



High-strength steel sheet for auto seat

Topics

Broader Technical Alliance with Major Austrian Steelmaker

Kobe Steel has broadened its technical alliance with voestalpine Stahl GmbH, an Austrian blast-furnace steelmaker with which it already maintains a technical alliance in the field of automotive steel sheet. Kobe Steel has now provided voestalpine with the technology to produce fingerprint-resistant electrogalvanized steel sheet. This will enable voestalpine to produce steel sheet that is fingerprint and scratch resistant, while demonstrating excellent corrosion resistance and conductivity. As production of flat-screen televisions gathers momentum in Poland, the Czech Republic and other Central European countries, a network for supplying steel sheet for home appliance products through voestalpine Stahl will be established.

Circular Steel Pipe Used Atop Tokyo Sky Tree

Japan's strongest circular steel pipe for construction use, which was jointly developed by Kobe Steel and Sasaki Pipe & Tube Co., Ltd., is being used for the tallest structure in Japan, the Tokyo Sky Tree, which is currently under construction. The circular steel pipe is being used in the gain tower on the uppermost part of Sky Tree, upon which mainly broadcast antennas will be placed. Being highly earthquake resistant, the pipe has such features as a low yield ratio, weld crack prevention, and high toughness in the weld heat affected zone. Sales will be expanded to encompass general construction applications.



Crankshaft for a ship



Circular steel pipes of the type delivered to the Tokyo Sky Tree

Welding Business



The Welding Business offers a diverse range of welding products and services, providing comprehensive welding solutions that encompass welding consumables, power sources and welding systems. While firmly maintaining its No. 1 position in the Asian market, Kobe Steel seeks to expand even further overseas, on its way to becoming a top global manufacturer in the welding industry.

MAIN PRODUCTS AND SERVICES

- Covered welding electrodes
- Welding wire for automatic and semi-automatic welding
- Flux
- Welding robots
- Welding power sources
- Welding robot systems
- Welding-related testing, analysis and consulting

Outlook for Fiscal 2010 and Key Initiatives

Over the short term, both welding consumables and welding systems are expected to witness sluggish demand in Japan, the United States and Europe. On the other hand, demand in China and ASEAN countries is projected to grow. From the perspective of raw materials procurement with resources entering an inflationary phase, Kobe Steel anticipates that rising costs will be unavoidable.

In such a business environment, Kobe Steel in Japan will make all-out sales efforts that promote technological excellence and will strive to obtain orders for new projects. In so doing, the Company seeks to secure maximum sales volume. Overseas, Kobe Steel will work to expand sales by leveraging the functions of new locations in China and to solidify an overwhelming No. 1 position in the ASEAN region. Moreover, efforts to curb cost increases and pass on higher costs through higher sales prices will work to achieve firm profitability.

Medium- to Long-Term Business Vision and Key Policies

Maintaining its No. 1 position in Asia, the Welding Business is moving forward with the aim of becoming a top global manufacturer. To achieve this goal, Kobe Steel will implement initiatives under a basic policy that encompasses dynamic growth in overseas markets, shifting to a production structure synchronized with demand, and acquiring overwhelming technology proposal capabilities. In particular, as overseas markets are the lynchpin of business growth, Kobe Steel will: 1) further fortify overseas locations; 2) enhance its presence in China and ASEAN countries through industry-specific sales and technical proposal capabilities; and 3) aggressively pursue development in untapped markets, primarily in emerging countries.



Welding consumables

Topics

KWSH Established in China to Market Welding Consumables and Welding Robot Systems

In February 2010, Kobe Steel established Kobe Welding of Shanghai Co., Ltd. (KWSH) in Shanghai, China. Having commenced business operations in April 2010, the new company markets welding systems and parts, in addition to offering maintenance services. In tandem with expanding orders, primarily for high-value-added welding consumables to meet demand in China's robust energy field, KWSH will also bolster its local capabilities in welding robot systems, building a structure that provides maintenance and parts in response to burgeoning demand in the construction machinery sector.



Efforts made to develop local staff will lead to enhanced competitiveness.

China-Based Welding Materials Manufacturer and Marketing Company KWQ Commences Sales

Established in Qingdao, China, in February 2008 to manufacture and market flux-cored welding wire, Kobe Welding of Qingdao Co., Ltd. (KWQ) initiated sales operations in March 2010 and held an opening ceremony to celebrate this event on April 16. Large-scale shipbuilding facilities in China are constantly being constructed and upgraded, and highly efficient welding consumables for the shipbuilding industry are expected to be in brisk demand. Taking advantage of ideal access to the coastal areas where shipbuilding facilities are situated, KWQ will strive to expand production and sales volume.



Including guests, a total of 100 participants attended the ceremony to celebrate the new opening.