DUCAB UNVEILS NEW CHAPTER OF GROWTH
Late last year, a leading publication by the name of Utilities Middle East had interviewed Ducab MD Andrew Shaw and featured Ducab as the cover story titled “Cable Push” highlighting how the cable manufacturers in the region boost cable capacities to meet power market growth. This was when the MD had unveiled the elaborate plans to expand the horizons for Ducab by ways of investing in new factories and acquiring other cable factories to satiate its customer’s ever increasing hunger, especially the Utility sector and the general construction.

Fast forward a few months and most of it is a reality, with Ducab announcing the acquisition of Electrocab Emarat and the simultaneous opening of its new Copper Rod plant, both based in Mussafah, Abu Dhabi. This momentous occasion is being perceived by many as the single most important event in the recent times for this organization, and for sure is expected to provide the much needed impetus to help achieve even greater heights. Not only is this move aimed towards self reliance with regards to the key input, the Copper Rod plant (Technical article in this issue) is another testimony to the fact that Ducab is indeed committed to the vision of the great Rulers of this country and holds high regard for the ambition that the Government has towards the industrialization of this nation.

So far this year, we’ve consciously spent majority of our time with our customers, actively seeking participation in many of region’s exhibitions and seminars, ranging from Middle East Electricity Exhibitions to WETEX (by DEWA), hosting Arabcab 2008 and sponsoring the MEED Power & Water Conference in Abu Dhabi. The sole objective of being present at all these major events is to interact with our customers and enable us to serve them better by understanding their needs.

Dubai is well known for its superlatives. At the time of writing, Emaar Properties’ iconic Burj Dubai has crossed 162 storey (636 mtr) and is already the highest free standing man made tower in the world. Dubai Cable is proud to be associated with this feat and hopes to be a part of every success story in the region.

Ashish Chaturvedy
Marketing Manager
Beginning of a new era

There comes a time in the growth and evolution of any organisation, when it becomes imperative to look beyond our borders.

For Ducab, that time is now. In the past years, we have worked together - to establish the company as the UAE’s leader in cable manufacturing.

Now, we are in the process of taking Ducab to new markets. Our strategic alliance with Electrocab Emarat and the opening of the new copper rod factory (which is the cover story of this edition of Cable Talk) emphasizes the focus on expanding our regional presence to cover the Middle East and North Africa (MENA) region, India and beyond.

For us, the past months have been challenging, as we were faced with integrating the employees of Electrocab Emarat into Ducab company culture and work practices. This called for intensive training and orientation programs provided to our new staff members. I welcome every new member to Ducab.

Now, the integration has been done; Ducab has already achieved significant capacity expansion of over 40 per cent with the new cable manufacturing plant in Abu Dhabi. And we are well on the way to achieving a production capacity of 100,000 cable tonnes by the end of the year.

Another area of focus is on market development and penetration so we can consolidate our leadership position within the GCC. As Ducab grows, we want to grow our market reach too, and in the coming months we will be focusing our attention on initiating, establishing and consolidating our market position in the GCC.

It is an ambitious goal. But as they say, there is no growth without ambition; and no results without targets.

Best regards

Andrew Shaw
Managing Director

Strengthening UAE workforce with National Development Programme

The recent Careers UAE brought to focus the commitment of Ducab to Nationalisation initiatives. Careers UAE is an important event that serves as a platform for UAE nationals to interact with potential employers, especially the leading companies in the country.

At the event, Ducab unveiled its National Development Programme (NDP) aimed at nurturing the UAE national workforce in the company and offering new recruits a competitive recruitment package. Ducab’s NDP encourages UAE nationals to further their career paths in the fast-growing cable industry through orientation, training and guidance.

Dr. Saeed Mohammed Al Barwani, General Manager of the IT and Educational Development Department, says: “The NDP offers graduates and vocational trainees, either fresh out of a national or international University, an exceptional opportunity to become part of one of the best programs available in the UAE market today.”

A recruit from Careers UAE and now a member of Ducab’s team, Maryam Al-Naqbi, observes: “I am very grateful for the continuous training I am getting at Ducab and I feel that because of it I am able to achieve my tasks and goals successfully with knowledge and confidence.”

Ducab secures Dh125m Efeco order

Emirates Falcon Electromechanical Company (Efeco), a subsidiary of Arabtec Holding has signed an agreement with Ducab worth Dh125 million for the supply of electric power cables for all of Efeco’s projects in the UAE.

The projects, at various stages of construction, include 6,000 villas for the Shaikh Mohammad Bin Rashid National Housing Programme for Emaar; Dubai Silicon Oasis villas and Sanctuary Falls. Ducab will also supply cables to Efeco’s buildings and tower projects in the Central Park and Burj Dubai areas and at the Cultural Village.

The agreement falls within Efeco’s strategy of securing materials from reputable suppliers for its increasing number of projects, in order to ensure that these projects are handed over on schedule.

Mr. Riad Kamal, CEO of Arabtec Holding, stated, “Dealing with established, reputable suppliers such as Ducab is part of our strategy for maintaining our standards, and is a practice that continues to serve us well. We look forward to a long and mutually rewarding relationship with Ducab.”

