

● **Plenary Meeting**

**Leaders of Latin America and Caribbean outlined plans for 2011**

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● **Incentive for volunteer work**

**Competition elects the best photos of the World Community Service Month**

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# Gente em ação



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MONTHLY NEWSPAPER OF ALCOA LATIN AMERICA AND CARIBBEAN. ISSUE Nº. 104. JANUARY-APRIL, 2011



● **Celebração**

## Aluminum's 125<sup>th</sup> anniversary

2011 is the 125th anniversary of the metal developed by Charles Martin Hall, the founder of Alcoa ● Page 3

● **Continuous improvement**



### Alumar Reduction Plant is a world reference

After important audits, scoring 855 points out of a total of 1,000, the Reduction plant was considered excellent in managing its system equipment

● Page 11

● **GBS**

### Carbon Free Program offsets Alcoa Unit's CO<sub>2</sub> emissions

Published in the Guia Exame de Sustentabilidade, the Exame magazine's sustainability guide, the list rated Alcoa for its environmental responsibility initiatives and for its social and economic success

● Page 5



## OUR PEOPLE

Editorial

# A dialog for the whole year



### FRANKLIN L. FEDER

President of Alcoa Latin America & Caribbean

In the year that we celebrate 125 years of the discovery of aluminum, we also resume the publication of the "People in Action" (Gente em Ação) newspaper. The adapt for the renovation process launched at the world level last January, our newspaper has been one of the publications selected for testing the new standard model for news brochures that is set to take effect in the next few months. Accordingly, we had to delay this issue, and the explanation for that is provided in the letter from Marcelo Lomelino, Director of Corporate Affairs, located in the insert to this copy. Therefore, this issue contains news that marked the Company in the months of January and April on training results, quality certifications, record performance, and important feats that you can new read on the following pages.

A fact is worthy of highlight: the important of energy prices in the breakdown of aluminum costs, the constant rise in those prices, and the efforts we have been making to get competitive prices for our operations. One of the initiatives in this regard is to seek to renegotiate the contract signed in 2004 with Eletronorte, the price of which is 70 percent higher than Alcoa's inside-the-fence generation in Brazil, and the most expensive of all of Alcoa's aluminum reduction plants around the world. In such

a context, in order to enhance our self-sufficiency, the first turbine started up in April at Estreito Energia Consortium (CESTE) power plant, in which Alcoa has a 25-percent stake. That power plant will represent a milestone for the Company, as we'll achieve 70-percent self-sufficiency when it is running in full swing.

In the same period, Alcoa World's results for the first quarter of 2011 were announced, showing a relatively positive scenario. In Brazil, however, Alcoa Alumínio will accrue (estimated) losses of around R\$1.2 billion from 2009 to 2011. The reason for such negative results, as you know, is the high energy costs incurred to produce the metal, as well as the impacts of the start-up of the São Luiz Refinery expansion and the Bauxite Mine in Juruti. Accordingly, while we celebrates the results of Alcoa World, we must all seek to revert those negative results of Alcoa Aluminum in our region, while ensuring stability, improved productivity and sustainability in our operations. This is the context of all of the actions that we have implemented and will continue to implement towards ensuring that Alcoa Brazil will recover its profitability as soon as possible.

People in Action continues to be an important channel to interact with you and your family. If there is any theme on which you would like to see something published in our paper, contact the Communication department of your location.

Enjoy!

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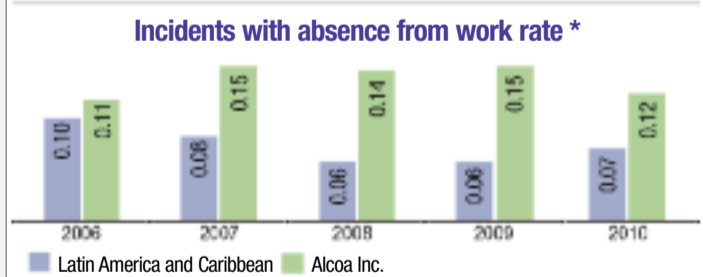
Your opinion is very  
important to us. For any  
questions, suggestions or  
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genteacao@alcoa.com.br

## Safety Performance

Frequency rate of incidents until February



\* Number of recordable incidents at every 200 thousand hours of work (approximately 100 employees working during one year)



\* Number of incidents resulting in 1 or more days of absence from work at every 200 thousand hours of work (approximately 100 employees working during one year)

## Testimony

**Luis Costa**  
Position: Maintenance  
Supervisor  
Unit: Alumar  
Time at Alcoa: 15 years



Over the past few years, I've received many farewell e-mails from co-workers. For this reason, I've recently written a message not to say good-bye, but to talk about continuity.

It's been five years since I celebrated by 10 years at Alumar. An intense and exciting five years of great change. They were also years of great challenges and opportunities that was able to experience and, thank God, emerge the victor. Alumar and, in particular, the Refinery display better and better results year after year, thanks to a select group of highly skilled people whose huge dedication makes things happen. I'm proud to be part of this family which makes each year worth living.

We still have a lot to do and to learn. I know I can keep counting on old and new friends, and hope you, too, know that you can count on me, not only for work-related issues, but also personal ones. I thank you for being around over the past five years, and leave you with a text from the Bible that reflects the moment that I'm currently living in: "I am still as strong today as the day Moses sent me out; I'm just as vigorous to go out to battle now as I was then." 14:10-11

## People making History

A tribute to the associates who have contributed to the development of Alcoa

### ALUMAR

35 years

- Israel Mendes Barbosa

30 years

- José Raimundo Gomes dos Santos

25 years

- João Batista Cavalcante Costa
- Roberto Carlos Machado Jardim
- Laurencio Júlio Gaspar
- João Pedro Lopes Duarte
- Grigório C. Moreno Carvalho
- João Edson Silva Dias

