The Journey to Excellence...
EDITORIAL

Ducab was having a field day over the past few months, literally. With an action-packed events calendar Ducab was shuttling between exhibitions, conferences, as well as environmental and public health campaigns at home and abroad. Delegates and visitors at MEE and WETEX, the flagship events for the region’s energy sector, were able to receive an update on our expanding capabilities and successful partnership with landmark infrastructure initiatives. The enquiries we received on the High Voltage (HV) Cable factory under construction in Jebel Ali was clear proof that there is enormous anticipation and trust on our capacity to respond appropriately to industry needs.

Qatar and Oman remain highly promising markets for us and have encouraged us to step out of our traditional UAE stronghold and establish a pan-GCC presence in recent years. The Interiors & Buildex 2010 exhibition in Oman gave us an opportunity to display our innovative and industry-leading solutions for the utilities and oil & gas sector. The Project Qatar Exhibition also saw Ducab stepping up its marketing outreach after having made a confident entry into the market last year.

One of the most outstanding initiatives was our participation in the African Utility Week, an exhibition and conference held in Durban, South Africa. AUW 2010, now in its 10th year, is Africa’s largest power, and water utilities event and the event being held in one of the most vibrant hub in the African continent allowed us to establish our presence and contacts in one of the fastest-growing markets in the world.

The European market remains clear and visible on Ducab’s radar and appearing for the first time in the Hannover Messe in Germany last year was a definitive action in this direction. This year Ducab returned to the show with the energy cables, accessories and copper products, displaying them before 2.5 million people who visited the world’s largest power, industrial and energy exhibition despite the volcanic ash cloud flasco.

Now, the reward – for the second consecutive year Ducab has been honoured by the Superbrands organisation for its marketing and branding excellence. The GCC has seen a number of B2C brands entrenching themselves as the best in the world, but a B2B brand winning and retaining the honour is exceptional. It not only speaks of the strength of our product range but also the diligence and excellence we uphold in maintaining our B2B relations. For the marketing team it is indeed a fitting finale to their efforts over the past year and an occasion to celebrate.

We will not be resting on our laurels, for sure. Innovation is the best armour against complacency. In this regard I should mention that Ducab’s participation at the Ideas Arabia 5th International Conference and Suggestion Scheme Workshop held recently in Dubai was a clear demonstration of our determination to sustain the quality of innovation that has brought us so far.

The following pages will give you an overview of the scale of activities completed, commitments made, and milestones achieved in the last few months.

Looking forward to another remarkable period of action and accomplishments together with you.

Eid Mubarak!

Adish Chaturvedy
Marketing Manager

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Eid Mubarak!
Road to excellence

We are now more than half way through our 31st year and Ducab continues to change and develop – responding to the needs of our customers and the markets that we operate in.

One aspect has always marked out Ducab’s approach to this industry ever since the earliest days in Jebel Ali and that is Quality. It is entirely appropriate that this issue of CableTalk discusses in-depth about the pursuit of Quality at Ducab. It is not just the certifications, important though they are, but it is the pursuit of Quality in everything we do is what differentiates Ducab.

In the market the Ducab name stands for Quality and it was very pleasing indeed that the Ducab brand was recognized as UAE Superbrand for the second year running in July 2010.

It is a recognition of the efforts of the marketing team and of 30 years of consistent focus on improving Quality of product and Quality of services.

Looking forward we must not allow room for complacency as we continue to improve – responding quickly to the changes in our markets and working even harder to set the industry benchmarks for our products and our service.

We must continue to seek out the best customers to work with those who appreciate the service we provide and who challenge us to be better.

Best wishes and Eid Mubarak!

Andrew Shaw

Managing Director

Standing tall at Middle East Electricity with ‘Burj Khalifa’

Middle East Electricity, rated as the leading energy event of its kind anywhere in the world had another successful run in Dubai earlier this year, with Ducab and other major manufacturers returning for a broader and comprehensive display of their capabilities.

Nearly 1,000 local, regional and international exhibitors, including 17 national and industry pavilions, from over 50 countries attended the exhibition, which ran from the 9th - 11th of February 2010 at the Zabeel Hall of the Dubai International Conventions and Exhibitions Centre. The three-day exhibition attracted more than 45,000 visitors from over 100 countries.

Ducab used the high profile forum to explore new opportunities and network with existing as well as potential clients. While displaying its latest range of energy cables and copper products Ducab also used this platform to launch the new range of Ducab Connect Cable components and accessories.

The Ducab stand, one of the biggest displays by the company in any exhibition so far, had an impressive copper-fabricated miniature of the Burj Khalifa, which added to the high level of visitor interest in the company and its offerings. Ducab also hosted two seminars, in association with its partners Dow Chemicals and FM Sудаль, during the exhibition and brought out a special supplement with Khaleej Times to celebrate the 30th anniversary of the company.

As part of capturing customer feedback, Ducab also conducted a survey on customer service parameters during Middle East Electricity 2010. “The Middle East Electricity was a highly productive outing for Ducab as it helped us to hit strategic targets and enhance our visibility in critical markets. We received over 600 visitors at our stand and also a lot of enquiries on our product lines. On top of that, we came back from the event with a great deal of insights that become extremely valuable in our forward planning,” said Andrew Shaw, Managing Director, Ducab.

Africa ready to be wired

As part of expert market development strategy, Ducab participated in African Utility Week (AUW 2010), an Exhibition and Conference held in the South African city of Durban.

The event was held from 22nd - 25th February 2010 which also saw the launch of Ducab in South Africa. It was recently that the Ducab range of low voltage cables received SABS approval. However, the full range of Ducab products of cables, copper and Connect accessories were displayed prominently at AUW 2010.

AUW 2010 now in its 10th year and is Africa’s largest power and water utilities event with special focus on Power and Water Utilities of South Africa.
Ducab Oman in action

Industry experts estimate that Oman would increase government spending by 12 per cent in 2010, compared to the previous year and according to Chew Wei Tan, GM Sales & Marketing at Ducab, major share of this investment will go into infrastructure.

Sensing an opportunity Ducab recently attended the Interiors & Buildex 2010 exhibition held in Muscat displaying its capabilities and attracted significant interest from key players in the Sultanate’s infrastructure segment. Ducab is no stranger to Oman, having previously supplied cables to landmark projects in Oman including the Solar Aluminium Project, Bank Muscat, and the Al Ghubrah S MIG Desalination Plant, among others.