Dr. Saeed Mohammed Al Barwani, General Manager of the IT and Educational Development Department, says: “The NDP offers graduates and vocational trainees, either fresh out of a national or international University, an exceptional opportunity to become part of one of the best programs available in the UAE market today.”

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Best regards

Andrew Shaw
Managing Director
Showcasing Cable Diversity at MEEE exhibition

Region’s leading Energy and Lighting exhibition

The Middle East Electricity and Exhibition (MEEE) is the region’s prestigious energy exhibition, which puts the spotlight on power requirements. This year’s edition of the exhibition was held from February 10 to 13 at the Dubai International Convention Centre.

As the leading cable manufacturer in the region, Ducab showcased its extensive cable range at the event.

DEWA-specific products from Ducab attract visitors to WETEX 2008

Event highlights the need for Water and Energy conservation

Organised under the patronage of His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance & Industry and President of DEWA, the exhibition had allotted a special section this year for environmental friendly projects for green buildings.

More than 680 participants representing local, national, regional and international companies from 22 countries attended the exhibition.

Focus on quality with ‘Living Innovation’

Quality, the intangible but vital element in the success of any organisation, was put under the scanner at the 3rd International Ideas Arabia Conference organised under the patronage of Sheikh Ahmed Bin Saeed Al Maktoum, President of the Dubai Department of Civil Aviation, by the Dubai Quality Group (DQG).

Ducab was the Silver Sponsor of the conference and briefed the visitors on details of our cable range and unique features. Through Ducab’s participation, the company emphasized the need for efficiency across all aspects of power transmission, generation and use. This is particularly relevant given that demand for power is expected to grow 10 per cent annually over the next decade.

Ducab’s AED 660 million expansion in 2007 and the capacity expansion in the next decade.

Honours from Dubai Municipality for workplace safety

Occupational safety has always been recognised as one of the pillars of industrial growth. Ducab has proven its commitment to workplace safety with numerous awards in the past years. The safe working environment at Ducab once again comes to the spotlight with the company winning the ‘Safety at Workplace’ award from Dubai Municipality. The honour highlights the highest standards of occupational safety procedures that Ducab upholds.

Mr. Andrew Shaw, Managing Director, Ducab, received the award from Engineer Hussein Nasir Lootah, Acting Director General, Dubai Municipality, at a function organised by the Public Health Department of the Municipality in Dubai.

The prestigious award recognizes companies that provide a safe working environment and strive to minimize the impact of their activities on the environment. Dubai Municipality presented awards in seven categories: Grade “A” Establishments, Customers, e-Services customers, Distinguished Establishments, Best Labour Accommodations, Safety At Work Place, and Distinguished Suppliers.

Ducab’s Health and Safety management system is certified to latest version of OHSAS 18001. The company has also won occupational health and safety awards from RoSPA (The Royal Society for Prevention of Accidents, UK) for the last 17 years consecutively.
Showcasing capabilities at Middle East Power & Water Conference

Silver sponsor of the premier event held in Abu Dhabi

Conferences share a large purpose apart from the obvious benefit of networking for more business opportunities. Industry-specific events are also forums for sharing expertise and showcasing capabilities.

The Middle East Power and Water Conference, presented by Middle East Economic Digest (MEED), was one such event held in March in Abu Dhabi. Ducab was the Silver Sponsor.

Industry experts from around the world met at the expo to share ideas and best practices with decision makers in the power and water sectors. His Excellency Dr. Mohammed Saeed Al-Khindi, UAE Minister of Environment and Water, delivered the keynote address. His Excellency Loay Al-Musallam, Head of the Privatisation Team and Deputy Minister of Planning & Development, Ministry of Water & Electricity, KSA, also addressed the gathering.

Representatives of leading organizations such as AWCA Power, GCC Interconnection Agency, FEWA, QEWCA and WEC made presentations.

The event provided in-depth information about developing projects with an unparalleled speaker line-up including clients, leaders and innovators. The event enabled extended networking opportunities and covered a comprehensive curriculum supported by presentations, case studies and discussions.

Francisco Giles wins Ducab Trophy at BBG Golf Day

The much-awaited BBG Golf Day was held on The Majlis Course of Emirates Golf Club. Forty-six teams took part in this high profile event.

As is a tradition, Ducab was one of the major sponsors this year too. Francisco Giles from Renaissance Hotel, Dubai took home the winner's Ducab Trophy with the highest individual score 0 of 33 points.

The BBG Golf Day is one of the most prestigious in Dubai's golfing calendar, and attracts hundreds of golf enthusiasts.

Ducab wins prestigious Investment Corporation of Dubai Chairman’s Award

Honour for Outstanding Economic Value Creation

Under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, and Singapore's former Prime Minister, His Excellency Lee Kuan Yew, Ducab was honored with the Investment Corporation of Dubai (ICD) Chairman’s Award for Outstanding Economic Value Creation in the Industrial Sector. The award recognises Ducab's contribution in adding value to Dubai's local and foreign investments and its contributions to the national economy.

