# EUROPEAN ESTEEL REVIEW

# **Important Copyright Notice**

MEPS would like to remind subscribers that all of MEPS reports are protected under copyright law.

Reports are regularly tracked and monitored for unauthorised activity. Recent monitoring has exposed a number of violations.

For this reason, we would like to remind customers that MEPS publications can not be reproduced in any form, without prior authorisation, or multi-user licence.

# You may not:

- Forward the report to any other person within, or outside of your company.
- Photocopy, fax or scan the report to another person within, or outside of your company.
- Display part, or all of the report on any intranet, or internet site.
- Reproduce, duplicate, or copy part, or all of the report for the purpose of redistributing to any other person within, or outside of your company. If you are in any doubt about the use of the report within your (the subscribers) daily work, please contact MEPS. We will be happy to give advice and written permission for additional / issue a multi-user licence where necessary.

#### You may:

- Purchase a multi-user licence at a competitive rate, allowing additional staff members to receive the report.
- Ask MEPS for written authorisation for the display, or inclusion of part, or all of our reports to be displayed on, or in documents, or company reports.

If you believe you are, or a member of your staff may have inadvertently breached MEPS copyright, you should immediately end any further supply, reproducing, or displaying of MEPS material and contact MEPS on +44 (0) 114 2750 570, or email accounts@meps.co.ukforfurtheradvice.

MEPS are always happy to discuss your requirements and the use of MEPS reports within your organisation. However, failure to comply with copyright, without written authorisation, will result in strict controls being implemented.

# EUROPEAN ESTEEL REVIEW

KEYNOTE APRIL 2013

#### POOR WEATHER HALTS GROWTH IN EU STEEL DEMAND

End-user demand for flat products continues to be slow in Europe and, consequently, distributors are also reluctant to order. The poor economic and political environment is contributing to the general gloom, with major companies in many countries posting losses and some heading for bankruptcy. Although there is little, or no, interest in imported steel, domestic basis prices have weakened during negotiations for second quarter business, despite the mills' initial determination to lift them. Competition is extremely intense. For everyone involved in the steel industry-producers, service centres and end-users-2013 is becoming the year in which they must survive, rather than thrive.

In Germany, the mills have failed to secure the

rises they were seeking for second quarter business. In fact, basis figures for all flat products are a little lower than a month ago. Producers, hungry for orders, have had to offer discounts. The market overall is quiet. End-users do not expect their sales to be any better than in 2012. Service centre stocks are stable but distributors are not confident enough to rebuild them.

Activity remains flat in France. Consumers are making enquiries but not finalising business, while investments are scarce. As a result, service centres are reluctant to order and prices have come under pressure. The decrease in resale values can be twice or three times as much as the fall in mill figures because competition is so fierce

### TABLE 1. FLAT ROLLED PRODUCTS - NEGOTIATED DOMESTIC BASIS PRICES - GERMANY

nrice/metric ton	price/metric ton		ce/metric ton			2013		
price/metric ton		NOV	DEC	JAN	FEB	MAR	APR	
Hot-Rolled Coil	High:	500	520	530	550	540	530	
	Low:	450	470	480	500	490	480	
Hot-Rolled Plate	High:	550	550	560	560	575	560	
	Low:	510	510	520	520	535	520	
Cold-Rolled Coil	High:	580	590	600	620	610	600	
	Low:	540	550	560	580	570	560	
Hot Dipped	High:	580	590	600	620	610	600	
Galvanised Coil	Low:	540	550	560	580	570	560	
Electro-Zinc	High:	600	610	620	620	620	610	
Coated Coil	Low:	550	560	570	570	570	560	
Stainless Steel	High:	1120	1130	1130	1130	1150	1150	
Type 304	Low:	1020	1030	1030	1030	1050	1050	
Stainless Steel	High:	1110	1110	1110	1110	1110	1110	
Type 430	Low:	1060	1060	1060	1060	1060	1060	

ISSN 1369-8583

Copyright © 2013 by MEPS. All rights reserved. No information contained in this report may be used or reproduced in any manner whatsoever without written permission from the publisher.

**MEPS (INTERNATIONAL) LTD** 

263 Glossop Road, Sheffield S10 2GZ, England
Tel: (0114) 275 0570 Fax: (0114) 275 9808
E-mail: subs@meps.co.uk Web Site: http://www.meps.co.uk

**Annual Subscription** 

Rate 2013 - £1275

Photocopying, faxing or forwarding by e-mail to a third party is strictly prohibited without the permission of MEPS (International) Ltd.

The uncertain political situation in Italy is making an already difficult period for the steel industry much worse. Demand is at a very low point, with material easily available, particularly since the release of some of the Ilva steel that was seized by the authorities. This is producing negative price pressure. Distributors, needing to create cash flow, are selling very cheaply, whilst keeping their inventories at minimum levels. Market confidence is absent. Third country imports are less competitive and customers prefer to purchase from domestic sources, where they can obtain smaller quantities and do not have to risk long delivery lead times.

The UK market is quiet, with no real improvement in consumption. Poor sentiment means that stocks are not being fully replenished as buyers order the absolute minimum required. Most of the basis advances secured last month have been rolled over for April. In general, service centres have, by now, streamlined their business to cope with lower demand. However, competition is severe and resale values are depressed as some companies are not basing them on current replacement costs. There is little, or no, import threat at present because of the weakness of sterling.

Market participants in Belgium see no reason for optimism in the near term. Activity levels are dull. Weather disruption and uncertainty over eurozone policies are not helping the situation. Despite price rise initiatives, basis numbers are actually falling. There is a lot of competition from Italy and Spain but third country material is no threat. Many stockholders are declaring a 30 percent reduction in their turnover for the first quarter, compared with the same period in 2012.

Spanish end-user demand is stagnant, particularly in the automotive and construction sectors. Distributors are buying very cautiously and the mills are short of orders. Producers have not implemented the increases they wanted because of oversupply. For the moment, we are seeing price stabilisation but the outlook is uncertain. Although offers from the Far East have become a little cheaper, customers are not interested because the long delivery lead times are considered to be too risky. Resale values have been low for a long time. Distributors' margins are so tiny and many of them are accruing debt. There are fears that if Italian steelmaker, Ilva, eventually delivers all the material owed to Spanish service centres, market prices will diminish further.

