

KN01 - Alba's Journey to 1.5 Million Tonnes Site Capacity - Challenges and Opportunities

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Abstract

“Set a goal so big that you can't achieve till you grew into organization who can”. During 2017, Alba (Aluminum Bahrain) went through a unique challenging time to recover the frozen Potline-5 resulted from long power outage. In the same year, Alba embarked the journey to become the largest single site smelter in the world outside China. This journey involved restarting Potline-5 in a record recovery period, sweating the existing assets in order to produce more than 1 Mt and starting up the largest, most efficient and cost-effective reduction line in the world, Potline-6. Nevertheless, this journey was shadowed with turbulent and downturn trend in aluminum market which had negative impact on profitability of all primary aluminum smelters. This paper presents the lessons learned during the journey, and the resilience strategy adopted to mitigate the risks to achieve the objective. This paper also shares Alba experience and impact of pandemic COVID-19 on business along with the future strategy to stay competitive in challenging market.

Keywords: Alba, Potline-5, Potline-6, aluminum market, COVID-19.