

# QATAR STEEL

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## Qatar Steel Upgrades its Production Capacity



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QATAR STEEL



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# Dear Reader



This is Issue No. 94 of Qatar Steel Magazine. It will provide you with a brief insight into a wide range of news and events at Qatar Steel, including the contract signed with Siemens to increase the productivity by 30% and thereby meet the ever-increasing demand for Qatar Steel's high quality steel bars.

The Board of Directors, chaired by HE Mr. Yousef Hussain Kamal, Minister of Economy and Finance and Chairman of Qatar Steel, convened recently and discussed several important issues related to the Company's activities. The meeting also reviewed the future projects of the Company.

The Public Relations Department organised various sports competitions for Qatar Steel employees and their families during a period that spanned over thirty days. Prizes were distributed to the winners during the annual family day that was held in Al Wakra Park. The event was home to many interesting activities that reflected the effective role played by the Public Relations Department in strengthening the relationships among the employees of Qatar Steel.

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## Meeting No. 149 of the Board of Directors



The 149th meeting of the Board of Directors of Qatar Steel was held on Sunday, 23rd May 2010 at the Doha office of the Company. The meeting was chaired by H.E. Mr. Yousef Hussain Kamal, Minister of Economy and Finance and Chairman of Qatar Steel.

H.E. the Minister delivered the opening address, during which he extended a warm welcome to all the board members and managers of various sections and departments of the Company. The meeting discussed various important topics related to the activities of the Company in the past period and reviewed the future projects of the Company.



# Qatar Steel Upgrades its Production Capacity by 30 Percent



On 2nd June 2010 Sheikh Nasser Bin Hamad Al Thani, Director and General Manager of Qatar Steel and Mr. Friedhelm Wagener, Vice President of Siemens VAI signed a contract regarding the supply & installation of core equipment for upgrading the existing steel melt shop.

This project will increase the production capacity of the existing steel melt shop by 30 percent. The proposed sophisticated off gas treatment system will handle the related emissions. The new plant will be commissioned in the second quarter of 2012.

The signing ceremony, which was held at Qatar Steel's Doha office, was attended by delegates from both the companies.



# Qatar Steel Participates in Project Qatar 2010 and GulfBID 2010 Exhibitions



Qatar Steel Exhibition Stand in GulfBID 2010

With a view towards enhancing the reputation of the Qatar Steel brand in the local market and expanding its reach beyond the geographical boundaries of Qatar, the Marketing Department ensures consistency in the message delivery throughout the organisation (inside and outside) in every aspect.

Promoting products through exhibitions, trade shows, events or sponsorships offers excellent opportunities to increase exposure and sales. Exhibitions are just one of the very few advertising techniques that allow for two-way communication and are considered to be the most effective marketing tool that creates brand awareness and remains the most powerful method of reaching key decision makers directly. In this regard, Qatar Steel participated in PROJECT QATAR 2010 held at Doha in April 2010 and GulfBID 2010 held in Bahrain in May 2010. Qatar Steel will be also participating in the Big 5 Show which will be held in Dubai in November 2010.

