

STEELSPECIAL

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Indian refractory maker keeps optimistic

By Katherine Land

Orind, a world-renowned refractory company, will join the ranks of its peers at the Fourth Annual China International Steel Congress in Beijing on April 17-19.

Hosted by the China Iron and Steel Association and the Metallurgical Council of the China Council for the Promotion of International Trade, the company will gather companies to discuss the profound structural reforms needed to combat the uncertain future of the steel industry in China, and around the world.

Orind maintains a positive outlook in the arena of metallurgy.

As an international company with a global brand image, Orind will keep marching ahead with success, even if there is the likelihood of a slump in the steel industry, said R. Mishra, group managing director of Orind.

Not only is Orind a global player in the industry, it also holds the claim of being the first Indian company to start wholly-owned operations in China over the past 11 years – thanks to their Chairman Dr Ravin Jhunjhunwala – noted as a visionary.

Orind holds a premier position in China in terms of the export of refractories, its speciality. In 2005 they received the Highest Exporter Award from the Yingkou city

government. Yingkou is a port city in Northeast China's Liaoning Province.

The enterprise is at the top of their game, technologically speaking, with an innovated process based on Magnesite.

Orind believes in formative assessment, which leads to the daily performance resulting from pre-planning, and gives excellence to every day operations, according to Mishra.

"For excellent product, what we need is technology leadership backed by innovative implementations," Mishra said.

According to Mishra, Orind provides high-quality and low-cost products while being environmentally conscious.

"More than lowering the cost, Orind has innovated the cost concept by saving the scarce resources like water, power, and fuels. We have gone for energy management," he said.

By the time the Olympic Games roll around in 2008, the company expects to have a turnover of US\$300 million from their China business operation.

This Olympic goal depends on the efforts of the Orind team, co-operation and support from local governments and an increasing interest from customers and stakeholders, Mishra said.

"Even when construction and games

responsible for its success," he boasted.

Orind is a role model of Sino-India partnership. In this vein, the company has an exchange programme set up between the two countries, resulting in a bilateral friendship.

This cheerful and friendly outlook applies to how Orind views its competitors as complementors.

"We believe in healthy competition in our industry," he said, adding that competitors contribute in some way or other to continuously improve Orind's technology through innovation. And innovation is a dear concept to Orind.

With the steel conference leaning ahead, Orind is ready to put its ideas and plans to the test.

Highly optimistic about the future, the company will be ready to discuss its prediction for the steel market and world economy at the conference.

With its focus on human resources and dedication to innovation, Orind is gathering competitive steam, something that shows no sign of slowing down anytime soon.

"We believe in excellence and that has brought us the pride of being the lone global refractory brand from India" he said. "At the same time, we will try to achieve more than excellence to reach perfection, which is defined as impossible, but I feel is achievable by us."



Dr. Ravin Jhunjhunwala, chairman of Orind



R. Mishra, group managing director of Orind

are over, we will continue to maintain the growth spree in Asia," he stressed. "After 2008, we will focus on growth of the refractory fraternity through Orind Academy."

Arguably the most important factor in Orind's achievements is the quality of their human resources. Mishra calls the team "the secret to our success".

"More than an organization, Orind is like a family, and all its family members are

Shougang relocates operations to Tangshan

By Li Jin

The Shougang Group, Beijing's mammoth steel maker, is gearing up to phase out production in Beijing, according to a source from the publicity office of the Group.

In 2005, the group company was required to phase out smelting operations in Beijing and completely stop them by the end of 2010 to reduce pollution in the city.

With a yearly steel smelting capacity of 8 million tons, the group will reduce capacity by 4 million tons by the end of 2007. And most of its production facilities will be removed from Beijing before August 2008 when the 2008 Olympic Games are to be held in the city.

According to a plan approved by the State

Council, Shougang will relocate most of its existing production facilities to CaoFeidian, an island 80 kilometres south of Tangshan in neighbouring Hebei Province.

A joint venture named Capital Steel Beijing-Tangshan Iron and Steel Joint Co Ltd has already been established by the Shougang Group and Tangshan Iron and Steel Co Ltd, the fourth and sixth largest steel makers in China respectively.

The new location in Hebei has access to fine harbours and is near rich iron ore resources, with proven reserves of 4.4 billion tons.

The Beijing-based Shougang will no longer produce steel in the capital city but go ahead with its cold-rolled steel sheet production project here.

Located at the west end of downtown Beijing, the 86-year-old Shougang is



A blast furnace at a factory of Shougang Group

widely considered the flagship of China's steel industry. But it has also long been blamed for producing heavy air pollution during steel making.

The relocation of Shougang will improve the air quality of Beijing, as the government promised in its bid to host the 2008 Summer Olympic Games.