Six other semi-government companies were also honoured at the inauguration ceremony of the Investment Corporation of Dubai (ICD) – the investment arm of the Dubai government. The ICD Chairman’s Awards was held at the Emirates Towers hotel.

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Sharing the expertise at ArabCab 2008

The Arab Cable Manufacturers Association (ACMA) hosted the fourth ArabCab conference from May 3 to 5 in Dubai.

Ducab highlighted its expertise in cable manufacturing at the much-anticipated industry event that brought together over 75 member companies from 15 countries. Ducab is a member of ACMA since 2004.

The main speaker at the three day conference was Mr. J. alam Majid Bin Thaniah, Vice Chairman of the Board of Ports and Free Zone and Chief Executive of Dubai Port and Jebel Ali Free Zone authority.

Ducab shares expertise with industry leaders at the Arab Cable Manufacturers Association (ACMA) conference in Dubai.
The setting was impeccable: Elegant marquees and a posh layout with decorative festoons welcomed guests as Ducab prepared to unveil a new chapter in its growth—the unveiling of the copper rod factory and opening of the cable manufacturing plant in Abu Dhabi.

There were two marquees—one for the VIP guests to meet and greet before the event, and a bigger one for the opening function and lunch. Ducab’s team was ready to welcome the first guests who arrived from 10 am.

The Ducab image was communicated using various banners, television screens played out the Copper Rod Demo Video. This was then tied in with a video featuring Ducab’s association with iconic projects.

The chief guest His Highness Sheikh Hamed bin Zayed Al Nahyan, chairman of Abu Dhabi Crown Prince Court and Chairman of the Higher Corporation for Specialised Economic Zones of Abu Dhabi (ZonesCorp) arrived on time, accompanied by several dignitaries.

The ceremony started with the recitation of verses from the Holy Quran. Mr. Ahmad bin Hassan Al Shaikh, Chairman of Ducab, welcomed the guests. He said: “Ducab’s new copper rod plant is a significant contribution to the cable manufacturing industry in the region. It will meet the copper rod requirements of local and regional markets.”

Mr. Andrew Shaw, Managing Director of Ducab then addressed the audience, and spoke about the new direction of growth for Ducab, its focus on regional expansion, and the strategic partnership with Electrocab Emarat.

Following the speech, Mr. Abubaker Al Khouri, Vice Chairman of Ducab introduced Mr. Abdullah
DUCAB’S MENA EXPANSION WITH STRATEGIC EIIC PARTNERSHIP

New markets are vital for growth, especially for the long term. Having established itself as the premier cable manufacturing company in the UAE, Ducab is now exploring growth opportunities in the Middle East and North Africa region. One of the driving forces in this expansion is the formation of strategic partnerships and alliances.

It is therefore that the strategic partnership between Ducab and Electrocab Emarat LLC, owned by the Emirates International Investment Company (EIIC), gains significance. As part of the agreement, Ducab has taken ownership of the new Musaffah Abu Dhabi cable factory of Electrocab Emarat.

Electrocab Emarat had earlier announced plans to manufacture a wide range of electrical power cables at the new factory located in the Industrial City of Abu Dhabi (ICAD), 30 km from Abu Dhabi city. The factory will now be operated by Ducab and is equipped with the latest generation manufacturing and testing facilities. The product range includes Low, Medium, High and Extra High Voltage cables, control and instrumentation cables (including lead sheathed), building wires, flexible, THHN/THWN cables and fire performance cables.

Mr. Andrew Shaw, reinforces “Ducab is determined to maintain its position as the premier cable manufacturer in the region and our partnership with EIIC will accelerate the company’s growth both in the UAE and MENA.” The partnership will enhance Ducab’s manufacturing capacity significantly.

“Quote - Unquote”

Mr. Ahmad bin Hassan Al Shaikh, Chairman, Ducab

• The opening of the two new facilities is not only an addition to the march towards the development of our company, but also a great support to our national economy.
• It is also a major leap forward by our company towards greater heights in the cable manufacturing industry in the UAE and the Gulf region.
• Since it was set up in 1979, Ducab has distinguished itself with high quality products and this has led the company to many awards.

Mohammed Saleh, Board Member and one of the founders of Ducab. His Highness Sheikh Hamed then felicitated Mr. Abdullah Saleh and other Ducab board members. His Highness Sheikh Hamed officially inaugurated the plant by cutting the ribbon, and toured the factory along with Ducab board members. He was then taken to the new cable factory.

With the two plants officially open, it was time for networking, lunch and leisure – for guests and several members of Ducab employees.

The first copper factory in the UAE, Ducab’s US$45 million copper plant has a production capacity of 110,000 tonnes per annum initially and will be gradually increased to 160,000 tonnes per annum. The plant is the first in the country to use the Novel Gas Control System, and the location in Abu Dhabi assures abundant gas supply.

The new cable manufacturing plant comes to Ducab following a strategic partnership with Electrocab Emarat. Equipped with the latest equipment and technology, this factory will produce low and medium voltage cables and building wires.
Ducab’s new copper rod production facility, opened in Abu Dhabi on the 9th of June 2008 and it is the first of its kind in the UAE. With an investment value of US$45 million, the factory comprises of state-of-the-art machinery in a purpose-built 3,000 sq m production facility. The plant features the main factory floor, shaft furnace tower, workshops, laboratory and offices plus the required natural gas handling systems, electrical sub stations, cooling towers and fume de-dusting equipment.

