



2012

Client: SEAS

Market study for steel demand in Mali and neighboring countries

Presently Mali does not have any steel manufacturing facility and is only dependent on extensive imports. Therefore there is huge potential for setting up integrated steel plant which can cater the market of Mali and neighboring countries of ECOWAS.



Marketing strategy study of steel market in Mali and neighboring countries

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Date: 7/03/2012

Purpose

The bank has asked to conduct market survey of MALI and neighboring countries. The bank also requested Sandeep Energy and Steel SA to hire a local consultant for economic market study for steel production in Mali and its neighboring countries. They can cover up capitals and main cities of other neighboring countries for study of steel market demand.

The main points studied are:

- Last 3 years in Mali and neighboring countries sale and imports,
- Next 3 years for Mali and neighboring countries for expected sales and imports,
- Custom duty and taxes for all countries including Mali,
- Distances and transportation charges of capitals of the countries from Bamako and
- Spreadsheet for all countries.

We, AMMI_MarkeTIC conducted the market study and we give details of report as under:

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1. Background

A. What has motivated the formation of Sandeep Energy and Steel?

Sahara mining which is in mining business has explored the Tienfala area for iron ore. They could find out good quality iron ore reserves and started mining of ore by hand picking, which was beyond imagination of any one in the field of mining. They then started exports of iron ore as there wasn't any requirement within the country. When Sahara mining found that they have proven reserves of iron ore, which were sufficient for 50 years for running one million tons steel plant, they decided to set up integrated steel plant. Then Sandeep Energy and Steel SA, Bamako, Mali was formed.

Presently Mali does not have any steel manufacturing facility and is only dependent on extensive imports. Therefore there is huge potential for setting up integrated steel plant which can cater the market of Mali and neighboring countries of ECOWAS. All countries have formed an understanding not to charge import / exports duty for marketing products within ECOWAS market.

B. What business is SEAS in?

Sandeep Energy & Steel (SEAS) is proposing to set up a 300,000 TPA integrated Steel Plant and 70 MW Power Plant in 1st phase.

The capacity of the plant will be expanded to 1 million tons per annum (mtpa) of steel products and 300 MW Power Plant, after completion of first phase.

SEAS SA is setting up that integrated steel plant in the rural commune of Tienfala (for steel products -, TMT bars, profiles).

C. What products will they provide?

SEAS is planning to provide the following products :

- Flat-rolled products of iron or non-alloy steel, of a width ≥ 200 mm, hot-rolled
- Flat-rolled products of iron or non-alloy steel, of a width < 200 mm, hot-rolled
- Bars and rods of iron or non-alloy steel, hot-rolled, in irregularly wound coils
- Bars and rods, of iron or non-alloy steel

- Angles, shapes and sections of iron or non-alloy steel,
- Wire of iron or non-alloy steel, in coils (excl. Bars and rods)
- Steel, alloy, other than stainless, in ingots or other primary forms, semi-finished products of alloy steel other than stainless (excl. Waste and scrap in ingot form, and products obtained by continuous casting)
- Flat-rolled products of alloy steel other than stainless, of a width ≥ 200 mm, hot-rolled or cold-rolled "cold-reduced"
- Flat-rolled products of alloy steel other than stainless, of a width < 200 mm, hot-rolled or cold-rolled "cold-reduced"
- Bars and rods of alloy steel other than stainless, hot-rolled, in irregularly wound coils
- Other bars and rods of alloy steel other than stainless, angles, shapes and sections of alloy steel other than stainless
- Wire of alloy steel other than stainless, in coils (excl. Bars and rods)

The production capacity on completional 1st phase will be:

- Sponge iron - 300,000 tpa,
- Billets - 130 mm. Sq.x 9 to 12 m long - 324,000 tpa and
- TMT bars - (8 to 32 mm, angles and chanel) - 300,000 tpa

D. What are the business objectives over the next 3-5 years?

After commissioning of 1st phase ,In 3-5 years, they're also expecting to add in their product range stainless steel:

Stainless steel in ingots or other primary forms (excl. remelting scrap ingots and products obtained by continuous casting); semi-finished products of stainless steel

Flat-rolled products of stainless steel, of a width of ≥ 200 mm, hot-rolled or cold-rolled

Flat-rolled products of stainless steel, of a width of < 200 mm, hot-rolled or cold-rolled

Bars and rods of stainless steel, in irregularly wound coils

Other bars and rods of stainless steel; angles, shapes and sections of stainless steel

Wire of stainless steel, in reels or coils (excl. Bars and rods)

1st phase , SEAS will be producing 300 000 tons of TMT bars, which will save on imports of TMT bars and earn foreign exchange from the supplies to neighboring countries.

SEAS will be supplying 7/ 10 mw power to the national grid after 1st phase and 90/120 mw power after 2nd phase completion.

After completion of 2nd phase SEAS will be producing 1 million tons of TMT bars and steel sections and 300 MW power, which will help in economic growth of the country and save foreign exchange and also earn foreign exchange by exporting extra quantity to neighboring West Africa's countries.

SEAS will be generating employment directly/ indirectly for app. 5000 persons.

SEAS will be setting up a grass briquetting plant, which will be used as fuel for power generation and will be generating employment for the local people. This will be besides direct employment of people in the plant.

Sandeep Energy SA will be setting up brick/ block making plants, from ash, which will be creating employment for the local people and they will be producing good quality of bricks/ blocks for the Bamako region.

In relation to social activities SEAS will be contributing especially towards development of Tienfala region - opening school, hospital for the villagers, our staff and workers.



2. Market

A. What is the market opportunity? What is the market size?

Besides Mali, other neighboring countries like Burkina Faso, Ghana, Niger or South Mauritania will be the main beneficiaries, especially those landlocked.

The world aggregation represents the sum of reporting and non reporting countries

Importers	Trade Indicators				
	Value imported in 2010 (USD thousand)	Trade balance in 2010 (USD thousand)	Annual growth in value between 2006-2010 (%)	Annual growth in value between 2009-2010 (%)	Share in world imports (%)
World	386315823	-1390801	-2	36	100
Economic Community of West African States (ECOWAS) Aggregation	1842184	-1571717			0.5
Nigeria	662027	-628095	-9	-23	0.2
Ghana	262749	-253497	17	67	0.1
Senegal	187393	-87755	9	35	0
Ivory Coast	166722	-134133	10	4	0
Mali	160591	-154758	28		0
Burkina Faso	85869	-82201	8	36	0
Benin	71568	-53762	19	-6	0
Guinea	71039	-56770	12	26	0
Togo	40328	-9232			0
Niger	35638	-35522	25	5	0
Sierra Leone	30526	-22898	15	145	0
Liberia	23016	-14255	1	37	0
Cape Verde	15922	-15517	-3	-6	0
Gambia	14746	-11091	-1	-21	0
Guinea-Bissau	14050	-12231	52	10	0

List of importers for steel in 2010

ECOWAS trade deficit for steel is worth more than 1 and a half billion US dollars and Mali's almost the tenth of it, according to United Nations.

As at present, Mali is totally dependent on imports of steel (TMT bars, angles, channels, H beams, plates, etc.) through Dakar and Abidjan ports and costs are quite high. Mali having

own reserves of good quality of iron ore, it is advisable to set up production units to cater the needs of Mali and neighboring countries.

“Steel production in Africa looks unrepresentative of the size of the market,” Jason Kaplan, research manager at Metal Bulletin Research in London, said on 22 September 2011 after announcement of Sandeep Energy And Steel.

“The size of the population and construction activity in sub-Saharan Africa means that any fresh, domestic rebar production would find a ready market.”

Unit : US Dollar thousand

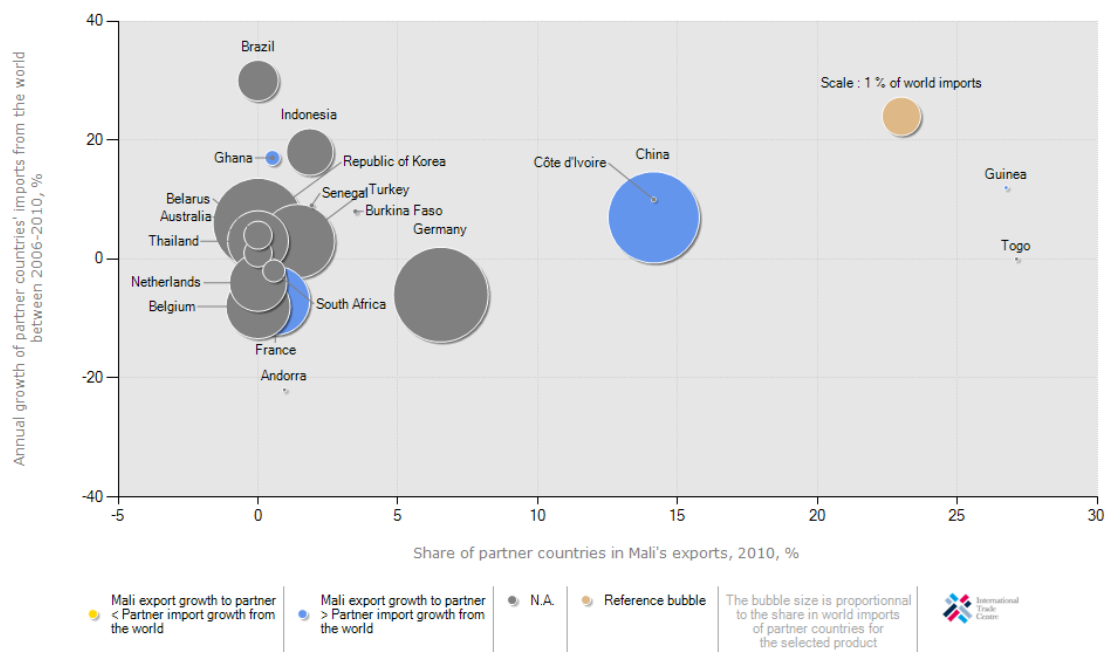
Partners	Balance in value in 2006	Balance in value in 2010	Exported value in 2010	Imported value in 2010
World	-57065	-154758	5833	160591
Togo	-327	544	1582	1038
Guinea	183	996	1560	564
China	-899	-10677	825	11502
Ivory Coast	-2110	-2650	825	3475
Germany	-87	-977	381	1358
Burkina Faso	72	5	203	198
Senegal	-1780	-2195	112	2307
Indonesia	0	108	108	0
Turkey	-2199	-11620	83	11703
Andorra	0	55	55	0
France	-1237	-4418	36	4454
South Africa	-2851	-11118	33	11151
Ghana	4	-4199	30	4229
Area Nes	16	0	0	0
Australia	0	-276	0	276
Austria	0	0	0	0
Bangladesh	0	0	0	0
Belgium	-884	-1956	0	1956
Brazil	-4706	-4615	0	4615
Belarus	0	-1764	0	1764
Canada	0	-30	0	30
Czech Republic	-627	0	0	0
Benin	0	-3	0	3
Gabon	0	0	0	0
Hungary	0	-19	0	19
Italy	-42	-76	0	76
Japan	0	-844	0	844
Kazakhstan	0	0	0	0
Kenya	-339	0	0	0

Lebanon	-4	-88	0	88
Lithuania	0	0	0	0
Mauritania	0	-10	0	10
Chinese Taipei	-188	-72	0	72
Republic of Moldova	0	-2455	0	2455
Morocco	-3910	-906	0	906
Netherlands	-568	0	0	0
Niger	0	0	0	0
Nigeria	3	-94	0	94
Poland	-133	-1694	0	1694
Portugal	0	-11301	0	11301
Russian Federation	-5445	-4932	0	4932
Saudi Arabia	0	-10	0	10
India	-7247	-25571	0	25571
Viet Nam	0	-954	0	954
Spain	137	-48	0	48
Sweden	0	-41	0	41
Switzerland	0	-4	0	4
United Arab Emirates	0	-65	0	65
Tunisia	0	0	0	0
Ukraine	-22235	-50146	0	50146
United Kingdom	337	-38	0	38
United States of America	0	-284	0	284
Uruguay	0	-320	0	320
Venezuela	0	0	0	0

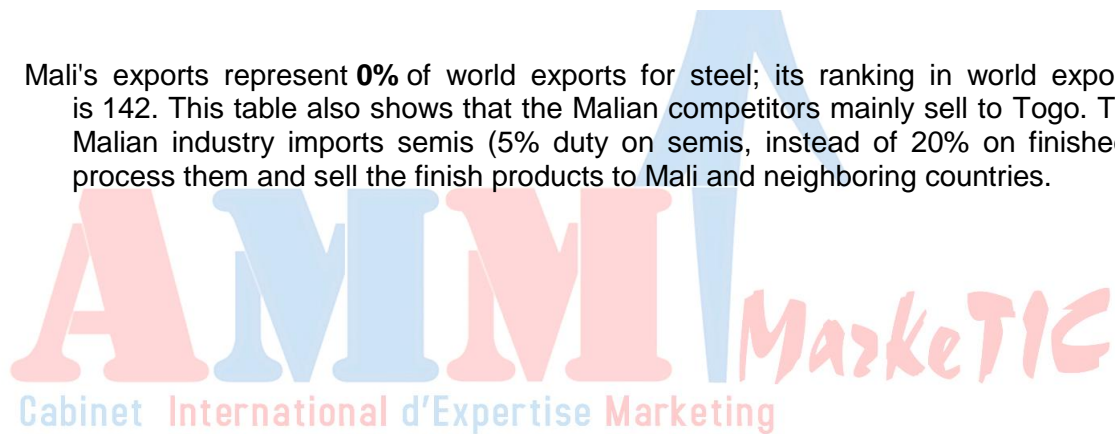
LIST OF PARTNERS MARKETS FOR STEEL COMMERCIALIZED BY MALI

Cabinet International d'Expertise Marketing

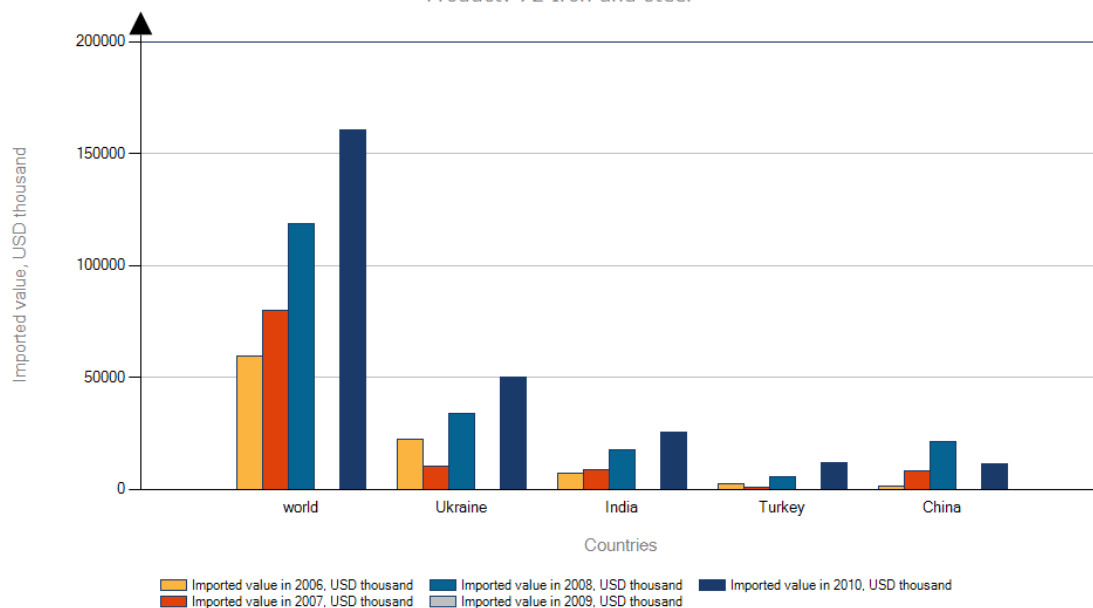
Prospects for market diversification for a product exported by Mali in 2010
Product : 72 Iron and steel



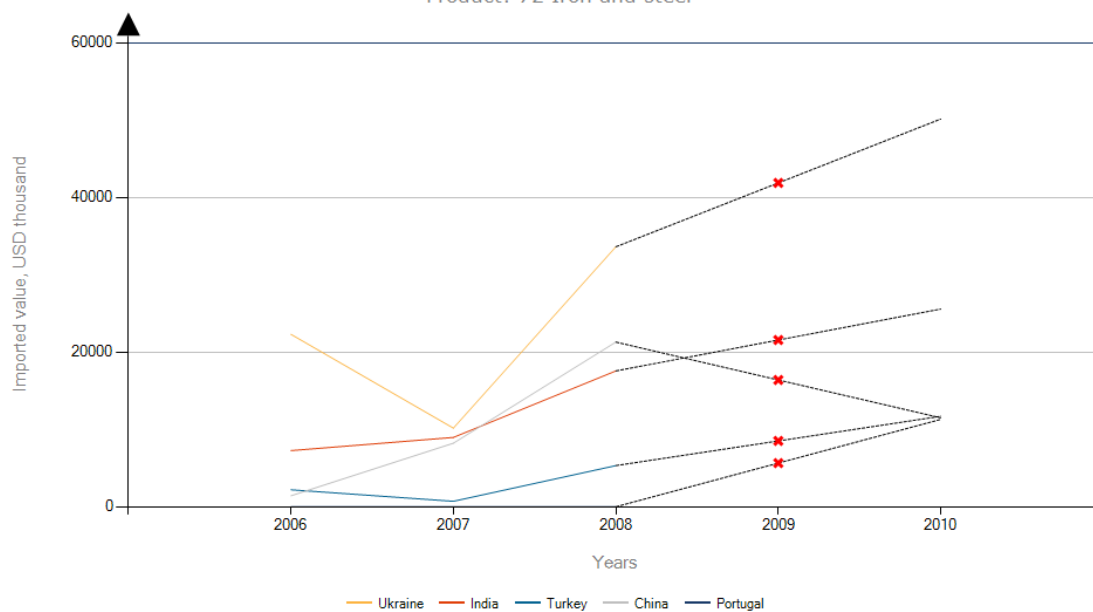
Mali's exports represent **0%** of world exports for steel; its ranking in world exports is 142. This table also shows that the Malian competitors mainly sell to Togo. The Malian industry imports semis (5% duty on semis, instead of 20% on finished), process them and sell the finish products to Mali and neighboring countries.



List of supplying markets from world for a product imported by Mali
Product: 72 Iron and steel

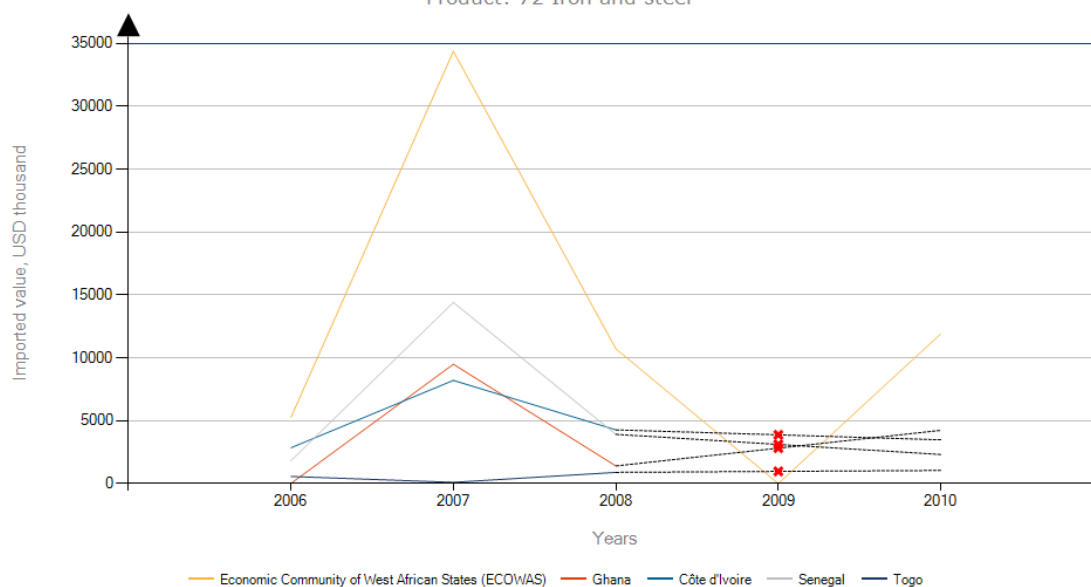


List of supplying markets for a product imported by Mali
Product: 72 Iron and steel



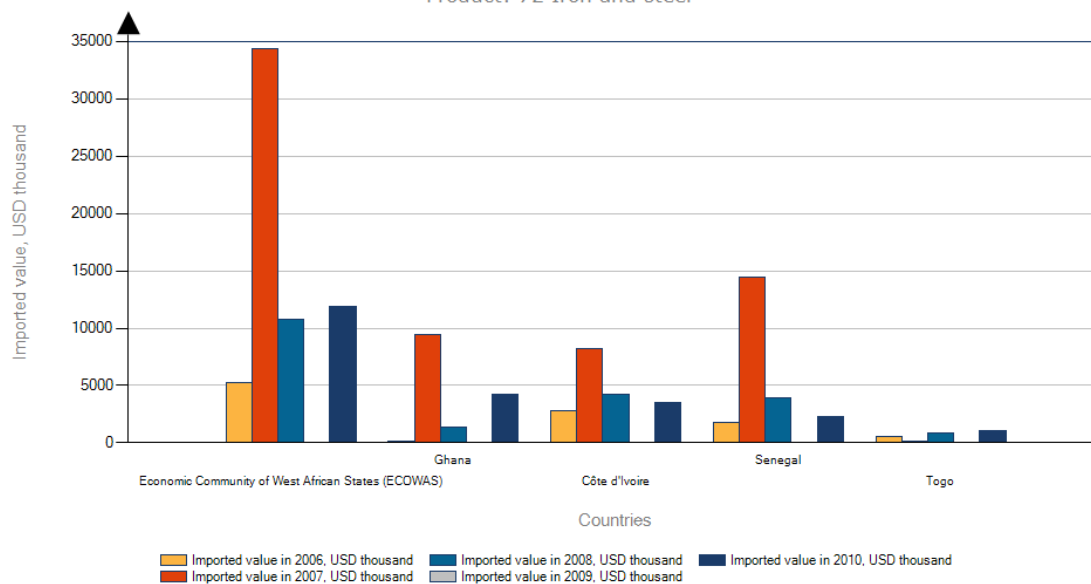
List of supplying markets from Economic Community of West African States (ECOWAS) for a product imported by Mali

Product: 72 Iron and steel

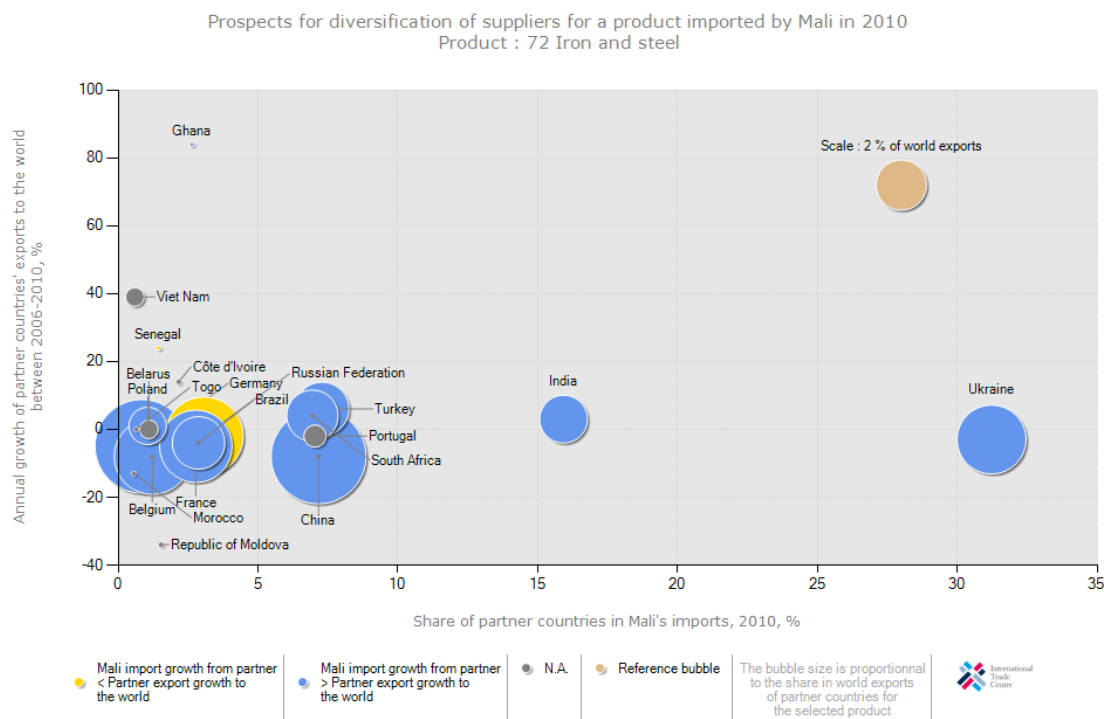


List of supplying markets from Economic Community of West African States (ECOWAS) for a product imported by Mali

Product: 72 Iron and steel



We can see that Ukraine is maintaining his position as the biggest suppliers as China's share's decreasing. Portugal, as a newcomer is increasing its supplies since 2008. From ECOWAS, Ghana's exporting more and more to Mali, contrary to Senegal. The position will be changing after commissioning of SEAS plant.



