

Russian News

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The Salvation of the Automotive Industry is by the Work of the Automotive Industry Itself

The Russian automotive industry needs to restore the domestic production of components, in fact - to revive the whole industry of auto components.

In theory, requirements for the level of localization are constantly increasing in Russia. But no real incentives have emerged to create new component industries on the scale the industry needs. Experts estimate the losses from the loss of the auto component industry by the country, expressed in the cost of purchasing components abroad, at 1 trillion rubles a year.

"In most developed countries, the automotive industry is one of the main locomotives of the economy. Because the production of vehicles is an excellent generator of both budget revenues and jobs. But this is only if the national auto industry is a unified complex of assembly plants and factories for the production of components. In this case, the industry is confidently standing on two legs", - comments on the situation the Deputy General Director of "ASM-Holding", and Honored Economist of Russia, Alexander Kovrigin.

Car manufacturers and, in particular, "GAZ", concerned about the fate of the industry, have developed their own plan not only to support, but to create a new industrial model that is sustainable in the face of global disasters and based on the creation of value chains within the country. The plan envisages, in particular, investing 240 billion rubles in auto component production for five years, while half of these funds are producers' own investments, and the other half is financed by the state, which then receives powerful returns in the form of increased tax revenues and the creation of new jobs.

Many countries have followed a similar path. At the same time, experts suggest giving an advantage to projects for creating critical components, and making targeted programs for creating such ones as a priority.



Largest Marketplaces Doubled DIY Sales

Leaders of the Russian online retail are becoming active players in the DIY & Household market. "Wildberries" and "AliExpress Russia" marketplaces reported more than two-fold growth in sales of household goods and repairs. New formats of interaction with suppliers helped them to attract new buyers to their sites.

"This winter the most popular categories of tools for repair and gardening on the local marketplace were sets of working tools, power tools for the garden, welding machines, electric drills and electric saws", - clarified in "AliExpress Russia".

In the fall of 2020, "AliExpress" launched a new format of superstores, the first of which being "Big Home" - a hypermarket of local household goods.



The new sales scheme was also tested in "Wildberries" last year. The company began working on the FBS model, in which the seller is directly involved in storing, processing and packing orders. Fasteners of the Oryol Steel Rolling Plant were used in the construction of a railway bridge in the Astrakhan Region. Fasteners from the Oryol Steel Rolling Plant (part of Severstal-Metiz, the Severstal Hardware Group) were used in the construction of a new railway bridge across the Akhtuba River in the Astrakhan Region. Oil, sulfur, salt, metal, timber, building materials, grain and vegetables are transported along this section of the route. The new engineering structure will become an international transport corridor and will connect Siberia and Moscow with the ports of the Caspian, Azov and Black Seas.

The old bridge was built 85 years ago and was single-track. Up to 20 million tons of cargo will be transported over the new bridge per year.

159 New Products from Severstal-metiz Companies



Severstal-metiz, Oryol Steel Rolling Plant and Volgograd Plant Severstal Kanatov mastered 159 new types of products in 2020. This process involved almost all product areas: wire, calibrated and hot-rolled steel, and fasteners. All new products are developed in cooperation with customers. The product portfolio of the Severstal-metiz in 2020 was replenished with 39 new types of products. One of the significant projects was the launch of a chopped wire shot production. Compared with traditional shots, high-tensile wire shot offers lower consumption, higher abrasion resistance and lower operating costs for customers. Orel Steel Rolling Plant mastered 114 new products in 2020. These are mainly fasteners - up to 85%. Among them are new standard sizes of bolts, nuts, washers, fasteners for the automotive industry and construction.



Investment in Oryol

This year the company will make a record investment of one billion rubles to the development of the Oryol Steel Rolling Plant (part of Severstal-Metiz, the Severstal Hardware Group), which is 11 times more than last year.

