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The success of our ‘Wire to Win Ducab Premier League – Go See IPL’ campaign, occupies a place of pride in this edition of CableTalk. Indeed that is not without reason; the Ducab Premier League cricket promotion was the first of its kind initiative for Ducab as we reached out to our customers’ customers, and brought all of them under the unifying umbrella of cricket.

The excitement associated with planning and project execution was a never-before experience. Pushing the frontiers and rallying together as one team to ensure the success of the campaign was the constant challenge.

It is not just the strong wire sales figures that Ducab has achieved through the DPL-IPL campaign that makes it an impressive success; it is the valuable partnerships that we fostered and the close relationships we built with our channel partners and our customers that make the Ducab Premier League truly memorable and relevant for months to come.

While the Ducab Premier League campaign took a feverish pitch during the IPL cricket season, we also ensured that Ducab’s market leading position was continuously upheld. We associated with exhibitions and trade fairs in the region and in key international markets with the fundamental objective of showcasing our product diversity and our competencies.

The diversity of our product offering is matched by superior customer service standards. This commitment has helped us to strengthen our market presence in the UAE and the GCC region recording robust sales growth in 2010. With the arrival of Colin McKay, General Manager – Sales & Marketing, we look forward to a strong growth in sales and volume this year too.

Ducab is a technology leader and it is an honour to reiterate our technological and manufacturing competencies. We believe that continued community outreach is imperative in driving market awareness about our cutting edge technologies. This is embodied in our ‘Morning@Ducab’ initiative, which has already helped us to host more than 70 students from the UAE and USA.

We will continue to focus on the growth markets in the Middle East region, especially with the regional governments emphasizing on infrastructure development. Our participation in the industry events has also helped us to form solid partnerships and gain tangible leads – and in this, our product quality and diversity play a defining role.

Sustainable development is at the heart of all our initiatives and the addition of our products to The Future Build portal by Masdar City Abu Dhabi – the first cable company in the region to achieve it – will further establish our credentials as a socially responsible organization.

Environmentally and socially at the forefront, and as a corporate citizen committed to enhancing the welfare of our employees, Ducab is setting new benchmarks in the region. This is the result of dedication, passion and a commitment to make a difference.

This issue of CableTalk packs all the punch that makes Ducab an organization with a distinct imprint. Read all about it and I look forward to your valuable suggestions.

Ashish Chaturvedy
Marketing Manager
Challenging yet rewarding - that has been the first half of 2011 for Ducab. There have been such momentous events going on elsewhere in the wider Arab world that we could have been forgiven for being distracted. But fortunately not – we kept our attention firmly on the business and on how we can serve our customers.

In our primary markets across the GCC region, business has been largely unaffected, with the prospect of further growth from new plans to strengthen infrastructure spending. This has seen Ducab record a satisfactory increase in sales volumes backed by steady orders despite the competitive market environment.

Our focus is to continue and accelerate the growth trend through the second half, building on the power of strong customer partnerships.

As the previous edition of CableTalk highlighted, establishing and sustaining successful partnerships are at the core of Ducab’s philosophy; built on the basic pillars of listening to our customers and increasing their customer satisfaction.

This CableTalk’s cover story gives an overview of the DPL - IPL promotion that Ducab organized with our distributors. This promotion was one of our most successful marketing initiatives that helped us and our partners to strengthen market presence in the UAE. It emphasises the importance we place on working together with our customers – not least through the Ducab/Distributor sales teams that made joint sales calls during the promotion.

Ducab continues to strengthen export sales – in many cases following our customers as they expand their businesses into new territories. The events of the ‘Arab Spring’ have slowed some of the markets in the broader Middle East, as the ‘Industry Focus’ article on exports explains, but it is encouraging to see how new opportunities have been developed to take their place.

Andrew Shaw
Managing Director
**Strong industry response at Middle East Electricity 2011**

Ducab stand at the Middle East Electricity 2011 exhibition, held at the Dubai International Exhibition Centre received strong response from visitors across industries.

Ducab showcased its wide range of products at the premier event, and the company’s participation was aimed at generating new leads, networking with existing and potential clients, and promoting the range of energy cables, Ducab Connect and Copper products.

His Highness Sheikh Ahmed Bin Saeed Al Maktoum, President of the Department of Civil Aviation, CEO and Chairman of The Emirates Group and His Excellency Saeed Mohammed Al Tayer, Managing Director and CEO, Dubai Electricity and Water Authority, who inaugurated the event, toured Ducab’s pavilion, which at 90 sq metres was the largest in three years.

Ducab hosted more than 800 key visitors, and also conducted a raffle draw offering Dubai Duty Free Tennis Championship tickets. The winners were: Hafees Sainul Abdeen (Al Jaber); Isagani M Porcina (JT Metro); P Johnson (Petrofac); Anwar Khrais (EFFECO); Sheeba Benny (NORR); Steven McFadyen (ARUP); Rupert Lewis (RMJM); Marc Arvin Muyot (PAT Kruger Systems); Samson Albert (Trans Gulf) and Venkat SK (L&T).

Ducab also organised a joint seminar with the International Copper Association on the sidelines of the exhibition. Several interviews with trade publications were held thus giving strong visibility for the products across a wide geographic footprint. The event featured more than 1,000 exhibitors from over 58 countries, and was attended by some 50,000 industry visitors from 100 countries.

**Ducab at African Utility Week in Cape Town**

In a strong testament to the expansion of Ducab’s markets globally, the company unveil its product range at the Power Indaba Summit, held as part of the 11th annual African Utility Week.

Governmental policy makers, utility leaders, development financiers, investors and project developers from around 50 countries in the region attended the Summit. Ducab leveraged the networking opportunity to exchange information on its product range and how it can partner in the development drive of Africa.

South Africa’s Minister of Energy Honourable Elizabeth Dipuo Peters and Brian Dames, CEO, Eskom were among the leaders who attended the Summit held at the Cape Town International Convention Centre in March.

