Steel Market Development Institute

The Steel Market Development Institute (SMDI), a business unit of the American Iron and Steel Institute, maintains and grows the use of steel through strategies that promote cost-effective solutions in the automotive, construction, container and emerging markets.

SMDI partners with government entities, industry organizations, steel producers and processors, fabricators and customers to conduct research surrounding new steel technologies and market growth opportunities; provides technology transfer to bring the resulting innovations to the marketplace and promotes the benefits of steel solutions to customers.

SMDI is comprised of the following markets:

- **Automotive** – advances the use of steel, especially advanced high-strength steel, in the highly competitive automotive market through research, advocacy, and industry and government collaboration;

- **Construction** – representing the largest market for steel demand, fosters the growth and use of steel solutions with engineers, architects, builders, code officials and other construction professionals;

- **Container** – increases demand for steel packaging and canned food through research, advocacy and communication with influencers and decision makers;

- **Long Products** – grows the market for value-added steel bar and rod products, and develops solutions to the challenges facing steel industry customers; and

- **Steel Recycling Institute (SRI)** – communicates the sustainability advancements of the North American steel industry. The SRI educates the solid waste industry, government, business and ultimately the consumer about the benefits of steel’s recycling accomplishments and steel’s superior environmental performance.

SMDI’s market groups increase awareness of the following initiatives:

- **Energy Reduction** – promoting the principles of sustainability in the manufacture of steel products that meet society’s needs, while improving quality of life now and for future generations;

- **Greenhouse Gas Reduction** – driving reductions in greenhouse gas emissions by conducting research and development into new steelmaking processes;
• **Life Cycle Assessment (LCA)** – creating awareness of the importance of employing the LCA approach to measure the total environmental impact of a product;

• **Steel Recycling** – cultivating an infrastructure for recycling steel cans, cars, appliances and construction materials, as well as emerging sources of steel scrap; and

• **Steel Education** – educating the marketplace about the many advantages of steel through various programs, such as the annual Great Designs in Steel seminar.

SMDI investors include:

- AK Steel Corporation
- ArcelorMittal Dofasco
- ArcelorMittal USA LLC
- EVRAZ North America
- Gerdau Long Steel North America
- Nucor Corporation
- Severstal North America
- SSAB Americas
- Steelscape, Inc.
- ThyssenKrupp Steel USA, LLC
- The Timken Company
- United States Steel Corporation
- USS-POSCO Industries

For additional information:

- Website: [www.smdisteel.org](http://www.smdisteel.org)
- SMDI Twitter Feed: @SMDISteel: [twitter.com/SMDISteel](http://twitter.com/SMDISteel)
- SMDI Facebook Page: [www.facebook.com/SMDISteel](http://www.facebook.com/SMDISteel)

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