The power cable market in Oman is currently valued at OMR139 million ($361 million) and Ducab believes it can target a sizeable share of this expenditure, especially with the latest additions to its product lines.

Ducab’s participation at Interiors & Buildex 2010 mainly centered on its Special Cables Unit, dedicated to offering tailor-made solutions for the oil, gas and petrochemicals (OGP) sector, and the HighVoltage (HV) cable factory, which is under construction now. OGP is a major focus area for Oman and that is also where Ducab sees the biggest room for growth.

Ducab currently has sales offices in Oman, Qatar, Bahrain and KSA, besides its six manufacturing facilities in the UAE. "Our recent product innovations and capacity expansions has established as one of the leading suppliers for infrastructure developers. We are also now in a position to increase our presence in Oman without altering our current operations in other GCC markets," said Aishah Chaturvedy, Marketing Manager, Ducab.

Ducab reconnects in Hannover

Germany welcomed Ducab again as a delegation from the company, comprising top level executives and marketing teams, arrived to participate in Hannover Messe 2010, the world’s largest power, industrial and energy exhibition.

It was the second year in a row that Ducab participated in this high profile industry forum. The objective was to identify new opportunities for Ducab to expand into the burgeoning markets in the EU and abroad. Ducab exhibited its energy cables, cable accessories, and copper products in Europe, connecting with nearly 25 million visitors to the exhibition.

This year’s Hannover Messe exhibition was held under the motto Efficiency - Innovation - Sustainability. The event also hosted 1,800 exhibitors in 13 parallel trade shows featuring international contractors, suppliers, and construction clientele. For Ducab participating again in the event was a demonstration of its confidence in its increasing global competence and its optimistic outlook for the future of the industry sectors it serves.

"Last year we received an encouraging response from our participation at Hannover Messe 2010. Hannover being an exceptional opportunity to identify the collective advancements in the power and energy industry we had more reasons to be back at the show this year," said Andrew Shah, Managing Director of Ducab.

According to Business Monitor International’s (BMI) Germany Infrastructure Report for Q1 2010, the German construction industry alone is predicted to grow to approximately $148B by 2014. While the report puts Germany’s energy sector behind industries such as transportation, the macroeconomic outlook is reportedly one of the strongest and most developed in Europe.

"We have gone the extra mile in making sure our products follow BICC and international standards like BA-SEC and LPCB, making them competitive with the best supplies offered the world over. Looking to international markets is one of the ways that Ducab has managed to maintain a strong revenue flow, and this will be particularly important as global economies start to recover from the financial downturn," added Shaw.

Event: Hannover Messe 2010
Held at: Hannover, Germany
Date: 19 to 23 April 2010
Profile: 2.5 million visitors, 13 parallel trade shows and 1,800 lectures
Ducab participated in the event for the second year in a row, represented by top level executives and marketing teams.
Stepping up at Project Qatar

The rapidly expanding construction sector in Qatar is a big draw for manufacturers and services providers worldwide. Massive international investment has been flowing into the country by way of ongoing development projects such as $5.5 billion New Doha International Airport, $5 billion Lusail real estate project, $5 billion tourist project in Al Khor, $2.5 billion Energy City; $2.5 billion Pearl Island; $2 billion causeway linking Qatar and neighbouring Bahrain and the $1.2 billion leisure city in the capital Doha.

With the sheer magnitude and variety of ongoing projects and the enormous purchasing power enjoyed by the country differentiation is critical to be the chosen partner. Having made a confident entry into the Qatar market Ducab put up a spectacular display of its capabilities at the Project Qatar Exhibition, held from the 12th - 15th of April 2010 in Doha.

The exhibition held at the Doha International Exhibition Centre gave Ducab a good opportunity to attract the attention of potential business associates, customers, vendors and senior decision-makers.

Reaching out at Ruwais

An excellent opportunity for learning, networking and outreach, all bundled into one - the Ruwais HSE (Health, Safety & Environment) Campaign organized by ADNOC this year was precisely that and Ducab made most of this valuable opportunity.

The annual campaign was held at the Ruwais housing Complex from the 22nd - 24th of March 2010 under the theme, “Sustainable Living”. Ducab and its customers including Gasco, Takreer, Borouge, Adco and Fertil attended the four-day event.

Ducab displayed samples of its cables and distributed product catalogues, CDs and brochures to visitors at the event. The special features of the cables developed by Ducab as well as the HSE systems, certifications and awards (RoSPA & AGCC Environmental Award) won by the company were also featured in the information material and displays at this year’s campaign.

“Visitors to the Ducab stall at Ruwais HSE Campaign this year were mostly personnel from electrical department who are the end users of our cables. It was nice to interact with them and get a direct feedback on the quality of our cables and service,” said Manoj Pillai, Manager - QHSE.

Morning at Ducab, the unique customer relations and familiarization programme rolled out by Ducab elicited a high level of interest from visitors. Ducab representatives also met with representatives from the Environmental Friends Society, Heroes of the UAE, Environment Agency, Abu Dhabi and the Emirates Foundation for Philanthropy to discuss collaboration of corporate social responsibility programmes.

During the entire duration of the campaign, a mobile blood donation van was parked outside the exhibition tent to encourage and facilitate blood donation.

The campaign also had various other activities such as HSE Quiz, drawing competition for children and families, marathon for children and families as well as lectures on various environmental topics. Raffle draws held at the end of every competition added to the excitement around the event.

Best in Abu Dhabi Awards

Abu Dhabi saw Ducab among the emirate’s best as the Rotana Yas Hotel hosted the Best in Abu Dhabi Awards 2010 held on the 30th of May. Demonstrating its commitment to fostering innovation, best practices and industry fellowship, Ducab sponsored the Best Property Development category in the awards organised by ITP.

The nominees for the Best Property Award this year were Yas Marina Circuit, Yas Hotel, Abu Dhabi Airport Terminal, Sheikh Khalifa Motorway, Yas Hotel walked away with the honours, along with 23 winners from the other categories including an ITP Special Achievement Award.

Digitarians in the business and social realms of Abu Dhabi were present at the ceremony to applaud the torch-bearers of excellence and innovation that has made Abu Dhabi one of the fastest emerging global capitals.

“The property sector in Abu Dhabi has shown remarkable strength and leadership even when traditional markets all over the world struggled to stay afloat in recent times. The Best in Abu Dhabi 2010 Awards is a fitting tribute to all who helped Abu Dhabi to keep moving forward and sustain healthy competition in business,” said Anson, Blodwin, Johnson and Sajith Kumar.

