
Dubai Aluminium continues to invest in future markets

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Menafn reported that with the prevailing global financial crisis having affected virtually every economic sector, the international aluminium industry has not escaped unscathed. Not only have major and minor producers the world over shut down excess or unprofitable capacity and slashed jobs but also investments in future markets have largely been put on hold.

Contrary to these dynamics, Dubai Aluminium Company Limited and one of the lowest-cost producers in the sector continues to operate at its full capacity of 960,000 tonnes per year, while pro-actively investing in future growth opportunities.

Mr Walid Al Attar vice president of Marketing & Sales, who explains that DUBAL, considers the current economic situation a golden opportunity to get closer to its customers by getting a better understanding of their requirements in terms of demand patterns and other parameters.

Mr Al Attar said that “For example, based on the fact that 70% of the growth in aluminium demand in recent years has come from China, we see the Chinese market as a major driver of global growth in aluminium demand and associated price improvements. Accordingly, DUBAL will once again participate in the ALUMINIUM China 2009 exhibition, which takes place in Shanghai from 30th June to July 2nd this year.”

He said that “With all this on offer, ALUMINIUM China presents a perfect opportunity for DUBAL to view the latest aluminium technologies while showcasing our products and services to the 10,000 people who are expected to visit the exhibition.”

Mr Al Attar said that DUBAL’s presence at ALUMINIUM China 2009 is particularly important in the light of ongoing negotiations between the GCC and China regarding the formulation of a Free Trade Agreement. Initiated by the GCC in 2008, the negotiations to date have entailed representatives of both regions meeting on two occasions; with both sides currently reviewing the packages in terms of products, services and other joint co-operations. Negotiations are still at an early stage, and may take a year or so to conclude. DUBAL is playing an active role in the negotiations as access to this important market will be vastly improved should the current duties be dropped.

(Sourced from Menafn)

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