

## Track import/export threats and opportunities

- Receive reliable price information on a consistent basis for different regions around the world
- Spot emerging pricing trends
- Identify opportunities in the global market place
- Chart multiple products and markets against domestic prices to spot differentials opening up
- Select small date ranges for greater sensitivity in trends
- Volume units and currencies harmonised automatically

For anyone involved in the steel industry, the fact that the world is an increasingly globalised marketplace has become more and more apparent in recent years. With new markets and sources of supply opening up, as well as increasing harmonisation of quality, the fluidity of steel product supply has never been greater.

Nevertheless, whilst the world is an increasingly 'small' place, gathering reliable information about steel prices around the world requires global reach and extensive local contacts.

The Steel Index bridges national borders and by gathering transaction price data from a deep pool of data partners, spanning the entire steel supply chain, produces robust and trustworthy prices that you can rely on.

Furthermore, because we track steel prices on a **weekly** basis and iron ore prices on a daily basis, you can see emergent trends in pricing before other people are reporting them. This data can help inform you of the current attractiveness of imports, or whether your domestic market prices are likely to play catch-up with other regions.

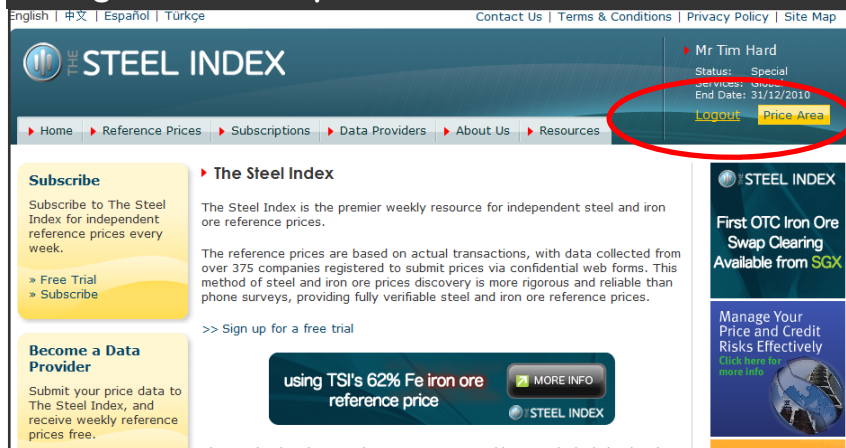
In the 9 month period from the end of July 2008 to April 2009, US hot rolled prices moved from US\$1,095 per s.ton to US\$407 per s.ton. This was undoubtedly an exceptional time. Nevertheless, even if we exclude this period, there is no doubt whatsoever that steel price volatility has increased significantly since the long period of 'pre-China' market oversupply.

As such, accuracy of steel price reporting has never been so critical. Equally, it has never been so crucial that prices are gathered in a consistent, verifiable and frequent manner across all regions. The price discovery function of The Steel Index satisfies all of these requirements, so you can be confident in the inter-regional price accuracy of our published data, because we use a single, proven methodology across all regions.

