



# TON DONG A × NSENGI



## Interview with Mr. Nguyen Thanh Trung CEO of Ton Dong A

### Ton Dong A Strategy

NSENGI: Ton Dong A (TDA) has been continuously executing large investment within following years. Please let us know about your strategy.

Mr. Trung: We have set the plan to increase our total volume of production up to 1 million tons from 2013 to 2018. With this volume, our products will serve mainly in the construction industry, infrastructure, and transportation industry.

We mainly invest in the latest technologies and high-quality machineries engineered in Europe, Japan, Korea, and USA. Our production lines engineering are from Danieli, Dongbu Machineries, Nippon Steel Sumikin Engineering Co.,LTD(NSENGI) and Tenova.

We are the first coated steel producer in Vietnam to implement successfully the Enterprise Resource Planning using Oracle software and hardware from Cisco.

With good management, high-efficient production, lesser energy consumption and logical supply chain planning, we could be more competitive in the market and could thrive to be a green manufacturer in Vietnam paring with our slogan, "Together we build green life."

### Ton Dong A CK4 Line

NSENGI: Ton Dong A CK4 CGL(1250mm Continuous Hot-Dip Galvalume Line with Capacity 200,000 TPY) line was supplied by Nippon Steel & Sumikin Engineering Co.,LTD (NSENGI) and CN Steel Plant Engineering Co.,Ltd (CNSE), please let us know your impression about this line.

Mr. Trung: Our GI/55%AL-Zn production line supplied by NSENGI/CNSE had started production for more than 1 year and a half.

The line reaches the designed capacity with high-efficiency and stable quality products. On this line, our coated 55%AL-Zn with AZ150, AZ165 and AZ200 have been supplied to customers in Australia and USA for a year. All customers requiring heavier AZ coating and wider range of mechanical properties such as hardness, tensile, and elongation in developed countries in America (USA, Puerto Rico, and Mexico) and Australia have approved of our 55%AL-Zn and have been sourcing our 55%AL-Zn for almost a year.

NSENGI and CNSE also provide great service toward this project. They worked very closely with our project teams.

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### Vietnam GI, 55%AL-Zn market

NSENGI: Please let us know your opinion and forecast about Vietnam GI, 55%AL-Zn market.

Mr. Trung: Vietnam current market of coated steel products has demand volume of approximately 4 million tons. Meanwhile, coated steel producers in Vietnam have total output of approximately 4 million tons. The import volume of coated steel is around 2 million tons. Therefore, the surplus in supply/output from coated steel producers in Vietnam have to be exported to South East Asia, America, Europe, and Africa.

Coated flat steel produced in Vietnam mainly serve the popular construction industry. Vietnam producers have not yet produced high-quality coated products for home appliance and automotive industries.

Demands for high-quality products for the construction industry and infrastructure are increasing with customers being more knowledgable about the specifications of coated steel.

Demands for coated steel suitable for home appliance and high forming ability steel used in home interior parts are increasing because Vietnam economy is getting better again in the coming years with many high-rises being built and electronics manufacturers establishing their factories in Vietnam.

Coated flat steel imported into Vietnam from neighboring countries have competitive price and high volume because of Vietnam' s policy of extensive integration with the world economy. Therefore, local producers of coated flat steel have to be prepared to always improve their production lines with the latest technologies to have better efficiency in production and better quality products ready to compete with other producers in the world.



NIPPON STEEL & SUMIKIN ENGINEERING



## Pulling together our talent to provide best engineering solution

Representative Director and President Shinichi Fujiwara

### CORPORATE OVERVIEW

Company Name\_\_\_\_\_NIPPON STEEL & SUMIKIN ENGINEERING CO., LTD.

Date of Establishment\_\_\_\_July 1st 2006 The Engineering Division of former NIPPON STEEL CORPORATION has become an independent company.

Head Office\_\_\_\_\_Osaki Center building, 1-5-1 Osaki, Shinagawa-ku, Tokyo 141-8604 Japan

Common Stock\_\_\_\_\_15 billion yen [As of March 31st 2015]

Employees\_\_\_\_\_Non-consolidated: 1,232 Consolidated: 5,282 [As of March 31st 2015]

Net Sales\_\_\_\_\_Consolidated: 348.6 billion yen [As of March 31st 2015]

### Mr. Trung Policy

NSENGI: Please let us know your business policy.

Mr. Trung: Always focus on our core business that is producing GI, 55%AL-Zn, PPGi/55%AL-Zn serving the construction and infrastrucure sectors with target of home appliance sector that have increasing demand.

