

Metalworld

(ISO 9001 : 2000 Certified)

EDITOR

D.A. Chandekar
B.E.(Met.), D.B.M.

EDITORIAL ASSISTANT

Sharad Matade

EDITORIAL BOARD

H. T. Makhijani
Amit Majumdar
B. V. Anvekar
Raju Hirve
R. T. Kulkarni

PRODUCTION IN CHARGE

Anita Chandekar

DESIGN & LAYOUT

Mahesh Walunj
Nitin Mhatre

MARKETING

HirenKumar Bid

HEAD OFFICE

1, Alpha, M. G. Road, Vile Parle (E),
Mumbai - 400 057. India.

Tel. : 91-22-2619 2376,
2617 1575, 2617 1866

Fax : 91-22-2616 2817

Email : Marketing : marketing@metalworld.co.in

Editorial : editorial@metalworld.co.in

Website : www.metalworld.co.in

GULF

LOB 17 No. 17G-05, P. O. Box 42692,
Hamriyah Free Zone - Sharjah, U.A.E.

Tel. : 971 6 5260039

Fax : 971 6 5260059

Email : gulf@metalworld.co.in

SOUTH EAST ASIA

177/1 Soi. Prachasati,
Ratchadapisek Rd, Huaykhwang,
Bangkok 10310.

Tel. : +66-2-2603914 Fax : +66-2-2603915

Email : seasia@metalworld.co.in

CORPORATE OFFICE

1/5, Vishnu Prasad,
M. G. Road, Vile Parle (E),
Mumbai - 400 057. India

PRICE

Rs. 2000 / US\$ 150 for 1 Year
Rs. 3750 / US\$ 275 for 2 Year
Rs. 5500 / US\$ 400 for 3 Years
(Only by subscription)

Printed & Published by : D. A. Chandekar for Sanket Prakashan
at 1, Alpha, M. G. Road, Vile Parle (E), Mumbai - 57. Printed at
C. C. Printer, 30 Kamdar Shopping Centre, Monghibai Road,
Vile Parle (E), Mumbai - 400 057.
Editor - D. A. Chandekar

Editorial Desk



The metals industry, especially in Asian region is on recovery track. The situation and the mindset today is totally changed from the one in Dec 08, isn't it ?

The major customer industries for non-ferrous metals like aluminium, copper are construction, automobile, engineering, consumer durables etc. As far as construction industry is concerned, we all know that real estate pricing was artificially and illogically inflated over the past few years. As long as there were buyers, the construction sector kept on increasing the prices but the situation drastically changed after the global meltdown and the so called 'real estate bubble' burst. The prices came down by almost by 50 % and the construction industry was almost paralysed. The demand for metals came down sharply. Similarly auto sale also reduced due to fear factor and metals industry suffered a setback there too. The story for other industries was also similar and in totality, the demand curve for metals dipped substantially.

As the time passed, the industry gradually came out of that state and started functioning. The construction industry had to do a lot of 'price correction' but after they did that, the things started moving. The other industries like auto, consumer durables also started some improvement in their sale and were slowly able to increase the production. One has to understand that western and developed economies were still lagging behind and this increase in production should be attributed to the domestic demand. The export demand is still to rise but the manufacturing companies are catering to the domestic one. In such a situation the demand for non-ferrous metals has also increased gradually and now metal producing and processing companies are again looking forward to a bright future.

Does this mean that the recession is over ? No, I do not think so. The production and sales levels of June 08 are still to be achieved. Experts say that it will be 2012 when this level can be achieved. As mentioned in this column earlier, it is very difficult to take recession out of mind and this is a very slow process. We should be happy about the fact that we are on the recovery track and if everything goes well, 2010 will be a better year than 2009.

D. A. Chandekar