# **FLAT PRODUCTS**

# HOTROLLED COIL

German contracts for period two have now been finalised at figures slightly below those reported in our March issue. Although it is possible they could fall a little further during the quarter, they are probably near to the bottom due to the mills' high costs of production. Pipe-makers are focusing on export sales. Their order books are low as domestic customers, speculating that steel prices could decline even more, are holding back from concluding

business. Neither Russian nor Turkish coil is competitive at present. French demand is similar to last year. Nevertheless the mills have not been able to hold their prices, which have gone down by around €20 per tonne. Italian basis figures have dropped over the last three to four weeks and further weakness is anticipated because of a near-total lack of orders.

The £20 per tonne advance achieved last month remains in place in the UK, where the weakness of sterling is

TABLE 2. LONG PRODUCTS - NEGOTIATED DOMESTIC BASIS PRICES - GERMANY										
price/metric ton		20	012		2013					
		NOV	DEC	JAN	FEB	MAR	APR			
Wire Rod	High:	530	540	550	550	530	530			
	Low:	510	520	530	530	510	510			
Medium Sections	High:	600	620	640	640	620	610			
and Beams	Low:	560	580	600	600	580	570			
Rebars	High:	295	295	310	300	280	260			
	Low:	275	275	290	280	260	240			
Merchant Bars	High:	200	210	240	230	210	200			
	Low:	160	170	200	190	170	160			

MEPS - API LINEPIPE STEEL PRICE INDEX									
X60/65 COMPOSITE									
	Hot Ro	lled Plate	Hot Ro	lled Coil					
	Q4/12	Q1/13p	Q4/12	Q1/13p					
EU Average									
Non Sour	115.0	115.0	129.8	126.3					
Sour	123.4	123.4	128.3	128.3					
* Q4/06 = 100 ** p = Provision									

protecting domestic suppliers. However, customers are only buying small quantities. Contract buyers' schedules are down. Traders now have Chinese material in stock which was purchased relatively cheaply in late September/early October 2012. Mills have failed to apply any increase for the second quarter in Belgium. In fact, the tendency has turned negative. Buyers are waiting until the last minute to purchase. Spanish prices have weakened, whilst demand remains muted.

#### **HOTROLLED PLATE**

The price trend is downwards in the commodity grade plate market, despite the import threat reducing. However, the scenario for the higher specifications is more healthy as the heavy machinery and offshore sectors continue to prosper.

The German market is busier than elsewhere and stock levels are no longer growing. Nevertheless, customers are very cautious, only ordering just what they need to fill gaps in their inventories. There has been enormous pressure on the mills to reduce prices, so the increase secured last month is now lost. However, there is very little threat from Italian rerollers at present because of the high cost of transport. The extremely cold weather has slowed construction activity, which is only now restarting. Cheap loans are encouraging people to invest. The more sophisticated grades are performing reasonably well, with machinery building being particularly buoyant.

The French market is weak and there is a lack of confidence. However, some projects are starting to appear in the wind-farm and petro-chemical sectors. New offshore and infrastructure work is also expected to boost consumption later in the year. For now, there is a severe lack of medium-sized deals to be made. The situation in Italy is very poor and improvement is not expected in the foreseeable future. Prices have fallen once again, despite the rising cost of slab. The rerollers are struggling to cover their costs.

Demand in the UK commodity plate market is

MEPS - STEELPPI - AUTOMOTIVE Auto Body Parts Composite Index								
Feb-13 Mar-13 Apr-13								
<b>EU Average</b> 82.0 82.0 81.0								
<b>Year-on-year % +/-</b> -4.1 -6.2 -7.5								
rear-on-year /0 +/-	7.1	-0.2	-7.5					

<sup>\*</sup> Jan 07 = 100 - based on transaction prices

exceptionally weak at present. The proposed price increase is unlikely to be implemented but might, at least, help to stabilise basis figures at the current level. There are stocks at the ports but the volumes are small. Indian material is being offered for July/August arrival at prices below domestic ones. However, the range is limited. Market conditions for the higher specifications are more encouraging. We have noted a downward price development in Belgium. The tonnages of trader stock at the Spanish ports have reduced considerably. European mills, who previously were disinterested in the domestic market for commodity material, have started to quote quite low prices. There are new third country offers from India and China at €470/480 per tonne CFR for arrival September but most end-users have sufficient material for now

# **COLD ROLLED COIL**

Producers have been unable to secure an increase in Germany. Instead of climbing, basis figures are slightly lower than a month ago. French spot values have fallen below €560/570 per tonne, which is said to be the price

TABLE 3. COMPARISON OF LOW MARKET DOMESTIC BASIS PRICES - COLD ROLLED COIL

	Local C	urrency	US\$/me	tric ton
Germany	last month 570	this month 560	last month 740	this month 720
France	570	550	740	707
Italy	550	530	714	681
UK	490	475	737	723
Belgium	570	560	740	720
Spain	560	560	727	720

Note: Exchange rates used for conversion are based on the figures given in our currency exchange rate table.

<sup>\*\*</sup> STEELPPI - Steel Purchasing Price Index

TABLE 4. FLAT	ROLLE	D PROD	UCTS - I	NEGOTIA	ATED DO	MESTIC	C BASIS I	PRICES
price/metric ton		Germany	France	Italy	UK	UK	Belgium	Spain
		(€)	(€)	(€)	(£)	(€)	(€)	(€)
Hot Rolled Coil	High:	530	530	510	445	527	520	500
	Low:	480	490	470	420	498	480	480
Hot Rolled Plates	High:	560	530	520	500	592	540	540
	Low:	520	480	480	470	557	500	490
Cold Rolled Coil	High:	600	600	580	510	604	610	600
	Low:	560	550	530	475	563	560	560
Hot Dipped	High:	600	590	570	540	640	600	590
Galvanised Coil	Low:	560	540	520	500	592	550	550
Electro-Zinc	High:	610	610	600	550	652	630	610
Coated Coil	Low:	560	570	560	510	604	580	570
Stainless Cold (a)	High:	1150	1100	1030	1025	1214	1090	1030
Rolled Type 304	Low:	1050	1050	980	955	1132	1040	980
Stainless Cold (a)	High:	1110	1090	950	1045	1238		1027
Rolled Type 430	Low:	1060	1040	900	1020	1209		997
MONTH on MONTH%	CHANGE							
Hot Rolled Coil	Low:	-2.0	-3.9	-2.1	0.0	2.5	-2.0	-2.0
Hot Rolled Plates	Low:	-2.8	-5.9	-2.0	-2.1	0.2	-3.8	0.0
Cold Rolled Coil	Low:	-1.8	-3.5	-3.6	-3.1	-0.7	-1.8	0.0
H.D. Galv Coil	Low:	-1.8	-3.6	-1.9	0.0	2.2	-1.8	0.0
E.Z. Coated Coil	Low:	-1.8	-3.4	-3.4	0.0	2.4	-1.7	0.0
S/S CR Type 304	Low:	0.0	-1.9	-2.0	-2.6	-0.2	0.0	0.0
S/S CR Type 430	Low:	0.0	0.0	0.0	-3.8	-1.5		0.0