- Denis Martins Sampaio

- José Carlos Sousa Melo

- Marcio Martins Veiga

- João Pedro Araújo Carvalho

- José Telmo Lima Costa

- Carlos Rogério Sousa Verde

- José Ricartt Ulisses M. Araújo

- Luis Alberto Pereira de Souza

- Raimundo Francisco de Oliveira

- José Raimundo Costa Cruz

- José de Ribamar S. Silva Filho

- José Erivaldo Cavalcante

- José Aluisio dos Santos

- José Ribamar Borges

- José Carlos Machado Silva

- Severo Leonardo M. de Castro

- João de Deus do Nascimento

- Rozemir Pontes Santos

- Jonas dos Santos Ferreira

- Evaldo Lima Cabral

- Brasiliano M. da Conceicao

- José Francisco Brandao Alves

- João Coelho Neto

- José Maria Soares

- Francisco de Assis F. de Araújo

### ITAPISSUMA

30 years

- Aldo José Vieira

- Laurindo José da Silva

- Geraldo Menezes de Souza

- Sildo Ferreira Barbosa

- Aluizio Tavares da Silva

- João Avelino dos Santos Filho

- Francisco José da Silva

- Jose Carlos dos Santos

- Sergio Mendes da Silva

- Severino José dos Santos

- Raimundo Nonato L. de Sousa

- Santino Terto de Aquino Filho

- Ivanildo José Barbosa Filho

- Hugo Siqueira Campos Filho

- Gilberto Teixeira Borba

- José Valerio Da Silva

- Nicomedes Antônio Pereira Filho

- Paulo Targino Lins

- Mauricio Verissimo De Araujo

- Darcio Walimir T. de Brito

- Eduardo José Ferreira B. de Souza

- 25 years

- Rudimar Rodrigues da Silva

### POÇOS DE CALDAS

35 years

- Jurandir Massuete Alves

- José Antônio Paulino

- Luiz Antônio Ravanelli

30 years

- José Carlos Danza Errico

- Carlos Alberto Rodrigues

- Rodolfo Livino de Carvalho

25 years

- João Carlos Piva

- João Batista Ferreira

### SOROCABA

25 years

- Marco Antônio Vieira Brocco

25 years

- Luiz Antônio Fernandes

- Luiz Antônio Soares de Mattos

25 years

- Jorge Camilo da Silva

25 years

- Jorge Camilo da Silva

25 years

- Jorge Camilo da Silva

25 years

- Jorge Camilo da Silva

## ● CELEBRATION

### ● 125 years of aluminum

# Happy 125<sup>th</sup> anniversary, Aluminum!

Exactly 125 years ago, Alcoa's founder Charles Martin Hall, then only 22 years old, achieved a fascinating feat: he created the aluminum production process. He believed that if he could find a liquid free of water which dissolved aluminum oxide, he would be able to separate the metal by electrolysis. To test his theory, on February 23, 1886 he passed for several hours an electric current through a bath of alumina dissolved in cryolite. When the mixture cool down and broke, he found the first small, shiny aluminum globules, which are currently known as our "crown jewels".

After the process was patented, aluminum became a more common metal. Its attributes were recognized, and later disputed. Young Hall's invention culminated in the establishment of Alcoa, which began as Pittsburgh Reduction Company in 1888, and contributed to a series of countless historic events, while paving the way for the development of new industries worldwide.

Today, at the 125<sup>th</sup> anniversary of that discovery, finding aluminum in the world is easy. It's just a matter of looking around. The auto-

motive industry resorts to aluminum to make lighter, sturdier, more economic vehicles. The defense industry relies on the metal to combine Sustainability with Safety. In construction, which uses more energy than any other industry on the planet, aluminum helps to build hospitals, community centers and other large facilities. And electronics look modern and appealing when made of aluminum.

From São Paulo to Shanghai, the Alcoans account for much of the strength that continues to bring Hall's extraordinary invention to life. Innovation and progress are of the essence at Alcoa. "It's thanks to all of your dedication

that we can still use such distinguished features to pave the way for transforming solutions that have measurable impacts on all markets, from automotive and aerospace to consumer electronics and construction materials," says Franklin L. Feder, President of Alcoa Latin America and Caribbean.

Aluminum is the metal of the past and present, and will continue to drive innovation for the future.

● Piece of Alcoa Brazil's internal campaign celebrating the important date

### Alcoa at the 125<sup>th</sup> anniversary celebrations

In the course of the year, Alcoa will be celebrating Hall's invention, and the kick-off of this celebration was a lecture delivered by Kevin Anton, of Oberlin College, where Hall went. Alcoa will also plant trees at 125 places around the world in honor of the anniversary. To follow the commemorations, follow us on Twitter (@Alcoa) or celebrate with us by accessing our Facebook page (<http://www.facebook.com/alcoa>).



### ● Itapissuma Plant Anniversary



● Commemorative luncheon at Itapissuma

## Itapissuma celebrates 30 years of success and breakthroughs

April 1st, 2011 saw Itapissuma celebrate its 30 years of much effort, dedication and teamwork as an integral part of Alcoa Aluminum.

Over the past three decades, the Unit has built a history of success, filled with challenges and remarkable achievements.

Several hurdles on both the economic and political plane have been overcome thanks to a fast and accurate decision-making process. "By adopting strategies focused on our employees, customers, suppliers and society as a whole, not only to we improve our business, we create new job opportunities and wealth for the State of Pernambuco and the rest of Brazil," Director of Extruded Products José Carlos Cattel points out.



The site started to produce 30 years ago with one extrusion and one rolling line, two smelters and three rollers. Today it has seven smelters and six rollers, as well as a new anodic treatment line that is already scheduled to be expanded. The expansion is intended to supply the growing demand in the marketplace that has been sparked by the constant improvement in the Company's quality standard.

Sustainable actions for the benefit of the environment and the community, always in partnership with the Alcoa Institute and Alcoa Foundation, are performed by all Itapissuma employees. "We'll be holding a number of events to celebrate such important date in the course of 2011, and they will all be linked with our values: excellence, integrity, profitability, people, responsibility and customers," says Director of Rolled Products Marcelo Brasileiro.

### ● Utinga Plant Anniversary

## Utinga celebrates 15 years with excellence in quality

Serving customers in various segments, including automotive and building and construction. That

was Alcoa's main intent with its 1996 acquisition from the former denominated Alcan Alumínio do Brasil the Utinga Extrusions Unit. Located in the City of Santo André, Greater São Paulo, the Unit turns 15 years old in 2011 and celebrates a successful, quality business that has evolved each year. This is demonstrated by the certifications it has received (ISO 9001 Quality Management System, ISO/TS 16949 Automotive Quality

Management System, and ISO 14001 Environmental Management System) thanks to the hard work of the Unit's teams. In addition, it has been gaining and retaining major customers for the Company.

Alcoa's Extruded Products Division in America and the Alcoa Training Center (CTA, in Portuguese) in Brazil are based in Utinga. Always in line with the Company's Values, the location stands out for its string activity in the local community through several community action programs and social campaigns. Over the years, it has also stood out for its employee awareness campaigns on volunteer work. Congratulations, Utinga, for your 15 years of existence!



● Exhibition of historical photos to celebrate anniversary of the site

## ● VISITS & EVENTS

6

### Sasazaki leaders visit Tubarão plant

Sasazaki's representatives Mauricio Sasazaki, Director of Production and Development, Paulo Sândalo, Production Manager, and Gilmar Sampaio, Quality Inspector, took a tour of the Tubarão Unit to check out the operating practices in place to meet the product requirements of its customer Sasazaki.

On the occasion, the criteria in place for approving products were discussed and improvement actions were devised.

3

### Major companies with an eye on the GBS processes

Representatives of the companies Monsanto do Brasil Ltda., Pepsico and Clark Empilhadeiras took a tour of the GBS to learn about its processes, challenges, accomplishments and best practices. Alcoa's Chief Financial Officer Aquilino Paolucci participated in the meeting by phone, together with the GBS's leadership and other representatives. Visitors included Eduardo Bezerra, André Dalla, Eduardo Neves, Carlos Brito, Moacyr Wernek, Cristiano Pinchetti, Yolanda Hojo, Rosa Borges and Magaly Ramos, of Monsanto, Claudio Hideo de Campos, Marco Antonio Ormedo and Clóvis Francisco de Oliveira Junior, of Pepsico, and Ycacy Gutierrez, Tiago Costa and Pedro Morais, of Clark Empilhadeiras.



