





Turkish iron and steel industry is one of the leading sectors of Turkish economy. Since its establishment at the beginning of 1920's, Turkish steel industry has seen considerable innovations, reflecting a commitment to respond to the evolutions in global steel markets.

Steel industry in Turkey has witnessed consistent growth, expanding exponentially in response to strong global demand for high quality steel products. Today, with its 24 electric arc furnace mills (EAF), 4 induction furnaces with a capacity range from 80 to 150 thousand tons, and 3 BOF plants with a capacity range from 2.8 to 5 million tons, Turkey's crude steel production has reached to 31.5 million tons in 2015. With these figures, in 2015 Turkey was Europe's second (2nd) largest crude steel producer, and ninth (9th) in the world ranking of steel-producing countries.

Turkey is also one of the biggest exporters of steel products, holding the tenth place among steel exporting countries and second biggest exporter of reinforcement bars used for construction. Turkish steel products have been exported to more than 200 countries and to all regions of the world due to the high quality products, competitive prices and effective marketing strategies.

By organizing this trade delegation to USA, we are aiming to bring American and Turkish companies together to explore areas of cooperation and new business prospects in order to create mutually beneficial and fruitful business relationships that will build a bridge between two countries to bring us even closer.

Namık Kemal EKİNCİ Steel Exporters' Association Chairman of the Board

### **ABOUT STEEL EXPORTERS'ASSOCIATION**

Steel Exporters' Association had been operating by the name of Istanbul Ferrous and Non Ferrous Metals Exporters' Association since 1986 which is one of the five associations under the body of General Secretariat of Istanbul Mineral and Metals Exporters' Association (IMMIB). In October 20, 2005, Steel Exporters' Association was established as the sixth association of IMMIB.

The Steel Exporter's Association is a non-profit business association of more than 900 companies representing the largest steel producers and exporters in the Turkish steel industry. Steel Exporters' Association carries on its operations with the aim of increasing the export potential of the Turkish steel industry and it paves the way for Turkish steel producers/exporters, with its main objective to foster and attain sustainable global steel market based on free and fair trade. The Association also solves the problems of its member companies faced at home and abroad, provides contact between members and foreign importers in order to ease the export processes, serves up-to-date domestic and global market news, reports and analyses.



**Our mission**; "To develop and implement the strategies in order to increase the share of the Turkish steel exports in global markets and to maintain a sustainable global competitive strength."

**Our vision**; "To direct and assist the members of Turkish steel sector to become a leading country in the global steel trade."

**Our values;** "Quality, reliability, continuous improvement and innovation."





31.5 million tons production

### STEEL EXPORTERS' ASSOCIATION OPERATIONS



Consultancies

Missions

# **TURKEY AT A GLANCE**



- **★ LOCATED ON A CENTRAL NODE BETWEEN WIDELY USED TRADE LINES**
- ₱ MAIN DRIVING FACTOR OF THE TURKISH ECONOMY IS SET TO BE THE FOREIGN TRADE
- **★ CONTINUOUSLY INCREASING EXPORT VOLUME AND HIGH QUALITY PRODUCTS**
- ₱ SKILLED AND EXPERIENCED WORK FORCE
- **DYNAMIC POPULATION**

Official Name: Republic of Turkey
Form of State: Parliamentary Republic

Capital City: Ankara Currency: Turkish Lira (TL)

Language: Turkish

Population: 78,741,053 (2015-TUIK)

Population Growth: %1.3 (2014-2015-TUIK) Civilian Labour Force: 57,854,000 (2015-TUIK) Time Zone: GMT +2, GMT +3 hours in summer

Public Holidays: January 1<sup>st</sup>, April 23<sup>rd</sup>, May 19<sup>th</sup>, August 30<sup>th</sup>, Ramadan Feast, Sacrifice Feast

Real GDP (PPP), Real GDP (PPP) Growth: 1,579,668 million USD, %5.1 (OECD)

