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A New Era in Steel: Focus on Nearby Markets and High Value-added Products

The contraction in global markets and the rise of protectionist measures have led to a significant shift in Türkiye's steel sector growth strategy. **Chairman of the Turkish Steel Exporters' Association, Adnan Aslan, stated that the sector will now prioritize nearby and neighboring markets over distant ones, emphasizing that future growth will be driven by high value-added products.**

The Turkish steel sector closed 2025 with an increase in export volume. Throughout the year, steel exports reached 19.432 million tons, with a total value of \$16.5 billion. The average export price per ton stood at \$851. Despite the decline in unit prices, the increase in volume demonstrated the sector's ability to adapt to global competitive conditions.

Adnan Aslan highlighted that global steel prices remain under significant pressure, mainly due to China's high export volumes and the global supply surplus. He noted that in such an environment, growth can only be achieved by focusing on the right markets and adopting flexible strategies.



Nearby Markets Take Priority

In the new period, the sector's focus has shifted toward geographically closer markets. **The European Union, non-EU European countries, the Balkans, Eastern Europe, and neighboring countries are among the primary target markets.** Aslan emphasized that while distant markets face rising logistics costs and trade barriers, nearby markets offer advantages such as faster delivery, flexible production, and stronger commercial ties.

In 2025, steel exports to the European Union reached 7.9 million tons, while exports to non-EU European countries stood at 3.7 million tons. Europe maintained its critical importance, accounting for approximately 60% of total exports.

Shift Toward High Value-added Products

The second pillar of the sector's transformation is the transition to high value-added products. While long products and rebar still hold a significant share in exports, this structure is not considered sustainable. **In the coming period, the share of products such as cold-rolled, galvanized, and coated steel, as well as fasteners and stainless steel, is expected to increase.**

This transformation aims to **move Türkiye away from direct price competition with low-cost producers such as China and India,** enabling a more sustainable export structure.



2026 Target: Balanced and Regional Growth

Rising quotas and tariffs in global trade continue to challenge the sector. Therefore, regional growth and product diversification are no longer a choice but a necessity.

For 2026, the sector aims to reach 20 million tons in export volume and \$17 billion in value. In line with these goals, deepening in nearby markets and increasing the share of high value-added products will be key priorities.

Global Steel Summit to be Held in Istanbul

Meanwhile, the Steel Networking Summits 2026, to be held in Istanbul on October 25–27, will bring together key global players in the steel industry. The event is expected to host over 500 industry professionals from more than 80 countries and will address the economic, political, and trade dynamics shaping the future of the steel sector.

Turkish Automotive Industry February Results

In January–February 2026, total production decreased by 2% and automobile production declined by 15% compared to the same period of the previous year. During this period, total production reached 215,284 units, while automobile production stood at 120,823 units.

The total market increased by 3% compared to the same period of the previous year, reaching 168,595 units. During this period, the passenger car market contracted by 1% and totaled 130,831 units.

In the commercial vehicle segment, production increased by 20% in January–February 2026, with heavy commercial vehicle production rising by 35% and light commercial vehicle production increasing by 19% compared to the previous year. In the same period, the commercial vehicle market grew by 17%, while the heavy commercial vehicle market increased by 6% and the light commercial vehicle market by 19%.

In January–February 2026, total automotive exports decreased by 9% in terms of units compared to the same period of the previous year, while automobile exports declined by 23%. During this period, total automotive exports amounted to 144,357 units, and automobile exports totaled 72,150 units.

Total automotive exports increased by 10% in dollar terms compared to the same period of the previous year, reaching approximately USD 6.5 billion. During the same period, automobile exports increased by 1%, reaching USD 1.7 billion. ■



40 Years Experience in Stamping Manufacturing in Taiwan

Production Specification:

Thickness: Max. 6.5mm

Material: Low/Mid/High Carbon, Stainless, Brass, Copper, Aluminum

Finish: Galvanized, Nickel, GEOMET, DACROMET, Powder Coating, Phosphate, Hot Dip Galvanized, Black Oxide, Sand Blasting...

Strict Quality Control:

- ▶ Inspection on each process
- ▶ Regular inspection during forming process (IPQC)
- ▶ Traceability of material no., each process, equipment used, and personnel involved in



Custom Washers

Tab and Round Weld Nuts

Other Metal Stampings

Tee Nuts

Tubes

- ✓ ISO 9001:2015
- ✓ ISO 14001:2015
- ✓ IATF 16949:2016
- ✓ TÜV Verified Manufacturer



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