



JFE Shoji Trade operates the only steel processing center in Haiphong, Vietnam, where global electronics manufacturers, including OA manufacturers from Japan, are making inroads. The company is adding to its presence as a comprehensive steel processing and sales company with strong trade capabilities.

# JFE Shoji Trade

## Naosuke Oda

President & CEO



### Steadily evolving as JFE's core trading firm to strengthen our dynamic corporate group's presence in both daily society and industrial markets

JFE Shoji Trade handles both domestic trade within Japan and global importing/exporting, mainly involving steel products. We also handle raw materials for steel, and related equipment and are deepening our footholds the food and electronics fields.

In Japan, we are buttressing our sales structure through strengthened inter-Group cooperation. Outside Japan, we are leveraging JFE's export strategies through our network of bases in 19 countries.

We are steadily evolving as a unique trade firm, in particular by strengthening those functions that will enable us to grow our business together with those of our customers. This includes developing new initiatives for our steel processing centers, expanding our processing functions and establishing new joint ventures for manufacturing and selling steel.

As JFE's core trading firm, we will continue to pursue bold initiatives in partnership with our Group companies, while steadily securing stable supplies of cost-competitive raw materials and equipment for the Group.

### Cold drawn tubes joint venture in Mexico

We established a joint venture with Productos Laminados de Monterrey S.A. de C.V., a large manufacturer of steel pipes in Mexico, and Osaka-based Sankin Corporation, which manufactures and sells cold drawn tubes. Our new company will manufacture and sell cold drawn tubes primarily for use in automobiles. Numerous Western and Japanese auto companies are operating in Mexico, so there is a growing need for these companies to procure cold drawn tubes locally. Based in Monterrey and slated to begin manufacturing and sales in the fall of 2016, the company aims to capture local demand for cold drawn tubes for automobiles, estimated at 60,000 to 80,000 tons per year.



### Expanding production base for automotive steel sheet in Indonesia

P.T. JFE Shoji Steel Indonesia (JSSI), our thin-sheet processing center in Indonesia, plans to augment its No. 2 plant specialized in processing automotive steel sheet. The current plant building will be expanded roughly 30% and a large-scale slitter will be installed to handle the processing of high-tensile steel sheet and wide-width coils for automobiles. In partnership with an adjacent company run by JFE Steel for automotive thin steel sheet, JSSI aims to capture Indonesia's growing demand for such products.



### Highlights 2015

- 2015
- April
  - Steel bar business integrated into the JFE Shoji Group
  - Automotive Steel Division newly established
  - Automotive Steel Overseas Section No. 1 received Best Partner Prize from P.T. Suzuki Indomobil Motor
  - Electric Appliance Steel Section named Premier Partner by Fuji Xerox (4th time)
- May
  - JFE Shoji Pipe & Fitting Trade dispatched Japanese personnel to Indonesia long-term
  - Central Metals (Thailand) Ltd. won Outstanding Supplier Award from Kang Yong Electric Public Co., Ltd.
- June
  - Central Metals (Thailand) Ltd. won Outstanding Supplier Award from Tohoku Pioneer (Thailand) Co., Ltd.
- August
  - Second round of foreign employee management training held in Tokyo
- September
  - ASEAN steel processing centers held meeting for foreign salespersons
- October
  - JFE Shoji Buriki Center created (JFE Shoji Osaka Buriki Center / Shin Kiyoi Kogyo merger)
  - Fuel Department and JFE Shoji Electronics jointly exhibited at METALEX Vietnam 2015
- December
  - Steel processor Mizushima Steel Corporation installed solar panels on plant rooftop
- 2016
- January
  - JFE Shoji Coil Center named most outstanding contributor by Ogura Clutch
- February
  - JFE Shoji Steel India Private Limited exhibited at World Electricity Forum in Bangalore
  - Real Estate Department's facilitates construction of Tsuchiura Kyodo General Hospital in Tsuchiura