From all of the importing partners, China is the most powerful one but Ghana has the fastest growth in the last 5 years among ECOWAS members. Apart from this from Germany also, the exporters have been supplying more and more to Mali.

Unit : US Dollar
thousand

Product code	Product label	ECOWAS' exports to ECOWAS		ECOWAS' imports from world		ECOWAS' exports to world	
		Value in 2007	Value in 2010	Value in 2007	Value in 2010	Value in 2007	Value in 2010
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	25081	27970	331635	367031	25724	61453
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	20961	25283	273121	171041	24672	36943
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	6309	23848	472932	429760	7251	27951
'7215	Bars & rods of iron or non-alloy steel nes	12247	17425	38656	38864	18359	21881
'7217	Wire of iron or non-alloy steel	2980	7624	39351	35981	3581	8514
'7216	Angles, shapes and sections of iron or non-alloy steel	5212	6478	223123	132171	9628	9573
'7209	Flat-rolled prod of iron/non-alloy steel wd>/=600mm,cr,not clad	4807	5066	452325	358303	6166	9105
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	2927	71	3209	11941	7272
'7208	Flat-rolled products of iron/non-al/s width>/=600mm,hr,not clad	554	1917	367537	198692	942	3584
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	27	1537	8979	4401	27	1537
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	1469	672	682	1796	83256	79199
'7202	Ferro-alloys	0	432	16664	19473	201	1495

'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	70	327	38645	19196	250	703
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm,clad	40	105	3477	8860	103	109
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	1224	82	10736	7764	2214	347
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	7300	73	13538	2434	7334	73
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	72	53	11920	8568	142	122
'7224	Alloy steel in ingots/other primary forms	24	53	378	846	1885	97
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	40	15	1048	1684	40	26
'7222	Bars & rods of stainless steel nes; angles, shapes	529	12	3627	7957	542	30
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	0	8	478	1248		20
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	1271	2	3508	2199	3062	256
'7229	Wire of other alloy steel	0	2	763	1636	4	26
'7223	Wire of stainless steel	0	0	1119	2391	8	
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0	0	8384	5878	66	4
'7207	Semi-finished products of iron or nonalloy steel	0	0	132080	9424		1
'7201	Pig iron and spiegeleisen in pigs	587	0	12	61	635	
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	34	0	580	364	34	
'7218	Stainless steel in ingots/other primary forms	0	0	336	951		143

TRADE WITHIN ECOWAS

Unit : US Dollar
thousand

Product code	Product label	Mali's imports from ECOWAS		ECOWAS' exports to world		Mali's imports from world	
		Value in 2007	Value in 2010	Value in 2007	Value in 2010	Value in 2007	Value in 2010
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	1386	5819	24672	36943	2303	9642
'7216	Angles, shapes and sections of iron or non-alloy steel	3252	1764	9628	9573	7360	10287
'7217	Wire of iron or non-alloy steel	593	1639	3581	8514	1502	3555
'7215	Bars & rods of iron or non-alloy steel nes	576	1237	18359	21881	639	2577
'7209	Flat-rolld prod of iron/non-alloy steel wd>/=600mm,cr,not clad	4313	674	6166	9105	10004	14565
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	16981	494	7251	27951	33260	73409
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	5935	98	25724	61453	17433	29627
'7208	Flat-rolld products of iron/non-al/s width>/=600mm,hr,not clad	845	88	942	3584	4787	10410
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	48	55	2214	347	234	151
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	19	27	83256	79199	181	263
'7226	Flat-rolld products of other alloy steel of a width of less than 600mm	34	11	7334	73	34	238
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	0	0	27	1537	0	0
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	42	0	142	122	538	807
'7229	Wire of other alloy steel	40	0	4	26	252	98
'7202	Ferro-alloys	0	0	201	1495	0	0
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	277	0	250	703	620	2010
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	0	0	103	109	194	1238
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	0	0	34		0	2
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	32	0	3062	256	126	49
'7207	Semi-finished products of iron or nonalloy steel	0	0		1	0	45
'7218	Stainless steel in ingots/other primary forms	0	0		143	0	40
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	0	11941	7272	0	8
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0	0	40	26	173	83
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	0	0		20	18	0
'7222	Bars & rods of stainless steel nes; angles, shapes	7	0	542	30	33	398
'7223	Wire of stainless steel	0	0	8		1	21
'7224	Alloy steel in ingots/other primary form nes	0	0	1885	97	0	0
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0	0	66	4	59	1068

BILATERAL TRADE BETWEEN MALI AND OTHER ECOWAS MEMBERS (YEARLY IMPORTS)

Sources : ITC calculations based on UN
COMTRADE statistics.

Unit : US
Dollar
thousand

Product code	Product label	Trade Balance between Mali and ECOWAS		World Trade Balance for ECOWAS		World Trade Balance for Mali	
		Balance in value in 2007	Balance in value in 2010	Balance in value in 2007	Balance in value in 2010	Balance in value in 2007	Balance in value in 2010
'7215	Bars & rods of iron or non-alloy steel nes	-576	1051	-20297	-16983	-639	-289
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	1043	332	82574	77403	2149	694
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm,clad	0	6	-3374	-8751	-194	-1228
'7202	Ferro-alloys	0	0	-16463	-17978	0	0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	0	0	-8952	-2864	0	0
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	-42	0	-11778	-8446	-538	-774
'7229	Wire of other alloy steel	-40	0	-759	-1610	-252	-98
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	30	0	-546	-364	30	-2
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	-32	0	-446	-1943	-107	-49
'7207	Semi-finished products of iron or nonalloy steel	0	0	-132080	-9423	0	-45
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	-277	0	-38395	-18493	-620	-1914
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0	0	-1008	-1658	-173	-83
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	0	0	-478	-1228	-18	0
'7222	Bars & rods of stainless steel nes; angles, shapes	63	0	-3085	-7927	37	-398
'7223	Wire of stainless steel	0	0	-1111	-2391	-1	-21
'7224	Alloy steel in ingots/other primary form nes	0	0	1507	-749	0	0
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0	0	-8318	-5874	-59	-1068
'7218	Stainless steel in ingots/other primary forms	0	0	-336	-808	0	-40
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	0	11870	4063	0	-8
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	-34	-11	-6204	-2361	-34	-238
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	-48	-55	-8522	-7417	-234	-151

'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	-5154	-85	-305911	-305578	-16652	-29614
'7208	Flat-rolled products of iron/non-al/s width>/=600mm,hr,not clad	-845	-88	-366595	-195108	-4787	-10410
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	-16927	-231	-465681	-401809	-33206	-72657
'7217	Wire of iron or non-alloy steel	-593	-340	-35770	-27467	-1310	-2027
'7209	Flat-rolled prod of iron/non-alloy steel wd>/=600mm,cr,not clad	-4313	-592	-446159	-349198	-10004	-14483
'7216	Angles, shapes and sections of iron or non-alloy steel	-3252	-1762	-213495	-122598	-7360	-10234
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	-1294	-5819	-248449	-134098	-2209	-9621

BILATERAL TRADE BETWEEN MALI AND OTHER ECOWAS MEMBERS
(YEARLY BALANCE)

Rebar steel (TMT bars) will be used for construction, in infrastructure development and other activities in Mali and it will also meet the need of neighboring countries.

Flat products, TMT bar and angles of iron or non-alloy steel are the products mainly traded in ECOWAS in 2010 while Bars and rods of iron or non-alloy steel, not further worked than forged are the most imported steel products in Mali.

It means that there is a market opportunity for those products, all proposed by SEAS.

The local industries are importing semis and plain rounds and making non standard TMT bars (5.5, 7.5, 9.5 and 11.5).



B. How can the market be segmented into logical customer groupings?

Product : 72 Iron and steel

Sources : ITC calculations based on UN COMTRADE statistics.

The world aggregation represents the sum of reporting and non reporting countries

When a group has members that did not report, the group value is shown in red

Unit : US Dollar thousand

Importers	Imported value in 2007	Imported value in 2008	Imported value in 2009	Imported value in 2010	Imported value in 2011
Mali	79751	118689		160591	
West African Economic and Monetary Union (WAEMU) Aggregation	624470	760355	481462	762159	91432
Economic Community of West African States (ECOWAS) Aggregation	2455705	2193303	1611512	1842220	111601
World	444055258	545867247	288297444	389161675	

CATCHMENT AREAS OF IMPORTERS FOR STEEL

The market can be segmented into 3 catchment areas:

- Mali (low transportation costs, no customs, constancy and high capacity in supply...)
- West African Economic and Monetary Union¹ (a customs and currency union between 8 members)

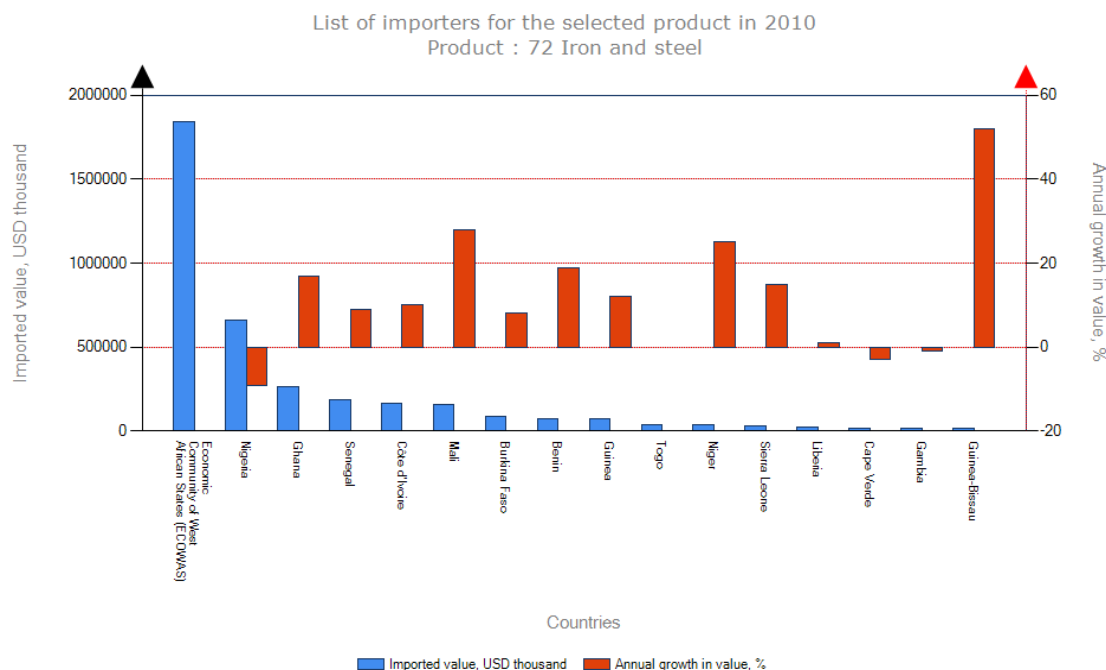
Industrial products, thanks to the preferential tariff treatment authorized by the Community WAEMU Commission, are exempt from full customs concerns since 1 January 2000. A certificate of origin must be presented. Industrial products originating in the WAEMU but not approved by the preferential regime, are subject to customs, excluding PCS² and PC³.

- Economic Community of West African States⁴ (15 countries to promote economic integration)

Imports of raw products benefiting from preferential treatment of ECOWAS are exempt from import duties (DD⁵, PC and RS⁶). These products remain subject to domestic taxes on their tariff classification (VAT⁷, ISCP⁸ and ADIT⁹). Products from countries not members of the WAEMU pay the PCS.

¹ UEMOA was created by a Treaty signed at Dakar, Senegal, on 10 January 1994, by the heads of state and governments of Benin, Burkina Faso, Côte d'Ivoire, Mali, Niger, Senegal, and Togo. On 2 May 1997, Guinea-Bissau, a former Portuguese colony, became the organization's eighth (and only non-Francophone) member state. Its objectives include the following:

C. What are the key industry trends?



Slightly increased remittances from West African citizens in the Diaspora contributed to the growth in the region's economy and called on ECOWAS

- Greater economic competitiveness, through open markets, in addition to the rationalization and harmonization of the legal environment
- The convergence of macro-economic policies and indicators
- The creation of a common market
- The coordination of sectoral policies
- The harmonization of fiscal policies

Among its achievements, the UEMOA has successfully implemented macro-economic convergence criteria and an effective surveillance mechanism. It has adopted a customs union and **common external tariff** and has combined indirect taxation regulations, in addition to initiating regional structural and sectoral policies. A September 2002 IMF survey cited the UEMOA as "the furthest along the path toward integration" of all the regional groupings in Africa.

² PCS: prélèvement communautaire de solidarité

³ PC: prélèvement communautaire

⁴ Considered one of the pillars of the African Economic Community, the organization was founded in order to achieve "collective self-sufficiency" for its member states by creating a single large trading bloc through an economic and trading union. It also serves as a peacekeeping force in the region. The organization operates officially in three co-equal languages—English, French, and Portuguese.

⁵ DD: droits de douane

⁶ RS: redevance statistique

⁷ VAT: Value Added Tax

⁸ ISCP: Impôt spécial Sur Certains Produits

⁹ ADIT: Acompte sur Divers Impôts et Taxes

Member States to enhance domestic resource mobilization beyond the tax revenue. SEAS will be getting the advantage offered of ECOWAS formation.

Importers	Trade Indicators				
	Value imported in 2010 (USD thousand)	Trade balance in 2010 (USD thousand)	Annual growth in value between 2006-2010 (%)	Annual growth in value between 2009-2010 (%)	Share in world imports (%)
World	386315823	-1390801	-2	36	100
Economic Community of West African States (ECOWAS) Aggregation	1842184	-1571717			0.5
Nigeria	662027	-628095	-9	-23	0.2
Ghana	262749	-253497	17	67	0.1
Senegal	187393	-87755	9	35	0
Ivory Coast	166722	-134133	10	4	0
Mali	160591	-154758	28		0
Burkina Faso	85869	-82201	8	36	0
Benin	71568	-53762	19	-6	0
Guinea	71039	-56770	12	26	0
Togo	40328	-9232			0
Niger	35638	-35522	25	5	0
Sierra Leone	30526	-22898	15	145	0
Liberia	23016	-14255	1	37	0
Cape Verde	15922	-15517	-3	-6	0
Gambia	14746	-11091	-1	-21	0
Guinea-Bissau	14050	-12231	52	10	0

LIST OF IMPORTERS FOR STEEL IN 2010

Enlarged ECOWAS regional markets provide incentives for private crossborder investments and foreign direct investment. The establishment of optimum-sized industrial and service projects, constrained by the limited size of individual country markets, could be facilitated by appropriate trade and macroeconomic policy regimes. For example, the economies of most individual ECOWAS countries are too small to support a viable steel industry, a sector pivotal to industrialization. The combination of a stable common regional investment climate, transport and communication infrastructure, and sound regional economic policy could provide adequate incentives for large-scale investment in manufacturing and service projects subject to economies of scale.

Table 1

Total Production of Crude Steel

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Austria	5 869	6 189	6 261	6 530	7 031	7 129	7 578	7 594	5 662	7 206
Belgium	10 762	11 343	11 114	11 698	10 420	11 631	10 692	10 673	5 635	7 973
Denmark	751	392								
Finland	3 938	4 003	4 766	4 832	4 739	5 054	4 431	4 417	3 066	4 030
France	19 343	20 258	19 758	20 770	19 481	19 852	19 250	17 879	12 840	15 414
Germany	44 803	45 015	44 809	46 374	44 524	47 224	48 550	45 833	32 670	43 830
Greece	1 281	1 835	1 701	1 967	2 266	2 416	2 554	2 477	2 000	1 821
Ireland	150									
Italy	26 545	26 066	27 058	28 604	29 350	31 624	31 553	30 590	19 848	25 750
Luxembourg	2 725	2 719	2 675	2 684	2 194	2 802	2 858	2 582	2 141	2 548
Netherlands	6 037	6 117	6 571	6 848	6 919	6 372	7 368	6 853	5 194	6 651
Portugal (e)	728	920	1 000	1 250	1 338	1 338	1 847	1 630	1 587	1 351
Spain	16 504	16 408	16 286	17 621	17 826	18 391	18 999	18 640	14 358	16 343
Sweden	5 518	5 754	5 707	5 978	5 723	5 466	5 673	5 164	2 804	4 846
United Kingdom	13 543	11 667	13 268	13 766	13 239	13 871	14 317	13 521	10 079	9 709
European Union (15)	158 497	158 686	160 975	168 921	165 050	173 171	175 668	167 852	117 885	147 472
Bulgaria	1 972	1 860	2 317	2 106	1 949	2 102	1 909	1 330	726	747
Czech Republic	6 316	6 512	6 783	7 033	6 189	6 862	7 059	6 387	4 594	5 180
Hungary	1 956	2 053	1 989	1 952	1 958	2 084	2 227	2 097	1 403	1 678
Latvia (e)	515	520	520	662	688	690	696	635	692	655
Poland	8 809	8 368	9 107	10 593	8 336	10 008	10 632	9 728	7 128	7 993
Romania	4 935	5 491	5 691	6 042	6 280	6 266	6 261	5 035	2 761	3 721
Slovak Republic	3 989	4 275	4 588	4 454	4 485	5 093	5 089	4 489	3 747	4 580
Slovenia	462	481	541	566	583	628	638	642	430	606
Accession Cts.	28 954	29 560	31 536	33 407	30 468	33 732	34 511	30 343	21 481	25 158
European Union (27)	187 452	188 246	192 511	202 328	195 518	206 903	210 179	198 195	139 366	172 630
Albania	80	140	140	143	180	206	263	300	250	250
Bosnia-Herzegovina	84	74	95	75	289	490	533	608	519	592
Croatia	58	34	41	86	73	81	75	89	43	95
Macedonia	260	260	291	309	310	354	359	253	270	291
Montenegro							174	170	130	130
Norway	640	698	703	725	705	684	708	560	595	520
Serbia							1 478	1 662	1 061	1 254
Serbia and Montenegro	595	591	711	1 175	1 292	1 823				
Switzerland	1 000	1 000	1 000	1 000	1 158	1 252	1 264	1 312	934	1 320
Turkey	14 981	16 467	18 298	20 478	20 965	23 315	25 754	26 806	25 304	29 143
Other Europe	17 697	19 265	21 281	23 992	24 972	28 205	30 608	31 760	29 106	33 595
Azerbaijan (e)	80	125	250	250	330	300	150	150	120	120
Byelorussia	1 486	1 484	1 591	1 792	2 027	2 324	2 410	2 589	2 417	2 530
Kazakhstan	4 655	4 814	4 898	5 385	4 451	4 269	4 782	4 250	4 146	4 220
Moldova	967	514	850	1 012	1 016	675	965	885	380	240
Russia	58 970	59 777	61 450	65 583	66 146	70 830	72 387	68 510	60 011	66 942
Ukraine	33 108	34 050	36 932	38 738	38 641	40 891	42 830	37 279	29 855	33 432
Uzbekistan	433	450	499	602	595	617	645	682	716	716
C.I.S.	99 699	101 214	106 470	113 362	113 206	119 906	124 169	114 345	97 645	108 200

Table 1
(continued) Total Production of Crude Steel

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Canada	15 276	16 002	15 929	16 305	15 327	15 493	15 572	14 845	9 286	13 013
Cuba	270	268	210	192	245	257	268	279	267	278
El Salvador	39	49	57	59	48	72	73	71	56	64
Guatemala	202	216	226	232	207	292	349	250	224	274
Mexico	13 300	14 010	15 159	16 737	16 195	16 447	17 573	17 209	14 132	16 710
Trinidad and Tobago	668	817	903	815	712	673	682	489	417	572
United States	90 104	91 587	93 677	99 681	94 897	98 557	98 102	91 350	58 196	80 495
North America	119 858	122 949	126 161	134 021	127 631	131 789	132 618	124 494	82 578	111 406
Argentina	4 107	4 356	5 044	5 133	5 380	5 533	5 387	5 541	4 013	5 138
Brazil	26 717	29 604	31 147	32 909	31 610	30 901	33 782	33 716	26 506	32 928
Chile	1 247	1 279	1 377	1 579	1 537	1 627	1 679	1 523	1 308	1 011
Colombia	638	664	668	730	842	1 220	1 245	1 053	1 053	1 213
Ecuador	60	69	80	72	84	85	87	128	259	372
Paraguay	71	80	91	107	101	115	95	83	54	59
Peru	690	611	669	726	790	896	881	1 001	718	880
Uruguay	31	34	40	58	64	57	71	86	57	65
Venezuela	3 813	4 164	3 930	4 561	4 910	4 864	5 005	4 225	3 808	2 207
South America	37 372	40 861	43 047	45 875	45 316	45 298	48 232	47 354	37 776	43 873
Algeria	947	1 091	1 051	1 014	1 007	1 158	1 278	646	543	688
Angola (e)										
Egypt	3 799	4 316	4 398	4 810	5 603	6 045	6 224	6 198	5 541	6 676
Ghana (e)	25	25	25	25	25	25	25	25	25	25 e
Kenya (e)	20	20	20	20	20	20	20	20	20	20 e
Libya	846	886	1 007	1 026	1 255	1 151	1 250	1 137	914	825
Mauritania (e)	5	5	5	5	5	5	5	5	5	5 e
Morocco	5	5	5	5	205	314	512	478	479	455
Nigeria				40	100	100	100	100	100	100
South Africa	8 821	9 095	9 481	9 500	9 494	9 718	9 098	8 246	7 484	7 617
Tunisia (e)	239	200	86	66	70	75	80	82	155	150 e
Uganda (e)	30	30	30	30	30	30	30	30	30	30 e
Zaire (e)	30	30	30	30	30	30	30	30	30	30 e
Zimbabwe	149	105	152	135	107	24	23			
Africa	14 916	15 807	16 289	16 706	17 950	18 695	18 675	16 997	15 326	16 621
Iran	6 916	7 321	7 869	8 682	9 404	9 789	10 051	9 964	10 908	11 995
Israel	280	280	280	280	300	300	300	300	300	300 e
Jordan	30	134	135	140	150	150	150	150	150	150 e
Qatar	891	1 027	1 055	1 089	1 057	1 003	1 147	1 406	1 448	1 970
Saudi Arabia	3 413	3 570	3 944	3 902	4 186	3 974	4 644	4 667	4 690	5 015
Syria	70	70	70	70	70	70	70	70	70	70 e
United Arab Emirates	90	90	90	90	90	90	90	90	90	90 e
Middle East	11 690	12 492	13 443	14 253	15 257	15 376	16 452	16 646	17 656	19 590

Table 1
(continued)

Total Production of Crude Steel

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
China	151 634	182 366	222 336	282 911	353 240	419 149	489 288	500 312	573 567	626 654
India	27 291	28 814	31 779	32 626	45 780	49 450	53 468	57 791	63 527	68 321
Indonesia	2 781	2 462	2 042	3 682	3 675	3 759	4 160	3 915	3 501	3 664
Japan	102 866	107 745	110 511	112 718	112 471	116 226	120 203	118 739	87 534	109 599
North Korea (e)	300	300	300	300	300	300	300	300	250	250 e
South Korea	43 852	45 390	46 310	47 521	47 820	48 455	51 517	53 625	48 572	58 363
Malaysia	4 100	4 722	3 960	5 698	5 296	5 834	6 895	6 423	5 354	5 694
Mongolia (e)	35	35	35	35	35	35	35	35	35	35 e
Myanmar (e)	25	25	25	25	25	25	25	25	25	25 e
Pakistan	953	970	1 000	1 145	825	1 040	1 090	1 000	800	800 e
Philippines	500	550	500	400	470	558	718	711	824	825
Singapore	456	460	561	610	572	607	640	764	664	728
Sri Lanka (e)	30	30	30	30	30	30	30	30	30	30 e
Taiwan, China	17 261	18 230	18 832	19 599	18 942	20 000	20 903	19 882	15 873	19 755
Thailand	2 127	2 538	3 551	4 533	5 161	4 914	5 565	5 211	3 646	4 145
Viet Nam	319	409	544	689	890	1 869	2 024	2 250	2 700	4 314
Asia	354 529	395 046	442 316	512 521	595 533	672 252	756 861	771 013	806 901	903 201
Australia	7 033	7 527	7 544	7 414	7 757	7 881	7 939	7 625	5 249	7 296
New Zealand	826	765	853	885	889	810	845	799	765	853
Oceania	7 859	8 292	8 397	8 300	8 646	8 691	8 783	8 424	6 014	8 149
World	851 073	904 170	969 915	1 071 358	1 144 029	1 247 116	1 346 577	1 329 228	1 232 368	1 417 264

World crude steel production is increasing annually, except there was a drop in 2009 (because of the recession) and covered up in 2010. The main growth has been in production of China and developing countries.



