



Project Information



HORST WIESINGER
CONSULTING



Study for Down Stream Expansion- Market Analysis

Customer: SABA Steel Persian Gulf, Islamic Republic of Iran

Plant data: SABA is operating a Direct Reduction plant with a capacity of 1,5 mio t/a.

Objective / Challenge: For the expansion of the existing plant, production facilities for flat and/or long products are considered, including integration plants and Infrastructure.

The most important activities take place in the early phases of such a project which is including the results of an **accurate Market Study**. Incorrect or incomplete work results, followed by wrong decisions of the top management have a dominant influence on the project expenditure, the realization time and finally the economic benefit of the investment.

In order to define the most feasible setup for the Investment, a Market study for the selection of the mix of products was ordered from **HWC**.



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Project description: The investigations shall be based on the requirements of SABA and the local and foreign steel market.

The scope of work for the Market Study was divided into a sequence of work packages:

1. Definition of Key factors for the investigation
2. Investigation of the present situation in Iran
3. Demand forecast and market prospects in a global context
4. Recommendations and final report



Iran:	2015	2025e
Production	16	55 mt/a
Consumption	19	40 mt/a
Population	78	83 mio.
PPC	220	650 kg/Capita
CPC	250	480 kg/Capita
Export	1	15 mt/a
Import	4	0(?) mt/a

(CPC Industrial Countries 2015)

Req

Prc

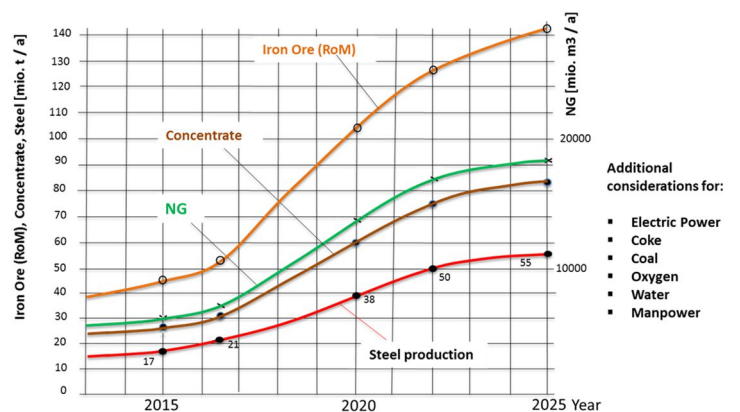
CoI

CoJ

PPi

CPi

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*) Iraq, Syria, Israel, Jordan, Egypt, Saudi Arabia, Yemen, Oman, UAE, Qatar, Bahrain, Pakistan, Afghanistan, Tajikistan, Kyrgyzstan, Kazakhstan, Turkmenistan, Uzbekistan, Georgia, Azerbaijan

Customer benefit: HWC provided a Market study which is the prerequisite for the definition of the project scope.

The study work was not only based on the specific requirements of SABA but also on the actual and future market situation in Iran, the surrounding market places and the global steel business.

Based on the investigations and conclusions the most feasible mix of products was recommended for long and flat production.

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