The facility is designed to take raw copper cathode and convert it into 8mm diameter Electrolytic Tough Pitch (ETP) copper rod as per BS 1977:98 and ASTM B-49-98, which is the required start material for the production of electric cables.

Currently, Ducab purchases its copper rod from various suppliers around the world, but with the new facility, Ducab will be self sufficient in this strategically important raw material in the near future. The price of copper has sky rocketed in recent times, which is indicative of the metals strategic importance to the world economy.

Greater self-reliance

This factory gives Ducab the increased flexibility in copper supply and enables it to benefit from converting the cathode into rod itself rather than paying a premium for someone else to do it on Ducab’s behalf.

The copper rod facility has an ultimate production capacity of 160,000 tonnes per annum with a production rate of 25 tonnes per hour.

Currently, it is configured to produce at the rate of 16 tonnes per hour yielding 110,000 tonnes per annum and thereby more closely match Ducab’s anticipated copper requirement in the near future of circa 2,000 tonnes per week.

The facility comprises continuous melting, casting and rolling and is collectively known as the ‘Contirod process’ as developed by the world-renowned heavy engineering group SMS Meer of Germany. The technology is a marriage of German rolling and control engineering with the very latest metal casting technology from a specialist American company, Hazzelet.

The line incorporates a numbers of novel features designed to give improved operational efficiency and the very best product quality.

Novel gas control system

In particular the facility is the first in the world to use a novel gas control system. The first stage of the process requires the melting of the copper cathodes in a vertical furnace known as a shaft furnace which is heated using natural gas. The control of the gas burners to give efficient heating is clearly very important.

The system used in this facility is a world first and gives very precise real time computer control of each of the 15 burners completely independently.

The next stage of the process is to cast the molten copper into a continuous cast bar which can be subsequently rolled into shape. The casting of the copper bar is a critical element in ensuring the quality of the final product. In the case of the Contirod process a horizontal casting machine is used as supplied by Hazzelet.

Horizontal casting results in a bar with the best metallurgical structure. In the case of the Ducab machine various features have been incorporated for the very first time to ensure the most efficient thermal transfer of heat from the bar as it cools from molten copper in to a solid bar.

The result is a cast bar that is more efficient to produce and has the very best metallurgical structure. This is important when it comes to processing the finished rod into quality conductor as required for production of top quality electrical cable.

Computer-controlled rolling

After casting, the next stage of the process is rolling. The rectangular section of the cast copper bar measuring 50mm by 60mm is rolled in a series of steps down to an 8mm diameter rod.

The rolling process is fully computer controlled with independent drives on each pair of rollers. This enables the rolling process to be very precisely controlled and to continually monitor for the changes caused by wear on the rollers which can then be compensated for by making the adjustments to the roll speed. The system also makes it much easier for the operators to set up the mill after a roll change.

The rolled rod is then ‘pickled’ to reduce the surface oxide layer and coiled and packaged ready for despatch.

Here is a run-down on the various facets of the new plant in Musaffah

- Casting machine has unique features such as efficient thermal transfer of heat from the bar as it cools from molten copper to a solid bar
- The final cast bar is more efficient to produce and has the best metallurgical structure.
- Fully computer-controlled rolling for ensuring accuracy
- Logistically superior factory layout for efficient picking
- Converts raw copper cathode into 8 mm diameter Electrolytic Touch Pitch (ETP) Copper Rod as per BS 1977:98 and ASTM B-49:98
- First in the UAE to use the Novel Gas Control System
- Equipped with the latest generation of manufacturing and testing facilities
- The Novel Gas Control System employs world-class instrumentation to ensure that all 15 burners perform independently
- Abu Dhabi has been selected for ease in supply of gas
- Employs the Contirod Process that involves melting, casting and rolling

Things you didn’t know about the copper rod factory
It was an evening of fashion, stacked with entertainment to celebrate Ducab’s annual networking event at the Godolphin Ballroom, Jumeirah Emirates Towers, Dubai.

The highlight was a fashion show, suitably titled, Fashion Trends by United Colors of Benetton – a celebration of the most popular hues of the season with models showing off hats and bags and plenty of summery styles.

The fashion event was colourful with the season’s most popular shades being showcased on the ramp. The riotous colours complemented the vibrant positioning that Ducab is employing to promote the launch of its new Fire Resistant cables (Ducab-FR) this year.

The evening started off with a welcome speech by Ashish Chaturvedy, Marketing Manager followed by Andrew Shaw, Managing Director who officially announced Ducab’s acquisition of Electrocab as part of the company’s strategic expansion. He invited Jon Vail for the launch of the Ducab-FR cables, which was followed by a detailed presentation on product features and functions.

The much-awaited United Colours of Benetton fashion show followed, wherein Benetton launched its new spring-autumn Sicilian collection.

The spell-binding fashion show was choreographed by Rajeev Negi, Retail Manager, United Colours of Benetton.