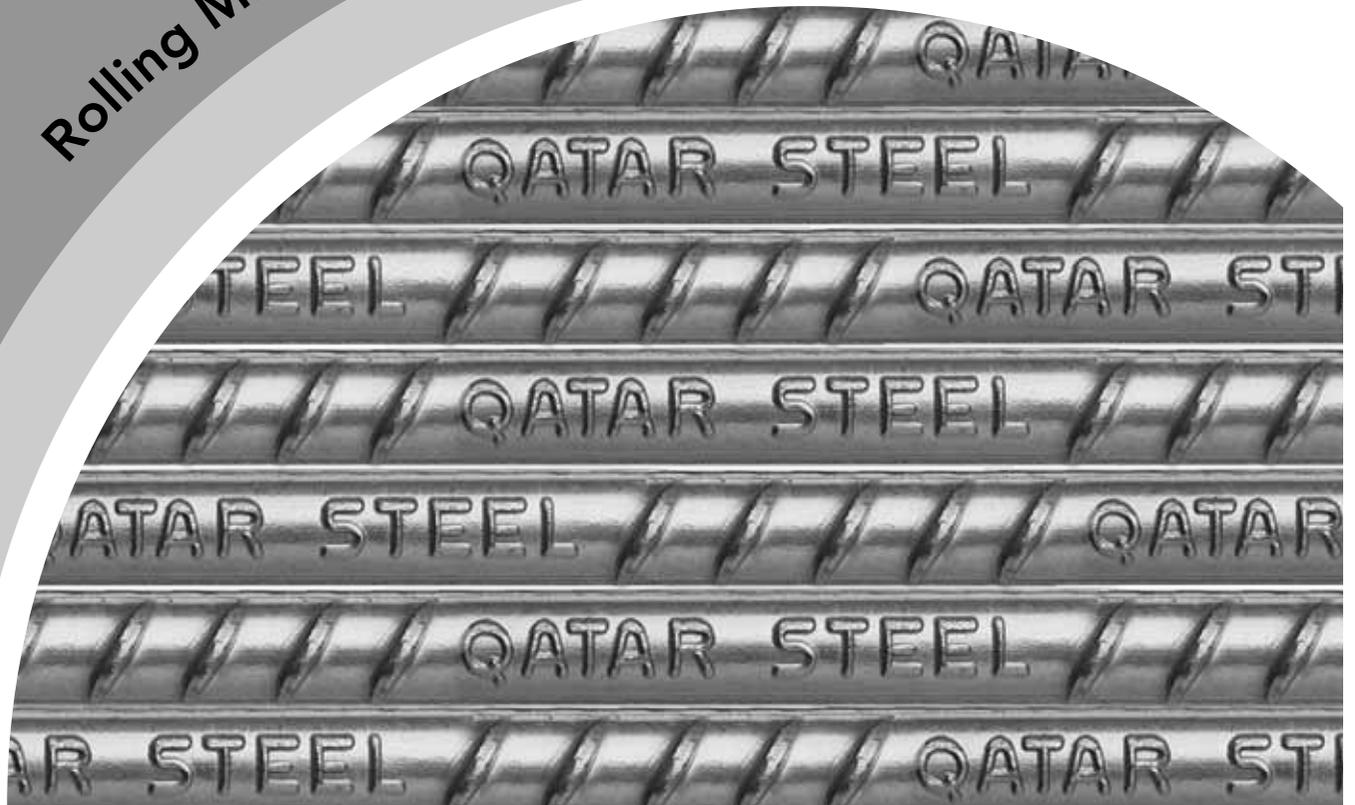
Qatar Steel will be visible in the Exhibition Catalogue of the forthcoming International Building & Construction Show – The Big 5 Show – which will be held at Dubai World Trade Center from 22-25 November 2010, through a 'Spine Advertisement'. This will provide maximum exposure to Qatar Steel's distinct corporate identity/message. This will facilitate premium visibility and exclusive placement of Qatar Steel's logo on the spine of the event catalogue, a unique position for advertising.

We are presently looking at branding all company-hired vehicles used by company employees, guests and delegates in order to consolidate our brand image and penetrate deeply into the social life of Qatar. Vehicle branding is considered to be the most cost-effective way to promote a corporate brand in the local social atmosphere. It provides maximum reach and impact and ensures higher level of brand exposure & awareness.

Looking beyond the horizon and with a view to set the brand apart and distinguish it further from its competitors, the Department is aggressively pursuing the emerging concept of Internet branding in order to create higher demand for its products/brand. Qatar Steel will be visible in the form of a banner on the Metal Bulletin website (linked to the company website) from August 2010 for six months. In today's digital world, consumers have the absolute power and hence are the sovereign authorities. Internet branding allows prospects to see and hear what you have to say in the comfort and privacy of their own environment. Though Internet branding is still in its initial stage, this forward step will position Qatar Steel as a distinguished industry leader.