3

### Chrys Ayers visits Poços de Caldas unit



The Poços de Caldas unit was visited by Chris Ayers (center), Chief Operating Officer of Alcoa's Global Primary Products Business, accompanied by Franklin L. Feder, President of Alcoa Latin America and Caribbean, Nilson Pereira Souza, Vice President of Primary Products at Alcoa Latin America and Caribbean, and Aquilino Paolucci, Chief Financial Officer at Alcoa Latin America and Caribbean. Chris Ayers visited the plant and left a message on the challenges for 2011 in connection with the HSE, business and finance.



5

### Alumínio & Cia. holds Annual Distributors Meeting



The latest Annual Meeting of the Distribution Chain of Alumínio & Cia. was attended by the owners of the chain's 31 stores. The purpose of the function was to present the company's 2010 results, the operating plan for 2011, and the guidelines for the entire chain. In addition to lectures and presentations, recreational activities were carried out in order to keep team members closer together.

4

### Alcoa case makes theme for Purchasing Congress

Fábio Ono, representando a área de Inteligência de Mercado Global da Alcoa, participou do 12º Congresso de Compras, realizado em São Paulo, em fevereiro. Na ocasião, Fábio apresentou algumas das experiências da Alcoa em compras estratégicas e as boas práticas advindas da atual estrutura da área de inteligência. "O feedback foi extremamente positivo. Os profissionais que assistiram a apresentação ficaram surpresos com o nível de sofisticação da Alcoa em inteligência de mercado", revela Fábio.

Além da Alcoa, estiveram presentes empresas como Vale, SAP Brasil, Gafisa e Cargill. O evento contou também com a participação dos principais especialistas do mercado, que debateram sobre uma visão integrada das atividades envolvidas no processo de compras, por meio de experiências práticas, tecnologias, processos e mudanças para acelerar a competitividade e a lucratividade.

2

### Event highlights Alcoa's sustainability model



Alcoa participated in a course in Business Opportunities in Biodiversity Conservation provided by the Northeastern Environmental Research Center. The course was directed at NGOs, governments and universities and enabled a broad debate on the theme. "While introducing Alcoa's governance model for sustainability, the course allowed for a good exchange of ideas with other companies and entities. I'm confident that good partnerships and major projects will come out of this course," said Gustavo Silva, HSE Superintendent. A lecture was also provided on Social Responsibility in companies.

5

### Kay Meggers in Brazil

Kay Meggers, Vice President of Corporate Initiatives, was in Brazil in April to visit some of Alcoa's main locations in Brazil and attend meetings with directors. Received by Franklin L. Feder, President of Alcoa Latin America and Caribbean, Kay got off in São Paulo and travelled to Juruti the next day. He left Pará for Maranhão, where he saw Alumar for the first time. Then he went back to São Paulo for a meeting at the Corporation, and then travelled to Florianópolis for a visit the Alumínio & Cia. store.



## SUSTAINABILITY

### 2<sup>nd</sup> Alcoa Supplier Day



● Nilson Souza at a presentation during the 2<sup>nd</sup> Alcoa Supplier Day

## Sustainability in supplies discussed at meeting

Purchasing & Logistics held the 2<sup>nd</sup> Alcoa Supplier Day for Sustainability in São Paulo. The workshop was attended by approximately 100 suppliers from all over Brazil — representing critical categories in terms of Sustainability— engaged in the various commodity segments involved, such as indirect materials, raw materials, contract services, transportation, fuels and gases. As part of the Sustainable Procurement program, the process is designed meet the social and environmental requirements associated with the companies' supply chain. "We clearly noticed our suppliers' willingness and engagement in order to share good practices. We believe that we are now consolidating the sustainability process in Alcoa's value chain,

improving the tools we use in our dialog with partners, and providing benefits for all," says Rodolfo Carvelho, Manager of Procurement & Logistics.

During the event, which was also attended by the Purchasing team, Alcoa's new relationship management model (SRM, for Supplier Relationship Management) and the supplier portal were introduced. In addition to the lecture on Sustainability in Business provided by Sônia Loureiro, Franklin L. Feder, President of Alcoa Latin America and

Caribbean, Nilson Souza, Vice President of Primary Products, João Batista Menezes, Joint Director of HSE&S, and Rodolfo Carvelho, Manager of GBS Procurement, sent their messages.

### About the Supplier Day

● **Supplier Day:** A workshop held since 2009 to discuss sustainability issues related to Alcoa's supply chain.

● **Goal:** To create best practices in sustainability, so that the supplies process can respect the environment to the fullest extent.

### Energética Barra Grande S.A. (BAESA)

## Sustainability workshop highlights potentiality of Region of the Lakes

The 4th Sustainability Workshop held in Anita Garibaldi, Santa Catarina (Brazil) and promoted by BAESA in partnership with SEBRAE-SC and the University of Western Santa Catarina (UNOESC) has made one thing certain for all participants: the Region of the Lakes has a set of potentialities that can and should be explored in order to generate further development and improve people's quality of life.

For two days, businessmen and representatives of several entities demonstrated the region's economic feasibility by presenting projects that have materialized with substantial results. The workshop brought together around 120 people and showed that a sustainable regional



● Entrepreneurs and entity representatives

development can be achieved with a combination of three key factors: enterprising spirit; development of good ideas; and partnership with qualified entities.

### GBS Carbon Free

## GBS launches sustainability program

A group of volunteers from the GBS has started planting young trees under the Carbon Free Program, coordinated by HSE & Sustainability. The program is intended to annually offset the Unit's CO<sub>2</sub> equivalent emissions from employee trips (by road and air) and consumption of paper and energy.

According to Jaqueline Vieira, Quality Control Engineer and one of the organizers, the action has been planned to meet the need for offsetting emissions from the GBS. "We announced the program to all of the Unit's employees by e-mail. We received lots of registration forms, and each volunteer planted a young tree as a symbolic gesture. Each of them made a point of memorizing the exact spot where they planted their young tree so that they can follow their growth," she tells.

Altogether, almost 1,500 were needed to offset the 555 tons of CO<sub>2</sub> emitted by the GBS in 2001. The plants, of 22 native species of the Poços de Caldas plateau, were planted at the access to the Unit's Gate 5. The planted trees will also be counted by the 10 Million Trees Program.



Fábio Oliveira, of Finance, was one of the volunteers. "This is the first planting activity in which I participate at

Alcoa, but I always store seeds and prepare young trees at home. The GBS Carbon Free program is an excellent initiative in that it helps us put into action things we usually learn in our day-to-day lives. Many people cannot plant trees due to lack of space or because they cannot watch the plants grow. Here we are certain that they will grow," he remarks. "It's very good to know that we're reducing our carbon emissions, but this is but one initiative. We still need to consider saving natural resources by reducing our consumption of fuels, separating recyclable waste, etc.," Fábio adds.

HSE intern and volunteer Theresa Rocha shares here co-worker's opinion. According to her, the program is a positive way of contributing to the future generations. "I'd never planted a tree before, and it was a very interesting experience, not to mention knowing that I contributed in some way to improving life on our planet. It makes a difference," she points out.



