



## **ESCO is the Largest Producer of Long Products in the Middle East**

ESCO Deputy Managing Director in Sales & Marketing Affairs Dr. Dashtyaneh in the Metal Export Conference held recently in Oman elaborated on the present status of



crude steel in Iran & the Middle East.

In this conference he talked about the increase of the middle products in the year 2016 comparing to its previous year 2015 and termed this growth as a result of the effective activity of the Iranian steel producers in the exporting markets.

Pointing to the fact that ESCO is the biggest producer of long products in the Middle East with 50 years of record in this field, he reiterated; the current amount of steel production in Iran is about 17 million thousand tons, and the growth rate in Iran has been more than the whole Middle East in the year 2016.

Regarding the reasons for this increase, he further pointed to the reduction of surplus capacities in China, re-increase of raw materials' expenses, the environmental policies adopted in China, non-supply of Chinese products in the exporting markets and low level of abundance in the warehouses.

ESCO Deputy Managing Director in Sales & Marketing Affairs, mentioned Iranian billet as a new brand in the Int'l markets and reiterated; nowadays by reliance on the competitive price, proper time for the delivery of products, high quality and presentation of documents in suitable time, the billet of Iran has succeeded to get a good position in the Int'l markets.

He further continued to present a statistics related to the country's billet exports and explained over Iran's steel comprehensive scheme, pointed to Chadormaloo, Neyriz, Shadegan, Baft, Sabzevar, Sarmad Abarkooh steel and expressed they will be in the production circuit soon.

Dr. Dashtyaneh further elaborated on the active participation of the private sector and concluded that as a result of this significant event, reaching 55 million tons



production of crude steel and 20 million tons of exports will not be far from expectations, and in this respect both the Gov't and private sectors must fulfill some of their commitments, out of which quality preservation, training of powerful marketing teams, production on the basis of the Int'l standards, expansion of target markets and competitive prices are under the responsibility of the private sector and the government must also use its strong will for the expansion of ports and transportation facilities.

Expressing that %70 of Iran's billet is exported to MENA region, ESCO Deputy in Sales & Marketing went on to say; Thailand, Oman, UAE, Malaysia are amongst the target exporting markets of Iran.

According to Dr. Dashtyaneh, the amount of exports of Iranian billet was equal to 2.44 Million tons and ESCO billet exports as 560 Thousand tons in the first 7 months of the year 2017.