Qatar Steel Exhibition Stand in PROJECT QATAR 2010



**The Rolling Mill Department recorded many significant achievements during the last period.**

### **1. Production Records**

- New monthly production record of 80,509 tons with 100.34% yield during the month of June 2010 surpassing the previous record of 76,726 tons posted during the month of May 2010 in RM-2.
- New daily production record of 3,145 tons surpassing the previous record of 3,144 tons for size D20 mm.

### **2. Quality**

- Successfully completed the trial and commenced production of B.S. with Herringbone Rib Pattern.
- Received the B500B certification with DCL marking, which is a major quality assurance mark especially for Dubai customers.

### **3. Modifications and Projects**

- Commissioning of the 4th CNC machine is presently going on. A Chinese delegate joined our team for the commissioning. Most probably it will be completed by the end of this month after the ASTM grade rolling is done with Herringbone Pattern.

- Accessories for the trial rolling of carbide rolls in the finishing stand of RM-1 are expected to be ready by the 1st week of August. Trial is expected to be carried out during August in the old mill.
- Installation of the quenching systems in RM-1 of the old mill are presently going on, and commissioning is expected during the month of August. Installation and commissioning of the new high speed block mill will commence after the successful trial of the old mill.
- Drawings of all the grades of the rolling stand of RM-2 were completed in April 2010.
- Drawing of all the types of Thermex for RM-2 were completed in the 1st week of April 2010.
- Major repairs for the furnace in RM-2 was completed in April 2010. A furnace length spanning 21 metres was demolished and was recast with the hard face material, LX-68, in order to avoid the abrasive resistance of the top layer and thereby increase the life of the furnace.

# NORM (Naturally Occurring Radioactive Material) Regulations Workshop

Qatar Steel actively participated in the NORM (Naturally Occurring Radioactive Material) workshop which was held at the Ministry of Environment in order to formulate regulations for NORM contaminated materials. Qatar Steel, being a metal recycler, discussed its concerns about NORM contaminated materials at the workshop. Mr. Yousef Al-Suwaidi, Head of HES Department presented Qatar Steel's perspectives on NORM.



## Qatar Steel Participates in the Fire Fighting Course at NAPT

Qatar Steel was an active participant in the second training course on countering industrial fires which was organised at the National Academy for Professional Training (NAPT).

Personnel from the Internal Security Force (ISF) also participated in the course which was held over a period of three consecutive weeks. The Course

provided trainees with immense insight into the various means of dealing with industrial fires. At the end of the course, a graduation ceremony was held for the trainees.

Mr. Abdullah Jamal Al Jabir, Manager of Security and Fire at Qatar Steel distributed appreciation certificates to the trainees and other participants.



# Qatar Steel Organises Family Day



On 6 May 2010, Qatar Steel organised its annual family day for its employees and their families at Al Wakra Park. The event included a special folklore programme that encompassed various cultural events, children's games and other interesting activities.

During the event, Mr. Kefah Al Mulla, Administration Division Manager and Mr. Saeed Al Roomi, Public Relations Manager distributed awards to the winners of the Annual Sports & Games that were held from 17 March to 27 April 2010. Events like this reflects Qatar Steel's ongoing commitment to strengthen the relationship among its various employees as well as its desire to ensure that they pursue an active social life as well.





# Qatar Steel Organises Annual Sports & Games



The Public Relations Department of Qatar Steel organised competitions in various sports disciplines such as football, cricket, basketball, tug-of-war and others from 17 March 2010 to 29 April 2010. The competitions were held at the employees' accommodation as well as at Al Maha Club. The employees of the Company actively participated in these competitions along with their families.



This is the first time Qatar Steel is conducting such competitions and it reflects the Public Relations Department's commitment to strengthen the relationship between the employees and the Company.

