

QATAR STEEL

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in Made in Qatar 2011



قطر ستيل
QATAR STEEL

*Sincere Felicitations
&
Best Wishes to*



H.H. Sheikh Hamad Bin Khalifa Al-Thani
Emir of the State of Qatar

H.H. Sheikh Tamim Bin Hamad Bin Khalifa Al-Thani
Heir Apparent

and the people of Qatar on the occasion of

Qatar's National Day.



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Dear Reader

We are pleased to present you with Issue No. 95 of the Qatar Steel magazine, which will provide you with a brief insight into a number of interesting news and events at Qatar Steel. Prominent among them is the appointment of Mr. Ali Bin Hassan Al-Muraikhi as the Director and Acting General Manager of the Company. Also many contracts were signed, including the golden sponsorship deal of the Made in Qatar exhibition which was held at Doha Exhibition Centre in January 2011.

This issue coincides with the overwhelming joy the Country is presently witnessing as it has been selected as the host nation of the 2022 FIFA world cup. Qatar also celebrated its National Day during this period. On this occasion we extend our sincere felicitations to HH Sheikh Hamad Bin Khalifa Al-Thani, Emir of the State of Qatar and HH Sheikh Tamim Bin Hamad Bin Khalifa Al-Thani, the Heir Apparent and wish them continued prosperity and success.



QATAR

Qatar Steel Company (Q.S.C.)
P.O. Box 50090, Mesaieed, State of Qatar
Tel. +974 4477 8778, Fax +974 4477 1888
E-mail qatarsteel@qatarsteel.com.qa
Website www.qatarsteel.com.qa

DUBAI

Qatar Steel Company FZE
P.O. Box 18255, Jebel Ali Free Zone
Dubai, United Arab Emirates
Tel. +971 4 8053111, Fax +971 4 8053222
E-mail info@qatarsteel.ae
Website www.qatarsteel.ae



Mr. Ali Bin Hassan Al-Muraikhi Appointed as Director and Acting General Manager of Qatar Steel

H.E. Yousef Hussain Kamal, Minister of Economy & Finance and Chairman of Qatar Steel has ratified the appointment of Mr. Ali Bin Hassan Al-Muraikhi as the Acting General Manager of Qatar Steel with effect from 4 November 2010.

Mr. Al-Muraikhi was a Director of Q-Coat as well as the Commercial Division Manager of Qatar Steel.

Mr. Al-Muraikhi, who joined Qatar Steel in 1981, holds a Master's Degree in Business Administration from the United States.

On 24 November 2010, H.E. Abdullah Bin Hamad Al-Attiyah, Deputy Prime Minister, Minister of Energy and Industry and Chairman of the Board of Directors of Industries Qatar issued Decree No. 3 for the year 2010 appointing Mr. Ali Bin Hassan Al-Muraikhi as a Director of the Board of Directors of Qatar Steel.



Meeting No. 152 of the Board of Directors

On Tuesday, 28 December 2010 Qatar Steel held Meeting No. 152 of its Board of Directors at its Doha Office. The meeting was presided over by HE Yousef Hussain Kamal, Minister of Economy & Finance and Chairman of Qatar Steel.

During his address HE the Chairman welcomed the members of the board of directors and the managers of various departments of the Company. The Board then discussed several important issues related to the activities of the Company in the past period, and reviewed the future projects that the Company is considering to engage in.



Qatar Steel holds its Quarterly Meeting with its Customers in the Domestic Market

On 8 November 2010 Qatar Steel held its quarterly meeting with its customers in the domestic market at its Doha Office. The meeting was presided over by Mr. Ali Bin Hassan Al-Muraikhi, Director and Acting General Manager of Qatar Steel, and was attended by the Senior Management as well as senior officials of the Commercial Division.

The meeting stressed upon the importance of these kind of gatherings in strengthening the bond between Qatar Steel and its customers in the domestic market. It also observed that meetings of this nature should be held on a regular basis in order to discuss the latest developments and trends and to find immediate solutions for any issues.

Mr. Mohammed Ahmed Al Saadi, Marketing Manager of Qatar Steel delivered a short presentation on the outlook of the global steel industry in general, and the average rebar and coil consumption in the domestic

market in particular. This was followed by a question and answer session.

Mr. Al-Muraikhi, the Director and Acting General Manager raised several important topics for discussion, including the need to have a better understanding of the prevailing market conditions in order to formulate a suitable strategic plan that will ensure stability and uniformity of rebar retail prices for all Qatar Steel distributors. This will, in turn, facilitate the continued and improved demand for steel in general in the domestic market. He also stressed upon the importance of transparency and co-operation by providing the Company with regular information about the domestic market, especially regarding the import of steel materials.

In his vote of thanks, Mr. Ali Bin Hassan Al-Muraikhi, Director and Acting General Manager of Qatar Steel, thanked the valued customers for attending the meeting and wished them a prosperous future ahead.





