

2002 Press Release

AIM Market Research

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AIM MARKET RESEARCH COMPLETES A COMPREHENSIVE MARKET STUDY FOR FORGING INDUSTRY ASSOCIATION TO ASSESS THE IMPACT OF OFFSHORE FORGING PRODUCERS ON THE MARKET IN NORTH AMERICA

The **Forging Industry Association (FIA)** engaged **AIM Market Research** to conduct an independent market study focused on offshore produced forgings that are supplied to North America, and to characterize the market for offshore forgings in North America. The forging industry has sighted imports as a significant problem currently facing North American forging producers.

Through this study, the **Forging Industry Association** sought to obtain information that would be useful in formulating a marketing and business strategy aimed at assisting their association members in improving their competitiveness against foreign competition. This study was also intended to characterize leading offshore forging suppliers that are exporting to North America, and to characterize their relative market position, level of competitiveness, product offerings, capabilities, facilities, commercial tactics, technology, ownership, reasons for success, future outlook, etc.

The Market Study to assess the impact of offshore forgings on manufacturers in North America was broken down into stages. The first stage was intended to gather information from forging customers regarding their requirements for forgings and the extent to which these requirements were being served by offshore forging producers. The second stage involved contact with leading offshore forging suppliers to characterize their relative market position, level of competitiveness, product offerings, capabilities, facilities, commercial tactics, technology, ownership, reasons for success, future outlook, etc.

The **Forging Industry Association (FIA)**, with headquarters in Cleveland, Ohio, is a corporate membership association comprised of approximately 150 forging producers operating over 200 forge plants in North America and 80 suppliers to the forging industry. FIA and its Members are dedicated to the continuing promotion and development of the forging industry in North America. For several years now, offshore competition here in North America has been an increasing concern of forging producers in North America. The intent of this project was to address that concern.

AIM Market Research provides industrial marketing consulting, market research and development services. **AIM Market Research** has extensive knowledge of the metals industry, established contacts, and an ongoing dialogue with key new technology decision makers at many ferrous and non-ferrous companies. **AIM** has completed over 300 projects since 1987. **AIM** has also been active in market research and development in environmental, occupation health and safety, mining and automation and information technology. In addition to the **Forging Industry Association**, **AIM** has conducted market research projects for several trade associations including, the American Iron & Steel Institute (AISI), Heat Treating Network, CANMET MTL., Iron & Steel Society, EPRI (CMP), U.S. Department of Energy (DOE), Gas Research Institute, and the International Water Conference. **AIM's** market research projects have involved both secondary and primary market research.

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