

A decade of achievement

By SAID AL MASOUDI

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holds a bachelor's degree in Oil & Gas Engineering from Sultan Qaboos University and an MSc in Energy Law & Policy Studies from Dundee University, Scotland. He began his career in 1991 at the Directorate of Natural and Industrial Resources Planning rising to become Director of Natural Resources and Energy Sectors Development at the Ministry of National Economy. In 2005 he joined the Oman Oil Company as Director of Business Development. He was appointed as CEO of Sohar Aluminium in 2013.

About one decade ago, Oman embarked on a mission to create a thriving aluminium industry which would contribute to the economic development of the country. The establishment of Sohar Aluminium Company L.L.C. (SA) was the first step the Sultanate took to help diversify the country's growing economy through producing what is globally known as the metal of the future, paving the way for other projects that today form a robust cluster of companies in the Sohar Industrial City. As the journey continues, the company looks forward to the future.

Committed to Oman, inspired by Great Leaders

SA was established as one of Oman's ambitious economy diversification projects as part of the Oman 2020 vision that was inspired by the His late Majesty Sultan Qaboos bin Said. The company attributes its successes in the past decade to His late Majesty's unique and inspiring leadership. Today, the company stands strong and confident to continue performing its national duty in the new era of His Majesty Sultan Haitham bin Tarik. The company remains committed to its values all the while mindful and respectful of its heritage.

Production excellence and improvements

As a facility, Sohar Aluminium's smelter has produced more than 3.8 million tonnes of finished product since its inception. By utilising cutting-edge technology it has maximised productivity, increasing the volume of aluminium it produces. This has had a positive impact on employment opportunities and business development. The company has a dedicated Power Plant with a total design capacity of 1,000 MW, as well as a dedicated port facility. The company is ISO 9001:2015 certified for its Casthouse, ISO 14001:2015 and OHSAS 18001:2007 certified for Environment, Health and Safety Management Systems. The smelter is recognised within the sector as one of the most modern in the world. By consistently enhancing processes to produce quality aluminium in the most efficient and environmentally – conscious way, SA continues to develop plans for metal production and power generation by utilising state-of-the-art technology and by constantly developing the skills of its workforce.

An industry leader with strong financial positioning
Oman's unique geo-economic location allowed SA

to attract some of the largest companies in the world and as a result, the last decade cemented its position as a global industry leader. Its ambition has always been to create a successful business climate which inspires confidence amongst partners. SA utilises an approach of lean manufacturing principles and capital improvement projects to significantly improve its productivity through waste minimisation efforts, higher process efficiency, standardised cycle time and reduced material costs.

Contribution to social and economic development

Local economic development and the creation of In-Country Value (ICV) are central aspects of SA's economic considerations. The company continues to make a significant contribution to the national economy and has an important national impact on job creation, ICV and social development. Through hiring more Omanis and an intensive focus on increasing the local supply base while supporting Aluminium downstream factories by supplying hot metal, SA has had an increasing impact on the economic development of the surrounding regions by increasing income and improving lifestyles. This has not only positively impacted Sohar's economic development, but it has also contributed to the national GDP of the Sultanate.

Commitment to safety and environment

The company's approach is to maximise shareholders' and social value through responsible business operation. As an organisation, SA adopts a policy of reliability to meet the highest customer expectations for product quality, while maintaining environmentally-friendly smelting operations. To deal with the environmental issues associated with its operations, the company's comprehensive environmental management system helps facilitate the realisation of important Environment, Health and Safety objectives.

Growth and innovation

Following ten years of operations stabilisation, workforce development and regional and global positioning, in 2019, SA unveiled its new Business Strategy called Innovation and Growth. The company seeks further growth and sustainability by leveraging on breakthrough innovations in aluminium smelting as well as alternative power generation. **F**