Guests were also treated to a lively performance by four belly dancers on three different dance sequences - in Arabic, Hindi and English - much to the delight of the multicultural audience that had assembled.

The brand message of Ducab was highlighted with a model dressed in an orange outfit sashayed on the ramp using Ducab cables as props.

It was one of the most appreciated acts of the evening, which was a true fusion of the two starkly different themes of the evening - cables and fashion.

The 45 minute show was unprecedented in the history of the region’s cable industry and was appreciated by all. A buffet dinner featuring an extensive spread of Continental and International cuisines followed.

All invited guests received a token number for raffle draw. The raffle prizes comprised of Sony Hi Fi System, Sony home theatre system, 110 litre Fisher and Paykel refrigerator, Siemens food processor and Euron 3 BBQ burner.

Arlene Luther, Assistant Marketing Manager, invited Chew Wah Tan, General Manager - Sales, for the raffle draw.

Ashish Chaturvedy, Ducab’s Marketing Manager, said: “The idea behind the ‘Fashion Trends!’ show for our networking event reflected our aim to host a fun event in a relaxed environment where Ducab partners and associates feel comfortable to network on a social and business level.”

The networking event was a huge success that enabled Ducab staff to meet and mingle with clients and contractors in an informal enjoyable setting.

The lucky winners of the raffle draw were:

• Mr. Bhanu of Kanden Corp. (Euron BBQ burner)
• Mr. Pramod Rathode of Marjan Cable (Sony Hi fi System)
• Mr. Sheryar of Naboodah (Fisher and Paykel refrigerator)
• Mr. Aayman of Effeco (Siemens Food Processor)
• Mr. Nagendran Sachindran of Al Fahim Group (Sony home theatre system)
SPOTLIGHT

RICH TRIBUTE TO BOB HOWARD, AN ARDENT GOLFER

Ducab paid tribute to late Mr. Bob Howard, a former senior manager of the company and keen golf professional, with the Annual Golf Day held on April 16, 2008, at The Montgomerie, Dubai golf course.

Bob’s wife Linda Howard and his niece Jane Shaw were the chief guests of the day, which marked 78 keen golfers teeing off for the coveted title. Ducab’s senior management team welcomed the guests who arrived early for the event.

Registration for the tournament started at 11.30 am with several teams formed well in advance. Lunch packs sponsored by Ducab were distributed shortly afterwards and the tournament commenced at 1 pm.

Breezy, mildly warm and bright, the day was perfect for a fine round of golf.

From beginners to golf enthusiasts the event attracted participants with a maximum handicap of 28. They were organized into teams of two with the best two stableford scores recorded on each hole.

Jon Vail, General Manager - Technical welcomed the participants and Andrew Shaw, Managing Director, thanked all involved in organizing the event.

Reminiscing Bob’s love for Golf, Andrew said: “It is a well known fact that apart from his family, Bob’s other love in life was golf and I know that over the years this event has meant a lot to his family.”

A close friend of Bob Howard also spoke about Bob’s love of golf and his involvement in organizing previous Ducab Golf Days in the past.

The winners of the day and the five lucky dips were drawn by Jane Shaw and announced by Jon Vail. Linda Howard presented the prizes. Winners took home an Ipod, Canon digital camera, LG portable DVD player, JVC home theatre System and Microwave contributed by Haji Commercial Est.

In all, the day was a fitting tribute to the memory of Bob Howard.

The first prize - the Bob Howard Memorial Trophy and shopping vouchers of AED 1,000 from Mall of the Emirates (MoE) went to Mr. Lewicki and Mr. Golf from BSBG.

The second prize of MoE gift vouchers worth AED 500 was won by Jonathan Mellor and Keith Nethercott from Coast FM 103.2.

The third prize of MoE gift vouchers worth AED 200 went to Steve Bale and Tony Leach from Hanscomb.

Prices for the nearest pin were given to: Jonathan Mellor, hole 6 and Mike Roberts, hole 17.

For the longest drive on hole 3, the winner was Steve Bale.

Honouring innovation and foresight

The opening of Ducab’s first copper rod plant and new cable manufacturing facility in Musaffah, Abu Dhabi, served as a momentous occasion to honour innovative thinking and foresight.

At the ceremony, His Highness Sheikh Hamed bin Zayed Al Nahyan honoured Ducab founder board member, Mr. Abdullah Mohammed Saleh.

Mr. Abdullah Saleh was the first to initiate discussion of setting up a cable manufacturing plant in the UAE and he was also present during the opening ceremony of Ducab in 1979 by late Sheikh Rashid bin Saeed Al Maktoum.

Since then he continued to serve the company with utmost dedication and loyalty, and has made several landmark contributions that helped Ducab evolve as a sterling success story and model for entrepreneurship.

VEDC students get a slice of the ‘Ducab’ action

Signs 3-year work agreement with seven students from VEDC

It is a rewarding time for seven Emirati students from the Vocational Education Development Centre (VEDC), as they complete the first phase of their training at Ducab Operating under the umbrella of the Institute of Applied Technology (IAT), VEDC was established in 2006. It is an initiative formed under the directives of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Deputy Supreme Commander of the U.A.E and operates under the umbrella of the Institute of Applied Technology. The objective of VEDC is to provide an alternative (vocational) education for Emirati youngsters where they can develop character, academic and vocational skills.

