

# Al<sub>2</sub>to<sub>3</sub>gether

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## A PARADIGM OF PREMIUM ALUMINIUM PRODUCTION

Qatalum Hosts 2015  
Gulf Aluminium Council  
Dinner

Qatalum organizes the  
first Gulf Aluminium  
Cathouse conference



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# Al<sub>2</sub>to<sub>3</sub>gether

"Al<sub>2</sub>to<sub>3</sub>gether" is a name that symbolizes the work spirit of Qatalum, and reflects the Company's superiority and its ability to overcome challenges, as one team. "Al<sub>2</sub>to<sub>3</sub>gether" also helps remind employees of these great achievements on a daily basis. This magazine is a step in this direction, where team spirit is enhanced, and will provide an open forum to discuss the ideas and ambitious plans we aim to achieve, for the good of both the company and its employees. Last, but not least, the motto of our magazine is inspired by a symbol of aluminium oxide "Al<sub>2</sub>O<sub>3</sub>" which is the main raw material used by the aluminium industry in Qatar.

# 2015 Event Calendar



**AluExpo**

8-10 October 2015  
Istanbul, Turkey



**Arabal**

15-17 November 2015  
Dammam, Saudi Arabia



**National Day**

18 December 2015  
Doha, Qatar

**06**

A Paradigm of Premium  
Aluminium Production

**08**

Qatalum Hosts 2015  
Gulf Aluminium  
Council Dinner

**10**

First Gulf Aluminium  
Cathouse conference  
hailed as an industry  
success

**13**

Norwegian Foreign  
Ministry officials  
visit Qatalum

**14**

Aluminium Properties  
Contain Vast  
Potential for Variety  
of GCC Sectors

**18**

Qatalum promotes  
humanitarian relief by  
providing caravans

**19**

Qatalum Celebrates  
Fourth National Sports  
Day

**20**

Qatalum Quarterly  
Report

**24**

Qatalum at AMPS  
conference wins award  
for Quality

**26**

Spot and Stop safety  
Campaign launched at  
Qatalum

**28**

STRONGLY POSITIONED

**30**

Qatalum Receives  
CSR Leader Award

**33**

Qatalum concludes its  
first Winter Internship

**36**

Qatalum participates  
in Made in Qatar  
Exhibition

# WELCOME MESSAGE

KHALID MOHAMMED LARAM  
CEO, QATALUM



## **QATALUM'S CONTRIBUTION TO THE NATIONAL ECONOMY AND COMMITMENT TO QATAR NATIONAL VISION 2030 IS SYMBOLIC OF THE STRATEGIC FUNDAMENTALS UPON WHICH THIS ORGANISATION WAS FOUNDED.**

This edition of Altogether Magazine offers insight into the latest progress and unique vision of Qatalum. I am proud to be a part of this highly competent, knowledge-driven workforce. The pride I feel to be associated with the aluminium industry in this region is based on working with our community of experts, specialists and personnel who have come together in our mission to exceed all expectations for making Qatalum both a successful and forward-thinking company.

It is a great honour to bring my 25 years of experience at Qatar Petroleum to the aluminium industry. Our company is producing over 640,000 tonnes of high quality primary aluminium annually.

With long-term growth in the aluminium industry, Qatalum is drawing on the support of our stakeholders in order to continue maturing and contributing further to the strength and development of Qatar's growing national economy.

Achieving our objectives is only made possible by a world-class team of professionals working avidly to support our vision. We are committed to providing new development opportunities to Qatari nationals as part of our mission to become a top global smelter.

Qatalum has a dynamic and diversified work force, representing 40 nationalities. The output of this dedicated team has resulted in our aluminium being used in a variety of industries which include the automotive, construction, engineering sectors and in the manufacturing of consumer goods. By the end of its journey, Qatalum's aluminium reaches the entire global community.

Qatalum's scope has also been furthered by the technological progress at the company which has given even greater consideration to local communities and the environment. This commitment to utilising proven state-of-the-art technology and up-to-date business acumen to fulfil organisational ambitions has led Qatalum towards building

an industry that contributes to the national vision of developing a knowledge-based economy. With Qatar National Vision 2030 in mind, Qatalum is committed to promoting and maintaining a balance between the three main components of sustainability as defined globally: economic growth, social responsibility and environmentally sound operations.

Qatalum's total exports since start-up are over 2.5 MT to 505 customers in 52 countries. We are currently exporting to 30 countries and are successfully growing our market share for ISO certified premium aluminium for the demanding automotive sector.

Furthermore, the main objectives of Qatalum's logistical development is to ensure a high level of accuracy and efficiency for on time delivery of products to customers, including accountability and responsibility for customer service, support and logistics operations. The holistic commitment to expanding market usage of our value added premium aluminium, while providing industry leading service is driving sales and encouraging further creditability to the State of Qatar with the stamp of quality on all its products - Qatalum.

**Khalid Mohammed Laram**  
CEO

# A PARADIGM OF PREMIUM ALUMINIUM PRODUCTION



## **QATALUM, LED BY A PRECISION CULTURE, HAS A CASTHOUSE WHICH PRODUCES MORE THAN 60% OF ITS ALLOYS FOR THE AUTOMOTIVE INDUSTRY.**

THIS IS A DIRECT RESULT OF THE MANUFACTURING PROFICIENCY WITHIN ONE OF THE WORLD'S MOST EFFICIENT ALUMINIUM SMELTERS.

Over three years into full production and Qatalum's products have gained a global customer base. What makes Qatalum's Casthouse unique is that over 60% of its products are destined for the automotive industry. On its own, such an achievement stands as a testament to stringent manufacturing standards and robust marketing strategies. The only other industries that place higher demands on a casthouse product are electronics and aerospace, though these industries require smaller volumes and specialised processes, respectively.

The reason for Qatalum's achievements is simple economics and therefore market driven. With the increasing use for aluminium in the global automotive sector, Qatalum is producing to meet that demand head on. At present all foundry alloy and over 15% of its extrusion ingot production are used by the automotive industry.

As global demand rises, one particular market is of interest to Qatalum, Asia. In comparison to the West, the Asian automobile manufacturers use half the amount of aluminium in their cars. Ensuing environmental legislation and consumer demand have led the industry to look towards weight saving measures and other efficiencies to make their products more desirable.

The resulting outcome is that Asian producers will equal their Western counterparts in product aluminium content in the near future and furthermore will join the global upward curve of engineering with aluminium.

According to Einar Glomnes, Managing Director Hydro Aluminium Asia Pte Limited, "We work with all the major automotive manufacturers in the region, including Toyota Motors of Japan and Hyundai Motors of Korea. These are customers with the most exacting quality requirements that must be met in every single monthly shipment. Products from Qatalum are recognised as among the best in the Asian market and the reason our automotive customers have been very satisfied."

Roar Orsund, Casthouse Manager at Qatalum believes that, "Qatalum's Casthouse is beginning to mature into a manufacturing unit that is market driven and increasingly geared towards producing value added products. The benefits from this demand authenticates Qatalum's evolving precision culture."

# QATALUM HOSTS 2015 GULF ALUMINIUM COUNCIL DINNER



## AN EXCLUSIVE BY-INVITATION-ONLY EVENT WAS ORGANISED BY THE GAC IN DOHA TO CELEBRATE SUCCESS IN THE ALUMINIUM INDUSTRY.



Qatalum, a producer of high-quality primary aluminium products hosted the Gulf Aluminium Council (GAC) dinner on 5 March 2015 at the Grand Hyatt Hotel in Doha, Qatar; an exclusive by-invitation-only event under the patronage of the GAC to celebrate the continued success of the Gulf region as a growing hub in the global aluminium industry – the event was attended by over 250 guests including top level executives from aluminium producing companies, technology providers, power generation manufacturers, traders, aluminium users and government officials.

Key luminaries amongst those in attendance included Tim Murray, CEO ALBA (Aluminium Bahrain), Abdulla Kalban, Managing Director and CEO of EGA with Saeed Al Mazrooei, CEO EGA, Abdulaziz Al Harbi, President Ma'aden Aluminium, Said Al Masoudi CEO of Sohar Aluminium, Vladislav Soloviev, CEO RUSAL and Abdulrahman Ahmed Al Shaibi, Chairman of the Board of Directors at Qatalum with Hilde Merete Aasheim, Vice Chairperson of the Qatalum Board of Directors from Hydro.