#### **BASIS PRICE AND PRODUCT DEFINITIONS**

Negotiated basis price ranges pertain to new purchases for mainstream business agreed with regional mills during the current month for delivery in the future. They relate to prime material ex basing point net of all rebates and discounts for the lowest quality product in the producers' price lists unless otherwise stated.

Extras for size cutting, testing, transport etc. are excluded except where specified. Notes: (a) Basis - 1.5mm thick.

Prices in this table may relate to deliveries in different time periods. It is important that this table is read in conjunction with the text in the newsletter.

The data contained in this newsletter has been obtained from respondents who we consider provide accurate intelligence on the steel market. We make our best endeavours to be assured that the information is correct and that our analysis is reliable. MEPS (International) Ltd. cannot be made liable for any loss resulting from use of our published data, however it may arise.

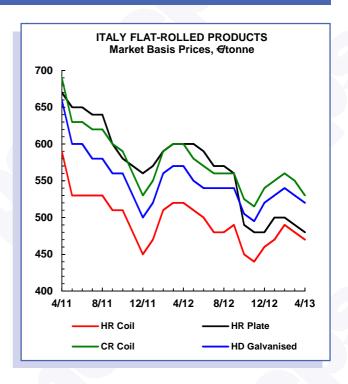
paid by the automotive industry for the first part of the year. There has been further negative pressure on Italian ex-mill values. They have weakened by €20 per tonne since our last report. Resale prices are extremely low as too many distributors fight for the few available orders.

This is the weakest of the strip mill products in the UK at present and prices have started to come under pressure, despite the reduced threat from third country importers. Material from the Far East and Russia is being quoted at levels well above domestic ones. The mills have poor order books from Belgian customers, putting downward pressure on basis numbers. There has been no improvement in resale values what so ever because demand is so muted. Local mills have managed to maintain selling prices at the March level in Spain.

#### COATEDCOIL

In Germany, sales of premium cars are still satisfactory, with plenty of orders from Asia and the USA. Other vehicle makers are taking bookings at a lower level than in 2012. Basis prices for hot dipped galvanised coil in the general market continue to move down. Selling values have lost €20 per tonne in France, due to continuing poor activity in the auto and construction industries. Lacklustre demand and overcapacity have resulted in falling basis figures in the Italian market this month. Marcegaglia and Ilva are fighting aggressively for orders. Domestic vehicle sales have plummeted and construction activity is dire. The auto market in the UK continues to perform reasonably well but there is a lack of confidence because sales to mainland Europe are down and are expected to deteriorate further in the second half of 2013. Construction customers have been hit by the inclement weather. Ex-mill basis figures have been trimmed in Belgium, where distributors' margins are very depressed. Spanish customers have agreed a rollover of March prices.

In Germany, the steelmakers have failed to hold on to last month's basis values for sales of electro-zinc coated coil.



French figures are also lower than those quoted in our last issue. Prices continue to trend downwards in Italy, where domestic appliance output has slumped. In the UK, selling numbers from mainland European suppliers are similar to those in the previous month. Belgian mills have conceded a small discount, whereas Spanish customers have agreed a 'no-change' situation for current business.

#### **COLDROLLED STAINLESS COIL**

In March, the European market remained subdued. Sales were further reduced by the forecast of lower alloy surcharges in the following month. Regional mills were trying to impose basis price increases but did not widely achieve them on commodity material. In fact, ex-mill basis figures for cold rolled austenitic stainless steel declined in France, Italy and the UK. Basis prices for grade 430 coil were generally unchanged.

# LONG PRODUCTS

Long product prices are softening but there is no evidence of collapse. However, producers are unable to lift them. There is growing concern within the industry that the situation is no longer viable. Some market participants think major changes are to be expected as a result.

# **WIREROD**

Low carbon wire rod producers in Germany have held on to their March figures. Adverse weather conditions have

hit sales of recoil. Customers have negotiated a small discount. In France, prices for drawing rod are stable whereas those for mesh quality material have slipped since our last report. Sales of low carbon wire rod in Italy are dull due to the poor state of the overall economy. However, prices are unchanged from March. The market for recoil is extremely quiet with orders very difficult to acquire. There is also competition from Turkey. Domestic suppliers feel the only way to sell is to offer concessions.

UK sales activity in the basic drawing qualities remains subdued but the upward price movement has been maintained. The market for finished mesh is difficult, partly due to weather disruption. Nevertheless, producers have marginally lifted recoil selling values, citing high input costs. Drawing grade values have not changed in Belgium and Spain, compared with those monitored in March. In the latter country, the mesh quality market is very weak, with prices sharply down. Only small tonnages are being ordered.

#### **MEDIUM SECTIONS AND BEAMS**

Poor weather conditions have continued to adversely

affect construction activity in Northern Europe. Consequently, sales of structural sections have slowed even more. The mills have offered slightly lower prices to try to stimulate the market.

