



Steel, Metal &
Construction

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 Case Study

Steel,
Metal &
Construction

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Harnessing Success

Key Factors: Quality, Knowledge & Efficient Services

Al Nimr Steel Trading LLC is one of the largest stockists and distributors of structural steel in the MENASA (Middle East, North Africa and South Asia) region.

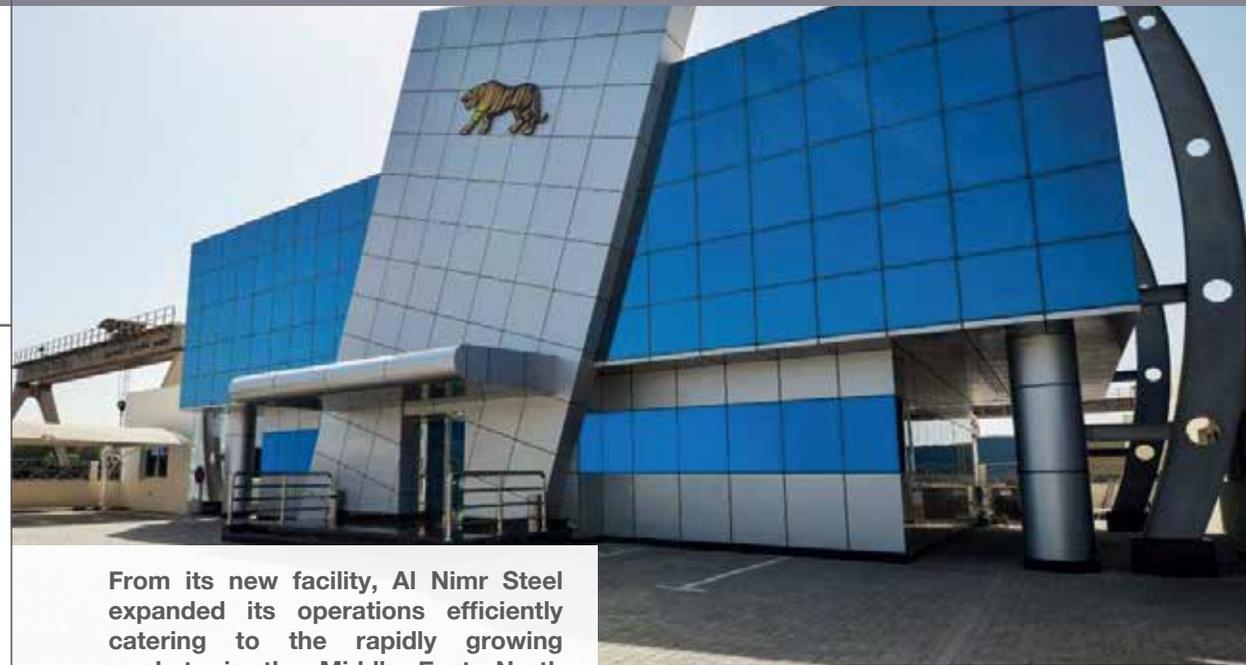
From its global headquarters in Jebel Ali Free Zone (Jafza), Al Nimr Steel caters to the diverse needs of a wide range of industries including EPC companies, oil refineries, steel fabricators, ship repairs, maritime and offshore engineering companies, construction and piling companies in the wider Middle East region.

The Growth Trajectory

Al Nimr Steel was established in 1990 in Sharjah. The company started operations on a very modest scale operating from a small 5,000 metre yard with a small team of 12 people. The company started growing at a rapid pace and soon became an important and reliable player in the UAE's structural steel market.

The company had an ambition to play a larger role in the Middle East's rapidly expanding infrastructure development and industrial landscape. With this objective in mind Al Nimr established a new and much larger facility in Jebel Ali Free Zone (Jafza), comprising a well-defined contemporary office block which houses its global headquarters, a huge 321,000 square feet fully automated stockyard and a fully equipped logistics facility with overhead cranes and forklifts, a fleet of trailers and trucks to ensure most efficient operations.

“The main reason behind our decision to establish our headquarters and main operations in Jafza was the Free Zone's excellent facilities, its customer centric approach and outstanding global connectivity by sea and fastest access to any market in the GCC by road,” said Hassan El Amil, Chairman of Al Nimr Steel commenting on the establishment of their new set-up in Jafza.



From its new facility, Al Nimr Steel expanded its operations efficiently catering to the rapidly growing markets in the Middle East, North Africa and South Asia. There was no turning back for the company and it has been growing steadily across the years since.

To serve these new markets efficiently Al Nimr Steel, in 2008, further expanded its facility in the Free Zone by renting the adjacent yard. The expansion doubled Al Nimr's stocking capacity in Jafza.

“The company stocks, on average, over 55,000 Metric Tons of structural long and flat steel products in European (EN), American (ASTM), Japanese (JIS) Standards and in variety of Steel Grades. “We have partnered with some of the most technically advanced steel producers and suppliers worldwide, in order to ensure quality and timely supplies to our customer at the most competitive rate,” said Johnny El Amil, General Manager, Al Nimr Steel, commenting on the company's current profile, its pragmatic approach and its strength.