● GBS volunteers plant young trees for GBS Carbon Free program

### GHG Protocol – Greenhouse gas inventories

## Training shows how to use the program

Alcoa is on the list of large Brazilian companies who have adhered to the GHG Protocol to prepare greenhouse gas (GHG) inventories. The method is compatible with the ISO standards and the qualification methodologies prescribed by the Intergovernmental Panel on Climate Change (IPCC).

Two engineers are responsible for surveying the power consumption of all Units and using the tool within the Company: Anderson Gonçalves, of CENU, and Jaqueline Vieira, GBS Poços de Caldas. Both have recently taken a training program provided by the GHG Protocol in Brazil in the rules for using the program, which is now faster and more practical.

"The Brazilian GHG Protocol Program comprises 46 companies that are at the avant-



garde of the domestic economy in their efforts to reduce global warming. Alcoa announces its figures annually in order to be in line with the global target," says Anderson.

"The modernization of this tool will make our day-to-day work easier and demonstrates the program's concern with continuous evolution," Jaqueline Vieira adds.

## PEOPLE

### Global Impact Awards 2010

## Jamalco wins in the Community category

Jamalco's team made all of Alcoa Latin America and Caribbean proud by securing the first position in the Community category of the Global Impact Awards 2011. Jamalco's project, "GPP LA&C: Jamalco's Community Development Programme, turned unemployment and layoffs in the community as a whole into opportunities to investment in self-sufficiency and capacity building.

The global awards were presented at a special ceremony during Alcoa's Leadership Conference held in March, in Florida, which honored eighteen teams from all over the world. At the beginning of this year, those finalist teams were selected out of 317 projects registered in six categories. Altogether,

the projects demonstrated US\$452 million in productivity improvement, US\$1.2 billion in added revenue, and US\$29 million in savings for capital projects. "You are the best practices of Alcoa," said the Company's CEO to the program winners and finalists.

The purpose of the Global Impact Awards is to recognize, reward and share the best practices of the teams that achieved excellent business results in six categories: growth, productivity, community, Alcoa advantage, asset management, and Health, Safety and Environment (HSE). The best results consist of extraordinary business performance, creative and effective solutions to the Company's problems, and repeatability at Alcoa's other units.



● Jamalco team celebrates Global Impact Awards 2010

### Check the winners in each category:

- **Growth**  
Alcoa Russia: *Building a Flagship*
- **Productivity**  
Alcoa Power & Propulsion: *Closing the Gap*
- **Community**  
GPP LA&C: Jamalco's
- Community Development Programme  
● **Alcoa Advantage**  
AFE: *Joint Strike*
- Fighter Ultra-Large Bulkheads*
- **Asset Management**  
Alcoa Australia Rolled
- Products: Reducing Working Capital while increasing Delivery Performance
- **HSE**  
Alcoa Technical Center: Novel Ecological Water Treatment System (NEWT)

### Planning for the future

## Assets of Alcoa Previ reach R\$500 million in 2010

Alcoa Previ has accrued a total net worth in excess of R\$500 million and become one of Brazil's 100 largest private pension plans.

Alcoa Previ was created in 1989, and has grown sustainably ever since. The plan is an important financial planning tool aimed at ensuring the 6,100 participating employees a complementary pension benefit. "By participating in Alcoa Previ, the employee opts for a consistent mode of investment to enable his or her post-retirement plans," explains Rose Yonamine, Alcoa's Compensation and Benefits Manager.

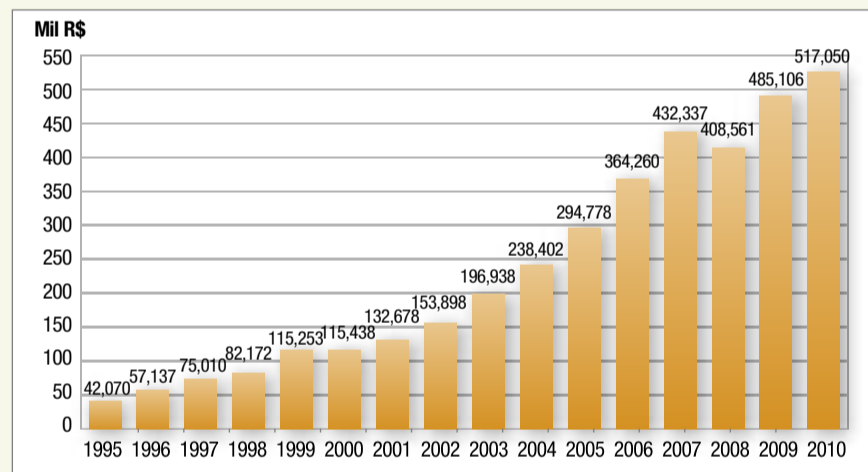
Towards that end, employees can make monthly contributions, as well as voluntary or occasional additional contributions. The bigger the amount and time of contribution,

the bigger the future benefits. "The difference is that the Company makes part of the contribution. Alcoa invests 50 percent at the time of the employee's contribution, and another 50 percent at the beginning of the following period, considering the business results," says Rose. "2011 wasn't different than the previous years. Alcoa contributed more than R\$5.8 million in February, which were apportioned to each participant's individual account," she adds.

Alcoa Previ is managed by officers from various departments of the Company and by external consultants' firms.

You can monitor the plan's investment performance and profitability by accessing the reports on Alcoa Previ's website in the community RH.com.Você.

### Alcoa Previ assets (R\$) from 1995 through 2010



## HIGHLIGHT

### Business Summit

## Franklin L. Feder represents Alcoa during Barack Obama's visit

While US President Barack Obama visited Brazil in March, the "Brazil-United States Business Summit" took place in Brasília. Held by the National Industries' Confederation (CNI), the Brazil-United States Business Council and the American Chamber of Commerce, the event brought together leading Brazilian and American businessmen, including Franklin L. Feder, President of Alcoa Latin America and Caribbean. The purpose of the meeting was to discuss essential themes for the country: energy and sustainability. One of the highlights was the US president's participation, with live transmission on the Internet.

"Just having President Obama in Brazil represents a significant advance in the relationship between Brazil and the United States. The dedication of part of his agenda to discuss



José Paulo Lacerda

### Barack Obama giving a speech during Business Summit

essential themes for the country's development endorses Brazil's leadership role in the world scenario," Franklin remarks.

In his speech, Barack Obama covered such themes as infrastructure, education and international cooperation, while emphasizing the fact that the both countries have entrepreneurs who have great dreams and obstinately make them come true. He stressed that his country is willing to strengthen the economic cooperation and expand its trade with Brazil.

### Belém Exhibition

## Historic and Cultural Heritage presented in Belém

Audiences in the State of Pará are given an opportunity to appreciate the state capital's important architectural legacy at the exhibition "Belém: Historic and Cultural Heritage." Coordinated by Alcoa's Belém Offices, the exhibition consists of panels with the history of six major monuments of the state capital and images of the house where the Company's corporate office is located. The exhibition will be open until the end of 2011.

"Belém's rich architecture is represented at the exhibition and encourages the preservation of the state's heritage, which must be permanent," explains José Fernandes, curator of the exhibition, who has been working with graphic arts in Belém for more than 12 years.