In Germany, where the situation is still very quiet, producers have been forced to cut their price quotations by around €10 per tonne. Demand is fragile but should pick up somewhat with the eventual arrival of spring. Activity in the French construction sector has been very weak and stockholders' inventories have risen as a result. Activity usually improves around this time for seasonal reasons but there has been no sign, so far, that things are going to get any better. As a result, effective values have

TABLE 5. LO	NG PR	ODUCTS	6 - NEGO	TIATED	DOME	STIC BA	ASIS PRIC	CES
price/metric ton		Germany (€)	France (€)	Italy (€)	UK+ (£)	UK+ (€)	Belgium (€)	Spain (€)
Wire Rod (b)	High:	530	530	520	485	575	530	520
	Low:	510	500	500	445	527	500	500
Medium Sections	High:	610	610	545	510	604	640	600
& Beams (c)	Low:	570	580	525	480	569	590	550
Rebar (d)	High:	260	275	230	470	557	280	240
	Low:	240	245	220	440	521	250	220
Merchant Bar (e)	High:	200	175	170	495	586	180	195
	Low:	160	155	150	475	563	160	145
MONTH on MONTH %	CHANGE							
Wire Rod	Low:	0.0	0.0	0.0	2.3	4.8	0.0	0.0
M.Sect. & Beams	Low:	-1.7	-4.9	0.0	-4.0	-1.7	-1.7	0.0
Rebar	Low:	-7.7	-2.0	2.3	2.3	4.6	-3.8	-18.5
Merchant Bar	Low:	-5.9	-8.8	3.4	-1.0	1.3	-5.9	0.0

#### **BASIS PRICE AND PRODUCT DEFINITIONS**

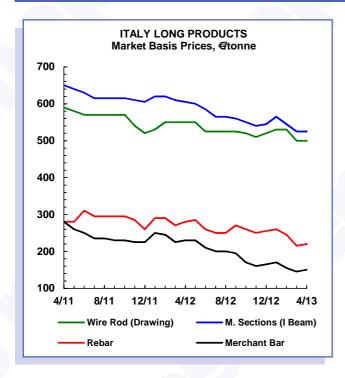
Negotiated basis price ranges pertain to new purchases for mainstream business negotiated with regional mills during the current month for delivery in the future. They relate to prime material ex basing point net of all rebates and discounts for the lowest quality product in the producers' price lists unless otherwise stated.

Extras for size cutting, testing, transport etc. are excluded except where specified. Notes: + All UK prices include size extra

- (b) Drawing quality. This product incorporates a quality extra.(c) Category C1. Includes size extras.
- (d) High Yield deformed.
- (e) Round Bar.

Prices in this table may relate to deliveries in different time periods. It is important that this table is read in conjunction with the text in the newsletter.

<sup>\*</sup> Due to the suspension of scrap surcharges by all major European producers from June 2010, MEPS basis prices for Medium Sections & Beams are now equivalent to transaction prices for category C1 beams.



moved down quite sharply. There is a shortage of investment in the Italian building industry due to the general economic crisis. This is having a detrimental effect on steel demand. However, the mills have refused to concede any further discounts during recent settlements.

The end-user market is quiet in the UK as the usual spring revival in activity has not yet started. The large fabricators are struggling for business. The lack of orders means that producers are willing to negotiate. Ex-mill values have started to slip, falling below the £500 per tonne mark, with resale prices down in a similar manner. Distributors' margins are thin and many companies are reducing their number of depots and staff. Service centres also complain that credit insurance is very restrictive at present. In Belgium, effective figures have declined. Contractors from the Netherlands are competing with local companies for business. Moreover, Dutch distributors are reported to be selling steel cheaply, across the border. Prices have stabilised in Spain at the level established in March. Sales are tepid.

#### **REINFORCING BAR**

Extended wintry conditions have hit construction work in Europe and delayed what is hoped will prove to be a recovery in the spring. The export market is also quiet with few orders being finalised. South European mills are currently offering at €460/470 per tonne, FOB, only marginally lower than a month ago.

Activity has not picked up in Germany after the Easter holidays, as the winter continues to be harsh. There is downward price pressure from cheap Italian imports.

Local producers have had to offer further discounts. French values have reacted to weak demand. Customers have negotiated a small decrease. In Italy, a shortage of investment in construction from both the public and private sectors is badly affecting rebar consumption. Domestic and export sales volumes are very depressed. Mills are offering cheaper prices to overseas customers in order to offload material. The weaker euro should help to generate more export business.

While UK fabricators and reinforcement engineers wait for the government to announce new contracts, they are only buying small quantities for their immediate needs. As raw material costs have not declined, the domestic steelmaker's margins are dismal. They lifted ex-mill prices by £10 per tonne in late March. Dockside stocks were relatively low and forward offers from other countries were not particularly attractive. Buyers had little option but to accept the increase. The winter has been especially tough in Belgium, with fifteen more days than normal of construction stoppages, caused by the weather. There is virtually complete inactivity in the Spanish market, where basis figures have dropped sharply.

#### **MERCHANTBAR**

The negative price tendency in mainland Europe has become more pronounced as seasonally poor weather conditions have continued to hit work on construction sites. Consequently, customers now have a surfeit of stock. This has created a slowdown in mill order intake. Despite output cuts by the mills, there is still oversupply.

In Germany, basis prices continue to decline, losing €10 per tonne since our last report. French suppliers have been forced to agree a €15 per tonne decrease due to tepid demand which has not improved in the seasonally

MEPS INDUSTRIAL SECTOR STEEL PURCHASING PRICE INDICES - EU AVERAGE								
January 2007=100	Mar-2013	Apr-13						
Construction Industry	99.1	96.5						
Household Appliances	85.2	83.2						
Machinery Sector	91.1	88.6						
Shipbuilding Industry	79.2	76.4						
Shipping Containers	95.1	92.5						
Yellow Goods	98.9	95.9						

traditional way this year. Resale values are suffering badly. Italian mills have clawed back a small proportion of the discount they conceded last month, despite dismal order intake in a poor economic climate. UK demand

is flat. Customers are so lacking in confidence that they are no longer carrying anything other than emergency supplies. They are relying on the mills for their stocks. Profit margins are described as 'appalling'.

# MARKET/INDUSTRY SCENE

#### **CAPACITY/INVESTMENT**

ArcelorMittal has commissioned a new ladle furnace at the Hamburg steelworks in Germany. The €3.5 million unit will be used to refine liquid steel and improve the quality of the wire rod material produced. The plant, established in 1969 as Hamburger Stahlwerke GmbH, is the only one in western Europe to include a direct reduced iron unit

Sweden's Ovako has commenced output at a new ring rolling unit. Ring Mill 11 is the company's fifth production line for the manufacture of hot rolled rings. It can produce rings with a diameter of up to four metres.

