

# Brazilian News

compiled by Fastener World

## Belenus on Fastener Fair Global

The recent show marked the debut of the Brazilian manufacturer on the international stage



**Ezio Ruocco**

Belenus is one of the biggest and most important companies in the fastener market in Brazil and South America, with more than 1.9 thousand direct employees. Recently the company has been doing international business with its presence as an exhibitor at Fastener Fair Global 2023 in Stuttgart, Germany, which was a big step.

In addition to being a fastener manufacturer, with monthly product capacity around 10 thousand tons, Belenus has divisions distributing hardware, tools and several types of equipment, operating in a unified management model based on sustainability, which values the reduction of carbon emissions, water reuse and waste recycling throughout the process.

"Belenus tried the European market last year and had good experiences. In 2022, we started to travel to some countries and visit fairs, the reception was surprising, which made us take a step forward, exhibiting at the Stuttgart fair (March 21-23, 2023) for the first time, said Ezio Ruocco, Vice President, concluding, "The show was so good, with only positive points to highlight. We had visitors all the time. The market was excited to have an alternative supply from Brazil that helps them reduce their dependence on Asia. On the other hand, probably the most difficult part was making them believe that in Brazil there was a manufacturer with the size and technological and productive capacity like Belenus".

## Steel Production Fell in 2022

Brazil overcame a barrier with an annual domestic steel production of 36 million tons, but in 2021, the Brazilian domestic production sector dropped 5.84%, with 33.964 million tons total. However, the performance sector was not much different compared to the last five years, as seen in the following table.

During 2012-2017 the aggregated total production reached 167.659 million tons; while the total during 2018-2022 were 169.426 million tons, a little bit higher by 1.05%. The drop in 2022 wasn't much different from Brazilian reality, in which the annual average has been orbiting around 33.7 million tons per year, bouncing between highs and lows.

### Brazilian annual steel production

Last ten years	Million tons	Variation
2013	34.162	↘ 1.5%
2014	33.897	↘ 0.78%
2015	33.258	↘ 1.89%
2016	31.642	↘ 4.86%
2017	34.778	9.94%
<b>167.659 million tons: 2013-2017</b>		
2018	35.407	1.8%
2019	32.569	↘ 8.02%
2020	31.415	↘ 3.67%
2021	36.071	14.82%
2022	33.964	↘ 5.8%
<b>169.426 million tons: 2018-2022</b>		

Source: [www.acobrasil.org.br/site/en](http://www.acobrasil.org.br/site/en)



## Asian Players Coming Back to Feicon 2023



Inside total Brazilian GDP of US\$ 1.8 trillion, the construction sector represents 6.2% and around 34% of the industrial segment. During April 11-14 2023, the largest trade show about construction and finishing in South America was held in São Paulo City, SP. Feicon had a so huge public, probably many above 2022.

A highlight was the return of some Asian players, including those from fasteners sector. However, there were still so few, but we know that there will be more of them. The Asian exhibitors were mainly from China, a Country that represented 28% (US\$ 1 billion) worth of fasteners imported to Brazil in 2022.



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