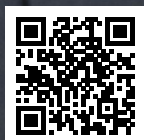


STEEL PRODUCT
MANUFACTURERS
AND SUPPLIERS
EDITION

MARCIO MACHIN BARBOSA, 
MANAGING DIRECTOR

**PROMOTING
FAIR TRADE,
DELIVERING
HIGH-QUALITY
STEEL**

MEDTRADE



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Certificate



MEDTRADE

PROMOTING FAIR TRADE, DELIVERING HIGH-QUALITY STEEL

Amidst rapid shifts in global trade policies, the role of international trade as a driver for robust economic growth and collaboration cannot be overstated. A company engaged in importing steel from Turkey to the U.S. for over two decades, Medtrade Inc.—the sales arm of the Turkish mill Çolakoğlu® Metalurji—makes significant contributions to this sector of global commerce. Rooted in principles of fair trade and quality, it is a beneficial contributor to the U.S. economy and advocates for equitable market practices.

Established in 2003, Medtrade Inc. was born from a vision to import top-quality Turkish steel products to the U.S. shores while exporting steel scrap back to its homeland. This reciprocal trade policy has strengthened economic ties between the two nations, particularly in the steel sector. Despite the rise of protectionist policies in the U.S., like those under Section 232, Çolakoğlu® Metalurji and Medtrade have demonstrated that fair trade practices and domestic interests can coexist and mutually benefit both countries.

Building on its two-decade legacy, Çolakoğlu® Metalurji, through Medtrade, has solidified its footprint in the U.S. market.

Operating from the U.S. office, a dedicated team serves a diverse clientele, reflecting the company's commitment to quality and customer satisfaction. This showcases how sustained collaboration and adherence to fair trade can lead to stable and prosperous trade relationships.

“We serve customers who value our quality products and services and trust our consistency in this market. Like our domestic counterparts, we're committed to keeping prices steady and believe in the principles of fair trade,” explains Marcio Machin Barbosa, managing director of Medtrade.

The firm intends to be recognized not just as a steel supplier but as a champion of fair trade practices, creating value for the U.S. economy and manufacturers who rely on their products. It seeks to reshape the dialogue surrounding importers, advocating for an equitable and mutually beneficial trading environment for all stakeholders.

Streamlining Steel Distribution with Direct Sourcing

In the high-stakes arena of North American steel trading, Medtrade has emerged as a key player that exclusively sources multiple ferrous products from Turkey. Using Çolakoğlu's production



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capability—an annual output of over 4 million tons—Medtrade imports high-quality steel products that vary in dimensions and specifications, including hot-rolled coils up to 1” thick and 65” wide tailored to meet specific needs in various industries. It also specializes in rebars, offering an extensive range of sizes, from #3 to #11, and lengths of 20, 40, and 60 feet. They are designed to satisfy the requirements of various projects.



At the heart of Medtrade’s operational excellence is Çolakoğlu’s state-of-the-art steel mill, which hosts one of the world’s largest electric arc furnaces. This facility produces certified, top-tier steel products that follow industry standards, ensuring superior performance in numerous applications. By operating directly from the mill, Medtrade eliminates the need for intermediary traders, providing greater control over lead times and order fulfillment. This direct approach enables the firm to streamline and expedite its production and distribution processes, significantly improving efficiency and reliability in delivering products to market.

“By working directly with our Turkish mill, we minimize additional costs, allowing us to offer competitive pricing without compromising on quality. Known for our superior standards, we produce steel products not just to meet but to exceed industry benchmarks,” explains Barbosa.

Orders placed in its U.S. office, using the same integrated SAP system as the mill, are promptly communicated to the Istanbul headquarters for processing and production, facilitating rapid response times.

Çolakoğlu® Metalurji has established itself as a powerhouse in the steel industry, producing millions of tons of steel annually, with a substantial amount meeting Turkey’s domestic demand. This robust production capability ensures flexible and rapid delivery logistics. Using an array of transport vessels, including large ships, barges, railcars and trucks, Medtrade completes orders in a remarkably brief timeframe of fewer than three weeks, demonstrating its responsiveness to market needs.

Its strategic approach extends to its distribution network across the U.S., where strategically located depots facilitate just-in-time delivery to customers. These depots also offer convenient pick-up

options from major port locations such as Houston, Tampa and New Orleans. This logistical prowess, along with a commitment to prompt and reliable service, has cemented its reputation among its global clientele, fostering lasting relationships based on trust, quality and reliability.

Medtrade is committed to upholding rigorous regulatory standards. The company strictly adheres to all US Customs and US Department of Commerce rules and regulations including anti-dumping (AD) and countervailing duty (CVD) procedures, which are essential for maintaining fair trade practices. This has led to the constant approval of its products during inspections and verifications, reinforcing its dedication to integrity and regulatory conformity in every aspect of its operations.



