

Sohar Aluminium sponsors Oman Web Awards 2011

MUSCAT: Sohar Aluminium's vision is "Passion for Excellence, Be the Best" and it is the endeavour towards this vision that reflects in its operations and all activities that the organisation participates in. SA's decision to sponsor the Engineering and Manufacturing category of the Oman Web Awards is an expansion 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 had this to say "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."

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 19 February 2009. It currently produces 375,000 metric tonnes of aluminium per year and uses the latest, most effective technology in its aluminium production processes. Sohar Aluminium focuses on a number of important issues outside of its production. Omanisation, which currently stands at 70% of its workforce, is a driving force within the organisation. The company's target by 2015 is to be 85% Omanised.

Sohar Aluminium is very proud of the fact that 56% of its spend is in the local market which equated to US\$50 million for the year 2010 and a 0.6% contribution to the Oman's GDP.