Event: Project Qatar Exhibition
 Held at: Doha International Exhibition Centre
 Date: 12-15 April 2010
 Ducab displayed its range of products and was able to attract significant attention from potential business associates, customers, vendors and senior decision-makers.

Create, innovate, and encourage

With innovation being increasingly seen as a key differentiator in the current global economic climate Ducab recently had an opportunity to evaluate strategies and promote creativity among its own human resources.

The occasion was the Ideas Arabia 5th International Conference and Suggestion Scheme Workshop held at the Grand Hyatt, Dubai from 21st - 27th of April.

The workshop, led by Abdul Qader Ali, Chairman of the Idea’s Subsidiary Group in the Dubai Quality Group, The focus of the workshop was on how to evaluate a suggestion and how to tackle the problem which the suggestor seeks to solve, to the satisfaction and advantage of all concerned.

Accordingly, the workshop took participants through various aspects, starting with the basic notion of what a suggestion is and moving on to the various stages in the suggestion cycle, from the objectives of the system and how to encourage suggestions to their evaluation, implementation and rewards.

The topics covered included communication with people of great ideas, quality of customer satisfaction at the lowest cost, rights of a suggestor, awards system, organisational rules and problems without a solution, duplication of ideas, grievances and delays in implementing suggestions and risk assessment.

The role of the area representative and evaluator and ways to continue the management was also discussed at the workshop.

Anson, Blodwin Johnson and Sajith Kumar were the Evaluators who attended the event from Ducab.

Event: Best in Abu Dhabi Awards 2010
 Held at: Rotana Yas Hotel, Abu Dhabi
 Date: 30th May 2010
 Ducab sponsored the ‘Best Property Award’ – Yas Hotel was the winner in this category.

For the F1 Yas Marina Circuit alone, nearly Dh100m worth of power cables solutions were sourced from Ducab.

Ducab sponsored the ‘Best Property Award’. Yas Hotel was the winner in this category.
A double for Ducab at Habshan 5

Reinforcing its expanding profile in the critical oil & gas sector, Ducab recently won its second contract to work on the Integrated Gas Development (IGD) project in Abu Dhabi. The USD 51 million contract, which followed a series of negotiations with the GPC Corporation of Japan, involves supplying custom power cables to the new Habshan 5 Gas Processing Plant, Ducab had earlier signed another contract with Hyundai Engineering & Construction for supporting the utilities and offshore part of the development, to supply USD 20.5 million worth of power cables – up to 70% of the cable requirements - of the associated facility.

The AED 33.8 billion (USD 9.2bn) IGD aims to increase offshore gas production and provide a permanent link between ADNOC’s offshore Umm Shaif shelf field and new onshore processing facilities at Habshan and Ruwais via Das Island. The Habshan 5 Gas Processing Plant will require thousands of kilometres of high-quality cables with special materials that can withstand Habshan’s harsh environment and comply with stringent safety and project requirements.

The IGD contracts further validate the expanding capabilities of Ducab and its strategic investment in products and facilities. The two contracts also fall into the strategic objective for Ducab to become a dominant cable supplier for OGP projects in the region, said Madi, Manager of Oil & Gas and Petrochemical (OGP) Sector at Ducab.

With approved products by international bodies such as BSI, KEMA, Lloyd’s and Warrington Fire Research, Ducab has a history of supplying major projects in the OGP sector with niche products. Previous partnerships with GASCO alone include the OGD III project through US Bechtel and the Ruwais 3rd NGL through Italy’s Snamprogetti, among others.

“The IGD Project is an extraordinary venture within the Abu Dhabi gas sector that is bringing together many specialized groups on the cutting edge of their trade. These kinds of projects and the growth of the oil and gas sector in UAE and the GCC in general, were the motivation for us to launch the Special Cables Unit (SCU) at the end of 2009,” said Madi.

The IGD contractors also took note of the quick and reliable access to cable products provided by Ducab as well as the high level of service and attention by specialized OGP teams within the company.

"With two factories in Abu Dhabi and one in Jebel Ali, we have the capacity to fulfill very large and very specific orders within close proximity to UAE sites. Such immediate access resources, quick turnaround and comprehensive technical services can make a huge difference in keeping huge projects such as Habshan 5 on schedule,” Madi added.

The Habshan 5 project follows a series of recent successes in Ducab’s OGP unit, including partnerships with Korea’s SK and GS Engineering for the ADCO Bab Gas and Takrreer Green Diesel project; Spain’s Tecnicas and UK’s Petrofac for the ADCO SAS oil field development, and the MegaADCO P Habshan Fujairah pipeline with CPECC.

Ducab shares expertise at CRU 2010

As the World Cup Soccer fever started gripping South Africa, Ducab stepped out on to the field with a six-a-side tournament, held on the 5th of June, organised by ADC Energy, Ducab’s local agent.

As many as 32 teams participated in the event which saw 64 matches spread out on six soccer fields. Ducab was the main sponsor of the event, which turned out to be a fitting tribute to the scale, size and spirit of the first ever World Cup football event hosted by the Rainbow Nation.

The proceeds from the event went to support the African Dream Centre, the charity feeds thousands of underprivileged and orphaned women and children.

The proceedings of the day came to a close with a dazzling fireworks display.

Ducab shares expertise at CRU 2010

Ducab highlighted its industry leadership and market knowledge at the CRU Summit, as Andrew Shaw, Managing Director, spoke on the ‘Outlook for Cable Makers in Middle East’ at the 4th World Wire & Construction for supporting the utilities and offshore part of the development, to supply USD 20.5 million worth of power cables – up to 70% of the cable requirements - of the associated facility.

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Ducab HV progress

Jon Vail named CEO of Ducab HV

It was at the 2009 edition of W ET EX that Ducab announced its landmark joint venture with the Dubai Electricity and Water Authority (DEWA) and the Abu Dhabi Electricity and Water Authority (ADW EA) to build the first dedicated high voltage cable manufacturing facility - Ducab HV in the UAE.

Exactly a year later, as Dubai hosted W ET EX – the region’s premier water, energy technology and environment exhibition – again in March 2010, Ducab was there as a main sponsor to the premier exhibition. Ducab’s participated in full force updating delegates and visitors through the various milestones. Ducab has gone past in accomplishing its vision of manufacturing high voltage cables locally, thereby reducing GCC dependence on foreign cables.