The company will modernize production. Cold heading and thread rolling machines, drawing lines and load-lifting cranes - more than 20 units of main equipment will be renewed to the maximum. All units will be equipped with modern electronic equipment: numerical software, LCD displays and control joysticks. At the same time, the workspaces will be organized according to the highest international safety standards. Thanks to the investment program, 56 new jobs will be created.

The company's investment plans confirm the stable development of Oryol hardware production. Despite the pandemic, Oryol Steel Rolling Plant ended the year with growth. Shipments of finished goods rose 4 per cent to nearly 69,000 tonnes, breaking a five-year record. "This is the first time we have received such a significant investment. All projects are quite large-scale, but we plan to complete most of them this year. The modernization of production is planned both for current tasks and for the implementation of projects for the development of new products", - comments Alexey Erenichev, director of the Oryol Steel Rolling Plant.

Europartner Offers Multi-fastening Solutions

One of the notable novelties of the past 2020 by Europartner Group is a fundamentally new packaging for fasteners. It is multifunctional. Among its advantages are visual presentation of the product, vandal resistance, technical information on the product, Torx bit included, neat storage, ease of reusability.



Last December, the nylon fastener plant significantly expanded its production. In 2020, on the basis of the Europartner plant a training center was established. It invites Russian plastic processors by injection molding to attend training courses. The courses are conducted by leading experts in plastic processing, materials science, representatives of suppliers of injection molding machines and peripheral equipment, mold designers.

NLMK-Ural to Increase Production of High-carbon Wire Rod



NLMK-Ural (Russian division of NLMK Group) has expanded its product line. After the modernization of steel-making and rolling facilities, the plant mastered the production of continuously cast steel billets with a cross section of 150x150 mm. Previously, the capabilities of the electric steel-making shop were limited to the production of billets with a cross section of 125x125 mm.

This will allow to expand the assortment of metal products (wire rods, wires, fasteners), as well as improve the quality of existing ones. Thus, the production of one of the most demanded products - high-carbon wire rod - will be increased by 40% per year with a simultaneous improvement in physical and mechanical characteristics.

The Fixing Union Develops a Standard for Calculation of Anchoring in Masonry

Calculation and design of anchors in masonry is an urgent task that occurs, for example, in the design of facade systems of buildings, where the system brackets are attached with anchors to the building base. This leads to the need to develop an appropriate regulatory document that would regulate the procedure for calculating anchors in masonry, and, similarly to the method for calculating anchors in a concrete base, would take into account both the strength and geometric characteristics of the base, as well as the characteristics of anchor fasteners, and also the nature of the effect of the load on this fastener. The development of such a standard is carried out by Association of Manufacturers and Distributors of Fixing Systems (Fixing Union) with the participation of the Moscow State University of Civil Engineering (NRU MGSU), taking into account the provisions of the Russian standards (including SP 15.13330 "Stone and reinforced stone structures").

BSW Increased Exports to 13 EU Countries

By the end of 2020, BSW exported more than 925 thousand tons of steel products to the European Union market.

The greatest growth in consumption last year was demonstrated by Spain, Slovenia and France, where the volume of shipments doubled or more. Countries such as Austria, Ireland, Romania, Poland and Finland provided more than 30% of export growth.

The market share of the European Union in the total volume of BSW exports in 2020 exceeded 45 percent. Wire rod, steel wire and structural steel intended for the automotive industry were in great demand. The shipments of the latter have increased significantly compared to the previous year. So, in 2020, the growth rate of exports of structural steel with a diameter of 20 to 80 mm to the EU amounted to more than 150 percent. These products were sold to the EU market for \$ 34.5 million.

In total, in 2020, BSW exported 2 million tons of steel products to 53 countries. It is worth noting that last spring, due to the coronavirus pandemic, the enterprise faced a decrease in demand, primarily for the products of steel wire workshops. However, since last June, its consumption began to recover and reached its usual level. In general, as of 01.01.2021, stocks of finished products at BSW were equivalent to two days of production.

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