SIEMENS IMPROVES ITS PROFILE FOR METALLURGICAL PLANT

Expands Its Range of Services

Siemens is improving its profile for Metallurgical plant construction by expanding its worldwide range of support and modernization services. According to Dr. Richard Pfeiffer, head of worldwide business for Metals Technologies in the Siemens Industrial Solutions and Services Group (I&S), improving the performance of plants with the aim of higher productivity will greatly help to satisfy the steadily rising demand for Steel products throughout the world. The construction of new plants planned for the next few years, above all in China, India, Russia and Brazil, will only help to cover part of this growing demand, he continued. In the U.S. and Europe, production increases will be achieved by modernization of existing installations. Siemens is supporting this trend with its life-cycle maintenance services. "We will expand our portfolio accordingly and thus strengthen our leading position", said Pfeiffer at the Metals and Mining Media Summit, recently held in Austria. Within the next few years, this segment is to account for one third of the total sales of Siemens VAI.

Siemens VAI Metals Technologies was off to a successful premiere in Linz, Austria. At the event, Siemens VAI informed around 60 journalists from around the world in detail about the Division's current developments, emphasizing that although the Division in its present form was establish less than a year ago, its different units have already grown together. Representatives from international trade journals were given all the information they desired and ample material relating to specific countries and regions. Siemens VAI colleagues presented numerous projects from Siemens VAI's worldwide activities to the journalists from China, Germany, France, the UK, India, Italy and Russia. The projects served as concrete examples for communicating the message that Siemens VAI will make good use of its strong infrastructure on the global market, especially for further expanding its activities in the services sector. The attendees appreciated in particular that the presentations were held by the entire management team, who also devoted ample time to answering questions, both during the day's official discussion rounds and at the social gatherings in the evening. In a joint presentation, Siemens VAI head, Dr.Richard Pfeiffer described that as a plant engineering company, Siemens VAI concentrates today primarily on greenfield construction and modernization activities. He further said that with plant and process solutions plus matching products and life-cycle services, Siemens VAI can provide everything that is needed to optimize the entire production chain in the iron and steel industry - from ore extraction to rolling and treatment of steel sheeting for the automotive industry. He informed that in the medium term, the number of new plants being built will decrease. "Siemens is adjusting itself to the fact that, given a plant life-cycle of up to 30 years, the integration of new methods and process technologies in existing plants as well as innovative automation solutions will help companies to meet the globally rising demand for iron and steel even though the number of new plants is actually diminishing," he added.

Excellently positioned for the future

With new orders of € 2.6 billion (previous year: € 2.3

billion) and existing orders to the value of € 2.7 billion, the Metals Technologies Division of I&S was able to improve its world leadership position in the market in fiscal 2006 (ended on 30 September). The regions Asia-Pacific and Europe each contributed 30% to total new orders. North and South America together contributed 20% and so did the Middle East and Russia. The reduction in new plant business expected in the next few years is to be compensated for primarily by life-cycle services business, whose share in sales is to double to around one third by 2010. Due to increasing demand in modernization business, the share of electrical products in sales is to be increased considerably to around 30% by the year 2010.

By expanding its services business, Siemens is reacting to the consolidation of steel manufacturers in the world market. By 2010, the ten largest companies will increase their present share of world steel production from around 28% to around 50% and, in 2015, will amount to a share of approximately two thirds, forecasts Pfeiffer. "By taking over Voest Alpine Industrieanlagenbau in summer 2005, Siemens expanded its plant project business with automation and electrical engineering solutions by adding mechanical and process solutions to its already existing range of products. This opened up the way to a potential market of € 45 billion.

In October 2006, after taking over Voest Alpine Industrieanlagenbau, I&S reorganized the Metals Technologies Division, which has 7,500 employees and projects in over 50 different countries. Previously, the two companies had focused on Iron & Steelmaking and rolling & processing. After merging, they started to be active in open-cast mining business as well. This means that a single company now provides support services for the entire production process – from ore extraction to Iron and Steel production. The new subdivision called "Metals & Mining Services" is responsible for services and modernization in all segments throughout the world. According to Pfeiffer, I&S today can offer its customers individual solutions based on standard products and systems.

JINDALS ALL SET TO PRODUCE INDIA's THICKEST AND WIDEST SLABS

Courtesy - SMS Demag

SMS Demag AG, Germany, successfully commissioned a continuous casting installation works at Raigarh for Jindal Steel & Power Ltd. (JSPL), India. The single-strand caster is planned for an annual output of 1 million tonne of slabs that vary in width between 1,800 and 2,600 mm and are 215, 250 or 280 mm thick. JSPL will now be able to produce India's thickest and widest slabs. SMS Demag's services include the basic and detail engineering plus the supply of the ladle turret, all casting floor equipment, mold level control system, hydraulically powered resonance oscillator, the components of the run-out section, the hydraulic system as well as the complete electrical and automation systems.

One noteworthy feature of this commissioning job is the origin of mechanical components of the strand guide system which were installed in a slab caster originally commissioned by SMS Demag for a German customer in 1979. In 1996, the circular arc caster was converted to a vertical bending unit. This revamp required the replacement of the base frame, mould and segments.

Additionally the original casting thickness of 215 mm was augmented by the sizes of 250 and 280 mm and JSPL would be accessible to use the installation to cast structural steels, high-strength micro-alloyed steels and pipe and tube grades.

SMS group is under the roof of the holding SMS GmbH, a group of companies internationally active in plant construction and mechanical engineering for the steel and nonferrous metals industry. It essentially consists of the two Business Areas SMS Demag and SMS Meer, which jointly form SMS metallurgy.

Spareage OEM Division

Spareage formed in 1959, specializing in the manufacture of Hydraulic seals, Rotary seals, Pneumatic seals and O rings, has today become India's leading seal manufacturer. Spareage seals are used in almost all segments of the industry – from Automobile to Aviation, from steel to cement, sugar to rubber, nuclear and thermal power plants.

Spareage, to offer better services to its Original Equipment Manufacturer customers, has set up a state-of-the-art seal manufacturing unit at Khopoli, 50 km from its existing plant. This new unit is dedicated to manufacturing seals for Original Equipment Manufacturers and will work closely with them in the design, development and manufacture of seals.

Spareage OEM division has a fully computerized design department, sophisticated mould making and moulding units and full fledged Quality control department.