A team of over 400 engineers and technicians are currently working on the project site at Jebel Ali in coordination with DEWA and ADW EA, to make sure that the factory starts operations in early 2011. The 35-storey CCV Tower building will include a number of special technologies to ensure efficient energy use and product testing, including one of the most modern waste management systems to be established in the Middle East. Ducab holds 50% share in the AED 500 million JV joint venture with DEWA and ADW EA each holding an additional 25%.

The new company will manufacture and sell cable systems in the voltage range of 66kV to 400kV, covering the highest voltage currently used in the GCC. Once fully operational, the company plans on selling over AED 1 billion of cable and associated services annually, approximately 60% of which will be in the UAE.

W ET EX visitors updated on Ducab HV progress

A1W ET EX 2010 Ducab announced the appointment of Jon Vail as the CEO of Ducab HV Cable Systems. Vail has a history of working in diverse fields from technical to product development at Ducab.

“Providing a reliable, local supply of strategically vital HV cables to the Middle East is our ultimate goal, and we look forward to being the only high-voltage facility in the region dedicated first and foremost to reducing GCC dependency on foreign suppliers.” A1W ET EX 2010 Ducab displayed the entire range of copper, energy cables and Ducab Connect cable accessories at this event. Ducab also hosted a seminar at the exhibition discussing the applications of environmentally friendly ‘Green Cables’ within GCC markets which was led by Mr. Hassan Omar, GM - Technical.

Ducab powers soccer in South Africa

As the World Cup Soccer fever started gripping South Africa, Ducab stepped out on to the field with a six-a-side tournament, held on the 5th of June, organised by ADC Energy, Ducab’s local agent.

As many as 32 teams participated in the event which saw 64 matches spread out on six soccer fields. Ducab was the main sponsor of the event, which turned out to be a fitting tribute to the scale, size and spirit of the first ever World Cup football event hosted by the Rainbow Nation.

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The proceedings of the day came to a close with a dazzling fireworks display.
Building partnerships at Buildex Syria 2010

Various stakeholders in the construction and infrastructure development sector in 45 countries got an opportunity to learn about the Ducab product range and service excellence as the company participated in the International Exhibition for Construction (Buildex 2010) held in Syria.

The five-day event, held at the Damascus Fair Grounds attracted nearly 225,000 visitors including engineers, technicians, contractors, businessmen, project managers, architects and senior decision-makers from the government and private sector.

Ducab attended the event as part of exploring potential markets, promoting the Ducab product range and networking with potential clients.

Ducab was the only cable manufacturing company that participated in the exhibition.

One of the key attractions at the stand was a Ducab Connect Revolving Product display. Nearly 800 visitors visited the Ducab stand and were keen to learn about the Ducab product range. "Buildex Syria has become a must attend exhibition for the construction and engineering companies and the main entry point for international companies to the Syrian and neighboring markets. For those who look to source high quality products Buildex is an ideal learning and networking opportunity. Ducab sees Buildex as a focal point of our geographic expansion targeted at the key markets worldwide," said Jehad Abbas, Asst. Export Sales Manager.

Ducab achieved a milestone in HV cable supply and installation as it completed a 132 kV contract for TRANSCO in Fujairah as part of the Fujairah Water Transmission System – Phase 2.

The project was awarded to Ducab by M/s Technip, Germany in 2009 to provide advanced cable solutions to customer including power cables, accessories, installations and testing. Ducab sales, commercial and technical teams worked closely with TRANSCO and its contractors, evaluating project requirements.

Technip and Dodsal carried out laying of the 132 kV of cables at the Fujairah site under Ducab’s super vision. The jointing, terminations and sealing ends installations were carried out by Ducab directly. After completion of the site installation, the cable circuit systems were tested successfully for pre-commissioning tests including High Voltage AC tests as per TRANSCO’s requirements.

Ducab’s highly experienced team of engineers worked together and interacted with Power Japan, EM Electric Turkey, Toshiba Japan, Siemens Germany and ETA Dubai. Ducab’s prompt delivery and customer orientation approach has helped ensure Technip in getting approval of the silicon rubber bushings for Termination.

Asia gets a taste of Ducab at Elenex

As part of its efforts to further strengthen customer relations in the quality conscious Hong Kong market Ducab attended the Asian Elenex, a part of the Build4Asia trade show series, held at Hong Kong Conventions and Exhibitions Centre from the 2nd-4th of June 2010.

The Build4Asia series includes Asian Building Technologies and Asian Building Interiors in addition to Elenex. Attending the three-day event with the support of its trusted partner M/s Polygon Cable Supplies Ltd provided a platform for Ducab to showcase the entire range of Copper, Cables & Connect products in the most prominent hub of the Far East.

The event provided Ducab with a valuable opportunity to establish its presence and meet with some 15,000 targeted buyers together with industry leaders in the emerging Asian market, such as ADT, Chubb, Tyco, Schneider, Honeywell, Mitsubishi, Philips and Thorn.

Nearly 225,000 visitors visited the Ducab stand and were keen to learn about the Ducab product range. "Ducab BICC has been along trusted name in this market over many years now with visitors from Hong Kong Electrical Contractors’ Association (HKECA), MTR Corporation Limited and The Jardine Engineering Corporation Limited (JEC), amongst many other reputed institutions within the industry supporting us at the event, we are quite confident our efforts will bear fruits," he said.

The LPCB approved Ducab FR-Fire Resistant range of cables & wires on display at the stand drew the maximum interest from various consultants and contractors who visited the Ducab BICC stand at the exhibition.

Event: Asian Elenex
Held at: Hong Kong Conventions & Exhibitions Centre
Date: 2-4 June 2010
Ducab attended Asian Elenex along with its trusted partner M/s Polygon Cable Supplies Ltd. The event provided Ducab with a valuable opportunity to establish its presence and meet with targeted buyers and industry leaders in the emerging Asian market.

Top of the list

The construction industry in the Middle East gave an inspiring thumbs-up to Ducab recently as Construction week, the leading industry publication in the region named the company among the 10 ‘Most admired suppliers’ from a shortlist of 250 nominations.

The honour came after Construction Week editors spent the past three months studying a range of companies across all sectors within the construction industry. Developers, contractors, engineers/consultants and sub-contractors were also included in separate award categories in addition to the suppliers.

Each company was examined thoroughly looking at its track records, profits, management, leadership, innovation, technological excellence, R&D and the range of projects it has been involved with.