The event was introduced and guests welcomed by the key note speech given by Mr. Abdulrahman Al Shaibi, Chairman of the Qatalum Board. Mr. Al Shaibi spoke about the production and consumption of aluminium in a global and local context. He also emphasised Qatar's production and consumption capability despite lower oil prices, highlighting the country's robust fiscal policies.

Additionally, the Chairman anchored his welcome note on the fundamentals of Qatar's National Vision 2030 whereby facilitation of human capital would lead to huge demand in infrastructural growth.

The programme of activities acknowledged progress in the aluminium industry and enabled a meeting point for the industry's leading professionals, while creating a cordial experience at a distinctly sophisticated social and cultural event. The proceedings included a morning visit to the Museum of Islamic Art, a welcome reception in the evening at the Gardens of Grand Hyatt Doha followed by dinner at the hotel.

The aluminium industry in the GCC has seen significant growth over the years with 2014 seeing the region produce approximately five million tonnes of primary aluminium, an increase of 31 per cent from the previous year. Significantly, aluminium produced in the GCC now accounts for 10 per cent of global aluminium production with figures set to increase. GCC aluminium production remains one of the most advanced and environmentally forward, globally.

The GAC is a coordinating body that represents, promotes and protects the interests of the aluminium industry within the Gulf and the council's main objectives are to provide a forum to develop strategies for common issues and concerns facing the aluminium industry in the region and to share best practices so as to improve the efficiency of the industry.

The GAC dinner was followed by a visit to the Chi Al Shaqab horse show on Friday 6 March 2015. The show demonstrated excellent showmanship and brilliant equestrian skills in jumping, endurance, dressage and vaulting, after which guests toured the Arabian horse stables.

# FIRST GULF ALUMINIUM CASTHOUSE CONFERENCE HAILED AS AN INDUSTRY SUCCESS



## COMPREHENSIVE PROGRAM OF EVENTS, ACTIVITIES AND PRESENTATIONS WERE SUCCESSFULLY CONCLUDED AS ORGANISERS AND GUESTS TAKE HOME VALUABLE TRANSFER OF KNOWLEDGE

The first Gulf Aluminium Casthouse Conference, 'GulfCast', has successfully come to an end, part of a three-day event taking place from 2nd – 4th March 2015 at Sharq Village & SPA in Doha. The conference was held under the patronage of His Excellency Dr Mohammed Bin Saleh Bin Abdullah Al-Sada, the Minister of Energy and Industry and organised by Qatalum. Attending were Tim Murray, CEO of Aluminium Bahrain (ALBA), Mr. Abdulrahman Al Shaibi, Chairman of Qatalum, Tom Petter Johansen, CEO of Qatalum, Deputy CEO of Qatalum Khalid Laram, Mr. Abdul Aziz Al Ageel, secretary General, GOIC, and Mr. Abdulrahman Ali Al Abdulla, CEO, Muntajat. GulfCast consisted of a schedule of events comprised of morning, afternoon and evening sessions, each covering key areas of interest to the aluminium industry.

Spearheaded by Qatalum, the intrinsic purpose of the Conference is to introduce companies, some with over 100 years of aluminium experience to Qatar. They brought to the event expertise in environmental, technological and operational strategy that can be adopted by the aluminium industry in Qatar and the region. This technology transfer is intended to further enhance the already highly efficient smelters in the region to grow in productivity and gain a larger share of the global market.

Following registration, Day One of the program opened with a welcome speech by Mr. Abdulrahman Al Shaibi, Chairman of Qatalum. That was followed by ten presentations over the course of the day, as well as an additional speech by distinguished guest speaker Mr Tom Petter Johansen, Qatalum's Chief Executive.

Mr. Abdulrahman Ahmed Al Shaibi, Chairman of Board of Qatalum's Board of Directors, spoke of the highly anticipated event program on Day One, saying: "We are delighted to have a confirmed program of events which included esteemed professionals from so many countries, representing some of the best organisations globally. They are taking part in a truly world-class event".

The opening presentation of the event, on the subject of Safety, was given by Mr Abdulla Yaqoob Senan, Senior Manager SHE, Fir & Security, Aluminium Bahrain (ALBA) Kingdom of Bahrain.

The presentation highlighted Alba's Safety Journey and the challenges the aluminium industry faces towards the sustainability of health and safety culture. It included key points on the difficulties in the aluminium industry in meeting health and safety challenges; on thinking beyond borders – the drive through safety principles embracing health and safety projects via leadership and ownership; and employee-driven safety stimulating a positive health and safety culture.

The second session, on the subject of Pot Room – Casthouse, was presented by Mr Christian Stette, Qatalum's Casthouse Process Manager, highlighting the Optimized Flow of Liquid Metal to Casthouse. That was followed by a session on the subject of Liquid Metal Quality, given by Mr Pete Forakis, Middle East Regional Director at STAS Middle East. The presentation highlighted how to achieve optimal crucible skimming efficiency and focused on the best practices and recommendations concerning skimming directly in the crucible.

The next presentation was delivered on the subject of how to Reduce Melt Loss, Recover Aluminium and Reuse the By-products, by Mr Alan Peel, Managing Director of Altek Europe Ltd in the UK. Mr Peel focussed the audience's attention on an Optimised Approach to Total Dross Management. After that came a session on Critical Equipment – the Features of Melting and Holding Furnaces Recently Installed in the Gulf Region for Primary and Secondary Casthouses, presented by Mr Chris Ernes, Managing Director of Mechatherm International Ltd in the UK. The presentation contained information regarding configuration and design features of furnaces, including refractories, combustion systems, single & multi-chamber configurations, stirring, and associated ancillary equipment.

With half the sessions completed, the next presentation, at midday, was given on the subject of Aluminium Dross Treatment – Zero Waste Solution, by Mr Frank Pollmann, CEO of Taha International Corporation in the Kingdom of Bahrain. The presentation provided details about environmental and sustainable methods concerning Aluminium dross processing and treatment at plant level.

The afternoon sessions started with a speech Ms. Kathrine Fog, Senior Vice President, Head of Corporate Strategy & Analysis Hydro ASA.

Next up was a presentation on the subject of Scrap Re-melting and Recycling, focussed on Fully Integrated Re-melt Facility for Billet Production. Delivered by Franz Niedermair, Managing Director of Hertwich Engineering GmbH in Austria, it highlighted and inspected a case study: HAI, Romania and Talex, Abu Dhabi, which examines key points relating to the most advanced casthouses worldwide.

The penultimate session, on the subject of Refractories & Lining Materials, was presented by Mr Jonathan Prebble, Manager of Aluminium Process Technology at Pyrotek Euroservice in the UK. This session explored Value Creation by the use of Pyrotek Lining Materials in Aluminium Casthouses and also included a presentation on Pyrotek's newly developed launder heating system.

The tenth and final session of the conference's first day, on the subject of Energy and Energy Savings Potential in Aluminium Casthouses, was presented by Dr. Oliver Moos, Managing Director at Gautschi Engineering GmbH in Switzerland. Key topics examined included processes, equipment, labour and the different factors influencing energy saving potentials in Aluminium Cast Houses.

Day one concluded with a dinner at The Culture Village (Katara). The dinner was an appropriately relaxing ending of the day's events that set a template for the standard of performance to be expected from GulfCast and its organiser Qatalum.

The second day, March 5th, consisted of six presentations on a variety of topics central to the Aluminium Industry, and included a speech by distinguished Guest Speaker Mr Tim Murray, CEO of Aluminium Bahrain (ALBA).

The morning session opened with a session on the subject of Casting Technology – VDC Casting. Mr Helge Jansen, Managing Director of Hycast AS in Norway, gave an informative and illuminating presentation highlighting breakthroughs in Hard Alloy Billet Casting.

The second session of the day was a Safety Managers Panel Discussion. The panel presented key safety issues with a common interest, and invited the audience to thereafter participate in discussions. The panel of experts comprised of Mr Abdulla Yaqoob Senan, Senior Manager SHE, Fir & Security, Aluminium Bahrain (ALBA), Kingdom of Bahrain; Mr Mauricio Dela Cruz, QSSHE Manager, Midal Cables Ltd., Kingdom of

Bahrain; Mr Deon Earle, HSE Manager, Qatalum, State of Qatar; and Dr Oliver Moos, Managing Director, Gautschi Engineering GmbH, Switzerland.