Table 40

Apparent Steel Use per Capita
(kilograms finished steel products)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Austria	372.5	385.0	384.3	403.3	424.8	501.0	505.2	487.2	393.4	444.7
Belgium-Luxembourg	502.9	416.2	374.5	440.3	424.6	506.8	515.1	491.3	343.8	407.5
Denmark	335.0	370.9	331.6	344.4	316.7	375.3	371.5	325.3	167.8	190.7
Finland	416.8	394.8	384.3	414.2	402.1	454.6	485.1	441.0	297.7	267.2
France	281.6	278.2	255.3	277.9	250.2	265.1	280.6	258.8	178.4	222.9
Germany	450.5	428.1	429.5	437.4	436.2	476.4	520.6	505.1	333.7	466.8
Greece	295.4	326.4	325.9	275.5	322.4	383.7	389.7	338.2	237.4	179.7
Ireland	204.7	231.6	220.6	218.3	200.6	256.1	274.1	214.9	84.6	96.9
Italy	520.9	509.1	538.9	557.8	534.6	620.3	615.6	560.0	312.9	428.1
Netherlands	292.2	246.4	209.9	215.9	220.9	213.6	248.9	258.7	171.6	197.7
Portugal	293.2	321.3	328.1	310.6	251.4	287.8	319.5	274.5	212.7	215.5
Spain	471.5	490.4	521.1	524.1	518.0	585.2	605.7	444.5	293.6	323.1
Sweden	347.9	364.6	397.5	445.0	455.7	495.6	537.7	479.7	283.5	398.4
United Kingdom	225.6	210.3	205.0	218.3	178.1	211.7	211.9	194.5	144.0	148.5
European Union (15)	378.4	369.0	369.8	382.6	366.5	412.0	429.6	387.9	252.5	314.2
Bulgaria	103.4	143.6	171.3	172.9	187.9	203.1	204.8	192.8	130.7	156.7
Cyprus	183.1	298.6	346.3	377.5	349.2	374.2	472.7	459.8	281.0	309.3
Czech Republic	388.8	407.4	430.6	505.4	511.2	583.3	642.1	639.5	441.2	541.0
Estonia	241.5	251.4	234.7	368.0	251.0	431.3	378.6	304.9	134.4	225.9
Hungary	187.0	200.3	209.8	211.3	201.9	224.6	266.1	274.4	154.8	179.9
Latvia	120.4	109.0	99.0	200.5	164.6	211.9	234.5	188.1	122.2	166.4
Lithuania	79.5	92.9	63.6	157.0	154.0	179.5	204.1	153.9	73.9	100.1
Malta	158.9	145.5	112.0	142.4	145.3	157.9	170.6	132.2	110.5	136.4
Poland	173.8	199.6	211.1	233.2	223.7	297.4	335.4	302.4	204.6	251.0
Romania	121.1	126.8	137.6	145.4	156.7	188.3	226.7	215.3	123.8	132.5
Slovak Republic	237.6	249.7	271.2	316.9	303.4	360.5	421.1	391.6	253.7	329.3
Slovenia	511.2	517.6	489.1	575.9	520.4	598.5	694.8	621.4	436.2	494.9
Accession Cts.	185.8	204.7	215.9	245.0	240.3	293.6	332.5	310.8	201.1	242.6
European Union (27)	336.7	333.5	336.7	353.0	339.5	386.7	408.9	371.5	241.6	299.1
Albania	77.1	94.5	107.3	107.0	127.2	143.7	148.0	133.2	168.4	96.8
Bosnia-Herzegovina	52.8	63.8	50.6	55.2	101.4	163.1	135.9	142.0	112.5	133.1
Croatia	119.2	148.9	174.4	187.0	182.0	181.1	229.2	247.8	173.5	163.7
Iceland	116.7	138.7	191.8	295.0	357.9	177.8	377.8	283.6	99.4	108.8
Macedonia	71.3	110.3	73.8	142.4	191.4	259.1	254.6	106.1	131.2	137.2
Montenegro							119.4	96.4	126.7	174.7
Norway	243.6	242.5	241.5	349.7	283.0	325.3	302.5	279.9	185.4	219.6
Serbia							110.4	116.3	83.7	47.6
Serbia and Montenegro	63.3	50.3	55.8	70.5	71.1	163.7				
Switzerland	295.1	258.3	247.9	267.9	285.7	316.6	336.7	322.7	255.2	322.4
Turkey	127.3	162.4	193.6	212.5	253.7	287.8	317.9	283.0	234.7	303.0
Other Europe	131.4	153.5	174.2	196.5	225.7	264.9	282.8	255.7	209.5	257.5
Azerbaijan	33.6	44.4	63.1	62.8	76.1	106.8	97.5	113.4	94.2	105.7
Byelorussia	56.9	83.0	154.6	171.6	177.5	211.3	236.9	255.6	189.1	268.2
Georgia	21.1	31.7	42.5	42.6	42.8	40.5	56.6	69.9	44.6	59.8
Kazakhstan	59.8	64.1	92.7	120.4	151.8	156.4	194.5	157.9	172.5	134.3
Moldova	218.8	128.8	206.2	241.6	243.1	183.3	64.2	64.5	47.3	29.1
Russia	184.2	171.7	175.5	183.2	204.9	245.8	285.6	251.7	178.1	256.3
Ukraine	119.3	115.4	134.7	121.8	118.4	142.5	173.9	149.4	86.6	121.0
Uzbekistan	21.9	24.2	27.6	31.0	30.5	37.9	47.9	48.4	55.4	45.8
C.I.S.	137.6	130.1	142.3	147.2	160.8	189.7	219.3	195.3	141.2	190.0

Table 40
(continued)Apparent Steel Use per Capita
(kilograms finished steel products)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Canada	484.4	502.6	486.4	540.9	520.1	554.8	470.9	441.9	284.6	417.4
Costa Rica	79.5	78.2	77.0	75.8	74.6	73.6	72.5	71.5	58.5	75.4
Cuba	17.9	17.9	8.9	8.9	8.8	8.8	17.6	17.5	10.6	13.8
Dominican Republic	46.8	69.1	34.0	33.5	33.0	32.5	32.0	42.1	28.4	36.5
El Salvador	48.1	47.2	61.8	60.7	59.6	58.6	57.6	56.6	47.0	60.4
Guatemala	44.3	34.8	34.1	33.5	32.8	32.1	31.4	30.8	24.3	31.0
Honduras	30.6	29.9	29.1	28.5	27.8	27.2	26.6	26.1	22.6	28.9
Mexico	129.0	139.5	144.0	152.6	143.9	159.5	157.4	149.3	127.3	142.8
Nicaragua	39.7	38.8	38.0	37.3	36.6	35.9	35.2	34.6	30.0	38.5
Panama	67.8	66.6	65.5	96.6	95.1	93.6	92.1	90.6	67.0	85.9
Trinidad and Tobago	80.1	240.8	161.0	242.1	242.5	242.9	243.3	243.7	182.9	238.4
United States	371.9	372.8	364.4	412.8	373.2	410.4	369.0	332.5	192.9	267.3
North America	288.1	292.3	285.9	320.3	293.1	320.5	289.8	264.3	164.8	222.1
Argentina	67.9	45.9	74.1	92.4	94.4	113.4	115.3	118.2	78.3	111.7
Bolivia	23.9	23.4	22.9	22.5	22.0	21.6	21.2	20.8	14.8	19.0
Brazil	93.3	90.9	86.8	98.2	89.0	96.8	113.8	122.5	93.5	129.8
Chile	115.1	113.2	113.0	131.3	129.8	142.5	146.5	165.2	105.3	154.0
Colombia	33.5	32.6	34.0	52.3	57.4	67.1	64.8	59.3	51.1	63.3
Ecuador	63.3	46.8	30.6	59.8	58.6	101.2	84.1	91.7	71.7	88.6
Paraguay	17.4	17.0	16.6	32.3	31.5	30.7	30.0	29.3	18.4	23.5
Peru	33.2	41.8	37.8	33.9	38.7	48.8	53.6	73.6	53.6	86.4
Uruguay	29.9	29.7	29.5	29.4	29.2	29.0	28.9	28.8	27.8	35.9
Venezuela	94.4	66.4	60.2	96.3	96.1	126.2	140.1	128.7	100.1	83.2
South America	75.8	70.2	69.9	83.9	80.2	92.1	101.5	107.4	80.4	108.0
Algeria	72.8	81.2	96.9	102.3	99.6	121.0	122.2	152.7	175.6	129.3
Cameroon	15.5	9.7	6.8	5.9	6.9	8.5	8.3	8.3	9.0	8.4
Egypt	80.1	81.4	60.2	54.1	68.5	62.2	72.2	84.7	118.7	107.1
Ghana	9.8	7.5	11.3	9.8	15.7	11.7	11.5	20.2	18.3	20.9
Ivory Coast	5.3	7.2	6.6	3.9	5.1	6.6	6.4	8.7	8.2	9.9
Kenya	11.8	13.3	13.4	14.9	12.8	16.3	15.8	16.3	21.3	20.1
Libya	93.0	119.7	173.4	146.2	194.9	203.2	209.3	218.4	347.0	276.3
Morocco	34.4	47.9	39.8	43.6	58.9	58.4	61.3	73.7	74.1	54.6
Nigeria	11.2	10.0	11.9	9.5	12.3	9.0	8.8	11.7	12.5	9.5
Senegal	8.7	11.2	11.2	14.3	15.7	16.3	15.9	14.6	19.5	23.5
South African Customs Union	80.4	91.8	76.6	91.2	85.5	109.3	107.4	108.9	78.7	87.6
Sudan	6.2	7.9	11.3	16.7	15.9	13.3	13.0	10.8	11.9	10.2
Tanzania	3.4	3.8	4.5	4.5	5.3	5.4	5.3	6.3	7.8	8.0
Tunisia	69.8	64.8	81.0	88.6	92.7	97.2	78.5	110.6	91.3	102.2
Zaire	0.7	0.9	0.8	0.9	1.0	1.0	0.9	1.3	1.2	1.1
Africa	31.1	33.4	31.2	31.9	35.0	36.8	37.5	43.0	47.2	41.7

Table 40
(continued)Apparent Steel Use per Capita
(kilograms finished steel products)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Bahrain	44.7	100.0	134.0	151.3	181.9	193.9	193.8	557.3	116.1	195.9
Iran	167.0	176.4	230.1	225.8	241.7	225.3	319.0	252.9	287.9	298.8
Israel	277.0	286.0	272.5	260.4	250.7	204.9	196.3	204.7	216.8	238.8
Jordan	77.0	101.5	107.5	95.2	145.9	174.2	164.8	270.3	265.0	225.9
Kuwait	219.7	318.6	290.6	307.0	262.3	241.1	232.0	392.4	228.0	385.2
Lebanon	187.1	119.5	128.9	78.0	95.7	85.6	76.1	285.4	605.4	579.1
Oman	143.7	83.7	82.1	141.9	165.8	158.6	149.4	226.3	112.6	125.1
Qatar	204.4	600.1	662.0	832.4	691.6	1 280.8	1 182.3	1 704.0	1 021.7	1 288.4
Saudi Arabia	212.1	211.7	229.1	226.0	250.0	274.6	309.8	343.5	268.3	322.9
Syria	80.3	100.6	100.5	94.6	121.7	122.2	115.2	98.1	107.3	81.3
United Arab Emirates	677.6	825.0	1 004.0	1 179.2	1 341.2	1 595.2	1 509.4	2 210.9	1 236.5	1 308.5
Middle East	179.9	193.8	228.7	231.0	253.5	260.3	304.8	321.2	290.6	308.9
Bangladesh	6.0	6.5	6.5	5.7	6.7	5.7	5.5	4.9	10.3	11.5
China	123.7	149.0	186.2	212.4	266.0	287.4	319.6	326.9	409.4	427.4
Hong Kong, China	694.1	678.8	659.2	697.4	564.1	527.5	524.6	322.4	388.2	255.8
India	27.9	29.5	31.3	32.9	36.6	41.2	45.8	45.1	50.0	54.9
Indonesia	23.2	22.1	21.0	25.3	31.6	26.9	30.9	37.1	30.9	37.3
Japan	576.5	563.7	576.6	602.4	601.6	619.5	637.0	612.1	415.6	500.9
North Korea	13.5	13.4	13.2	13.1	13.1	13.4	10.1	9.4	9.9	8.0
South Korea	806.6	921.5	952.0	986.7	981.6	1 042.6	1 144.1	1 210.7	936.1	1 077.2
Malaysia	332.5	311.4	268.1	303.3	284.8	277.8	309.8	335.9	258.4	315.8
Myanmar	6.1	8.1	9.5	9.8	10.7	11.4	11.3	10.5	17.1	19.4
Pakistan	9.9	10.7	12.4	13.6	15.9	15.8	15.7	11.7	13.5	13.2
Philippines	37.5	44.0	41.4	34.3	34.0	34.3	38.2	37.0	35.9	38.0
Singapore	681.3	714.4	677.1	689.0	677.8	445.2	636.9	737.0	609.7	570.1
Sri Lanka	8.5	16.4	18.7	20.4	23.0	23.1	22.8	18.5	18.6	20.0
Taiwan, China	779.9	908.2	881.0	974.8	877.1	870.0	790.9	737.8	491.0	771.8
Thailand	120.8	158.9	173.8	198.5	216.0	194.6	195.2	207.1	163.0	211.0
Viet Nam	46.3	59.5	58.2	64.4	61.3	66.4	116.3	104.9	131.7	139.8
Asia	105.3	117.9	132.5	145.3	165.5	174.5	190.6	191.9	210.2	225.8
Australia	285.1	317.4	328.8	350.1	341.0	336.8	353.6	353.5	251.2	307.3
New Zealand	192.8	210.4	214.6	222.1	232.2	217.6	225.1	215.7	132.9	174.0
Oceania	269.8	299.6	309.8	328.7	322.9	316.9	332.2	330.7	231.6	285.3
World	135.6	143.2	152.8	165.9	175.8	190.0	201.7	196.8	183.3	206.2

Cal As we see the table, we can observe that the per capita consumption of steel in developed countries is quite high, while the per capita use of steel in developing or under developed countries is low; but it is increasing with the economic growth of the country.

According to those figures from www.worldsteel.org, steel consumption levels correlate with economic growth and expansion. When the global economy is expanding, there is a rise in demand for steel, putting upward pressure on steel prices. When economic growth slows down, steel prices tend to fall. Economic expansion usually means that the primary end markets of the steel industry are performing well.

D. What is the economic climate now and in the next couple of years? How will the economic climate affect steel business?

Sources : ITC calculations
based on UN COMTRADE
statistics.

Unit : US Dollar thousand

Partners	Balance in value in 2010	Balance in value in 2011	Balance in value in 2012	Balance in value in 2013	Balance in value in 2014
World	-1780380				
Economic Community of West African States (ECOWAS) Aggregation	-1571751	-107696	-107696	3905	111601
Togo	-9232	-9490	-9766	-10059	-10371
Gambia	-11091	-11402	-11732	-12084	-12459
Guinea-Bissau	-12231	-12843	-13485	-14159	-14867
Liberia	-14255	-15039	-15866	-16739	-17659
Cape Verde	-15517	-16355	-17238	-18169	-19150
Sierra Leone	-22896	-24018	-25195	-26429	-27724
Niger	-35522	-38648	-42049	-45749	-49775
Benin	-53762	-55375	-57036	-58747	-60510
Guinea	-56770	-57849	-58948	-60068	-61209
Burkina Faso	-82201	-89763	-98022	-107040	-116887
Senegal	-87755	-91441	-95281	-99283	-103453
Ivory Coast	-134133	-138157	-142302	-146571	-151114
Mali	-154758	-161722	-169000	-176605	-184552
Ghana	-253497	-270228	-288063	-307075	-327342
Nigeria	-628131	-677753	-731296	-789068	-851405

ECOWAS TRADE BALANCE FOR STEEL PROJECTION

While most economic blocs of the world are suffering from the slow recovery of the global economy, **the President of Economic Community of West African States (ECOWAS) Commission, Ambassador Victor Gbeho** has said that the region is benefiting from the slow recovery. He said that ECOWAS Member States have experienced increase demands for raw materials which are abundant in the region and the mainstay of their economies.

"While global economy is projected to grow by 4 per cent in both 2011 and 2012, economic growth in West Africa is projected to grow by 6.4 per cent in 2011," he said.

E. Is ECOWAS steel market affected by business cycles or seasons?

S.N	SIZE /SECTION	LENGTH OF THE PIECE IN METERS	PRICE PER PIECE IN F CFA (26/01/12)	REMARKS
TMT BARS				
1	5.5 mm Dia.	12 METERS	1050	<i>Non Standard size</i>
2	7.5 mm Dia.	12 METERS	2100	<i>Non Standard size</i>
3	9.5 mm Dia.	12 METERS	3100	<i>Non Standard size</i>
4	11.5 mm Dia.	12 METERS	5200	<i>Non Standard size</i>
5	6 mm Dia.	12 METERS	1750	<i>Standard size</i>
6	8 mm Dia.	12 METERS	2750	<i>Mali Steel Price on 27.02.2012 is 4000 F CFA for 8 mm Dia. TMT</i>
7	10 mm Dia.	12 METERS	3750	<i>Mali Steel Price on 27.02.2012 is 5500 F CFA for 10 mm Dia. TMT</i>
8	12 mm Dia.	12 METERS	6200	<i>Standard size</i>
9	14 mm Dia.	12 METERS	10000	<i>Standard size</i>
10	16 mm Dia.	12 METERS	13250	<i>Standard size</i>
11	20 mm Dia.	12 METERS	21250	<i>Standard size</i>
12	25 mm Dia.	12 METERS	30250	<i>Standard size</i>
ANGLES				
1	40X40X3 mm	6 METERS	7600	<i>Standard size</i>
	40X40X4 mm	6 METERS	9500	<i>Mali Steel - price dt. 27.2.2012</i>
2	45X45X3 mm	6 METERS	8750	
3	45X45X4 mm	6 METERS	11250	
4	50X50X3 mm	6 METERS	9250	
5	50X50X4 mm	6 METERS	14250	
6	50X50X5 mm	6 METERS	17250	
7	60X60X5 mm	6 METERS	29500	
8	70X70X5 mm	6 METERS	30500	
9	70X70X6 mm	6 METERS	31500	<i>Mali Steel Price on 27.02.2012 for 70X70X6 mm Angles is 38500 F CFA</i>

MARKET RATES FOR STEEL TMT BARS AND ANGLES IN BAMAKO

We can see for 8 and 10 mm TMT bars and angles that the prices increased by 25-50 % within a month, due to seasonal effects or storage of items.

Very often, the sales decline during the months of December, January and July to late August. From early September (winter period), the market starts picking up and is good till December and same from January end to June. According to our statistics, the trend in sales is significantly linked to the economic environment of the country (for exemple, the political crisis in Ivory Coast). What's more, it varies from year to year, depending on the economic growth of the country / government policies.

The only way to maintain a high demand all year long is to provide an international market (as "Issa "Monpao" BOCOUM, from METAL MALI SARL explained).

Crude steel production 2011

The figures below are in thousand metric tons.

	Jan	Feb	Mar	Apr	May	Jun
European Union (27)	14 744	14 627	16 301	15 705	16 199	15 605
Other Europe	3 040	2 745	3 055	3 038	3 164	3 060
C.I.S. (6)	9 541	8 902	9 900	9 447	9 584	9 282
North America	9 859	9 100	10 243	9 877	10 007	9 925
South America	3 746	3 760	4 223	4 176	4 435	4 129
Africa	1 234	1 048	1 193	1 100	1 193	1 191
Middle East	1 802	1 730	1 723	1 726	1 711	1 665
Asia	83 361	75 830	82 494	80 916	83 040	82 246
Total 64 countries	128 059	118 372	129 858	126 694	129 971	127 674

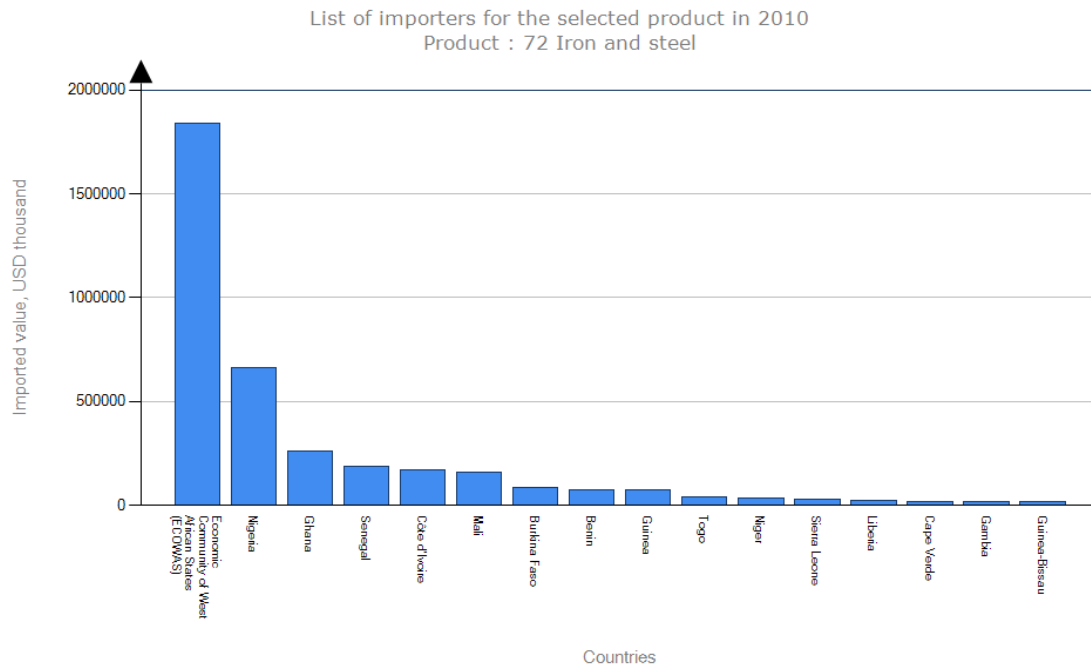
Jul	Aug	Sep	Oct	Nov	Dec	Total
14 964	12 730	14 666	15 193	14 193	12 541	177 431
3 070	3 037	3 214	3 325	3 084	3 345	37 181
9 278	9 463	9 081	9 495	9 144	9 318	112 434
10 093	10 131	9 910	9 893	9 745	10 134	118 927
4 269	4 143	3 900	3 959	3 814	3 795	48 357
1 207	1 200	1 103	1 206	1 090	1 202	13 966
1 587	1 677	1 661	1 681	1 641	1 718	20 325
82 177	81 251	78 780	78 308	72 223	74 581	954 190
		122	123	115	117	1 490
127 259	124 301	939	533	368	058	060

The production in 2011 is more than the steel production on 2010. This reflects that steel production is consistently increasing.