Real GDP per Capita: 20,396 USD (OECD)

Main Export Destinations: Germany, United Kingdom, Iraq, Italy, USA Main Import Destinations: China, Germany, Russia, USA, Italy

17<sup>th</sup> biggest economy (Real GDP, WorldBank)

**Export:** 143,7 million USD (2015, Share in World and Europe: %0.9, %2.4) (TURKSTAT, WTO) **Import:** 207,2 million USD (2015, Share in World and Europe: %1.2, %3.5) (TURKSTAT, WTO)

# **WHY TURKISH STEEL?**

PRODUCTION CAPACITY

Proven to meet growing demand in the future–Turkey is the 9th largest crude steel producer in the world.

> Turkey's position on the Aegean Sea and proximity to key industrial markets means it can respond to demand quickly and on time.

PROXIMITY TO MARKETS

MODERN INFRASTRUCTURE Consolidated investments have provided Turkey with a world-class infrastructure meaning that she can get its steel products faster to market.

Investments in technology provide state-of-the-art production facilities and new production technologies mean that Turkey can offer quality products at consistently competitive prices.

COMPETITIVE PRICING

EXPERIENCED & SKILLED WORKFORCE

Excellent standards of training and education ensure an expert workforce for highest production standards.

Production techniques integrate world-standard technological practices.

LATEST TECHNOLOGIES

CONTINUED INVESTMENTS

Turkey continues to invest in upgrading, enhancing and improving production methods and ininnovative products.

The industry is committed to meet all global and local environmental standards and without any recourse to state subsidies. Because 65% of Turkish Steel production is carried out by electric arc furnaces, the average CO2 emission for producing 1 ton of crude steel in Turkey is 0.69 tons. This compares favorably with the global average of 1.5 tons.

GREENER STEEL

## TURKISH STEEL INDUSTRY KEY FACTS AND FIGURES



**Morid's 2<sup>nd</sup> largest rebar exporter** 

**World's 9th largest steel producer** 

02

03 The world's 10<sup>th</sup> biggest steel exporter

2<sup>nd</sup> largest producer of steel in Europe

)4

**6** Exports to over 200 countries

**World's largest importer of scrap metal** 

06

07 65% of steel production is from steel scrap

Turkey's crude steel production is 31.5 million tons in 2015.

08

### **TURKEY'S STEEL EXPORT BY REGION – 2015**



### TURKISH STEEL INDUSTRY

Today Turkey has 24 electric arc furnace mill plants (EAF) and 4 induction furnace plants, with a capacity range from 80 to 150 thousand tons, and its 3 BOF plants have capacities ranging from 2.8 to 5 million tons.

In 2015, global output decreased 1.598 billion tons, down by 3.0% on 2014. Turkey had a 7.4% decrease with 31.517 million tons in year 2015.

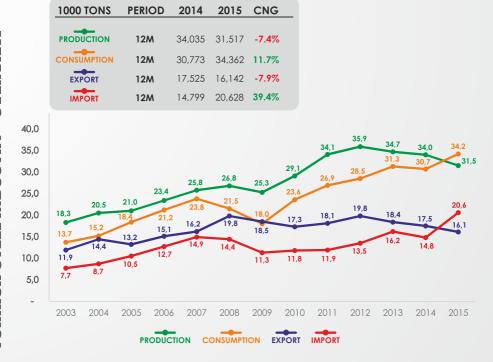
In 1996, The European Coal and Steel Community (ECSC) agreement signed between the EU and Turkey. With signing the agreement, customs duties on bilateral steel trade were abolished. The agreement allows Turkey to trade its iron and steel products without customs duty with all EU member states. Additionally, the Government does not subsidize Turkish domestic steel industry due to the European Coal and Steel Community (ECSC) agreement.