Construction Week featured the ‘Most admired’, along with their outstanding characteristics, in an article published later. Ducab’s contribution towards world leading projects and landmarks such as Emirates Palace, Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Emirates Towers, Dubai Mall, Doha Metro (Qatar), Kuwait Oil Company & Kuwait National Petroleum (Kuwait), Public Utility Board (Singapore), Delhi Metro (India), and Shiraz Metro (Iran) were highlighted as the top of the list.

Buri Khalifa (all in the UAE), Ras Gas, Lulu Center and the Oman Hyper Market projects (Qatar), Kuwait Oil Company & Kuwait National Petroleum (Kuwait), Public Utility Board (Singapore), Delhi Metro (India), and Shiraz Metro (Iran) were highlighted as the winning attributes in the article.
Quality is one word that underscores Ducab’s journey towards operational excellence. From inception, the company has been focused on upholding the highest standards in every aspect of its operation.

Ducab has consistently striven to benchmark its processes and products to internationally accepted quality standards. This indeed resonates with the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai, one of the champions of UAE’s quality movement. His Highness has observed that “quality is not merely an end. It has become a way of life.”

For Ducab, quality is indeed the starting point in the longer road to customer service excellence.

The adherence to quality standards is clearly spelt out in Ducab’s mission, which is “to produce electric cables and associated products of highest quality and provide customer service that is unequalled worldwide.”

However, Ducab has not been a silent campaigner for quality. Led by the vision that quality is a continuous process, and quality parameters are to be continuously upheld, the company has been at the forefront of the ‘quality revolution’ in the UAE.

One of the founder members of Dubai Quality Group, Ducab has been one of the first organisations in the region to be certified to the ISO 9001 quality management systems, back in 1993, when such standards were relatively unknown to the region.


All the management systems and products are also certified by the British Approvals Services for Cables (BASEC) UK, a specialist certification body in the cable industry.

The quality drive of Ducab is supported by BASEC UK, Lloyd’s UK, KEMA Netherlands, BRE-LPCB UK (Loss Prevention Certification Board), CPRI India (Central Power Research Institute) and ESMA, UAE (Emirates Authority for Standardization and Meteorology) - all organisations that set the standards in quality.

Ducab’s factory operations and management systems are also audited and approved by its customers such as DEWA, ADWEA, EMAL, ABB, Siemens, AREVA and Aldar, among others.

This is extremely critical for the organisation as it believes in the ethos that quality is ultimately the driver for customer satisfaction. By opening doors to transparent audits and approvals by customers, Ducab is pushing its own frontiers and expressing its
The company's health and safety systems are certified to OHSAS 18001:2007 in addition to the company winning the RoSPA safety awards continuously for the past 20 years as well as the Order of Distinction Award from 2005.

**Total Quality Management**

Much before the corporate world at large focused on Total Quality Management as a must-follow model, Ducab integrated vital quality checks and processes into its operational systems. This ensured that the company stood out amongst regional cable manufacturers and competed against the best in the world.

Ducab also set a milestone when it partnered – the first time for an organisation in the Middle East – with Motorola University to adopt the Six Sigma organisation in the Middle East – with it partnered – the first time for an organisation in the Middle East – with Motorola University to adopt the Six Sigma approach to customer requirements.

Ducab has embraced the Japanese continuous improvement philosophy ‘KAIZEN’ and SS. Both have been successfully implemented to gain significant operational advantages, promoting productivity, innovation and efficiency. Another interesting aspect at Ducab is the internal suggestion scheme called ‘Ducab Suggest’. Ducab Suggest is about making employees part of decision making and problem solving to achieve the organisation objectives. It is about giving opportunities to employees to be creative and give his/her idea to improve excellence in various departments and processes. Any creative idea coming to Ducab Suggest is recognized, appreciated and implemented.

**Health, Safety & Environment**

As integral as quality is to the overall operations of the company, Ducab has also integrated global best practices in health, safety and environment. This all-encompassing approach is indeed the backbone of the operational excellence approach of Ducab.

The focus on environment – a journey that has been part of Ducab’s growth since inception – is a perfect complement to the UAE’s current focus on sustainable development.

Today, energy efficiency is one of the key drivers for the infrastructure development sector. Government agencies and developers are exploring opportunities and avenues to build green, environment-friendly projects. The cable industry has a key role in this by developing products that support energy efficiency measures.

**Quality first**

Ducab is one of the founding members of Dubai Quality Group (DQG). In an interview, Samia Al Yousef, Managing Director, Dubai Quality Group explains the association of the company with the organisation which has been leading the quality drive of the Emirate.

How long have you been dealing with Ducab?
Ducab is one of the founding member organisations of Dubai Quality Group. The second chairman of DQG was from Ducab, Farid Ahmed. Since then, there has always been a representative from Ducab on DQG’s board of directors. Currently, Maryam Al Thani, Projects Engineering Manager, serves on our Board.

How would you describe the relationship between you and Ducab from a business point of view?
His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai, is committed to develop the UAE as a center of excellence and Dubai Quality Group has been a pillar of the country’s quality drive.

Ducab has been at the forefront of this move, in addition to being socially responsible about the environment.
Ducab became the first cable manufacturing company to have its Environmental Management System certified by BASEC to ISO 14001 in 1997. This commitment to a ‘green world’ was recognized further with the GCC Award for Environmental Excellence in 2002.

The company’s health and safety systems are certified to OHSAS 18001:2007 in addition to the company winning the RoSPA safety awards continuously for the past 20 years as well as the Order of Distinction Award from 2005.

Dubai Municipality honoured Ducab with ‘The Safety at Work’ award in 2005 for the company’s excellent safety records – another facet of the overall commitment to quality. Winning the Mohammed Bin Rashid Al Maktoum (MRM) Award last year in the Manufacturing Category was the icing on the cake and comes from years of commitment to quality and excellence. With an immediate attention to details, every aspect of the company’s manufacturing process has been clearly streamlined starting from the purchase of machinery.

**Upholding Quality Standards**

Ducab upholds its quality standards through its focused investments in training and testing facilities. The company has three test laboratories as part of its three manufacturing sites and an HV test facility up to 350 kV. A partial discharge test system with screened room facility, dielectric loss angle measurement, fully-equipped Fire, Smoke and Halogen emission testing facilities, LF and HF test systems for instrumentation and pilot cables and a fully-equipped materials testing laboratory further add to the company’s quality testing competencies.