## HIGHLIGHT

### ● Plenary Meeting of Latin America and Caribbean

## Leaders align strategies for 2011

Leaders of Alcoa Latin America and Caribbean got together for the LA&C Leadership Meeting 2010, a meeting for pondering and aligning the organization's strategy for 2011. The connecting threads of the meeting were the advanced achieved and the expectations for the future. "At this time of expansion and deepening of our relationships in Brazil, whether in terms of business or sustainability, we seek to make the right moves and exchange information on best practices. The Plenary Meeting is undoubtedly of paramount importance," says Franklin L. Feder.



● Leaders during an exercise on organizational strategy

### Synergies were the highlight among participants

Silva Dias, Director of Human Resources, and Edson Schiavotelo, Director of Sustainability at BAESA, who attended the meeting, have similar opinions on the Plenary Meeting. According to them, it is an excellent opportunity for the leaderships to share their knowledge and experiences and, especially,

to learn from each other. Both talked about each person's importance to the Company's progress. "I noticed that the leadership is really motivated to overcome challenges. At the end of the meeting, work parties were formed in order to present actions for us to advance in each of the themes

given priority," says Edson. From now on, the strategy consists of carrying on with the work that commenced at the meeting. "We will monitor the results to make sure we're on the right path and at proper speed, so that we can make minor course corrections if any is required," says Silva Dias.

### ● Aerospace division

## TransDigm Group's aerospace division acquired by Alcoa

Alcoa has completed the acquisition of the aerospace fastener business of TransDigm Group Inc., a leading global producer and supplier of aircraft components. The business will become part of Alcoa Fastening Systems. The transaction is valued at US\$240 million and is expected to be

earnings and cash flow accretive in the first year. "This acquisition is an important step for Alcoa Fastening Systems," said Vitaliy Rusakov, President, Alcoa Fastening Systems. "It is a part of our strategic plan to accelerate the growth of our business, add efficiencies, broaden our technology

base and expand our product offering to better serve our customers." The three TransDigm fastener manufacturing facilities are located in Sylmar, California, and Redditch and Leicester, both of the United Kingdom. The transaction is expected to be completed during the first quarter of 2011.

### ● Minority shareholder in ERI

## Acquisition further stimulates sustainability

Electronic Recyclers International (ERI), the largest electronic waste recycling company in the United States, has recently sold part of its shares to Alcoa, which becomes a minority shareholder as a result of the new acquisition.

Through this partnership, Alcoa will bring in its recycling experience to face the growing challenge of electronic waste and use aluminum foil for producing more sustainable electronics.

"We see tremendous opportunity for aluminum in the consumer electronics market," said Kevin Anton, Vice President of Sustainability at Alcoa. "This partnership between our two companies enhances Alcoa's ability to deliver on its commitment to sustainability by increasing the recycling of consumer electronics and driving sustainable practices," he adds.

As part of its ongoing commitment to the environment and sustainability, Alcoa also announced today that it will become an enterprise member of the Basel Action Network (BAN)'s e-Stewards Certification program, an organization dedicated to eliminating the disproportionate impact of trade in toxic chemicals and products on developing countries.

### ● Quality Audit

## Schwarz conducts audit at Utinga

The Utinga Unit received auditors from the customer Schwarz for a verification of its manufacturing processes and quality systems. The audit resulted in Alcoa being assigned a 97-percent grade, demonstrating its compliance with the customer's plant requirements. "This result gives us credit to keep seeking excellence and leadership in this market, which are key factors to support our business strategy," says Eduardo Albuquerque, Director at the Extruded Products Business Unit.

Schwarz is one of the most important customers of the Extruded Products BU, and its products are used in vehicle climate-control and braking systems.



### ● Transportation and logistics in São Luís

## Transfer and loading system upgraded

Around 70 employees divided into 13 teams on various fronts worked on the upgrade of the alumina transfer and loading system at the Port of São Luís. The project replaced the programmable logic controllers (PLCs) of five substations and the control room.

The project consumed two years of work, and was planned for implementation in 24 hours. Thanks to its importance and the integration of the Operation and Engineering teams, the process was completed in just 20 hours.

The release of the system prior to the expected time was a testament to the competence of the team in charge at Alumar, which received the news on the successful transfer with great joy and satisfaction. The agility of the system will also enable training actions and tests to be conducted during its delivery.

### ● Alumar



● Reduction Plant Automation team known as IPS (Information and Process System)

## Online RC project brings progress to crucible craft operators

The Reduction Plant's Automation Team, currently known as Information and Process Systems (IPS) and responsible for Alumar's control systems and processes, has developed the only RC project, which provides instant information to crucible craft operators through an onboard computer installed on the very equipment. Up and running since 2010, the system enables the operator to accurately determine where to pick up or drop off crucibles in the Vat Room.

"When this information was provided by radio, it took the flow coordinator a lot of time. Today, it accounts for this communication, records service times, and quickly provides information for a better metal flow management," said João Sandoval, Supervisor of the Vat Room for Line 2 and Metal Flow.

After a little more than three months in use, the system has proved highly stable and represents a milestone in the use of wireless technologies at Alumar, according to Alberto Oliveria, IPS Systems Analyst.

## ● RECOGNITION

### ● Audit

# Alumar Reduction Plant is a world reference

When Alumar's Reduction Plant underwent the audit conducted by Lifecycle Engineering (LCE) according to the REx protocol (excellence in reliability), the section was considered excellent in the management of its equipment and systems. Since then, Alumar's Reduction Plant has been a world reference. To demonstrate that, it achieved in 2010 the important score of 855 points under the REx protocol, out of a total 1,000.

"This milestone is the result of a consistent partnership between maintenance, operation, engineering, quality and costs, a culture of responsibility and continuous improvement, the engagement of everybody, regardless of hierarchy, the application of best practices to better use our equipment and systems, and especially a team working with greater confidence and qualification and prepared

for new challenges," says João Caracas, Superintendent, Gantry Crane Maintenance, Vat Room and Planning.

#### Composition

Reduction is the final step in Alumar's value chain. In the reduction plant, the alumina produced in the refinery is dissolved in an electrolytic bath at 950°C inside electrolytic vats, where it is reduced (hence the name Reduction) to aluminum, which is then removed from the vats and conveyed to water-cooled molds in the casting line. It consists of the Electrode areas, Vat Rooms, an Alumina Conveyance and Bath System, a Gas Treatment System, and a Casting line. Those sections are responsible for an annual production of 440,000 tons of aluminum that are marketed all over the world.



● Reduction plant REx leaders

### ● Covalece Ethical Ranking

## World leader in ethics again

The Covalece Ethical Ranking, a study conducted by Covalece, based in Geneva, Switzerland, to evaluate multinational organizations, has considered Alcoa the world's most ethical company in the mining and metallurgical industry for yet another year.

Covalece's reputation index tracks 581 companies in 18 industries and shows how the multinationals are viewed on the ethical front. The analysis is based on 45 criteria, including labor and conduct standards, social responsibility, and human rights policies.

Alcoa has ranked first in that category since the ranking began in 2005. Across all industries and companies, Alcoa came in 15th. "Being the industry leader according to Covalece demonstrates our employees' continuous commitment to the Company's values. It is recognition of our respect for commercial relationships, people and the environment," says Klaus Kleinfeld, President and CEO of Alcoa.