Qatar Steel, the Golden Sponsor of 'Made In Qatar' Exhibition

Qatar Steel signed an agreement to become the Golden Sponsor of the 'Made In Qatar' exhibition which was organised by Qatar Chamber of Commerce and Industry under the auspices of HH Sheikh Tamim Bin Hamad Bin Khalifa Al-Thani, the Heir Apparent during the first week of January. Over 177 local industrial firms are expected to have participated in the exhibition. The contract was signed on behalf of the Company by Mr. Ali Bin Hassan Al-Muraikhi, Director and Acting

General Manager of Qatar Steel, and by Mr. Saif Al Kuwari, Director of Committees Department and Chairman of the Mini-committee of the Exhibition, on behalf of Qatar Chamber of Commerce and Industry. Mr. Mohammed Ahmed Al Saadi, Marketing Manager of Qatar Steel and Mr. Abdulrahman Rashed Al Muftah, Head of Customer Service of Qatar Steel attended the signing ceremony.

Qatar Steel Participates in the Metal Bulletin Conference

Widely acknowledged as the largest and most important event on the region's calendar, the 14th Middle East Iron and Steel Conference held at Grand Hyatt, Dubai, United Arab Emirates from 13 to 15 December 2010, brought together the region's and the world's leading steel producers, government officials, miners, traders and end-users to discuss the key issues affecting the supply, demand, price and the industry at large in one of the most diverse markets in the world.

While post crisis doubts remain over the future of the industry, the Middle East has displayed admirable resilience in the face of the multiple challenges. The conference focused on these challenges, how they have been dealt with, and the opportunities for future growth.

Qatar Steel participated in the Conference as an Exhibitor with a view towards showcasing its products and services and using the platform for networking and enhancing its brand equity. The Company also advertised in the Metal Bulletin monthly magazine, which was distributed during the event, along with a one page editorial in order to reinforce the brand reputation and its corporate values.



Qatar Steel Participates in the Big 5 Show (International Building & Construction Exhibition)

The Big 5 Show, one of the leading International Building & Construction Exhibitions, which was recently organised in Dubai was a huge success. Organised by DMG: Events, an acknowledged leader in the region's exhibitions industry since 1999, the event was held over a period of four days, from Monday, 22nd November to Thursday, 25th November 2010 at Dubai World Trade Center. As a part of Qatar Steel's sales promotion strategy to enhance its brand image and

brand reputation in the region, Qatar Steel participated in the event with a firm communications strategy. All the local UAE traders were invited and the Qatar Steel exhibition stand (ZABEEL W 111) at Big 5 was visited by traders as well by many other visitors from India, Iran, Jordan, Kenya, Malta, Oman, Saudi and Yemen, who expressed keen interest in the Company's products and services. Qatar Steel also remained visible for its clientele through a spine advertisement on the event catalogue.





Qatar Steel Participates in 'Q-Money 2010'

In line with our corporate objective to enhance the brand visibility and reputation in the local market, Qatar Steel participated in 'The 6th Qatar Exhibition & Forum for Investment & Finance' (Q-Money 2010). The event aimed to create a positive investment oriented communication among the citizens of the GCC countries and provide a professional platform for the participating companies to introduce their products and services.

Qatar Steel participated in Q-Money 2010 with an exhibition stand, which showcased its products and services to a sophisticated audience. All major banks, financial institutions, investment companies and businessmen participated in this event.

The Exhibition and Forum, which was organised under the patronage of HE the Prime Minister and Minister of Foreign Affairs Sheikh Hamad Bin Jassim Bin Jabor Al-Thani, was opened by Sheikh Khalifa Bin Jassim Al-Thani, Chairman of Qatar Chamber of Commerce and Industry (QCCI). The opening ceremony was attended by a number of ambassadors and other guests.

In the opening speech, Mr. Mohamed Bin Tawar Al-Kuwari, Deputy Chairman of QCCI, said that certain factors have made Qatar a regional and global centre for investments. The 77 million tons of annual gas production, awarding of the organising rights for the 2022 FIFA World Cup, the new legislations for improving the investment climate, earmarking US\$140 million in the coming 10 years for the already strong infrastructure, the new Doha seaport, the new Doha airport, tourism, enlarging the electricity and water distribution network, health projects, the high growth rate of the economy during the past years despite the international economic crisis (22.9% average annual growth rate of GNP during 2005-2009), the high per capita (one of the highest in the world), diversification of economy by encouraging large, small and medium private sector projects in the first strategic plan 2011-2016 within Qatar Vision 2030 and the preparedness of the Government for further expenditure will have a strong positive impact on the economy of Qatar and the region and will increase the competitiveness of Qatar with regard to attracting regional and international investments.

Qatar Steel appraised the visitors and participants of the conference on the importance of Qatar Steel and the role it is playing in the State of Qatar and in the neighbouring countries towards accelerating development.



Qatar Steel Participates in World Steel Association Conference

Health, safety and environment representatives from major steel companies all over the world gathered at Ashorne Hill Management College in London from the 6th to 9th of September to attend the World Steel Association's HSE conference. This event was hosted by Corus Group and was chaired by Mr. Jefferey Diedorf, General Manager for Safety and Health Hygiene of the United States Steel Corporation. A total of 37 delegates representing 26 major steel companies attended this conference.

