LIFE MOVES WITH DUCAB
I welcome you to this edition of celebration and commemoration of 29 years of serving the nation and region at large. Year 2009 also marks the completion of 3 decades of participation in the growth of the Nations economy for Ducab. The 29th Anniversary celebrations recently was a befitting occasion to appreciate the members of Ducab family alongside witnessing the stunning cultural & sports programme.

Challenging times are staring us in the face. In light of the recent global financial meltdown we need to tighten our belts and face these times bravely. Competition is only getting fierce with key international and regional players looking into this region, however we move ahead on our strengths which I would like to emphasize with Ducab Musafah (M2) facility fully operational and Copper rod plant which is now contributing with its steady output.

We have taken a positive step towards rebranding Ducab with the activities in the last few months. Exhibitions all over the GCC like the Saudi Power & Water Forum, the ADIPEC, the MEED Abu Dhabi conference have been key platforms wherein we have actively engaged with our business partners in the last quarter. Ducab takes great pride and initiative in supporting the National Development Programme through participation in career fair like the Najah which is supported by the Ministry of Higher Education, Ministry of Labor and Abu Dhabi Education Council.

Another achievement is the ESMA quality mark, as we are the first power cable company to build an emotional connect with its direct and indirect consumers. Growth in oil & gas sector showcased at ADIPEC 2008

We want to see your creativity! Turn to Page 23

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We thank each one for their contributions towards making CABLETALK a success.

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Leveraging our strengths

This has been a watershed year for businesses all over the world and in the last few months the effects of the global financial crisis have been felt here in the UAE as well. The news from the financial markets has been grim, and here the property market has been particularly hard hit.

For Ducab this is a time when the strong fundamentals that we have carefully built over the years continue to prove their inherent strength. There are undoubtedly challenges in the current markets which Ducab must adapt to, but there are also opportunities for well-prepared and strong companies. Ducab will continue to grow and develop during 2009 and beyond, building on the strengths and capitalizing on the opportunities.

An important part of this strength is our brand name and reputation and in the past months Ducab has revitalized its brand equity with a new marketing campaign which you can read about in this issue of Cable Talk. “Life Moves with Ducab” is not a mere tagline; it captures the essence of our business. The brand reinforcement is an important reminder to all our stakeholders in these more difficult times that we are with them and working towards meeting their needs.

Moving on is what Ducab continues to do. We are opening a new sales office in Saudi Arabia to strong customer response and we also continue to move forward with our expansion plans for the GCC region which are on track and will be announced shortly.

The new market conditions do require new strategies and a new responsiveness from everyone in Ducab. We believe that the key differentials in business next year will be higher service standards and shorter lead times as our customers respond to the changes in the market.

Ducab is readying itself organizationally and market-wise for these changes. Internally we are beginning to see the benefits of the organisational changes we made earlier in the year and we must now focus on optimising the efficient use of all our resources. Externally, we are leveraging our strong presence in key GCC markets to further increase our sales and market share.

We enter 2009 in a strong position – our expansion in Abu Dhabi is well placed to serve this important market and the copper rod plant is receiving enquiries from across the region. Our capacity is now one of the largest in MENA and we can now offer the right product, lead times and service to even more customers across the GCC. This capability is a key asset in these times.

Ducab will continue to maintain its lead position in the market even as competition inevitably increases and we will continue to invest in the company for long-term profitability and sustained growth. We will achieve this by working even harder for our customers in 2009 by offering the best product and the best services so that we remain their first choice.

Best Wishes to you and your families for a successful and prosperous 2009.

Best regards

Andrew Shaw
Managing Director

Growth in oil & gas sector showcased at ADIPEC 2008

AED 500 million in sales expected from the fast-growing industry

In a display of Ducab’s strength in the oil and gas sector, the company highlighted its growing partnerships with leading players in the industry at the ADIPEC 2008 exhibition recently.

The world’s second largest oil and gas expo, ADIPEC 2008 was attended by leading names in the industry, and attracted visitors from around the world.

Mr Andrew Shaw, Managing Director, Ducab, said that the participation in ADIPEC 2008 underscored the company’s biggest increase in business specifically in the oil & gas sector. The fivefold capacity expansion of the company compliments the growth efforts of Ducab in serving a wider client base from the fast-growing oil & gas sector. Ducab expects AED500 million per annum sales from this sector by the next year.

Tapping into one of the largest power and water market

Ducab highlights products at 2008 Saudi Water & Power Forum (SWPF)

Reaching out to the world’s largest power and water market estimated at US$200 billion, Ducab, as part of regional expansion plans, showcased its diverse array of products and services at the 2008 Saudi Water & Power Forum (SWPF).