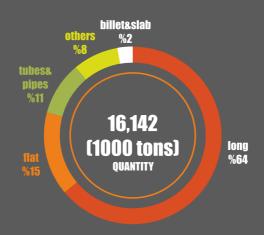
All steel companies in Turkey are privately held, and Turkish steelmakers continue to pursue technological developments to enhance the long-term viability of the industry in the global marketplace. The steel industry has become one of the most developed sectors in Turkey and today counts as the fifth largest contributor to the Turkish economy.

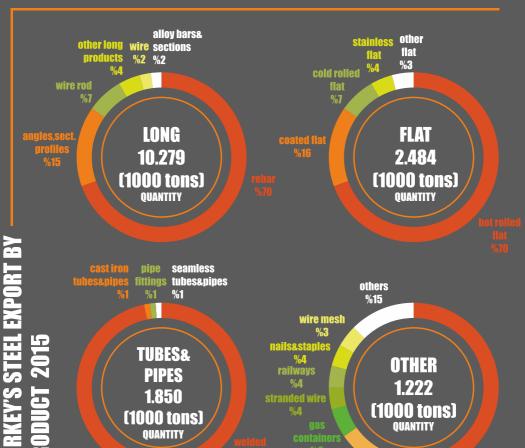


### A GROWING INDUSTRY

After 1980, with the implementation of import substitution system, Turkey has increased its steel export to primarily neighboring countries such as Iran, Iraq and North African countries. In the next 20 years, Turkey realized a major production and export boom. While Turkey was the world's 17th biggest crude steel producer in 2000, it has become the 9th biggest producer globally and 2nd largest steel producer in Europe. In fact, Turkey was the third fastest growing steel producer in the world between the period 2001 and 2011, after China and India. Steel production in Turkey has increased significantly since 2001, growing from 15 million tons (mt) in 2001 to 32 million tons in 2015. Growth of the industry in Turkey has been driven by strong domestic consumption. Turkey's crude steel consumption per capita has increased to 436 kg in 2015 and is expected to continue to grow in the medium - long terms. In addition to the strong domestic demand and dynamic steel using industries, Turkey's well placed position also supports exports and production.











### **TURKISH STEEL IN THE WORLD**

Turkish steel manufacturers have made exports all over the world, due to the competitive prices and effective marketing strategies. According to 2015 figures, Turkey's main export region is the Middle East with 5.3 million tons, constituting 33.0% of Turkey's total steel exports. European Union is another main export destination of Turkish steel exports with 2.8 million tons but Turkey's export to region decrease %0.5 in 2015. On the other hand, due to political instabilities in some of the countries there is 15.9% decrease in Turkish steel export to

MENA region. Emerging regions such as Sub-Saharan Africa is increasingly becoming key destinations for Turkish steel products. In 2015, Turkey exported to 991 thousand tons steel products to Sub-Saharan Africa.

01	4	<b>Burj Khalifa,</b> Dubai, United Arab Emirates	Natural gas pipeline project, Israel	06
02		Infrastructure projects in Dubai Dubai, United Arab Emirates	Baku – Thilisi – Ceyhan (BTC) Crude Oil Pipeline Project	07
03		Heathrow Airport London, United Kingdom	Automobile production	08
04		Hong Kong International Airport Hong Kong	Production of the white goods and home appliances	09
05		Natural gas pipeline project, Greece-Turkey	Trans - Anatolian gas pipeline (TANAP)	10