### ● SESI Awards

## Alumar highlighted at SESI awards

Alumar has won the SESI Work Quality Awards for "Safe and Sound Workplace" and "Social and Environmental Development". The awards are a recognition for companies with policies in place for creating a healthy and productive workplace and which seek to appreciate and benefit their employees.

The SESI Awards are organized into micro, small, medium-sized and large business categories, and six awarding criteria are considered for evaluating corporate practices in social responsibility.



● Alumar and SESI representatives during the award presentation

## ● CUSTOMERS

### ● Albra and Alcoa

## Training for businessmen focused on frame business management

Expanding Alcoa's technological knowledge of aluminum frames, developing partnerships, and providing a technical refresher program for manufacturing customers and partners. These were the goals of the training program that involved Alcoa and Albra-Alumínio Brasília, which was provided in Brasília for around 80 people, including aluminum frame manufacturers, architects, engineers and builders. "These training programs are essential for specifying and standardizing aluminum frames because, by investing in knowledge, we'll achieve better results and require fewer corrective actions in the future," explains Jorge Ichikawa, architect and technical consultant for Alcoa. "Due to the upturn in building and construction and the competitiveness in this market, aluminum frame businessmen need to think more and more of their management of the business as an industry, broadening the horizons of metalworking. Accordingly, quality workmanship turns from a distinguishing feature to a requirement," the architect points out.



● Ichikawa during training for businessmen

### ● Visit by Gregory Wittbecker

## Marketing leadership brings market knowledge

Following the world trend towards further stressing the Customer value at Alcoa, the Primary Products BU was visited by Gregory Wittbecker, Vice President of Marketing, in order to promote and share best practices from other locations.

At a dinner with major customers of primary aluminum, Gregory delivered a presentation entitled "Aluminum Market Overview," covering world trends in the aluminum market.

"The overview and global context of the aluminum market sparked a very rich debate, bringing us even closer to our customers. The well-structured piece of business intelligence that was presented was never seen before in our market and is part of a series of customer valuation initiatives that we are now providing," says Otavio Carnevali, Primary Products Sales Director. The same contents were presented at the plenary meeting, contributing a lot to the planning for 2011.

## ENERGY

### Self-sufficiency

## Energy: inside-the-fence generation

Energy is one of the most important elements of aluminum production. Since it is an energy-intensive business, Alcoa Inc. has been investing in inside-the-fence generation for more than 100 years.

In Brazil, however, investing in inside-the-fence generation only became possible after the applicable law was amended in 1996 to allow private investment. In 1997, Alcoa received, in conjunction with other companies, a concession to implement the Machadinho hydropower plant project, which was built and started up in February 2002. Since then, Alcoa has invested in other power plants: Barra Grande (2001-2005); Serra

do Facão (2007-2010); and Estreito (2007-2012), which is expected to be 100-percent concluded in April 2012. Once the four of these power plants are in full swing, Alcoa will achieve 70-percent self-sufficiency.

Today, the Poços de Caldas plant is 100-percent supplied with its own energy. Upon start-up of the Estreito plant, Alumar, in São Luís, will have 45 percent of its energy requirement met by inside-the-fence generation. The remaining 55 percent will be supplied under a contract with Eletronorte. Together, such generation assets have assured Alcoa availability of electric power at competitive costs for the next few decades.

### Alcoa stake in Hydropower Plants

Plant	Location	Start-up	Total capacity (Mw)	Alcoa Stake (%)
Machadinho	Uruguai River, border of Santa Catarina and Rio Grande do Sul	2002	1140	25.74
Barra Grande	Pelotas River, border Santa Catarina and Rio Grande do Sul	2005	708	42.18
Serra Facão	São Marcos River, Goiás	2010	210	34.97
Estreito	Tocantins River, Border of Maranhão and Tocantins	2011	1087	25.49

### Consumption

## Energy Cost in Brazil

Brazil has historically had globally competitive energy costs. However, the situation has been changing drastically over the past few years by reason of the appreciation of the Real and increases in transmission charges, which have been making the energy produced in Brazil one of the most expensive in the world.

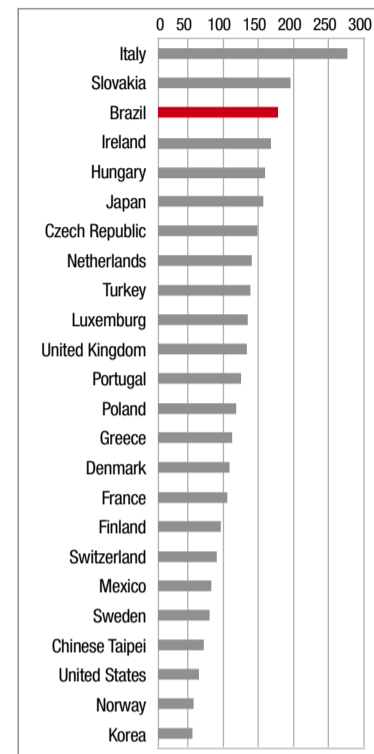
The aluminum industry has been particularly affected by the escalate in energy costs, having a direct impact on the value chain. Said escalate has already caused two aluminum companies to close down in Brazil in the last 24 months:

Novelis, in Aratu, Bahia; and Valesul, in Santa Cruz, Rio de Janeiro. Concerned about this state of affairs, Alcoa has been seeking solutions to minimize the impact of the increase in energy costs on aluminum production.

While the Company's own generation assets secure much of the production, an important part remains exposed to market prices.

For Alumar's energy supply, the cost of the energy purchased from Eletronorte is currently the highest of Alcoa's entire aluminum reduction plant system around the world, a rather unfavorable position. For this reason, countless alternatives are being considered for reverting this situation and ensuring a promising future for Alcoa's operations in Brazil.

### International rates 2010 Industrial consumers (US\$/MWh)



Source: Key World Energy Statistics 2010 (IEA). Brazil rates: Aneel

### Technology



Fish transposition mechanism

## Serra do Facão uses unprecedented fish transposition mechanism in the country

An innovative Fish Transposition Mechanism (MTP, in Portuguese) that involved substantial investment has been implemented at the Serra do Facão Power Plant in order to allow fish species to migrate during the spawning season. The mechanical equipment making up the mechanism is currently being tested, while bio-hydraulic adjustments are made to the fish attraction system.

The construction of the MTP was

the result of combined efforts of the Engineering, Project and Environment teams, as well as independent consultants on hydraulics and fish specialists.

According to Guilherme Bretas Nunes de Lima, Social and Environmental Coordinator of the project, the process is divided into three stages: fish attraction and catch; displacement; and release on another spot. "A major advantage to this action is

that the stored water is not used for attracting fish. The MTP pumps the river's own water to create the attraction flow, enabling the process to be implemented at insulated places or at least far from the bus circuits, thereby reducing interfaces and interferences with the hydropower plant project," says Guilherme. "Besides, it performs a triage of target species for transposing and finally releasing the fish at appropriate places," he adds.

### Enterprise

## Estreito to start up

The start-up testing of the Estreito power plant was run in April. The start-up of the first turbine will enable the generation of 135 and of the 1,087 megawatts (MW) planned for the enterprise, which will reach full capacity in 2012. Upon start-up of the entire project, Alcoa will reach 70-percent self-sufficiency in energy generation.