Held from November 1 to 4, 2008 at Jeddah Hilton Hotel, the event was organised under the patronage of the Governor of Makkah Region, with the support of the Ministry of Water and Electricity of Saudi Arabia, Saudi Electricity Company, Saudi Water and Electricity Company and Saline Water Conversion Corporation.

Given the potential of Saudi Arabia’s enormous market and its level of growth, the 2008 SWPF focused on change, innovation and sustainable development and emphasised how the water and power industry can take the appropriate steps towards a more successful future.

The Forum provided a perfect platform for Ducab to highlight its growing role in supporting power and water industries and in exploring potential partnerships. Leveraging on the opportunity of the Forum, Ducab organised a networking evening with dinner and a presentation was given to key customers of the region.

BASEC concluded a comprehensive audit across all 3 Ducab sites: a routine Surveillance Audit in Jebel Ali and Ducab - Mussafah (M1) sites and an ISO 9001:2000 assessment audit in Ducab - Mussafah (M2).
Partnering with Najah to strengthen UAE graduate participation

Reflects Ducab’s corporate social responsibility to NDP

We have signed our

NEWS BYTES

responsibility to NDP

graduate participation

to strengthen UAE

Partnering with Najah

Ministry of Labour and Abu Dhabi Education Council, and

Najah is supported by the Ministry of Higher Education,

Najah, one of the most comprehensive education, training

careers event held in the UAE.

The objective of Ducab’s participation in the event held from October 19 to 21, 2008 at Abu Dhabi National Exhibition Centre was to attract UAE graduate students from various universities and to familiarize them with the work culture of Ducab.

Ducab received an overwhelming response with 375 applicants, and currently, the applications are being streamlined to roll out the recruitment process.

Win-win Siemens supply frame agreement enters second year

Ducab has signed a supply frame agreement with Siemens for the second consecutive year. As part of the agreement, Ducab will supply MV and LV power and control cables for all Siemens projects in the Lower Gulf region.

Mr Sigfried Oelkers, Global Commodity Manager, Siemens, and Mr Andrew Shaw, Managing Director, Ducab, signed the agreement in presence of Mr Chew Wah Tan - GM Sales and Marketing, Mr Deb Mazumdar, Manager - Key Accounts, Ducab; and Mr Jijo John of Siemens.

Siemens is actively involved in supporting the development of power distribution in the UAE with particular focus on Dubai and Abu Dhabi. The partnership with Ducab is a win-win arrangement for both companies in terms of availability and delivery of high-quality products and timely technical support.

Assuring Siemens of Ducab’s support, the company also took part in the Siemens Supplier Day at the Dubai Electricity and Water Authority (DEWA) office.

Networking with UAE’s thought-leaders at MEED Abu Dhabi Conference 2008

Ducab was silver sponsor of the headline event

The strength of the UAE’s oil and gas sector and the concerted efforts at diversification for sustainable development were the high points of the Abu Dhabi Conference 2008, organized by MEED in association with the Abu Dhabi Department of Planning and Economy and Abu Dhabi Chamber of Commerce & Industry.

As Silver Sponsor, Ducab actively engaged in the two-day networking event with senior management interacting with high-profile officials from the planning, development, construction and tourism sectors, as well as delegates from around the world.

The Ducab team comprised Mr Andrew Shaw, Managing Director; Mr Chew W Tan, GM - Sales & Marketing; Mr Ashish Chaturvedy, Marketing Manager; Mr Deb Mazumdar, Key Accounts Manager; Mr Samuel Varghese, Sales Manager ADSO; Ms Herleen Mehta, Market Analyst and Mr Alfred Britto, Marketing Co-ordinator.

Ducab also highlighted its products at the exhibition space and provided visiting delegates with an overview of the company and product range.

The presentations at Abu Dhabi Conference 2008 gave tremendous insights into the strength of the Emirate’s economy. Mr Mohammad Omer Abdullah, Undersecretary for the Department of Planning and Economy (DPE), Abu Dhabi, highlighted Abu Dhabi’s Economic Vision 2030 and said economic growth in 2008 will match the emirate’s 17.4 percent GDP growth rate of last year, unaffected by the global financial crises.

Strategic agreement inked to power Al Raha Beach Development project

Ducab signs SMA with Aldar Laing O’Rourke Construction LLC

The prestigious upcoming Al Raha Beach Development project will be powered by Ducab. This follows a strategic manufacturer agreement (SMA) signed by the company with Aldar Laing O’Rourke Construction LLC (ALOR) for supply of all cables for the project being developed by Aldar Properties.