This table from www.worldsteel.org shows the monthly demand for 64 countries amongst the most steel consuming ones.

3. Target

A. What market segments is SEAS targeting?



SEAS targets mainly traders of Mali and neighboring countries (Ivory Coast, Niger, Burkina Faso, Ghana, Senegal, etc.), who are used to buy steel per tons, and sell it per units. Besides this, big firms may like to buy directly.



B. What kind of customers is SEAS targeting? What are its members' demographics and psychographics?

The construction sector and Industrial growth with its wide coverage, accounts for a major share of steel consumption. Construction constitutes the basic frame work of infrastructure and housing complexes, which in turn simulates further economic, commercial and industrial activities. The growth and development of the construction steel may thus, be considered synonymous and symbolic with the country's overall economic development.

The construction infrastructure and industrial economic sector expansion depends on agricultural and industrial growth.

Infrastructure, being the backbone of any economy, needs lot of investment in basic infrastructure and perhaps steel and steel alone could be the best alternative. Steel is a versatile material that possesses multitude of useful and preferred properties with environment friendly characteristic which has enabled it to occupy the foremost place among materials used in construction activity.

Ultimately, both SEAS and traders supply to users such as machine shops, fabricators, industries big builders / real estate (housing contractors/ builders).

These end markets represent the customers to whom companies such as SEAS sell their products. When the markets are performing well, industries will buy more steel to make more of their own product.

Perception of end-users about the strength of steel and its eco-friendliness has increased the use of steel products in construction over the decades through cost-effective designs and detailing of the projects.

SEAS customers will be able to increase their sales per month as their cycle time will be very short with regard to traders which will be importing products from others countries.

C. What is customer's primary reason for buying steel?

Customers' primary reason for wanting to use steel is price and its life span, then quality and delivery.

D. Why would someone prefer SEAS offering versus that offered by the competitors?

The reasons why anyone would prefer SEAS offering would be:

- Lower delivery duration,
- Selling price in ECOWAS can be CIP¹⁰,
- Products availability and
- Consistency in quality and maintaining international standards.

When people will get hot rolled TMT bars cheaper, they will not go for non standard cold rolled TMT bars.

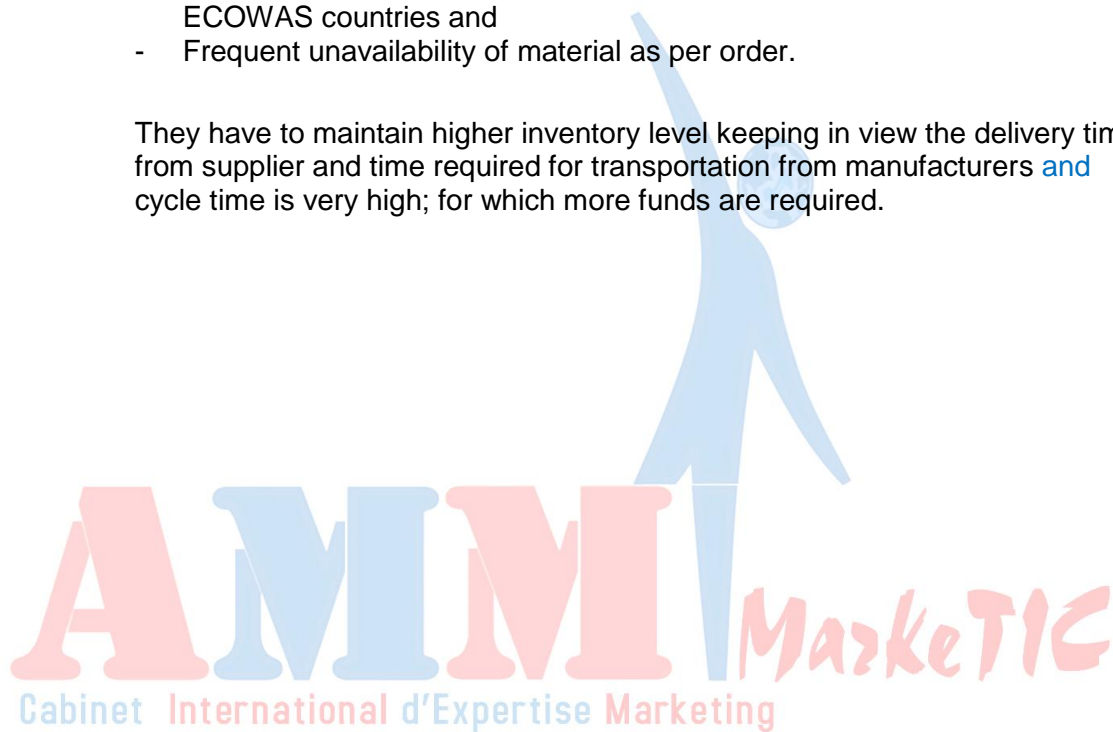
¹⁰ CIP – Carriage and Insurance Paid to (named place of destination)

E. Are there any issues that the traders might be facing while importing steel?

The concerns that importers have regarding steel are:

- Forwarding costs (various expenses paid at the port) and transportation Costs from port to works,
- Banking support,
- Customs (especially rights paid on the transport charges, packing, etc.),
- The unfair competition (not regulated),
- parceled supply from companies with a limited production capacity (cf SOTACI, ABJ, <http://www.sotaci.com/>)
- Higher cost in case of small orders for short items, so they have to keep High inventory of regular/ irregular items to avail the opportunity cost
- Weak capacity of the trailers (45 and 65 tons) importing from other ECOWAS countries and
- Frequent unavailability of material as per order.

They have to maintain higher inventory level keeping in view the delivery time from supplier and time required for transportation from manufacturers and cycle time is very high; for which more funds are required.



The containerized transport/multimodal where seller pays for carriage and insurance to the named destination point, but risk passes when the goods are handed over to the first carrier.

4. Competition

A. What categories of competition threaten SEAS success?

The main categories of competition identified are:

- European exporters (quality but expensive products) - Ukraine
- China (cheap but poor quality products with long delivery time)
- ECOWAS manufacturers (cheap EXW¹¹ but random availability)
- Local traders (lower delivery duration but deregulated market and decreasing quality), who will become prospects of SEAS.

As we can observe in the following maps and graph, the main exporters of steel to Mali is Ukraine, then India, followed by Turkey, China and South Africa importing more than 10 million USD each.

Then come partners such as Brazil, Senegal, Ivory Coast, Ghana, France, Belgium, Poland, Belarus and the Russian Federation.

Ivory Coast and Ghana are the biggest ECOWAS suppliers to Mali.



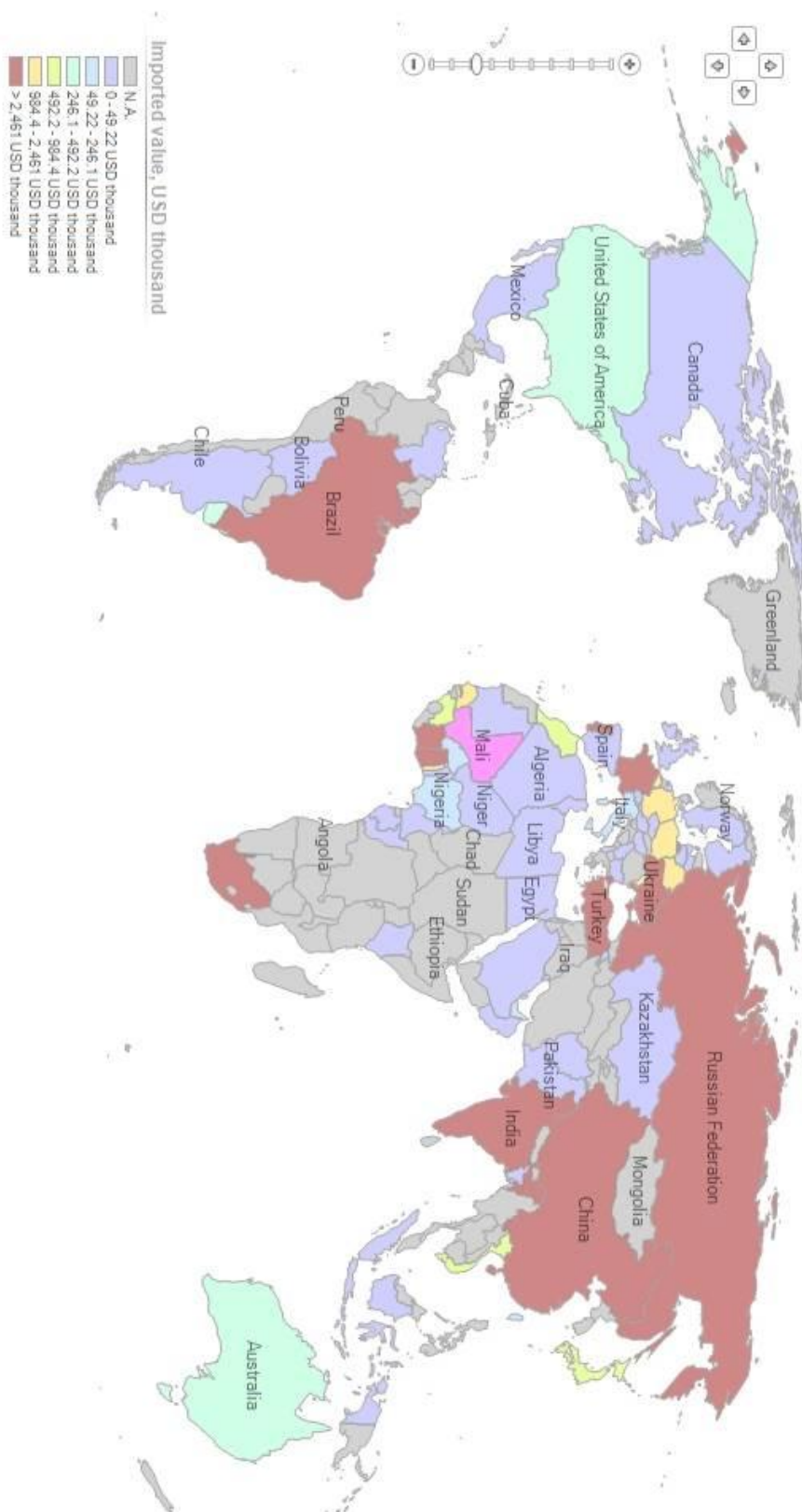
¹¹ EXW – Ex Works (named place of delivery)

The goods are offered as it is lying (the loading and transportation charges are to be born by the buyer).

The seller makes the goods available at its premises. This term places the maximum obligation on the buyer and minimum obligations on the seller. The Ex Works term is often used when making an initial quotation for the sale of goods without any costs included. EXW means that a seller has the goods ready for collection at his premises (works, factory, warehouse, plant) on the date agreed upon. The buyer pays all transportation costs and also bears the risks for bringing the goods to their final destination. The seller doesn't load the goods on collecting vehicles and doesn't clear them for export. If the seller does load the good, he does so at buyer's risk and cost. If parties wish seller to be responsible for the loading of the goods on departure and to bear the risk and all costs of such loading, this must be made clear by adding explicit wording to this effect in the contract of sale.

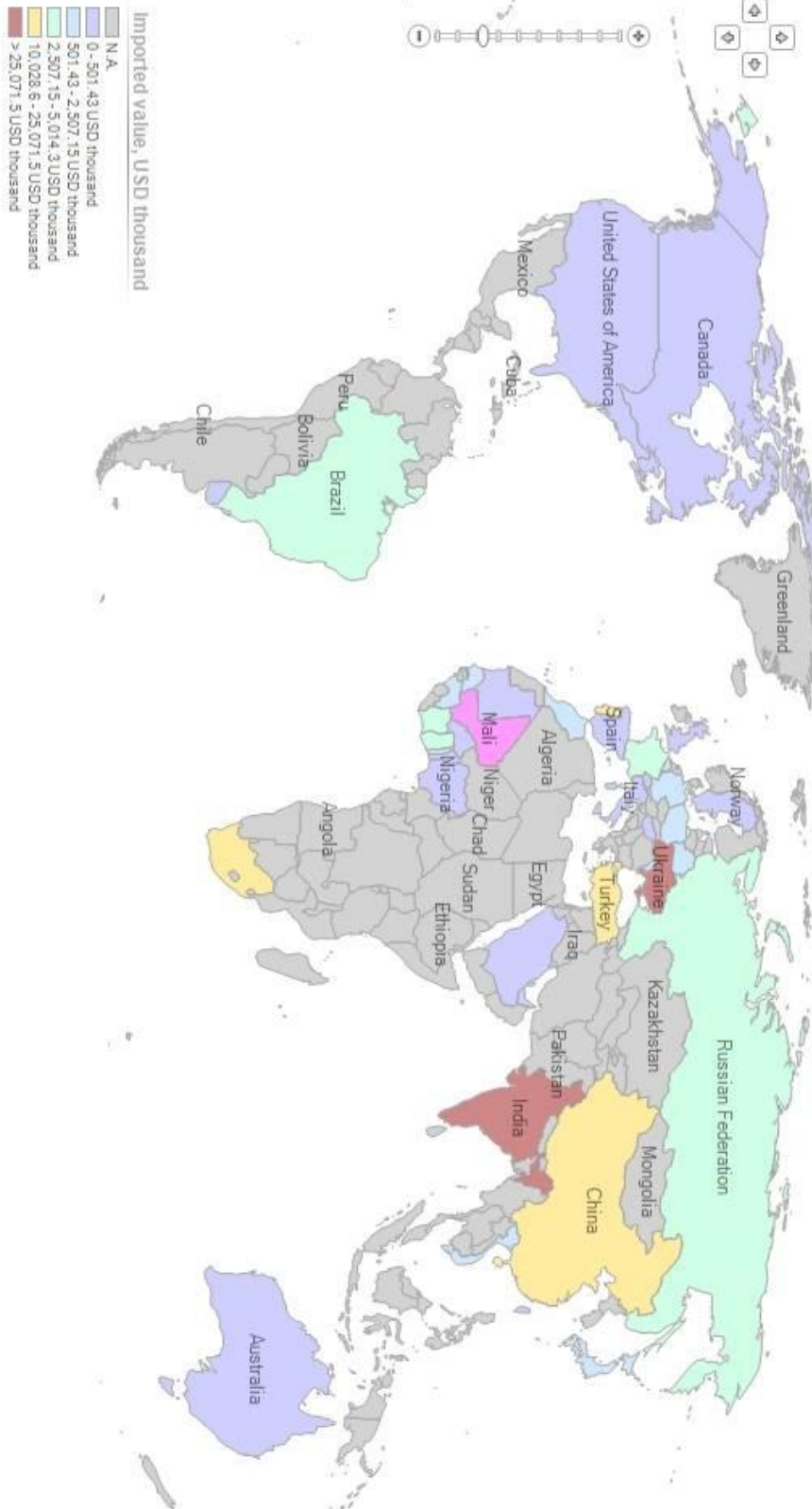
List of supplying markets for a product imported by Mali in 2010

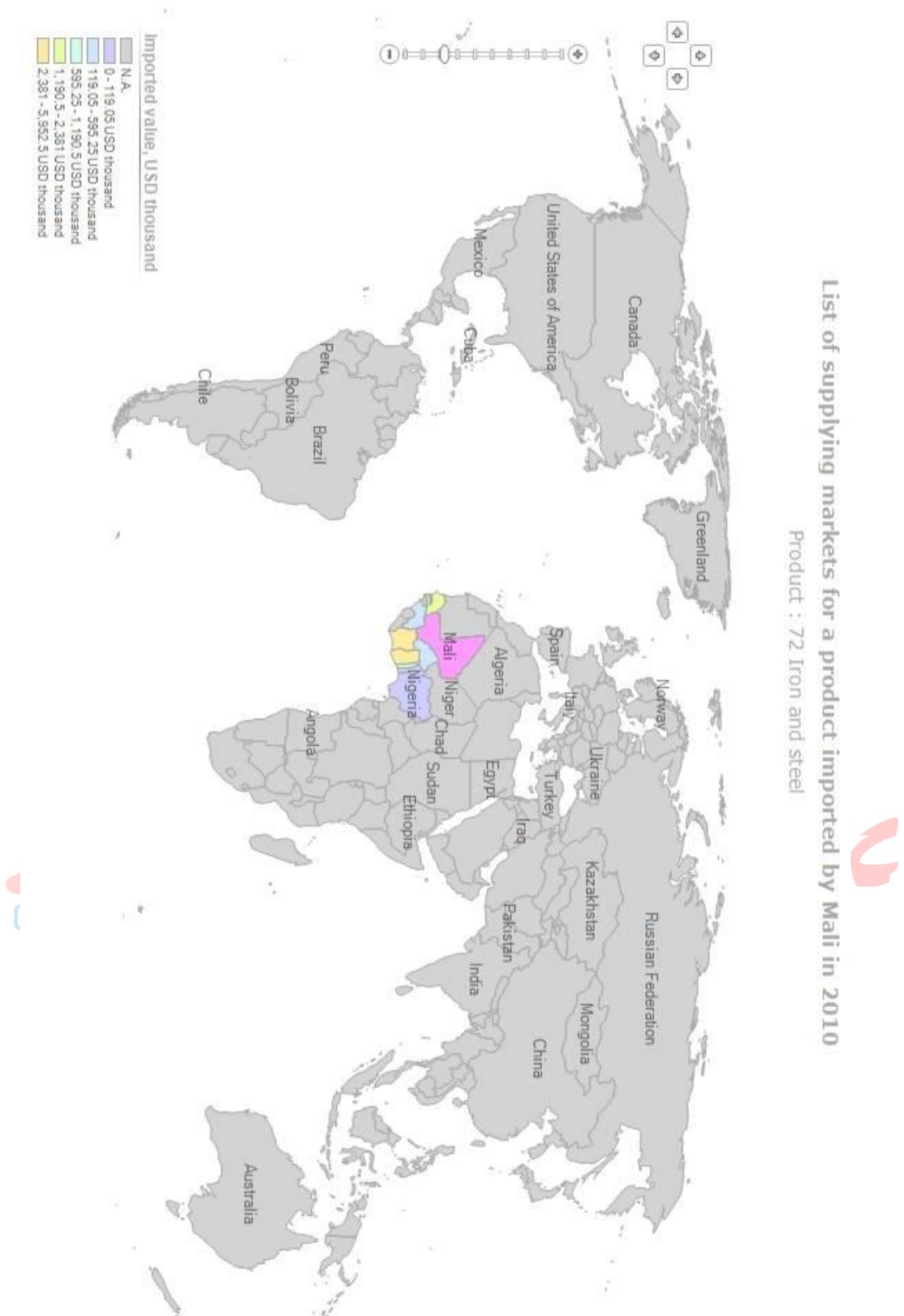
Product : 72 Iron and steel



List of supplying markets for a product imported by Mali in 2010

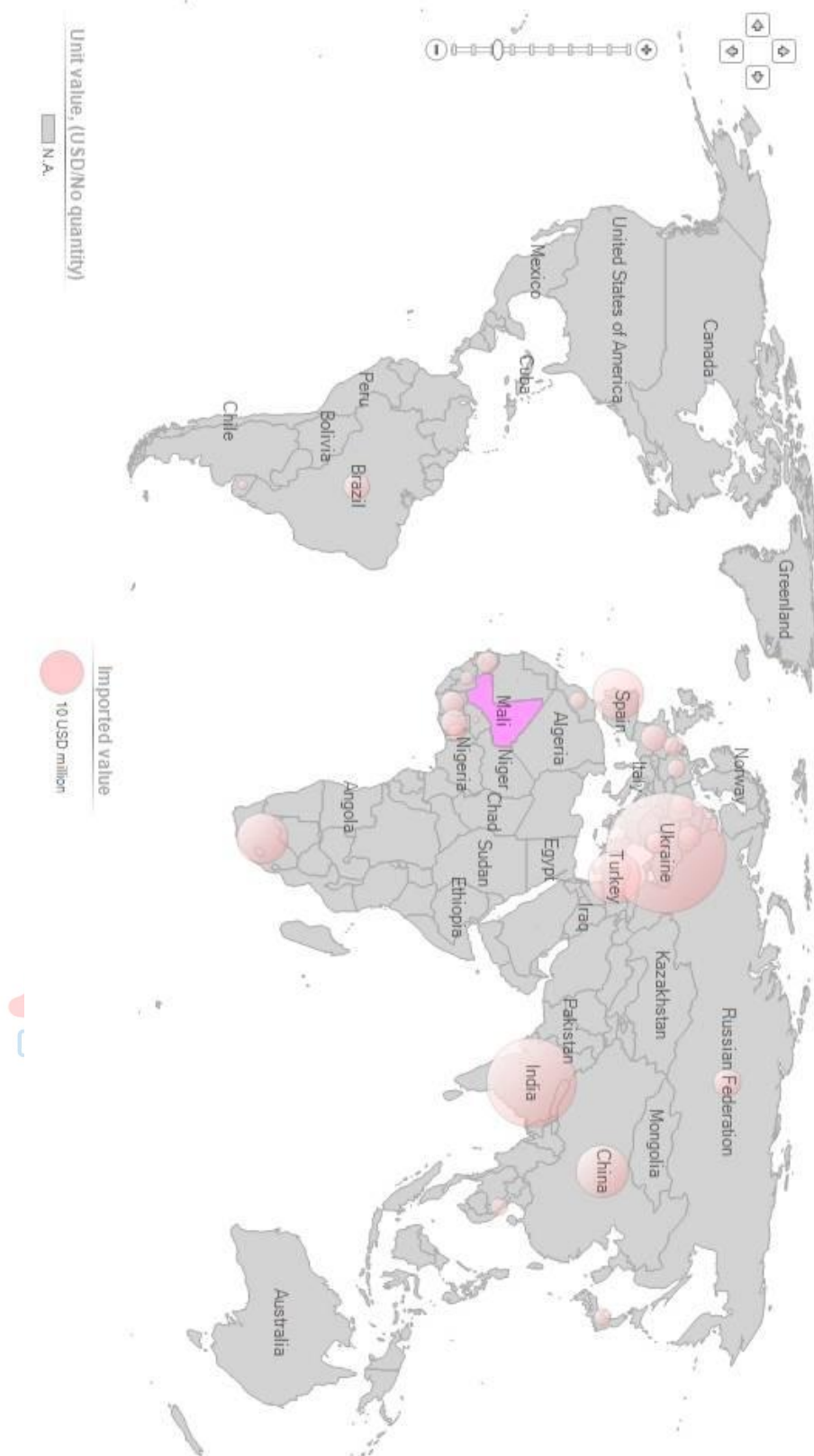
Product : 72 Iron and steel





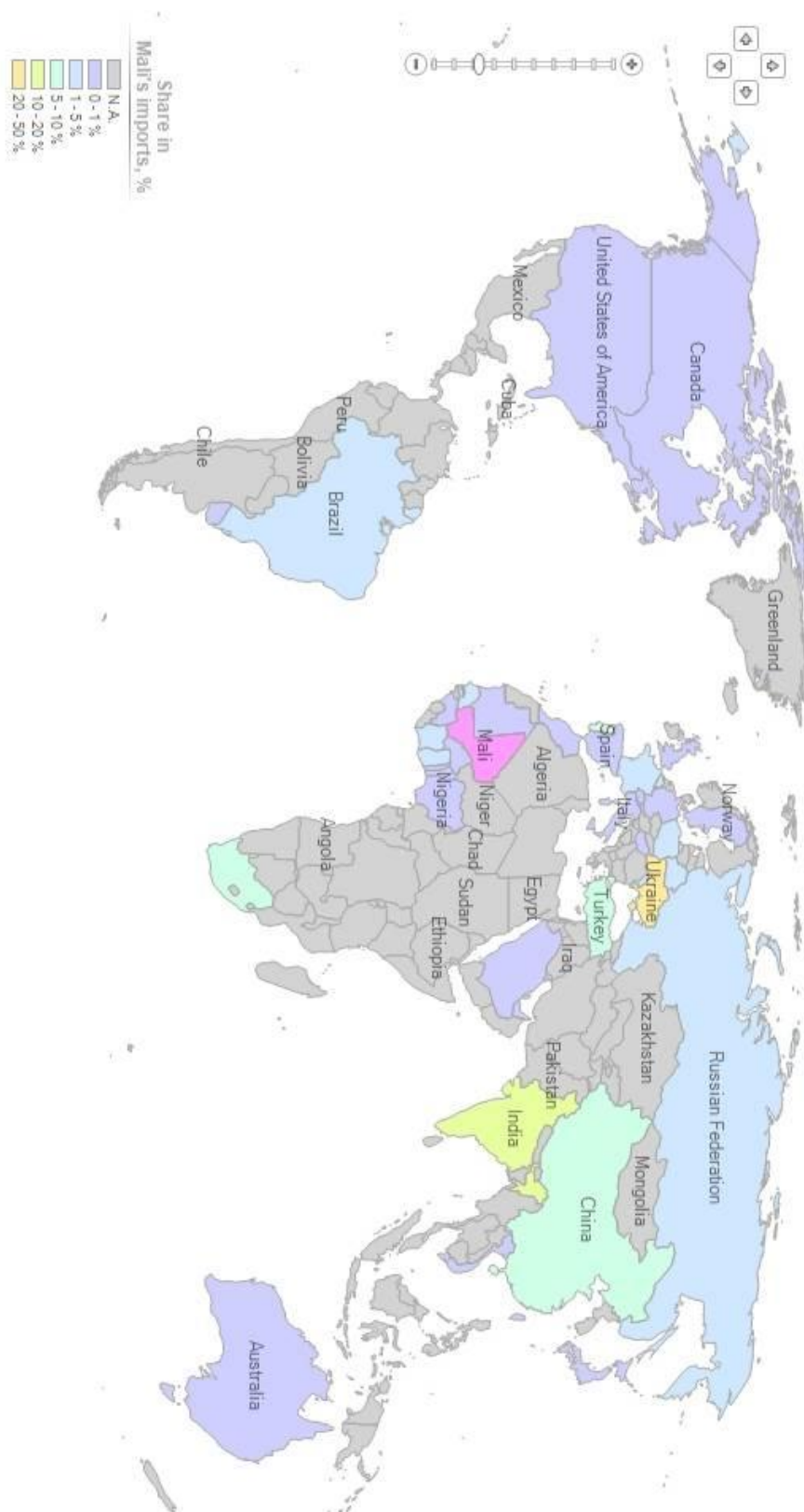
List of supplying markets for a product imported by Mali in 2010

