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EFFECTIVE OVERCOMING BY OJS «METALLURGICAL COMBINE «ZAPORIZHSTAL» OF NEGATIVE PROCESSES AT TRADITIONAL EXPORT MARKETS OF METAL-ROLL

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A global economic situation in relation to her influence on current position of metallurgical industry is considered. The estimation of position of OJS «Metallurgical combine «Zaporozhstal» is conducted in the modern terms of development of situation at the European market of metal production, and also on markets Near Ost and CIS are used. Conclusion about the further prospect of work in these regions and necessity of search of new perspective markets of sale are made.

Key words: export markets of metal-roll, crisis management measures, hot- and cold rolled flat metal, bent types, programs of modernization and reconstruction of production

Being by a fifth at a size plant among producers of steel for Ukraine, the products of which are well known at the internal market and in many countries of the world, OJS «Metallurgical combine «Zaporozhstal» (further is a combine «Zaporozhstal») is specialized on the production of thin cold- and hot-rolled flat rolled product in rolls and sheets, more than 600 dimension types for cold-bent types of difficult form cross-sectional.

Most demand consumers have in hot-rolled flat rolled product in rolls from carbon and low-alloyed steels with thickness 2.0-8.0 mm, and also cold-rolled flat rent from carbon steels with thickness 0.5-2.0 mm.

The basic consumers of products for combine «Zaporozhstal» are producers of the weld-fabricated pipes, plants of motor-car and transport engineer, metal-service centre's [1].

At the conditions of input of new production capacities for plants in countries Near East and North Africa, producing high-quality products, overproduces of products in Peoples Republic of China, increase by plants of Ukraine of part of import for metal-roll of the Russian producers plants to the domestic plants all more difficult to save a competitiveness at price and quality of products.

A combine «Zaporozhstal», in spite of leading positions at the internal market

of Ukraine, is a plant, oriented to the export.

The most substantial market for the Ukrainian metallurgists is a market of Turkey which does a basic rate to electrometallurgy and serves as the largest importer of scrap-metal. Requirements at power mediums Turkey is forced to cover due to an import, therefore a country is extremely interested at development of export industries and import substitution.

Coming from information about the markets of production and consumption of flat rent in developing countries, it is possible to conclude that in a number of countries investment projects recommence at the input of new production capacities [2].

In 2012, at the conditions of economic crisis, a situation changed and at the European market of steel [3]: So, visible consumption of steel at the European market in 2007 made 201 mil t, in 2012 – went down to 142 mil. t.

Due to anti-recessionary measures and effective management by production distribution, the combine «Zaporozhstal» succeeded to grow the volumes of export deliveries and attain the increase of total sales in 2012.

Realization of hot-rolled rolls increased on 4 %, cold-rolled rolls – on 7 %, ribbons – on 15 %, as compared to 2011. Shipping of products increased to the key for a combine export markets of sale: Near East – on 38 %, Turkey – 14 %, European countries – 4 %.

By the basic products of combine «Zaporozhstal», consumed by pipe plants there is a hot-rolled roll which is 78 % general volume of shipping of rent to the pipe plants.

In spite of one of leading places at the internal market the combine «Zaporozhstal» has to compete on him with the Russian producers of rolled product. So, for example, pipe, carriage-building and other plants lately actively import the products of such Russian plants as OJS «MMC», OJS «HLMC», OJS «Severstal».

Principal reason of purchases for the Russian producers it is served as:

- it is more wide assortment of roll (thickness to 3.0 mm and 4.75-10 mm, while the combine «Zaporozhstal» produces rolled product in 2.8 mm thick);
- converter steel of brand of S235JR+AR) (is most claimed by pipe enterprises;
- it is a subzero percent of marriage of the prepared products from imported semi-finished rolled production;
- it is a presence for the Russian producers of sixteen days' postponement of payment.

To assist the increase of shipping of combine «Zaporozhstal» to an address plants pipe and carriage-building sectors of Ukraine may be realization of state plan of measures can on importdisplacement, development and realization of export potential of Ukraine and expansion of foreign markets of sale of commodities of domestic commodity producers to a period 2015, which is on a concordance in a government. However removal of principal reason of import of flat rolled product pipe plants - insufficient satisfaction of demand at quality and to the assortment of

products – without realization of modernization steel-smelting and rental the complexes of combine «Zaporozhstal» are not possible.

A combine «Zaporozhstal» is the only producer of cold-bent types of complete cycle in Ukraine. Presently one of basic markets of sale of the bent type for combine is Russian Federation. The part of the bent type in general realization of products of combine for the last 15 years increases and 3.6 %. makes now.

One of competitive edges of combine «Zaporizhstal» before other plants of Ukraine is effective his leading composition and skilled personnel. On a background of the general decline of production in metallurgy, a combine completed 2012 with increase of producing of products at 4 %. Measures on the decline of unit cost below than medium-world level is realized. From August, 2012 the combine «Zaporozhstal» picked up thread realization of the programs of modernization and reconstruction of production. In December, 2012 a scale project on putting into the operation of base storage of coal, in the complex of setting on insufflations of powdered-coal fuel in a domain production was completed, that allowed a combine to give up the consumption of natural gas in domain technology.

Conclusions. Thus, in the near time realization of measures will be continued on the conclusion of production at combine «Zaporozhstal» on a new high-quality level for conforming to the requirements of market. In parallel the search of new markets of production distribution will be conducted in addition to the existent traditional markets will be realized, and also to proceed systematic work to the increase of part of supplying with a combine to the internal market of Ukraine from 25-27 to 30-33 %.

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