# TIMELINE ()







# DIRECT CONTACT



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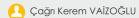
16	AĞIR HADDECİLİK A.Ş	
	CINAR BORU PROFIL SAN. VE TIC. A.S	17
18	EE BATI FOREIGN TRADE CO. LTD.	
	ERCIYAS STEEL PIPE CO.	19
20	ERSOYLAR IRON AND STEEL INDUSTRY™ INC.	
	HASCELIK SAN. VE TIC. A.S.	21
22	KOCAER ROLLING MILL	
	OZYASAR WIRE AND GALVANIZING IND. INC.	23
24	PROMEKS FOREIGN TRADE COMPANY	
	SEÇKİNLER GROUP	25)
26	TATMETAL DEMİR ÇELİK İÇ VE DIŞ TİC. LTD. ŞTİ	
	TEZCAN GALVANISED CONSTRUCTION ELEMENTS INDUSTRY AND TRADE INC.	27
28	VİATET MAKİNA İNŞ. TAAH. YAZ. ELK. ELKTR. VE DAN. TİC. SAN. LTD. ŞTİ.	
	YÜCELBORU İHRACAT İTHALAT VE PAZ. A.Ş.	29

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### **AĞIR HADDECİLİK A.S.**

Established in 1984 in Düzce /Akçakoca, Ağır Haddecilik A.Ş. continuesto carry out its activities in Dilovası locality of Kocaeli since 2011. Having a total production capacity of 500.000 tons, Ağır Haddecilik produces Patterned floor sheets, Pipe & Profile, Expanded Metal sheets in its facilities, and operates a Steel Service Center in which latest technology cut-to-length lines are in service.

Operating on 45 thousand m2 space with 26 thousand m2 indoor space, our company is located 10 km away from the port, and has export operations to more than 90 countries and 4 continents. Acknowledged not only in Turkey but worldwide for its quality, Ağır Haddecilik is the 4rd largest company in Turkey for flat steel export, and it has demonstrated that to be a global player being the 2nd medium-sized company in Turkey exporting to most countries.

In addition to maintaining its patterned sheet metal production as the leader, our company began producing pipes and profiles and offer its 30 years of industrial experience to its business partners in this new field with state-of-the-art machinery and equipment.

**Products:** Welded Tubes And Pipes, Hot Rolled Flat, Structural Steel





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### **CINAR BORU PROFIL SAN. VE TIC. A.S.**

Cinar Boru is located in Black Sea region of Turkey. It has two plants, welded steel tube mill and steel service center.

The products: welded steel square, rectangular and round tubes acc. to EN 10219 / EN 10305 / ASTM A500 ranges; 21-168 mm /  $20 \times 20 - 130 \times 130$  mm.

Steel Service Center: Hot – cold steel sheets and strips

The usage ares: Construction, Automotive, Furniture, Towel Radiator...

**Products:** Welded Steel Tubes. Sheets





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# **EEBATI**

### **EE BATI FOREIGN TRADE CO. LTD.**

Trading long and metal products and materials supplier for constructing companies.

**Products:** Long And Flat Steel Products And Any Other Related Metals





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### **ERCIYAS STEEL PIPE CO.**

ERCİYAS Steel Pipe Co. was founded with the vision to design, develop, produce, and export cutting-edge steel pipes. ERCİYAS manufactures spirally welded steel line pipes (HSAW), with all types of specified coatings with diameters ranging from Ø10"(273.1mm) to Ø160"(4064mm) and wall thickness ranging from 0.157" (4mm) to 1.38" (35mm). The pipes can be designed and produced using the highest steel grades available up to API 5L X-100.

ERCIYAS is the only company in all of Europe, North America and the Middle East with an annual capacity of 450,000 Mtons under one single roof. The 550 R&D projects completed within the last 3 years are a testament to the company's dedication to the latest technology. Together with a commitment to the strictest quality measures, competitive pricing, as well as geographical advantages, ERCIYAS has risen to the ranks of being not only the #1 pipe exporter in Turkey, but also the #25 biggest exporter in the entire country.

**Products:** Welded Tubes And Pipes





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### **ERSOYLAR IRON AND STEEL INDUSTRY&TRADE INC.**

Ersoylar Iron and Steel headquartered in Mersin, Turkey and operating since 1992. The company has been active in the steel production sector manufacturing mainly welded wire mesh, cold drawn bars and coils. With our 3 established factories in Osmaniye, Gebze and Trabzon; in the Mediterranean region, Marmara region and Black Sea region we have over 150 employees and the total production capacity of our company has reached 150,000 metric tons/year, which makes 'Ersoylar Metal' the leading welded wire mesh manufacturer in Turkey.