The focus of this year’s Summit was in line with Ducab’s own development goals and emphasised on African power projects and the business side of the continent’s power utility. The event underscored the strong role that the private sector can play in meeting the growing demand for power in Africa.
Spotlight on Ducab at WETEX 2011

Ducab’s participation, as a main sponsor, at the Water, Energy Technology and Environment Exhibition (WETEX 2011) held in March 2011, was remarkable for both headline news on the progress of the company’s HV factory in Jebel Ali and also underlined its thought leadership in driving energy efficiency.

His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and President of Dubai Water and Electricity Authority (DEWA); and His Excellency Saeed Mohammed Al Tayer, Managing Director and CEO of DEWA, toured Ducab’s pavilion in addition to several high-ranking dignitaries and industry professionals.

“We are proud to be one of the main sponsors for WETEX 2011, which served as an excellent platform to network with purchasers and decision-makers in the industry as we highlighted new additions to our product range,” said Ducab Chairman, Ahmad Al Shaikh.

“As regional economies continue to grow, the need for electricity and power infrastructure is also on the rise too. The Ducab HV factory is designed to meet these needs, supporting our partners ADWEA, DEWA and other regional utilities with the highest quality High Voltage and Extra High Voltage cable systems. We see this expansion in the Ducab portfolio beneficial not only to Ducab and its new partners but to the UAE society as a whole,” he added.

Over the course of the premier exhibition, Ducab’s pavilion hosted more than 500 visitors, thus providing a solid platform to forge industry networking and interaction with decision makers, influencers, consultants and contractors for potential new business opportunities.

Among the key announcements at the event was the progress made by Ducab with its Dhs500 million high voltage factory progressing as per schedule in Jebel Ali.

“The bulk of the machinery at the HV plant is sourced from European suppliers, and their expert installation teams have provided assistance to the Ducab Project Team to facilitate commissioning and installation,” said Ducab-HV CEO, Jon Vail.

Focus on energy efficiency

On the sidelines of WETEX, Ducab also hosted a joint seminar with the International Copper Association, the global apex body aimed at promoting the use of copper. The topic of the seminar was ‘Creating Electrically Safe and Smart Buildings for Today and Tomorrow’.

Mr. Ravinder Bhan, Principal Consultant at TPS Management Consultants in Dubai and local representative of ICA led the interactive and informative seminar that covered topics ranging from the introduction to electrical safety, creating an electrically safe building, safe electrical work practices, sustaining electrically safe buildings through audit and inspection and the role of ICA and Ducab in driving electrically safe and smart buildings in the GCC region.

Ravinder Bhan underscored the need to emphasise on building safety through five levels that cover planning, building, monitoring, reviewing and improving safety. Highlighting the advantages of using copper in promoting building safety he said; “Electrical wiring made of pure copper has low resistance and high current carrying capacity. This enables it to withstand heavy electrical loads with ease. That is why using pure copper wires while planning electric circuits is a must”.

He also mentioned that the ICA strives to raise awareness on safe wiring issues through various promotion programmes among homeowners on safe house wiring practices in association with public and private organisations. “In the GCC region, the ICA partners with Ducab to drive electrical safety awareness and helps in the implementation of global best practices in electrical installations” said Bahn.
Showcasing Ducab’s offshore OGP range in North America

Ducab’s competencies has attracted a resounding reception in Houston, as the company displayed its product range at the prestigious OTC exhibition, one of the largest events focusing on drilling, exploration, production and environmental protection in the oil & gas sector.

This annual event, founded in 1969, which was held in May at the Reliant Centre, was attended by some 2,250 companies from 40 countries, including 306 new exhibitors. All 603,000 sq m space of the exhibition was sold out, highlighting the appeal of the event to the industry audience. More than 72,000 visitors attended the show, where 15 innovative technologies were announced at various seminars including the impact of deepwater drilling.

The exhibition also raised US$200,000 for the Gulf of Mexico Foundation through an OTC Dinner attended by some 1,000 global companies including Ducab.

Ducab’s main objective was to introduce the company’s range of cables as well as Ducab Connect cable accessories for the OGP sector, generating new leads for upcoming projects and networking with existing and potential clients.

Low Voltage, Medium Voltage, Lead sheathed and fire resistance cables received maximum product enquiries. Visitors were interested in technical case studies that highlight Ducab’s relations with EPC contractors & their clients.

Feedbacks demonstrate an overwhelming attention on the GCC, mainly Kuwait and Abu Dhabi projects, with several industry visitors reporting their interest in a high-quality cable company, such as Ducab, for their potential projects in the region.

Building on a culture of quality

Ducab’s commitment to quality was further underlined when Maryam Al Thani, Project Engineering Manager at the company and Dubai Quality Group Board Secretary attended the ASQ world conference at quality & improvement, held in Pittsburgh from May 16th to 18th, 2011.

Long-known as the American Society for Quality that was established in 1946, ASQ has been the sole administrator of the Malcolm Baldrige National Quality Programme Award since 1991.

ASQ is a global community of experts and the leading authority on quality in all fields, organizations, and industries. This organisation improves the professional development, credentials, knowledge and information services, membership community, and advocacy on behalf of its more than 85,000 members worldwide.

ASQ’s participation and influence in international standards includes its role as the administrator of the US Technical Advisory Group of the ISO 26000 standard on social responsibility.

Maryam Al Thani, Project Engineering Manager
Fostering industry-academic links through knowledge sharing

One of the key features of Ducab is its commitment to knowledge sharing and assisting the local youth to understand the cable manufacturing sector. The company put efforts to link its connections with regional academia and so reaching out to the students and educators.

With this objective, Ducab held a seminar at Dhofar University, Oman, on May 17th, 2011. Having supplied cables to landmark projects such as Burj Khalifa, Atlantis Dubai, The Palm Jumeirah, Burj Al Arab, Dubai Metro, Delhi Metro, etc., Ducab team was invited by Dr Heba Hassan, Assistant Professor at the ECE department, College of Engineering, to deliver a talk on its expertise.

The seminar was attended by professionals in the Dhofar University community including the experts at Salalah College of Technology.

Engineer Hassan Omar, General Manager-Technical and Quality; Mrs Rohini Bhattacharyya, Technical Manager, and Engineer Nawaf Ahmed, Testing Engineer represented Ducab.

