



# AluSolutions Success

The AluSolutions conference and exhibition took place at the Abu Dhabi National Exhibition Centre on 10th – 11th May 2016.



Top: 1. Mohammed Al Jawi, EGA 2. Dr Stian Madshus, Elkem Carbon AS 3. Mrs Habiba Al Marashi, EEG 4. Geoff Matthews, Energia Portior Ltd 5. Max Weber, JLR 6. Dr Fiona Solomon, ASI 7. Dr Mark Dorreen, Energia Portior Ltd 8. Salam Al Sharif, BMR 9. Erik Fossum, Hydro 10. Graham Bruce, Taha International

Bottom: 1. Annika Shelly, UNEP 2. Ammar Alul, Schüco Middle East 3. Dr Hossam Mahmoud, Gulf Extrusions 4. Sebastian Ebers, TOMRA Sorting 5. Melanie Williams, Sustainability Consultant 6. Stylianos Tsokoridis, TALEX 7. Jerome Lucaes, UC Rusal 8. Sandro Starita, Director, European Aluminium 9. Alberto Bergamaschini, Engitec Technologies SpA 10. André Schmoker, DHZ

The aluminium industry is committed to promoting the sustainable benefits of aluminium. We all know it is lightweight, strong and infinitely recyclable, but what efforts are going into creating a sustainable working environment when it comes to the production and processing of this miracle metal?

This was the aim of the AluSolutions conference – to provide a platform to look at recent technological advances and increased environmental awareness, so that aluminium made today is more sustainable than ever.

### The conference

The environmental theme was clear with the green colour scheme that ran throughout the exhibition and conference. More than 500 visitors from 28 countries across the international aluminium industry walked the green carpet and a green ribbon was even cut in the opening ceremony.

The organisers, Quartz Business Media, were honoured to welcome Senaat's ACEO, H.E Eng. Jamal Al Dhaheri, who inaugurated the event and led the opening ceremony. He welcomed the event to the region and highlighted the growing aluminium industry in the Gulf.

The opening session saw presentations by representatives from Emirates Global Aluminium (EGA), Gulf Extrusions (GULFEX), The Bureau for Middle East Recycling (BMR) and Emirates Environmental Group (EEG).

The sessions continued throughout the first day with a look at tracking aluminium through the supply chain, downstream development and recycling and sorting technologies.

In the dedicated downstream session, Mr Stylianos Tsoktouridis, general manager, introduced the new Taweelah Aluminium Extrusion company (TALEX) as the most advanced aluminium plant yet, which is due to be fully operational by the end of 2016.

Day two saw the Aluminium Stewardship Initiative (ASI) host a panel session with a selection of its member companies. Dr Fiona Solomon, director of the ASI gave a detailed presentation of the work of the organisation within the aluminium industry and its plan to encourage and recognise responsible sourcing and production of aluminium.

Representatives from UC Rusal, Norsk Hydro and Schueco Middle East each presented their company's role in working towards a sustainable aluminium industry. The panel then

took part in a question and answer session with delegates and some very interesting discussions ensued. Erik Fossum, Head of Commercial (Senior Vice President) in Primary Metal, Hydro presented a new standard with the Karmøy technology pilot and looked at how this is testing the world's most energy-efficient and climate-friendly smelter technology.

Jerome Lucaes, UC Rusal, Marketing Director, Sustainability, gave the audience food for thought with the idea to move to a carbon-constrained world and how this transition could be managed in the industry.

Finally, Ammar Alul, General Manager, Schüco Middle East (SME) looked at aluminium's environmental benefits in construction and the company's efforts to reduce the carbon footprint of modern and existing buildings.

European Aluminium were also announced as a new member of the ASI and presented on the Sustainability Roadmap towards 2025, which highlighted aluminium as an essential material for a sustainable economy. Europe is dedicated to leading on sustainability and climate change and Sandro Starita, EHS Sustainability Director certainly presented some great initiatives that the whole value chain can



Senaat's ACEO, H.E Eng. Jamal Al Dhaheri opened the AluSolutions conference, along with Steve Diprose, Managing Director, Quartz Business Media and Nadine Firth, Editor, Aluminium International Today.



be involved in Networking

To round off the events, TALEX hosted a networking lunch to introduce the new plant and meet with companies to discuss their involvement in the project.

**Exhibition**

Alongside all of this, the AluSolutions exhibition provided visitors with the opportunity to view sustainable aluminium technologies in action and spend time with primary influencers and decision-makers. Exhibitors included TALEX, GULFEX, ABB, Elkem Carbon AG, Gillespie & Power Inc, Hyster, Cast Aluminium Industries, Engitec Group and Magneco/Metrel.

There were also displays from Ford and Jaguar Land Rover, which both showcased aluminium in all its automotive glory.

Thank you to everyone who participated or visited this year's AluSolutions. We hope to return in the future, with more sustainability challenges and technology to present as aluminium works towards a greener future.

For more information on AluSolutions or the content provided, please visit: [www.alusolutions.com](http://www.alusolutions.com)

