



# UPDATE Weekly

January 27, 2012

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Below are articles and summaries of **magnesium** related stories. Members are asked to distribute the update to their employees – if their employees wish to receive the IMA Weekly Update, please send their email addresses to IMA Headquarters. We appreciate your company press releases and announcements for inclusion in the Weekly Update.

## INDUSTRY CALENDAR

March 28-30, 2012

Asian Metal's World Magnesium Forum  
Xi'an, Shaanxi Province, China  
<http://www.asianmetal.com/Events>

April 3-5, 2012

U.S. EPA Hardrock Mining Conference 2012:  
Advancing Solutions for a New Legacy  
Denver, Colorado, USA  
<http://www.epa.gov/nrmrl/events/event04032012.html>

April 25-26, 2012

Global Automotive Lightweight Materials Initiative  
London, United Kingdom  
[www.global-automotive-lightweight-materials.com](http://www.global-automotive-lightweight-materials.com)

May 1-2, 2012

Automotive Metals Conference  
Dearborn, MI USA  
[www.amm.com/EventDetail/4259/5th-Automotive-Metals-Conference.html](http://www.amm.com/EventDetail/4259/5th-Automotive-Metals-Conference.html)

May 20-22, 2012

IMA 69<sup>th</sup> Annual World Conference  
San Francisco, California, USA  
[www.imaworldconference.org](http://www.imaworldconference.org)

July 8-12, 2012

9<sup>th</sup> International Conference on Magnesium Alloys  
and their Applications  
Vancouver, Canada  
[www.magnesium2012vancouver.com/welcome.html](http://www.magnesium2012vancouver.com/welcome.html)

## Contact IMA

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## ASSOCIATION NEWS

**IMA Awards of Excellence – 2012 Call for Entries, deadline extended to February 29**

**IMA Environmental Responsibility Award – 2012 Call for Entries, deadline extended to February 29**

**IMA 69<sup>th</sup> Annual World Conference Online Registration Open Soon**

**IMA Head Office – Meet Your Staff Members**

**Articles follow below**

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## INDUSTRY NEWS

**Magnesium producer China Direct Industries planning to change name to CD International Enterprises**

**[www.metal-pages.com](http://www.metal-pages.com) (24-Jan-12)**

**POSCO to Start Commercial Production of Magnesium Plate for Vehicles**

**[www.steelguru.com](http://www.steelguru.com) (23-Jan-12)**

**Announcing the Global Automotive Lightweight Materials Initiative 2012**

**[www.london-business-conferences.co.uk](http://www.london-business-conferences.co.uk) (28-Jan-12)**

**Call for Papers – COM 2012: 51<sup>st</sup> Annual Conference of the Metallurgists, deadline is January 31, 2012**

**Articles follow below**

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*EDITOR'S NOTE: IMA makes every possible effort to substantiate the articles which appear in the Weekly Update. However, as this is not always possible IMA does not warrant the details nor accuracy of any given article. Please keep in mind that materials are attained through press releases, outside articles from numerous sources and publications. Such materials often contain opinions which are not that of the association nor should they be construed as such. We realize that in the case of some materials, the translations might often lead to less than perfect grammar, etc. It is our position however to print as submitted rather than take upon ourselves the editing of such materials which would entail potential changes unwanted by any given author.*

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## ASSOCIATION NEWS

### IMA Awards of Excellence – [2012 Call for Entries](#), deadline extended to February 29

**Note:** If you submitted an award for consideration and have not gotten confirmation from us please email the Head Office at [info@intlomag.org](mailto:info@intlomag.org).

Established in 1962, IMA's Awards of Excellence program is an annual program open to all companies demonstrating outstanding examples of **magnesium's** use. Nominations are judged by a panel system of peer reviewers.

Fill out the entry form and submit it along with photos (digital in jpg or tif format, 300 dpi, or printed) of your entry and descriptive, supportive material. Digital materials are preferred. Original parts are not required as part of your entry. Winners will be required to supply samples for the 2012 Annual Conference.

You can download the entry form here or paste the URL in your browser:  
[http://intlomag.org/assets/pdfs/2012IMA\\_AwardsExcellBrochure.pdf](http://intlomag.org/assets/pdfs/2012IMA_AwardsExcellBrochure.pdf)

### IMA Environmental Responsibility Award – [2012 Call for Entries](#), deadline extended to February 29

**Note:** If you submitted an award for consideration and have not gotten confirmation from us please email the Head Office at [info@intlomag.org](mailto:info@intlomag.org).