Commenting on the challenges Al Nimr Steel faced during the global economic downturn that affected the Middle East as well Hassan El Amil said, “Economic slowdown affected our operations but we could successfully overcome the challenges by consolidating our capacities and further diversifying our offerings to newer products and markets.”

In the last five years Al Nimr Steel has, in terms of volume, almost doubled its turnover, growing from 58,000 MT in 2010 to 110,000 MT in 2014.

The Outlook

Al Nimr Steel aspires to become one of the leading stockists and distributors for steel products globally.

Key enablers

Al Nimr Steel attributes its remarkable growth and success to its commitment to quality, knowledge and expertise in delivering products and solutions to the end users at the fastest pace.

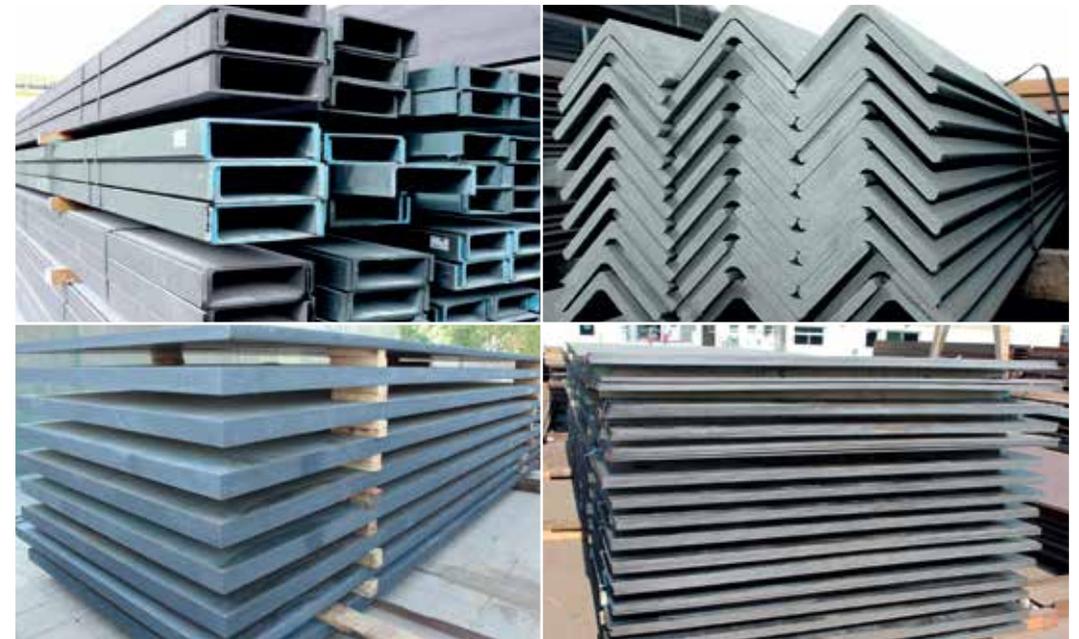


"We have leveraged Jafza's excellent facilities and its unique logistics offerings to serve the regional and international markets efficiently," said Johnny El Amil talking about key enablers for Al Nimr's remarkable growth and success.



Key Historical Milestones

- **1990** Al Nimr Steel Trading came into being.
- **2002** Started operations in Jafza by moving its global headquarters and export operations into the Free Zone
- **2008** Doubles its storage capacity by renting another stockyard in the Free Zone.
- **2014** Achieves a record growth of 40% in its volume of trade



Al Nimr Steel Trading LLC in Jafza

Al Nimr Steel Trading's 26,800 square metre facility in Jafza includes an office block that houses Al Nimr Steel's global headquarters, warehousing and stocking yard as well as logistics facility. In the last 13 years of operations in Jafza Al Nimr has seen a 75% expansion in its operational facilities and almost 3-fold increase in its manpower.

Distinctive Achievements

- Created a niche for itself as a stockists and distributors of high quality reliable steel and steel products in the region.
- Won ISO 9001: 2008; ISO 14001:2004 and OHSAS 18001: 2007 accreditations for its Quality Management System, Environmental System and Occupational Health and Safety System.
- Al Nimr Steel Trading has won CSR Label from the Dubai Chamber of Commerce for its continued support and contribution in the well-being of community at large.

Quick Facts

-  Steel Products Trading
-  Structural Long and Flat Steel Products
-  111 Employees
-  Jafza

-  **Chairman:** Hassan El Amil
General Manager: Johnny El Amil
Finance Manager: Alok Gupta
Business Development Manager: Khalil Ahmed
Dy. Finance & Admin. Manager: Mohamed Parvez
-  1990 in Sharjah and 2002 in Jafza
-  Middle East, North Africa and South Asia



The Company Reach

Headquarters: Jafza

**Markets: Middle East
North Africa
South Asia**