Product : 72 Iron and steel

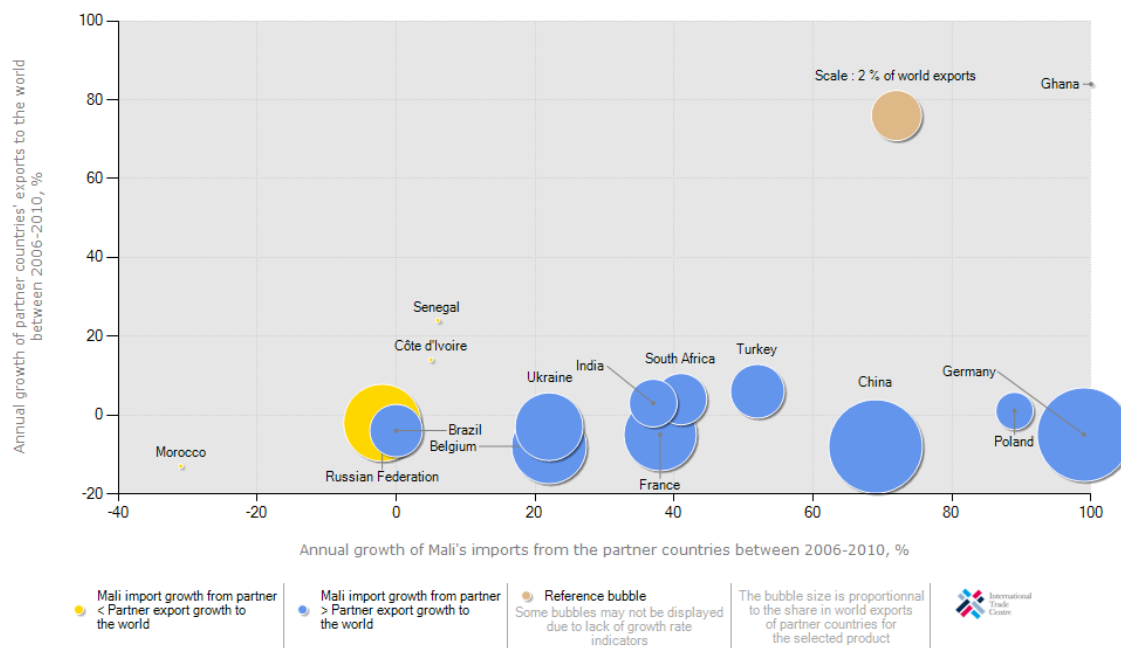


List of supplying markets for a product imported by Mali in 2010

Product : 72 Iron and steel



Competitiveness of suppliers to Mali for the selected import product in 2010
Product : 72 Iron and steel



B. Which competitors have the largest market share within the Malian market segments?

The local suppliers (because of the catchment area) who pose the greatest threat are:

- SODIOUF,
- SITAM - société malienne de transformation de l'acier au mali,
- MALISTEEL,
- SOTAMALI - société transformation acier au mali and
- IMETAL SA - industrie malienne de métallurgie, de profilage et de transformation

They may become customers of Sandeep Energy and Steel SA.

Sources : ITC calculations based on UN COMTRADE statistics.

Unit : US Dollar thousand

Code	Product label	Imported value in 2006	Imported value in 2010
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	27110	73409
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	11749	29627
'7209	Flat-rolld prod of iron/non-alloy steel wd>/=600mm,cr,not clad	7446	14565
'7208	Flat-rolld products of iron/non-al/s width>/=600mm,hr,not clad	2170	10410
'7216	Angles, shapes and sections of iron or non-alloy steel	5166	10287
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	3251	9642
'7217	Wire of iron or non-alloy steel	1001	3555
'7215	Bars & rods of iron or non-alloy steel nes	936	2577
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	76	2010
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	201	1238
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	27	1068
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	79	807

'7222	Bars & rods of stainless steel nes; angles, shapes	38	398
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	5	263
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	34	238
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	146	151
'7229	Wire of other alloy steel	2	98
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	28	83
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	0	49
'7207	Semi-finished products of iron or nonalloy steel	0	45
'7218	Stainless steel in ingots/other primary forms	0	40
'7223	Wire of stainless steel	7	21
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	8
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	1	2
'7201	Pig iron and spiegeleisen in pigs	0	0
'7202	Ferro-alloys	95	0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	1	0
'7224	Alloy steel in ingots/other primary form nes	7	0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	29	0

LIST OF STEEL PRODUCTS IMPORTED BY MALI

These imports will probably decrease after commissioning of SEAS.

Sources : ITC calculations based on UN COMTRADE statistics.

DOWN TRADE Statistics:

Code	Product label	Trade Indicators								
		Exported value 2010 (USD thousand)	Trade balance 2010 (USD thousand)	Annual growth in value between 2006-2010 (% p.a.)	Annual growth in quantity between 2006-2010 (% p.a.)	Annual growth of world imports between 2006-2010 (% p.a.)	Share in world exports (%)	Ranking in world exports	Average distance of importing countries (km)	Concentration of importing countries
TOTAL	All products	1996261	-2707242	7		3	0	130	5487	0.35
'7215	Bars & rods of iron or non-alloy steel nes	2288	-289	72	57	-6	0.1	45	700	0.57
'7217	Wire of iron or non-alloy steel	1528	-2027	1	-29	1	0	70	2751	0.75
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	957	694	21	31	2	0	141	4524	0.24
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	752	-72657			-5	0	74	8033	0.5
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	96	-1914			-7	0	83	5771	0.77
'7209	Flat-rolld prod of iron/non-alloy steel wd>/=600mm,cr,not clad	82	-14483			0	0	96	812	1

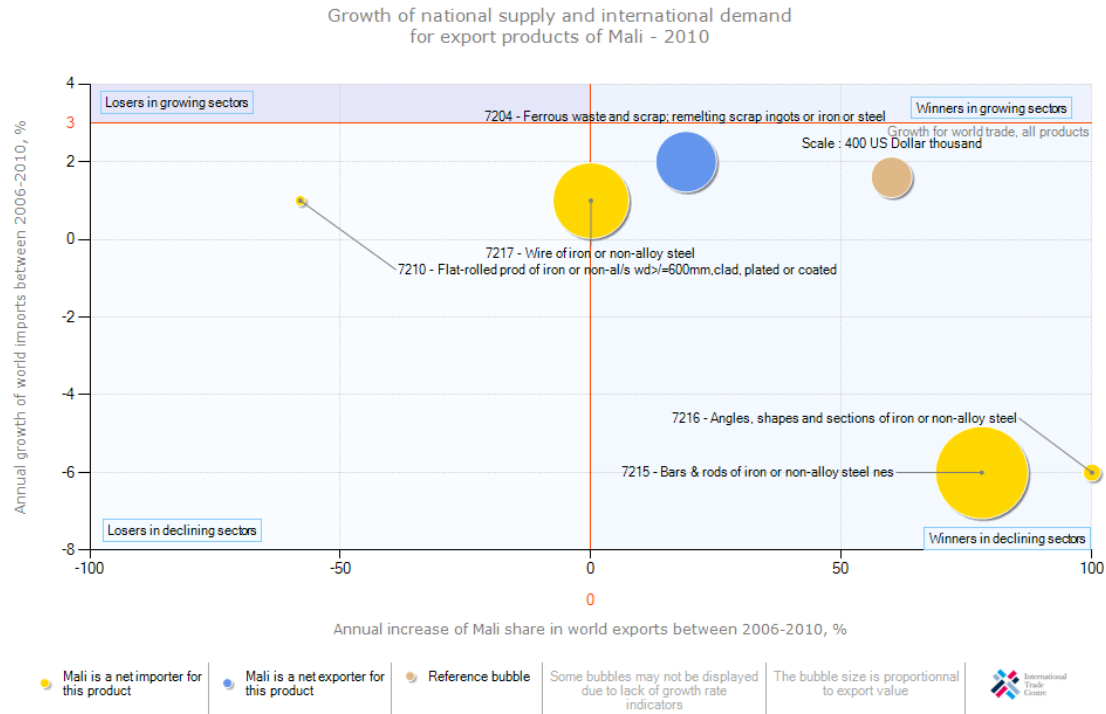
'7216	Angles, shapes and sections of iron or non-alloy steel	53	-10234	105	70	-6	0	118	6034	0.54
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	33	-774			-4	0	101	5954	1
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	21	-9621			-5	0	127	11992	1
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	13	-29614	-57	-61	1	0	143	812	1
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	10	-1228			0	0	95	5109	0.52
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel		-2			-1				
'7206	Iron and non-alloy steel in ingots or other primary forms, nes		-49			-9				
'7207	Semi-finished products of iron or nonalloy steel		-45			-3				
'7208	Flat-rolld products of iron/non-al/s width>/=600mm,hr,not clad		-10410			-3				
'7218	Stainless steel in ingots/other primary forms		-40			-12				
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more		-151			-10				
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm		-83			-5				
'7222	Bars & rods of stainless steel nes; angles, shapes		-398			-6				
'7223	Wire of stainless steel		-21			-4				
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more		-1068			3				
'7226	Flat-rolld products of other alloy steel of a width of less than 600mm		-238			-4				
'7229	Wire of other alloy steel		-98			3				
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9		-8			8				

LIST OF PRODUCTS AT 4 DIGITS LEVEL EXPORTED BY MALI IN 2010

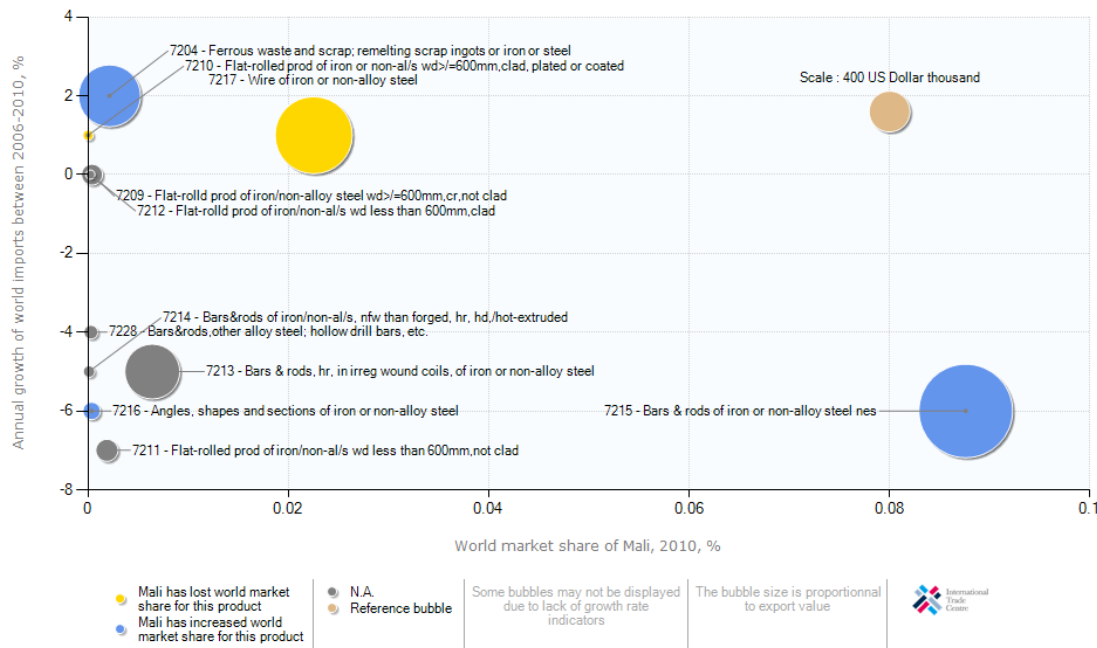
Contrary to imports, Malian traders mainly export:

- Bars & rods of iron or non-alloy steel,
- Wire of iron or non-alloy steel and
- Ferrous waste and scrap; remelting scrap ingots or iron or steel.

The exports will increase after commissioning of Sandeep Energy and Steel SA.



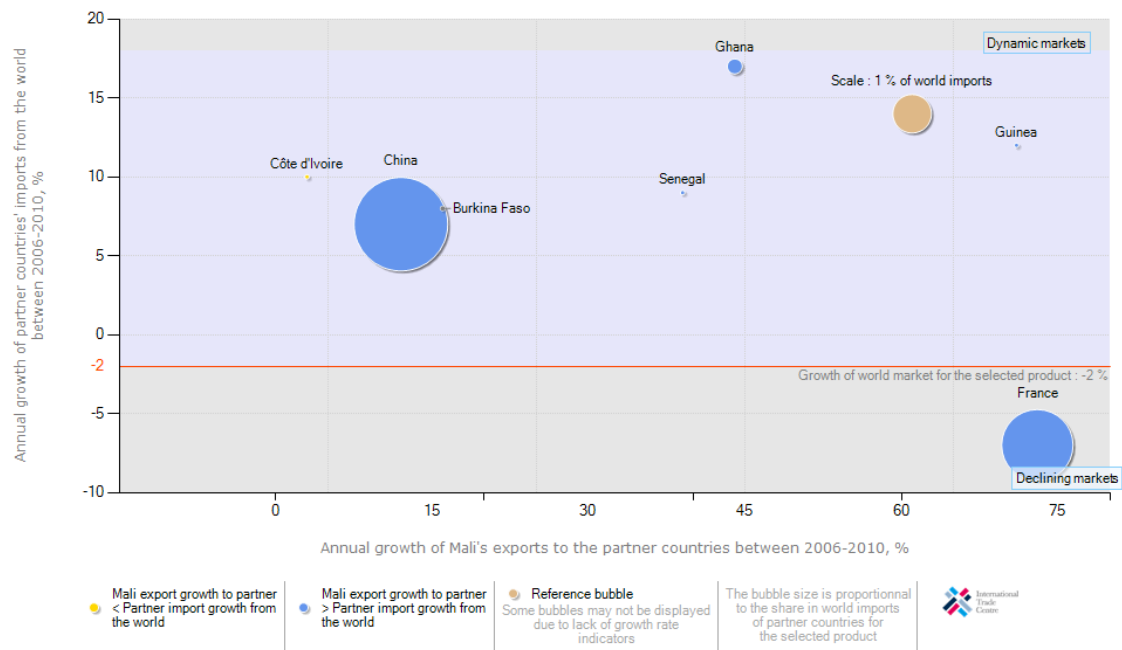
Size of national supply and growth of international demand
for export products of Mali - 2010



Angles, shapes and sections of iron or non-alloy steel are the fastest growing products in Mali's exports, while bars & rods of iron or non alloy steel are the most valuable products exported by Mali. It also is the product with what Mali has the biggest world market share. Ferrous waste and scrap, remelting scrap ingots or iron or steel are some products that Mali used to export more than import in 2010, taking into account that the world is recycling more and more.

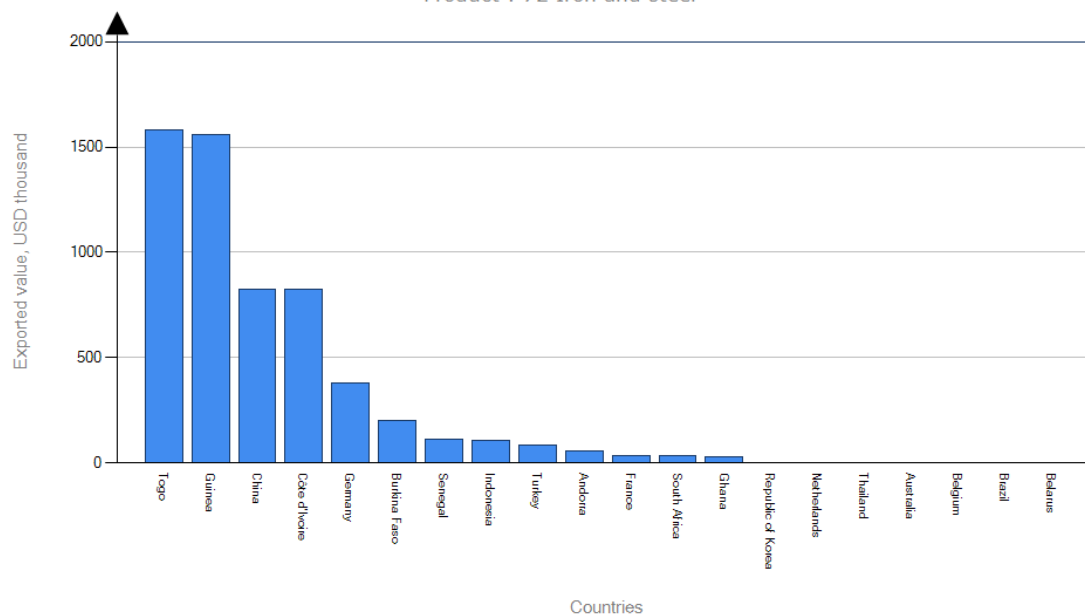
Between 2006 and 2010, Flat-rolled products of iron or non-alloy steel with a width less than 600mm have lost more and more interest amongst Mali's exports. The country has also lost market share for wire of iron or non alloy steel.

Growth in demand for the selected export product from Mali in 2010
Product : 72 Iron and steel

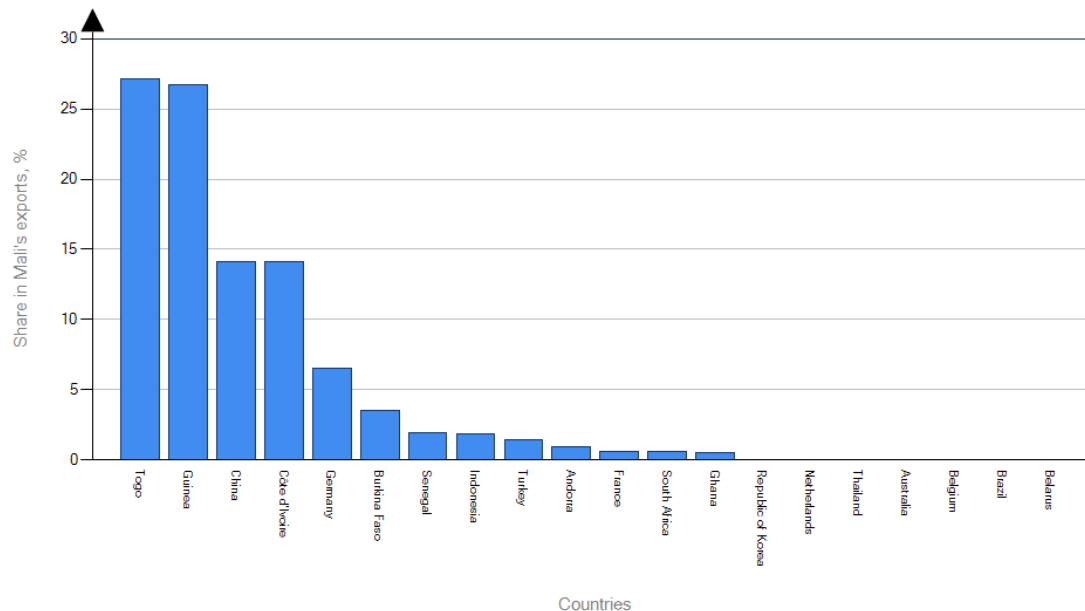


France had the biggest growth of Mali's imports between 2006 and 2010.

List of importing markets for a product exported by Mali in 2010
Product : 72 Iron and steel

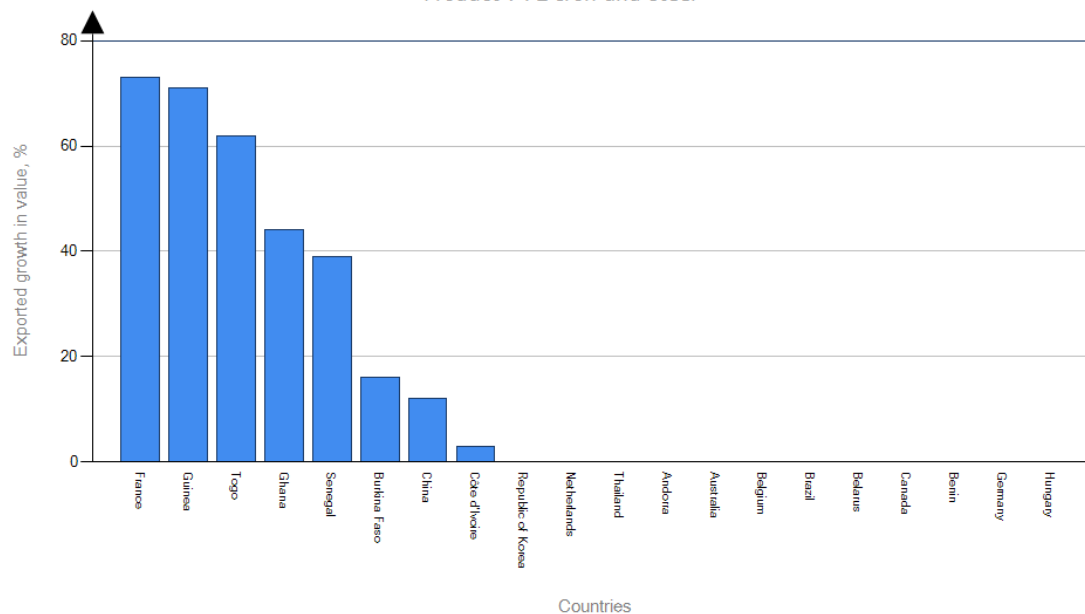


List of importing markets for a product exported by Mali in 2010
Product : 72 Iron and steel



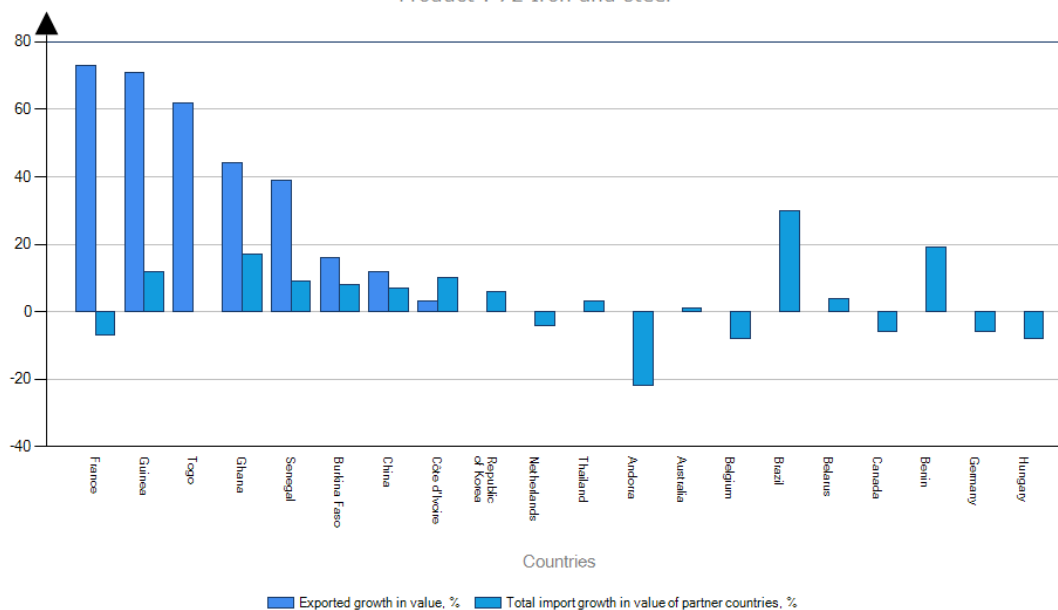
Countries

List of importing markets for a product exported by Mali in 2010
Product : 72 Iron and steel



Countries

List of importing markets for a product exported by Mali in 2010
Product : 72 Iron and steel



Sources : ITC calculations based on UN COMTRADE statistics.