#### RESTRUCTURING

Novolipetsk (NLMK) plans to cut more than a third of its

workforce at the La Louviere plant in Belgium. The Russian steelmaker also intends to reduce the number of shifts for the retained employees. Approximately €60 million is to be invested at the site to increase product quality and flexibility and improve the company's environmental performance.

#### **AUTOMOTIVE**

According to data released by ACEA, the European Automobile Manufacturers' Association, new passenger car registrations in the EU27 + EFTA decreased by 9.7 percent in the first quarter of 2013, compared with the same period in the previous year. Double-digit percentage reductions were noted in Germany, France, Italy and Spain. In contrast, cars registered in the UK increased by 7.4 percent, year-on-year.

# **MEDIUM TERM PRICE FORECASTS**

#### **COLD ROLLED FLAT PRODUCTS**

The MEPS - EU Average Cold Rolled Coil price fell by €12 per tonne in April. Hot dipped galvanised material recorded a slightly smaller decrease of €8 per tonne. The declines were in line with our forecasts in the previous issue. Demand remains slow and mills have conceded discounts despite their initial ambition to raise selling figures.

In the short term, oversupply and subdued purchasing activity are likely to contribute to further downward movement in transaction values. However, a significant collapse in steel prices is unlikely because the producers' profit margins are already squeezed.

There is the potential for a temporary revival in transaction values during the summer, driven by a possible upturn in raw material costs. However, sales activity is forecast to slow in the final months of 2013 because this is traditionally a quiet time for business. Consequently, selling figures are likely to be under negative pressure during this period.

A seasonal lift in mill order intake around the turn of

the year is projected to result in higher steel prices. This trend is expected to continue in the first quarter of 2014.

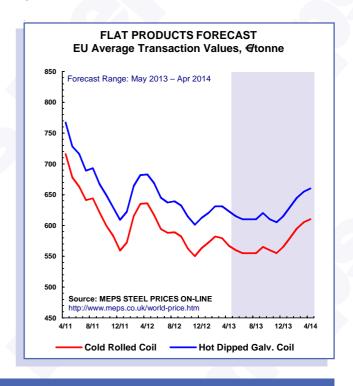


TABLE 6. EU AVERAGE DOMESTIC TRANSACTION PRICE FORECASTS

Euro/metric ton	Actual		Forecast						
	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13		
Hot Rolled Coil	500	490	485	480	480	490	480		
Hot Rolled Plate	522	515	510	510	510	520	515		
Cold Rolled Coil	567	560	555	555	555	565	560		
H.D. Galv Coil	623	615	610	610	610	620	610		
E.Z. Coated Coil	627	620	615	615	615	625	615		
Wire Rod	482	480	475	480	480	495	490		
M. Sect. & Beams	615	610	610	615	615	630	625		
Rebars	471	465	460	465	465	480	475		
Merchant Bar	538	535	530	535	535	550	545		

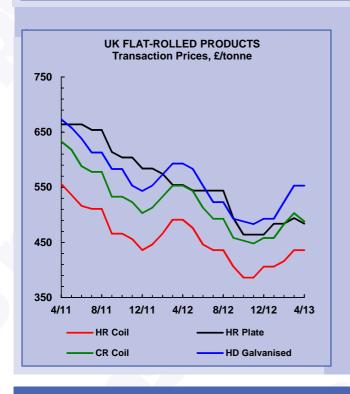
#### **PRICE AND PRODUCT DEFINITIONS**

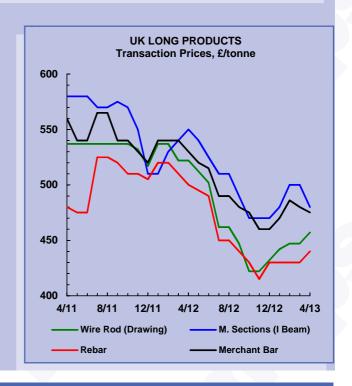
Wire Rod - Mesh Quality

Medium Sections and Beams - H Beam

Merchant Bar - Equal Angle

Steel prices are computed from a weighted average (based on consumption) of the low values identified in the top five consuming countries for each product in the relevant period - collected in national currencies and converted into Euros using currency exchange rates effective at the start of each month to provide a basis for comparisons.