The commitment to quality, in fact, starts from the design stage itself with all technical staff continuously updated on the latest changes and developments in the industry. The advanced technology helps Ducab’s technicians to calculate the current rating of cables thus enabling the company to offer customers with design recommendations that are practical, safe and of superior standards.

Ducab routinely carries out the full range of sample and type tests as per BS, IEC and other national and international standards.

The test equipment is also verified by BASEC, a UKAS accredited third party certification body.

All aspects of Ducab’s operations are effectively integrated with a commitment to ‘quality’ as the binding force.

It is an ongoing journey – one that is non-negotiable.
The advantage of being a young nation is the opportunity to review all the best practices of the ages and then crystallize them to meet the needs of the country and the people.

UAE is a very young nation which has grown very quickly and consistently to receive recognition across the countries in the world. Be it the best airlines or tallest building or the first carbon neutral city in the world, UAE is positioning itself on the global map for more than one reasons.

Vision 2030
The Abu Dhabi Economic Vision 2030 aims to achieve effective economic transformation of the Emirate’s economic base and bring about global integration and enduring benefits to all. Abu Dhabi has one core commitment to build a sustainable and diversified, high value added economy by 2030. This will be achieved through effective expansion of number of strategic economic sectors like Energy-Oil & Gas, Petrochemicals, Metals, Aviation, biotechnology, transportation, trade & logistics, media, education, financial, healthcare and telecommunication services. Economic development will involve the averaging of growth of 7% through to 2015 and thereafter at 6%. These growth rates will mean that Abu Dhabi will grow at a faster yet sustainable growth rate than the chosen benchmark countries.

Winning Formula
Abu Dhabi is already preparing for the formula 1 in November this year, which was inaugurated in November 2009. The $1.3 b circuit took 2 years to build from breaking ground in May 2007 to first test drive in early October 2009. The track is designed as the Arabian version of Monaco more commonly known as the Monte-Carlo which has the twenty-one corner twists through the man-made island off the Abu Dhabi coast, passing through the marina, the hotels and winding its way through the sand dunes with several straight and tight corners.

Realizing the Vision!

Abu Dhabi Cityscape

By Herleen Mehta

Dispensing Gold
Abu Dhabi has the world’s first gold bar vending machine in the five-star luxury hotel Emirates Palace. The Gold To Go machine, itself covered in 24-carat gold, dispenses one, five and 10 gram bars and one ounce bars of gold. The $1.9 bn Emirates Palace was opened in 2005 and it has 114 domes that are 60 m high in the exterior of the hotel, while the suites are furnished in marble and gold. This is an apt palace to house the gold vending machine.

Tourism: Museums
The Louvre Abu Dhabi is planned in the Saadiyat Island and will be completed by end of 2012. In line with the vision, Saadiyat Islands Cultural District will house the single largest cluster of world class cultural assets. In addition to the Louvre Abu Dhabi these will include: the Sheikh Zayed National Museum, the Guggenheim Abu Dhabi contemporary arts museum - the world’s largest Guggenheim and the only museum to be located in the Middle East; a performing arts centre; a maritime museum and a number of arts pavilions.

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Going Nuclear Way
UAE has taken the first step into the nuclear arena by signing the $20b deal for four nuclear reactors with the Koreans. This deal includes the first of the four reactors to be ready and working by 2017. This will leave an indelible mark in the power generation sector supporting the country in its power initiatives.

Railways & Rail Infrastructure
With the realization of requirement of a growing nation for the freight and mass transit vehicles, the nation is investing and developing the railways in many emirates. The Gulf Cooperation Council countries are building a 2177 km railways network that links all the six countries together which has 684 kms in UAE alone. The Union railway which is a 264 km rail freight system will ease the logistics requirements. The first line of Dubai Metro was launched on 09/09/09 and the Abu Dhabi metro and tramways are swiftly moving from the design stage to be ready for public use by 2016. Trans Emirates Rail network which as the name suggests will be an inter-emirate network 573 km in length and should be ready by 2015.
Building on copper

Ducab Copper has cut strategic inroads in the copper industry

It is a classic case of an industry building further on its core competencies and achieving significant results through professional expansion.

Ducab achievements in the copper industry have indeed opened a new chapter in the diversification initiatives of the company.

Leveraging the use of copper in its manufacturing process, Ducab took an ambitious initiative with the launch of Ducab Copper, which today has a manufacturing capacity of 110,000 MT of copper annually and supplies to several key markets not only in the Middle East region but also globally.

India is one amongst the key market for Ducab copper exports, whereas the company has a market share of 25 per cent, growing annually. Today Ducab Copper is also the third largest supplier of copper to India, from where it sources the raw material before it is processed for industrial application at the state-of-the-art manufacturing unit in the UAE.

Ducab Copper is setting industry standards with its production of LME Grade A copper, which has wide application across several sectors. The key differentiator in the success story of the company is customer service & quality.

With a focus on quality, environment and health & safety, Ducab Copper is certified to ISO 9001, ISO 14001 and OHSAS 18001 certifications, which highlight the global best practices that the company practices.

The company also adheres to stringent quality checks including surface defect monitoring by Dr. Foster Defectromat, iron inclusion monitoring by Dr. Foster Ferromat, continuous monitoring of wire size and shape of the copper rod, conductivity and electrical resistance test of all products, spiral and wrapping tests, elongation and tensile strength, hydrogen and oxygen content determination and testing for surface oxides.

The company has a diversified customer segment including power cables, jelly filled telephone cables, automobile wire harness, house wiring conductors, communication cables, transformers and enamel wire.

The customer management focus of the company ensures that clients are assured of on-time delivery with consistent quality, technical assistance and risk management.

Ducab Copper also emphasizes on copper recycling, emphasizing its commitment to corporate social responsibility. Currently, the company recycles the internal scrap that meets Ducab’s raw material specification including drawn wire scrap, conductor scrap and copper lumps.

Ducab Copper continues to make international headlines and most recently secured a supply contract from a leading Algerian provider for 1800 tonnes. The material is currently being supplied and positions Ducab Copper to become a major supplier of 8 mm copper rod in the region.

Ducab Copper has also set new sales records in April, by shipping over 5000 tonnes. Powered by team work and dedication, which was most recently demonstrated when the entire team worked together to manage a copper transhipment.

Commenting on the successful coordination, Arjam Mubarak, GM – Metals said: “It was a remarkable day in the history of Metals & Logistics team, who passionately initiated all steps and turned around the situation. Team spirit and enthusiasm made this happen.”

