global steel market impacts on the performance of Ukrainian mining and metallurgical complexes. But the metallurgy develops and finds the ways out current situations in hard times. Strategic planning of metallurgical branch development is impossible without constant professional contacts between customers and producers. In this sense the opportunity which Metal-Forum gives is invaluable. And I am sure we will find optimal problems solution», - OJSC “ArcelorMittal Kryviy Rih” Director for domestic sales – head of sales Vladimir Shalimov OJSC “ArcelorMittal Kryviy Rih” was a strategic partner of the meeting.

About 200 companies from 10 countries from all over the world took part in specialized exhibition, provided by “Metal-Forum of Ukraine”. New technologies and innovation solutions concerning metallurgical field, materials and raw materials for metallurgical production, ferrous and nonferrous metal products were represented at the meeting.

Press release of OJSC “ArcelorMittal Kryviy Rih”