IMA recognizes companies that are playing an active role in reducing the **magnesium** industry's carbon footprint and that exemplify the industry's commitment to environmental responsibility. The IMA International Environmental Responsibility Award will be presented each year at the IMA Annual World Magnesium Conference.

The award(s) are presented based on the achieved and documented reduction of carbon dioxide equivalents within the calendar year preceding the Annual World Conference. It is intended to include all aspects of the **magnesium** industry from primary production through to end-user industries. Judging will be conducted by an international panel of experts.

You can download the entry form here or paste the URL in your browser:  
[http://intlomag.org/assets/pdfs/2012IMA\\_Enviro\\_flyer.pdf](http://intlomag.org/assets/pdfs/2012IMA_Enviro_flyer.pdf)

### 2011 IMA Awards of Excellence Winners Announced in “Mg Showcase” – Winter 2012 Edition

The 2011 IMA Awards of Excellence Winners have achieved exceptional **magnesium** components through different forming methods, yet they share the common thread of achieving innovative designs that maximize **magnesium's** potential, significantly contributing to each product's success in the

marketplace. The 2011 IMA Environmental Responsibility Award Winner demonstrates how taking environmental steps forward with carbon credits and SF6 reduction can enhance **magnesium** production quality to meet the most stringent customer standards. [Click here to read more!](#)

## IMA 69<sup>th</sup> Annual World Conference Online Registration Open Soon

The 69<sup>th</sup> Annual World Magnesium Conference, “**Magnesium, The Dream Metal,**” will be held in San Francisco, California, USA from May 20 – 22, 2012. The event will take place at The Fairmont, San Francisco. The World Magnesium Conference is the premier international **magnesium** conference that highlights the industry’s latest technological advances, innovative applications, and emerging developments in the global marketplace. The conference combines informative technical sessions, exhibits, networking opportunities, as well as social activities and tours for a well-rounded industry experience. In addition, winners of the 2012 Awards of Excellence—IMA’s competition recognizing outstanding **magnesium** products and innovative manufacturing technologies—will be announced during the World Magnesium Conference. Additionally IMA will recognize environmentally progressive and responsible companies in the 2012 International Environmental Responsibility Award competition.

Online registration will open on January 30, 2012. Please watch for Registration and hotel updates at [www.imaworldconference.org](http://www.imaworldconference.org).

## IMA Head Office – Meet Your Staff Members

You talk to us on the telephone and in email, you receive our communications, mailings and publications, yet many of us have never met. As the 69<sup>th</sup> Annual World Conference approaches, we are looking forward to meeting many of you in San Francisco, California, USA. We would like to introduce ourselves as well as invite you to contact us at the Head Office any time. We hope to see you in May!



Left to Right:

Rich Schascheck – *Registration Coordination*

Joyce Mandel – *Interim Executive Vice President*

Ann Scheible – *Director of Membership Services*

Mike Schultze – *Special Projects Coordinator*

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## INDUSTRY NEWS

### **Magnesium producer China Direct Industries planning to change name to CD International Enterprises** [www.metal-pages.com](http://www.metal-pages.com) (24-Jan-12)

US-based **magnesium** producer China Direct Industries Inc. (CDI) said on Tuesday that it plans to change its name to CD International Enterprises Inc.

The Deerfield Beach, Florida-based company, which operates **magnesium** plants in China, said that the planned name change is subject to approval by shareholders at a special shareholder meeting, which is expected to take place in February.

“Management believes the new corporate name reflects our new business direction to build our company into a truly global organization in 2012 and beyond as we look to grow our sourcing, processing, and distribution business in Mexico and South America,” said CDI CEO and Chairman Dr. James Wang.

“In addition, management intends to actively explore additional opportunities to further diversify its revenue geographically.”

The company is currently tying up several **magnesium** acquisitions and said that, if completed, the deals should boost production capacity to about 100,000 tons a year.

“We believe our **magnesium** business will be the main driver of future growth in both revenue and earnings as **magnesium** demand is forecasted to reach new levels in fiscal years 2013 and 2014,” noted Wang.

He added that CDI also plans to consolidate its raw material purchasing, sales, accounting, marketing and human resources divisions in order to streamline its **magnesium** operations.