Congratulations team! You make us proud.

The achievements of Ducab Copper were recently highlighted at the first-ever West Asia Forum organised by International Copper Association in Dubai, recently (see box story). Ms. Laila Marafi represented Ducab at the International Copper Association as a speaker and presented an overview on GCC Copper Market. The marketing and technical teams were also present at the event. The conference was attended by other cable and transformer manufacturers, DEWA, ESMC, ACWA and other members of the ICA.

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The power of copper

The first-ever West Asia Forum was organised in the Middle East region by International Copper Association (ICA) to strengthen the industry & in the MENA region. International Copper Association, an international body promoting and advocating the increased usage of copper in the region, recently hosted its first West Asia Forum in Dubai.

The objective of this event was to build on its experience in the copper industry and promote the sustainable use of the metal across the region in the Energy, Building & Construction, Appliances, Electronics, Telecommunications, and Public Health sectors, in alliance with policy makers and sector representatives.

This two-day event, ICA’s West Asia Forum was attended by professionals representing various sectors related to the copper industry, including Ducab. ICA has recently signed a memorandum of understanding with the company to further promote the use of copper.

ICA has also joined hands with DEWA and ESMC to showcase the potential benefits of using copper both towards environmental sustainability as well as boosting energy use efficiency.

The conference was addressed by Francis Kane, the president of ICA, who explained the applications of copper across various sectors in the MENA region including the cable industry, transformers, energy, renewable energy, irrigation, desalination and building codes.

Among the key highlights of the conference was the energy efficiency promoted by copper cables, which are used in millions of industrial and commercial facilities globally.

“O ne size up” or higher cross section cable wires is often a smart business and environmental decision. Thicker cables generate less heat, reduce energy requirements for fans and cooling systems, and reduce power losses. This translates to cost savings and energy conservation benefits over the lifetime of the cable.

Thicker copper power cables also provide insurance benefits for tomorrow. By upsizing today, industrial and residential consumers can more easily meet their increased electrical requirements from energy-hungry appliances, products, and processes that are being developed today to enhance the quality of our lives.

With its 36 global-level member companies and producers representing the majority of global copper output, the ICA network has over 350 members and partners. ICA has a 90-year history of promoting the use of copper, and has over the past five decades been integral to activities globally.

Headquartered in New York, ICA has regional offices in Brussels, New York, Santiago and Singapore, as well as 31 offices in 24 countries in six continents.

The primary objectives of ICA are to lead science and disseminate results to advance understanding and stewardship of copper in human health and the environment; research, develop and commercialise new and improved processes and product technologies and copper uses; communicate the unique attributes of copper as a sustainable element and promote copper products across the globe.

ICA leads several technology initiatives to promote energy efficiency and takes an active leadership role in technology commercialisation. With the successful hosting of the West Asia Forum in Dubai, ICA is now ready to play a thought-leadership role in the MENA region too.
Shaw described the strong manufacturing presence of Ducab in Abu Dhabi, and how the company is aligned with the Emirate’s Vision 2030. Highlighting the contribution of Abu Dhabi to the economy of the Emirate, he said that the partnership has been further strengthened with the opening of the third manufacturing facility of Ducab in the Industrial City of Abu Dhabi.

More than 50 per cent of Ducab’s capacity is manufactured in Abu Dhabi through the three out of a total of five Ducab production facilities based in the city.

“The past 18 months have been challenging for the construction sector at large, but Abu Dhabi has demonstrated enormous dedication to building a society based on both environmental and economic sustainability with the local supply of resources and expertise adding significantly to the maintenance of healthy market conditions,” he said.

Shaw added: “Thought leadership is a very important part of doing business in the capital, especially when it comes to infrastructure. We believe that encouraging business-to-business dialogue will ultimately bring to light new innovations in the market.”

John Vail, CEO of Ducab HV, presented a technical pitch, highlighting the core competencies of the company, and how they can add value to construction and energy sectors of UAE.

Ducab has been supporting infrastructure development in Abu Dhabi by supplying cables to some of the Emirate’s landmark projects including Yas Marina Circuit, Reem Island, Emirates Palace and a Green Diesel project with Takreer.

Ducab has been active in Abu Dhabi for many years, and since 2001 has been managed as a 50/50 joint venture between the Governments of Abu Dhabi and Dubai.

The event was attended by the region’s most influential contractors, consultants, project directors and senior engineers, who shared their views and outlook on the Emirate’s growth plans. Their response to the event was overwhelming and was a talking point in the industry circles.

The fashion show that culminated the evening’s proceedings was a riot of colours, as models sashayed the ramp, highlighting the latest summer trends. The show was choreographed by Rajeev Negi, Product Manager of Benetton.

Indeed, Ducab made a lasting imprint in the capital city with a serious yet trendy networking session.
Innovative customer relations approaches score big when it comes to differentiation in today's business environment. And there cannot be a better approach than opening your doors before your customer and inviting them to explore your world. Ask the Marketing team at Ducab if you have any doubts.

Morning@Ducab, an innovative familiarisation programme designed and created by the Marketing team for existing and potential customers, is now a big hit, building Ducab relationships based on mutual understanding and knowledge.

The customized programme introduces Ducab to its customers, industry leaders and students who are interested in knowing more about the company.

Morning@Ducab runs for four hours in a fun and interactive format to see Ducab as it is, learn its history, understand its processes, meet its people and become a member of the family. The programme starts with a brief presentation on Ducab’s history, its products and facilities. The visitors are then taken on a grand tour of the factory and its processes, followed by lunch. Customers are encouraged to interact with Ducab personnel at all levels and share their feedback. This two way interaction helps us understand and meet customer expectations better.

The marketing team has already conducted successful sessions with visitors from ETA, L&T, R.T.A, A.D N.O.C, A.D.C.O, A.D.D.C., ADW.E.A, DEWA and GASCOD and the feedback reveals that almost 70% rated the factory tour as excellent and as their favorite part of the session. As many as 85% said the session changed the way they perceived Ducab.

"Morning@Ducab has changed perceptions of customers towards Ducab. This programme adds better product and process understanding enabling customers to take well-informed decisions and promote our product with confidence," said Shailendra Pratap Singh, Sales Manager, Ducab.

"Moreover, customers are delighted by the warm gesture of sparing some quality time for them in our premises, which actually improves our mutual relations," added Mr. Singh.

If you would like us to organise a session for your engineers, technicians or surveyors at any of our facilities get in touch with the Marketing Team on 04-8882500 or you could email marketing@ducab.com.

