



قطر ستيل  
**QATAR STEEL**

Safety and Caring  
for **Environment**



ANNUAL REPORT *2011*

[www.qatarsteel.com.qa](http://www.qatarsteel.com.qa)



*His Highness*  
**Sheikh Tamim Bin Hamad Al-Thani**  
*Heir Apparent*



*His Highness*  
**Sheikh Hamad Bin Khalifa Al-Thani**  
*Emir Of the State of Qatar*



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# Chairman's *Message*



Year 2011 was another fruitful and remarkable year for Qatar Steel Company.

Since its inception in 1974, Qatar Steel has grown into one of the reputed steel companies in the region, increasing its production substantially and modernizing its plant facilities, it has become one of the leading steel player not only in the domestic market, but in all GCC countries.

We see enormous growth potentials for steel industry in Qatar, since Middle East is considered as a fast growing region. Qatar Steel is rapidly pursuing its growth plans to move from the current annual production level of 2.7 million tons to over 5 million tons in 5 years' time through revamping its existing facilities, planning new expansions, establishing joint ventures and acquisitions.

Inspired by its vision and strategic goals, Qatar Steel has established strategic investments in Qatar Metals Coating Company W.L.L (Q-Coat), South Steel in Saudi Arabia and a Foulath's joint Venture in Bahrain. We are working diligently to seize possible joint venture opportunities in the mining and pelletization sectors as done with GILC to ensure long term strategic sourcing of key raw material for current and future production requirements.

Over the years, we have successfully forged a leadership brand image by establishing unrivalled quality, flexibility and reliability in all our products and services we offer.

Through our motto of making steel matter, we are constantly striving for continuous improvements in all areas of operations keeping customers as the core theme of our business. Our close collaboration with our valued distributors has enabled us to proactively respond to changing market requirements and to stay ahead of competition.

We seize this opportunity to extend our deep thanks and appreciation to HH Sheikh Hamad Bin Khalifa Al-Thani, the Emir of Qatar and HH Sheikh Tamim Bin Hamad Bin Khalifa Al-Thani, the Heir Apparent, for their inspiring leadership and wise directives, which helped Qatar Steel sustain its pioneering position in the strategic markets.

**Yousef Hussain Kamal**

Through our **motto of making steel matter**, we are constantly striving for continuous improvements in all areas of operations keeping customers as the core theme of our business.

# Director & General Manager's Message



It gives me great pleasure to say that the year 2011 was a high performance and successful year for Qatar Steel, as we have achieved excellent records in terms of operations, revenues and profitability.

On the production level, we have achieved outstanding outputs, reaching 2,213 KMT of DRI/HBI, 2,038 KMT of molten steel, 2,005 KMT of billets, 1,819 KMT of bars and 126 KMT of Coils. The total shipments during the year were 76 KMT of billets, 186 KMT DRI/HBI, 1,827 KMT of reinforcing steel bars and 134 KMT of Coils.

Qatar Steel has established a strong distributors' network in the GCC countries, which has enabled us to achieve our sales targets, despite stiff competition, weak global economies and uncertainty in the Middle East markets.

Over the years, Qatar Steel, as a leading steel player, has gained an outstanding reputation in the local and world markets, due to its high quality products and distinguished customer service. The company has maintained an active presence in the GCC countries, in addition to being the major player in the domestic market.

Qatar Steel is fully committed to implementing its growth strategy through upgrades, new expansions and strategic investments by way of acquisitions and joint ventures in iron ore and steel related production facilities with full alignment to QNV 2030.

The Calcined Lime Project was completed and commissioned on 26th December 2011, and as for the New Steel Melt Shop Green Field Project (EF 5), we have finalized the term loan facility agreement with a consortium of banks. The project is progressing very well, and is on schedule. Once the project is completed, it will produce about 1.1 MTPA of billets. Qatar Steel has maintained a strategic partnership with its loyal traders in the region, and with the support of its distributors' network, it has been and will be well-prepared to face any challenges ahead, and to cope with any fluctuations in demand, or raw material price volatility. We shall be determined to continue with our endeavors to consolidate our image in the markets and reinforce the vital role that we are playing in supporting our national economy.

Our Commitment is oriented towards sustainable development with integration of our plant operations to societal needs and bringing value to our stakeholder.

**Ali Bin Hassan Al-Muraikhi**



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# Vision, Mission, Values and Corporate Strategy

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## Vision

We endeavor to be universally recognized as a leading and constantly growing force in the steel industry of the region, to be admired for our business culture, for building value for our shareholders and customers, and for bringing inspiration to our people.

## Mission

We will continue to be the first name in the region's steel industry by harnessing our assets and resources to achieve profitable growth, operational and organizational excellence, and good corporate citizenship.

## Values

A "PRINCIPAL" Player



*The drivers of our ambition are:*

- **TRUSTWORTHY** • **RELIABLE** • **DYNAMIC** • **CREATIVE** • **PERCEPTIVE** •
- 

## Purpose

To reach a league, where we will matter beyond normal commercial objectives.  
To become the standard for quality enterprise and to exude a winning attitude in order to make a difference in our environment.