VEDC signed an agreement with Ducab last year to allow vocational students to undergo training that could lead to permanent jobs. Ducab will provide a continuous and progressive training programme that is challenging, interesting and realistic for the 280 trainees at VEDC, 90 of them in senior level positions.

The initiative is part of Ducab’s corporate social responsibility of supporting young UAE nationals to pursue fulfilling careers.

The seven students were selected for their skills and positive attitude, and given a thorough orientation of the company. With over 1000 hours of training, they will spend the next years reaping the rewards of their hard work.

They will learn the ropes and gain expertise in various mechanical functions, ranging from technician to fitter. The students will then be awarded an internationally recognised vocational certificate, and will have the opportunity to work as full-time employees for Ducab.

Dr. Saeed Mohammed Al Barwani, General Manager of the IT and Educational Development Department, says: “The programme offers graduates and vocational trainees, an exceptional opportunity to become part of a vibrant work environment.”

Mohammed Saeed Moftah, one of the students, says: “I am really looking forward to the next two years in which I will have the opportunity to further my skills and later take permanent employment with Ducab.”

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INSIDE VIEW

Fun and frolic at family meet in Mussafih

The unofficial opening of the Copper Road Factory was a festive event for Ducab staff as more than 300 employees including family members attended the event in Mussafih. Some 35 children and 20 ladies took part in the event held on May 9.

The event was planned to enable the staff at Ducab to share the new factory opening with their families as well as to foster a sense of belonging. They were given a tour of the factory and the entire process – from the point that raw materials enters the production cycle to the end-product – was explained in detail.

Soft music played at the lounge, and there was an array of children’s activities including bouncy castle, face painting and slush. For the brave, there was a raging Rodeo bull.

Alan Stevens explores Ducab ‘through the journalist’s eyes’

Marketing communication seminar aimed at understanding the media

Mr. Alan Stevens, a marketing communications expert, facilitated a seminar to familiarize the Ducab marketing team with the intricacies in communicating to the media. The workshop explored Ducab through the journalist’s eyes and helped participants understand the requirements of the media.

The workshop covered tips and tools for enhancing presentation skills, press attentiveness, free PR and online buzz. The one day session helped the marketing team of Ducab to develop action points for media planning, preparing press releases and marketing communications, in general.

The first step was to understand what Ducab stands for, the company’s core customers, and creating a common message for all staff members. It was suggested that the entire sales and marketing teams must have up-to-date information on the company that can be easily accessed. This company backgrounder could then be communicated to all employees by means of screen savers, mouse pads, leaflets or posters for easy reference.

The session also explained the essentials to go into a press kit and hints on how to enhance visibility for the company’s public relations exercises across all media platforms. The essentials of preparing a press release were also evaluated as well as podcast methodology.

The following employee has been promoted to Executive Assistant to MD & Office Manager
• Manoharan Raghavan

The following employee has been promoted to Management Systems Officer
• Maryam Khalifa

The following employee has been promoted to Manager - Financial Accounting
• Harish Kamath

The following employee has been promoted to Marketing Coordinator
• Alfred Britto

The following employee has been promoted to Planning Manager
• Keshav Das

The following employee has been promoted to Sales Executive
• Nasr Awadh

The following employee has been promoted to Comp & Benefits Manager
• Rashid Markhan

The following employee has been promoted to Technical Engineer
• Hamida J assim

The following employee has been promoted to Commercial Officer
• Vijayanand Thorawat

The following employee has been promoted to Commercial Officer – Trainee
• Arun Kumar J

The following employee has been promoted to Cell Leader
• Steve Peres

The following employee has been promoted to Stores & die room supervisor
• Sweety Fernandes

The following employee has been promoted to Testing Engineer
• Ponniah Ramachandran

The following employee has been promoted to Testing Engineer
• Pradeep Singh

The following employee has been promoted to *Executive Assistant to MD & Office Manager
• Remesh N

The following employee has been promoted to Testing Assistant
• Lijesh Chathoth

The following employee has been promoted to Machinist
• Ganesh Kumar

The following employee has been promoted to Logistics Clerk
• Subrahmaniam Naidu

The following employee has been promoted to Logistics Assistant
• Alistair Fernandes

The following employee has been promoted to Electronic Technician Trainee
• Kamalseeng Geerase

The following employee has been promoted to Clearing Clerk
• Ramachandran T

The following employee has been promoted to Forklift Operator
• Anvar Pasha

The following employee has been promoted to Engineering Clerk Trainee
• Sumesh Kutty