Mr Andrew Shaw, Managing Director, Ducab, and Mr Ken Fares, Head of Procurement, ALDAR/Laing O’Rourke (J V), signed the agreement in the presence of Mr John O’Connor, Commercial Director of ALOR, Mr Simon Drycott, Commercial Manager, ALDAR and Mr David Lee from EC Harris, appointed to provide the commercial management services on the project.

Ducab will supply LV wires and power cables that cover requirements for all LSF, fire resistant and PVC cables and wires, for the 570 hectare project expected to be completed by 2019 requiring cables worth AED700 to 800 million.

Ducab will supply approximately AED100 million worth of LV power cables and wires annually to ALOR, covering the entire Al Raha Beach development project with 11 precincts spread over a built-up area of 12 million square metres including Al Raha Beach Development, Mussafah Labour Camp and Motorworld Development.

Ducab’s partnership will power the 11 km coastline development that will house some of the iconic buildings like Abu Dhabi World Trade Centre, Aldar’s new headquarters, luxury waterfront villas, and hospitality projects.

Ducab is the first supplier of 22KV cables in the UAE for that matter and ALOR is the first customer to be using nearly 70 km of 22KV cable for infrastructure works.
MOVING AD CAMPAIGN GIVES MORE LIFE TO DUCAB

Ducab has used an imaginative and creative above-the-line advertising campaign to breathe new life into its cables, and has given itself a head-start in brand awareness.

It’s a tough call for any marketing team along with its ad agency to come up with a ground-breaking ad campaign that changes the image of a company and its product overnight. But that is exactly what has been done for Ducab and its cables, with its latest above-the-line campaign featuring characters made out of wires, depicting daily life in the office, on construction sites, and in the street.

Ducab’s Wireman advertisements, which encompass a little under US$1 million campaign across Arab countries, hit newsstands in mid-August with the catchphrase ‘Life moves with Ducab’. It has got everyone talking and has set a new standard for advertising within the cabling industry.

“Even though we enjoy a position of leadership with 40-45% market share in the UAE, with a stronghold in GCC markets, and our products are proven in terms of quality and standards, Ducab’s brand awareness had been minimal in certain sectors,” says Ashish Chaturvedy, Ducab’s marketing manager. “Today, with global quality standards being implemented by the cable industry at large, it was important to set the brand apart and highlight the thought leadership. This is the underlying objective of the campaign, a strategy evolved following research among industry professionals.”

Ducab has ambitious plans to double last year’s turnover of AED2.5 billion (2007) within the next two years. But doing this in a climate of increasing competition required a smart communication programme. With the knowledge that they had been empowering lives for three decades, Ducab identified its target audience and set about creating a campaign that would set it apart from other cable companies, by reaching out to buyers, consumers and influencers with an emotional touch, to engender brand awareness, and above all, build consumer loyalty over a longer term.

Faced with these objectives, the creative agency, Intermarkets, selected a statement by a respondent to Ducab’s market research, who said “Ducab is like air in our life, without which we would perish”. Ian Gerry took the respondent’s reply and developed it into a visually creative idea which provoked thought and conversation. Working with the idea that cables are ‘out of sight, out of mind,’ since the product runs mostly underground, the marketing and the ad team wanted to bring cables back into the forefront of the visual ad element, and give it an emotional personality so consumers would relate to the product.

Ad hero, the Ducab Wireman, was thus creatively born.
A humorous, funky character, made from colourful wires and cables, Wireman, became the focal point of the ad campaign.

Having created Wireman, the team needed to make him interact in all of the typical areas that would instantly be recognised by the public, and so they created the scenes that provided the backdrop to the campaign - the city, port, construction site, street, and partnership.

Account director, Imad Toutounji, explains: "Ducab’s product goes unnoticed, but it is essential to life, that is why we came up with the line ‘Life moves with Ducab’.

The team also had to decide what medium to use - graphic design, animation or miniature models. Although the initial idea was approved as sketches, the spark of ingenuity that brought the campaign to life was the idea to recreate the scenes using the very wires that Ducab manufactures to produce the miniature models.