The next session encompassed a presentation on the subject of the LME & Aluminium Market, focussed upon LME Updates and Forward Prognosis, presented by Harald Ødegaard, Senior Vice President of Norsk Hydro ASA in Norway.

That was followed by a session which asked: Aluminium Downstream, Automotive Gateway in Qatar – just a Vision or Feasible? The presentation focussed upon LME Updates and Forward Prognosis, as well as drawing upon information regarding materials science, Qatar Science and Technology Park, the open air weathering of advanced materials, laboratory corrosion testing, training and education, collaboration with universities and companies, and new projects. This was delivered by Dr. Sami Labidi, Technical Manager, Material Science Center Qatar – QSTP LLC, State of Qatar. Next up was the penultimate section, on the topic of Competence and Innovation, delivered by Professor Hans Jørgen Røven, Centre for Advanced Materials, Qatar University.

After the distinguished guest speaker Mr Tim Murray, CEO of Aluminium Bahrain, delivered an illuminating speech, Day Two concluded with its sixth and final session, shortly after midday, entitled: Choosing the Correct Approach for Casthouse Project Implementation – The Development of an EPC Solution. This presentation, delivered by Mr Lee Allen, Key Account Manager at Fives Solios Ltd in the UK, focussed upon choosing the correct approach for project implementation – a complex process. Fives Solios Ltd had coordinated its considerable resources to develop an EPC execution strategy for Aluminium cast house projects. This presentation discussed how the EPC strategy has been developed and how it can benefit project implementation for the end user.

The fundamental factor for attendees to take home was the transfer of knowledge and economic opportunity. Technology for the aluminium business in Qatar presents opportunities not only for existing concerns but also enhances buy-in opportunities for Nationals. These opportunities stem the entire knowledge based spectrum of the aluminium business, allowing for the academic segment to develop, enhance and run future developments. Additionally, existing and start-up concerns can develop technology driven services to run alongside this rapidly developing industry.

END

# NORWEGIAN FOREIGN MINISTRY OFFICIALS VISIT QATALUM




## **ON THE 12TH OF APRIL, 2015, QATALUM RECEIVED 2 OFFICIALS FROM THE NORWEGIAN FOREIGN MINISTRY.**

Petter Ølberg, Director General in the Ministry of Foreign Affairs, Oslo and Mr. Oddbjørn Lyng Roth, Senior Adviser in the Ministry of Foreign Affairs, Oslo were shown around Qatalum by the CEO Tom Petter.

The visitors were particularly pleased to speak to the Norwegian employees within Qatalum and furthermore impressed by Qatalum's progressive approach towards all employee relations and policies which included contractors.

According to CEO Tom Petter, "Both the gentlemen from the Ministry were at Qatalum to get an update of events regarding labour relations and to gain an overview of Qatalum's operation. I'm glad to say that they were impressed."



ALUMINIUM  
PROPERTIES  
CONTAIN VAST  
POTENTIAL FOR  
A VARIETY OF  
GCC SECTORS

**SINCE THE DISCOVERY OF ALUMINIUM IN 1827 AND ITS SUBSEQUENT PRODUCTION WHICH BEGAN IN 1895, ALUMINIUM HAS HAD A REMARKABLE JOURNEY RESULTING IN A COMPOUND ANNUAL GROWTH RATE WHICH IS CURRENTLY THE HIGHEST OF ALL THE METALS ON THE LONDON METAL EXCHANGE. THIS MEANS THAT THE CONSUMPTION OF ALUMINIUM AT PRESENT IS GREATER THAN ANY OTHER METAL CURRENTLY BEING TRADED.**

Aluminium is a durable, lightweight, ductile and malleable metal, noteworthy for its low density and its ability to resist corrosion, resulting in its most famous usage as a structural component in the aerospace industry. However aluminium currently has vast additional uses including construction material, industrial machinery, electrical cables, household packaging and popular transport vehicles including bikes, cars, ships and trains. Indeed, due to the unique non-corrosive properties of the metal, common uses even include household items such as cans, cooking utensils and popular electronic devices such as laptops, cameras and watches.

The obvious advantage of aluminium, which has led to the continued and growing success of the metal, is its light weight relative to other metals; this has resulted in cheaper transportation costs at every level of the supply chain. Further advantages include greater strength compared to alternative metals and increased flexibility which allows for vastly diverse usages when compared to the next suitable alternative. Unique to aluminium is its ability to be efficiently and 100% recycled without losing any of its original qualities; resulting in a practical, cost efficient and environmentally friendly solution.

Despite the vast research conducted worldwide into materials science that specifically targets aluminium production, in addition to the variety of widely accepted new and existing benefits associated with using the metal, there still remains a slower uptake by industry to widely adopt the material. This trend is however changing and aluminium is becoming increasingly recognised by industry for its advantageous characteristics when compared to previously common alternative materials. Material research in the

oil and gas sector have resulted in the metal being described as 'remarkable' by research specialists at Qatalum Petroleum; citing onshore and offshore benefits of the material including; a strength to weight ratio superior to that of steel, a naturally forming corrosion resistant oxide layer that does not require coating, ease of forming – casting, extrusion, machining and an excellent ability to conduct heat and electricity.

The scale at which aluminium has found itself present in the oil and gas industry worldwide thus far includes; living quarters, utility platforms, process platforms and small vessels however in the GCC the aluminium trend is yet to overtake the previous era of carbon steel. Moving forward this does produce significant future opportunities for aluminium production and trade in the region as more and more oil and gas companies update and advance their operations in the Gulf based upon new research and knowledge.

The automotive sector has been quick to adapt to aluminium due to the wide range of advantages of the material for the industry ranging from structural die castings, extruded components, sheet stampings, forgings and engine blocks. The benefits of using aluminium as the preferred material in vehicle production includes; lighter weight, higher strength, ease of processing, high availability, low cost and corrosion resistance. In fact the Range Rover now includes an all-aluminium monocoque body structure, the Super Light "Golf-V" concept Car is largely comprised of aluminium parts and the Jaguar XK is also manufactured using an aluminium monocoque structure.

As the structural integrity of the aluminium increases due to the greater aluminium component manufacturing technologies there is an observable increase in cost for the material, however the resulting high performance of the material is widely observed as offsetting the finished cost.

Thanks to advances in aluminium automotive components technology such as ExtrudForm; a novel advanced profile design and shaping for manufacturing, the material now benefits from improved mechanical properties, drastically shorter lead times, shorter heat treatment times, one line combine heat treatment and forming, improved product tolerances due to cold forming in W temper, high degree of automation and finally the design potential of parts based on extrusion and forming appears to be unlimited.

Looking to the future, the maritime industry is also set to make significant changes to the way business is conducted in the coming years. Widely acknowledged as an essential yet polluting method of transporting goods, large steps are currently being taken to develop environmentally friendly maritime transportation to greatly reduce the impacts on the atmosphere.

Central to the future changes is the development and introduction of zero emission energy ships to eventually replace the existing fleets of high energy seafaring vehicles currently in operation. Fundamental to the motivation behind the maritime advancements is the need for the industry to remain world-leading and for businesses to maintain competitiveness in a changing market.