Apart from manufacturing sector, the company is also the supplier of steel products, like: reinforcement steel bars, wire rod, structural steel, hollow tubes, HRC and plates, profiles, cement supplying top Turkish and foreign construction companies involved in major construction projects in Turkey and abroad, mainly in Middle East, CIS, South America, West Africa, North Africa.

The company is periodically accredited by UKAS BS EN ISO certificate and manufacturing under the quality of BS EN ISO 9001 2008. Quality standards are TS 4559, GOST, Bureau Veritas Conformity which also meet the requirements of BS 4483 and ASTM A 497.

**Products:** Welded Wire Mesh, Cold Drawn Bars And Coils, Rebars, Wire Rod, Structural Steel, Hollow Tubes, Profiles, Cement





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### HASCELIK SAN. VE TIC. A.S.

Founded in 1968, Hascelik AS., is the leading special steel manufacturer in Turkey and Europe. With 400,000 tons/year hot rolling round and flat and 250,000 tons/year cold drawing and peeling capacity, Hascelik is the market leader in special steel bar production.

Fully family owned Hascelik exports to more than 60 countries in the world including Americas, Europe, Middle East and Asia. Latest ISO/TS 16949 certification gives Hascelik a new momentum in its progress in automotive and related industries.

**Products:** Bar And Rods, Wire Rod, Wire, Seamless Tubes And Pipes, Structural Steel





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### **KOCAER ROLLING MILL**

KOCAER GROUP commenced its operations in the iron and steel sector in the early 1960's. KOCAER ROLLING MILL is currently continuing its production activities in a total area of 270 thousand m2 in which 70 thousand m2 is covered facility. Having higher objectives, KOCAER ROLLING MILL has increased its total annual capacity to 600.000 Mtons with the modernization investments, KOCAER ROLLING MILL has equipped all of its production lines with the technological infrastructure ensuring the manufacturing of uniform products. KOCAER ROLLING MILL consistently enhances its success with a wide range of products, and manufactures Equal Angles (20 mm to 200 mm), UPN Channels and UAC (30 mm to 300 mm), IPN, IPE, IPEA, and IPEAA Profiles (80 mm to 300 mm), RSJ Profiles (76 mm to 203 mm), T-Bars (25 mm to 50 mm), Flat Bars (20 mm to 150 mm), Square Bars and Round Bars (10 mm to 50 mm) and special grade high tensile flats and sections for railroads, automotive and agricultural machinery industries, TH70/29-34 and GI120 profiles (DIN21530) for mine support, Bulb flats for ship building, , F2, F3-A and F7 type window sections which are designed by Kocaer (registered by the Turkish Patent Institute).KOCAER ROLLING MILL controls every stage of its production process. The ISO 9001 International Quality Management System Certificate, CE Marking Production Control Certificate, IRAM S-Mark Certificate and the TSE Certificate of Compliance with Turkish and EN standards are just a few of the certificates which document this success.

Products: Sections, Angles And Profile





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### OZYASAR WIRE AND GALVANIZING IND. INC.

Özyaşar Tel ve Galvanizleme San. A.Ş. (Ozyasar Wire and Galvanizing Ind. Inc.) is a leading Turkey based manufacturer of high quality steel wire products, particularly hot dip galvanized wires. The manufacturing facilities are located on Company's 75,000 square meter site in Silivri (Istanbul).

With over 60 years of experience in manufacturing and trading of steel wire products Özyaşar is the leading producer in local market and has a consistent global presence in over 55 markets in all over the World. We are well aware of our responsibilities our leading position brings and we are committed to continuous improvement in technology and services which includes increasing the capacity, broadening the product range and most importantly investing in cutting edge technology and qualified human sources.