## Corporate Strategy

Qatar Steel pursues its growth strategy of upgrades and new expansions in order to meet the steel demand in Qatar and to be consistent in providing supplies to various export markets. We look for strategic investments by way of acquisitions and joint ventures in iron ore and steel related production facilities to secure basic raw materials for production and to seize market opportunities for down-stream products. The growth strategies are addressed in the 5-year business plan which is validated every year on a rolling basis and submitted to IQ. The last updated Business Plan covers the following new expansion projects and strategic investments

- Greenfield Steel Melt Shop EF5 with a capacity of 1.1 million tons. The Project is being managed by Dastur& Company with technology from SIEMENS VAI and scheduled to be operational by the first quarter of 2013. This capacity will provide supply of billets to the subsidiary company Qatar Steel Company FZE as well as some additional billets to sell in the open market
- Signed an MOU between Algeria and Qatar (QatarSteel & Qatar Mining) to formulate a joint venture company in Algeria on the basis of 51% Algeria & 49% Qatar to develop and construct an integrated steel project of 4.8 MTPA over a period of 6 years in two phases. Appointed Atkins for developing the Techno Economical Feasibility & Market Studies for this JV Steel Project.
- With interest of 7.75% in the Iron Ore Projects of Sphere Minerals Ltd, the company is also discussing investment plans with the major shareholder Xstrata, including the possibility of Qatar Steel increasing its share.
- Increased Share Capital in South Steel Company, Saudi Arabia from 20.95% to 29.74% where the commissioning and starting up of their SMS and Rolling Mill are scheduled in early 2012
- There are other developments in its investments in Foulath in Bahrain. SULB acquired United Gulf Steel, a medium Section Mill based in Jubail, Saudi Arabia with a production capacity of 0.450 mtpa

Qatar Steel is constantly looking for strategic investments in various product segments in order to have a major presence in GCC.

Qatar Steel adopts the best practice Strategy Execution Premium Model XPPTM recommended by Palladium Group and its Strategy Management Hierarchy links VMV & Strategy to Day-to-Day operations. Our Corporate Strategy Map is validated every 3 years. In November 2011, Qatar Steel engaged the services of Palladium Group to further enhance the strategy execution process with the objectives of

- Enhancing the Strategy Map and Balanced Scorecard as a continuous improvement of the Strategy Execution system at Qatar Steel to make it simpler, clear and inspire focused action at Qatar Steel.
- Ensuring that our strategy is responding to our key Stakeholders expectations and reflecting it clearly in the Strategic Themes.
- Further promoting and strengthening our understanding of the already well defined Vision of Qatar Steel and principal values driving our culture.

It has targeted to be inducted into Hall of Fame in 2012, an international accreditation for adopting best practices in strategy execution.



## Quality Management *Systems*

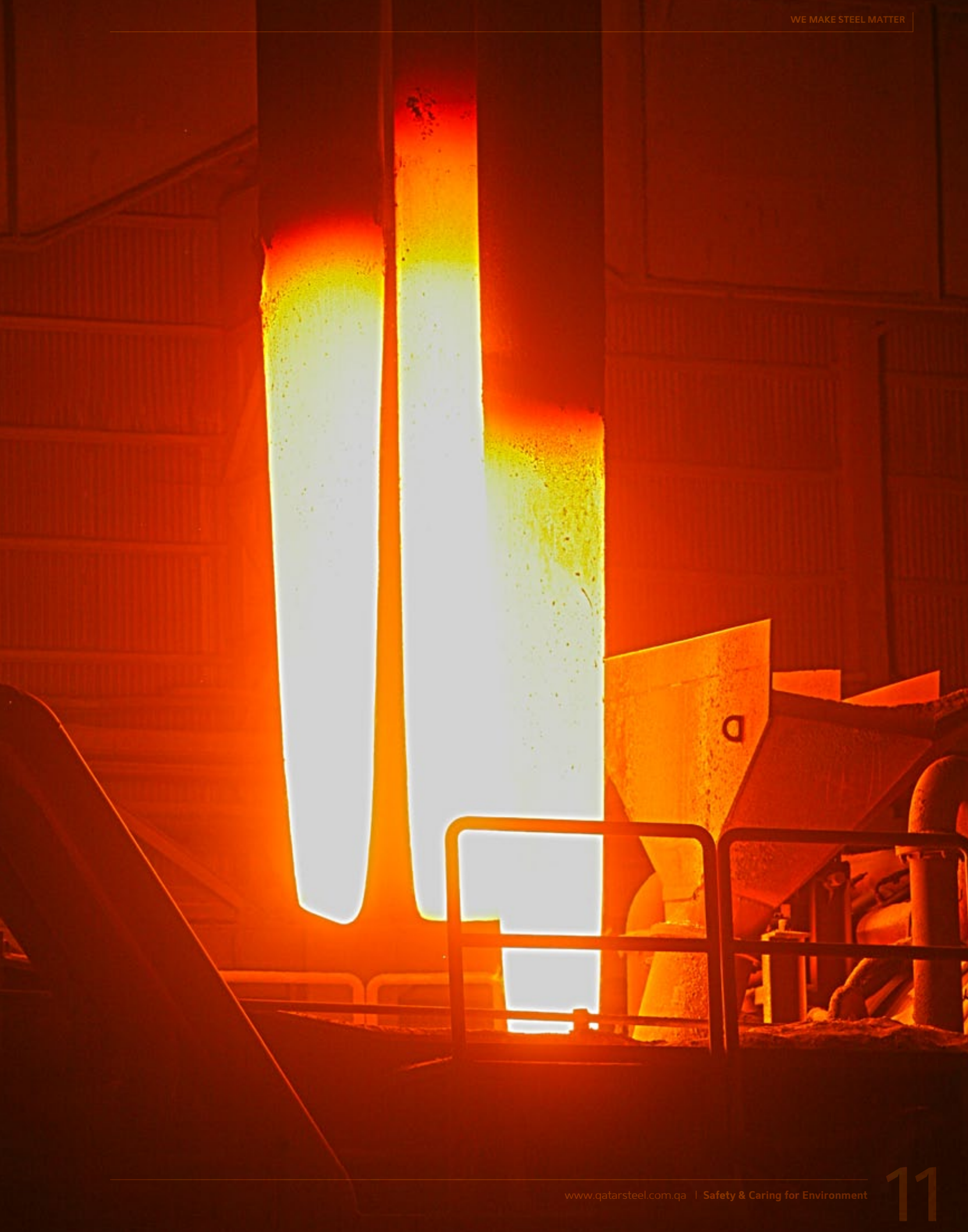
Qatar Steel has been recognized for its many accreditations, certification and awards for quality, environment, HESQ and continuous improvement in line with the aspirations to become the standard for quality enterprise and to exude a winning attitude in order to make a difference in their environment.