Hassan Omar presented the seminar and briefed the audience about Ducab, the steps involved in cable manufacturing, cable design criteria as well as testing and quality assurance stages conducted before product dispatch. The presenter discussed new technologies such as high-voltage cables and green cables, which are considered a stepping stone towards clean environment.

The seminar was attended by over 100 people including faculty members and students, especially those attending electrical engineering related courses. They raised a range of questions on the cable industry, which were effectively addressed by the Ducab team.

Ducab joins forces to promote energy efficiency for a sustainable future

Underlining Ducab’s commitment in promoting energy efficiency and driving sustainable development in line with the ‘green’ vision of the UAE Government, the company joined hands with the Dubai Global Energy Forum as its ‘Platinum Sponsor.’

With the theme, ‘Energy Challenges and Opportunities for a Sustainable Future,’ this event brought together illustrious names in the energy industry from around the world. This was held at the Dubai World Trade Centre in April 2011. Over 2,000 delegates attended the Forum, and Ducab took the opportunity to network with global energy leaders and professionals to exchange views and ideas on the energy sector.

“The Dubai Global Energy Forum 2011 was an excellent platform for energy leaders and professionals to exchange views and ideas on regional and global issues related to energy policies, programmes, technologies and investment opportunities,” said Colin McKay, GM - Sales & Marketing, Ducab. “We were honoured to be the Platinum Sponsor of the first global event of its kind in Dubai, focused on energy and sustainability, which is considered among the most dynamic sectors in the world.”

Ducab has been one of the leading manufacturers of energy cables in the Middle East for over 30 years, and has seen steady growth, while contributing to enhance energy use efficiency through its quality products. Ducab’s objective is to be the first-choice partner for all cable requirements in the UAE and Middle East, to deliver the best valued and highest quality products in the industry.

“Ducab has been in the business of electrical cabling for a long time. The organization recognizes that this powerful energy enables our daily lives, and spends a lot of time ensuring it can be brought to businesses, factories and homes with minimal loss and zero risk. In addition to ensuring its cables are of the highest quality, Ducab is committed to the health, safety and protection of buildings’ residents, its own employees, and the environment as a whole through stringent testing and robust planning,” said McKay.
Sharing the power of ideas and innovation

Big ideas make all the difference – from attaining a productivity leap to enhancing efficiencies.

Ducab, as a regional industry thought leader, highlighted the power of ideation and innovation as the Silver Sponsor of the three-day Ideas Arabia, an initiative by Dubai Quality Group.

The sixth annual conference, held in Dubai from May 8 to 10, was based on the theme ‘Beyond Innovation’, a perfect fit to Ducab’s strategy of powering its market presence through path breaking ideas and initiatives.

International and regional experts who have proven their competencies in driving Suggestion Schemes and innovation, addressed the event.

One of the key objectives of Ideas Arabia was to inculcate a culture of innovation and out-of-the-box thinking within organisations in Dubai. The experts offered their views on the subject, while participating organizations had the opportunity to share best practices and the benefits of implementing innovative Suggestions Schemes and promoting innovation.

The Ducab pavilion was a key attraction at the event, with participants showing keen interest in Ducab’s Suggestions Scheme, which was further detailed through banners and flyers.

Other participants at the event included Dubai Electricity and Water Authority, Dubai Municipality, Etisalat and Dubai Aluminium Company (Dubal), amongst many others.

His Highness Sheikh Mohammed Bin Maktoum Bin Juma Al Maktoum distributed awards in six categories honouring organizations for the most significant ideas accomplished through the calendar year. Ducab was honoured for its contribution and support to Ideas Arabia and its Suggestion Scheme.

Ducab’s team was represented by Hassan Omar, Manoj Pillai, Maryam Al Naqbi, Adel Mohammed, Vishal Joshi and Menino Dsouza.

Making a mark in the world of Asset Management

UAE national team member of Ducab now on the Project Committee of ISO.

Mehran Ibrahim Parham Al-Awadhi

It is a mark of the commitment of Ducab towards quality, and how the professionals at the company are aligned with global quality best practices.

In a significant feat, a UAE national employee at Ducab, Mehran Ibrahim Parham Al-Awadhi, Asst. Manager - Asset Management, has been selected to participate in the Project Committee PC251 Asset Management of (International Organization for Standardization (ISO).

ISO/PC251, established in August 2010, following a review of the results of a Preliminary meeting by the ISO Technical Management Board, has representations from 24 countries and is responsible for the development of International Asset Management Standards.

The first meeting of ISO/PC251 Asset Management was held at Melbourne, Australia from Feb. 28th to March 4th, 2011, with representatives from the UAE, Australia, Germany and USA, among others, sharing their innovative ideas and technical expertise.

The purpose of the meeting was to review the comments and to create second Working Drafts of each document, for a further round of review. To accomplish this, the committee established an organizational sub-structure to manage its work. Two working groups were established: WG1 - Overview, principles and terminology; and WG2 - Requirements & Application guidelines.

The initial working drafts were based on documents that had originally been submitted by the UK as a new work item proposal, which were based on BSI’s PAS 55, and later amended by the Preliminary meeting.

The committee examined the timeline for the development of the three documents and established formal “target dates” for their publication.

The committee also examined the structure and numbering of the documents and adopted a resolution to request ISO to permit it to develop three separate standards, as opposed to a single standard in three parts. The following numbers and titles were identified as the three standards: ISO 55000 Asset management – Overview, principles and terminology; ISO 55001 Asset management – Requirements; and ISO 55002 Asset management – Guidelines on the application of ISO 55001. The next meeting is scheduled for October 2011 in Washington DC.

As the sole delegate from the UAE, Mehran was involved in all areas and stages of the committee activities regarding creation and improvement of Asset Management International Standards. Mehran is currently working in conjunction with the development of the second working draft. The committee chairman thanked the delegates for their excellent co-operation, which he said led to the success of the meeting.

Ducab will continue with the application of Asset Management principles and wishes Mehran the best in his endeavors.
Supporting IEEE for a better planet

Ducab supported the sixth Gulf Engineering Conference (GEC), held under the overarching theme 'For a Better Planet,' as a key sponsor.