Unit : US
Dollar
thousand

Product code	Product label	Trade Balance between Mali and Togo		World Trade Balance for Togo		World Trade Balance for Mali	
		Balance in value in 2007	Balance in value in 2010	Balance in value in 2007	Balance in value in 2010	Balance in value in 2007	Balance in value in 2010
'7217	Wire of iron or non-alloy steel	-19	278	650	2018	-1310	-2027
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	336	216	3954	1960	2149	694
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	0	66	-16363	-17738	-33206	-72657
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	-1	0	11407	5013	-2209	-9621
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	0	-7	0	0	-8
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	0	0			30	-2
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	-27	0	-1324	-1590	-107	-49

'7207	Semi-finished products of iron or nonalloy steel	0	0			0	-45
'7208	Flat-rolled products of iron/non-al/s width >= 600mm, hot, not clad	0	0	-3333	-2153	-4787	-10410
'7215	Bars & rods of iron or non-alloy steel nes	-21	0	251	-753	-639	-289
'7216	Angles, shapes and sections of iron or non-alloy steel	-17	0	1533	1611	-7360	-10234
'7218	Stainless steel in ingots/other primary forms	0	0			0	-40
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	0	0	-176	-634	-234	-151
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm, not clad	0	0	-72	-31	-620	-1914
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm, clad	0	0	0	81	-194	-1228
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	0	0	-31	0	-34	-238
'7227	Bars&rods, hot-rolled, in irregularly wound coils, of other alloy steel	0	0			0	0
'7228	Bars&rods, other alloy steel; hollow drill bars, etc.	0	0	-2	-12	-538	-774
'7229	Wire of other alloy steel	0	0	0	-7	-252	-98
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0	0	-39	0	-173	-83
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	0	0			-18	0
'7222	Bars & rods of stainless steel nes; angles, shapes	0	0	-184	-518	37	-398
'7223	Wire of stainless steel	0	0			-1	-21
'7224	Alloy steel in ingots/other primary forms	0	0	2	-2	0	0
'7225	Flat-rolled products of other alloy steel, of a width of 600mm	0	0	-11	0	-59	-1068

	or more						
'7202	Ferro-alloys	0	0	0	1057	0	0
'7209	Flat-rolled prod of iron/non-alloy steel wd>=600mm,cr,not clad	-9	0	-10223	-10240	-10004	-14483
'7210	Flat-rolled prod of iron or non-al/s wd>=600mm,clad, plated or coated	0	-17	14653	12702	-16652	-29614

Sources : ITC calculations based on UN COMTRADE statistics.

Product Code	Product Label	Mali's exports to Togo			Togo's imports from world		Mali's exports to world		
		Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in Mali's exports, %	Value in 2010, USD thousand	Share in world imports, %	Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in world exports, %
'7217	Wire of iron or non-alloy steel	1299	247	85	150	0	1528	1	0
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	216	-1	22.6	1	0	957	21	0
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	66		8.8	17738	0.1	752		0
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	0		0	2560	0	21		0
'7215	Bars & rods of iron or non-alloy steel nes	0		0	753	0	2288	72	0.1
'7216	Angles, shapes and sections of iron or non-alloy steel	0		0	1695	0	53	105	0
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	0		0	1590	0	0		0
'7208	Flat-rolled products of iron/non-al/s width>=600mm,hr,not clad	0		0	2668	0	0		0
'7209	Flat-rolled prod of iron/non-alloy steel wd>=600mm,cr,not clad	0		0	10785	0.1	82		0
'7210	Flat-rolled prod of iron or non-al/s wd>=600mm,clad, plated or coated	0		0	1124	0	13	-57	0
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	0		0	75	0	96		0
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm,clad	0		0	18	0	10		0
'7219	Flat-rolled products of stainless steel, of a width of 600mm or	0		0	634	0	0		0

	more								
'7222	Bars & rods of stainless steel nes; angles, shapes	0		0	518	0	0		0
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	0		0	12	0	33		0
'7229	Wire of other alloy steel	0		0	7	0	0		0

BILATERAL TRADE BETWEEN MALI AND TOGO IN 2010

Trade balance will change after SEAS comes into production.



C. Which competitors have the greatest visibility with ECOWAS target?

Sierra Leone (1): SGT

Sénégal (5): BERNABE SENEGAL, DHS, SIBA, SOSETRA

Guinea (2): GALVALU, SODEFA

Togo (7): SOTOTOLES GR. HAGE, AMEXFIELD TOGO STEEL, ECLAT, SHINING INTERNATIONAL, STIL, TREFILERIE HISPANO TOGOLAISE

Benin (6): SIAB GR. HAGE, SERVAX BENIN, SOTABENIN, TRAFEKSO, TRANSACIER

Mauritania (3): SAFA, SIRCOMA, SOMACOGIR

Ghana (18): ATLANTIS STRUCTURES, AUTOCUTT, DIAMOND METAL SECURITY, MERIDIAN METAL MATERIAL, METALEX, NEXANS KABELMETAL GHANA, POKKA OB C_i, PREMIER STEEL, PREMIER STEEL, REBAR EXPRESS, ROCKSTERS, ROGHA ALUMETAL WORKS, ROM ENGINEERING, SAFELY TO THE TOP, SAMIPACO C_i, STEELEDAL GHANA, WIRE WEAVING INDUSTRIES GHANA, ZAMIL STEEL

Ivory coast (8): BERNABE COTE D'IVOIRE, CAMAA, CIMETAL, EQUIP GIMAT, METALUX, SAFIR, SOTACI

All traders of neighboring countries may also become customers of Sandeep Energy And Steel.

D. How will SEAS differentiate itself to best combat competition?

First and foremost, local suppliers may become SEAS customers because of several reasons:

- SEAS cost of production is low,
- For Bamako market, freight is almost NIL,
- SEAS customers can work with low inventory,
- Other countries customers can also work with low inventory for SEAS products and
- SEAS customers can work with one week planning instead of 2-3 months advance planning.
- Low cycle time and higher sale volume per month with regard to earlier, so they can work with lower funds and increase their profits.

What's more, Sahara Mining is an associate company of SEAS. Iron ore will be sourced from its associate company mines and coal will be sourced from South Africa.

SEAS SA will get regular supply of iron ore, irrespective of market conditions.

They will have very low cost of production as Iron ore is from captive mines and own power generation (very low cost of power generation from waste heat from DRI plant also).

Mining, reduction of Iron Ore (sponge iron making, steel melting, casting and rolling at the same place will reduce cost further with regards to others.

SEAS will be supplying all hot rolled products as per international standards so market of non standard products will be affected badly.

5. Offering


A. What need is SEAS offering designed to fill?

Presently Mali does not have any steel manufacturing plant and is only dependent on expensive imports and, therefore, there is huge potential for setting up integrated steel complex.

Even some of the neighboring countries are not having any production facility and they will get price advantage with regards from other countries out of ECOWAS and they will get products as per international standards at lower price.

Sources : ITC calculations based on UN COMTRADE statistics.

Reference period
2010 (base 100) on
the unit values in US
Dollar (thousand) /
quantity unit



Code	Product label	Index on imported unit values in 2006	Index on imported unit values in 2010	Imported value in 2010, US Dollar thousand	Imported quantity in 2010, Tons
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	79	100	73409	112628
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm, clad, plated or coated	97	100	29627	28853
'7209	Flat-rolled prod of iron/non-alloy steel wd>/=600mm, cr, not clad	78	100	14565	15373
'7208	Flat-rolled products of iron/non-al/s wdth>/=600mm, hr, not clad	77	100	10410	11773
'7216	Angles, shapes and sections of iron or non-alloy steel	79	100	10287	12090
'7214	Bars & rods of iron/non-al/s, nfw than forged, hr, hd, /hot-extruded	103	100	9642	15396
'7217	Wire of iron or non-alloy steel	51	100	3555	2657
'7215	Bars & rods of iron or non-alloy steel nes	94	100	2577	3727
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm, not clad	65	100	2010	1989
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm, clad	269	100	1238	978
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	65	100	1068	388
'7228	Bars & rods, other alloy steel; hollow drill bars, etc.	41	100	807	87
'7222	Bars & rods of stainless steel nes; angles, shapes	49	100	398	209
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	314	100	263	5121

'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	80	100	238	28
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	56	100	151	66
'7229	Wire of other alloy steel	29	100	98	42
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	11	100	83	4
'7206	Iron and non-alloy steel in ingots or other primary forms, nes		100	49	88
'7207	Semi-finished products of iron or nonalloy steel		100	45	4
'7218	Stainless steel in ingots/other primary forms		100	40	8
'7223	Wire of stainless steel	117	100	21	14
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9		100	8	17
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel			2	0
'7201	Pig iron and spiegeleisen in pigs			0	0
'7202	Ferro-alloys			0	0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel			0	0
'7224	Alloy steel in ingots/other primary form nes			0	0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel			0	0

LIST OF PRODUCTS IMPORTED BY MALI

Sources : ITC calculations based on UN COMTRADE statistics.

Unit :
%

Code	Product label	importations growth in value between 2006-2007, %	importations growth in value between 2007-2008, %	Imported value in 2010,US Dollar thousand
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	22.69	47.31	73409
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	48.38	27.7	29627
'7209	Flat-rolled prod of iron/non-alloy steel wd>/=600mm,cr,not clad	34.35	-22.12	14565
'7208	Flat-rolled products of iron/non-al/s width>/=600mm,hr,not clad	120.6	109.78	10410
'7216	Angles, shapes and sections of iron or non-alloy steel	42.47	52.24	10287

'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	-29.16	334.35	9642
'7217	Wire of iron or non-alloy steel	50.05	22.1	3555
'7215	Bars & rods of iron or non-alloy steel nes	-31.73	214.87	2577
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	715.79	356.77	2010
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	-3.48	16.49	1238
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	118.52	149.15	1068
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	581.01	9.67	807
'7222	Bars & rods of stainless steel nes; angles, shapes	-13.16	157.58	398
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	3520	-95.58	263
'7226	Flat-rolld products of other alloy steel of a width of less than 600mm	0	29.41	238
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	60.27	-54.27	151
'7229	Wire of other alloy steel	12500	-97.62	98
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	517.86	-84.97	83
'7206	Iron and non-alloy steel in ingots or other primary forms, nes		-53.97	49
'7207	Semi-finished products of iron or nonalloy steel			45
'7218	Stainless steel in ingots/other primary forms			40
'7223	Wire of stainless steel	-85.71	1400	21
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9			8
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	-100		2
'7201	Pig iron and spiegeleisen in pigs			0
'7202	Ferro-alloys	-100		0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	1700	-77.78	0
'7224	Alloy steel in ingots/other primary form nes	-100		0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	-100		0

Sources : ITC calculations based on UN COMTRADE statistics.

Unit
: %

Code	Product label	Share in value in country's cluster imports, % in 2006	Share in value in country's cluster imports, % in 2010
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	1.49	1.56
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	0.65	0.63
'7209	Flat-rolld prod of iron/non-alloy steel wd>/=600mm,cr,not clad	0.41	0.31
'7208	Flat-rolld products of iron/non-al/s width>/=600mm,hr,not clad	0.12	0.22
'7216	Angles, shapes and sections of iron or non-alloy steel	0.28	0.22
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	0.18	0.2
'7217	Wire of iron or non-alloy steel	0.06	0.08
'7215	Bars & rods of iron or non-alloy steel nes	0.05	0.05
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	0	0.04
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	0.01	0.03
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0	0.02
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	0	0.02
'7222	Bars & rods of stainless steel nes; angles, shapes	0	0.01
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	0	0.01
'7226	Flat-rolld products of other alloy steel of a width of less than 600mm	0	0.01
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	0.01	0
'7229	Wire of other alloy steel	0	0
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0	0
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	0	0
'7207	Semi-finished products of iron or nonalloy steel	0	0
'7218	Stainless steel in ingots/other primary forms	0	0
'7223	Wire of stainless steel	0	0
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	0
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	0	0
'7201	Pig iron and spiegeleisen in pigs	0	0
'7202	Ferro-alloys	0.01	0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	0	0
'7224	Alloy steel in ingots/other primary form nes	0	0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	0	0

Sources : ITC calculations based on UN COMTRADE statistics.

Unit
: %

Code	Product label	Share in value in country's cluster imports, % in 2006	Share in value in country's cluster imports, % in 2010
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	1.49	1.56
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	0.65	0.63
'7209	Flat-rolled prod of iron/non-alloy steel wd>/=600mm,cr,not clad	0.41	0.31
'7208	Flat-rolled products of iron/non-al/s width>/=600mm,hr,not clad	0.12	0.22
'7216	Angles, shapes and sections of iron or non-alloy steel	0.28	0.22
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	0.18	0.2
'7217	Wire of iron or non-alloy steel	0.06	0.08
'7215	Bars & rods of iron or non-alloy steel nes	0.05	0.05
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	0	0.04
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm,clad	0.01	0.03
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0	0.02
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	0	0.02
'7222	Bars & rods of stainless steel nes; angles, shapes	0	0.01
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	0	0.01
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	0	0.01
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	0.01	0
'7229	Wire of other alloy steel	0	0
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0	0
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	0	0
'7207	Semi-finished products of iron or nonalloy steel	0	0
'7218	Stainless steel in ingots/other primary forms	0	0
'7223	Wire of stainless steel	0	0
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	0
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	0	0
'7201	Pig iron and spiegeleisen in pigs	0	0
'7202	Ferro-alloys	0.01	0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	0	0
'7224	Alloy steel in ingots/other primary form nes	0	0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	0	0

Sources : ITC calculations based on UN COMTRADE statistics.

Code	Product label	2006	2010	Imported value in 2010, US Dollar thousand	Imported quantity in 2010, Tons
		Imported unit value, US Dollar/Tons	Imported unit value, US Dollar/Tons		
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	513	652	73409	112628
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	998	1027	29627	28853
'7209	Flat-rolld prod of iron/non-alloy steel wd>/=600mm,cr,not clad	736	947	14565	15373
'7208	Flat-rolld products of iron/non-al/s width>/=600mm,hr,not clad	677	884	10410	11773
'7216	Angles, shapes and sections of iron or non-alloy steel	675	851	10287	12090
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	642	626	9642	15396
'7217	Wire of iron or non-alloy steel	686	1338	3555	2657
'7215	Bars & rods of iron or non-alloy steel nes	648	691	2577	3727
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	661	1011	2010	1989
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	3407	1266	1238	978
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	1800	2753	1068	388
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	3762	9276	807	87
'7222	Bars & rods of stainless steel nes; angles, shapes	927	1904	398	209
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	161	51	263	5121
'7226	Flat-rolld products of other alloy steel of a width of less than 600mm	6800	8500	238	28
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	1292	2288	151	66
'7229	Wire of other alloy steel	667	2333	98	42
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	2333	20750	83	4
'7206	Iron and non-alloy steel in ingots or other primary forms, nes		557	49	88
'7207	Semi-finished products of iron or nonalloy steel		11250	45	4
'7218	Stainless steel in ingots/other primary forms		5000	40	8
'7223	Wire of stainless steel	1750	1500	21	14
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9		471	8	17
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	333		2	0
'7201	Pig iron and spiegeleisen in pigs			0	0
'7202	Ferro-alloys	463		0	0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	100		0	0
'7224	Alloy steel in ingots/other primary form nes	2333		0	0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	1318		0	0

Sources : ITC calculations based on UN COMTRADE statistics.

Unit

: %

Code	Product label	Imported growth in unit value between 2006-2007, %	Imported growth in unit value between 2007-2008, %	Imported value in 2010, US Dollar thousand	Imported quantity in 2010, Tons
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	22.71	43.86	73409	112628
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm, clad, plated or coated	15.64	-12.75	29627	28853
'7209	Flat-rolled prod of iron/non-alloy steel wd>/=600mm, cr, not clad	-0.03	29.76	14565	15373
'7208	Flat-rolled products of iron/non-al/s wdth>/=600mm, hr, not clad	26.06	55.87	10410	11773
'7216	Angles, shapes and sections of iron or non-alloy steel	-2.09	55.82	10287	12090
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	7.73	28.07	9642	15396
'7217	Wire of iron or non-alloy steel	52.45	26.41	3555	2657
'7215	Bars & rods of iron or non-alloy steel nes	15.84	18.09	2577	3727
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm, not clad	6.49	26.95	2010	1989
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm, clad	18.64	-35.73	1238	978
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	21.4	-58.98	1068	388
'7228	Bars&rods, other alloy steel; hollow drill bars, etc.	-38.62	41.96	807	87
'7222	Bars & rods of stainless steel nes; angles, shapes	69.55	-9.85	398	209
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	32.65	-36.62	263	5121
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	-72.22	-67.65	238	28
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	15.36	199.13	151	66
'7229	Wire of other alloy steel	70.27	-11.9	98	42
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	-70.81	445.33	83	4
'7206	Iron and non-alloy steel in ingots or other primary forms, nes		122.49	49	88
'7207	Semi-finished products of iron or nonalloy steel			45	4
'7218	Stainless steel in ingots/other primary forms			40	8
'7223	Wire of stainless steel			21	14

'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9			8	17
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel			2	0
'7201	Pig iron and spiegeleisen in pigs			0	0
'7202	Ferro-alloys			0	0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	1284.62	-83.01	0	0
'7224	Alloy steel in ingots/other primary forms			0	0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel			0	0

Sources : ITC calculations based on UN COMTRADE statistics.

Reference period 2010 (base 100) on the values in US Dollar (thousand)

Code	Product label	Index on imported values in 2006	Index on imported values in 2010	Imported value in 2010
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	37	100	73409
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	40	100	29627
'7209	Flat-rolld prod of iron/non-alloy steel wd>/=600mm,cr,not clad	51	100	14565
'7208	Flat-rolld products of iron/non-al/s width>/=600mm,hr,not clad	21	100	10410
'7216	Angles, shapes and sections of iron or non-alloy steel	50	100	10287
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	34	100	9642
'7217	Wire of iron or non-alloy steel	28	100	3555
'7215	Bars & rods of iron or non-alloy steel nes	36	100	2577
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	4	100	2010
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	16	100	1238
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	3	100	1068
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	10	100	807
'7222	Bars & rods of stainless steel nes; angles, shapes	10	100	398
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	2	100	263
'7226	Flat-rolld products of other alloy steel of a width of less than 600mm	14	100	238
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	97	100	151

'7229	Wire of other alloy steel	2	100	98
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	34	100	83
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	0	100	49
'7207	Semi-finished products of iron or nonalloy steel	0	100	45
'7218	Stainless steel in ingots/other primary forms	0	100	40
'7223	Wire of stainless steel	33	100	21
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	100	8
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	50	100	2
'7201	Pig iron and spiegeleisen in pigs			0
'7202	Ferro-alloys			0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel			0
'7224	Alloy steel in ingots/other primary form nes			0
'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel			0

Sources : ITC calculations based on UN COMTRADE statistics.

Reference period 2010
(base 100) on the unit
values in US Dollar
(thousand) / quantity
unit

Code	Product label	Index on imported unit values in 2006	Index on imported unit values in 2010	Imported value in 2010,US Dollar thousand	Imported quantity in 2010, Tons
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	79	100	73409	112628
'7210	Flat-rolled prod of iron or non-al/s wd>=600mm,clad, plated or coated	97	100	29627	28853
'7209	Flat-rolld prod of iron/non-alloy steel wd>=600mm,cr,not clad	78	100	14565	15373
'7208	Flat-rolld products of iron/non-al/s wdth>=600mm,hr,not clad	77	100	10410	11773
'7216	Angles, shapes and sections of iron or non-alloy steel	79	100	10287	12090
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	103	100	9642	15396
'7217	Wire of iron or non-alloy steel	51	100	3555	2657
'7215	Bars & rods of iron or non-alloy steel nes	94	100	2577	3727
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	65	100	2010	1989
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	269	100	1238	978

'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	65	100	1068	388
'7228	Bars&rods, other alloy steel; hollow drill bars, etc.	41	100	807	87
'7222	Bars & rods of stainless steel nes; angles, shapes	49	100	398	209
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	314	100	263	5121
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	80	100	238	28
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	56	100	151	66
'7229	Wire of other alloy steel	29	100	98	42
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	11	100	83	4
'7206	Iron and non-alloy steel in ingots or other primary forms, nes		100	49	88
'7207	Semi-finished products of iron or nonalloy steel		100	45	4
'7218	Stainless steel in ingots/other primary forms		100	40	8
'7223	Wire of stainless steel	117	100	21	14
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9		100	8	17
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel			2	0
'7201	Pig iron and spiegeleisen in pigs			0	0
'7202	Ferro-alloys			0	0
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel			0	0
'7224	Alloy steel in ingots/other primary form nes			0	0
'7227	Bars&rods, hot-rolled, in irregularly wound coils, of other alloy steel			0	0

Sources : ITC calculations based on UN
COMTRADE statistics.

Code	Product label	Trade Indicators								
		Imported value 2010 (USD thousand)	Trade balance 2010 (USD thousand)	Annual growth in value between 2006-2010 (% p.a.)	Annual growth in quantity between 2006-2010 (% p.a.)	Annual growth of world exports between 2006-2010 (% p.a.)	Share in world imports (%)	Ranking in world imports	Average distance of supplying countries (km)	Concentration of supplying countries
TOTAL	All products	4703503	-2707242	27		3	0	129	4962	0.08
	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	73409	-72657	28	21	-5	0.6	37	5083	0.31
'7210	Flat-rolled prod of iron or non-al/s wd>=600mm,clad, plated or coated	29627	-29614	26	25	1	0.1	105	9145	0.66
'7209	Flat-rolld prod of iron/non-alloy steel wd>=600mm,cr,not clad	14565	-14483	18	11	1	0.1	85	6106	0.23
'7208	Flat-rolld products of iron/non-al/s width>=600mm,hr,not clad	10410	-10410	48	38	-2	0	115	5928	0.27
'7216	Angles, shapes and sections of iron or non-alloy steel	10287	-10234	19	12	-6	0.1	113	5000	0.24
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	9642	-9621	31	32	-3	0.1	132	3262	0.21
'7217	Wire of iron or non-alloy steel	3555	-2027	37	16	4	0.1	114	5491	0.23
'7215	Bars & rods of iron or non-alloy steel nes	2577	-289	29	27	-9	0.1	82	3886	0.14
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	2010	-1914	127	104	-7	0	89	8150	0.23
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	1238	-1228	58	102	-1	0	117	10343	0.41
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	1068	-1068	151	126	6	0	101	5909	0.96
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	807	-774	79	43	-3	0	118	6557	0.61
'7222	Bars & rods of stainless steel nes; angles, shapes	398	-398	80	50	-7	0	129	13477	0.41
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	263	694	169	259	4	0	110	4880	0.62
'7226	Flat-rolld products of other alloy steel of a width of less than 600mm	238	-238	63	54	-5	0	93	5393	0.49
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	151	-151	1	-13	-10	0	154	4184	0.36

'7229	Wire of other alloy steel	98	-98	165	93	6	0	130	6912	0.49
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	83	-83	31	-24	-6	0	123	3875	0.98
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	49	-49			4	0	94	5371	0.96
'7207	Semi-finished products of iron or nonalloy steel	45	-45			0	0	124	7198	0.5
'7218	Stainless steel in ingots/other primary forms	40	-40			-16	0	99	8038	0.52
'7223	Wire of stainless steel	21	-21	32	37	-3	0	151	11216	0.83
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	8	-8			22	0	95	3841	1
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	2	-2	19		2	0	143	4513	1

Sources : ITC calculations based on UN COMTRADE statistics.