### Quality Management System



### Product Certification





# Board of Directors



**H.E. Yousef Hussain Kamal**  
Chairman



**H.E. Dr. Mohammed Bin Saleh Al-Sada**  
Vice Chairman



**Mr. Ali Bin Hassan Al-Muraikhi**  
Director & General Manager



**Mr. Abdel Rahman Ahmed Al-Shaibi**  
Director



**Dr. Nasser Mubarak Shafi Al-Shafi**  
Director



**Mr. Fahad Hamad Al-Mohannadi**  
Director



**Mr. Mohamed Hitmi Ahmed Al-Hitmi**  
Director

# Management *Team*



**Eng. Mohammed Tahir Al-Hammadi**  
Projects Division Manager



**Mr. Ali Bin Hassan Al-Muraikhi**  
Director & General Manager



**Mr. Yousef Abdulla Q. Al-Emadi**  
Production Division Manager



**Mr. Kefah Mustafa Al-Mulla**  
Administration Division Manager



**Mr. Saad Rashid Al-Mohannadi**  
Supply Chain Division Manager



**Mr. Ahmed Al-Ansari**  
Commercial Division Manager



**Mr. Husein Hasan Murrar**  
Business Development Manager



**Mr. Salah Babiker**  
Finance Department Manager



**Mr. Malek Hamdieh**  
IT Department Manager



**Mr. Natarajan Gopal**  
Strategic Planning Manager

*Qatar Steel Company was formed in 1974 as the first integrated steel plant in the Arabian Gulf. Commercial production commenced in 1978 with the company becoming wholly owned by Industries Qatar (IQ) in 2003.*



# Brief of Qatar Steel and Qatar Steel FZE

Qatar Steel Company was formed in 1974 as the first integrated steel plant in the Arabian Gulf. Commercial production commenced in 1978 with the company becoming wholly owned by Industries Qatar (IQ) in 2003.

Today, Qatar Steel is widely recognized as a foremost leader in the steel industry, extending its pioneering commitment from an expansive mill site located in the heart of the progressive Mesaieed Industrial City - 45 kilometers south of the nation's capital, Doha. The Company also operates a UAE based subsidiary - Qatar Steel Company FZE.

Inspired to meet the growing demand for steel in Qatar as well as the region in general, Qatar Steel has embarked upon a series of initiatives aimed at increasing its production capacity. State-of-art technically advanced expansion projects are designed to produce world class products. Over the years, Qatar Steel has successfully forged a remarkable reputation by establishing an unrivalled quality, flexibility and reliability in all the products and service offerings. Central to this achievement has been the drive to exceed customers' expectations.

The plant with its office occupies an area of 1,354,601 square meters, adjacent to which is a further 375,000 square meters plot reserved for future development and expansion. The total employee-base of over 1,650 spans 12 different nationalities and the mill runs on a 3-shift system.

## Facilities in Qatar Steel FZE (UAE)

Qatar Steel Company FZE was established in August 2003 to meet the growing demand for high-quality steel wire-rod products within the GCC as well as in international markets.

The company operates two primary facilities at its 60,000 Sq. meter Jebel Ali Free Zone site: State-of-art Wire Rod Mill has an installed capacity of 240,000 metric tons [MT] per annum and the advanced Rebar

Mill from VAI-POMINI is installed with a capacity of 300,000 MT per annum.

2011 was another fruitful and remarkable year for Qatar Steel Company FZE. Introduction of Qatari Management was one of the remarkable events in 2011 for QS-FZE. Qatar Steel Management's initiative to implement new policies and procedures also marked remarkable change in the activities of QS-FZE which is in line with the vision, mission and values of Qatar Steel under the new leadership of Mr. Ali Bin Hassan Al-Muraikhi.

QS-FZE's manufacturing units-Rolling Mill (RM3) & Wire Rod Mill performance improved in key areas of production, sales and resource consumption.

Towards the commitment to customer satisfaction, in 2011, QS-FZE secured CARES & DCL approval for BS4449: 2005; GrB500B products of rebar ranging from 08MM to 32MM. In 3<sup>rd</sup> quarters, the performance was with zero customer complaint and in 4<sup>th</sup> quarter ended up with two minor complaints. In procurement & warehousing section, management introduced tender committee and i-procurement. The results of these new implementations were very impressive in terms of cost saving and transparency in the system.

Production and Sales of Wire Rod Mill recorded a jump of 8.5 % & 18.7% respectively in the year 2011. A new grade SAE1006 introduced in the product list of wire rod coils.