Organised by the Institute of Electrical and Electronics Engineers (IEEE), under the auspices of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai, the event had two key forums – ‘Towards Comprehensive and Sustainable Technology’ and ‘Woman in Engineering Science & Technology.’

H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA inaugurated the event with Her Highness Sheikha Lubna Al Qasimi, UAE Minister of Foreign Trade inaugurating the ‘Women in Engineering’ forum. She spoke on the contribution of women towards science and technology and their role in driving sustainable growth.

More than 131 Emirati researchers – the largest ever contingent – presented papers at the event, which discussed more than 174 work papers by researchers from 43 countries.

www.ieee.org

Dr. Essa Bastaki, Chair of IEEE Emirate branch said: “This event was held for the first time in the UAE because of the nation's high capabilities and competencies in science, technology, communications and engineering.”

Exploring the growth potential in Baku

Ducab took part in the recent Caspian Oil & Gas Exhibition 2011, which highlighted the growth potential offered by the Azerbaijan market.

The exhibition was inaugurated by His Excellency Mr Ilham Aliyev, President of the Azerbaijan Republic, and the keynote address was delivered by Ravnag Abdullayev – President of SOCAR the State Oil Company of Azerbaijan Republic.

Azerbaijan’s oil exports for the first quarter of 2011 reached $7.5 billion, and the country supplied oil products worth a total of $1.6 billion in 2010, and $365 million in the first quarter of 2011.

The exhibition is the largest in the Caucasian region, which was attended by 285 companies from 27 different countries, and opened doors to various project developments where Ducab can partner. Laith Madi, Alfred Britto and Roy Heatherington of Ducab, attended the event and networked with the visitors.

www.caspianoil-gas.com

Reaching out to industry experts in Kuwait

Ducab hosted a networking event in Kuwait on April 27, 2011 at the Hilton Kuwait to highlight the expertise of the company in the cable sector.

Budoor Al Yousuf presented an overview of Ducab, and Rohini Bhattacharyya, Technical Manager, made a technical presentation on the various aspects of Ducab’s products. A vibrant question and answer session followed, where the Ducab team explained the cutting edge aspects of its product range.

The networking seminar primarily targeted the OGP sector and EPC contractors based in Kuwait. More than 120 industry professionals attended the event.
A partner in the nation’s sustainable growth

Ducab products in ‘The Future Build’ portal

Ducab is now a key partner in the sustainable growth initiatives of the UAE. The company’s projects now feature in ‘The Future Build’, a new green building materials portal, which helps architects, engineers and contractors—particularly in the UAE and wider region—confidently select and source environmentally sustainable, third-party-certified products to meet their projects’ environmental objectives.

The first of its kind portal to originate in the region, The Future Build lists products that have been assessed and selected according to standards and criteria set by Masdar City. These are the same assessment criteria that Masdar City uses to understand the full cradle-to-cradle lifecycle of the products and materials that go into building and operating one of the most sustainable cities on earth.

Ducab is one of the earliest approved suppliers from the region and the only cable company in The Future Build. Three of Ducab’s product families namely, Building Wires, Low Voltage Cables & Medium Voltage Cables are listed on the prestigious portal. Already the company has received several enquiries through the portal.

The product families of Ducab were approved by The Future Build team following successful assessments of the Life Cycle Assessment (LCA) data for the products and the product sustainability questionnaire submitted by Ducab.

The Future Build is a rich multimedia directory with an easy-to-use interface that makes it simple for users to find environmentally preferable products. Each product is listed alongside its images, brochures, specifications and CAD details. The portal has a number of powerful search features and links to all relevant divisions and the most updated Construction Specification Institute (CSI) categories. In addition, it provides the latest news on green products and materials, as well as other related services.

Within three months of its launch, The Future Build has gained more than 40,000 visits and over 250 products.

Stealing the attention at Project Qatar

The 8th International Trade Exhibition for Construction Technology, Building Materials, Equipment & Environmental Technology - Project Qatar 2011 was organised at the Doha Exhibition Centre from May 2nd–5th 2011.

HE Sheikh Abdul Rahman Bin Khalifa Al Thani, Minister of Municipal Affairs and Agriculture, Qatar inaugurated the exhibition in the presence of high-ranking government officials, diplomats and industry executives from Qatar and abroad. HE Sheikh Abdul Rahman said with infrastructure and other projects worth more than $160bn underway, and several more in the pipeline as part of the country’s preparations for the 2022 FIFA World Cup, the country offered enormous opportunities for those daring to undertake major construction challenges. “The exhibition, no doubt, will support Qatar’s ambitious infrastructure programme for the next one decade,” he said.

The main objective of Ducab’s participation in the event was to strengthen and reposition its presence in Qatar and highlight its customer commitment. This also gave an opportunity to bring to the fore latest and competitive technological solutions.

Andrew Shaw, Managing Director, Ducab said Project Qatar highlights the country’s maturity and respect it has gained in the international arena. “Project Qatar 2011 provides immense international exposure for Qatar and reinforces its image as a construction and property hub. We received a large number of visitors in our stand and were able to network with some existing and potential clients, including Danway Qatar, ETA Qatar, ACG, Unicon Contracting, QCON, Prime Engineering, BARWA, , L&T, Al Teyseer, to name a few,” said Shaw.

Qatar is witnessing unprecedented investments in its infrastructure, supported mostly by the country’s vast energy reserves. Qatar’s economy had not only showed the resilience to the global economic down turn, but it continued to provide massive opportunities to participating companies as the government has gone ahead with its infrastructure building plans in line with the Qatar National Vision 2030. And Ducab is ready to be part of this National Vision.

www.projectqatar.com

Left to right: Eng. Jehad Abbas, Ms. Budoor Al Yousuf, Eng. Mohammed Al Zarouni
Ducab reconnects in Hannover

Germany welcomed Ducab again as a delegation from the company, comprising top level executives and marketing & sales teams, arrived to participate in Hannover Messe 2011, the world’s largest power, industrial and energy exhibition.