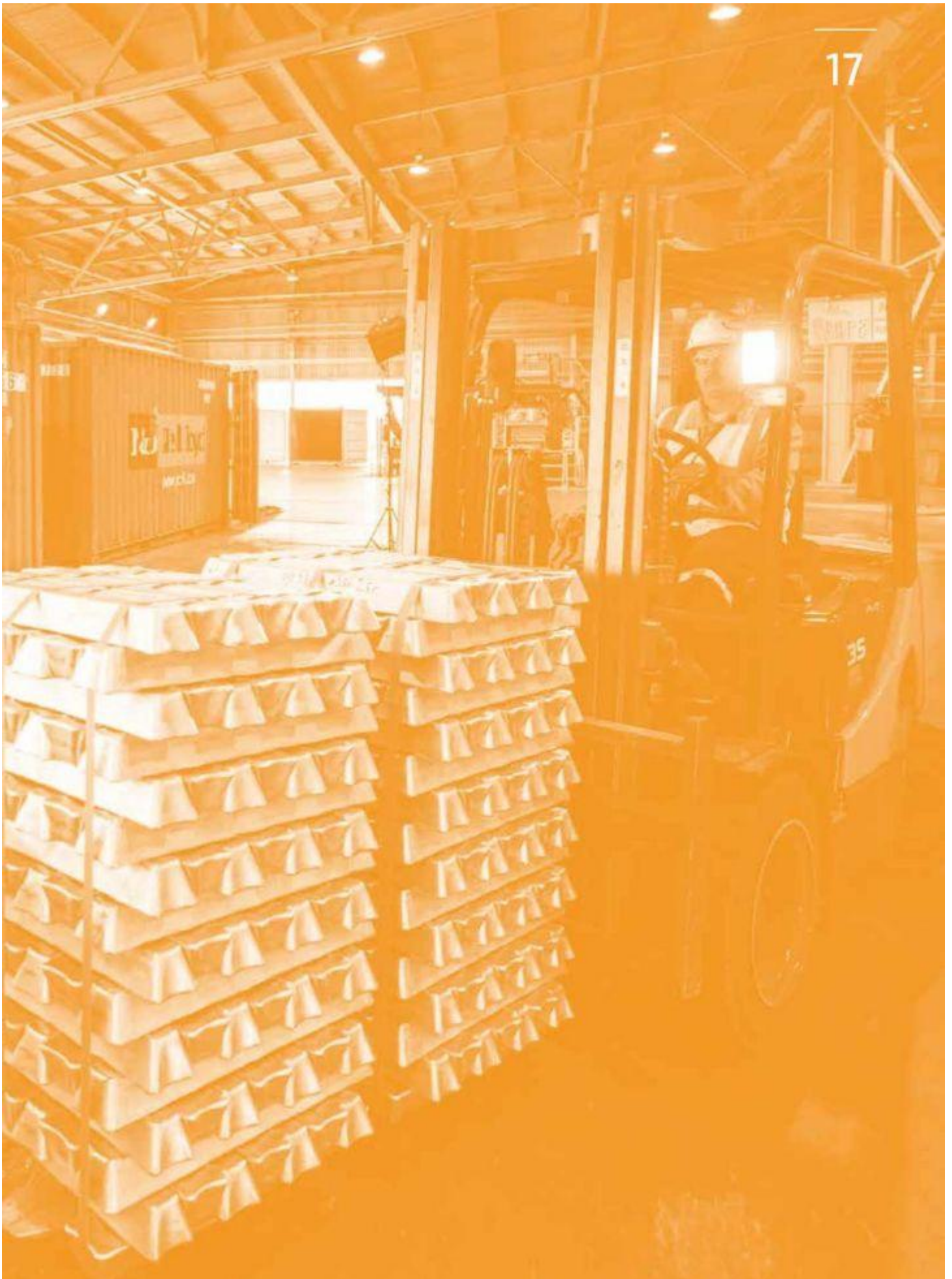
Aluminium's role in the future of maritime transportation will centre upon the light weight, durable and non-corrosive properties of the metal – ideally suited to the needs of the industry.

The end product will see aluminium play a vital role in the launch of innovative vessel concepts, including the commercial zero emission electrical ferry - for an environmentally friendly, efficient and competitive maritime transport sector.

New aluminium production has several key advantages over other metals, most notably with regards to future developments is the ability of aluminium production to be brought on line considerably faster than production facilities for almost all other metals, which makes the aluminium industry greatly more responsive and adaptable to future consumption growth.

As the GCC continues to set new records across construction, manufacturing and shipping industries, the advantages of aluminium as a highly competitive commodity are being utilised throughout these booming economies.

Looking to the future and to the large scale projects and developments that are currently in varying stages of production in the region, the market share of aluminium will begin to dominate, winning a greater share over competing materials.



# QATALUM PROMOTES HUMANITARIAN RELIEF BY PROVIDING CARAVANS



## IN THE FRAMEWORK OF ITS COMMITMENT TO SUPPORT SOCIAL RESPONSIBILITY PROGRAMMES AND PROMOTE THE VALUES OF CHARITY

Qatar Aluminium announced its support for the campaign "Substitute it with a Caravan" which was launched by the Sheikh Thani bin Abdullah Foundation for Humanitarian Services. The objective of the donation is to contribute towards the provision of approximately 1,000 caravans for Syrian refugees at the Za'atari camp located in Jordan, in light of those affected by the blizzard that swept the eastern Mediterranean region during the winter.

Qatalum is keen on raising the level of support for the programmes and activities of social responsibility to include the widest possible segment of society within the numerous areas of community support, to promote the values of charity consistent with the customs and traditions of Qatari society.

"We are pleased to support outstanding humanitarian work aimed at easing the suffering of Syrian refugees through the provision of mobile units to mitigate the negative effects of bad weather conditions. Qatalum is keen to support noble humanitarian projects that are compatible with its efforts in social responsibility and would like to increase awareness of the importance of community work in order to create a positive social impact aligned with the values of the region," said Mr. Ibrahim Fakhri, Communications Manager at Qatalum.

In honour of previous commitments related to CSR, Qatalum won an award from the Sheikh Thani bin Abdullah Foundation for Humanitarian Services for their participation in the activities of corporate social responsibility, whereby the company had supported initiatives in sports and cultural events in previous years. This recognition comes in line with the intense and deep desire for Qatalum to comply with all global environmental standards in order to reach sustainable development related to industry and the energy sector in the State of Qatar.

# QATALUM CELEBRATES FOURTH NATIONAL SPORTS DAY



Qatalum participated in the celebration of Qatar's Annual National Sports Day for the fourth straight year, in line with the national initiative launched by His Highness Sheikh Tamim Bin Hamad Al Thani, aimed at increasing physical fitness amongst residents and encouraging participation in collective sporting activities.

This year's opening activities of the company's Sports Day now rebranded as Qatalum Sports League, was inaugurated at the Qatalum Construction Village on Tuesday 10 Feb 2015.

Qatalum's management team organised technical and administrative employee involvement ensuring that all divisions' participate in this annual event. The League includes team based tournaments in basketball, cricket, badminton, golf, tennis, football, rugby and a fun run for National Sports Day.

The Qatar National Sports Day encourages the enjoyment, awareness and importance of physical activity enhancing company values such as teamwork within the organisation.

Qatalum's participation is part of its endeavour to support Qatar National Vision 2030, relying

on the diversity of its resources, providing competitive products to the international market, supporting "Qatarisation" by recruiting locals and university graduates. Additional support for the provision of training Qatari employees included Qatalum providing assistance to the various efforts that contribute to the upkeep of the environment whilst maintaining a high commitment towards social responsibility.

The fourth instalment of the Sports Day follows the launch in September 2014 of Qatalum's Physical Fitness Campaign, with the opening ceremony held at the QAPCO Club in Mesaieed Industrial City. That informational and tournament based campaign is built on the management's belief in the various benefits towards productivity of physical activity and psychological wellbeing.

Spearheaded by the HSE Department and supported by Qatalum's Communication Department this second instalment of the Physical Campaign, now rebranded as the Qatalum Sports League, follows in the successful footsteps of the 2014 initiative. In April when the tournaments end, winners will be presented with awards for their efforts.

# QATALUM QUARTERLY REPORT

## GCC ALUMINUM INDUSTRY STILL HIGHLY ATTRACTIVE FOR INVESTMENT DESPITE GLOBAL PRICE FLUCTUATIONS

### INVESTMENT OVERVIEW:

Increasingly, oil producing nations are looking to diversify their respective economies in order to prevent over-reliance on the hydrocarbon sector as a mainstay of GDP. The price of oil can be volatile and it is therefore difficult for governments to plan short and long-term state spending programmes, or to formulate national budgets, without knowing in advance how the price of crude will perform over the course of a year.

With diversification in mind, many oil producing nations have looked in recent years to capitalise on existing assets outside of the hydrocarbon sector, and to pass legislation to

facilitate direct foreign investment. Increasing aluminium production, in particular, has been a popular option.

The focus on the aluminium industry is a logical one. Large-scale aluminium production is capable of generating significant returns for national economies while generating thousands of employment opportunities. Additionally, domestic production of the metal reduces or eradicates the previously necessary expenditure required to import it from abroad for use in infrastructure projects. In short, aluminium production stimulates a nation's downstream industrial sector.

