



**EUROMETAL**

**Presidency Meeting**

**General Assembly**

Jens Lauber, Georges Kirps

Frankfurt

Nov. 30<sup>th</sup>/ Dec 01<sup>st</sup> 2016



## EUROMETAL: Status Quo

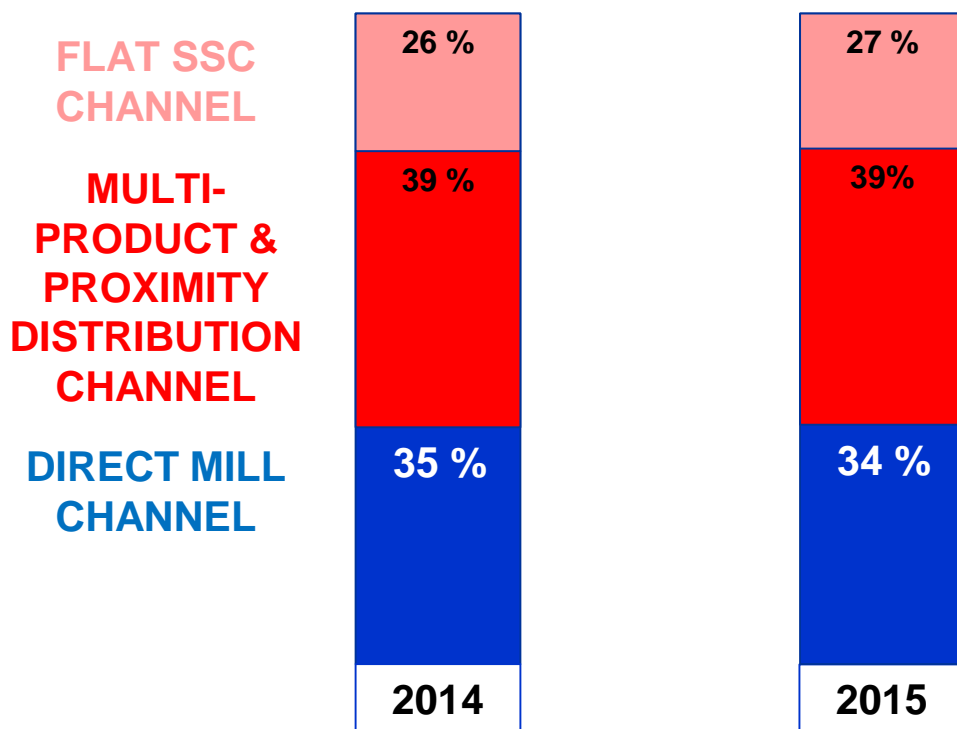
Insight



Out

- Top priority: Compliance Guidelines
- Consolidation of internal structure
- High efficiency by low costs and multiple roles of Presidency members and lean management team
- Intensifying internal collaboration with local associations
- Upgrading market monitoring and benchmarking
- Networking for external communication
- Widening our reach by regional conferences/meetings and addressing European topics
- Convey the message about ‘Systemic Role of Distribution/SSC in steel supply to end use segments’

**IN THE ACCESSIBLE STEEL MARKET, REPRESENTING 121 MT OF STEEL & TUBES,  
EU STEEL DISTRIBUTION IS THE MAIN COMMERCIAL CHANNEL  
AND REPRESENTS 66 % OF EU MARKET SUPPLY IN **ALL STEEL PRODUCTS****

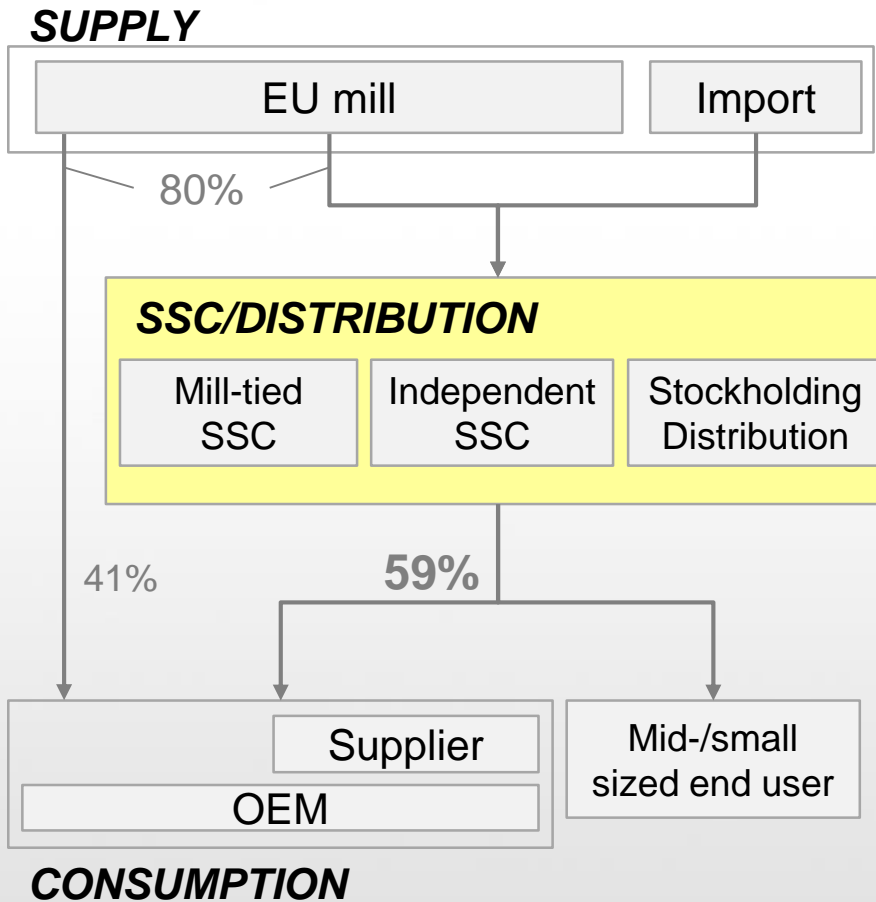


### **EUROMETAL LOBBYING MESSAGE**

- European Steel Distribution is a systemic link in steel value chains between upstream producers and downstream end users
- European Steel Distribution supplies 80 million tons of steels and tubes to European Construction sectors and Manufacturing industries
- European Steel Distribution are about 5 000 entrepreneurial entities, mostly SME enterprises
- European Steel Distribution provides jobs to 110 000 people



Distribution and SSC channels represent almost 60% of **European Steel Strip** market volume



- Europe: Hybrid model of sales channels into the market
- Many regions in Europe with their specific balance of Value Chain, like
  - Germany/France: More OEM's
  - Italy: More ISSC's and imports
- SSC/Distribution meet end-customers requirements
- All channels with different offer of **Value Generation**



## EUROMETAL: Quo Vadis?

- New event: World Steel Distribution & SSC Summit 2017
- Maintaining regional conferences and revitalising the Steel Trade Day; EUROMETAL contributions to conferences of local associations
- Addressing future issues of Global Steel Supply Chains
- Addressing future key topics like Digitalization or Value Generation
- Intensifying collaboration with other EU associations like Eurofer
- Enhancing of EUROMETAL Market Monitoring & Benchmarking
- Adding value for members by EUROMETAL and local associations
- Acquiring new members and subscribers by a convincing service offer
- ...

Outsight



In