It was the third 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 2.5 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 lecturers 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. 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 Colin McKay of Ducab.

“We have gone the extra mile in making sure our products follow BICC and international standards like BASEC 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 McKay.

www.hannovermesse.de

Making a mark at Gastech

Ducab made its presence felt at Gastech 2011 - a premier event in the global gas calendar. Ducab took advantage of this major international industry gathering showcasing gas companies and exhibited its entire range of power cables, especially concentrating on the OGP sector. Ducab had interactions with several industry majors from around the world and the region including representatives from ADNOC group of companies.

www.gastech.co.uk

Senior officials and representatives from ADNOC Group of companies visiting the Ducab stand at Gastech 2011 at Amsterdam
Record sales, impressive growth for last year

Ducab posts impressive results in 2010

Year 2010 marked a new milestone for Ducab as the company recorded sales of AED3.69 billion, a 51 per cent growth over 2009. Volume of sales grew 47 per cent with full realisation of copper rod capacity.

Projecting a growth in sales volume by 15 per cent this year, Ducab’s share of the UAE market was maintained during 2010 at 33 to 50% based on the cable segment. Cable and wire sales accounted for AED2.2 billion last year with external sales of copper rod accounting for AED1.4 billion. Significant areas of growth included 22% growth in sales to Utilities and a whopping 143% increase in sales to the Oil, Gas and Petrochemical sector.

Ahmad Al Shaikh, Chairman of Ducab, attributed the company’s success to expansion into new sectors and markets within the Middle East, Europe, Africa, and Asia, as well as the addition of many new products to the company’s portfolio.

Cost and efficiency improvement contributed too with savings of AED 17 million achieved through operational efficiencies and cost optimisation initiatives. Last year, Ducab repaid, on the due dates, AED182 million and pre-paid AED 100mn, representing 35% of term finance obtained for such previous expansions. Ducab’s shareholders equity has also increased by AED 100 million by the end of 2010, besides a dividend payout of AED 50 million.

Ahmad Al Shaikh said Ducab HV, the AED 500 million joint venture with DEWA and ADWEA as 25% partners each, will be a key factor in driving future growth. “This exciting project is nearing completion and will be the major addition to the product range this year catapulting Ducab to the next level with Extra High Voltage cable systems up to 400kV produced in a world class facility here in the UAE.”

“Last year was a very challenging period worldwide for an industry such as ours, where real estate and construction are major drivers of demand, and the Middle East market was no exception,” said Ahmad Al Shaikh. “Fortunately, infrastructure projects and energy investment throughout the GCC have been counter-cyclical in this downturn and have provided some compensation for the construction slowdown. Ducab managed to grow despite the market condition and increased competition in the region.”

Ducab continues to invest in identifying Emirati talent for various functions across the business with significant progress made in 2010 in training and development of young Emiratis. “We will continue to focus on Ducab’s traditional strengths of customer service and product quality, with the strong belief that such commitment to high quality and exceptional value will continue to drive the sale of Ducab cables and allied products across the region,” said Al Shaikh.

Ducab cables and copper products are currently sold in over 40 countries worldwide across Middle East, Europe, Africa, and Far East in Asia. Approximately 65-70% of Ducab’s total sales including cables & copper products are currently made outside the UAE market.
Cricket, they say, has universal resonance. The game transcends the realm of the cricket ground and has found its way to the hearts of people and to the core of business marketing strategies. Campaigns built on cricket go far beyond the celebrity endorsements and advertising sponsorships.

The game, when leveraged in the right way, can bring about tangible gains for businesses as Ducab demonstrated with its ‘Wire to Win Ducab Premier League (DPL) – Go See IPL’ promotion which generated a strong buzz among the company’s partners and customers.

The campaign, one of the most successful marketing initiatives in Ducab’s history, was underlined by two strong objectives – both of which have been accomplished by the end of the three-month campaign period.

The first was to reach out to the retail level and thereby enhance market penetration. The second was to build on the theme of cricket to reinforce Ducab’s partnerships with its channel partners and customers.

‘Wire to Win Ducab Premier League (DPL) – Go See IPL’ was built on the huge popularity of the Indian Premier League (IPL) championship, which connects all cricket buffs not only in the Indian Subcontinent but across the world.

In its 2011 edition, ten IPL teams, divided into two groups of five teams each, played a total of 74 matches. With almost all cricket playing nations represented in the teams, it was only natural that cricket fans in the UAE also had their clear favourite teams and players.

Running this campaign built on the IPL theme was to support Ducab’s channel partners by helping them further engage with their customers. Also, it helped bring retailers in direct interface with Ducab.

Putting together the campaign was a true scoop for Ducab’s team. The starting point was, obviously, the need to outline a credible strategy

“For customers, it was indeed a novel experience as it helped to establish Ducab’s brand identity as a friendly and approachable organization.”
The team identified a selection of Ducab products including flexible wires, PVC building wires and XL-LSF Wires and three tiers of criteria were set up for the championship.

With the pitch set for the championship, Ducab’s marketing team undertook preparatory measures to kick off the promotion. All distributors - the batsmen - were provided voucher booklets to record their scores (sales). The score cards were tracked regularly and the participant sales scores were updated regularly to make the campaign more interactive.

Once the promotion flagged off, there was no looking back. Ducab’s representatives regular visited distributors and pushed them to strive harder for the ‘big prize.’

Ducab channel partners encouraged their retailers, who in turn inspired the counter boys, to drive the sales leading to higher scores. All players batted exceedingly well and at the end of three months, 50 finalists were announced at a gala award night ceremony on 19th May at Monarch Hotel.

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<thead>
<tr>
<th>Promotion Scheme</th>
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<tbody>
<tr>
<td>Participant</td>
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<td>Tier 1</td>
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<td>Tier 2</td>
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<td>Tier 3</td>
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* (3 nights stay + sight seeing tour + IPL match)
The success of team work

‘Wire to Win Ducab Premier League (DPL) - Go See IPL’ was a novel experience for all stakeholders, and a huge learning for Ducab’s different departments that liaised seamlessly to execute the promotion.

