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Steel Market Review

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Steel Business Briefing

NE dom: 580-640 €/t EXW
SE dom: 440-470 €/t EXW
NA dom: 620-660 \$/s.ton FOB Midwest
China dom: 4750 - 4850 RMB/t Shanghai
China exp: 620-620 \$/t FOB Shanghai
Brazil dom: 2450 - 2600 BRL/t delivered
Turkey dom: 740 - 740 \$/t EXW
ME Import: 800-835 \$/t Persian Gulf
East Asia Import: 770 - 800 \$/t CFR

All prices for Hot Dip Galvanized Flat Steel

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Industry Related Events

October 6-8

Metalcon

Tampa, Florida, USA

Genesis booth # 731

October 7-8

Future of Steel Markets Conference

Istanbul, Turkey

Wednesday October 1, 2009 » Volume 1, Issue 1

Steel Market Review

US Steel restarts Blast Furnaces

US Steel has confirmed plans to restart the 2.3m short tons/year BF and primary steelmaking operations at its Hamilton, Ontario works in Canada. The Hamilton works, formerly Stelco, will produce only slab, as the mill's finishing operations, a cold mill and two galv lines, will remain idle. US Steel also recently restarted a BF at its Serbia works.



Brazilian steel industry to recover in H2

Brazil is expected to return to 2008 growth levels from 2010, when its economy will expand 4%. Meanwhile, the steel consuming industrial sectors, including construction, machinery, automotive and home appliances are being supported by government incentives. These include the "My house, My life" program and credit for real estate.

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Monthly Highlight: China

Global Strategic Agreement at Federal Trade Mission

The formal signing ceremony took place on April 12, 2009 at the Canadian Trade Mission in Beijing, China. The signing was witnessed by Mr. Dashan Liu, Vice President of SINOMACH, China Perfect's parent company, The Honourable Stockwell Day, Canada's Minister of International Trade, Mr. Robert G. Wright, Canadian Ambassador to China, and Mr. Terry Robinson, National Director, Housing Export, CMHC International... [Read More](#) »



Multi-Storey Building Code

Genesis accepted the invitation from the Housing Industrialization Office of the Ministry of Construction (MOHURD) to consult on and help develop China's first multi-storey LSF building code. This invitation was supported by the Canadian Housing and Mortgage Corporation (CMHC) as Genesis has developed some of the world's leading LSF solutions, and all Canadian LSF

October 14-17

Expo CIHAC

Mexico City, Mexico

October 14-17

Building & Construction Indonesia

Jakarta - Indonesia

October 14-16

International Architectural Expo

Beijing, China

October 18-21

InterBuild

Birmingham, England

October 21-24

BakuBuild

Baku, Azerbaijan

October 27-29

CFSEI Courses on Cold-Formed Steel Structures

St. Louis, Missouri, USA

October 14-17

International Building Materials and Construction Equipment Fair

Hong Kong

November 2-5

Steel Business Briefing - How the Steel Market Works

London, UK

November 2-7

Batimat

Paris, France

November 4-5

Steel Framing Alliance - Steel Doing It Right Seminar

San Francisco, California, USA

November 4-5

Design-Build Conference & EXPO

Washington, D.C., USA

November 11-13

Greenbuild International Conference and Expo

Phoenix, Arizona, USA

November 4-5

Design-Build Conference & EXPO

Washington, D.C., USA

November 23-26

The Big5 International Building & Construction Show

Dubai, UAE

Genesis booth # 3A135

businesses shall benefit from this involvement. While the world's largest construction market is currently limited to build to 3 stories using light-gauge steel, Canada has been gaining recognition internationally for its green building technologies. The committee began work at the end of September 2009 and a draft Code is expected by June 2010.

Doing Business in China?

Genesis was invited by the Canada China Business Council (CCBC) to speak alongside with Research In Motion (RIM) during its "Doing Business in China" seminar on September 15th at the Royal York Hotel in Toronto. Genesis presented to more than 150 senior Chinese corporate and government leaders its key success factors, from developing representation and leads in this complex market to setting up strategic partnerships to ensure viable growth.

[Read More »](#)[Back to top ↑](#)**Projects****Boisé Notre-Dame, Phase III**

The 12,556 sq.ft truss roof project was completed in June 2009 in Laval, Quebec, Canada. Truly an architectural showcase with open spans exceeding 70', the project was engineered by Genesis and manufactured by its Canadian Licensee KML Building Solutions in few weeks. [Read More \(Pages 74-79\) »](#)

**Dinsk Townhomes**

The 4-storey Townhomes in Krasnodar, Russia is a 25,764 sq. ft. building which will be a model for educating the region to new and fast method of constructions and safer building designs for seismic zones. The residential model was re-engineered from concrete to structural light steel. The building was erected in less than 2 months, including 4 weeks of hands-on training.