Unit : US Dollar
thousand

Product code	Product label	Mali's imports from Ukraine		Ukraine's exports to world		Mali's imports from world	
		Value in 2006	Value in 2010	Value in 2006	Value in 2010	Value in 2006	Value in 2010
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	19506	38189	748537	924568	27110	73409
'7209	Flat-rolled prod of iron/non-alloy steel wd>/=600mm,cr,not clad	1588	5623	480339	465664	7446	14565
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	683	1781	1340695	1248954	3251	9642
'7216	Angles, shapes and sections of iron or non-alloy steel	446	1466	517885	654546	5166	10287
'7208	Flat-rolled products of iron/non-al/s wdth>/=600mm,hr,not clad	76	1187	3008621	2997119	2170	10410
'7210	Flat-rolled prod of iron or non-al/s wd>/=600mm,clad, plated or coated	0	659	104682	86942	11749	29627
'7215	Bars & rods of iron or non-alloy steel nes	0	360	46245	24115	936	2577
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	0	317	66479	82198	76	2010
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	0	205	211276	217156	5	263
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	0	144	7303	3088	34	238
'7217	Wire of iron or non-alloy steel	0	101	132572	99540	1001	3555
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	0	48	1702	4317	0	49
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	0	26	796	506	146	151
'7218	Stainless steel in ingots/other primary forms	0	24	15687	1420	0	40
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	0	15	297731	208427	79	807
'7229	Wire of other alloy steel	0	0	7162	3485	2	98

'7227	Bars&rods,hot-rolled,in irregularly wound coils,of other alloy steel	0	0	595	148	29	0
'7207	Semi-finished products of iron or nonalloy steel	0	0	4262992	5341063	0	45
'7212	Flat-rolld prod of iron/non-al/s wd less than 600mm,clad	0	0	3376	1498	201	1238
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	0	0	10702	21815	1	2
'7202	Ferro-alloys	0	0	824392	1199147	95	0
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	0	0	0	0	8
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0	0	19	39	28	83
'7221	Bars&rods, hot-rolled, in irregularly wound coils, of stainless steel	0	0	0	20	1	0
'7222	Bars & rods of stainless steel nes; angles, shapes	0	0	123072	146810	38	398
'7223	Wire of stainless steel	0	0	21	39	7	21
'7224	Alloy steel in ingots/other primary form nes	0	0	83390	90836	7	0
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0	0	442738	211912	27	1068

Sources : ITC calculations based on UN COMTRADE statistics.

Product Code	Product Label	Mali's imports from Ukraine				Ukraine's exports to world			Mali's imports from world		
		Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in Mali's imports, %	Equivalent ad valorem tariff applied by Mali to Ukraine	Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in world exports, %	Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in world imports, %
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	38189	18	52	5	924568	-1	7.9	73409	28	0.6
'7209	Flat-rolld prod of iron/non-alloy steel wd>=600mm,cr,not clad	5623	37	38.6	6	465664	-5	2.3	14565	18	0.1
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	1781	27	18.5	20	1248954	-8	7.3	9642	31	0.1
'7216	Angles, shapes and sections of iron or non-alloy steel	1466	35	14.3	20	654546	-3	4.6	10287	19	0.1
'7208	Flat-rolld products of iron/non-al/s width>=600mm,hr,not clad	1187	99	11.4	7.1	2997119	-6	5.3	10410	48	0
'7210	Flat-rolled prod of iron or non-al/s wd>=600mm,clad, plated or coated	659		2.2	11	86942	-11	0.2	29627	26	0.1
'7215	Bars & rods of iron or non-alloy steel nes	360		14	20	24115	-19	0.9	2577	29	0.1
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	317		15.8	5	82198	-7	1.6	2010	127	0
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	205		77.9	5	217156	-1	0.5	263	169	0

'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	144		60.5	5	3088	-26	0.1	238	63	0
'7217	Wire of iron or non-alloy steel	101		2.8	10	99540	-12	1.5	3555	37	0.1
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	48		98	5	4317	19	0.2	49		0
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	26		17.2	5	506	-19	0	151	1	0
'7218	Stainless steel in ingots/other primary forms	24		60	5	1420	-52	0.1	40		0
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	15		1.9	20	208427	-18	1.9	807	79	0
'7229	Wire of other alloy steel	0		0	10	3485	-20	0.2	98	165	0
'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0		0	5	39	37	0	83	31	0
'7222	Bars & rods of stainless steel nes; angles, shapes	0		0	10	146810	-9	2.6	398	80	0
'7223	Wire of stainless steel	0		0	10	39	9	0	21	32	0
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0		0	5	211912	-19	0.9	1068	151	0
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0		0	5	0		0	8		0
'7207	Semi-finished products of iron or nonalloy steel	0		0	5	5341063	2	18.2	45		0
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	0		0	5	21815	15	1.7	2	19	0
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm,clad	0		0	5	1498	-25	0	1238	58	0

BILATERAL TRADE BETWEEN MALI AND UKRAINE IN 2010

Sources : ITC calculations based on UN COMTRADE statistics.

Mali's imports have been reported by Mali
China's exports have been reported by China

Product Code	Product Label	Mali's imports from China			China's exports to world			Mali's imports from world		
		Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in Mali's imports, %	Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in world exports, %	Value in 2010, USD thousand	Annual growth in value between 2006-2010, %, p.a.	Share in world imports, %
'7210	Flat-rolled prod of iron or non-al/s wd>=600mm,clad, plated or coated	2433		8.2	6463954	18	14.2	29627	26	0.1
'7213	Bars & rods, hr, in irreg wound coils, of iron or non-alloy steel	2000	92	2.7	50374	-68	0.4	73409	28	0.6
'7216	Angles, shapes and sections of iron or non-alloy steel	1268	67	12.3	996086	-15	7.1	10287	19	0.1
'7209	Flat-rolled prod of iron/non-alloy steel wd>=600mm,cr,not clad	1207	32	8.3	1680865	4	8.4	14565	18	0.1
'7217	Wire of iron or non-alloy steel	1154	38	32.5	1014604	12	15	3555	37	0.1
'7214	Bars&rods of iron/non-al/s, nfw than forged, hr, hd,/hot-extruded	1000	35	10.4	221647	-48	1.3	9642	31	0.1
'7211	Flat-rolled prod of iron/non-al/s wd less than 600mm,not clad	783	121	39	346937	-27	6.9	2010	127	0
'7212	Flat-rolled prod of iron/non-al/s wd less than 600mm,clad	740	193	59.8	247999	-12	6.2	1238	58	0
'7208	Flat-rolled products of iron/non-al/s width>=600mm,hr,not clad	370	116	3.6	6139744	-9	11	10410	48	0
'7215	Bars & rods of iron or non-alloy steel nes	342		13.3	10954	-43	0.4	2577	29	0.1
'7222	Bars & rods of stainless steel nes; angles, shapes	103	125	25.9	166363	-2	3	398	80	0
'7229	Wire of other alloy steel	38	109	38.8	415758	58	21.4	98	165	0
'7223	Wire of stainless steel	19	76	90.5	193045	-4	9.3	21	32	0
'7218	Stainless steel in ingots/other primary forms	16		40	619	-20	0	40		0
'7207	Semi-finished products of iron or nonalloy steel	15		33.3	78951	-72	0.3	45		0
'7228	Bars&rods,other alloy steel; hollow drill bars, etc.	12		1.5	2089189	18	19.3	807	79	0
'7219	Flat-rolled products of stainless steel, of a width of 600mm or more	3	-19	2	2340443	-6	8.1	151	1	0

'7220	Flat-rolled products of stainless steel, of a width of less than 600mm	0	0	276439	17	5.6	83	31	0
'7225	Flat-rolled products of other alloy steel, of a width of 600mm or more	0	0	1801689	61	7.9	1068	151	0
'7226	Flat-rolled products of other alloy steel of a width of less than 600mm	0	0	71155	13	2.4	238	63	0
'7203	Ferrous prod obt by dir reductn of iron ore (minimum pure iron of 99.9	0	0	87666	67	3.2	8		0
'7204	Ferrous waste and scrap; remelting scrap ingots or iron or steel	0	0	161209	44	0.4	263	169	0
'7205	Granules and powders, of pig iron, spiegeleisen, iron or steel	0	0	53770	-14	4.1	2	19	0
'7206	Iron and non-alloy steel in ingots or other primary forms, nes	0	0	72	-79	0	49		0

BILATERAL TRADE BETWEEN MALI AND CHINA IN 2010

Imports from Ukraine, China, India etc. will reduce drastically after SEAS come into production, as the cost of production will be very low.

We notice that:

- Bars & rods, in irregular wound coils, of iron or non-alloy steel,
- Flat-rolled products of iron or non-alloy steel and
- Angles, shapes and sections of iron or non-alloy steel, the most imported products in Mali are produced by SEAS.

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B. What features and associated benefits does SEAS offering provide?

Today there are certain manufacturing process routes in which by product power is generated while manufacturing direct reduced iron (DRI)¹², an ingredient for Steel production.

The waste heat from the DRI Kilns will be used for generating power and Char which is generated during DRI production will also be used for power generation.

The surplus power from the steel plant could meet the Mali's power requirement to some extent. (surplus power from the steel plant will be routed to National grid as per guide lines of the government).

“Except for a handful of small mills in Nigeria, there are no steel producers in West Africa,” Mohamed Kharva, an analyst at Nedcor Securities, said from Cape Town. “If this project can come to fruition, it will be a step in the right direction for Africa to industrialize.”

E. How does SEAS deliver power?

SEAS is proposing to build a 70 MW Power Plant in 1st phase, near Sahara Mining's mining lease initially. The capacity of the plant will be expanded to 300 MW power after completion of first phase.

D. Of these features, which ones differentiate SEAS from the competition?

SEAS will deliver products taking into account:

- Quality,
- Low prices,
- Proximity,
- Constant availability,
- International Standard for all products and
- Lower delivery duration.

In Mali and other neighboring countries, most of traders are selling up to 14 mm rebar steel bars from cold rolling and under sized. SEAS will be producing far better quality of TMT bars hot rolled and will be in a position to offer at a lower price.

Most of Malian traders use cold-rolled or sub standard or cold-rolled steel, which quality is inferior to SEAS' products.

¹² Direct-reduced iron (DRI), also called sponge iron, is produced from direct reduction of iron ore by a reducing gas produced from natural gas or coal. This process of directly reducing the iron ore in solid form by reducing gases is called direct reduction. The conventional route for making steel consists of sintering or pelletization plants, coke ovens, blast furnaces, and basic oxygen furnaces. Such plants require high capital expenses and raw materials of stringent specifications. Integrated steel plants of less than one million tons annual capacity are generally not economically viable (project and production cost for the same capacity is higher).

E. What improvements can SEAS make to our offering to better meet customer needs?

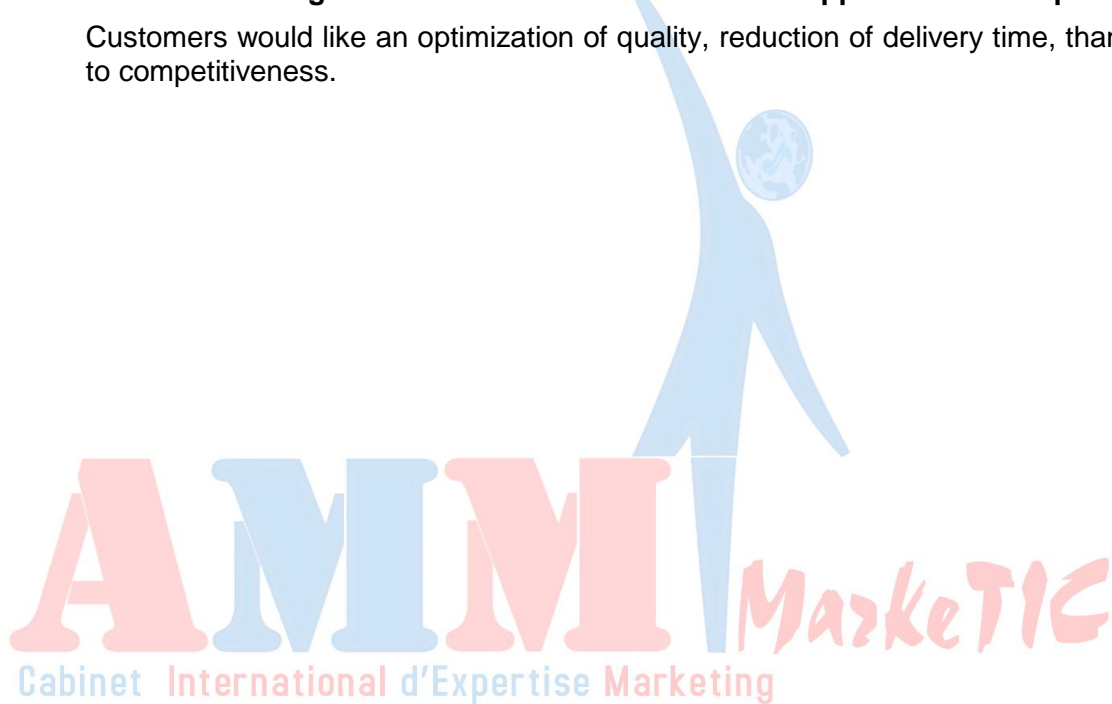
Possibilities of use of coal from Niger and other West African countries will be explored in the long run to save on transport cost and reduce prices, without reducing margin.

Use of more grass briquettes for power generation will help in reducing cost further.

SEAS is willing to develop a good network of traders in all neighboring countries for selling their products.

F. What new offerings would customers most like the suppliers to develop?

Customers would like an optimization of quality, reduction of delivery time, thanks to competitiveness.



6. Sales and Buying Process

A. What is the process for selling steel?

Most of buyers pay cash on delivery but a few pay in advance. Both might combine their usual payments with credit.

To do so, the majority of the traders use SWIF transfer¹³.

The 3 other modes used are the Bill of exchange ¹⁴, the Documentary credit¹⁵ and the export documentary collection¹⁶.

In a less common use, traders also declare using the promissory note¹⁷, cash, checks and credit cards!

B. Who is involved, both from SEAS and from its sales channel partners, in each step of the sales process?

From SEAS, Marketing, Communication and Sales services will be involved in the process, dealing with partners supply chain managers.

C. How does the target buy this type of offering in ECOWAS?

Traders declare paying steel with both letter of credit and cash. Depending on their ability to negotiate with the supplier, 50 % of the order is paid in advance, and 50% with a letter of credit payment against dispatch/ Bill of lading.

¹³ SWIFT transfer is the means of payment which gives the simplest operations quickly and safely

¹⁴ "Bill of exchange" designates a category of financial instruments dating back to hundreds of years ago. A bill of exchange entitles the holder to receive a specified amount of money, either immediately upon presentation ("sight draft") or on a specified date in the future ("time draft"). Bills of exchange are also called "BAs", "commercial bills" and "eligible bills".

¹⁵ Documentary credit, one of the types of bank guarantees, ensures the fulfillment and settlement of trade contracts between importers and exporters. The banks of the two parties to the contract guarantee their respective clients, thus limiting the risk that goods will be delivered but not paid, or paid but not delivered. It's also called letter of credit (L/C).

¹⁶ Export Documentary Collections offer exporters an alternative payment method to Letters of Credit. An Export Documentary Collection is simpler and less expensive than a Letter of Credit. However, unlike Letters of Credit, the exporter assumes the foreign risk, similar to an open account transaction. The bank simply acts as an intermediary to facilitate the flow of title documents and payment.

¹⁷ Paper promissory note, one of the payment methods, is a written document, in which the customer acknowledges its debt and undertakes to pay the supplier on the due date. Paper promissory note is a physical proof of the existence of a receivable in the accounts of a supplier.

D. What purchase process steps do the members of ECOWAS follow? How and/or why does this process vary based on the vendor that they select?

The orders are sent from 2 to 4 months before the delivery, based on the distance separating from the importers.

It takes from 45 days to 2 months for a maritime delivery and then, 10 days for custody.

When it's delivered from ECOWAS, it depends on the availability of the product. For example, at SICOI, Abidjan, the factory can usually deliver 10 tons/day, added to the customs.

Most of them pay 50 % in advance.

For imports from Turkey and European countries, importer will have to pay advance app. 4 months in advance, while in case of SEAS he will have to pay maximum 4-5 days in advance for customers of neighboring countries, local customer will be paying same day or one day before delivery.

E. What buying criteria does the target audience use to select an offering?

The buying criteria used to select an offering are price, quality.

F. What criteria does the target audience use when selecting a manufacturer?

Manufacturers are selected based upon products availability and delivery time.



7. Pricing

A. Which elements differentiate the prices from one country to another?

The main element having influence on prices are customs and transport.

Imports of goods are subject to the payment by the importer of duties and taxes.

As part of the WAEMU, the import duties and taxes are synthesized in the Common External Tariff (TEC¹⁹) and are perceived by the customs, based upon the value of the goods. They include:

- Tariffs (DD²⁰): 0 to 20%
 - the statistical charge (RS²¹): 1%
 - the regressive protection tax (TDP²²): 20 to 40%
 - The community solidarity levy (PCS²³) for WAEMU: 1% (Except goods from other member states of WAEMU)
 - The ECOWAS community levy to 0.5% (Except goods from other member states of ECOWAS)
 - Cyclical import tax (TCI²⁴): 25% to 55% depending on the product
- To these financial obligations must be added
- VAT: 18%

- The Interim Miscellaneous Taxes and Duties (ADIT)²⁵: 3% of customs value

- The flat fee: 0.9% of the FOB value not collected by Customs

Exports are not subject to export duty, except mining products that are subject to the ISCP.

		Unit price per ton	By trucks
Bamako	Dakar	\$64,66	1337 km
Bamako	Conakry	\$90,53	983 km
Bamako	Cotonou	\$176,75	1853 km
Bamako	Accra	\$181,06	1474 km
Bamako	Ouagadougou	\$86,22	1000 km
Bamako	Nouakchott	\$99,15	1452 km

DISTANCES AND PRICES BETWEEN BAMAKO AND VARIOUS CAPITALS

¹⁹ TEC: Tarif Extérieur Commun

²⁰ DD: droits de douane

²¹ RS: redevance statistique


²² TDP: taxe dégressive de protection

²³ PCS : prélèvement communautaire de solidarité

²⁴ TCI: taxe conjoncturelle d'importation

²⁵ ADIT: Acompte sur Divers Impôts et Taxes

NOMENCLATURE	RIGHTS PERCEIVED BY MALI IN 2011 (%)
7203100000	0,00%
7203900000	34,08%
7204290000	34,08%
7204300000	29,65%
7204490000	30,80%
7205290000	0,00%
7206900000	3,42%
7207190000	22,64%
7208250000	29,38%
7208260000	29,58%
7208270000	29,58%
7208360000	29,58%
7208370000	22,73%
7208380000	29,58%
7208390000	29,58%
7208400000	3,00%
7208510000	29,58%
7208520000	22,41%
7208530000	35,48%
7208540000	36,84%
7208900000	8,21%
7209150000	29,58%
7209160000	29,58%
7209170000	29,58%
7209250000	32,99%
7209260000	31,33%
7209270000	25,37%
7209900000	34,71%
7210110000	29,58%
7210120000	29,58%
7210300000	0,00%
7210410000	51,78%
7210490010	29,34%
7210490010	29,58%
7210490090	43,26%
7210490090	33,45%
7210610010	29,58%
7210690010	34,08%
7210700010	29,58%
7210700090	4,48%



7210900000	17,50%
7211140000	29,57%
7211190000	26,75%
7211290000	29,58%
7211900000	28,73%
7212100000	29,58%
7212300000	29,58%
7212500000	15,96%
7212600000	29,58%
7213100000	29,71%
7213910000	29,56%
7213990000	5,93%
7214100000	50,46%
7214200000	17,19%
7214300000	8,41%
7214910000	45,78%
7214990000	12,32%
7215500000	2,50%
7215900000	7,12%
7216100000	42,49%
7216210000	46,05%
7216220000	47,28%
7216310000	36,26%
7216320000	43,71%
7216330000	44,16%
7216400000	47,28%
7216500000	29,88%
7216690000	22,90%
7216910000	21,86%
7216990000	39,58%
7217100000	22,76%
7217200000	23,83%
7217300000	37,00%
7217900000	30,79%
7218990000	32,24%
7219310000	2,30%
7219330000	34,08%
7219900000	25,22%
7220900000	9,19%
7222190000	51,78%
7222300000	36,71%

7222400000	3,82%
7223000000	38,06%
7224900000	16,87%
7225400000	1,90%
7225920000	29,53%
7225990000	29,58%
7226190000	34,08%
7226990000	21,21%
7227900000	1,00%
7228100000	0,00%
7228300000	47,28%
7228600000	25,06%
7228700000	47,12%
7228800000	28,32%
7229200000	39,98%
7229900000	36,13%



B. What is the current pricing structure, including discounts, product options, rebates, and so on? Do the customers understand it?

Importers	Average tariff ²⁶ (estimated) applied by the country (%)
World	
Economic Community of West African States (ECOWAS) Aggregation	
Nigeria	20.7
Ghana	11.8
Niger	13.1
Liberia	...
Mali	13.1
Benin	13.1
Ivory Coast	13.1
Senegal	13.1
Burkina Faso	13.1
Guinea	12.8
Sierra Leone	15.2
Cape Verde	4.5
Togo	13.1
Gambia	20
Guinea-Bissau	13.1

List of ECOWAS importers Ad Valorem Equivalent tariff for Iron and steel in 2010

This AVE tariff permits comparing the countries, showing the average percentage that the customs represents on the value of steel imported.

²⁶ An ad valorem equivalent tariff (AVE) is a tariff presented as a percentage of the value of goods cleared through customs. It is the equivalent of a corresponding “specific” tariff measure based on unit quantities such as weight, number or volume. Most important to the process of calculating an AVE is the way the unit value of the product is calculated. The unit value is the value of each unit quantity imported of a product. It is based on the total value of imports of that product divided by the quantity of imports.

<i>SIZE /SECTION</i>	<i>LENGTH OF THE PIECE IN METERS</i>	<i>PRICE PER PIECE IN FCFA</i>	<i>PRICE PER METER IN FCFA</i>	<i>WEIGHT PER METER - IN GRAMS</i>	<i>RATE PER KG IN FCFA</i>
TMT BARS					
5.5 mm Dia.	12 METERS	1050	87,5	186	470
7.5 mm Dia.	12 METERS	2100	175	346,6	505
9.5 mm Dia.	12 METERS	3100	258,3	556	464
11.5 mm Dia.	12 METERS	5200	433,3	815	531,7
6 mm Dia.	12 METERS	1750	145,8	221,8	657
8 mm Dia.	12 METERS	2750	228	394	578
10 mm Dia.	12 METERS	3750	329	615	535
12 mm Dia.	12 METERS	6200	516,6	885	584
14 mm Dia.	12 METERS	10000	833,3	1210	688,7
16 mm Dia.	12 METERS	13250	1104	1580	698,7
20 mm Dia.	12 METERS	21250	1771	2460	720
25 mm Dia.	12 METERS	30250	2520	3850	659
ANGLES					
40X40X3 mm	6 METERS	7600	1266,6	1884	672
40X40X4 mm	6 METERS	9500	1583,3	2512	630
45X45X3 mm	6 METERS	8750	1458	2119	686
45X45X4 mm	6 METERS	11250	1875	2826	663
50X50X3 mm	6 METERS	9250	1541,6	2355	654
50X50X4 mm	6 METERS	14250	2375	3140	756
50X50X5 mm	6 METERS	17250	2875	3925	732
60X60X5 mm	6 METERS	29500	4916,6	4710	1043
70X70X5 mm	6 METERS	30500	5083,3	5495	925
70X70X6 mm	6 METERS	31500	5250	6594	796

MARKET RATES FOR STEEL TMT BARS AND ANGLES

The traders buy steel per ton and sell it per unit so that they can make a higher margin. Without a wholesaler, the end market is used to this pricing method.