"We used a third party who regularly creates models for us and is very good with handicraft. It was a very long and meticulous job which required a lot of wires that Ducab manufactures, Wireman, became the focal point of the campaign. We used a third party who regularly creates models for us and is very good with handicraft. It was a very long and meticulous job which required a lot of wires that Ducab manufactures. The team also had to decide what medium to use - graphic design, animation or miniature models. Although the initial idea was approved as sketches, the spark of ingenuity that brought the campaign to life was the idea to recreate the scenes using the very wires that Ducab manufactures to produce the miniature models."

Each element of the models was created separately, so the cranes, diggers, hard hats and even the boots were all individually moulded, with the characters and objects skilfully manipulated into scaled figures no bigger than 30 - 40cm. The different colours of the building wires were also used for visual impact, with the vibrant red, blue and yellow, and the green-yellow wires used separately to create lively characters for each scene.

The copy also played a vital role in strengthening the campaign and effectively captured the three decades of empowerment with the words ‘From towns to cities. From residences to industries. From past to present. We are everywhere. A Friend. A partner for life.’

The campaign kicked off with advertisements in the national newspapers, Gulf News and Al Khaleej as well as a long list of business monthlies and weeklies which include Arabian Business, in English and Arabic, CEO, Forbes Arabia, MEED, Oil and Gas News, Trends, and Saneou Al Hadath. Local trade journals were also targeted including Gulf Industry in Bahrain, Technical Review, MEP, Utilities, Oil and Gas Magazine, Emirates Construction, Oxford Business Group, and the Oman Economic Review.

These were followed by the online campaign, which saw the Ducab Wireman character literally springing to life. On websites including AME Info, Arabian Business, Business Intelligence ME, ITP.net, Maktoob, and MSN Arabia, the Wireman could be seen marching across the screen amongst web copy, moving purposefully towards each comer of the screen or pushing the Ducab banner on the top panel, over animated visuals depicting one of the five scenes.

Ducab has already begun its post-campaign analysis with a research study targeting 100 professionals to assess its impact, the results of which are due soon.

According to Chaturvedy: "The top-of-mind awareness which will be measurable will give us a return on investment immediately. By the end of this year we should be able to measure whatever media activity we have done, but in terms of immediate sales and extra market share, it may be a slightly longer, drawn-out process”.

Ducab’s sales manager for the Northern Emirates, Krishnamurthy M N says, “The campaign has been a positive catalyst for sales growth. Discussions about Ducab’s product range now begin with the ad campaign. The pictures are so simple that it really allows consumers to connect with Ducab emotionally. Wireman has become the superhero of Ducab and the power cable world.”

Ducab has spent around AED 500 million in capacity expansion in the UAE this year alone - attributed to new factories, and expansion of existing factories - and has doubled its production capacity from 60,000 copper tonnes last year to 110,000 copper tonnes by the end of this year. A new copper rod facility also reduces its dependency on raw material supplies, allowing the company to regulate supply and demand internally. Further expansion plans are also to be announced by the year end.

Mohannad Al Noubani, assistant general manager at Al Jalal Electrical Trading, one of Ducab’s 12 distributors in the UAE, says the campaign has been an important factor as it clearly identifies each of its distributors with contact numbers and builds their profile as well. We feel that we are part of Ducab’s family.”

Mohannad Al Noubani also adds that with the construction industry growing so rapidly, now more than ever before, the cable industry in the UAE needs benchmarks and standards across the board, not just in the quality of products in the market, but also the way cable companies like Ducab present themselves to consumers.

"We now find ourselves at the top, where we are trying to connect emotionally with our target audience. For the competition to react appropriately to our campaign would be a big challenge,” concludes Chaturvedy.

(You are welcome to send your comments/feedback on this advertising campaign to marketing@ducab.com)
EMIRATES QUALITY MARK CERTIFICATION: SETTING A NEW MILESTONE

- First manufacturer to win the coveted laurel
- UAE Minister of Economy presents award to Ducab Chairman

Endeavours in the manufacturing sector will be benchmarked against the prestigious achievement of Ducab, a new milestone in UAE’s history.

The company has won the first Emirates Quality Mark certification in the manufacturing sector for upholding industry best practices in standardization and metrology.

At a gala ceremony organised by Ducab in collaboration with the Emirates Authority for Standardisation and Metrology (ESMA) at Majlis Al Salam - Madinat Jumeirah, on 16th July 2008, His Excellency Sultan Al Mansouri, UAE Minister of Economy, presented the certification to Mr Ahmad Bin Hassan Al Shaikh, Chairman, Ducab, in the presence of Mr Waleed Al Mansouri, Director-General, ESMA.