HYQST rebar coil project commissioned in 2011 facilitating the production of high yield rebar coils in size 8-16MM. High yield rebar coils can be produced using plain carbon steel billets saving the cost of alloying elements like, Vanadium & Niobium.

In Wire Rod Mill production, there was 21% improvement in mill utilization & 53% reduction in rejections. Reductions in resource consumption were also remarkable, 5.2% in fuel oil & 28.5% in water.

The safe operating practices in all plant activities have helped to keep the mills running without any major incidents or accidents in 2011.



## Sales & Commercial *Affairs*

Year 2011 was a mixed year for Global Steel industry with the early part of the year until Q4'11 seeing strong price movements mainly lead by raw material prices. However with the weak market demand in the Euro region and weak global economic outlook re-surfacing coupled with weak Chinese market; steel prices took a sharp downturn towards the end of year. During Feb 2011 spot iron ore prices reached the \$200/MT CFR China levels close to the record levels seen in Y2008 mainly because of the shortage in iron ore supplies from India and Iran and spike in Chinese demand. At the same time scrap market taking cue from the rising iron ore prices and seasonal supply constraints, sent scrap prices soaring which in turn pushed up strongly the Turkish rebar offer prices.

Moving towards end of the first quarter with raw material prices coming off from their high levels seen early in the year and steel demand impacted by the lowered iron ore demand from Japanese steel makers who were seriously affected by the devastating earthquake and Tsunami in March'11; the steel prices began to soften. Coming to the Gulf region towards the end of first quarter the political unrest in Bahrain and Oman which began as an aftermath of similar unrest in Egypt and North African countries had aggravated with military intervention which in turn seriously impacted the demand in these countries and hampered the overall market sentiment in the region. The rebar prices in the Gulf region hence bore the double impact of general softening in price in the global front and the fall out of the political crisis in the Middle East region. With a result rebar prices slide towards end of the first quarter through early part of Q2 2011.

With approaching Elections in Turkey during June 2011, activity in Turkish real estate market and government construction projects began to heat up. With a result

rebar demand picked up strongly by then, and with it prices moved up strongly. This gave Turkish mills sufficient room to boost their export offers. By end of second quarter the political movements in the Gulf region had quieted and rebar demand began to revive in the affected markets of Bahrain and Oman. Hence prompted by resurgence in activity in the Gulf region and rising Turkish offers, rebar prices once again began their ascent towards end of second quarter and through early part of third quarter of 2011.

All this while though the global economy wore a grim outlook weighed down by the debt crisis in the US and Europe; in the third Quarter of 2011 the weak global economic outlook began to re-surface, having far reaching impact on the financial markets and steel industry. In August'11 for the first time in its history US economy faced its worst crisis when it was downgraded by credit rating agency S&P. European economy started moving from bad to worse sending Euro to dismal low levels against the dollar. With Chinese steel industry already pressured by long standing government policies on restricting additional steel capacities, real estate growth and credit limits of banking sector; the re-emergence of global economic weakness impacted strongly the steel sector in China. The effect of weakness in Chinese market was far reaching with the immediate impact felt in the spot iron ore market. As Chinese steel production started falling sharply in Q4'11, spot iron prices fell 15% in October m-o-m and further by 8% in November'11 m-o-m to reach \$145/MT CFR China for 63.5%Fe. With European crisis remaining unresolved and with Euro Zone moving towards recession steel industry worldwide remained heavily pressured in the last quarter and most major steel companies' recorded significant losses during this quarter. The crisis in the global markets was reflected in the rebar prices in the Gulf region.



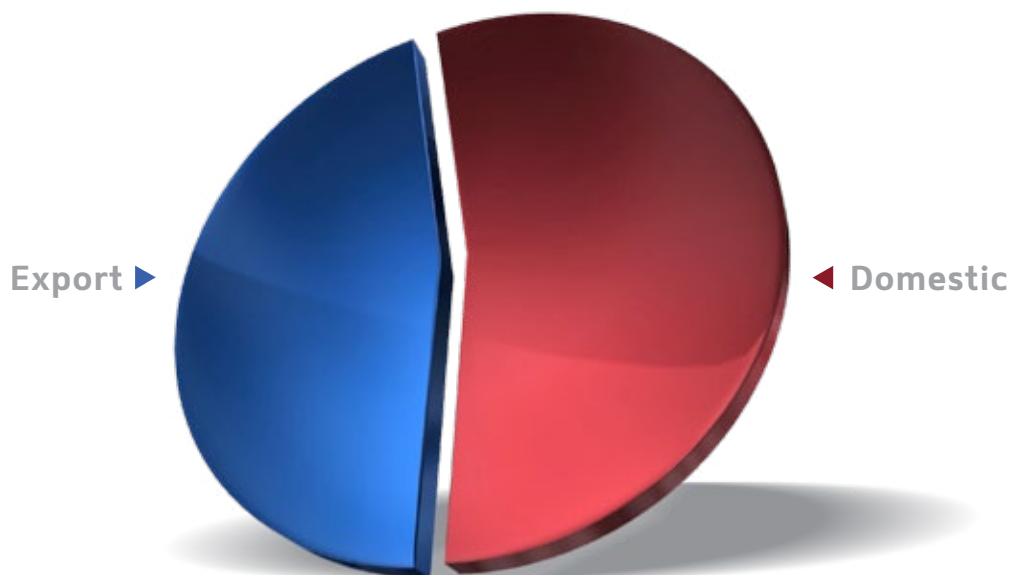
Further with construction activity in major market of UAE continuing to remain low and demand in other markets with the exception of Saudi Arabia remaining moderate, rebar prices lowered significantly during Q4 2011.

