

Highlights and Achievements in 2024

In 2024, EMSTEEL delivered strong performance, demonstrating resilience and operational efficiency. As the UAE's largest steel and building materials company, the Group is committed to advancing the UAE's industrial strategy, contributing to sustainable growth in line with national climate goals, and fostering a more diversified economy.



New Brand Identity and Extending Global Presence

EMSTEEL launched its new brand as part of a broader strategy to accelerate its operational transformation and extend its global presence. These changes are set to enable the seamless addition of new divisions, supporting growth into new markets and product lines.



Strategic Advancements in Low-Carbon Iron Joint Venture Project

The Group has made significant progress in advancing its ambitious Low-Carbon Iron Joint Venture project. A comprehensive feasibility study is currently underway for this transformative initiative, with the goal of positioning Abu Dhabi as a global leader in sustainable steel production.



Continuous Commitment to Modernisation of Existing Assets

The Group continues to upgrade its current assets to better address the evolving requirements of the market and respond to the increasing demand for higher-grade steel. These strategic enhancements underscore EMSTEEL's commitment to innovation, quality, and customer satisfaction.



Developing Green Hydrogen Project

EMSTEEL collaborated with Masdar on the successful completion of a pilot project demonstrating the use of green hydrogen to produce green steel, paving the way for more sustainable steel manufacturing. This first-of-its-kind project in the Middle East and North African region uses green hydrogen to extract iron from iron ore, a key step in steelmaking.



Developing and Marketing New Sustainable Steel Products

The Group successfully marketed its new Z-type and U-type sheet piles as sustainable flood defence solutions to strengthen communities against floods.



Building New Partnerships

In line with its long-term strategy and growth objectives, the Group entered into a framework memorandum with its Omani counterparts to collaboratively explore green metal project prospects.



Taking on Leadership Roles in Industry Decarbonisation

The Group was appointed as co-chair of the Alliance for Industry Decarbonisation (AFID) led by the International Renewable Energy Agency (IRENA). EMSTEEL will be co-chairing the renowned global industrial alliance alongside Siemens Energy, replacing TATA Steel within the alliance leadership role.



Progress in Digital Transformation

Over the past two years, EMSTEEL has successfully implemented more than 30 different AI use-case projects with incredible impact. The Group's adoption of Industry 4.0 technologies was recognised with five prestigious 'UAE Industry 4.0 Digital Leader' titles from the Ministry of Industry and Advanced Technology (MoIAT).



Recognition & Awards

EMSTEEL was further recognised as the 2024 Steel Sustainability Champion by the World Steel Association for its pioneering efforts in decarbonising steel production. The World Economic Forum recognised EMSTEEL for its outstanding efforts in decarbonising the iron and steel industry, placing it among the top five leading steel companies worldwide that have received this recognition. Finally, at the 'Make it in the Emirates Awards 2024', the Group's contributions to the UAE's industrial sector were recognised with the Best Sustainable Manufacturing Award and the ICV Excellence Award.