

● Top quality products for the world market

● A skilled workforce keeping Alba ahead

870,000 tonnes per annum in output levels and involves a range of top quality aluminium products whose purity standards have consistently remained high and have touched 99.89 per cent. These products include billets, liquid metal, standard ingots, rolling slab, propertzi, sows and others.

"The planned construction of Potline 6 is currently under review, and with its completion, production capacity will increase to roughly 1.2 million tonnes per annum," said Mr Al Kooheji.

"Of course, one must also wait for the market conditions to show improvement before we begin plans to start work on Potline 6."

In 2005 with the opening of the Line 5 reduction line, Alba became the largest smelter in the world.

This status of being a world leader has remained unchanged and the company continues to set high standards in safety, production and environment, which have earned Alba a coveted standing amongst professionals in the industry.

However, in the light of the present economic crisis, the challenge to maintain leadership in the region and in the global arena remains a key focus.

While Alba has the advantage of being a low-cost producer and has the added benefit of being located in the resource rich Arabian Gulf region, nevertheless, it has realised the need to remain pro-active in facing the challenges.

One of the decisive steps that Alba undertook to combat the current economic crisis was to right-size the management structure and turn it into a leaner body for swifter decision-making.

The idea was to ensure that the company continues to maintain optimum capacity to reach the highest levels of operational efficiency.

The new structure, which was based on the recommendations of a global consultancy firm after a thorough study of Alba's operations, was prompted by the need to protect the company from the negative consequences of the economic crisis.

As part of the re-structuring process, Alba will now have a total of four chief

officers reporting directly to the Chief Executive and a total of 32 managers in charge of various departments.

Some of the department functions have been merged and the managers have been empowered with enhanced responsibilities.

"Change is a constant at the management level and remaining static during a crisis is no longer an option we – or anyone in the industry – can easily afford," said Mr Al Kooheji.

"Our decision to have a leaner management structure has been a strategic move to streamline the production and decision making process and enable the company to be swift and nimble in responding to current market dynamics."

He clarified that the goal behind the new organisational chart was very simple: to be future-ready, maintain the company's competitive edge and strengthen its core competencies.

While operational efficiency remained the guiding light behind the right-sizing of the management structure, Alba has not neglected its commitment to Bahrainisation of the workforce.

The new structure includes a greater participation of Bahraini nationals at the highest levels, of which only three are expatriates.

The Bahraini workforce has been given new authority and greater responsibility in the new structure.

This is because of the trust that the Alba board and management have in the capabilities of the company's Bahraini employees since they have been the cornerstone behind Alba's success and offer the most reliable answer in coping with the challenges that lie ahead.

"We are committed to our Bahraini employees and proud to have reached Bahrainisation levels of more than 90pc, even at the highest levels," said Mr Al Kooheji.

"The expatriate employees are temporarily available in positions that lack the availability of suitable national workforce, qualified to take up these responsibilities with the required competence that matches Alba's position locally and internationally.

"This is a major improvement and

proves Alba's commitment to the national expertise. These steps are supported by the Labour Union, which worked side by side with the Board of Directors and with the Executive Management in approving the new structure, while taking into consideration their recommendations."

Whether or not the global economy experiences a recovery next year, Alba is well-prepared to face the challenges and

emerge successful in an evolving economic and industrial environment.

The right-sized management structure with its streamlined decision making processes provides Alba with a clear edge and places efficiency as an operating principle.

Alba has looked at the current crisis as an opportunity and is determined to remain a competitive force in the aluminium industry.



*We offer warmest greetings
and congratulations to*

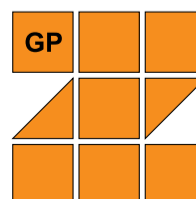
His Majesty King Hamad bin Isa Al Khalifa

***His Royal Highness Prince Khalifa bin Salman Al Khalifa
The Prime Minister***

***His Royal Highness Crown Prince Salman bin Hamad Al Khalifa
Deputy Supreme Commander***

***and to the people of the Kingdom of Bahrain
on the occasion of***

National Day



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