**Lively Public School**

The Lively Public School, a 2-storey and 55,510 sq. ft. building was completed in July 2009 in Lively, Ontario, Canada. The building had not only to meet the local fire and sound rating requirements but also to be finished on time for the new school year. Genesis green structural systems lend themselves very well to this project given the challenge of the gym wall height of 22'. This school will provide a healthy, safe and





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sturdy environment for student learning for many years to come.

To see more Genesis LSF projects [Click Here](#)

To learn more about building projects with LSF [Click Here](#)

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Technology

Genesis Enterprise Manager (GEM) software now available as a Service!

With the release of GEM 4.0, Genesis is now offering its industry leading software suite as a service to its partners. How does it benefit then?



The SaaS (Software as a Service) delivery model benefits Genesis partners in many impactful ways. For those not familiar with the concept of SaaS, essentially it amounts to Genesis hosting the GEM software suite for partner access via high speed Internet enabled PC or handheld device.

The first and most obvious benefit is the reduced startup cost. The suite is hosted on Genesis hardware allowing partners to trim their up-front hardware capital expenditure. Further, our Pay-as-you-Go licensing model allows partners to license as much or as little of the GEM suite as is relevant to their business, consequently lowering their on-going expenses.

Another benefit is the reduced cost of software management. The implementation of the solution is much faster as there is no onsite deployment, thus partners are able to begin using the software and realizing the benefits much sooner. They also gain from the automatic, seamless upgrade process performed by Genesis, thereby avoiding costly in-house upgrades.

Finally, Genesis partners will benefit from the software's global accessibility, consistency, and innovation. The GEM suite is accessible from anywhere in the world with high speed Internet connectivity. Further, all users will be operating the same software version, and will have immediate access to the latest innovations due to our agile development philosophy. [Learn More »](#)

To learn more about GEM and other Genesis Software Packages [Click Here](#)

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Partners

Thuli-Genesis, a new Genesis Solution Provider



Thuli-Genesis Construction PTY Ltd. (Thuli) became a non-exclusive Solution Provider in the spring of 2009 for the territories of South Africa, Namibia, Botswana and Zimbabwe. After twenty successful years in the tile import business supplying the South African market, the company has decided to branch out into the construction and finishing of residential and commercial buildings. Thuli is currently on the short list for a government-subsidized project for affordable housing where they will help to fill a 300,000 unit shortfall using LSF.

To learn how to become Genesis Solution Provider (GSP) [Click Here](#)

Featured article about Genesis Licensing Program

Integrated solutions: Genesis streamlines businesses... [Read More »](#)

To learn how to become Genesis Licensee [Click Here](#)

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LSF & Green Building

BREEAM, LEED and Green Star: Who's the fairest?

The energy rating methods of the UK, the US and Australia have influence far beyond their own borders. So how do they stack up against each other? What is the best way of measuring the energy performance of a building? As the pressure to reduce CO2 emissions mounts, it is important not only that buildings work better, but that their designers and operators can measure the levels of improvement... [Read More »](#)

Source: [Building Sustainable Design, September 2009](#)

Steel Credit Review at the Green Building Council in Australia (GBCA)

The Mat-6 'Steel' credit is one of four core Green Star Materials category credits that are currently under review. The GBCA has been carrying out analysis of feedback from, and engagement with, Green Star users and steel industry stakeholders regarding the credit criteria. The GBCA has decided to review the relationship between the credit criteria and the environmental benefits intended by the aim of the credit... [Read More »](#)

Source: [Green Building Council Australia, Aug. 28th, 2009](#)

The Big5 launches the Gaia Awards 2009

The Big5, the leading international exhibition for the construction industry, announced the launch of The Gaia Awards 2009, which honour companies in the construction sector whose products and services demonstrate a reduction of construction's impact on the environment... [Read More »](#)

Source: AME Info, September 7th, 2009

LEED Regional Material Credit (MR 5) Clarification

Based on the investigation run by the Metal Construction Association (MCA) with the USGBC, it appears that a metal roof or wall panel provided to a LEED registered building project could not be eligible towards the 1 or 2 points unless all of the following are located within a 500-mile radius of the project site:

- The mined ore or minerals, or scrap used as raw materials
- The mill where the raw materials are refined into a final flat sheet product
- The manufacturing facilities that process the flat sheet product into a final metal roof or wall panel

Source: MCA Summer 2009 Newsletter

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