### 4 steps to identify opportunities

1. Enter the price area
2. Select the price series
3. Customise your view
4. Download data and analyse

### 1. Log in and enter price area



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Mr Tim Hard  
Status: Special  
Services: Global  
End Date: 31/12/2010  
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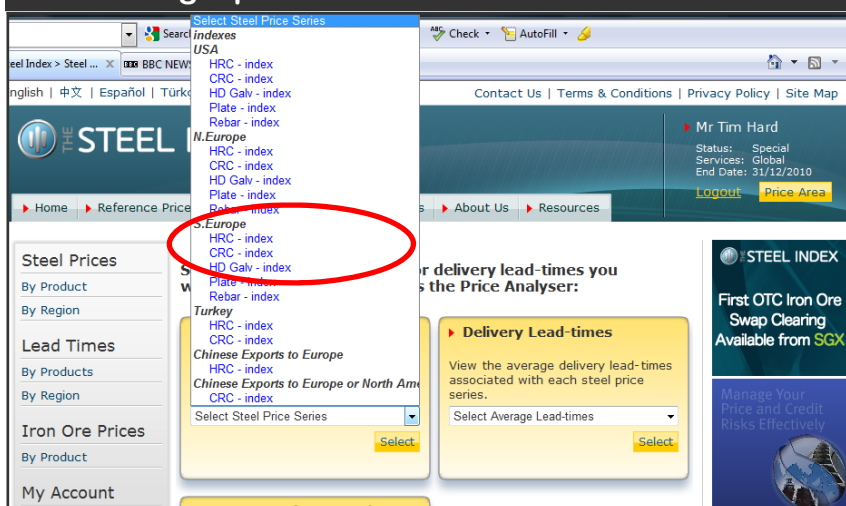
**The Steel Index**  
The Steel Index is the premier weekly resource for independent steel and iron ore reference prices.  
The reference prices are based on actual transactions, with data collected from over 375 companies registered to submit prices via confidential web forms. This method of steel and iron ore prices discovery is more rigorous and reliable than phone surveys, providing fully verifiable steel and iron ore reference prices.  
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Enter your registered email address and your password, or if you are already logged in simply click **Price Area** button.

### 2. Selecting a price series



Select Steel Price Series

USA  
HRC - index  
CRC - index  
HD Galv - index  
Plate - index  
Rebar - index

Europe  
HRC - index  
CRC - index  
HD Galv - index  
Plate - index  
Rebar - index

Turkey  
HRC - index  
CRC - index  
Chinese Exports to Europe  
HRC - index  
Chinese Exports to Europe or North America  
CRC - index

Select Steel Price Series [Select](#)

Steel Prices  
By Product  
By Region

Lead Times  
By Products  
By Region

Iron Ore Prices  
By Product

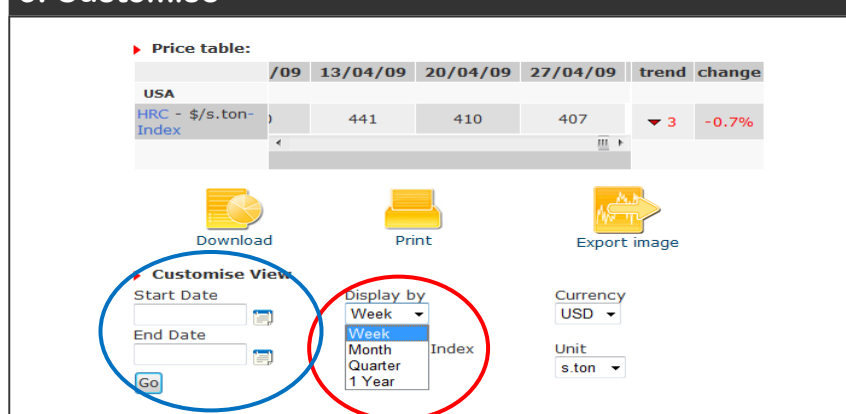
My Account

Delivery Lead-times you can use with the Price Analyser:  
**Delivery Lead-times**  
View the average delivery lead-times associated with each steel price series.  
Select Average Lead-times [Select](#)

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Manage Your Price and Credit Risks Effectively

Once logged in, select the price series from the **drop down list** which you wish to benchmark yourself against.

### 3. Customise



**Price table:**

	/09	13/04/09	20/04/09	27/04/09	trend	change
<b>USA</b>						
HRC - \$/s.ton-Index		441	410	407	▼ 3	-0.7%