Various presentations on health, safety and environment were delivered and open discussions were encouraged to facilitate knowledge-sharing especially with regard to lessons learnt and best practices in the industry. Open discussions about current practices and trends on Behaviour Based Safety in world steel companies were held to facilitate the companies' journey to ZERO accidents and world-class safety performance.

Qatar Steel was represented by Mr. Yousef R. Al-Suwaidi, Head of Health, Safety and Environment. His presentation was well received and the participating companies appreciated Qatar Steel's exemplary safety performance which features low rates on lost time incidents, FR, SR and Fatality Rates (FFR). These rates are known to be among the best in the steel industry. The other participating companies also presented their lost time incidents and fatality accidents along with the good practices in use with the aim of educating various steel companies on the seriousness of accidents and the importance of having proper policies and precautions in place to prevent them.

The 2009 Metrics Survey Report was also presented. The survey covered 70 steel companies and 1,224 metric tons of crude steel production with a FFR of 0.026 for employees, FFR of 0.048 for contractors, LTIFR of 1.62 for employees and LTIFR of 3.09 for contractors. The safety metrics provided by World Steel in combination with the regular participation of steel industry majors in World Steel Conferences will help the participating companies to benchmark their safety results and improve their own performance.



Every year Qatar Steel reports its CO₂ emission data to the World Steel Association.

Qatar Steel Participates in Made in Qatar 2011

قطر ستيل تشارك في

معرض صنع في قطر ٢٠١١

Under the patronage of HH Sheikh Tamim Bin Hamad Bin Khalifa Al-Thani, the Heir Apparent the 'Made-in-Qatar' exhibition was opened on 4 January 2011 at Doha Exhibition Center. Qatar Steel remained visible in this 2nd edition of MADE IN QATAR 2011 as a GOLDEN SPONSOR. The event was organised by Qatar Chamber of Commerce and Industry in collaboration with the Ministry of Energy and Industry.

The opening of the four-day event at Doha Exhibition Center was attended by HE the Deputy Prime Minister and Minister of Energy and Industry Abdullah Bin Hamad Al-Attiyah and many senior officials. During the occasion, HH the Heir Apparent also inaugurated the Qatar Export Development Agency, an initiative of Qatar Development Bank (QDB). The Heir Apparent later toured the exhibition and visited Qatar Steel Stand GS 02. Around 180 companies from various sectors took part in the exhibition. According to QCCI Chairman Sheikh Khalifa Bin Jassim Bin Mohamed Al-Thani, there has been a significant rise in the number of companies attending the exhibition this year. He said that the exhibition covered only those companies which provided goods and services which directly met the local market's requirements.

Participation in this local event reflects Qatar Steel's proactive role in the development and growth of the Nation and the community. The Qatar Steel stand design, which was a stylish depiction of Qatar Steel's vision, the value it provides to its shareholders and customers and its care for the environment, used environment-friendly materials like wood and steel.

تحت رعاية سمو الشيخ تميم بن حمد آل ثاني ولي العهد افتتحت في ٤ يناير ٢٠١١ بمركز الدوحة للمعارض الدورة الثانية لمعرض صنع في قطر الذي تنظمه غرفة تجارة وصناعة قطر بالتعاون مع وزارة الطاقة والصناعة. وقد كان وجود قطر ستيل ظاهراً في المعرض بوصفها الراعي الذهبي لهذه الفعالية الكبيرة.

حضر افتتاح المعرض الذي يستمر لمدة ٤ أيام في مركز الدوحة للمعارض سعادة نائب رئيس مجلس الوزراء وزير الطاقة والصناعة عبد الله بن حمد العطية والعديد من كبار المسؤولين. وفي نفس المناسبة افتتح سمو ولي العهد وكالة قطر لتطوير الصادرات التي أسسها بنك قطر للتنمية. قام سمو ولي العهد بعد ذلك بجولة حول المعرض حيث زار جناح قطر ستيل. شارك في المعرض حوالي ١٨٠ شركة من مختلف القطاعات. ووفقاً للشيخ خليفة بن جاسم بن محمد آل ثاني رئيس مجلس إدارة غرفة تجارة وصناعة قطر فإن هناك ارتفاع ملحوظ في عدد الشركات التي شاركت في المعرض هذا العام بالرغم من أن المعرض قد اقتصر فقط على الشركات التي تنتج السلع والخدمات مباشرة لتلبية احتياجات السوق.

تعكس مشاركة قطر ستيل في الفعاليات المحلية دورها الإيجابي في تنمية ونهضة البلاد كما يمثل التصميم الفني الذي ظهر به جناحها في المعرض تعبيراً فنياً رائعاً لرؤية قطر ستيل وقيمتها لدى المساهمين والعملاء والاهتمام الذي تبديه بصحة البيئة والذي يظهر من استخدامها مواد صديقة للبيئة مثل الخشب والحديد في تصميم الجناح.

