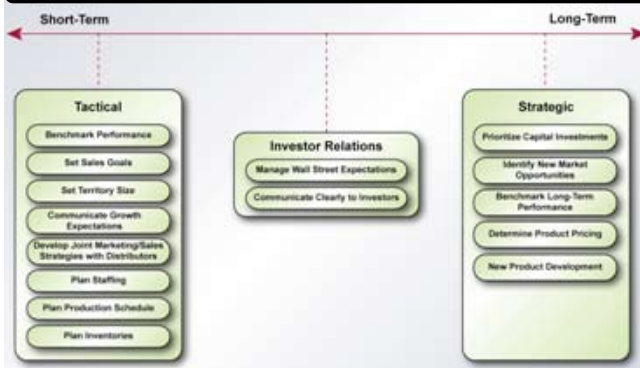


## Forecasting Reports from FIA will help you to:

- Track the current and future health of your markets
- Stay current with detailed market analysis of the forging industry
- Monitor and understand industry developments as economic and business conditions change
- Improve strategic planning and resource optimization
- Better communicate the fundamentals driving the forging industry and your business
- Review and understand current business drivers



### From the strategic to the tactical (and back)



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Introducing

# FIA MARKET FORECASTING SERVICE

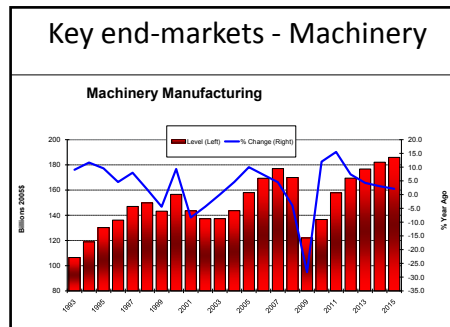
Produced by IHS Global Insight

The Forging Industry Association is pleased to announce a valuable new service. In partnership with IHS Global Insight, the FIA will now provide quarterly forecasting reports to help you monitor economic trends in the industry and grow your business.

## Data to enhance your sales

FIA has contracted with IHS Global Insight, the leading provider of economic and financial analysis, forecasting and market intelligence

With more than 325 economists and analysts worldwide, reports from IHS Global Insight will enable you to tap into data, insights and tools to monitor, analyze and interpret economic conditions affecting your business.



Reports will consist of one core module for forecasting industry sales by end-use market segment and another module for an actual sales forecast model based on different forgings.

## FIA Global Forecasting Reports

- Track current and future health of your markets
- Provide detailed market analysis by forging segments and end-use markets to monitor changes in the business environment.
- Present summary forecast views of business drivers
- Promote a balanced portfolio approach to business planning
- Include the FIA Custom Market Index (CMI) that calibrates your business across different sectors
- Better equip you for corporate planning, strategy and resource management
- Enable you to assess risk by product and sector

*FIA is the only source of forging industry specific data to benchmark your organization and performance against the industry at large.*

## Reports provided quarterly

To request a forecasting report or learn more, contact the FIA office at 216.781.6260 or [Stats@forging.org](mailto:Stats@forging.org)

## Membership has its benefits

The FIA offers the forecasting reports to its Member Custom Forgers for **free** when they participate in the Annual Orders & Shipments End-Use Markets Survey.

Forecasting reports are available for a fee to all others at the following rates:

FIA members who did not participate in the annual survey	\$350/Qtr.
Non-member custom forgers who did participate in the survey	\$750/Qtr.
Non-members, non-participants	\$1,650/Qtr.

**STRATEGIC  
ANALYSIS**

Forecast sales growth, market share  
and assess risk