	Transaction Price Data Sheet
TARLE 7	NEGOTIATED DOMESTIC TRANSACTION PRICES

TABLE 7. NE	GOTIA	ILED DO	DMESTIC	IKAN	SACTIO	N PRIC	ES	
FLATPRODUCTS		EUAVG.	Germany	France	Italy	UK	UK	Spain
price/metric ton		(€)	(€)	(€)	(€)	(£)	(€)	(€)
Hot Rolled Coil	High:	540	550	550	530	461	546	520
	Low:	500	500	510	490	436	517	500
Hot Rolled Plates	High:	564	575	545	530	514	609	554
Hot Kolled Flates	Low:	522	535	495	490	484	573	504
	20	022	000	.00	.00		0.0	00.
Cold Rolled Coil	High:	611	615	615	595	523	620	615
	Low:	567	575	565	545	488	578	575
Hot Dipped	High:	668	672	662	642	593	703	662
Galvanised Coil	Low:	623	632	612	592	553	655	622
Electro-Zinc	High:	672	669	669	659	593	703	669
Coated Coil	Low:	627	619	629	619	553	655	629
		<u>-</u>			J. 3			
Stainless Cold (a)	High:	1117	1150	1100	1030	1025	1214	1030
Rolled Type 304	Low:	1044	1050	1050	980	955	1132	980
Stainless Cold (a)	High:	1089	1110	1090	950	1045	1238	1027
Rolled Type 430	Low:	1044	1060	1040	900	1020	1209	997
LONGPRODUCTS		EUAVG.	Germany	France	Italy	UK	UK	Spain
LONG PRODUCTS price/metric ton		EUAVG. (€)	Germany (€)	France (€)	Italy (€)	UK (£)	UK (€)	Spain (€)
			-		_			•
price/metric ton Wire Rod	High:	<b>(⊜</b> 539	<b>(€)</b> 548	<b>(⊜</b> 530	<b>(€)</b> 520	<b>(£)</b> 497	<b>(⊜</b> 589	<b>(€)</b>
price/metric ton	High: Low:	(€)	(€)	(€)	(€)	(£)	(€)	(€)
price/metric ton  Wire Rod  (Drawing quality)	Low:	<b>(€)</b> 539 514	<b>(€)</b> 548 528	<b>(€)</b> 530 500	( <b>€</b> ) 520 500	<b>(£)</b> 497 457	<b>(€)</b> 589 541	<b>(€)</b> 520 500
price/metric ton  Wire Rod  (Drawing quality)  Wire Rod	Low:	<ul><li>(€)</li><li>539</li><li>514</li><li>506</li></ul>	(€) 548 528 500	( <b>⊜</b> ) 530 500 520	(€) 520 500 495	(£) 497 457 465	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li></ul>	( <b>€</b> ) 520 500 495
price/metric ton  Wire Rod  (Drawing quality)	Low:	<b>(€)</b> 539 514	<b>(€)</b> 548 528	<b>(€)</b> 530 500	( <b>€</b> ) 520 500	<b>(£)</b> 497 457	<b>(€)</b> 589 541	<b>(€)</b> 520 500
price/metric ton  Wire Rod  (Drawing quality)  Wire Rod	Low:	<ul><li>(€)</li><li>539</li><li>514</li><li>506</li></ul>	(€) 548 528 500	( <b>⊜</b> ) 530 500 520	(€) 520 500 495	(£) 497 457 465	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li></ul>	( <b>€</b> ) 520 500 495
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)	Low: High: Low:	<ul><li>(€)</li><li>539</li><li>514</li><li>506</li><li>482</li></ul>	(€)  548 528  500 480	( <b>€</b> ) 530 500 520 490	(€) 520 500 495 475	497 457 465 435	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li><li>515</li></ul>	520 500 495 465
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)	Low: High: Low: High: Low:	<ul><li>(€)</li><li>539</li><li>514</li><li>506</li><li>482</li><li>597</li><li>561</li></ul>	<ul><li>(€)</li><li>548</li><li>528</li><li>500</li><li>480</li><li>610</li><li>570</li></ul>	<ul><li>(€)</li><li>530</li><li>500</li><li>520</li><li>490</li><li>610</li><li>580</li></ul>	(€) 520 500 495 475 545 525	497 457 465 435 510 480	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li><li>515</li><li>604</li><li>569</li></ul>	520 500 495 465 600 550
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections	Low: High: Low: High: Low: High:	<ul><li>(€)</li><li>539</li><li>514</li><li>506</li><li>482</li><li>597</li><li>561</li><li>659</li></ul>	<ul><li>(€)</li><li>548</li><li>528</li><li>500</li><li>480</li><li>610</li><li>570</li><li>680</li></ul>	<ul><li>(€)</li><li>530</li><li>500</li><li>520</li><li>490</li><li>610</li><li>580</li><li>660</li></ul>	<ul> <li>(€)</li> <li>520</li> <li>500</li> <li>495</li> <li>475</li> <li>545</li> <li>525</li> <li>630</li> </ul>	497 457 465 435 510 480 555	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li><li>515</li><li>604</li><li>569</li><li>658</li></ul>	(€) 520 500 495 465 600 550
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)	High: Low: High: Low:	<ul><li>(€)</li><li>539</li><li>514</li><li>506</li><li>482</li><li>597</li><li>561</li></ul>	<ul><li>(€)</li><li>548</li><li>528</li><li>500</li><li>480</li><li>610</li><li>570</li></ul>	<ul><li>(€)</li><li>530</li><li>500</li><li>520</li><li>490</li><li>610</li><li>580</li></ul>	(€) 520 500 495 475 545 525	497 457 465 435 510 480	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li><li>515</li><li>604</li><li>569</li></ul>	520 500 495 465 600 550
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections and Beams (H beam)	Low: High: Low: High: Low: High: Low:	<ul> <li>(€)</li> <li>539</li> <li>514</li> <li>506</li> <li>482</li> <li>597</li> <li>561</li> <li>659</li> <li>615</li> </ul>	<ul> <li>(€)</li> <li>548</li> <li>528</li> <li>500</li> <li>480</li> <li>610</li> <li>570</li> <li>680</li> <li>630</li> </ul>	<ul><li>(€)</li><li>530</li><li>500</li><li>520</li><li>490</li><li>610</li><li>580</li><li>660</li><li>620</li></ul>	<ul> <li>(€)</li> <li>520</li> <li>500</li> <li>495</li> <li>475</li> <li>545</li> <li>525</li> <li>630</li> <li>595</li> </ul>	497 457 465 435 510 480 555 515	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li><li>515</li><li>604</li><li>569</li><li>658</li><li>610</li></ul>	520 500 495 465 600 550 640 600
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections	Low: High: Low: High: Low: High:	<ul><li>(€)</li><li>539</li><li>514</li><li>506</li><li>482</li><li>597</li><li>561</li><li>659</li></ul>	<ul><li>(€)</li><li>548</li><li>528</li><li>500</li><li>480</li><li>610</li><li>570</li><li>680</li></ul>	<ul><li>(€)</li><li>530</li><li>500</li><li>520</li><li>490</li><li>610</li><li>580</li><li>660</li></ul>	<ul> <li>(€)</li> <li>520</li> <li>500</li> <li>495</li> <li>475</li> <li>545</li> <li>525</li> <li>630</li> </ul>	497 457 465 435 510 480 555	<ul><li>(€)</li><li>589</li><li>541</li><li>551</li><li>515</li><li>604</li><li>569</li><li>658</li></ul>	(€) 520 500 495 465 600 550