Mr Al Shaikh said that the honour is a reminder of the inspirational journey of growth undertaken by Ducab and will serve as a benchmark for the entire industry. “From the very beginning we have made it our main objective to achieve outstanding quality. To-date Ducab’s commitment to excellent quality remains at the forefront of our agenda,” he added.

The Emirates Quality Mark certification acquires great importance in the current context of globalised trade, where benchmarks in quality and safety of products are paramount.

ESMA developed the Emirates Product Certification scheme based on international standards to assert the quality and safety parameters of products and thus strengthen market confidence. Companies that prove their compliance to the UAE national as well as regional and international standards apart from implementing a scientific quality management system qualify for the certification.

ESMA’s conformity assessment board had undertaken an extensive evaluation of Ducab’s processes over a period of 28 days. Apart from scrutinising 107 tests, the board also reviewed several test reports and certificates. Ducab’s quality management systems in Dubai and Abu Dhabi were also audited and the products tested by ESMA auditors, before declaring Ducab as the winner of the Emirates Quality Mark certification.

Mr Graham Cheetam, General Manager - Manufacturing, Ducab, said the EQM certification enables Ducab to demonstrate to its customers that the products supplied are of the highest quality and safety standards.

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The certification also demonstrates the pioneering work undertaken by Ducab in setting quality standards and encouraging other players in the manufacturing sector to enhance resource usage, efficiency and quality. It is a key roadmap for companies to be more accountable and transparent in setting standards.

Ducab’s standards now underscore with the international best practices already followed by the company. The certification will further underline Ducab’s expansion plans in the region by demonstrating its cutting edge in product quality and world-class standards.

ESMA will continue to audit Ducab and test its products on a regular basis to maintain the certification.

The function ended with a gala lunch along with senior management of Ducab.

ADVANTAGE DUCAB

The Emirates Quality Mark certification from the Emirates Authority for Standardisation and Metrology comes as a reiteration of the product quality of Ducab. A true asset for Ducab, the EQM affixed on the company’s products is an assurance that:

- Ducab is committed to complying with international specifications, as verified by an independent body
- Ducab products will enjoy a competitive edge in the domestic and international markets
- The company can use the certification to promote its products
- There is no need for further testing of Ducab products with the EQM affix as purchasers and other government authorities only have to refer to ESMA for confirmation.

For more details on ESMA visit www.esma.ae
GRAND GALA MARKS 29 IMPRESSIVE YEARS

It was a milestone celebration. As Ducab enters thirty years of its operations next year, the company’s 29th Anniversary Celebration was marked by unprecedented camaraderie and togetherness.

It was the coming together of Ducab employees in an informal setting, where fun was the watchword and several events were organized to further enhance the team spirit.

Ducab staff members and family members attended the all-day event held on November 21, 2008 at the Jebel Ali premises. Highlights of the day’s activities included the Ducab Sports Day, talent packed evening, followed by a gala dinner.

The outdoor games was open to all Jebel Ali employees, who took part in cricket, football, volleyball tug-of-war competitions, with special emphasis given to ensure greater employee participation. The cricket game was an under-arm, four-over match using a tennis ball. The football matches were for ten minutes only while the semi-finals and finals of volleyball were for 20 minutes each.

A long-distance running race was also held, which fetched strong attendance. Indoor games included carrom, darts, pool and table tennis, which were arranged and conducted at the Factory Recreation Club at the Jebel Ali facility.

There was singing and dance competitions and several fun activities for children including magic show, pony and camel ride, bouncy castle and clown show followed by a gala dinner.

The anniversary celebration was marked by a cake-cutting ceremony. Mr Andrew Shaw, Managing Director, Ducab, addressed the staff and congratulated them for their dedication to the company and hard work put. He also distributed Service Awards and Suggestion Awards.

Apart from group dance, solo dance and singing competitions, a Smile Please competition was also held. Groups or individuals were to team together and prepare short skits or mimicry, and all participants were awarded prizes. Cash prizes were awarded to winners of group and solo dance competitions. A raffle draw was also held with several prizes distributed to winners.

Overall the Annual Day celebration was a memorable event for all Ducab staff.
In a fitting tribute to the nation, Ducab celebrated the UAE National Day highlighting not only the impressive growth achieved under its visionary leaders, but also the traditional ethos that continue to make the country one of the world’s brightest success stories. Ducab’s Jebel Ali and Mussafah facilities wore a festive look on December 1, 2008, with a true Arab flavour provided by the special Majlis put up. The celebrations this year were the first of its kind in terms of scale and festivities. Ducab, under the initiative of the UAE National staff, had formed a committee to make the event memorable. Traditional dance performances regaled the staffmembers, who were treated to a sumptuous Arabic breakfast and Arabic coffee.