We put a high priority to stand by our responsibilities to customers, employees and the environment we live in while remaining in full compliance with the ISO 9001-2000 Quality Management System, ISO 14001 Environmental Management System and ISO 18001 Occupational Health and Safety Management System. That helps us develop a sustainable business and natural environment for our future generations.

**Products**: Hot Dip Galvanized Wire, High Carbon Patented Wire, Welded Mesh Panel Fence, Baling Wire, Wire Rope, Spring Wire, PVC Coated Wire, Black Annealed Wire, Barbed Wire, Cold Drawn Wire, Construction Nails

# PROMEKS DIŞ TİCARET A.Ş.



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### PROMEKS FOREIGN TRADE COMPANY

PROMEKS is an international steel trading house since 1990 with several offices and agencies all a over the World including China, European countries, Middle East and South America. Company head office is in İstanbul with 25 personel.

PROMEKS is reliable trading partner of the Steel Mills and regular supplier of steel raw materials (including steel scrap) and semi finished products (low-high and medium carbon wire rods, steel billets and various grades of HRC) and exporter of finished products like wire rods, deformed bars and coated flat products.

**Products:** Steel Raw Materials, Long And Flat Products, Including Steel Billets, Wire Rods, Deformed Bars, HRC, CRC And Coated Products.





Seçkinler Group is one of the largest distributors in Turkish steel market.

For more than 30 years, prime quality Turkish steel is processed and transferred to the customers.

Our product range includes flat and long steel products, as well as tubes and pipes.

We operate in three cities: Istanbul, Izmit and Konya.

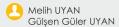
Our steel service center offers;

- -Laser cutting
- -Plasma cutting
- -Oxygen cutting
- -Shear cutting
- -Bending
- -Slitting
- -Cut-to-length
- -Shot blasting and priming

**Products:** Sections, Angles And Profile, Welded Tubes And Pipes, Coated And Plated Flat, Hot Rolled Flat, Cold Rolled Flat, Structural Steel

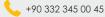
















# **J**LELUELEL



TATMETAL is manufacturer and exporter of Cold Rolled, Galvanized and Color Coated (prepainted) flat products. We can also offer Hot Rolled flat products and pickled and oiled HR coils.

**Products:** Cold Rolled Coils/Sheets, Cold Rolled Full Hard Coils, Galvanized Coils/ Sheets, Prepainted Coils/Sheets, Corrugated Formed Sheets, Trapezoidal Formed Sheets, Ridge Formed Sheets, Hot Rolled Coils/Sheets, P&O Hot Rolled Coils/ Sheets





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# **Otezcan**



Tezcan is one of the leading galvanized and prepainted steel coils and sheets manufacturer with its latest technologies for more than 30 years in Turkey.

Tezcan entered into the business in 1983.It's the only integrated private owned flat product mill, which includes cold rolling, galvanizing and painting lines within the same facility.

**Products:** HRP (Hot Rolled Pickled), CRF (Cold Rolled Full Hard), CR (Cold Rolled), HDG (Hot Dipped Galvanized), PPG (Pre-Painted Galvanized), Sheets - Slitted Steel Strips, Trapezoidal Sheets, Corrugated Sheets, Sinusoidal Sheets, Structural/Support Profiles, Embossed Sheets, Ridges



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### VİATET MAKİNA İNŞ. TAAH. YAZ. ELK. ELKTR. VE DAN. TİC. SAN. LTD. ŞTİ.

We as Viatet provide high quality solution in construction sector based on your specifications and needs. Discover -Through ongoing market research we offer you best products available. Design- Having customer needs in mind, we will design the optimum project. Development- We delevop by aiming to provide the best solutions that would take the burden out of the customers hands. Delivery -We are committed to delivering the completed products to our clients through our ongoing analysis and support services.