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections and Beams (H beam)	Low: High: Low: High: Low: High: High: High:	<ul> <li>(€)</li> <li>539</li> <li>514</li> <li>506</li> <li>482</li> <li>597</li> <li>561</li> <li>659</li> <li>615</li> <li>488</li> </ul>	<ul> <li>(€)</li> <li>548</li> <li>528</li> <li>500</li> <li>480</li> <li>610</li> <li>570</li> <li>680</li> <li>630</li> <li>500</li> </ul>	(€) 530 500 520 490 610 580 660 620 515	(€) 520 500 495 475 545 525 630 595	497 457 465 435 510 480 555 515	<ul> <li>(€)</li> <li>589</li> <li>541</li> <li>551</li> <li>515</li> <li>604</li> <li>569</li> <li>658</li> <li>610</li> <li>557</li> </ul>	520 500 495 465 600 550 640 600
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections and Beams (H beam)  Reinforcing Bars	Low: High: Low: High: Low: High: High: High:	<ul> <li>(€)</li> <li>539</li> <li>514</li> <li>506</li> <li>482</li> <li>597</li> <li>561</li> <li>659</li> <li>615</li> <li>488</li> <li>471</li> <li>552</li> </ul>	<ul> <li>(€)</li> <li>548</li> <li>528</li> <li>500</li> <li>480</li> <li>610</li> <li>570</li> <li>680</li> <li>630</li> <li>500</li> <li>480</li> <li>560</li> </ul>	(€) 530 500 520 490 610 580 660 620 515 485	<ul> <li>(€)</li> <li>520</li> <li>500</li> <li>495</li> <li>475</li> <li>545</li> <li>525</li> <li>630</li> <li>595</li> <li>470</li> <li>460</li> <li>530</li> </ul>	497 457 465 435 510 480 555 515 470 440 495	<ul> <li>(€)</li> <li>589</li> <li>541</li> <li>551</li> <li>515</li> <li>604</li> <li>569</li> <li>658</li> <li>610</li> <li>557</li> <li>521</li> <li>586</li> </ul>	520 500 495 465 600 550 640 600 480 460
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections and Beams (H beam)  Reinforcing Bars	High: Low: High: Low: High: Low: High: Low:	<ul> <li>(€)</li> <li>539</li> <li>514</li> <li>506</li> <li>482</li> <li>597</li> <li>561</li> <li>659</li> <li>615</li> <li>488</li> <li>471</li> </ul>	<ul> <li>(€)</li> <li>548</li> <li>528</li> <li>500</li> <li>480</li> <li>610</li> <li>570</li> <li>680</li> <li>630</li> <li>500</li> <li>480</li> </ul>	<ul> <li>(€)</li> <li>530</li> <li>500</li> <li>520</li> <li>490</li> <li>610</li> <li>580</li> <li>660</li> <li>620</li> <li>515</li> <li>485</li> </ul>	<ul> <li>(€)</li> <li>520</li> <li>500</li> <li>495</li> <li>475</li> <li>545</li> <li>525</li> <li>630</li> <li>595</li> <li>470</li> <li>460</li> </ul>	497 457 465 435 510 480 555 515 470 440	<ul> <li>(€)</li> <li>589</li> <li>541</li> <li>551</li> <li>515</li> <li>604</li> <li>569</li> <li>658</li> <li>610</li> <li>557</li> <li>521</li> </ul>	520 500 495 465 600 550 640 600 480 460
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections and Beams (H beam)  Reinforcing Bars  Merchant Bars (50mm diameter)	High: Low: High: Low: High: Low: High: Low: High: Low:	<ul> <li>(€)</li> <li>539</li> <li>514</li> <li>506</li> <li>482</li> <li>597</li> <li>561</li> <li>659</li> <li>615</li> <li>488</li> <li>471</li> <li>552</li> <li>521</li> </ul>	<ul> <li>(€)</li> <li>548</li> <li>528</li> <li>500</li> <li>480</li> <li>610</li> <li>570</li> <li>680</li> <li>630</li> <li>500</li> <li>480</li> <li>560</li> <li>520</li> </ul>	(€)  530 500  520 490  610 580  660 620  515 485  535 515	<ul> <li>(€)</li> <li>520</li> <li>500</li> <li>495</li> <li>475</li> <li>545</li> <li>525</li> <li>630</li> <li>595</li> <li>470</li> <li>460</li> <li>530</li> <li>510</li> </ul>	497 457 465 435 510 480 555 515 470 440 495 475	<ul> <li>(€)</li> <li>589</li> <li>541</li> <li>551</li> <li>515</li> <li>604</li> <li>569</li> <li>658</li> <li>610</li> <li>557</li> <li>521</li> <li>586</li> <li>563</li> </ul>	520 500 495 465 600 550 640 600 480 460 555 505
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections and Beams (H beam)  Reinforcing Bars  Merchant Bars (50mm diameter)	Low: High: Low: High: Low: High: Low: High: Low: High: High: High:	<ul> <li>(€)</li> <li>539</li> <li>514</li> <li>506</li> <li>482</li> <li>597</li> <li>561</li> <li>659</li> <li>615</li> <li>488</li> <li>471</li> <li>552</li> <li>521</li> <li>569</li> </ul>	<ul> <li>(€)</li> <li>548</li> <li>528</li> <li>500</li> <li>480</li> <li>610</li> <li>570</li> <li>680</li> <li>630</li> <li>500</li> <li>480</li> <li>560</li> <li>520</li> <li>580</li> </ul>	(€)  530 500  520 490  610 580  660 620  515 485  535 515	(€)  520 500  495 475  545 525  630 595  470 460  530 510	497 457 465 435 510 480 555 515 470 440 495 475	<ul> <li>(€)</li> <li>589</li> <li>541</li> <li>551</li> <li>515</li> <li>604</li> <li>569</li> <li>658</li> <li>610</li> <li>557</li> <li>521</li> <li>586</li> <li>563</li> <li>586</li> </ul>	520 500 495 465 600 550 640 600 480 460 555 505
price/metric ton  Wire Rod (Drawing quality)  Wire Rod (Mesh quality)  Medium Sections and Beams (I beam)  Medium Sections and Beams (H beam)  Reinforcing Bars  Merchant Bars (50mm diameter)	High: Low: High: Low: High: Low: High: Low: High: Low:	<ul> <li>(€)</li> <li>539</li> <li>514</li> <li>506</li> <li>482</li> <li>597</li> <li>561</li> <li>659</li> <li>615</li> <li>488</li> <li>471</li> <li>552</li> <li>521</li> <li>569</li> <li>538</li> </ul>	<ul> <li>(€)</li> <li>548</li> <li>528</li> <li>500</li> <li>480</li> <li>610</li> <li>570</li> <li>680</li> <li>630</li> <li>500</li> <li>480</li> <li>560</li> <li>520</li> </ul>	(€)  530 500  520 490  610 580  660 620  515 485  535 515	<ul> <li>(€)</li> <li>520</li> <li>500</li> <li>495</li> <li>475</li> <li>545</li> <li>525</li> <li>630</li> <li>595</li> <li>470</li> <li>460</li> <li>530</li> <li>510</li> </ul>	497 457 465 435 510 480 555 515 470 440 495 475	<ul> <li>(€)</li> <li>589</li> <li>541</li> <li>551</li> <li>515</li> <li>604</li> <li>569</li> <li>658</li> <li>610</li> <li>557</li> <li>521</li> <li>586</li> <li>563</li> </ul>	520 500 495 465 600 550 640 600 480 460 555 505