I am extremely happy to have attended the Morning@Ducab programme. It was a great experience and the way they have designed the programme is commendable. The programme was also very informative with such knowledgeable people guiding us. It should also be mentioned that the timing of the programme is very convenient for people like us.

Mughisuddin Haider
Senior Materials Engineer
Parsons International / AD Municipality

I have known Ducab and been their customer since 1979. But when I attended Morning@Ducab it was a new and fresh feeling to learn various new aspects of the company. It was a rich experience and the way they have designed the entire programme needs to be applauded. It is very informative and the knowledge is valuable. I must attend for those who haven’t participated in this programme.

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Ducab retains the Superbrands crown

Ducab Marketing team has been flying on all cylinders in recent months ensuring that Ducab is visible in the right places - from landmark projects to industry forums and product showcases across a vast geographical area. The recognition by Superbrands has therefore been a well-deserved reward for the Marketing team.

“Ducab has consistently gained ground over the years, capturing a market share of over 50 per cent in the UAE and with strong ambition to expand within the GCC region over the next few years,” comments Ashish Chaturvedy, Marketing Manager at Ducab.

“This growth would not have been possible without our focus on client relationships as well as on aligning our brand to the evolving needs of the industry. Being selected as a Superbrand for the second year validates our unwavering commitment and untrilling efforts,” Ashish says with obvious pride and satisfaction.

Blood donation campaign

Efforts to combat thalassemia, a blood disorder that requires patients to undergo frequent transfusions, received a strong show of support from Ducab employees as the company organised a voluntary blood donation campaign at its Jebel Ali premises on the 18th of February 2010.

Demonstrating a high level of awareness on the need for voluntary transfusions and a strong commitment to helping the needy, 78 Ducab employees donated their blood.

“The Gulf region has a high prevalence of thalassemia and it is a huge challenge for healthcare providers to help patients manage this condition and lead a normal life. Voluntary blood donations will help the health authorities face the challenge successfully. As a company that upholds social commitment we are delighted to see our employees rallying behind our efforts to give back to the community,” said Dr. Saeed M Al Barwani, General Manager, Human Resources & IT.

The Clean up the World campaign organised by Dubai Municipality saw Ducab continuing its tradition of supporting sustainability initiatives. The annual campaign which was held on October 30, 2009, nearly 41 volunteers from Ducab joined the campaign activities held in Nad Al Shiba, marking the 12th consecutive year of Ducab’s participation in the event. The theme of the 2009 campaign was “Communities Uniting to Clean up and Conserve the environment.”

Ducab has steadfastly followed exemplary waste management practices in its operations, meeting legislative requirements of the emirates of Dubai and Abu Dhabi. The company has also adopted the “5S” systems - a proven Japanese methodology to have a clean, efficient and safe work environment - across all its operations as a means of sharing knowledge and increasing awareness on sustainable development and living among the employees.
Memories tick in Toronto

30 years of Ducab was celebrated in far-off Canada with plenty of sweet memories and warm wishes. The solemn yet unforgettable gathering had Colin Paskins, a two-time Managing Director who had provided illustrious leadership to Ducab in its critical growth phases.

The gathering was organised in Toronto by a few former Ducab employees who have built a new life in Canada.

Ricky Coutinho, one among the Ducab ‘alumni’ in Canada joined Ducab in 1984 as a Process Worker and was later promoted to Maintenance Clerk. He moved to Canada in 2001 and currently works for a confectionery planning the maintenance in two of their plants. He was one of the team that built a scale model of the Jebel Ali factory and was also active in the Ducab band as a guitarist. He also remembers representing Ducab against the British Ladies Team in the first-ever World Chess Olympiad hosted by Dubai in 1986 and winning the prize for the best game.

Mike Rodrigues joined as Production Planner for Ducab in its very first year in 1979 and continued in the company till 2001. Rod, as he is known, clearly remembers the opening of the factory by the late Sheikh Rashid Bin Saeed Al Maktoum, who was Ruler of Dubai. The factory at that time was running on generators and Rod says everyone took extra care not to overload them for fear of causing a blackout in the presence of the VIP! Rod is now working as Raw Materials Buyer for medical equipment manufacturer Baylis.

Natarajan Sukumar worked for BICC’s parent company in its trading business in Dubai from 1983 to 1989 and came to Ducab in 1993. When he left for Canada in 2001 he was General Manager Finance with Commercial and Procurement responsibilities too. He is now Chief Financial Officer in Canada for Johnson and Johnson Consumer Products. Sukumar remembers how Ducab earned a reputation as Dubai’s ‘University of Quality’ and continued to grow and create shareholder value during those days.

Paskins was Managing Director of Ducab from 1985 to 1989 and then again from 2001 to 2007. In the 1980’s the business was young, and when Paskins joined it was only a small factory. But in four years the operations picked up leading to the first expansion in 1991. The appetite for growth continued during his second stint, with the development of a plan to treble the business, starting with the opening of Mussafah. Paskins says the Board extended tremendous support to the company’s growth plans while the entire team together faced challenges with a ‘Can do’ attitude.

Venkatesh was Information Systems Manager from 1998 to 2002 and now works for General Electric’s Water and Process Technologies operation in Canada. He has fond memories of the team spirit and the professional yet smooth working environment that prevailed in Ducab.

Nilesh Rao also worked in Ducab information Systems from 1995 to 2004. He is now Senior Application Support Specialist for a subsidiary of Canada’s leading banks CIBC. He recalls Ducab gave him tremendous opportunities to build capacities and accomplish many firsts, such as ‘the first full-fledged networking and Firewall’, ‘first e-mail (everyone had an e-mail id), ‘first Internet Web server’, ‘first ERP (Baan)’ and the ‘first Six Sigma Black belt’.

The 30th anniversary gathering was called off with sincere wishes for another 30 years of success and accomplishments for Ducab.

Ducab hosts lunch for ex-employees

Ducab welcomed a few of the previous employees at the head office in Jebel Ali recently for a luncheon. The gathering was held on March 16, 2010.

The gathering was a great networking event, which served as a platform for interacting and bonding with ex-employees of Ducab.

Ahmad Al Shaikh, Chairman and Andrew Shaw, Managing Director welcomed the ex-employees to the lunch and spent time with them individually talking to them of their present activities.

These activities which are held on a regular basis at Ducab helps in strengthening relationships with its employees long after their service is over and engaging all to a memorable time.