The senior management of Ducab attended the event, marking another day of celebration with staff members.

Ducab Mussafah (M2) is producing MV and a substantial range of LV cables which has contributed to overall increase in output and performance.

Ducab hosted Iftar for its employees during the Holy Month of Ramadan at the Hilton hotel to reflect the spirit of togetherness. Mr Ahmad Bin Hassan Al Shaikh, Chairman; and Mr Andrew Shaw, Managing Director, Ducab, attended the Iftar, which brought together all UAE nationals and other Muslim employees in Ducab.

The Iftar also served as a festive occasion for new UAE nationals in the Ducab workforce to meet and greet the Chairman and interact with him. The Chairman welcomed the new members and outlined the growth vision of Ducab, saying the company is currently growing rapidly and offers a perfect platform for employees to grow professionally and personally.

A sumptuous Iftar feast was served, and the event was a perfect opportunity to foster solidarity as Team Ducab.

Ducab for the first time organised Suhoor Dinners in Dubai and Abu Dhabi for all its key clients to celebrate the spirit of camaraderie that marks the Holy Month of Ramadan.

The Suhour in Dubai was held on September 7, 2008 at Diwan Al Khayal, Jumeirah Beach Hotel, and was attended by Ducab’s distributors, contractors and consultants. It was a Suhour event organised by Ducab for its existing and potential customers. More than 150 guests attended the event, which was covered extensively by the media with Ahlan Masala and Ahlan Arabic magazines giving prominent photo-spreads.

The Suhour in Abu Dhabi was held at the Al Thuraya Ballroom of Bustan Rotana on September 21, 2008 and was attended by over 140 guests. Senior management staff from leading contracting and consulting firms attended the Suhour, which marked an important occasion that Ducab organised in the capital city.

Celebrating the spirit of Ramadan

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Welcome to Ducab

Ducab welcomed the new UAE National workforce in the company with the gathering held on August 26, 2008.

All UAE nationals who work for Ducab in all its three sites - Jebel Ali, Mussafah (M1) and Mussafah (M2) - attended the event. The Educational Development department team members, who are responsible for recruiting and developing the UAE national workforce, also took part.

The UAE Gathering was a great networking event, which served as a platform for UAE Nationals working in the company to familiarise themselves. The event also showcased the growth strategies of Ducab and how UAE Nationals can play a key role in taking the company forward.

The event flagged off with opening speech and the concept of UAE Gathering and Ducab’s growth plans was introduced. This was followed by team events by participants, who were grouped in six teams. The activities focused on introducing each other and getting to know other UAE nationals in the company better.

Ducab honoured Surinderpal Singh, Manufacturing Engineer M2, as the ‘Employee of the Year 2008’ for his outstanding contribution to the company’s growth strategies, especially towards executing duties as part of the Integration Project Team.

Surinderpal has been working with the Technical and Manufacturing departments. He has been a vital taskforce member of Ducab’s Integration Project Team mandated to bring in line the newly acquired factory in Abu Dhabi with the company’s overall growth goals.

The team was required to streamline production processes in the new plant with a special focus on HSE aspects.

Surinderpal worked towards running machinery as per design speeds, implementing systems and procedures to the Ducab’s standards and evaluating the SAMP machines to successfully cure XLPE under ambient conditions.

Surinderpal stood apart with his positive attitude towards assigned tasks, complementing it with hard work and technical knowledge. He demonstrated astute innovation and insightful thinking, especially during the BASEC approvals, where flexible cables – a new product for Ducab – were being manufactured he also shared his skills with his team, thus serving as a model for implementing best practices.

Congratulations! S P Singh and keep up the good work.

Suggest, act and make a difference

Suggest, act and make a difference

A catalyst of Ducab’s growth is the creative thinking that characterizes its workforce. Ducab encourages creative thinking through Ducab Suggest, a suggestion scheme in which all employees can participate.

Department heads and senior management sift through the various suggestions received, select the ones that hold potential and act upon them to make a difference to the way work is executed and workplace is improved.

Ducab Suggest elicited 185 suggestions from employees of which 88 have been chosen. Several of them have been implemented and others are under progress.

Ducab Suggest is an initiative by the QHSE Department to enable stronger employee participation in the overall working of the company.

This year, Ducab Suggest focused on two themes - Quality Improvement and HSE. Ducab staff members suggested 59 ideas for Quality Improvement Special Month with 98 per cent of the initiatives put forth by the factory employees. The best contributions from different categories were awarded at the Ducab Annual Day.