Although the political uprisings in some of the Gulf States gave a negative outlook to investment plans of governments in the region, the high oil prices throughout 2011 have indeed supported government spending in large scale construction projects in the region. UAE rebar market which had been very active until 2008 continued to remain weak with construction activity remaining low as real estate market fell following the 2008 financial crisis. Rebar demand in the Gulf region continued to be supported by robust Saudi construction industry. Under the five year National Development Program(2010-2015) with a planned outlay of \$385.2bln the Saudi Government in March'11 announced additional \$165bln for Social development which includes \$66.7bn to build 500,000 new homes (Phase 1 already awarded), \$30bln transport investment and large number of education institutions. Hence Qatar Steel capitalized on the high demand in Saudi with higher sales to this market.

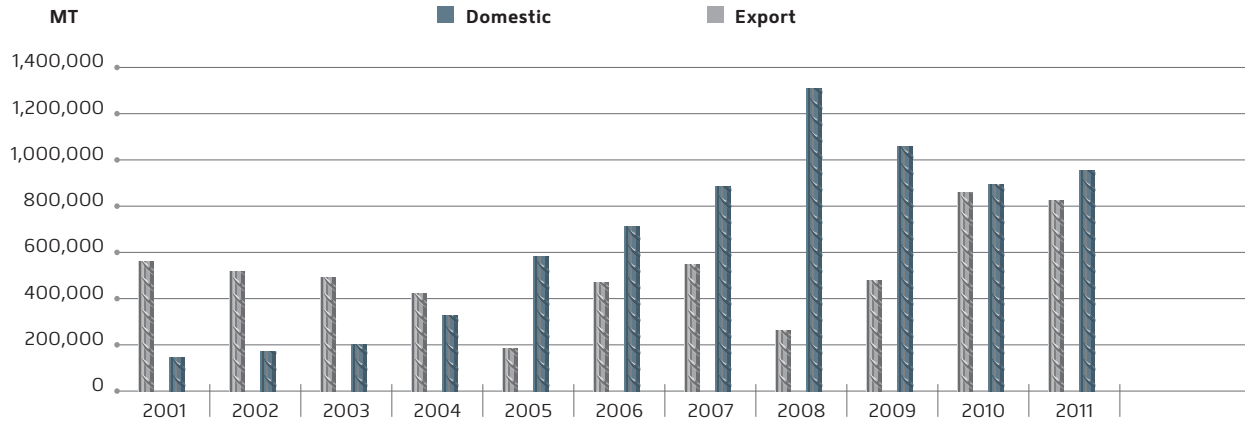
After successful bid of FIFA 2022 toward end of 2010, Qatar budget (2011-'12) was very promising as the government announced a 19% increase in expenditure YOY to QR 139.9 billion focused mainly(with 41% allocation) on infrastructure development. However with real rebar consumption from most of these projects expected to mature only by end 2012-2013, rebar demand in 2011 was moderate held up by on-going government infrastructure projects. Hence Qatar rebar demand remained at around the same levels Y2010. Qatar Steel total rebar sales for Y2011 was up by 3% backed up by strong marketing efforts and improved trader network in the region. Total sales to the Export market were lower YOY (2% lower) while domestic sales YOY were up by 8%. Driven by expected strong oil prices in 2012 high budget surplus in 2011 and strong government commitment to host more international sporting events apart from the FIFA tournament in 2022; construction activity in Qatar is expected to see strong growth.

Overall, the performance of Commercial Division during Y2011 was commendable and noteworthy.

