

International exposure

Sorel Forge, located in Quebec/ Canada, relies on export. Sorel is a small town of approximately 45,000 souls located in the province of Quebec, which is 4.6 times the total area of Germany. Canada is the world's second largest country by total area. However, Sorel Forge would not survive in this domestic market alone; only 1% of Sorel Forge's total sales are achieved in Quebec and 25% in the whole of Canada.

Therefore Sorel Forge very early in its history started to export, at first into its biggest accessible market, the USA by setting up the necessary logistics to cope with duties until the establishment of the NAFTA (North American Free Trade Agreement), i.e. customs declaration, long distance transportation.

Our own staff has the skills to prepare elaborate custom documents, certification for the country of origin and deal with certified bounded carriers that haul our products across the USA border for distances of up to 3,800 km.

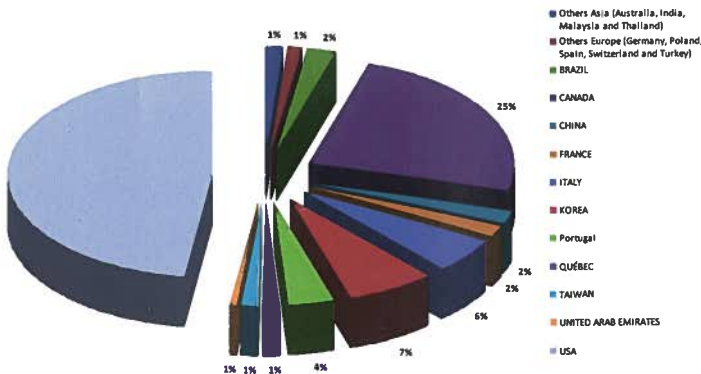
Then, as the capacity of Sorel Forge grew, it became necessary in the late 1980s to expand our export ambition. We started by targeting countries that did not have domestic producers of our specialty steel products. So, we started with the South East Asian countries such as Taiwan, Malaysia, Thailand and Hong Kong. This is how we have developed and mastered the appropriate logistics to ship our products all over the world. Again, our people with years of experience in dealing with offshore countries can cope with different rules for different countries and adapt to various ways of doing business, understanding that most of the time the communication language used is the second language for the individuals involved.

Thanks to this ability to export, we could rapidly supply a good number of SCHMOLZ + BICKENBACH facilities around the globe reaching sales volumes of some 35% of our total production within the SCHMOLZ + BICKENBACH family.

Without export, Sorel Forge would not be the company we are today.

Michel Cardin

Sales September 2011 Y.T.D. by country (in tons)



2011 Y.T.D. September 35% tonnage sales to SCHMOLZ + BICKENBACH Family