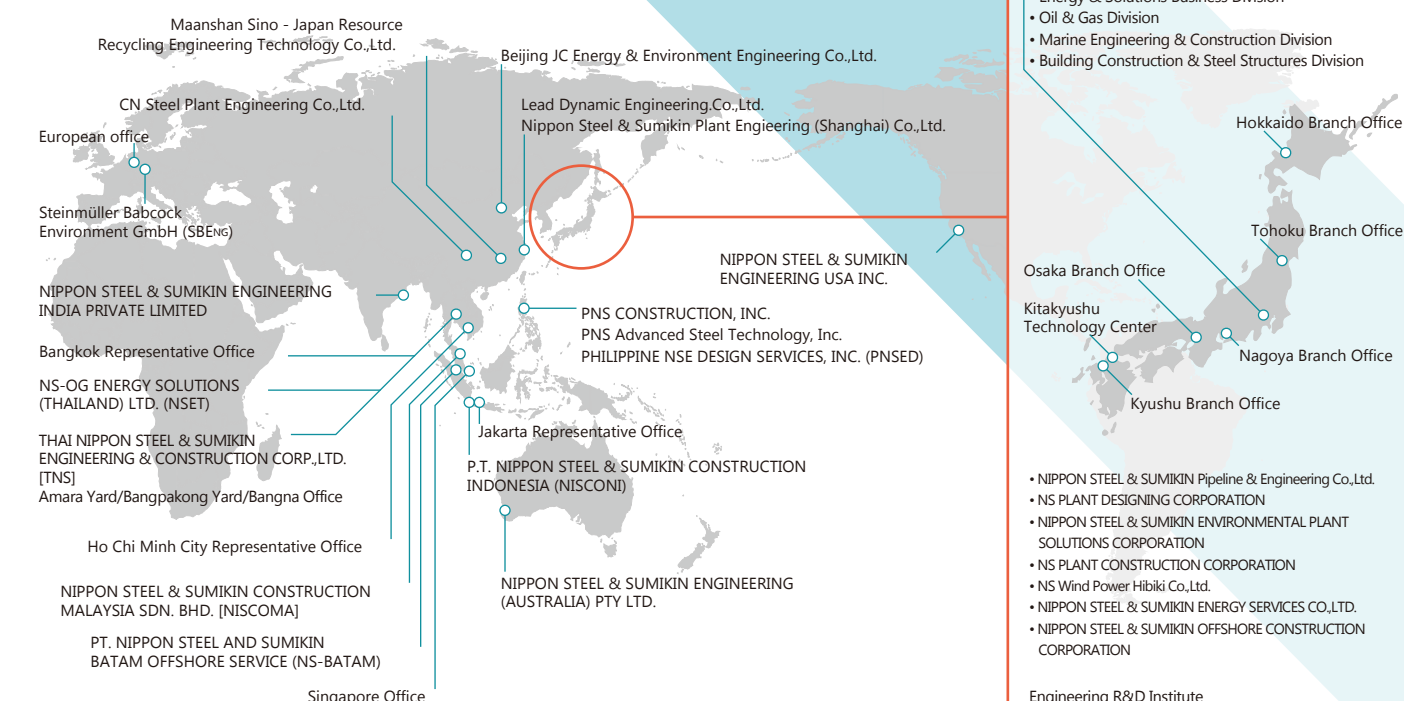
Increase volume, expand our shares in different markets but always compete in the higher quality market with our high-quality coated steel.

Always improve our management with leaner system according to international standards.

Stress on our culture as a responsible corporation in society.

Build a world-known brand name with our reputation of quality.

### NETWORK







**NIPPON STEEL & SUMIKIN ENGINEERING** 新日鉄住金エンジニアリング

in Vietnam 2016

## VIETNAM

Room712, 7th Floor, SUNWAR TOWER  
115 NGUYEN HUE, DISTRICT 1, HO CHI MINH CITY

+84-8-3827-8064

## JAPAN

OSAKI CENTER BUILDING, 1-5-1 OSAKI,  
SHINAGAWA-KU, TOKYO, 141-8604

+81-3-6665-2752

## NSENGI Advanced Steel Plant Technologies

Contributing to the growth of the steel industry through the pursuit of quality in the ironmaking process and provision of green equipment.



Hot Stoves



Stove Coolers



Blast Furnaces



The removed furnace  
bottom block



Energy-saving  
CO<sub>2</sub> Absorption Process (ESCAP)



COG  
Desulfurization Equipment



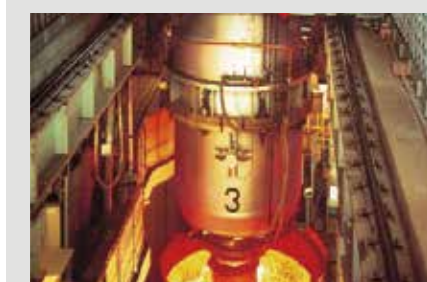
Coke Dry Quenching Facilities  
(CDQ)



Basic Oxygen furnace



Rotary Hearth Furnace



Multi Function Burner  
(MFB)



Continuous Casting Machine



Continuous Anneling and  
Processing Line (C.A.P.L)



Continuous Hot-Dip  
Galvanizing Line (CGL)



Nonferrous Metal  
Preprocessing Line