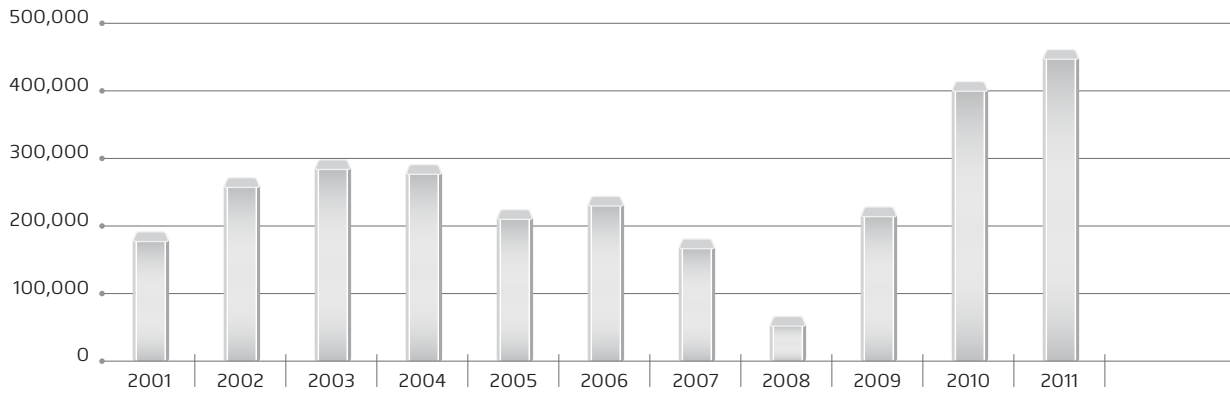
### Rebar Sales 2011



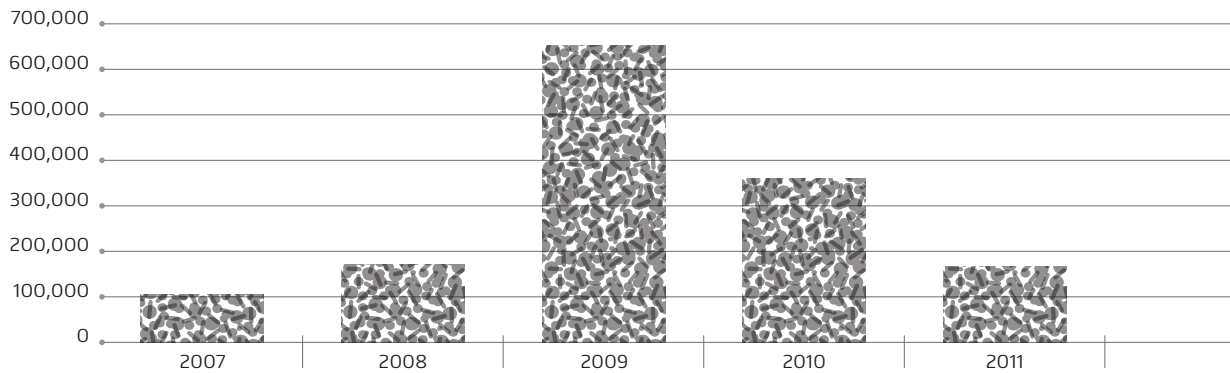
Rebar Sales (2001-2011)



Billet Sales (2001-2011)



DRI/HBI Sales (2007-2011)





With an objective to create a prolific brand image in the region and in all events organized and participated by Qatar Steel, we had a vision to derive a detailed promotional strategy for the year 2011. Thus, branding and brand building activities for 2011 critically focused on developing brand values, the value that comes from its ability to gain an exclusive, positive and prominent meaning in the minds of a large number of consumers.

To remain focused on the vision, Qatar Steel remained at the helm of affairs in Middle East by participation in exhibitions and high profile events namely, Made in Qatar (held in Qatar), Arab Iron & Steel Conference (held in Qatar), Project Qatar (held in Qatar), Infraoman (held in Oman exclusively focused on Building & Construction material), Q8 Build (held in Kuwait), Saudi Build (held in Riyadh) and in the leading Big 5 Show (held in Dubai, UAE).

In our effort to create a remarkable impression in the mind of our traders and remained at the helm of affairs, Traders Annual Gathering 2011 was organized in Raffles Hotel Dubai, first time outside of Qatar in the history of Qatar Steel's Annual Gathering. To mark this event, all approved traders were invited to Dubai on this occasion.

Qatar Steel also participated in the Qatar's 40 years of Achievement and Excellence organized by Qatar Chambers of Commerce as Diamond sponsor of the event. The event was organized in Doha Sheraton hotel located in west bay on September 19, 2011.



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*In an effort to create a high-impact and cost-effective way of promoting brand and enhance the corporate brand image, we branded all company vehicles used for commuting employees and guests as a part of Qatar Steel corporate branding strategy. By far, vehicle branding is the most effective means of mobile advertising in the modern times.*



In continuation with the same vision, Qatar Steel partook in the Middle East Iron & Steel Conference organized by Metal Bulletin held in Dubai (UAE) as a Silver sponsor sponsoring Lunch on day 2. This event was successful in terms of consolidating relationships with the local UAE traders and one step ahead in brand promotions among the emirates. Qatar Steel had an exhibition stand as well for showcasing of the products and services.

Qatarization has been a major objective to embark upon in Qatar Steel. In continuation, Qatar Steel participated in Qatar Career Fair 2011 as a Pearl Sponsor. The uniquely designed exhibition stand projected the vision of the company & attracted huge Qatari professionals and students visioning a worthwhile career in steel industry. Corporate growth and expansion strategy has generated increasing employment opportunities and Qatar Steel has a clear focus on the recruitment of nationals to fill in the new positions.

## On the shipping front, few notable achievements are:



### Increase in billets shipment to Qatar Steel FZE by vessel

Qatar Steel FZE billets shipment by vessel was increased from previous years. We have delivered 151278 tons in 2011 with a remarkable saving in freight charges compared to dispatch by road.

### PO Based Transporter Invoicing & Allotment

Cargo allotment to transporters were linked to Purchase Order system thru' ERP and all freight invoices are now electronically handled, reducing time, effort and increase in efficiency.



### Increase in Billet delivery to all destinations

We have dispatched **471,417** in 2011, an increase of **52,491** tons from 2010.

### Review and Re-Organizing of Transporters

In 2011, all registered transporters were reviewed and re-organized to achieve optimal performance and efficiency from each transporter.



### Increase in bar delivery to all destinations

We have dispatched **1,568,725** tons in 2011, an increase of **92,604** tons from 2010.

### Trailer country of origin data

Modified Order Management Module's Shipping Transaction Form to collect and record country of origin of trailers provided by transporter.

### Introduction of ERP system based loading memo

For the first time, product delivery loading memo is printed from ERP based program. This has remarkably eliminated all errors in quantity allotment and loading which in-turn increased dispatch efficiency two-fold.



