

SA sponsors Oman Web Awards 2011

By A Staff Reporter

MUSCAT — Sohar Aluminium (SA) has decided to sponsor the Engineering and Manufacturing category of the Oman Web Awards. This is part of SA's endeavour to be associated with excellence.

The Engineering and Manufacturing sector in Oman is a cornerstone of Oman's 2020 vision to diversify its economy away from oil and gas dependency. By sponsoring this category SA believes it is contributing in its own way to help the diversification process.

SA's website won the second prize in the 2010 edition of the OWA and hopes to see more glory in this year's showpiece.

The CEO of Sohar Aluminium, Henk Pauw said: "The World-Wide Web has become an even tighter entity than it

ever was before and organisations need to use it effectively to ensure their business reaches its customers. The Oman Web

Awards encourages corporates to maintain a strong presence on the web and motivates developers by challenging them to innovate and deliver award-winning websites. We hope to see something new this year and expect an exciting contest on the cards."

Sohar Aluminium was formed in September 2004 to undertake a landmark Greenfield aluminium smelter project in the Sultanate of Oman.

Jointly owned by Oman Oil Company, Abu Dhabi National Energy Company PJSC — TAQA and Rio Tinto Alcan, Sohar Aluminium reached full capacity on February 19, 2009. It currently produces 375,000 metric tonnes of aluminium per year.

The screenshot shows the Sohar Aluminium website interface. At the top left is the Sohar Aluminium logo. A navigation menu includes: ABOUT US, ALUMINIUM, CORPORATE, SAFETY & ENVIRONMENT, CORPORATE RELATIONS, NEWS & EVENTS, ARABAL 2011, CAREERS. The main content area features a large banner with the text: "TECHNOLOGY DRIVING PRODUCTIVITY" and "The optimal solution to the world's fast-growing demand for aluminium is to invest in the most advanced technology. Sohar Aluminium has been breaking records since its inception." Below the banner are links for "VIEW CORPORATE VIDEO" and "OUR NETWORK". A central box announces the "ARABAL Conference 14 to 16 November 2011" in Muscat, Sultanate of Oman, with a sub-headline: "Strategic Challenges for Sustainable Growth in the Aluminium Industry and the Role of Staff Services". To the right, a "NEWS" section lists three items: "Sep 28, 2011 GLOBAL AND REGIONAL ALUMINIUM INDUSTRY LEADERS TO MEET IN MUSCAT AS OMAN HOSTS ARABAL CONFERENCE", "Sep 26, 2011 Sohar Aluminium launches '3 in 1' Star Hand, Drive Safety Traffic Award-Winning Trailer", and "Aug 21, 2011 Sohar Aluminium celebrates major production milestone". The footer contains copyright information and a "Terms & Conditions" link.