Shailendra Singh, Country Manager of Ducab, said the promotion served as an excellent platform for Ducab to connect with all stakeholders in the value chain. “Right from the counter salesmen to the retailers to distributors, to staff at Ducab, it involved every one”.

Pujha Patankar, Marketing Officer, observes that the promotion was path breaking as it reached out to the customer’s customers - which brought both business gains and built brand equity. The emphasis of the campaign was to stress on “Choose the Best - Choose Ducab”.

The promotion witnessed the participation of some 500 registered retails supported by ten channel partners, and Ducab diligently followed up the process at all levels, says Pujha. The whole campaign was supported by massive road shows wherein Ducab staff met with customers on a daily basis and helped them in increasing brand awareness. Promotional materials and retail branding were conducted as well to sustain the campaign. “The event at Monarch Hotel to announce and honour the winners was an excellent opportunity for all concerned to interact and spend time in a casual atmosphere”, says Pujha.

Riju Mathew, Assistant Sales Manager, Distributor Business-UAE, says the team brainstormed intensely and was helped by the valuable inputs from some the key distributors.

The Ducab team followed approach, whereby everything was planned out during weekly meetings and executed in a timely manner with the results reviewed to assess the progress.

Colin McKay, General Manager, Sales and Marketing, Ducab says the success of the campaign was two-pronged – with an impact on the customers and the distributors. “The retailers now perceive Ducab to be a friendly and approachable company. They are looking forward to the next promotion” says McKay.
The game was entering a nail-biting finish as the D-day – the finals of IPL in Chennai – arrived. 40 winners were selected for the trip to the south Indian city for witnessing the finals. 10 of the winners were visiting India for the first time.

Thursday, 26th May 2011 was an unforgettable day for Ducab’s marketing team as the key players of the ‘Wire to Win Ducab Premier League (DPL) – Go See IPL’ promotion gathered at Dubai International Airport.

They took a memorable flight to Chennai to witness their favourite teams – Chennai Super Kings and Royal Challenger Bangalore – matching their wits at the finals.

Arriving at the wee hours of 27th May at Chennai, seeing a stream of Ducab orange and white bags on the conveyor belt, people with name placards outside the arrival hall, buses waiting outside to drive the guests to the hotel, being welcomed with traditional garlands by the hotel staff were some of the highlights of the trip. There were team building exercises so that all could interact with each other, ice breaker games and spa vouchers for the winners of the games too.

They had a memorable stay at the elegantly designed Radisson Blu Resort Temple Bay, Mamallapuram, Chennai and also took time out to tour Mahabalipuram, a beach side tourist hotspot.

Saturday 28th May was the day everyone waited for. Before proceeding to the stadium to witness the IPL finals, the group had lunch at Dakshin Restaurant, Sheraton Hotel, where much to the delight of all, the IPL cricket teams were also staying. This enabled many in the group to have a chat with their favourite players, sign autographs and take photographs with the players.

A sea of orange jerseys took the spotlight at the stadium and quickly individuals took sides of their favourite teams with yellow flags of Chennai Super Kings and red flags of Royal Challengers taking prominence. Apart from the enthusiastic match won by Chennai Super Kings, the channel partners had a fantastic three days in Chennai before departing for Dubai after a spectacular weekend in India.

"It was a clear win-win promotion
for Ducab,” said Ashish Chaturvedy, Marketing Manager of Ducab. “While we recorded a solid growth in sales of 72 per cent during the three months compared with the same period last year, we had the privilege of connecting with our channel partners and strengthening the spirit of partnership, which is central to Ducab.”

Shailendra Singh, Country Manager of Ducab, shared the sentiment. He said: “The impact of the promotion on sales was immediate with machines getting busier almost instantly. For us, it was particularly rewarding as it helped us to build rapport with our retailers and distributors. In addition to building brand loyalty, the long-term impact of the promotion is the working of Ducab sales and distributor sales team in unity.

Pujha Patankar, Marketing Officer of Ducab, added: “Hiring an event management company to take care of all arrangements at both ends worked fine as they coordinated well to make everyone comfortable. And the fact that we had to take care of a large group of people including 10-13 non-Indians – all of them first time visitors to India was equally challenging.”

The words of the winners, who toured India and shared the buzz of the IPL finals, which captivated the world, said it all.

Prasanth Joseph of Al Zubair General Trading observed: “It was not just the comfortable stay at the hotel, the nice tour of Mahabalipuram or the IPL match by itself. The way Ducab treated all
of us and took care of us made the difference.”

Rajan Bhatia of Key West Trading echoed a similar feeling, “This promotion was successful, because of the ‘team work’ by each one of the members of Ducab, distributors and retailers.”

Indeed, ‘Wire to Win Ducab Premier League (DPL) - Go See IPL’ was a clear winner – one that made every stakeholder a winner too.

Wait for more action in the next season.

Winners speak!
The winners who toured India as part of the Wire to Win Ducab Premier League - Go See IPL had words of praise for the Ducab team. Here is what they had to say:

“We could hardly find words to express our gratitude, and happiness for the unforgettable moments experienced during our trip to Chennai”.
“It was not just the beautiful, well-designed hotel (where the visitors stayed) or the nice tour (of Mahabalipuram) we had. The happiest moments sprang from meeting nice and kind people from Ducab. From the Sara Electrical team, we say thanks for everything.”

Saleem Barham,
Sara Electrical

“The promotion was a huge success in terms of sales generated, and interaction with customers, which helped in refreshing the relations with existing customers and motivating individually to target new markets/customers”.

“Going to watch the finals of IPL in India was a memorable experience, as it helped to build stronger personal relationships with our customers”.

“Such promotions will help in driving sales while the team at Ducab that initiated and managed the campaign was truly professional.”

Kamran Siddiqui,
Sales Engineer, Marjan Cables & Accessories

“It was an amazing and awesome experience to meet our business partners and customers together and to stay with them outside the UAE in a different ambience”.

“Being an Arab national, visiting India was indeed a very different experience and I will never forget those wonderful moments”.