WE SERVE CUSTOMERS WHO VALUE OUR QUALITY PRODUCTS AND SERVICES AND TRUST OUR CONSISTENCY IN THIS MARKET. LIKE OUR DOMESTIC COUNTERPARTS, WE'RE COMMITTED TO KEEPING PRICES STEADY AND BELIEVE IN THE PRINCIPLES OF FAIR TRADE

Fostering Strong Partnerships

A notable aspect of Medtrade’s operational model is its relationship with the U.S. steel market. Regularly exporting steel and importing scrap ensures a steady flow of materials, reduces lead times, and enhances responsiveness to market fluctuations. Through a mix of market expertise, dependable logistics, and strong customer relationships, strong ties have been cultivated with customers and suppliers from a wide range of American industries. From small construction teams to major distributors, its rebar and hot-rolled coil are used by various sectors, including service centers and manufacturers. US Domestic steel mills, which face occasional material shortages, also rely on Medtrade's swift supply capabilities.

Despite the hurdles caused by escalating tariffs, Medtrade has not only retained its clientele but also expanded its footprint across the nation. It played a pivotal role in bolstering Turkey's export performance. It is dedicated to importing high-quality material and adjusting its margins to ensure a steady material flow at a competitive price point while advocating for fair trade practices.

“While conducting business in the U.S., we align our prices with the domestic rates to maintain market stability, ensuring integrity and transparency in our operations,” Barbosa elaborates. “Through this approach, Medtrade has earned its customers’ trust, navigating favorable and challenging market conditions.”

A personalized approach enables customized steel products. Its engineers and mill specialists collaborate with clients to understand their needs, specifications, and required steel properties. After multiple consultations and rigorous testing phases, Medtrade develops prototypes that undergo a thorough evaluation. This meticulous approach ensures the delivery of exacting products, building trust and reliability in client relationships. Medtrade addresses the fundamental concerns of purchasing managers worldwide, such as quality, competitive pricing, and on-time delivery.

Its strategic involvement in the U.S. steel market paves the way for seamless material flow and market responsiveness. Through a personalized approach, Medtrade addresses emerging challenges and establishes itself as a reliable steel supplier, upholding the principles of its operational model.



A Global Team with Commitment to Quality

Medtrade stands out not just for its products but for the unique approach it brings to the table. A unique blend of expertise and a broad global footprint is led by a dedicated team of sales professionals in the U.S. and a cadre of skilled engineers and experts in Turkey. This isn't a team that stays behind desks; they actively engage with the market, analyzing trends and ensuring their steel products meet customer standards in the U.S. and the Americas.

Leading the charge at Medtrade are seasoned professionals with over four decades of combined experience in their respective fields. It efficiently moves materials to ports across the U.S. with the help of a robust logistics department that manages inland transportation and ocean freight. Despite their modest team size, they work closely with their partners at Çolakoğlu® Metalurji. This synergy ensures Medtrade’s financial stability, enabling it to handle large order volumes and offer flexible payment terms to its customers.

A commitment to quality and fair trade practices is evident in its approach to overcoming economic and geopolitical challenges. By ensuring that its products are never unfairly dumped in the U.S. market, Medtrade upholds its dedication to fair trade.

Amidst fierce competition, it has maintained an excellent track record of delivering high-quality materials while adhering to market rules, resulting in minimal quality claims over the years. With Çolakoğlu® Metalurji’s support, Medtrade has seen a steady increase in its tonnage year after year. In 2024, the company plans to introduce new products, offer more competitive pricing, and expand its customer base even further.



WHILE CONDUCTING BUSINESS IN THE U.S., WE ALIGN OUR PRICES WITH THE DOMESTIC RATES TO MAINTAIN MARKET STABILITY, ENSURING INTEGRITY AND TRANSPARENCY IN OUR OPERATIONS

As the global focus on clean production and environmental sustainability intensifies, the future of steel production becomes intrinsically linked to decarbonization and achieving zero emissions. Medtrade's customers can be confident that its mill, utilizing electric arc furnace technology, already operates as a low-carbon emissions producer. For years, the company has been dedicated to enhancing its products while reducing its carbon footprint. As new regulations come into play, Medtrade and its supplier, Çolakoğlu® Metalurji, are well-positioned to deliver high-quality, environmentally friendly steel at competitive prices.

“We’ve been in this country for over 20 years. We understand the market, our customers, and what it takes to succeed. We know exactly what they seek when sourcing from abroad,” Barbosa sums it up. “We are committed to promoting fair trade practices, fostering mutually beneficial partnerships, and contributing to a more equitable trading environment in the U.S.” **M&M**