### Products in our range:

1.Pipe fittings in All materials copper, cast steel , cast iron, PE, PPRC etc

2. Pipe in All materials - steel, PE, PPRC etc.,

3.All kinds of valves for HVAC and infrastructure globe valve, balancing valve, gate valve, ball valve, strainers etc.

4.Expansion Vessels

**Products:** Billet, Slab, Bar And Rods, Wire Rod, Rebar, Sections, Angles And Profile, Wire, Seamless Tubes And Pipes, Welded Tubes And Pipes, Pipe Fittings, Coated And Plated Flat, Hot Rolled Flat, Cold Rolled Flat, Screws, Nuts And Bolts, Nail, Chain, Netting, Fencing, Cloth And Grills, Structural Steel, Construction Appliances, Highway Safety Sistems, Lighting Pole, Noise Barriers, Electrical Panel, Steel Shelf Systems, Prefabricated Buildings, Wireways, Valves



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Yücel Boru İhracat İthalat ve Pazarlama A.Ş (Yücel Boru Export Import and Marketing Inc.) was founded in 1984 to carry out foreign trade operations of Yücel Boru Group firms. With an experience of more than 30 years, it carries out its foreign trade operations in every continent of the world with the power of these Group companies which are pioneers in their fields.

YÜCEL BORU

Yucel Boru ve Profil Endüstrisi A.Ş. Started production in 1969 in Gebze, Çayırova. Since 2000, it has been carrying on its opetarions in covered facilitieas of an area of 45.000 m2 erected on a land of 100.000m2 in Gebze. Yücel Boru has a wide range of products between diameters of 10 to 219 mm with wall thickness from 0.06 mm to 12.00 mm. It produces square/rectangular profiles with longtitudinal weld (ERW), industrial tubes, precision tubes and steel structure profiles. It ships its products to domestic and international customers.

CAYIROVA

In the year 1978 ÇAYIROVA BORU has been included into the YÜCEL GROUP and in the Gebze Osmangazi region, with its 100.000 m2 open and 50.000 m2 closed area, it has total 300.000 tonnes of production capacity and the group has the experience in the steel pipe production over the past 30 years. Black and galvanized water pipes with the ranges from 3 / 8" – 12 3/ 4, boiler pipes, natural gas pipes, scaffolding pipes, oil pipes and pipe profiles are manufactured with an experienced and trained team by using the latest Technologies.

**KROMAN & CELSANTAS** 

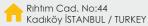
Kroman Steel Industry Inc. was established in June 25, 1966; to produce semi - finished and finished iron and steel products and trade. Factory is the Gebze Osmangazi region, in total 300.000 m 2 area with the indoor facilities having 60.000 m2capacity. Product types: Various angles, sections, round iron, ribbed round iron, flat, delete, square iron.

**Products:** Billet, Bar And Rods, Wire Rod, Rebar, Welded Tubes And Pipes, Hot Rolled Flat, Cold Rolled Flat, Structural Steel, Construction Appliances



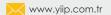






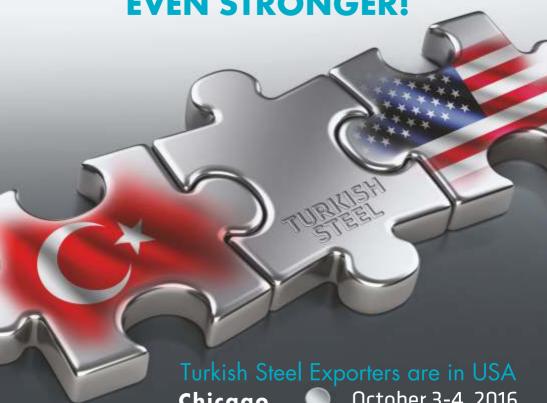












Chicago 09:00 am - 05:00 pm

October 3-4, 2016

Fairmont Chicago, Millennium Park

**Houston** 09:00 am - 05:00 pm

October 6, 2016

Hilton Post Oak Hotel

Looking forward to meeting you







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