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# Business Development

## *Accomplished*

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- Arranged for and finalized Facility Agreement for Financing the New Steel Melt Shop Green Field Project (EF 5) with capacity of 1.1 MTPA (US\$ 250 Million).
- Increased share capital in South Steel Company, constructing a Steel Melt Shop of 1.0 MTPA and a Rebar Mill of 0.5 MTPA in Jizan, Saudi Arabia from 20.95% to 29.74%.
- Participated in the review and study of Algerian Proposal to formulate a Joint Venture Steel Company in Algeria on the basis of 51% Algeria and 49% Qatar (Qatar Steel and Qatar Mining) to plan, develop and construct an integrated steel project consisting of 2 Direct Reduction Plants, 2 Steel Melt Shops, 4 Rolling Mills and 2 Power Plants over a period of 6 years in two Phases with a total capacity of 5.0 MTPA of finished products (each phase 2.3 MTPA) operate the plants and market these products in Algeria so as to meet the growing local demand and minimize imports.
- Reviewed the developed Xstrata/Sphere Minerals' projects timetable and investment plan and offered constructive comments. Also, participated in the capital raising program to fund needed technical and economic studies and early capital requirements for development of the Iron Ore Project of Sphere Minerals Limited. In addition, arranged for meetings with Qatar Holding and Qatar Mining to share with them available investment opportunities in the field of Iron Ore Mining in Mauritania and Congo Brazaville.
- Participated and contributed to the development of projects carried out by affiliated companies.
- Developed, reviewed and updated Qatar Steel's Financial Plan as part of the process of Industries Qatar Credit Rating.
- Overviewed and administered Qatar Steel's share of funding requirements in SULB Project in Bahrain consisting of DR Plant, Melt Shop, Medium and Heavy Sections Mill thru Foulath along with Yamato of Japan. In September 2011, SULB acquired a Medium and Light Sections Mill in Saudi Arabia.
- Conducted various studies and evaluations of Expansion Plans and Investment Proposals and submitted findings, reports and recommendations as appropriate.

## Corporate Social *Responsibility*

### *Waste Management*

The measures and activities which are aimed at environment protection and ecological conservation always find prime place in Qatar Steel's business agenda. In this direction and as a part of Environment Management Program, various initiatives have been undertaken in our waste management segment.

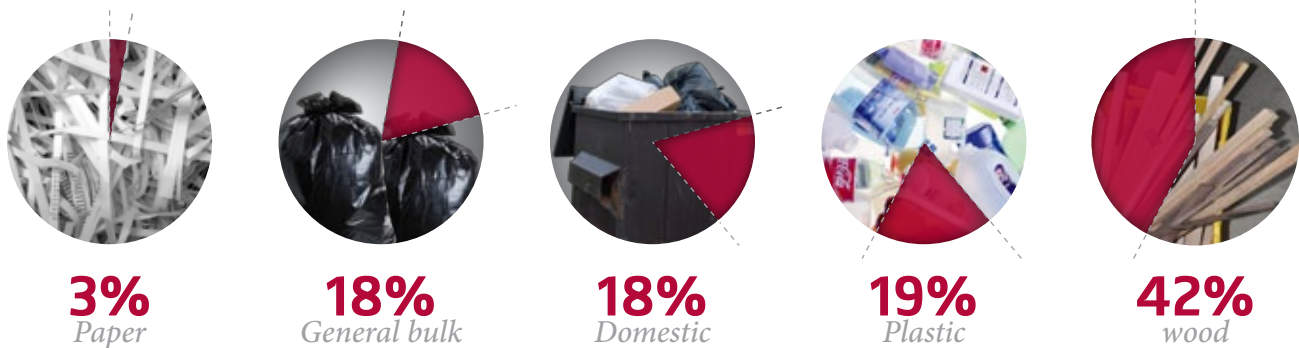
### *Initiatives and Benefits*

One of such initiatives is the diversion of plastic and paper waste derived from production process to recyclers. The PP jumbo plastic bags, HDPE cans, packing cardboard boxes etc. constitute considerable portion to our waste streams. Properly labeled color coded skips and bins are placed in company premises to collect waste in segregated

manner. Besides reduced operation cost, the act of moving away from the conventional practice of disposing waste in landfill extends immense environmental benefits like less waste movements to landfill, conservation of natural resources etc. In the last two years 401.50 metric tons of plastic and paper, roughly 22% of total waste generation (non-hazardous) is being received by recyclers. It is also worthy to highlight here, by executing this eco-friendly practice Qatar Steel has become a pioneer among the neighboring companies.



## Waste Generation in Qatar steel



## Future Plan

In addition to exploring various options to reduce and reuse waste, our future plan is largely focused on effective management of wood waste, the single largest contributor to total generation. Also the plan to widen the recycling concept in office areas would fuel further fillip to our commitment on long term sustainable development program.

## Qatar Steel Supports Qatar Society for Rehabilitation of People with Special Needs

**Emphasizing the alignment of Corporate Social Responsibility (CSR) with corporate strategy, the CSR activities at Qatar Steel Integrates social responsibilities and builds social and business values for stakeholders including customers, employees, investors and shareholders.**

As part of its corporate social responsibility, Qatar Steel offered a financial contribution to Qatar Society for Rehabilitation of People with Special Needs (QSRSN). This initiative is meant to support the learning activities of people with special needs. Qatar Steel is always committed to support all the local social and charitable organizations and societies.

Mr. Amir Al Mulla, Executive Director of Qatar Society for Rehabilitation of People with Special Needs thanked the management of Qatar Steel for their continual support. A memento was presented by Mr. Rabia Al-Kaabi, Vice Chairman of QSRSN to Mr. Kefah Al-Mulla, Administration Division Manager of Qatar Steel.