These prices are calculated on the basis of Standard weights for TMT Bars and Angles. We did not calculate the Standard weight of IP Sections (Channels).

For TMT Bars, the sizes - 5.5., 7.5, 9.5 and 11.5 mm Diameter Bars are not standard.

The Standard sizes are 6, 8, 10 and 12 mm diameters.

S.N.	Declared SIZE	Actual size on taking measurement in mm	Standard Wt. per Meter in grams	Price in FCFA per kilo gram	Actual wt. of one meter sample in grams	Actual Price in FCFA they get per kilo gram
1	70X70X6 Angle 11.5mm dia. TMT	70X70X6 Angle	6594	796	5120	1025
2	Bar	11 mm	815	531,7	700	619
3	9.5mm dia. TMT Bar	9 mm	556	464	420	614
4	7.5mm dia. TMT Bar	6.8 mm	346	505	240	728
5	5.5mm dia. TMT Bar	5 mm	186	470	140	624

WEIGHT CHART FOR SOME ITEMS OF WHICH WE COULD COLLECT SAMPLES FROM MARKET

It shows clearly that traders are keeping the sizes in minus tolerance or even lower than minus tolerances; in that case weight of TMT Bars will be lower and price per kg or per ton will be higher than what we have calculated.

We could not check the weights and selling prices per ton for all sections.

It shows that they are selling non standard TMT bars at lower prices, but on deep study it makes clear that they are selling at higher prices with regards to what they are projecting and have hidden profits.

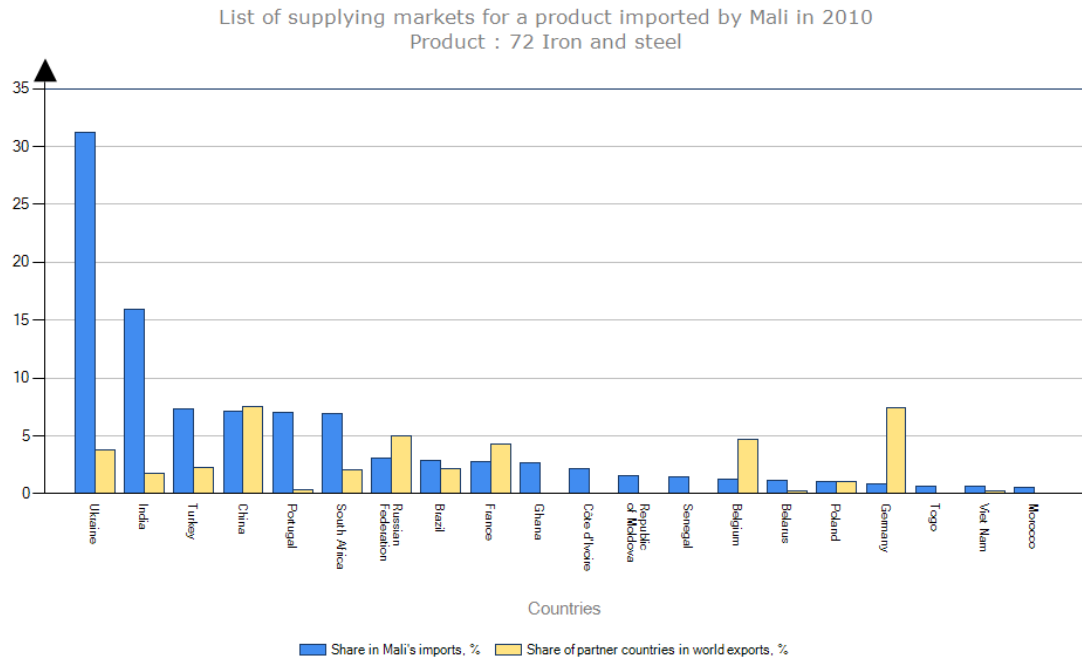
This market survey from January 26 to February 2, 2012 in ECOWAS reveals that prices vary depending on the period and the availability of products in the catchment area. It appears from this study in Mauritania steel producing country, average prices per ton has recorded for the TMT bars are

- US \$ 957.3 (6 and 8 mm),
- US \$ 906.0 (10 mm) and
- US \$ 868.3 (12 mm).

In the majority of the targeted countries (Niger, Mali, Benin, Cote d'Ivoire, Senegal, Burkina Faso and Togo) the average prices for the same elements are

- US \$ 1233.7 (6 mm) and
- US \$ 1223.7 (8, 10 and 12 mm).

- C. Which of the competitors is considered the price leader? What does the price leader charge for its offering? How does the price leader determine its price?**



Mauritanian manufacturers will supply to the nearby countries by road so their basic price plus road freight and taxes applicable in each country will make the final price in ECOWAS. Then each country trader will compare the prices with those of their imports from Ukraine, Turkey, India and China before making a decision, keeping in view cost per ton for their works.

- D. What can be done to reduce costs without affecting quality?**

Reducing transportation costs or selling EXW can reduce prices without affecting quality.

- E. What tradeoffs of price or value, or of both price and value, do customers make?**

Customers can make tradeoffs, based upon the emergency of their need. The price can be reduced based upon place of delivery.

F. What is the perceived value of SEAS offering as compared to its price?

Compared with steel made with scrap, SEAS offering is perceived with a good quality / price ratio, especially when taken into account that the origin is considered "regional".

By using only scrap we can't make good quality steel, as we can not control carbon percentage and tramp elements as such we can not make good quality TMT bars and steel sections as per international standards.

G. What services does the sector currently include in the price of the product? What services can we consider now and in the future?

The services currently included by the sector are transportation and insurance. It's possible to add complementary services such as specific demands.

H. Are competitive price changes anticipated in the near future?

The fact that there's a high margin, SEAS is flexible on the price changes that might occur. After commissioning of SEAS, the prices of Mali and neighboring countries will depend on prices of SEAS. They will be the market leaders as their cost of production will be very low due to their own captive iron ore and power.

I. What industry trends are going to drive prices down? What industry trends are going to drive prices up?

Newcomers in the sector or integrated steel plant in ECOWAS can drive the prices down. Usually, it's the unavailability (or shortage) of product on the market that raises prices.





COMPARATIVE SPREADSHEET



	SIERRA LEONE	CAPE VERDE	GUINEA	MALI
Imports - 2009 (US \$ thousand)	12 472	16 942	56 628	68 580
2010 (US \$ thousand)	30 526	15 922	71 039	77 242
2011 (US \$ thousand)	32 968	20 169	76 722	81 876
Expected imports - 2012 (US \$ thousand)	34 600	21 260	78 203	85 561
2013 (US \$ thousand)	35 707	22 019	77 984	89 411
2014 (US \$ thousand)	37 682	23 384	82 351	93 881
Exports - 2009 (US \$ thousand)	5 825	227	9 915	5 833
2010 (US \$ thousand)	7 630	405	14 269	5 833
2011 (US \$ thousand)	8 240	427	15 411	6 300
Expected sales - 2012 (US \$ thousand)	8 648	450	16 173	6 611
2013 (US \$ thousand)	8 925	466	16 691	6 823
2014 (US \$ thousand)	9 419	495	17 614	7 200
Trade balance % growth in value (06-10)	15	-3	12	28
Price per 12 m long TMT bars - 6 mm:	884 XOF	1 750 XOF	1 202 XOF	1 750 XOF
7.5 mm:	1 061 XOF	2 100 XOF	1 442 XOF	2 100 XOF
8 mm:	1 389 XOF	2 750 XOF	1 889 XOF	2 750 XOF
9.5 mm:	1 566 XOF	3 100 XOF	2 129 XOF	3 100 XOF
10 mm:	1 894 XOF	3 750 XOF	2 576 XOF	3 750 XOF
11.5 mm:	2 626 XOF	5 200 XOF	3 572 XOF	5 200 XOF
12 mm:	3 131 XOF	6 200 XOF	4 259 XOF	6 200 XOF
14 mm:	5 051 XOF	10 000 XOF	6 869 XOF	10 000 XOF
16 mm:	6 692 XOF	13 250 XOF	9 101 XOF	13 250 XOF
20 mm:	10 732 XOF	21 250 XOF	14 596 XOF	21 250 XOF
25 mm:	15 278 XOF	30 250 XOF	20 778 XOF	30 250 XOF
Price per 6 m long TMT bars - angle 40*3:	3 838 XOF	7 600 XOF	5 220 XOF	7 600 XOF
angle 45*3:	4 419 XOF	8 750 XOF	6 010 XOF	8 750 XOF
angle 45*4:	5 682 XOF	11 250 XOF	7 727 XOF	11 250 XOF
angle 50*3:	4 672 XOF	9 250 XOF	6 354 XOF	9 250 XOF
angle 50*4:	7 197 XOF	14 250 XOF	9 788 XOF	14 250 XOF
angle 50*5:	8 712 XOF	17 250 XOF	11 848 XOF	17 250 XOF
angle 60*5:	14 899 XOF	29 500 XOF	20 263 XOF	29 500 XOF
Beam profile heavy IPN 80:	13 131 XOF	26 000 XOF	17 859 XOF	26 000 XOF
Beam profile light IPN 100:	17 172 XOF	34 000 XOF	23 354 XOF	34 000 XOF
Beam profile heavy IPN 100:	21 212 XOF	42 000 XOF	28 848 XOF	42 000 XOF
galvanized tube:	1 818 XOF	3 600 XOF	2 473 XOF	3 600 XOF
Partnership	ECOWAS	ECOWAS	ECOWAS	WAEMU
Average distance of supplying countries (km)	8055	4210	6766	5970
Distance between capital city&BKO (km)	1246	3638	983	0
Transportation costs to Bamako	N/A	N/A	\$90,53	\$0,00
Biggest steel exporter (share)	India 46.9%	Portugal 45.5%	Senegal 82.4%	Ukraine 31.2%

GUINEA BISSAU	BURKINA FASO	TOGO	IVORY COAST	SENEGAL	NIGER	BENIN
12 737	62 921		159 899	138 592	33 941	73 372
14 050	85 869	40 328	166 722	187 393	35 638	77 774
14 654	91 432	42 748	157 052	198 637	37 776	82 441
15 163	99 880	44 188	161 921	206 920	41 104	84 914
15 618	103 376	45 616	167 993	211 513	40 611	88 141
16 120	108 545	46 701	171 907	218 557	44 144	92 636
860	5 866	31 096	36 048	84 275	11	16 061
1 819	3 668	31 096	32 589	99 638	116	17 806
1 965	3 961	33 584	35 196	107 609	125	19 230
2 062	4 158	35 246	36 938	112 936	131	20 182
2 128	4 291	36 374	38 120	116 550	136	20 828
2 245	4 528	38 385	40 228	122 995	143	21 980
52	8		10	9	25	19
1 750 XOF	1 750 XOF	1 750 XOF	1 750 XOF	1 750 XOF	1 750 XOF	1 750 XOF
2 100 XOF	2 100 XOF	2 100 XOF	2 100 XOF	2 100 XOF	2 100 XOF	2 100 XOF
2 750 XOF	2 750 XOF	2 750 XOF	2 750 XOF	2 750 XOF	2 750 XOF	2 750 XOF
3 100 XOF	3 100 XOF	3 100 XOF	3 100 XOF	3 100 XOF	3 100 XOF	3 100 XOF
3 750 XOF	3 750 XOF	3 750 XOF	3 750 XOF	3 750 XOF	3 750 XOF	3 750 XOF
5 200 XOF	5 200 XOF	5 200 XOF	5 200 XOF	5 200 XOF	5 200 XOF	5 200 XOF
6 200 XOF	6 200 XOF	6 200 XOF	6 200 XOF	6 200 XOF	6 200 XOF	6 200 XOF
10 000 XOF	10 000 XOF	10 000 XOF	10 000 XOF	10 000 XOF	10 000 XOF	10 000 XOF
13 250 XOF	13 250 XOF	13 250 XOF	13 250 XOF	13 250 XOF	13 250 XOF	13 250 XOF
21 250 XOF	21 250 XOF	21 250 XOF	21 250 XOF	21 250 XOF	21 250 XOF	21 250 XOF
30 250 XOF	30 250 XOF	30 250 XOF	30 250 XOF	30 250 XOF	30 250 XOF	30 250 XOF
7 600 XOF	7 600 XOF	7 600 XOF	7 600 XOF	7 600 XOF	7 600 XOF	7 600 XOF
8 750 XOF	8 750 XOF	8 750 XOF	8 750 XOF	8 750 XOF	8 750 XOF	8 750 XOF
11 250 XOF	11 250 XOF	11 250 XOF	11 250 XOF	11 250 XOF	11 250 XOF	11 250 XOF
9 250 XOF	9 250 XOF	9 250 XOF	9 250 XOF	9 250 XOF	9 250 XOF	9 250 XOF
14 250 XOF	14 250 XOF	14 250 XOF	14 250 XOF	14 250 XOF	14 250 XOF	14 250 XOF
17 250 XOF	17 250 XOF	17 250 XOF	17 250 XOF	17 250 XOF	17 250 XOF	17 250 XOF
29 500 XOF	29 500 XOF	29 500 XOF	29 500 XOF	29 500 XOF	29 500 XOF	29 500 XOF
26 000 XOF	26 000 XOF	26 000 XOF	26 000 XOF	26 000 XOF	26 000 XOF	26 000 XOF
34 000 XOF	34 000 XOF	34 000 XOF	34 000 XOF	34 000 XOF	34 000 XOF	34 000 XOF
42 000 XOF	42 000 XOF	42 000 XOF	42 000 XOF	42 000 XOF	42 000 XOF	42 000 XOF
3 600 XOF	3 600 XOF	3 600 XOF	3 600 XOF	3 600 XOF	3 600 XOF	3 600 XOF
WAEMU	WAEMU	WAEMU	WAEMU	WAEMU	WAEMU	WAEMU
1531	5474	5109	7088	5946	7064	5568
1323	1000	1797	1111	1337	1405	1853
N/A	\$86,22	N/A	N/A	\$64,66	N/A	\$176,75
		South Africa				
Senegal 83.6%	Ukraine 21.8%	19.6%	Ukraine 20.1%	Ukraine 40.9%	China 52,8%	Ukraine 29,9%

CONCLUSION

At present the traders have their monopoly and keep the prices depending on:

- Stocks and availability/ delivery of products from neighboring countries or
- Imports from other manufacturers, which may take from 2 to 4 months for the supply.

They buy from manufacturers and import on per ton basis. Due to long delivery period and saving in custom duty, the biggest traders started production facility for non - standard sizes and under size products like 5.5 mm, 7.5 mm, 9.5 mm and 11.5 mm TMT Bars, etc. Then they started selling on piece rate basis.

Finish products are mainly imported from ECOWAS and semis from Ukraine, because non ECOWAS exporters would have to include app. 20 % duty tax on finished products, while it is only 5 % for semis. The position will be changing after commissioning of SEAS plant.

The local industries are importing semis and plain rounds to make non standard TMT bars so that they can maximize their margin, but processing from semi to finish products reduce the size and make it non standard.

It's being monthly sold more than 160,000 tons in Mali and neighboring countries. In Mali, the demand is superior to 16,000 tons a month, which is almost equivalent to USD 7 millions.

According to our projections based upon GDP growth, the demand in ECOWAS is increasing from 4 to 8 % a year, for the next 3 years.

If production of steel starts in Bamako, the main beneficiary country, apart from the local market would be Senegal. It would benefit from prices without duties and with low freight costs, more competitive than Ukraine's. This would also have a considerable impact on Guinea Bissau, supplied at more than 80 % by Dakar.

Initially we had the feeling the road freight with in ECOWAS will have lot of impact in prices of steel products but during our study we found that it is very negligible and market is governed by traders.

Mali markets may stabilize after commissioning of Sandeep Energy and Steel SA. and neighboring countries markets after complete expansion to 1 million tons a year.

Sandeep Energy and Steel main strength is based on the fact that they have captive mines for supply of Iron Ore and own captive Power Plant, which will help them in maintaining cost of production and consistency in quality of raw material.

Cabinet International d'Expertise Marketing

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TOGO

SOTOTOLES GR. HAGE
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 (228) 22 27 42 75 - (228) 22 27 95 08
 www.groupehage.bf

AMEXFIELD TOGO STEEL
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 (228) 22 27 90 62 & 22 27 00 93 - (228) 22 27 90 63
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ECLAT
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(228) 22 26 92 29

SHINING INTERNATIONAL
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STIL
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SOTABENIN
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MAURITANIE

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AUTOCUTT
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PREMIER STEEL
NEAR PWD - SEKONDI TAKORADI - GHANA
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ROCKSTERS
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ROM ENGINEERING
COMM. 6 - TEMA - GHANA
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rommarketing@4u.com.gh

SAFELY TO THE TOP
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safelytothetop@yahoo.com
www.alkona.com

SAMIPACO Cj
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(233) 021 68 98 69 - (233) 021 68 98 67

STEELEDALE GHANA
P.O.BOX OS 3060 - ACCRA - GHANA
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steelegh@africaonline.com.gh

WIRE WEAVING INDUSTRIES GHANA
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ZAMIL STEEL
AIRPORT AREA - ACCRA - GHANA
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MALI

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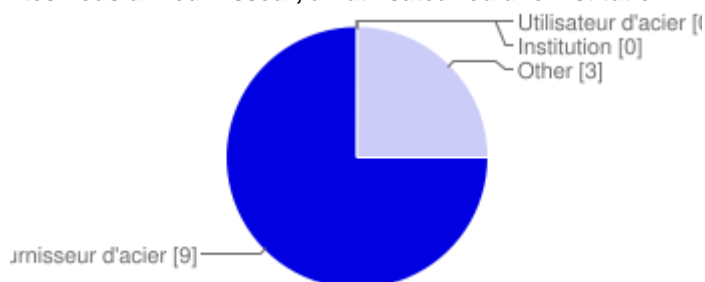
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SOTACI
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sotaci@sotaci.ci
www.sotaci.ci



Questionnaire

Etes-vous un fournisseur, un utilisateur ou une institution ?



Fournisseur d'acier

Utilisateur d'acier

Institution

Other

Fournisseurs d'acier

Commerçants - pour obtenir des informations pour la vente & les fournisseurs selon qu'ils importent / s'approvisionnent sur le marché domestique ; obligations / taxes applicables sur l'acier par section (barres TMT / feuilles / angles, etc.) ; tendances passées et à venir ; prix et niveaux de qualité actuels, etc. ; appréciation de la taille du marché.

Qui êtes-vous ?

Quelle est le montant de vos ventes mensuelles ?

Quelle est le montant de vos ventes annuelles ?

Quelle est le montant de vos ventes des trois dernières années ?

Quelles ventes attendez-vous sur les 03/05/10 prochaines années ?

Quels sont les mois de forte vente et quels sont ceux à faible vente ?

Quel est le produit phare, sa quantité vendue en % par rapport à la totalité des ventes ?

Quel est le prix actuel par tonne pour les différents éléments ?

Qui sont vos fournisseurs nationaux ?

SODIOUF

SITAM - SOCIETE MALIENNE DE TRANSFORMATION DE L'ACIER AU MALI

IMETAL SA - INDUSTRIE MALIENNE DE METALLURGIE DE PROFILAGE ET DE TRANSFORMATION

SOTAMALI - SOCIETE TRANSFORMATION ACIER AU MALI

SBT -SOCIETE B TOUNKARA ET FILS SARL

MBT - MAMADOU BAKOROBATOUNKARA

IMETAL SA - INDUSTRIE MALIENNE DE METALLURGIE DE PROFILAGE ET DE TRANSFORMATION

BERNABE COTE D'IVOIRE

CAMAA

CIMETAL

EQUIP GIMAT

METALUX

SAFIR

SOTACI

SGT

DHS

SIBA	
SOSETRA	
SODEFA	
GALVALU	
SOTOTOLES GR. HAGE	
AMEXFIELD TOGO STEEL	
ECLAT	
SHINING INTERNATIONAL	
STIL	
TREFILERIE HISPANO TOGOLAISE	
SIAB GR. HAGE	
SERVAX BENIN	
SOTABENIN	
TRAFEKSO	
TRANSACIER	
SAFA	
SIRCOMA	
SOMACOGIR	
ATLANTIS STRUCTURE	0
AUTOCUTT	0
DIAMOND METAL SECURITY	0
MERIDIAN METAL MATERIAL	0
SIAM	0
ZAMIL STEEL	0
WIRE WEAVING INDUSTRIES GHANA	0
STEELEDALE GHANA	0
SAMIPACO Ci	0
SAFELY TO THE TOP	0
ROM ENGINEERING	0
ROGHA ALUMETAL WORKS	
ROCKSTERS	
REBAR EXPRESS	
PREMIER STEEL	
POKKA OB Ci	
NEXANS KABELMETAL GHANA	

METALEX

Other

Comment payez-vous vos fournisseurs nationaux ?

à l'avance

cash à la livraison

à crédit

Other

Quels sont vos pays d'importation ?

A l'import, quels sont vos modes de paiement privilégiés ?

le transfert (virement) SWIF

la lettre de change (traite)

la remise documentaire

le crédit documentaire (crédoc)

le billet à ordre

le paiement en espèces

le chèque

la carte bancaire

Pour le matériel importé, combien de temps en avance les ordres sont-ils passés ?

A l'import, le paiement est-il effectué à l'avance ou plutôt contre lettre de crédit ?

Quel sont les couts depuis les entrepôts ?

A quelles difficultés êtes-vous confrontés dans l'approvisionnement en acier ?

Quels sont vos points de vue sur la qualité des éléments en acier ?

Quels sont les droits et taxes douaniers que vous devez payer ?

Comment estimez-vous la demande d'acier pour les pays que vous connaissez ?

Tres inferieure

Inferieure

A peu pres equivalente

Superieure

Tres superieure

Quelle estimation donneriez-vous pour les pays que vous connaissez ?

Utilisateurs

Les utilisateurs – magasins de machines, industriels, grands constructeurs industriels / immobilier (entrepreneurs du bâtiment / BTP).

Où vous approvisionnez-vous ?

Achetez-vous en majorité directement auprès de fabricants d'aciers ou plutôt de commerçants locaux ?

Vos fournisseurs se trouvent-ils plutôt sur le marché national ou sont-ils exportateurs ?

Quel est le prix total que vous payez, en tenant compte du transport et des taxes par coupes ?

De quelles taxes vous-acquittez-vous par type d'acier ?

Quelles sont vos demandes mensuelles d'acier ?

Quelles sont vos demandes annuelles d'acier ?

Quels étaient vos achats des trois dernières années ?

A quelle quantité mensuelle de commandes vous attendez-vous au cours des 3 prochaines années ?

Quel est votre point de vue sur la demande du marché en acier d'ici les 3 / 5 / 10 prochaines années ?

A quelles difficultés faites-vous face en vous procurant des coupes d'acier ?

Sur quelle base vos prix d'achat sont-ils fixes ?

Quel est le coût de transport depuis les entrepôts / magasins des fournisseurs ?

Institutions publiques

Les institutions et les bureaux du gouvernement - pour connaître les détails des importations ; les obligations et tarifs douaniers ainsi que les taxes d'importation et en vigueur dans le pays ou dans les pays frontaliers ; les règles pour les pays d'Afrique occidentale (dix pays) ; s'il y a des ententes entre certains pays concernant les droits et taxes ; détails des règles et taxes pour chaque pays frontalier ; règles de TVA applicables sur chaque section.

Quelle est la quantité d'acier importée ?

Quelle sont les taxes applicables sur l'acier par section ?

Quel est le prix de marché actuel des différentes sections d'acier ?

Il y a-t-il des ententes avec certains pays concernant les droits et taxes ?

Quelle est la quantité d'acier produite dans le pays ?

D'où proviennent les importations ?

Quel est la masse d'acier importée ?