“I wish Ducab all the very best and thank everyone involved in the Ducab Premier League promotion for their excellent arrangements and hospitality.”

Imad Al-Zoubi,
Sales Engineer, Project Division, Al Jalal Trading Est.
Nuclear energy: Is it a good Alternative?

By Herleen Mehta

What is Nuclear energy?
Nuclear energy involves a controlled reaction to split atoms of nuclear fuel, typically uranium or plutonium, creating two new atoms. When accomplished on a reasonable scale, this reaction releases an incredible amount of heat, which can be used to heat water, producing steam and powering steam turbines, which can then be used to produce electricity.

History behind Nuclear power
In 1940s, and during the Second World War research initially focused on producing bombs by splitting the atoms of either uranium or plutonium. While in the 1950s attention turned to the peaceful purposes of nuclear fission, notably for power generation.

The world produces as much electricity from nuclear energy as it did from all sources combined in 1960. Civil nuclear power can now boast over 14,000 reactor years of experience and supplies almost 14% of global electricity needs, from reactors in 30 countries. In fact, many more than 30 countries use nuclear-generated power.

Only eight countries are known to have a nuclear weapons capability. By contrast 30 host some 440 commercial nuclear power reactors with a total installed capacity of over 377,000 MWe. France gets around three quarters of its power from nuclear energy, while Belgium, Bulgaria, Czech Republic, Hungary, Slovakia, South Korea, Sweden, Switzerland, Slovenia and Ukraine get one third or more. Japan, Germany and Finland get more than a quarter of their power from nuclear energy, while in the USA one fifth is from nuclear. Among countries which do not host nuclear power plants, Italy gets about 10% of its power from nuclear, and Denmark about 8%.

Economics of costs to produce electricity
The economics of nuclear energy are differentiated from its main competitors in electricity generation, natural gas and coal, by the fact that nuclear energy typically has high construction costs and low variable operating costs. As a result, the cost competitiveness of nuclear energy depends highly on initial construction costs and the cost of capital for nuclear power companies. The first successful deployment of nuclear energy was actually conducted by the U.S. Navy, and nuclear energy still powers a vast number of submarines and navies around the world.

The world produces as much electricity from nuclear energy as it did from all sources combined in 1960. Civil nuclear power can now boast over 14,000 reactor years of experience and supplies almost 14% of global electricity needs, from reactors in 30 countries. In fact, many more than 30 countries use nuclear-generated power.

Quick facts
- Nuclear energy started with Albert Einstein’s \( E = mc^2 \) which describes how much energy is released when an atom is split. Eg: the energy contained in a pound of uranium used for nuclear fuel (i.e., enriched) is equal to roughly one million gallons of gasoline.
- The first commercial nuclear power stations started operation in the 1950s.
- Over 440 commercial nuclear power reactors operate in 30 countries, with 377,000 MWe of total capacity.
- Provides about 14% of the world\'s electricity as continuous, reliable base-load power, with increasing efficiency.
MARKET PULSE

UAE stepping the Nuclear way

UAE conducted an initial study which determined that national annual peak demand for electricity is likely to rise to more than 40,000 megawatts by 2020, reflecting a cumulative annual growth rate of about 9% from 2007. Even with adjustments to account for the worldwide economic slowdown, the projected demand is well beyond current capacity.

Nuclear power "emerged as a proven, environmentally promising and commercially competitive option which could make a significant base-load contribution to the UAE's economy and future energy security." 20 GWe nuclear was envisaged from about 14 plants, with nearly one quarter of this operating by 2020. Emirates Nuclear Energy Corporation (ENEC) is taking on this challenge, with a target of delivering electricity to the UAE grid in 2017.

In December 2009 ENEC announced that it had selected a bid from the KEPCO-led consortium for four APR-1400 reactors. At the same time, the US-UAE bilateral agreement for peaceful nuclear cooperation went into force known as a "123 Agreement," the pact establishes a required legal framework for commerce in civilian nuclear energy between the two countries.

United Arab Emirates is thus pursuing a peaceful, civilian nuclear energy program that upholds the highest standards of safety, security, nonproliferation and operational transparency.

Planned UAE nuclear power reactors

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<tr>
<th>type</th>
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<tbody>
<tr>
<td>Braka 1</td>
<td>APR-1400</td>
<td>1400</td>
</tr>
<tr>
<td>Braka 2</td>
<td>APR-1400</td>
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<td>Braka 3</td>
<td>APR-1400</td>
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<tr>
<td>Braka 4</td>
<td>APR-1400</td>
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</tr>
<tr>
<td>total</td>
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<td>5600 MWe</td>
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IMPACT ON AIR
Nuclear plants do not release any of the "traditional" power generation air pollutants, such as sulfur dioxide, carbon dioxide or nitrogen oxides but they can release small amounts of airborne radioactive gases, such as carbon-14 and iodine-131, so they are considered as clean electricity source.

IMPACT ON WATER
Nuclear plants rely upon water for once-through cooling systems which requires 2.5 times as much water as fossil fuel plants so it impacts water resources, aquatic habitats and marine life.

IMPACT ON LAND
Radioactive wastes pose health risks that exceed any other source of electricity and it is quite possible that these radioactive wastes will be stored for a century or more at existing nuclear plant sites, a prospect that may preclude any future re-uses of these contaminated lands.

IMPACT ON LIFE
A major failure in a nuclear power plant's cooling systems can create a nuclear meltdown, where fuel rods melt within matter of seconds. This heat melt everything it comes into contact with leading to catastrophic accidents which could injure or kill thousands of people. Eg. Chernobyl disaster (1986) and Fukushima Daiichi nuclear disaster (2011) and the subsequent release of massive quantities of radioactive materials, carries severe consequences for all forms of life.

Is nuclear energy the safest?

With all the precautions & regulations being put in place, nuclear power will emerge as a clear winner for energy production.
Looking ahead

Colin McKay, General Manager Sales and Marketing, casts an eye over the coming twelve months and talks about the challenges facing the local market

Colin McKay is surprisingly cheerful for a man on the verge of completing his first day of fasting. Meeting in his office at the start of Ramadan, with a smile he says he is observing the Muslim custom “for health reasons only.” But despite the pangs of hunger, he is open and generous with his time.

