

Al Ghurair Iron & Steel incubates a unique operations formula for the industry



Abu Bucker Husain, CEO of Al Ghurair Iron & Steel.

Al Ghurair Iron & Steel CEO Abu Bucker Husain discusses the company's steadfast growth, operational practices and upcoming interaction with Expo 2020. The corporation was established in 2008 in Abu Dhabi, UAE, and has increasingly developed since the start. Its successful blueprint designs region-oriented manufacturing goals, high safety standards as well as the promise of high quality products and services.

AGIS is part-owned (20%) by premier Japanese steel manufacturer Nippon Steel & Sumitomo Metal Corporation since 2011: a joint-venture agreement that has so far been rewarding. Improvements within operations and an adopted corporate governance structure cited a positive change. Husain hints at being close to becoming "the leading manufacturer of galvanized steel coils in the region."

Launching a new era of manufacturing: greeting the impact of Expo 2020

An imminent expansion is summarized by the second phase of operations: a doubled capacity swelling from 200,000 to 400,000 tons per annum. The number of highly-trained and specifically-chosen employees is also set to jump from 475 to nearly 550. Headway plans adhere to Expo 2020 requirements as Husain postulates the growth of construction material, steel and galvanized creations featured as products necessary for Expo 2020 growth.

This ties in with a genuine and heartfelt enthusiasm, since not only the industry they centralize on, but the entirety of industries across the region will embrace a stimulated impact. According to Husain, AGIS will reflect a fully operational production capability in time to fulfil adjunct orders, market requirements and the needs associated with the impact on the UAE's economic backbone. The company's concern for environment, health and safety has been recognized through the Environment Performance Certificate awarded by the UAE Ministry of Env. & Water in 2013 & 2014.

Well-planned regional sales efforts

Their clients are focused around the construction industries, almost 80 % located across the GCC and the rest scattered around the MENA region. Their inventive approach incorporates viewing suppliers, customers and employees as partners and stakeholders (something he advises new manufacturers to consider when starting up).

So as to implement a stable strategy, market exposure is calculated each week and adjusted accordingly. In order to maximize production and boost final sales, raw material purchase is carefully managed.

Quality products and customer relations

Thorough quality assurance is echoed within the attention on all the phases of the manufacturing process, be it the in-depth assessment of each stage or the comprehensive inspection of the final product. Any complaints or suggestions are rapidly addressed by a qualified member of the technical team, who may also be sent on-site to solve the issue. The products of AGIS adhere to the highest international standards of product quality and the Galvanised coils are Emirates Quality Mark (EQM) certified.

Affected by market fluctuations?

More market impact was entwined into the operations at the very start, Husain mentions, declaring that "what happened in 2015 is really nothing" since more was felt nearly 8 years ago rather than during the ensuing year-on-year changes. In 2008, AGIS established operations following the pre-meltdown purchase of raw materials, as the world was enveloped by economic concerns and a financial crisis. The manufacturing giant saw its raw material cost vastly drop by 80 to 90 % all-in-all.

Future steps

AGIS chose to upgrade its safety, operational efficiency and practices boosting intimacy with customers. Husain disclosed that this is "a continuous" and "never-ending" course. To operate within a healthier industry growth, he recommends for the UAE government to design "a level playing ground" with countries imposing an import tax on products from the UAE while offering subsidies to companies upon export, who then further have the advantage of not being taxed by the UAE customs. ●