The winners are: Mr Mohammed Sami (Best Process Improvement), Mr Michael Baracho (Best Quality Improvement) and Mr Shrikrishna Nesarkar (Best HSE Improvement).

Ducab - ‘Clean up the World’ Campaign

Together... for a global cause

Ducab shared its corporate social responsibility by participating in the ‘Clean Up the World’ campaign organised by Dubai Municipality on November 21, 2008.

The campaign was part of Dubai Municipality’s efforts to further the cause of sustainable development and encourage more public participation. More than 30 Ducab employees took part in the initiative held near Gate 7 of Jebel Ali Free Zone.

The participation was a realization for all that with a little more care and concern, every one can contribute to a clean earth and prevent environmental problems that are threatening the stability of the universe.
EMPLOYEE OF THE MONTH

July '08
Eloisa E Anives
Purchasing Officer
Purchase Department

August '08
Sudhir Patolia
Sales Engineer
Sales Department

September '08
Joseph X D'Souza
Component Assembler
Dubai Connect Department

October '08
Kamal Seeng
Electronic Technician
Maintenance Dept. (M1)

November '08
Maryam Al Naqb
Management Systems Officer
QHSE Department

WELCOME ABOARD

Accounts Officer (Developee)
Maryam Yahya

Commercial Officer (Developee)
Ahmed Rashid Ali

Credit Control Officer (Developee)
Fahad Al Muhaairi

HR Officer (Developee)
Khalid Ahmed

Manufacturing Engineer (Developee)
Ali Hamad Al Tameemi

Material Technologist (Developee)
Anisa Abdulrahman Ishaq

Production Engineer (Developee)
Atiq Al J anahi

Recruitment Officer (Developee)
Ghariba Salem

Supply Chain Coordinator (Developee)
Eman Binthaileh

Systems Engineer (Developee)
Adel Al Housani

Systems Engineer (Developpe)
Mahmood Haji

Training & Development Coordinator (Developee)
Shaima Mayouf

Tahani Al Shemhi

Learning Apprentice
Abdulla Mubarak
Abdulla Al Hashimi
Mohamed Al Alawi
Mohamed Al Kathiri
Mohamed Al Zaabi
Othman Al Mansoori
Salem Al Mansoori
Salem Al Ameri
Salem Al Hashemi

Accounts Officer
Abdulla Al Hashimi
Khali Al Falasi

Accounts Officer (Cost & Budget)
Majid Mohammad

Accounts Officer (Credit Control)
Maryam Al Shemhi

Administration Assistant
Aml Al Ghelaite

Assistant Govt. Relation Officer
Ayesha Abubaker

Assistant Operator Trainee
Abdul Kareem
Abdulla Al Hashimi
Mohamed Al Alawi
Khalid Al Falasi

Assistant Secretariat
Ayesha Al Attar

Assist. Assistant
Amin Al Lateef

Assistant Plant Engineer
Anwar Al Abid

Assistant Manager
Abdullah Al Badi

Assistant QHSE Coordinator
Ahmed Al Ameri

Assistant Storeman
Abdul Al Rasool

Asst. Manager
Ahmed Al Ameri

Asst. Manager
Saleh Al Mansoori

Asst. Manager
Salem Al Mansoori

Asst. Manager
Salem Al Hashemi

Assistant Manager
Abdul Al Rasool

Assistant Manager
Saleh Al Mansoori

Assistant Manager
Salem Al Mansoori

Assistant Manager
Salem Al Hashemi

Assistant Manager
Abdul Al Rasool

Assistant Manager
Saleh Al Mansoori

Assistant Manager
Salem Al Mansoori

Assistant Manager
Salem Al Hashemi
STAFF NEWS

• Abrar Ajeez
• Balakumar Swaminathan
• Mukulakom London Mathai
• Rubaskhan Rasad
• Sharana Kumar

Sales Training Programme (Part 1) (Jul 2nd - Jul 3rd)
• Chew Wah Tan
• Varghese Samuel
• Saud Khalid
• Chandra Sekhar Das
• Ali Khalifa
• Sudip Dutta
• Jyothi Abbass
• Ashish Mathew
• Krishnamurthy M Nadar
• Mohammed Chaus
• Sudhir Patolia
• Suhas C
• Shiju Lakshmanan
• Juna Chandran
• Oommen Mathew
• Nasr Awadh Al Masabi