The following employee has been promoted to Operator
• Abdul Azeez

The following employee has been promoted to Testing Assistant
• Pramod Prasannan

The following employee has been promoted to Testing Assistant
• Prasasad P S

The following employee has been promoted to Machinist
• Ratheesh S

The following employee has been promoted to Machinist
• Asif Kalathil

The following employee has been promoted to Machinist
• Krishnaraj Vengayla

The following employee has been promoted to Machinist
• Harish

The following employee has been promoted to Machinist
• Tristin

The following employee has been promoted to Machinist
• Ronald

The following employee has been promoted to Machinist
• Norek

The following employee has been promoted to Machinist
• Suneesh

The following employee has been promoted to Machinist
• Suraj Mahal

The following employee has been promoted to Machinist
• Suneesh

The following employee has been promoted to Machinist
• Samuel Kripkar

The following employee has been promoted to Machinist
• Isteeky Shekhi

The following employee has been promoted to Machinist
• Noushad Musthata

The following employee has been promoted to Machinist
• J Ins Thomas

The following employee has been promoted to Machinist
• Binu chandran

The following employee has been promoted to Machinist
• Francis Gracias

MOVING UP

STAFF NEWS

The following employees have been promoted to Operator
• Sunil M

The following employees have been promoted to Operator
• Anoop C

The following employees have been promoted to Operator
• Prasad P

The following employees have been promoted to Operator
• Ajay S

The following employees have been promoted to Operator
• Lancy A

The following employees have been promoted to Operator
• Thilkraj

The following employees have been promoted to Operator
• Ajay S

The following employees have been promoted to Operator
• Aftal M

The following employees have been promoted to Operator
• Prasad C

The following employees have been promoted to Operator
• Anoon C

The following employees have been promoted to Operator
• Sunil M

The following employees have been promoted to Operator
• Manuel Gopal

The following employees have been promoted to Operator
• Rohan Peter

The following employees have been promoted to Operator
• Naresh Desai

The following employees have been promoted to Operator
• Nillesh Hosbettu

The following employees have been promoted to Operator
• Stylesh Kumar

The following employees have been promoted to Operator
• Abdul Gafour

The following employees have been promoted to Operator
• Yogesh Wankhade

The following employees have been promoted to Operator
• Rakesh Shetty
EMPLOYEE OF THE MONTH

February '08
Suraj Karkera
Assistant Draughtsman
Project Department

March '08
Alfred Britto
Marketing Co-ordinator
Marketing Department

April '08
J james D’Sa
Clearing Clerk
Supply Chain

June '08
Rakesh Shetty
Copper Rod Plant
Musaffah

WELCOME ABOARD

Assistant Manager - Hedging
Ali Asgar Rangwala

Assistant Marketing Manager
Arlene Luther

Marketing Analyst
Herleen Mehta

Marketing Assistant
Pujha Patankar

Assistant Manager - Performance Management
Margaret Benji George

Commercial Assistant
Lou Avegil Bautista Landicho

Commercial Officer
Manjesh M. R. Nair

Planning Assistant
Editha Ortiz Manuel

IT Support Clerk
Shahid Yaqoob Muhammad

Graduate Trainee
Mohammed Sami M Harb

Assistant Design Engineer
Haji Mohammad Sadhakathullah
Moosa Naina
Shaik Abdullah Ismail

Program Manager
Michel Nassif Bekhazi

Purchasing Manager
Ali Abdulla Amer Awadh Alnahdi

Quality Assistant
J inu Rajan

Quality Technician
Abhilash Unnikrishnan
Katherine Labanza Dayaday
Kristine Garcia Tanatan

Account Assistant-Credit Control
Sowmia J ose Marokky

Electrician
Syamsundaril Vasudevan Pillai
Joseph Michael Mercado Hernandez

Electronic Technician Tr.
Sudheer Narayana Pillai

General Worker
Aquilio Yasay Bala
Ariel Deluria Uniforme
Erwin Lampano Figueroa
Marlon Cedilla Pamalaran
Rex Escoto Nacpil
Rayhan Mohsin Miah
Bjender Singh

Process Worker
Albert Renales Gutierrez
Alexander Diaz Canias
Ariel J opzon Lagao
Arfon Buenaventura Gulay
Benito J r. Ramos Bendecio
Byron De Guzman Bruan
Carlo J oseph Dela Cruz Damian
Christian Lim Algame
Christian Rominor Geronimo
Dominic J r. Camgo Cea
Donn Antg Rivera
Editha Ortiz Manuel
Felbert Moratilla Recorba
Fernando J r. Lindog Barcoma
Frederick Vigil Apura
Gary Consolacion Fernando
Glenn Fandida Gabayeron
Hyades Trayfyalgar Arcolas
Ian Russell Hernandez Mendoza
J ay Aagalat Yaronon
J effry Tanedo Arbolario
J idhesh Kottothummel Kumaran
J ohn Paul De Leon Lopez
Mark Victor J ogo Masult
Midhun Gopalkrishnan
Prasannakumari