CURRENCYEXCHANGERATES  April 1 - 2013								
Units/ Units/ US\$ Euro								
Eurozone	(€)	0.778	1					
UK	(£)	0.657	0.844					

#### **NEXT MONTH'S ISSUE**

The May issue of the European Steel Review will be dispatched by post & PDF on 21 May, 2013.

Express Price Tables will be dispatched by email in excel format on 14 May 2013.

Copies of our main basis price tables can be supplied by email direct to your desktop. These are available within hours of completing our research. They will reach you approximately one week before the publication dispatch date.

TRANSACTION PRICE INDEX - E.U. AVERAGE JANUARY 1997 = 100		
Based on Euro values	Mar-2013	Apr-13
Hot Rolled Coil	195.0	191.6
Hot Rolled Plate	186.8	181.9
Cold Rolled Coil	159.1	155.8
H.D. Galvanised Coil	136.9	135.1
Electro Zinc Coated Coil	151.3	148.9
Stainless Steel Type 304	85.7	85.0
Stainless Steel Type 430	93.0	92.7
Wire Rod	193.2	194.0
M. Sections & Beams	186.0	182.7
Reinforcing Bar	211.9	207.5

Note:

**Merchant Bar** 

Wire Rod (Drawing Quality) - 5.5mm diameter.

Medium Sections and Beams - Category C1. I Beam.

Merchant Bar - 50mm diameter.

Stainless Steel - Excluding alloy surcharge.

197.4

195.9

#### TRANSACTION PRICE AND PRODUCT DEFINITIONS

Transactions prices are the realised values obtained by the mills for the cheapest grade of steel in the size range specified for each product. These are determined by adding the relevant size extras to the negotiated ex-mill basis price for the selected product.

Transaction values relate to those paid by consumers and stockholders for prime material. The prices are for regular business between customers and their domestic steel mills, negotiated during the current month for delivery in the future. Delivery charges and local taxes are not included in the quoted prices. Contract deals arranged in the domestic market, or deals for lots of imported steel, are specifically excluded from our price evaluation.

**Hot-Rolled Wide Coil -** 2-3mm thickness, width over 1.1 metres.

Hot-Rolled Plates - 15-40mm thickness, width over 2.0 metres.

Cold-Rolled Coils - 1mm thickness, width over 1.3 metres.

Hot Dipped Galvanised Coils - 1mm thickness, width over 1.1 metres, coating thickness 275gm/m<sup>2</sup>

Electro-Zinc Coated Coils - 1mm thickness, width over 1.1 metres, standard coating.

Stainless Type 304 and 430 - 1.5mm thickness, width over 1.25 metres. - (excluding alloy surcharges).

Wire Rod (Drawing Quality) - 5.5mm diameter.

Wire Rod (Mesh Quality) - 8-12mm diameter.

Medium Sections and Beams - Category C1. I Beam.

Medium Sections and Beams - 240 x 240mm H Beam.

Reinforcing Bar (Deformed) - 16-20mm diameter - high yield.

Merchant Bar - 50mm diameter.

**Merchant Bar -** 50 x 50mm x 6mm equal angle.

# MEPS REGULAR PUBLICATIONS

# **EUROPEAN STEEL REVIEW SUPPLEMENT** (monthly)

A sister publication to the European Steel Review. The range of data is extended in this report. Price and market information is supplied for a further six nations, including - Denmark, Sweden, Finland, Holland, Austria and Norway. Euro comparisons are also included. Details of Nordic Average Steel Transaction Prices are incorporated together with regular forecasts.



#### INTERNATIONAL STEEL REVIEW (monthly)

Each edition carries domestic steel pricing data in eleven countries across the globe, including - United States, Canada, China, Japan, South Korea, Taiwan, Poland, Czech/ Slovak Republics and the main five EU member states - covering 70 percent of world consumption. Details of World and Regional Average Steel Prices are incorporated together with regular forecasts.



# STAINLESS STEEL REVIEW (monthly)

This publication provides stainless steel price and market information for hot rolled plate, hot and cold rolled strip, plus two bar products. Two austenitic and ferritic grades are assessed in thirteen countries around the world covering 65% of global consumption. Details of basis price negotiations and alloy surcharge values, where applicable, are incorporated. Transaction price forecasts are included. Estimates of alloy surcharges three months ahead are also included in each issue.



# **DEVELOPING MARKETS' STEEL REVIEW** (monthly)

This is a new report from MEPS outlining steel market trends in the increasingly important emerging markets around the world. Each edition carries steel prices in eight countries - India, UAE. Turkey, South Africa, Russia, Ukraine, Mexico and Brazil. Details of eight steel prices in the flat and long products sectors are available. Comprehensive commentaries are included.



#### **ORDER FORM - MONTHLY PUBLICATIONS** I wish to subscribe to the following publication(s). European Steel Review Supplement International Steel Review Stainless Steel Review Developing Markets' Steel Review Multi-subscription discount rates available. Please contact our office or visit our website for furthur details. Please send to: Please Invoice: NAME NAME -**POSITION** POSITION COMPANY COMPANY ADDRESS ADDRESS Tel No: Tel No: Fax No: \_ Fax No: E-mail: (EU COUNTRIES ONLY)

YOUR VAT NUMBER