**INVESTMENT FOCUS:**

Governmental focus on production of aluminium is increasing in the GCC. It is predicted that by the end of 2015, 17.5 per cent of global aluminium production will occur in the region. New smelters are being created, existing ones expanded, and the quality of GCC aluminium is optimal. Where the global aluminium industry grew at a rate of 3.5 per cent in 2014, in the GCC it grew by some four per cent. Many analysts forecast the GCC aluminium industry will continue to grow rapidly over the coming years thanks to governmental support and a willingness to invest in the latest technologies.

**INVESTMENT OPPORTUNITIES:**

GCC countries with aluminium production capability hope the benefits of foreign investment into the sector will benefit not only the national aluminium industry, but will enrich all downstream industries. Moreover, governments realise that foreign investors of aluminium might also come to realise the benefits of investment into other, related, sectors. For example, thriving construction industries in the GCC use considerable quantities of aluminium, as do the region's automotive industries. There are plentiful investment opportunities in the Gulf for parties interested in aluminium and its uses.

**PRODUCTION PROGRESS:**

GCC countries have markedly stepped up their aluminium production capabilities since 2012 – by as much as 41 per cent overall. For example, the UAE, which in 2012 produced 1.85mMT of aluminium, last year produced 2.6mMT. In Saudi Arabia, 750,000MT was produced in 2014 and in Qatar production reached 640,000MT. Oman produced 380,000MT and Bahrain 890,500MT. China, by way of comparison, produced 2.2mMT. At the end of 2014, ten per cent of global aluminium was produced in the GCC, 40 per cent consumed domestically and 60 per cent exported. GCC aluminium is known throughout the world for its excellent quality.

**INDUSTRIAL TRANSFORMATION:**

The GCC countries are committed to increasing aluminium production and to investing in aluminium industries as part of long-term plans to diversify economies and to attract direct foreign investment. Governments realise that investing in aluminium production has considerable benefits for various other sections of the economy, and is an area of considerable

interest for private investors. However, to attract more investment over the coming years, it might be necessary in some GCC countries to amend existing laws and regulations to make the proposition more attractive for foreign players.

**OBSTACLES:**

Despite the success of the region's aluminium industry, there still exist obstacles that are off-putting for potential investors. In some GCC countries, foreign investors do not feel full confidence in the domestic legal framework – they do not feel their investment is sufficiently protected by the law. It is also important when luring potential investors forward to be able to demonstrate that the aluminium industry is not only properly regulated, but that it is a secure environment for investment. Likewise, given the enormity of the aluminium industry's working parts and machinery, and the need to import and export materials as a consequence of production, it is vital that GCC countries' infrastructure meets the highest standards. Transportation and logistical support is vital, and with this in mind, all GCC countries could look to upgrade infrastructure to optimally support the aluminium industry. Other factors that are off-putting for investors are the not infrequent over-supply of the global aluminium markets and overly punitive European taxation systems.

**INVESTMENT ACTIVITIES:**

Qatar's heavy industry sector is a dynamic environment and enjoys considerable state support in the form of investment. In 2014, some QR17.3bn was invested into industry, testament to the belief government has in the sector to contribute for the long-term to GDP. Downstream industry in particular is held in high regard – total downstream industry in Qatar is valued at \$74bn – over the coming years it is forecast we will see continued, significant investment in this sector.

**MARKET PRICES:**

The weakening in recent months of the global aluminium price is another challenge the industry faces – directly impacting growth rates and profits. However, at a time when prices are low, Qatar's aluminium enjoys some competitive advantages, such as cheap access to energy for production, such as gas, and excellent variable smelter capabilities. Aluminium was priced on the LME at \$2023.4/ton at the end of September, 2014, dropping

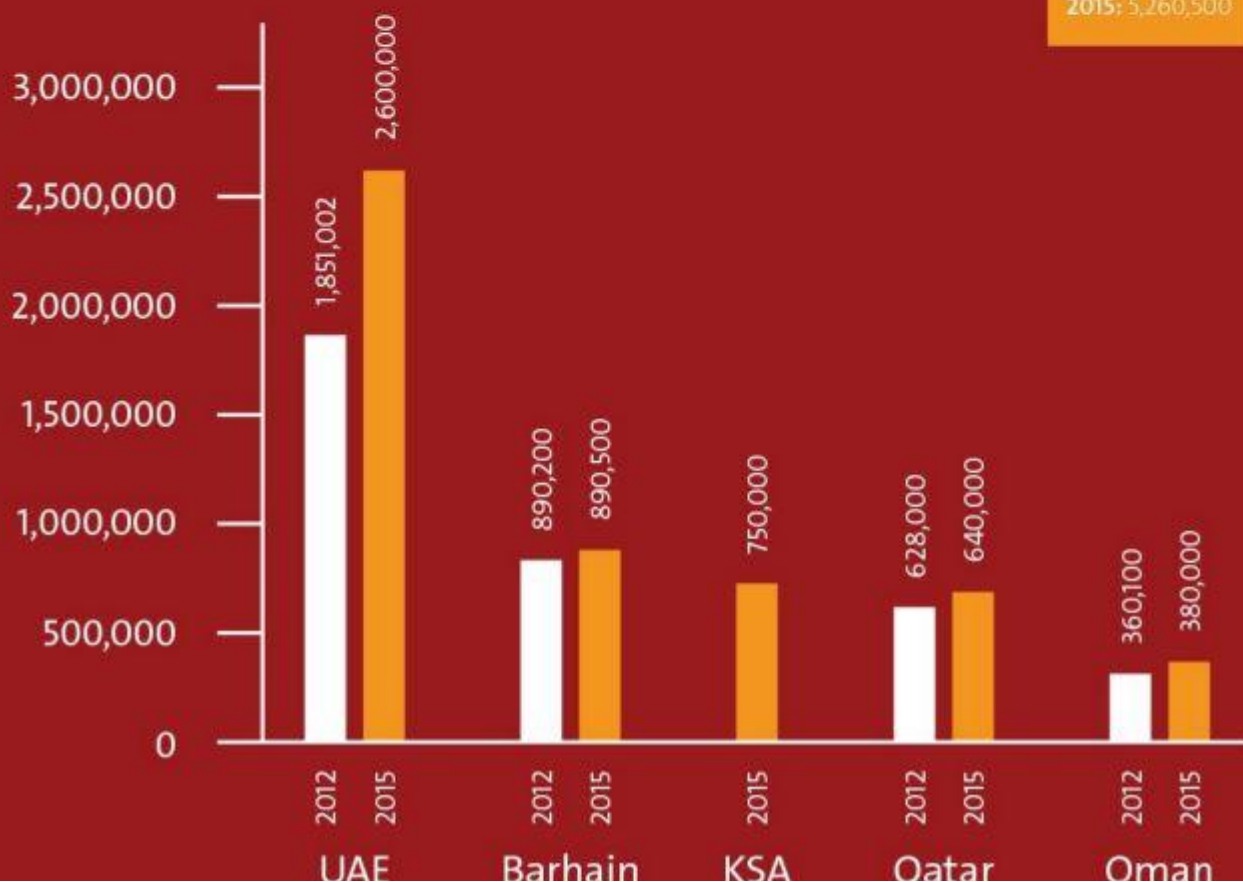
\$1956/ton by the end of October. By November it had climbed to \$2041/ton, before falling again to \$1929/ton in December. In 2015, we have seen it sink lower to trade around \$1822/ton. These fluctuations are generally unhelpful for producers.

#### TRENDS:

Industry analysts forecast global aluminium consumption will increase by some 40 per cent on the current 70m tons annually over the coming years. The construction, real estate and downstream sectors are expected to be mostly responsible for this increase. GCC countries have demonstrated willingness and readiness to boost their production capacities, embracing technology and building new smelters. Much depends, however, on the direction of gas and

oil prices over the short-term future. Low oil prices will likely effect regional government infrastructure spending plans, decreasing the need for aluminium locally, whereas high prices might curtail global demand for the metal. The balance is a difficult one to strike, but it is important the industry is able to price aluminium at a level that makes it an accessible proposition to as many organisations and individuals as possible.