Learn about the project:

- Consortium members: Alcoa, Camargo Corrêa Energia, Suez Energy and Vale
- Investment: R\$4 billion
- Location: Maranhão-Tocantins border
- Installed capacity: 1087 MW
- Assured power: 584.9 MW
- Reservoir volume: 540 billion liters, covering an area of 555 sq. km



## ● PARTNERSHIP

### ● Profile donation

# Itapissuma donates aluminum products to university in Pernambuco

Since last year, the Itapissuma site has been donating aluminum products for educational use by the Engineering department of the University of Pernambuco. The material is being used to create the prototype of a vehicle called "Baja", designed and built by a team of students. Nicknamed "Curisco", the team participates in regional and national university games, and their designs are examined for evaluating such predetermined requirements as suspension and sturdiness, among others.

Alcoa's participation in the donation initiative was coordinated by the management of Quality and Processes, represented by consulting engineer Eulámpio Arcoverde, process



● Baja vehicle built from Alcoa aluminum

engineer Mauricio Oliveria, and technician Wollace Pessoa. "Prior to donating some tubes and billets, we provided guidance

on features and possible applications. That way, not only to we contribute the material as a business, we are also a partner

with experience in fabrication and educate the students in the peculiarities of aluminum," says Eulámpio.

### ● Management of the Amazon: Business Actions, Governmental Policies, Studies and Proposals

## Book discusses challenges of sustainability



A major challenge is facing the so-called new capitalism: the promise of a green economy in the Amazon. A comprehensive analysis of this theme is provided in the book "A Gestão da Amazônia: Ações Empresariais, Políticas Públicas, Estudos e

Propostas," by Jacques Marcovitch. A professor at the School of Economics, Management and Accounting, former dean at the USA and coordinator of one of Brazil's most important global warming studies advocates the idea of creating markets than can

value not only products, but also the numerous ecosystemic services provided by the forest. "The new capitalism will have to face the challenge of not only reducing poverty and inequality, but also keeping the forest peoples' cultural tradi-

tions alive," the author describes.

In his book, sponsored by Alcoa, Jacques also includes a questionnaire that allows readers to learn about the business strategies of ten major companies that are present in the Amazon.

### ● Launch

## BAESA backs art and culture

BAESA has provided institutional support for two important artistic events: the performance of the opera La Traviata at the Pedro Ivo theater, in Florianópolis, Santa Catarina; and the publication of the book "Sua Majestade, o Rio Pelotas: Memórias, Histórias e Heranças de um Rio," by Christina Elisa Baumgarten.

Performed by Cia. Ópera de Santa Catarina, La Traviata moved the audience. Backed by BAESA, the State of Santa Catarina

has retained the privilege of being the only state in the South region to have annual opera presentations in its cultural calendar.

The book by Christina emphasizes stories related to the Pelotas river, the cities and communities by its banks, legends and traditions, and the buildings erected on its bed, such as the Barra Grande Hydropower Plant.



## ● PRODUCTION

### ● Record result

## Primary aluminum hits record sales to the domestic market

In the entire history of primary aluminum sales in Brazil, which began in 1970, there had never been such a dramatic figure as that reached by Alcoa in 2010: Nearly 14,000 tons of primary aluminum were sold in the domestic market.

For Fabiano Urso, of Primary Metal, the increase is the result of a sales strategy consistent with the Company's requirements and the growth in demand in the domestic market. "We're all very happy about this record, especially because this target has been achieved thanks to the joint efforts of the Plant, Application Engineering, Research & Development, Marketing

and Sales teams," the associate explains.

Strategy really is the word that best describes such record performance. "Since 2009, when the market was affected by the world crisis, several Alcoa departments have combined their efforts to seek profitable alternatives and sales solutions for the Company," says Maria Renata Vaz, Marketing Manager. "The response was to bet on the domestic market and invest in sales of higher value-added products to customers. The result couldn't have been different: the record month of 2010 had almost twice as much worth of sales compared to some months of 2009, all with greater profitability," she adds.

### ● Brazilian Habitat Productivity and Quality Program

## Domus line receives quality certification

The Domus has been recently added to the list of products certified by the PBQP-H (Portuguese initials for Brazilian Habitat Productivity and Quality Program, created by the Federal Government). Aluminum frame manufacturers and construction companies will benefit from the certification. End consumers, for their part, will benefit by buying homes built with duly tested and passed product. "Alcoa, together with the best systems suppliers in Brazil and through the Brazilian Aluminum Association (ABAL) and the Association of Aluminum Frame Manufacturers (AFEAL), has implemen-

ted the PBQP-H for aluminum frame systems. We are one of the main supporters of this program, as the certification improves our access to building companies," says Paulo Gentile, coordinator of Alcoa's Technical Center.

In addition to the Domus line, the Company has obtained certifications for the Master, Inova and Gold lines. This means that the products from these lines fully meet the requirements of Brazilian Frame Standard NBR10821 of the ABNT (Brazilian Association for Technical Standards) for water tightness, air tightness, handling and usage effort.

## ● HEALTH

### ● Health Guidance Center

## A faster, more practical medical care for Alumar employees

Established in the Dal Plaza shopping mall, the new service space of the Alumar Health Guidance Center was opened to provide faster, more convenient medical care.

There, Alumar employees and their families will find a multi-disciplinary team consisting of general practitioners, pediatricians, gynecologists/obstetricians, nurses, a psychologist, a nutritionist and a social worker. In addition, a series of lectures and workshops are provided at the center for guidance on healthy habits.

Alumar's Director Nilson Ferraz, HR Manager Luiz Burgardt, Manager of HSE, Alcoa Management System and Institutional Relations Dulcimar Melo Soares, Medical Service Superintendent



● Team of physicians and clerks at the Health Guidance Center

Raimundo Barbosa and other guests participated in the opening ceremony. "We provide our employees and their families with complete preventive medical care," Nilson Ferraz remarked.

## ● COMMUNITY RELATIONS

### ● Hospital and Child Protection Center

## Positive Agenda at Juruti and exercise of citizenship

With the completion of the expansion of the Francisco Rodrigues Barros municipal hospital, the population of Juruti and some neighboring towns now rely on better healthcare facilities. With the new space, the hospital has 22 beds, 16 for commitment and six for emergencies. The hospital's board expects to receive around 2,500 committed patients and conduct 720,000 general ambulatory procedures, as well as 60,000 complementary healthcare actions, per year.

"The expectations are as positive as they can. It's a quality service, and patients will be well-received. This hospital will also serve neighboring towns, such as



● Francisco Barros Municipal Hospital

Faro and Terra Santa, Pará, and Corocoró, Amazonas," said Ana Marcia Oliveira, Municipal Secretary of Health. The hospital expansion

is part of the Positive Agenda, which consists of investments that Alcoa voluntarily makes in partnership with the communi-

ty, civil society and governmental authorities.

### Children on the agenda

The municipality of Juruti has been strengthened by other citizenship promotion initiatives, such as the opening of the Child Protection Center, which is also part of the Positive Agenda. The Center provides care for children and adolescents in cases of breach of their rights. Located in the district of Maracanã, the new facilities include a dormitory, an archive department, an auditorium, a psychological care room, and five counseling rooms. The land acquisition and construction investment has totaled around R\$160,000.