McKay joined Ducab as General Manager Sales and Marketing in October 2010, but already the effects of his arrival are being felt as the region emerges from the global financial crisis.

He says: “Ducab is coming out of a difficult patch. The situation from September 2008 until probably half way through 2010 was particularly poor. But our business at that time was very dependent on Dubai and what I have tried to do with my team since I joined is push our sales emphasis onto Abu Dhabi, where the projects are.”

He is also looking further afield, and over the next twelve months says he expects to see Ducab diversify its export activities, in order not to find itself again overly reliant on a single market.

“The core of our export business will remain the GCC and the next most important market, I would suggest, would be Africa. We are putting a lot of investment into Africa at the moment. We are shipping to Kenya,
Tanzania, doing lots of business in Nigeria, and we are going to spread out from there.

"At the moment we are about 75 percent on the UAE, and I intend to maintain our volumes here and maybe grow our market share, because there are products in this market that we do not produce that we could produce. So I think if you look at our business within twelve months, we would be 65 percent UAE and the rest would be export, mainly into the GCC."

He says Ducab’s adherence to British cable specifications gives it access to many Commonwealth countries where British standards still dominate but Ducab is now seeking third party certification to cover other international norms giving it a greater potential to export.

"Most of this year has been spent developing new products and getting them qualified. For example, we are looking at German and French approvals. Not necessarily for Germany and France. In the case of Germany, Siemens is building quite a few power stations requiring German specs around the world, and in the case of France, the North African countries like Morocco and Tunisia and Algeria tend to use French specification," he says.

He adds that Ducab has begun trading with the UK, and has now opened a sales office in Leicester. "It is a growing business," he says.

The short term future is not without challenges, of course, oversupply in Qatar and Saudi Arabia is seeing cheap product coming onto the market – “they are trying to buy their way in, so they are undercutting” – and the price of oil remains a perennial worry.

McKay says: "The whole region is dependent on the price of oil. All of our business models are based on the price of oil staying high for some time. This is a bubble we are in now. A frothy price. We believe our business would continue strongly with a far lower oil price, but not half."

That said, McKay, whose demeanour is cheerful and confident, does not look like a man weighed down by worry. Hunger, perhaps, but not worry. And besides, it’s time for iftar.
Ducab underlined its commitment to Emiratisation and empowering the talented youth through its participation in Careers UAE, the premier recruitment, education/training exhibition held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister & Ruler of Dubai and ran from 21st – 23rd of March 2011, at the Dubai International Trade Centre.

The exhibition which focused on driving career opportunities for the skilled youth in the country in line with the vision of the Government to promote Emiratisation, was inaugurated by His Highness Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Dubai Deputy Ruler.

Ducab’s HR team were on hand at its pavilion, visited by more than 700 career aspirants including fresh graduates from college, university students and professionals looking for a career boost by becoming part of one of the most prestigious organizations in the UAE.

Ducab’s stand served as a truly networking, experience-exchanging platform where job seekers got the chance to know and acknowledge the offers and support which Ducab provides to young UAE nationals.
Reaching out to UAE national talent

In a further demonstration of Ducab's commitment to hiring and fostering UAE national talent, the company, under the umbrella of General Holding Corporation, took part in the Tawdheef recruitment exhibition presented by Abu Dhabi Tawteen Council and organized by Informa Exhibitions in Abu Dhabi.

Tawdheef was inaugurated by Ali Rashed Al Ketbi, Chairman of Abu Dhabi Tawteen Council, and attracted over 28,000 visitors from all over the UAE. The first two days were dedicated for Emiratis, during which over 71 participating companies confirmed they had over 2,500 vacancies for Emiratis across all professional roles and sectors – from engineering to banking and administration.

Ducab hosted several eager visitors, and the company's Emirati professionals and HR team described to them the various career opportunities.

OGP major project wins

In view of the growing demand for refined products and the need to meet stringent product quality requirements and environmental legislation, Abu Dhabi Oil Refining Company (TAKREER) is expanding the refinery at Ruwais. When completed, the Ruwais site will have a total refining capacity of 800,000 barrels a day (b/d).

The Ruwais Refinery Expansion Project is part of Abu Dhabi National Oil Company's (ADNOC) strategy to develop its downstream industry to meet future requirement. The project will serve three main objectives:

1. Satisfying the growing demand of high quality petroleum products in the local market as well as increasing ADNOC's presence in the international market for finished products while meeting future stringent specifications.
2. Integration with the neighboring petrochemical industry through exporting 1.1 million tons a year (t/y) of propylene to the Borouge Olefins Complex in Ruwais. This will result in saving investment cost and reduce operating cost to the benefit of both operating companies.
3. Development and absorption of highly qualified UAE nationals in both project execution phase as well as in the subsequent operation of the plant. The project will create opportunities for young UAE nationals to learn new technologies through interaction with various disciplines of these engineering companies.

The expansion will incorporate a residual fluid catalytic cracking (RFCC) complex, distilled hydrosulfurisation (HDS) units and an aromatics complex. The new refining capacity of 400,000 b/d will boost the production from existing levels of 400,000 b/d. The existing capacity includes 120,000 barrels of crude oil and 280,000 b/d of condensate.

This project is divided into many packages and Ducab as a leading cables supplier for the OGP sector, has been awarded the contract to supply its product and services as following:

**Ruwais Refinery project Package 1**
It was awarded to the Korean EPC Contractor SK Engineering & Construction and Ducab is supplying Instrumentation cables till the end of the year 2011 for an approximate value of US$9 Million.

**Ruwais Refinery project Package 4**
It was awarded to the Korean EPC Contractor Daewoo Engineering & Construction, Ducab is supplying Powerplus Medium Voltage, Low Voltage cables & Control cables till the end of the year 2011 for an approximate value of US$8 million.

**Ruwais Refinery project Package 7**
It was awarded to the Korean EPC Contractor GS Engineering & Construction and Ducab has an ongoing supply of Low Voltage & Control cables till end of the year 2011 for an approximate value of US$30 million.