Download      Print      Export image

**Customise View**  
Start Date   
End Date   
[Go](#)

Display by  
Week  
Month  
Quarter  
1 Year

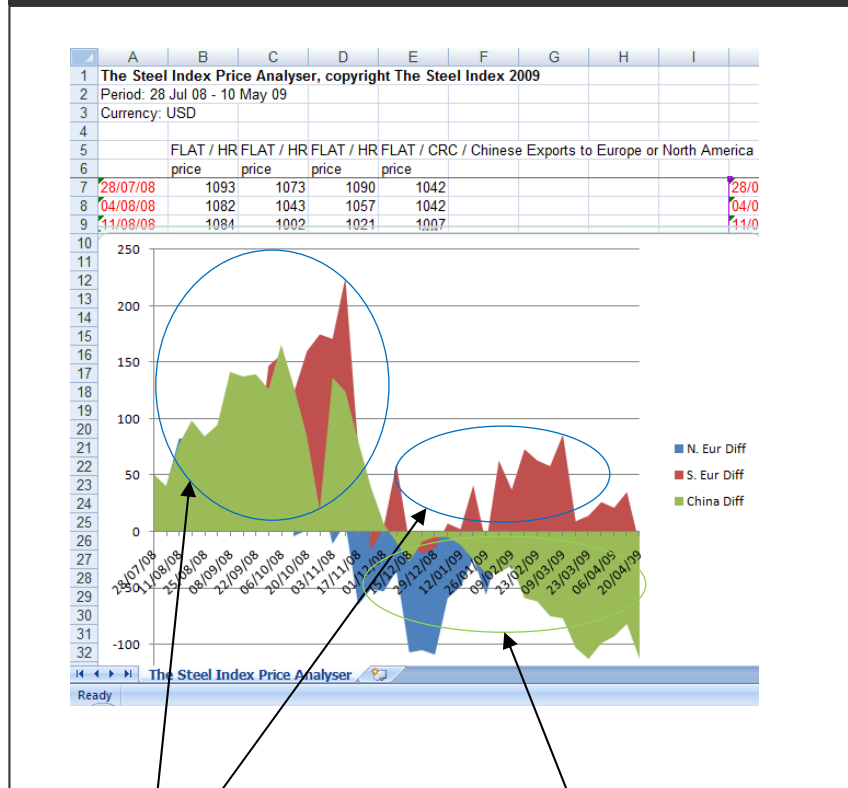
Currency  
USD

Unit  
s.ton

The analyser allows you to customise the view to whichever **reporting frequency** period you prefer (weekly, monthly, quarterly, annually).

If you have particular **start and end dates** for your benchmarking, select them here also, or leave blank for the full price history. Press 'analyse' to re-calculate.

### 4. Download & analyse



Pressing 'Download' will automatically export the data into an Excel file which will open automatically.

From here, you can map the price differentials between your domestic market and other regions.

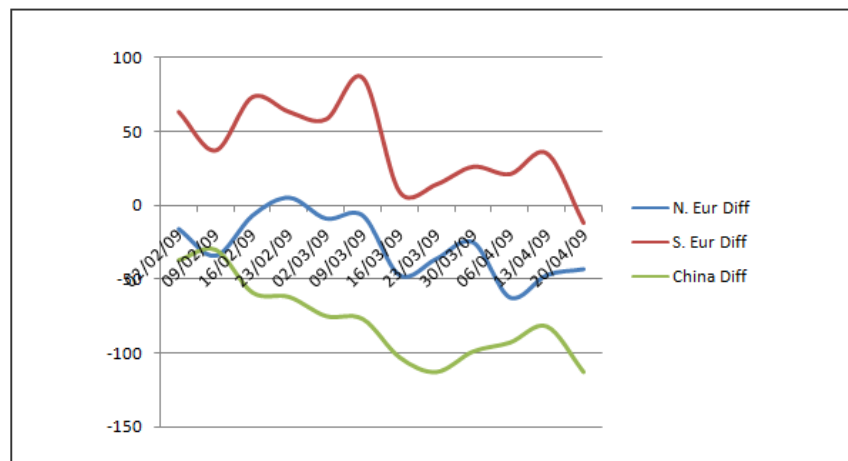
Assuming you subtract 'other regions' prices from your domestic prices, the x axis will continuously represent your price.

Any positive figures will indicate the extent to which your market is higher priced than others, whilst negative numbers indicate other markets having higher prices.

Imports potential

Exports potential

For a more 'sensitive display', select a smaller date range and rearrange the axis.



Contact The Steel Index for more information

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