### ● Environmental Research Projects

## Scholarship grant to Alcoans

Alcoa, in partnership with the Earthwatch Institute, has been providing Alcoans with scholarship allowances since 2003 for environmental research projects around the world.

This year, 25 Alcoans will be able to participate as grant holders in the program, which will include to expeditions in Brazil, both in the Cachoeira River Natural Reservation, State of Paraná. The other expedition will be in the

Gutianshan Natural Reservation in the province of Zhejiang, China.

The expeditions will extend for a week, and the related absence from the workplace will be considered a paid leave, while travelling and accommodation costs will be borne by the Alcoa Foundation.

Alcoa's partnership with Earthwatch is an extension to the Company's sustainability program, and also an opportunity for change in attitude at

the workplace, at home and in the very community. After they return, the employees will replicate their experiences and lessons learned. Compared to the previous years and to the participation of countries like China, the United States and Australia, Brazil exceeded the best expectations by hitting the record number of 73 registrations, against 15 for the previous edition. The list of selected employees will be announced in the month of May.

### ● Rules and guidelines

## BAESA launches Code of Ethics and Business Conduct

To further confirm its ethical behavior and business commitments, BAESA has concluded the preparation of its Code of Ethics and Business Conduct. On 18 pages, the document lays down the rules, guidelines and recommendations that will formally govern the behavior of its employees and suppliers. The Code of Ethics is intended as a reference in conduct, so as to guide the company's internal and external relationships.



### ● Change

## Service Desk office now hosted by Paço das Águas, in Poços de Caldas

The end-user IT service model (formerly Help Desk) has been redesigned and is now called Service Desk. The department is now based in Poços de Caldas, at the Paço das Águas Office, following the global standardization of end-user service processes and tools.

Since last year, the Service Desk can be reached at the telephone number ACTNET + 649 + 9200 (Voice Channel) or (35) 2101-9200. For Alcoa Brazil users, the service continues to be provided 24 hours a day and includes tickets opened via the MyAlcoa Portal.



### ● Poços de Caldas

## Laboratory receives ISO 17025 certification

The Poços de Caldas Laboratory team can only be proud. Kleber Albuquerque, Executive Director at Rede Metrológica de Minas Gerais (RMMG), personally delivered the ISO/IEC 17025 Certificate to the team. The certificate is a demonstration of the excellent result achieved by the Laboratory in the audit conducted by RMMG, which evaluated the overall requirements for certification of testing and calibration laboratories.

The event was attended by the Laboratory team and leaders of the Poços de Caldas Refinery, Chemical and Mining Department.



## ● COMMUNITY RELATIONS

### ● Mini-businesses

## Locations certify 60 more students

A total of 66 students, guided by 24 of Alcoa's Human Resources, Production, Finance and Marketing associates, had their mini-businesses certified. Backed up by volunteers, the students ran mini-businesses for 15 weeks in the second half of 2010.



The course is primarily intended to awaken enterprise in young students and provide them with hands-on experience in economics and business as they run their companies. The Alumar site participated with 23 students and six employees, Poços

de Caldas with 23 students and 10 employees, and São Paulo with 20 students and eight employees.

Since 1997, the mini-business program has certified more than 1,900 mid-school graduates.



● Alumar, Poços de Caldas and São Paulo students coached by Alcoa employees graduate from mini-businesses



### ● Pajiroba Project

## Exhibition fosters learning on rural communities

The Business Citizenship Institute (ICE) has held in São Paulo the exhibit "Pajiroba Project: A story of partnerships, mobilization and shared learning." The three-year project has yielded valuable knowledge to the ICE, its partners (Alcoa, Alcoa Institute, Alcoa Foundation, and Construtora Camargo Corrêa) and the participating communities. Participants were able to gain in-depth knowledge of the reality for small farmers in the Amazon, the potential of collective work, and the power of the communities leading role in their own development.

Two publications were launched at the event as well: an institutional piece on lessons learned from the action and its results; and a farmer's manual, with production and project management techniques. There was also a showing of the video for the project. The hostess Renata de Camargo Nascimento, Chief Executive Officer at the ICE and chairperson of the Alcoa Institute's board, received guests and the Institute's leadership.

### ● World Community Service Month

## Competition awards bet photos during World Community Service Month

A competition was held to celebrate the 5th anniversary of the World Community Service. Organized by the Alcoa Foundation, the event encouraged employees and interns to show their particular visions on what was being done in the communities, whether individually or as part of a team.

Brazil's best four photos received a cash award from the Alcoa Institute, for donation to an institution of the volunteer's choice.

"We had a winning photo from Jamaica and one from Brazil, of which we are very proud," says Suzana Sheffield, Vice President of the Alcoa Institute.



● One of the winning photos from the Utinga site

### ● Jamaica

## Alcoa Foundation backs up project that helps children with sickle cell disease

Some 8,500 newborn infants have been screened annually between 2008 and 2010 for sickle cell disease in the parishes of Manchester, Clarendon and St. Elizabeth through a project being funded by the Alcoa Foundation and Jamaica's National Health Fund.

Jamalco's Director Jerome Maxwell visited the Mandeville Regional Hospital and commended Professor Graham Serjeant, coordinator of the operation, and his team for the work they are doing.

### ● Family Fair

## More than 50 families of Alcoans and contractors participated

Held at Poços de Caldas, the Family Fair was attended for two days by more than 2,000 people, who visited the stands of 51 families of Alcoans and contractors. In its fourth edition, the event is based on the fair market concept and designed to exhibit and sell products and crafts made by the families. For this year, the big novelty was the Fashion Family parade put on by 80 children under 17 years old. Also, the most creative stand was elected.

### ● Juruti

## Youths attend workshop against household violence

The Juruti Bauxite Mining Operation has held a workshop that is part of an awareness campaign against Household Violence and Sexual Violence against Children and Adolescents. It was attended by 40 people, including officials of the municipality's Departments of Social Services, Health and Education. The activities were coordinated by two educators from the NGO Rádio Margarida, based in Belém, Pará. The event included a showing of the movie "The Best Things in the World," followed by a debate involving a group of 35 adolescents from municipal schools. The debate was mediated by educators and social workers from the region.

### ● Project launch

## Improvements in Alcoa Building at UFSCar

The project for updating the physical structure and equipment procurement process at the Alcoa Building at the Federal University of São Carlos (UFSCar) has been launched, after being enabled by a donation from the Alcoa Institute. The launching function was attended by Otávio Carnevali, Primary Products Sales Director; Suzana Sheffield, Corporate Manager of Community Relations; Affonso Bizon, the unit's Manager of Operations; Jorge Gallo, Superintendent of Research & Development and Innovation and coordinator of the agreement; Mônica Frison, Supervisor of Corporate Affairs; Bruno Teider and Paulo Tiba, of the Applications & Development Department; Lenira Sólita, of the Corporate Relations Leadership Team; and professors of the University.

Erected in 1995, the Alcoa Building hosts the Material Engineering and Microstructure Group (GEMM).