CHINA STEEL DEMAND ANNUAL REPORT 2011-2015

What is Our Focus

• How will China Steel Demand changes if Chinese economy continues its usual growth?
• What will be the demand trends of steel’s major downstream as construction, mechanics, automobile and etc?
• What promotional effect will China’s regional development plan (Mid and West China) have on steel demand?
• Will investment increase in China’s affordable housing offset the negative impact from tightening policy on housing issue?
• How will China steel export develop in 2011 after 2010 witnesses a considerable growth in China steel export section?

SMM carries out frequent surveys and consultation with key players along China industrial chains, conveying to you timely price movement, alerting news, statistics, in-depth analysis and well-based forecast etc, with the aim of helping readers develop a better understanding of China Steel Industry.
Background

China’s steel demand declines considerably due to current macro-economic control and acceleration of economic growth transition, immediately after experiencing significant growth promoted by the policy of “Expanding Domestic Demand, Keeping Growth” in 2010. Even more changes are still on their way as slowing-down of fix assets investment, redirection of investment and industrial restructure. Under the process of China’s industrial restructure, directional changes of investment take place in 2010, gradually switching away from previously hot-pursued fixed asset section. How will the total demand for Chinese steel change in the coming year? What will be the new growth points? And what will be the negative impacts?

Hot topics

- China Steel Demand Forecast 2011-2015

We will forecast the demand in future years, based on research of relationship between steel demand and actual fix assets investment plus the steel demand trend of construction, automobiles and etc.

- Forecast of Steel Demand from Mid & West China

We project the developing trend of steel demand from mid and west China in future years, through analyzing government’s investment objectives and volume.

- Suppression Policy & Real Estate Construction of Affordable Housing

We calculate out the steel demand incurred by Chinese Indemnificatory Housing project, based on the actual completion rate of announced Indemnificatory housing construction volume.
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