

Tony Shoult

Tony has been a management consultant for over 25 years specializing in strategic marketing in the steel industry and other technical and industrial markets. He has extensive experience in international markets and in particular the Middle East region.

Tony has worked for major private sector clients, oversees government agencies, World Bank and European Commission. In particular, he has a great deal of exposure to new manufacturing investments in the Middle East and has also worked on restructuring assignments in Eastern European economies in transition.

Tony has held a series of senior consultancy positions with WS Atkins Management Consultants, the National Bank of Kuwait, Business Consultants International Group of Riyadh and ASA Consulting. Tony is a Fellow of the Institute of Management Consultants and Member of the Chartered Institute of Marketing.

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Since the mid 1980s, he has managed and carried out the following activities:

Market studies

Project manager

Development of a strategic marketing plan for United Gulf Steel Mill Company (UGSMCL), Al-Jubail, Saudi Arabia. (Medium section steel mill commissioned in March 2000)

Market study of the GCC markets for steel products and steel-making raw materials for National Industrialization Company (MAADANYAH), Saudi Arabia.

Market study for small metal containers for industrial products for Al Yamamah Steel, Saudi Arabia.

New product opportunity and strategy study for steel roofing product in the UK construction industry for Cummins Coated Steels, UK.

Markets analyst

Due diligence study of Erdemir for OYAK, a Turkish pension fund.

Market study for large diameter submerged arc welded (SAW) steel pipes in Saudi Arabia and other GCC countries for Arabian Pipes company, Saudi Arabia.

Development study of the Heavy Mechanical Complex, Taxila, for State Engineering Corporation, Pakistan.

Co-ordinating a nationwide programme of market research of the steel industry for Ministry of Production, Pakistan.

Appraisal of a proposed aluminium smelter plant in Southern Nigeria for Steel Development Department, Nigeria.

Restructuring assignments

Consultant

Restructuring/privatisation of the Czech construction industry, Czech Republic.

Restructuring of the Hungarian engineering feeder industries, Hungary

Techno-economic & financial feasibility studies

Project manager

Industrial valve service centre to service the needs of Al-Jubail based heavy industry for Comid Engineering, UK and Saudi Pan Gulf, Saudi Arabia.

Market and techno-economic feasibility study for a steel gratings manufacturing facility in Saudi Arabia.

Spare parts engineering workshop in support of local heavy industry at Al-Jubail, Saudi Arabia for BAE Systems, Luneside Engineering and Abunayyan Corporation.

Feasibility study for steel coil coating facility including the alignment of three international tenders, Saudi Arabia.

Publications

Tony is retained by Kogan Page Publishers, London as Middle East Series Editor for a series of business books dealing with the Middle East

Doing Business with Kuwait – published in 1997

Doing Business with Saudi Arabia – published in 1999

Doing Business with the United Arab Emirates – published in 2000

Doing Business with Bahrain – published in 2002

Doing Business with Qatar – published in 2002

Doing Business with Iran – published in 2002

Doing Business with Saudi Arabia (2nd Edition) – published in 2002

Doing Business with Kuwait (2nd Edition) – published in 2004

Doing Business with Jordan – published in 2004.

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