## GCC PRIMARY PRODUCTION FOR 2012 / 2015





# QATALUM AT AMPS CONFERENCE WINS AWARD FOR QUALITY



**Qatalum plays an important role within Hydro's Primary Metal group. At the AMPS Conference in Norway, it highlighted advanced improvement initiatives and picked up an award, led by winning practices for customer satisfaction.**

Qatalum delegates participated in the AMPS Conference from 24 - 26 March in Oslo. AMPS is Hydro's common platform for continuous improvement which has been developed based on lean principles.

On the market day of the conference, multiple Hydro smelters shared their best practices based on AMPS principles which are similar to QPS principles adhered to at Qatalum.

Vivek Swarnkar and Tausif Shaikh presented [Strategy Deployment implementation in Reduction](#).

Alton Singh and Geir Nilsen presented [Qatalum's Central Maintenance process](#).

Both presentations were highly appreciated and accepted as best practices which have the potential to be used within other Hydro Smelters.

Key takeaways from the strategy deployment presentation for leaders were 'maximising benefit by aligning strategies at all levels in organisation' and 'management commitment is the key for continuous improvement'.

Said Alton: "There is a fundamental requirement for having the correct people in the correct position. We must do what we say we are going to do."

Attendees from all over Hydro, including Hilde Aasheim and Ola Sater were impressed with Qatalum's approach towards improving maintenance and each believes Hydro could learn from Qatalum's approach.

Qatalum representatives participated in the lean workshop with Dr. Jeffrey Liker (author of "The Toyota Way") focused on "Developing Lean Leaders". Key learnings from the lean leadership development model:

- **Commit to self-development**
- **Coach and develop others**
- **Support Daily Kaizen**
- **Create Vision and align goals**

Qatalum most significantly picked up an award at the Conference as well, winning the Primary Metal Quality Award.

The honour was awarded on the merit that the Qatalum Casthouse had reduced claims and complaints through a focus on continuous improvement in quality, resulting in high customer satisfaction.

Erik Fossum, Head of Commercial in Primary Metal, Hydro said, "The winner of the PM Quality Award 2014 has achieved outstanding results through the systematic work to continuously improve processes and products."

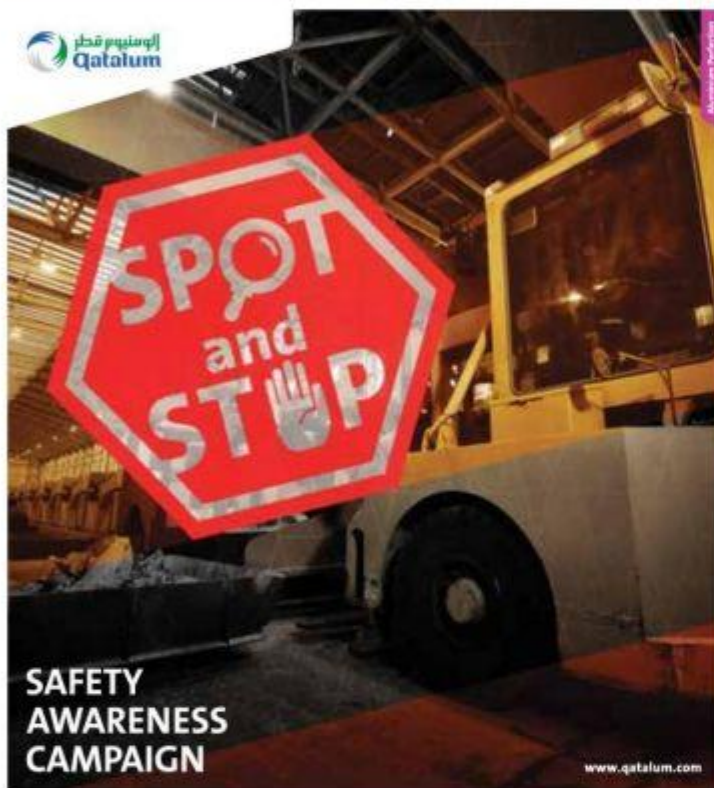
The AMPS conference was followed up by site visits. Some of the Qatalum representatives visited the Karmoy and Slovalco smelters.

#### **KEY LEARNINGS FROM SMELTER VISITS ARE:**

- Training and competency development system of operators at Karmoy
- Positioning persons with good AMPS knowledge in strategic roles
- 5S implementation and its benefits
- Visual management of KPIs
- ISIT close collaboration with operations for smart solutions



# SPOT AND STOP SAFETY CAMPAIGN LAUNCHED AT QATALUM



Further to Qatalum's annual HSE safety campaigns, the 2015 campaign has been given more impetus to improve on its 2014 TRIR target.

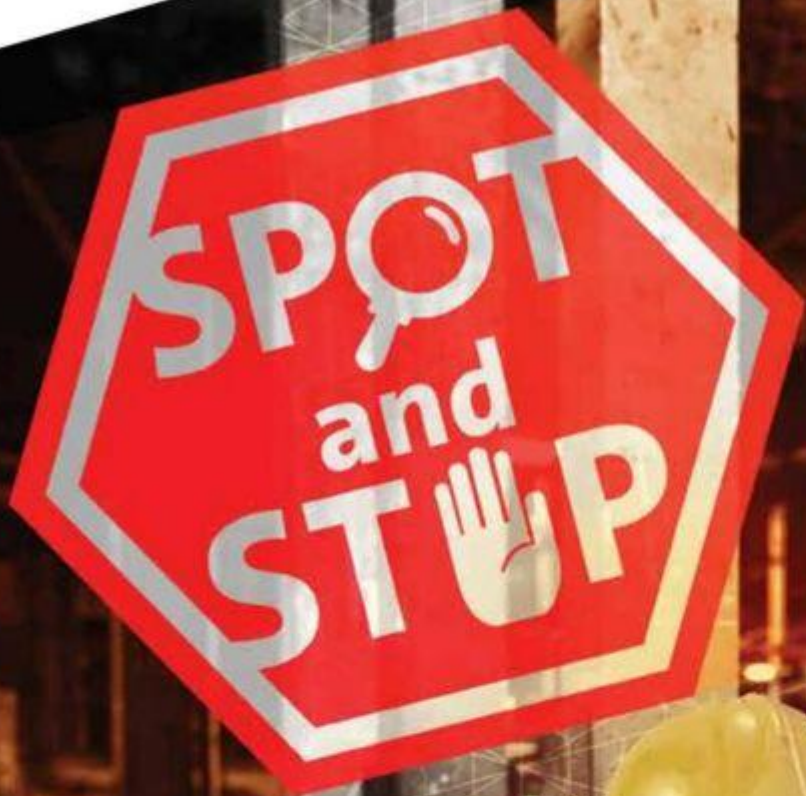
This year's campaign is aimed at all employees encouraging one another to 'SPOT' any unsafe acts or conditions and high potential near misses. No matter what the scenario, stopping actions is critical so that the incident can be adequately dealt with. Safety is paramount, ahead of production.

The campaign also aims to increase the quality of HSE observations and implement preventive and corrective actions and measures.

The objective is to improve HSE Performance by reducing the number of injuries and incidents. Ultimately, HSE at Qatalum is everybody's responsibility.

**IN ORDER TO ACHIEVE THESE OBJECTIVES, THE FOLLOWING MESSAGES MUST BE COMMUNICATED TO RESPECTIVE TEAM MEMBERS:**

- Encourage our team members to SPOT any unsafe acts/conditions and high potential near misses
- Encouraging them to SPOT can increase quality HSE observations and implement preventive actions/measures.
- HSE is everybody's responsibility - everybody is responsible to stop any unsafe acts/behaviours and conditions
- Whilst we ensure safety of ourselves, let's ensure the safety of our colleagues as well!



## SAFETY AWARENESS CAMPAIGN

Most workplace injuries are preventable, and only a small percentage of all work-related accidents are caused by technical deficiency.

At Qatalum, your safety is one of our top priorities. The 'Spot and Stop' campaign encourages you to SPOT any unsafe acts and/or conditions and STOP potential harms.

Always remember, SAFETY is everybody's responsibility!

#spotandstop



# STRONGLY POSITIONED



## WHILE NEW WAREHOUSING RULES MAKE LIFE HARD FOR EUROPEAN PRODUCERS, THE GULF'S ALUMINIUM INDUSTRY OFFERS AN EXCELLENT POSITION TO CAPITALISE

The first quarter of 2015 has been a challenging one for the global aluminium market. European premiums, which in recent years have appeared to only be on the uptick, have now gone in reverse, weakening significantly.

