Corporate Vision

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Potential of Steel

Steel as a Sustainable Material

An abundant material that can be endlessly reborn as any types of steel products

Steel is a sustainable material that offers various advantages, such as abundant reserves, low cost, high strength, and ease of use, and its quality does not deteriorate significantly even after recycling. Because of these advantages, steel is accumulated and reused in vast quantities throughout society in various forms, from social infrastructure such as buildings and bridges to automobiles, power generation facilities, and home appliances, serving as the foundation that supports economic activities and an affluent lifestyle.

▶ P.166 “Attractiveness of Steel”

Growth Potential of Steel

Global steel demand driven by emerging countries and high-grade steel

Steel can exhibit a wide range of properties by blending carbon and other metals and controlling its temperature and rolling conditions. However, we have not yet fully tapped into its potential, with its functions continuing to evolve today. Steel with such characteristics continues to meet increasingly sophisticated needs while continually evolving its functions across a wide range of applications in many industries, such as manufacturing and construction.

While the importance of high-value-added steel products that meet sophisticated needs continues to grow, general-purpose steel also plays a vital role as a material underpinning social infrastructure. As a result, total global demand for steel, including in developing countries, has significant potential for further growth.

▶ P.20 “Potential Risks and Opportunities in the Steel Market”





Nippon Steel's Efforts

Return to the World's Number One Steelmaker

Early realization of the 100 Million Tons, 1 Trillion Yen Vision by developing a robust business structure with vertical and horizontal expansion

To date, Nippon Steel has significantly improved its breakeven point through structural measures at its domestic facilities, as well as price and spread improvements largely in specific customer segment, while also making necessary strategic investments. Overseas, while pursuing a strategy of selection and concentration, we have worked hard to secure and expand production capacity in promising markets, including the capacity expansion at our Indian base and the acquisition of U. S. Steel in the United States.

Anticipating an even more challenging business environment in the future, we strive to further improve earning power in our domestic steel business by strengthening our competitiveness in response to the needs of each demand sector and product category through the deployment of comprehensive solutions and the maximization of the Group's capabilities, as well as by thoroughly pursuing cost competitiveness. In our overseas steel business, we strive to increase our profits dramatically by capturing demand for a wide range of products, from high-grade steel to general-purpose steel, while executing capital investments and maximizing the transfer of our technology and know-how to our priority regions: the United States, Europe, India, and Thailand.

▶ P.25 "Overview of the 2030 Medium- to Long-term Management Plan"



Towards Carbon Neutrality

Leading the global steel industry in realizing a carbon neutral society

Nippon Steel will achieve net-zero CO_2 emissions from its steel manufacturing process by 2050 by drastically changing the conventional process that relies on reducing iron ore with coal. We are promoting a multi-track approach to develop innovative technologies, such as "high-grade steel production in large electric arc furnaces," "reduced iron production with hydrogen," and "hydrogen reduction in blast furnaces." By combining the technologies obtained from demonstration tests using an experimental electric arc furnace and a reduction furnace newly installed at our laboratories, we will steadily lead our efforts to achieve commercial implementation. Furthermore, we will lead the steel industry's efforts to achieve a carbon-neutral society.

▶ P.43 "Initiatives to Achieve Carbon Neutrality"







(The photos show the experimental shaft furnace control room (front) and the experimental shaft furnace (back))