**Qatar Steel also sponsored honoring ceremony of top students of Qatar Society for Rehabilitation of Special Needs.**



## Sustainable Reinforcement *Steel Certification*

Qatar Steel as an Organization takes responsibility for the impact of its activities and is pioneer in employee welfare measures, social, community initiatives and Environment Sustainability.

Qatar Steel has successfully acquired Sustainability certificate in year 2011 certified by UK CARES.

Qatar Steel is committed to sustainable development in its overall business strategy.

## Role of Engineering *Department*

Qatar Steel has full-fledged Engineering department to ensure continuous improvement and up-gradation of plant facilities for increasing productivity, reliability, HSE standard etc.

Constant efforts are made to upgrade the plant infrastructure by taking up multidisciplinary de-bottlenecking / revamping projects. Our innovative approach and cost effective solutions in executing these projects has contributed in improving production, yield, and quality along with improvement of environment (reduction in pollution level).

Qualified and motivated manpower along with excellent database of engineering drawings and technical documents maintained throughout last thirty years ensures technically excellent and innovative solutions to plant on time. Dedicated team of CAD laboratory ensures availability of drawings for operating and maintenance spares through their continuous reengineering efforts which leads to cost effective, and in many cases indigenized source for operation and maintenance spares.

Engineering department civil section maintains the infrastructure of plant in good condition by providing routine and timely maintenance of all structures, buildings, internal roads and also provides civil design and data for foundation work of up-gradation / revamping projects.



## Participation in the 40 years of Achievement and Excellence of Foundation of Qatar(1971-2011)

On the Occasion of the 40 years of the founding of the State of Qatar, the Qatar Chamber of Commerce and Industry hosted an elegant gala dinner on 19 September 2011 to mark the inauguration of its commemorative book "Four Decades of Economic Development", which highlights the economic development of the State of Qatar and its private sector. The ceremony was held under the auspices of HE Sheikh Khalifa Bin Jassem Bin Mohamed Al-Thani, Chairman of Qatar Chamber of Commerce and Industry at Dafna Hall of the Sheraton Doha Hotel. Qatar Steel participated as Diamond Sponsor in the celebration.

The book was officially launched in a ceremony, which was attended by high ranking officials from both sides, General Managers of public and private companies, in addition to a large number of VIPs.

## Hamad Hospital recognizes contributors to World Blood Donor Day

The World Health Organization (WHO) choose 14 June, 2011 as the day to recognize the companies and the people who save lives and improve the health of others by donating blood. Among the key contributors on the World Blood Donor Day was Qatar Steel.

Present at the ceremony was HE Mr. Khaled Al-Qahtani, Minister of Health and General Secretary of Health Supreme Council and high ranking officials from Hamad Hospital.

Qatar Steel received the certification of appreciation on this occasion as a part of humane drive and noble initiatives.





## Qatar Steel organised *Al-Wakra Beach Cleaning Drive*

In support of the community's environmental activities, Qatar Steel organized a beach cleaning drive in Al-Wakra on November 19, 2011 in cooperation with Al Wakra Municipality. The Public Relation and Communication Department supervised the event.

About 150 employees from the company had volunteered to participate in this event, which was held under the slogan "preserving the environment is one of our most important goals."

Al Qadisiya Model local primary school for boys has joined Qatar Steel in this drive, with about 50 volunteers.

Qatar Steel's environmental policy aims at preserving the environment and maintaining its cleanliness. Different wastes including wooden, plastic and glass items were collected and removed. Some give aways were given to the school volunteers and other children for encouragement and in appreciation for their participation in the cleaning drive.

Mr. Hamdan Khalifa Al-Mansoori, Manager of Al-Wakra Municipality, extended his thanks to the management of Qatar Steel, for organizing the beach cleaning drive.

Mrs. Aisha Sultan Al-Muftah, Principal of the Qadisiya Model Primary School commented on the event by saying: "The participation of our students on the Environment Day could enhance their understanding of environmental protection and their obligations to maintain cleanliness, implant in them the concept of team work and voluntary social work and it would even deepen their love for home country and their sense of belonging. No doubt, our participation in this function reflects the school's interaction with the community in all events and the actual achievements of the local institutions and companies in our beloved country".





## قطر ستيل تحتفل باليوم الوطني

احتفلت قطر ستيل في مقرها بمدينة مسعيد الصناعية باليوم الوطني، وذلك بحضور السيد علي بن حسن المريخي، عضو مجلس الإدارة المدير العام، ومديري الأقسام والإدارات، بالإضافة إلى عدد كبير من العاملين بالشركة.

وقال السيد علي بن حسن المريخي أن الاحتفال باليوم الوطني يجسد قيم الانتماء والولاء والحب تجاه هذا البلد الكريم، ويجب علينا كمواطنين صالحين أن نمزج هذه القيم من خلال تفانينا وإخلاصنا في عملنا من أجل ازدهار وتقدم وطننا.

## Qatar Steel Celebrated National day

Qatar Steel celebrated the National Day at its site in Mesaieed Industrial City, in the presence of Mr. Ali Bin Hassan Al-Muraikhi, Director & General Manager, Division and department managers as well as a large number of staff.

Mr. Muraikhi went on to say, "Celebrating the National Day personifies our values of belonging, loyalty and love towards this generous nation. We, as good citizens, should consolidate these values through our sincere work for the sake of our country's prosperity and welfare."