At the same time, low demand for physical aluminium, particularly in Asia and Europe, has concerned the market and producers alike.

However, the GCC producers are strongly positioned to outperform competitors. Demand for aluminium in Gulf countries remains very strong thanks to significant state infrastructure programmes and the construction of mega-projects designed to diversify economies away from reliance on the hydrocarbon sector.

Additionally, the ability to quickly adjust smelter production in line with demand – thanks to the adoption of ultra-modern technology – gives Gulf aluminium producers a strong competitive edge, as does access to low cost natural gas, vital to the production of the metal.

In the last decade, Gulf producers such as Qatalum have won a global reputation for the excellence of the aluminium they produce. More and more, as producers in other parts of the world struggle, the market demands Gulf metal.

The weakness in the Asian physical market is believed to be a consequence of the growing export flow of semi-manufactured products from China, effectively displacing demand elsewhere in the region.

Europe's market for physical aluminium delivery has been quiet since the start of the year as the result not only of buyer caution, but also of the region's stuttering economic performance.

European aluminium consumers were hit hard by a two-year rally in premiums during 2013 and 2014, and have consequently ensured they are well stocked at the start of 2015, draining the liquidity from the spot market.

European physical aluminium flows have lately been channelled into the US – where premiums and demand had remained strong – but the inevitable glut in supply has caused premiums to come off.

At the same time, a proposed London Metal Exchange (LME) change in warehousing rules for industry hubs Detroit and the Dutch port of Vlissingen threatens, according to some analysts, to see the market flooded with product.

Existing LME rules stipulate a minimum 3,000 tonnes of aluminium must be loaded out of a warehouse each day, but storage companies have in recent years treated this figure as a maximum amount, slowing the outflow and generating large queues.

Today, it takes almost two years (586 days) to get aluminium out of Vlissingen warehouses, in Detroit it takes longer (610 days).

In February of this year, the LME proposed new warehouse rules that will link the amount warehouses can load in with the amount that is loaded out. It is expected the legislation will cause the logjams to unwind.

Gulf producers, by contrast, are not obstructed by bureaucracy, or weakened by low demand for product. They are able to get aluminium quickly to buyers thanks to advantageous geography, and they also enjoy enthusiastic government support and investment, ensuring they are able always to compete strongly.

By the end of 2015, close to one fifth of all global aluminium will be produced in the Gulf. It is expected this figure will rise quickly over the coming decade – a sign of the region's commitment to the production of the metal.

As the global aluminium industry faces new challenges and commercial realities, Gulf producers are strongly positioned to capitalise.



## QATALUM RECEIVES CSR LEADER AWARD



## **10 MARCH 2015. QATAR UNIVERSITY (QU) HONoured QATALUM BY AWARDING THE COMPANY THE 2014 CORPORATE SOCIAL RESPONSIBILITY (CSR) LEADER AWARD IN RECOGNITION OF ITS PROMINENT ROLE IN RESPONSIBLE BUSINESS PRACTICES.**

The University held a ceremony on Wednesday to mark the occasion of the Qatar CSR Networks launching of the Third Issue of the CSR Report 2014 in cooperation with QU entitled: "The Progress Achieved". During the ceremony, Mr. Abdulla Bin Hamad Al-Attiyah was honoured as CSR Person of the Year.

QU President, Professor Sheikha Abdulla Al-Misnad presented the Award to Mr. Khaled Laram, DCEO of Qatalum who in turn elaborated with respect to Qatalum's support for CSR projects as a method to positively affect realistic impacts in Qatari society. To serve this end: Qatalum provides varied employment opportunities to Qatari youth seeking employment at industries similar to hydrocarbon and petrochemicals and further aims to maximise the use of energy by utilising efficient aluminium production processes and simultaneously producing less emissions by the means of adopting the latest technology available to the industry.

The CSR Report 2014 highlighted a number of CSR initiatives that Qatalum has accomplished in line with their Physical Fitness Initiative, organised by the Health, Safety and Environment (HSE) Department and promoted by the Communications Department at Qatalum.

Qatalum is well known for accommodating its employees with regards to charity and CSR activities commonly accepted by the State of Qatar and the Qatari people such as the Patronage of Qatar Diabetes Association. Qatalum offered contributions to the Qatar Diabetes Association expressing its willingness to foster mutual cooperation in order for the Association to fulfil its educational projects which assists diabetics and their families across the country.

Qatalum's support of the distinct work of the Qatar Diabetes Association builds upon the care provided by the Association to the patients and their families to help overcome

sickness and increase healthcare, moral support and awareness. Qatalum's aid to the Association reflects its contribution to genuine projects serving CSR and human development projects.

Contributions given to the Al-Noor Institute in the form of new school bags were distributed to blind students. This contribution coincided with the beginning of the new academic year and reflected Qatalum's support for educating students and its commitment to stringent CSR criteria.

Qatalum extends continued support to the needy and does not consider these initiatives as charity, rather it is a shared and central element of CSR.

Qatalum established an agreement with the Qatar Foundation for Elderly People Care (IHSAN) under which, Qatalum will support IHSAN's magazine catering for elderly affairs. IHSAN provides health, social and psychological care to the elderly, based on its commitment to CSR, Qatalum also aims to provide additional and improved services catering for elderly residents.

This agreement was concluded to honour the distinct work of IHSAN marking a fresh start to begin improved services provided to the elderly. The agreement equally provides a distinguished opportunity for Qatalum to take part in CSR activities designed to support the disadvantaged segments of Qatar.

Qatalum held the "Aluminium Value and Knowledge Creation" seminar in cooperation with QU and Hydro Aluminium to facilitate mutual exchange of knowledge between the academic and industrial sectors. The seminar aimed to encourage students to conduct Aluminium manufacturing-related studies to upgrade the workforce of this sector and prepare the Qatari youth to takeover improving this industry.



Qatalum held a large event celebrating Qatar's National Day, a National commemoration of Qatar's unification and independence, falling on 18 December annually. The 2014 ceremony presented several shows and entertaining programmes specially prepared to celebrate this event and express the Qatalum workforces love for their Emir and people. During the ceremony, company management cut a cake celebrating the event which was attended by many VIPs, guests and company employees who unequivocally expressed their joy and pride of the memorable day.

Qatalum celebrated the National Day and assured its continuing contribution to materialise objectives which were designed to complement Qatar's National Vision 2030 - equally aspiring to become a stimuli for sustainable Qatari economic growth.

Qatalum had the pleasure to sponsor Iftar Ramadan Tents organised by the Sheikh Thani bin Abdullah Foundation for Humanitarian Services (RAF) as part of Qatalum's plan to support charity events that serve collaborative values especially during the Holy Month of Ramadan.

Qatalum led the sponsorship of these tents recognising a unique opportunity to reach out to the community while positively reflecting the company's commitment to charitable events. Qatalum has the pleasure to continuously offer a rich agenda of CSR activities seeking to affect a realistic impact in Qatar society.

Qatalum has also collaborated with Abdullah Bin Zayed Al Mahmoud Cultural Islamic Centre on the publication of 15,000 copies of a book entitled "Understanding Islam", which

aims to introduce Qatari society and culture to non-Muslims from different nationalities living in Qatar.

The book was delivered to the Qatar Islamic Cultural Centre (Fonar), an NGO subsidiary of Qatar Awqaf and Islamic Affairs Ministry. This book demonstrates Qatalum's on-going commitment to CSR and the company's vision to increase social cohesion amongst all people living in Qatar – nationals and expats alike.

Building on Qatalum's commitment to supporting CSR activities, Qatalum was awarded the Certificate of Excellence from the Arab Organization for Social Responsibility during the ceremony held in Burj Al-Arab Hotel in Dubai. The award honours the agencies and people engaged in the field of CSR, in recognition of their outstanding efforts at a regional level towards promoting the notion of social responsibility in the Arab world.

Qatalum won this award as recognition for the company's outstanding efforts in the economic, social and environmental arenas, which are in line with Qatar National Vision 2030. Over the past few years, Qatalum has supported many educational community initiatives and a number of sporting and cultural events. The company has also maintained a keen interest and deep commitment to all international environmental standards, in order to achieve sustainable development in the industry and energy sectors in Qatar.