Maintenance Planning, Estimation & Scheduling (Jul 6th - Jul 10th)
• Oommen Mathew
• Sudhir Patolia
• Mohammed Chaus
• Krishnamurthy Nadar
• Mohammed Chaus
• Sudhir Patolia
• Suhas C
• Shiju Lakshmanan
• Raiman Aamin

Advaris Training (Part 1) (Sep 14th - Sep 17th)
• Arun Thombre
• Chindanveetil Girish
• Prasanna Ballal
• Vinal Joshi

Advaris Training (Part 2) (Oct 20th - Oct 23rd)
• Arun Thombre
• Chindanveetil Girish
• Prasanna Ballal

Sales Training Programme (Part 3) (Oct 21st - Oct 23rd)
• Chew Wah Tan
• Deb Mazumdar
• Varghese Samuel
• Nasr Awadh Al Masabi
• Chandra Sekhar Das
• Ali Khalifa
• Sudip Dutta
• Jyothi Abbass
• Ashish Mathew
• Krishnamurthy Nadar
• Mohammed Chaus
• Sudhir Patolia
• Suhas C
• Shiju Lakshmanan
• Raiman Aamin

OHSAS 1800-2007 Management System Internal Auditor Training Course (Oct 23rd - Oct 24th)
• Subhiah Arumugam
• Ponniyam Rachandran
• Shiva Kumar Thatapamula
• Kishor Chandrakant Kulkarni

Executive Team Development (Part 2) (Oct 26th - Oct 27th)
• Andrew Shaw

Minutes of Meeting (Nov 13th)
• Bin Gheeliat

Salary Structure & Variable Pay Scheme (Nov 16th - Nov 20th)
• Mohammad Markhan

Responsive Supply Chain (Nov 24th - Nov 25th)
• Simon Baker
• Atif Brek

Influencing Strategies (Nov 24th - Nov 28th)
• Mohammed Al Quraishi

CertiProfessional (Oct 5th - Oct 9th)
• Sharana Kumar
• Rubaskhan Rasad
• Mulakulam Jomon Mathai
• Balakumar Swaminathan
• Abdul Ajees
• Dr Saeed Al Barwani

(Oct 11th – Oct13th)
• Mohammad Markhan
• Arif Choksy
• Mohammed Al Quraishi
• Dr Saeed Al Barwani
• Chew Wah Tan
• Simon Baker
• Anjam Mukhtar
• Graham Cheetham
• J on Vail
• Hassan Omar

BAAN Training Finance (Nov 2nd - Nov 6th)
• Mark Faraj
• Keshav S Nair
• Majid Mohammad Abdullah
• Khalid Al Falasi
• Fahad Khalifa
• Abdullah
• Maryam Yahya
• Maryam Al Mohammad
• Srinivas Rao
• Soumya

Theory of Constraints Parts 2 (Nov 3rd - Nov 4th)
• Ashish Chaturvedy
• Dhiraj Sinha
• Graham Rafferty
• Harish Kamath
• Jatin Arora
• Krishnamurthy Nadar
• Manoharan Raghavan
• Mansoor Al Jayed
• Maryam Al Thani
• Matthew Procter
• Mohammad Markhan
• Pandian Ts
• Riaz Ull Islam
• Satish Kumar
• Raiman Aamin
• Syed Shaif Ali
• Diago Benedito Prato
• Anjanath Hrenath
• Ahmed Al Hamodi
• Ponniyam Rachandran
• Keshav S Nair
• Vivek Kumar Jair

Theory of Constraints, Executive Management Briefing (Nov 4th)
• Andrew Shaw
• Arif Choksy
• Mohammed Al Quraishi
• Dr Saeed Al Barwani
• Chew Wah Tan
• Simon Baker
• Anjam Mukhtar
• Graham Cheetham
• J on Vail
• Hassan Omar

We want to see your creative!

Ducab completes 30 glorious years in November 2009. We are giving employees of Ducab an opportunity to symbolize what you think of Ducab’s success & growth through this competition.

Its easy, design a logo / poster for Ducab’s 30 years celebration

Winner will get 2 passages to spend a day at Atlantis Aquaventure, Palm Dubai.

Rules of the Competition
• Only one entry allowed per employee.
• Entries can be received as drawings on A4 paper or computer graphics.
• All entries to be sent to the Ducab marketing dept or can be emailed to marketing@ducab.com.
• The winning creative will be used in all our corporate communication & all entries will be considered as the intellectual property of Ducab.
• Decision of the judges panel will be final.
• Winner will be announced in the next issue of BABTalk.

* Terms and conditions apply.