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## Agenda

- > 2004 Market overview
- Intensities of use
- ➢ Nickel outlook









## 2004 Market Overview



# Consensus that 2004 was a strong year and growth will continue this year

World stainless production forecasts:

	2003	%change	2004	%change	2005
BHPB SSM	22,667	7.4%	24,337	7.1%	26,065
Brook Hunt	22,869	8.2%	24,734	6.2%	26,270
Heinz Pariser	22,812	7.5%	24,523	6.5%	26,127

Differences due to estimation of production numbers in regions where data is not readily available, for instance, Chinese private sector



## 70% of global melting growth in 2004 took place in Asia





## 90% of Chinese stainless imports in 2004 came from Asia



Imports will slow as greater capacity comes online in China



# External austenitic scrap ratio has climbed from 34% in 2002 to 38% in 2004.





## Rapid penetration of 200 series in last two years

### **Production by Series**



Further "exponential" growth of 200 series is limited by application



## 2004 saw...

> A high growth in stainless melting production

- Accompanied with an even higher growth in
  - External scrap usage
  - Production of 200 series
- > That led to a very modest growth in Nickel consumption (1.8%)
- But, even with such a limited growth in demand, the Nickel market remained very tight





## Intensities of use



# Chinese stainless consumption and intensity of use – broadly, three pillars of demand

## 2004 (4.6 Mt)



Industrial usage 35%

Industrial usage: Chemicals, petro-chemicals, pharmaceuticals, food & beverage, pulp & paper, refining, power

Consumer durables: Flatware, holloware, white goods

Construction: Kitchen & bathroom fittings, decoration, elevator & escalator, city landscape

≻70% of stainless steel consumption is for domestic market

Consumer durables is the main sector that is supplying overseas markets



Consumer durables 34%





Construction 24%

# Industrial use. 200 series is unsuitable for many industrial applications



#### Key area is Chemicals

Growth driven by sectors like textile and clothing end-use industries

## Substitution to 200 series limited by application

Instances of 200 series being fraudulently sold as 300 series have instigated a negative reaction

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# Construction – 200 series is very suitable for certain applications





Pudong, Shanghai 2000

## Substitution to 200 series has already taken place

➤Stability in 200 series total share

➢Potential upside to greater 300 series usage exists

Key growth driver is urbanization

Expected to grow from 38% in 2004 to 65% in 2025

## Increasing quality of construction



Photos source: www.pudong.gov.cn

## 200 series has not been the panacea as earlier hoped

- Processing of these grades is more difficult
- Mechanical parameters are not met
- > Corrosion problems
- Contamination of austenitic stainless scrap
- And strong competition from small induction based furnaces makes these grades unattractive for large mills





## China's stainless steel consumption shows higher usage intensity than other earlier developing economies



\*SS consumption in Taiwan and Korea are much higher, probably due to their export-driven SS end-use sectors Source: JFK; Global Insight; country custom yearbook and steel associations



# China's development is well timed for greater stainless steel usage



Big Ben Clock Tower, London
Built 1858



Jin Mao Tower, Shanghai

**Built 1998** 



## 304 is good value for money





Taking inflation into account, 304 is priced at half of the 1967 level





## Conclusion



## Nickel market is in structural tightness

#### ➢Nickel demand remains robust

- 300 series remains the workhorse of the stainless industry because of "core" applications
- Strong growth in the aerospace industry and land-based turbines
- Hybrid electric vehicles provide a positive development for long-term growth

## ➢ Real constraints to supply

- No major technological revolution anticipated
- Capital costs are high

Nickel demand is, however, sufficiently elastic to avoid a prolonged period of high prices. Nickel bearing stainless steels remain cost-competitive against alternatives in their core applications.







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