# QATALUM CONCLUDES ITS FIRST WINTER INTERNSHIP



**ANOTHER FIRST FOR QATALUM, AS TRAINING AND DEVELOPMENT EMBARKED ON THE GROUND BREAKING INITIATIVE, THE QATALUM WINTER INTERNSHIP CONCLUDED AS A COMPLETE SUCCESS FOR THE STUDENTS WITH EXCELLENT RESULTS AND PRESENTATIONS.**

The idea of a Winter Internship was conceived by Dr. Anton Winkelmann from Hydro's Primary Metal Technology organization last year after the Summer Internship came to a successful end. He discussed the novel idea with Elin Legland, Administration Manager at Hydro in QSTP. She presented the case to the DCEO Khalid Mohamed Laram who later approved the request.

As the concept for a winter internship was new, it was decided on a 4 week internship to start January 2015. Once T&D managed all the approvals and MIC gate passes, students began on 5 February 2015. Dr. Anton Winkelmann arranged for research projects for the students.

Two Master's students Nour Nabil Abou-Shaqrah and Ola Ibrahim Shamia continued

their project from their respective summer internships on relining logistics by including the equipment, people and work schedules from the pot line to relining in the project. They initiated a new project from Anton in the baking furnaces at Carbon.

Nour Nabil Abou-Shaqrah said about his internship, "I'm lucky since I got the opportunity to train at Qatalum, where I have learned, observed, and dealt with real world situations."

Gopaul Sukran, Logistics Superintendent said about the Nour and Ola, "They showed a good grasp of the aluminium smelter technology concepts and further applied their minds in logistics to challenge the current status quo. These young and energetic minds demonstrated the potential opportunities to

improve and optimise Qatalum operations particularly in Reduction and Carbon."

Abdullah Al Aftab and Mohammad Fazle Rakib were given a project on the Bath Cleaning Plant (BCP) which required the characterisation of the complex nature of bath flow inside this area. Mohammad Fazle Rakib said about his project, "Research opportunities in Qatalum are quite broad and I am looking forward to making the best use of the opportunity."

Said Abdulla Al Aftab: "Learning through experience is the only way to acquire knowledge because it involves lots of practice and practical training which helps to develop new skills and apply theoretical principles that can only be attained from academic study in real life problems."

This winter internship at Qatalum gave me an opportunity to develop my knowledge about the aluminium industry and the observation of the largest primary aluminium plant in operation is such an amazing experience."  
Noora Hamad Al-Qahtani and Maryam

Mohammed M A Al Ejji, both MSC graduates took on a project on the material strength of bake furnace bricks and the effects of heat, manual attrition and chemical composition of new and used bricks.

Noora Al-Qahtani, at the end of the internship said, "It was a positive experience for both academic and industrial committees." Her sentiment was reflected by Maryam Mohammed Al-Ejji who said, "It is a great pleasure to take the opportunity of a winter internship in Qatalum, it was interesting and very informative towards the industrial route."

The students had two weeks to work on the projects due to a one-week induction before they could start with their projects. This did not deter them from giving their best. In the time allotted they managed to accumulate data, process it and submit excellent project presentations.



The winter Internship concluded on 26 February 2015 with the students presenting their findings to Reduction Group Manager Hans Petter Lange, Gopaul Sukran, Acting Manager of Operational Support, Yuvendran Padayachee Rodding shop Superintendent, Maha Soliman, Human Resources, Elin Legland and Anton Winkelmann (via video-con) and Edward Van Wyk, Training and Development Supervisor.

The panel was impressed by the students' excellent presentations, professionalism and knowledge accumulated on aluminium technology over a very short research period.

About the presentations, Yuvendran Padayachee, Superintendent BCP said, "All the presentations were very impressive.

It is refreshing to see the amount of understanding that the students have acquired in the short period they spent on site. They have echoed some of our challenges quite clearly and we are hopeful to get sustainable solutions out of their research. I wish all the students the best of luck."

Speaking at the conclusion of the Internships, Legland said: "The follow up from Qatalum has been extensive and professional. As always, it's a pleasure to collaborate. Winter internship 2015 demonstrated the effect of a true learning environment that is coming into place in Qatalum.

Fresh students were supported by in-house students experienced in Qatalum, and students that were in Qatalum for their Senior Project last year had established a contact network that helped them and were accessible during this project.

All staff in Qatalum showed great support and patience with the students with the students actually asking to be allowed to extend their internship in Qatalum. The Training Supervisor Team and Edward Wyk have done a tremendous job for Qatalum and the students."

Dr. Anton Winkelmann, Hydro Aluminium Deutschland GmbH, Primary Metal Technology concluded, "Unfortunately I couldn't be present during the entire period so Qatalum employees had taken over the care of the students after the introductions where given and the activities were started.

I'm very much impressed by the intensity shown by my Qatalum colleagues in supporting the students."

Edward Van Wyk echoed Winkelmann's sentiment by concluding, "These students showed real commitment and enthusiasm which was reflected in the quality of their presentations."

# QATALUM PARTICIPATES IN MADE IN QATAR EXHIBITION



**As a leading industry in Qatar, Qatalum participated as an exhibitor and Silver Sponsor in support of the development of the Qatar economy.**

Held Under the Patronage of HH the Emir Sheikh Tamim bin Hamad Al-Thani, Qatar Chamber and in cooperation with the Ministry of Energy and Industry from 19-22 May 2015 at Doha Exhibition Centre. Qatalum, participated as an exhibitor and Silver Sponsor in an annual event aimed to attract more investment to the industrial sector while boosting locally-made products and therefore easing dependence on imports.

Qatalum's role, as an exhibitor at one of the largest exhibitions of its kind in the world, aimed to promote their locally-made products and demonstrate industry-leading capabilities available at their state-of-the-art, Qatar-based smelter.

Qatalum's newest advancement highlighted at the event included the newly launched Qatalum Training and Development Centre; a state-of-the-art training facility offering employees and national trainees customised learning and development opportunities supporting them on their career paths as they contribute to a stronger local industrial base.

Mr. Tom Petter Johansen, CEO of Qatalum said: "Qatalum is extremely proud to be part of Made in Qatar. Every year this annual event exceeds all expectations and attracts greater attention to the abilities of organisations based here in Qatar."

He continued; "Made in Qatar continues to pursue ambitious targets as Qatar seeks to develop a diversified, knowledge-based economy. By broadening the industrial base of the country and ensuring the best environmental standards and working conditions, events like Made in Qatar are highlighting and strengthening our position as a leading producer of value added, high quality primary aluminium products to a growing economy."

Made in Qatar also acts as a good incentive to encourage Qatari companies to improve their materials, processes and goods, which would make Qatari products globally competitive. Throughout previous years, Made in Qatar has gained a special importance among national organisations and has become a model for collaboration and progress among participating entities in the country.

Made in Qatar 2015 seeks to emulate this past success in line with the vision for the future as defined by the Qatar National Vision 2030 as the nation embarks on long-term social, economic, environmental and human development strategies to transform Qatar into an advanced society capable of sustaining its development and providing a high standard of living for all of its people.

Khalid Mohammed Laram, Deputy CEO of Qatalum spoke of the importance of participating in such a high profile and unique event, saying: "Qatalum is passionately concerned about promoting to the Qatari people awareness regarding the variety of world-class products manufactured right here in the country, in addition to developing the Qatar economy in line with global best practices." He continued to speak of

Qatalum's participation, stating; "Qatalum's high quality products show that Qatalum meets very high standards in accordance with best practice policy, in line with Qatar's National Vision 2030 - the two-decade, multi-pillar vision for the development and diversification of the country."

Contributing to the Qatari economy, Qatalum now produces 640,000 tonnes of high-quality primary aluminium products per annum. Additional achievements at Qatalum to be highlighted at the exhibition include Qatalum's rating as number four amongst all smelters in the world by London based CRU, in addition to Qatalum recently being acknowledged by Qatar University for its contribution to the educational sector thanks to the strong HR policy on developing new talent for a Qatar-based organisation.

As the only national exhibition providing a platform to highlight Qatari products and businesses, Made in Qatar caters to the full spectrum of the economy, including entrepreneurs, SMEs, large enterprises as well as decision makers. Made in Qatar also offers a market for the sale of Qatari products, where local companies are allowed sell their products directly to the visitors.