Operator
Deepak Shyam Puthran

Manufacturing Engineer Tr.
Kavpreet Kaur

Manager Cost & Budget
Dhiraj Kumar Sinha

Operator Cum Fitter
Muhammad Samar Qasim
Zahid Farooq

Fitter
Sunil J oy

Forklift Operator
Habibbhai Kazi Firozbhai
Saju Pushpangadan
Abdul Haris Yasin

Assistant Operator
Romauldo Roger Domingo
Ronaldo Alegre Bartolay

Muhammed Sabah Kailiyil
Muhammad Samar Qasim
Nol Maestrais Villanueva
Patrick Paul Reyes Mapangat
Paul J ohn Oclarino Aguil
Paulo Berdin Cabingas
Prem Kumar Sakkarakpani
Renante Duron Dangculos
Reynaldo Cruz Dela Alarcon
Rhovel Guizzagan Garcia
Robert Cokol Dulay
Rogelio J r. Penero Manaog
Romel Montanez Alvarez
Rowel Valdez Galvez
Rufo Gueco Tapun
Sherwin Postadan Reyes
Walter J imenez Sapalasan
Yhammany Baysig Abpi
Zahid Farooq

Manufacturer
Benny J ohn

Heavy Duty Driver
Mazhar Zaman
Afkanallah Ehsan Ullah
Saidali Mullen Madakkal

House Keeper
Indramani Chaudhary
Manal Madhavan Leela
Ravi Thokala

Testing Assistant
Mervin Olaes Escobar
Edzel Mercado Brinquez

Trainee Fitter
J oven J r Delgado Santos
Anguya Swamy Gopal
Ali Aga

Yard Worker
Sagar Chakradhar Dail
Yasir Shabahuddin J ogikar
Muhammad Tariq
Man Bahadur Thapa
Bhanu Bhakta Dhimal
Haq Nawaz
Mohamed Shareef Kulathur
Krishnas Das
Saleesh Pettiakattil Rajan
Rijn Prabha Valiyaparambil
Vazeer Basha Gamintra
Lincoln Louis Penha
Muhammad Nadeem
Rymon J osep

Ancillary Worker
Govindan Puthan Purayil
Nelson Sonza Batu

STAFF NEWS
Business Objects (Jan 21st)
- Abdul Majid A A Khan
- Bagesh Singh
- Fabio George Kizhakoodan
- Hussein Saleh Omer Balhewaisal Al Jabr
- Jatin Arora
- Manoj Sivasankara Pillai
- Minin Anthony D’souza
- Ponniah Ramachandran
- Sagar Kajaram Kumathkar
- Samih Hassan Zamzam
- Subbiah Arumugam
- Ulhas Arvind Menon
- Varghese Samuel

Learning Needs Analysis
(Jan 27th-29th)
- Jihan Khalfan Huwaireb Al Muhairi
- Saeed Mohammed Saeed Albarwani Alharthi

Cable for Power Systems Course
(Feb 27th-28th)
- Maryam Ali Saeed Mohammad Althani

Occupational Healthy & Safety
(March 4th-5th)
- George Joseph Frank
- Maryam Ali Khaifan Saff Al Naqbi

Theory of Constraint
(April 21st-22nd)
- Keshav Nair
- Balkar Singh
- James Chriayath
- Samih Zamzam
- Pandian TS
- Imran Khan
- Abdullah El Doukheiri

Six Sigma P1 (May 12th-14th)
- Abdul Raheem Ali Ahmed Abdul Raheem Al Marzouqi
- Abdulah Omar Aldoukhei
- Babu Prabhakaran Nair
- Daniel Kunjunmon
- Gerson Lucio Borges
- Hussein Saleh Omer Balhewaisal Al Jabr
- Ithtar Khan
- J Ihan Khalfan Huwaireb Al Muhairi
- Kavpreet Kaur
- Maryam Ali Khalfan Saff Al Naqbi
- Maryam Ali Saeed Mohammad Althani
- Mathusuthana Kumaran Vadivel S.
- Mehran Ibrahim Parham
- Minin Anthony D’souza
- Pradeep Singh
- Shrikrisna Ratnakar Nesankar
- Subbiah Arumugam
- T.O. David
- Abdul Aziz Elsayed
- Kishor Kulkarni
- Subir Dey

Internal Auditor CoursE
(May 12th-14th)
- Mohamed Thoufek
- Marshall Lobo
- Dhiraj Sinha
- Abdul Hakim Qaed
- Nissam Ashraf
- Biju Kaippattil
- Manna Tapas
- James Chriayath
- Munir Ahmed
- Sagar
- Surinderpal Singh
- Ponniah Ramachandran
- Vivek Kumar Jain
- Remesh N
- Pradeep Singh

Media Alliance
- Andrew Shaw
- Arif Choksy
- Mohammed Al Quraishi
- Dr. Saeed Mohammed Ali Barwani
- Paul Pitman
- Chew Wah Tan
- Simon Baker
- Anjam Mukhtar
- Graham Cheetham
- Jonathan Vail
- Hassan Omar
- Arlene Luther
- Pujha Patankar
- Herleen Mehta
- Budoor Alyousuf

COMPETITION
Enter the competition, one lucky winner with right answer will get gift voucher worth Dhs. 500

The Copper Rod Factory in Mussafah is the first in the world to use NGCS. How many burners are used in the process?
Submit your answers to the Marketing Department before end of August 2008. Fax: 04-8082566 Email: ppatankar@ducab.com

Congratulations!
Winner of the last issue’s competition:
Name: Prashant Pradhan
CC: # 699

STAFF NEWS