In September, the company unveiled plans to acquire China’s Golden Trust Magnesium Industry Co., Ltd. and Lingshi Xinghai Magnesium Industry Co., Ltd in a deal worth about \$26.7 million.

It is also acquiring Taiyuan Ruiming Yiwei Magnesium Co. Ltd. and also a non-controlling interest in Shanxi Gu County Golden Magnesium Co. Ltd.

CDI also started sales of iron ore, sourced from Mexico, and shipped into China. The company said previously it was working on building relationships forged in Chile and Bolivia to grow its industrial commodities business.

CDI swung to a profit of \$9.2 million in fiscal year 2011 compared with a net loss of \$3.3 million last year.

Revenues for the year shot up 66.6% to \$187.8 million from \$112.7 million in the same period last year.

Last month, CDI said that it had secured five new **magnesium** contracts from existing customers for a total of about \$11 million.

### **POSCO to Start Commercial Production of Magnesium Plate for Vehicles**

[www.steelguru.com](http://www.steelguru.com) (23-Jan-12)

JMB reported that POSCO of South Korea plans to start commercial production of **magnesium** plate with world largest width of 2,000 millimeters in March 2013. POSCO tries to supply the product to South Korean major automakers such as Hyundai Motor, GM Korea and Renault Samsung Motors as an automotive component material. As for automotive **magnesium** seat frame that POSCO has developed, the firm recently started technical talks with several automakers to supply the product for cars exported to Europe from South Korea.

POSCO has advanced technical development to cast and roll wide **magnesium** plate in collaboration with the R&D institute subsidiary RIST. They succeeded in production of **magnesium** plate with 1,500 mm width at the pilot plant. Test production of **magnesium** plate with 2,000 mm width is expected to start at the pilot plant in July 2012.

POSCO is presently constructing a new casting factory for wide **magnesium** plate inside the existent **magnesium** plate plant in Suncheon, Jeollanam do, South Korea. The casting factory is scheduled to complete in August 2012 with initial output capacity at 10,000 tonnes per year.

Meanwhile, POSCO finished development of **magnesium** front seat frame for vehicles. The firm advances the quality improvement along each Korean automaker’s specs for commercialization. POSCO tries to complete development of **magnesium** rear seat frame by March 2013. The firm expects for large potential demand in European car market where fuel efficiency requirements are strengthened.

### **Announcing the Global Automotive Lightweight Materials Initiative 2012**

[www.london-business-conferences.co.uk](http://www.london-business-conferences.co.uk) (28-Jan-12)

IMA has been invited to partner with the Global Automotive Lightweight Materials Initiative that takes place April 25-26, 2012 in Central London, United Kingdom. Building on the huge success of the industry leading EV Battery Tech Series: Global Cost Reduction Initiative ([www.ev-battery-technology-2012.com/](http://www.ev-battery-technology-2012.com/)),



the only conference of its kind with the Official Support of SAE International, the Global Automotive Lightweight Materials Initiative 2012 will bring together the lightweighting community in one space to examine the most viable solutions to tackle the remaining challenges of mass market application of Sourcing, Integrating & Manufacturing Light Weight Materials To Deliver Improved Fuel Economy.

This Summit will deliver 20+ presentations and case studies to our audience from some of the world's leading vehicle OEMs and Material Suppliers. These speakers through this commercially pragmatic, unique and innovative forum, will examine the key strategies, approaches, best practices and actual results being delivered in weight savings, largely for the body in white, amongst a backdrop of candid debate on collaborative opportunities to enable widespread adoption of advanced lightweight materials and find the most feasible routes to achieving scale.

For more information, to register, or to view the IMA media page, please visit [www.london-business-conferences.co.uk/c87/global-automotive-lightweight-materials-2012](http://www.london-business-conferences.co.uk/c87/global-automotive-lightweight-materials-2012).

### **Call for Papers – COM 2012: 51<sup>st</sup> Annual Conference of the Metallurgists, deadline is January 31, 2012**

The deadline to submit abstracts for the 51st Conference of Metallurgists has moved to January 31st, 2012. We are seeking abstracts for various papers on Pressure Hydrometallurgy, Corrosion, Rare Earths, Pyrometallurgy, Sustainability and more. For more information, please visit <http://www.metsoc.org/>.



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- Blind Box Number: \$50 additional

For more information or to place an ad, please contact the IMA office by phone at (847)526-2010 or by email at [info@intlomag.org](mailto:info@intlomag.org)