

Press Release

Qatar Steel holds its Strategy Forum 2014

Qatar Steel recently held its Strategy Forum at Doha Marriot hotel. The company senior executives formed in cross functional teams were engaged in brainstorming work sessions to discuss its strategic priorities oriented towards achieving operational improvements and sustained growth in line with its long term strategic goals.

In his keynote address, Mr. Ali Bin Hassan Al Muraikhi, Managing Director & General Manager of Qatar Steel, emphasized the need for the company to be well prepared to face new challenges as the steel industry is operating in a dynamic and highly competitive environment. He urged his executives to be more proactive and creative in their thinking and use this platform for collaborative work and open discussion to bring about new ideas and solutions to resolve organizational challenges impacting the company.

While supporting the need for such Forums to be conducted every year, he called for commitment and responsibility for all company employees to be actively associated with a clear plan of action and implementation to manage a portfolio of strategic initiatives drawn up from such high level meetings. .

At Qatar Steel, the key stake-holders aspirations are well articulated in its Theme-based Corporate Strategy Map that is upgraded once in 3 years. The Company Strategic Themes are reflecting Operational Excellence in production, Market Pioneer approach and service in target markets, growth of the Integrated Business Portfolio in Qatar and abroad, supported by High-performing organization and Commitment to Qatar Vision. They collectively drive Strategy Execution towards achieving its organization goals and Vision.

Qatar Steel is the first Qatari company who successfully made its way to Palladium's Hall of Fame for Strategy Execution as a result of extensive adaptation of the Balanced Scorecard Methodology in line with best practices.

Qatar Steel Strategy Forum 2014 was organized by the company's Strategic Planning Department and facilitated by Palladium Group, the global leader in strategy execution consulting.
