Groundbreaking partnerships: Ducab HV
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EDITORIAL

History took centre stage at Ducab over the past few months - we celebrated three decades of history whilst furthering steps towards creating milestones.

Ducab HV Groundbreaking

Few institutions in the UAE have had the honour of celebrating 30 years of glorious existence and continuing success. Ducab Connect chronicles the milestones from the last 30 years in the cover story of this issue and also remembers the people who have ably steered the organisation through those years. The five eminent MDs who steered Ducab through a variety of challenges and conquests of course top that list.

Our cover story also brings some snap-shots from Ducab’s momentous initiatives and achievements over the last 30 years.

The 38th National Day of the UAE came as we were basking in our anniversary glory and added a lot of mirth and merriment to our celebrations.

It is often said one faces the future with one’s past. The firm footing provided by its illustrious past shall guide Ducab through the unprecedented challenges of the present.

Simultaneously, we need to be as imaginative and agile as possible as we pass through such challenging conditions. It is time to shift gear and display the resources and resilience Ducab has developed over the last 3 decades. Ducab has achieved significant headway in this regard with the recent groundbreaking of the ADW EA and DWA joint venture High Voltage (HV) Factory and the inauguration of the Special Cables Unit (SCU) in UAE.

The HV Factory, to which the utility companies of Abu Dhabi and Dubai have a shared commitment, is sure to give Ducab a unique market advantage while expanding the profile of the UAE manufacturing sector. The Special Cables Unit, meanwhile, extends our capabilities to serve the lifeline of the region, i.e. the oil and gas industry.

Maintaining our presence at industry forums and making the best use of networking opportunities has become all the more important in the prevailing business climate. Ducab made use of two major industry forums held at Abu Dhabi during the last quarter to shore up our support with the business community and key decision-makers.

“Ducab Connect” renewed its industry connections in December 2009 with our team members and distributors coming together at a Product Training Workshop in Dubai led by experts from different companies.

This issue of CableTalk also announces the winner of the 30th Anniversary Logo Design Competition. It was indeed heartening and highly encouraging to witness the overwhelming participation from our staff members across the business and unleashing their creativity to capture the lively spirit of Ducab and its accomplishments to date.

Celebrations become meaningful when they are marked with a new resolve to move forward, away from stagnation. This issue of CableTalk is a celebration of the spirited and passionate people at Ducab; as our partners, you are all invited to start writing the success story of Ducab for the years ahead.

Wishing you all a happy and prosperous 2010.

Ashish Chaturvedy
Marketing Manager
A proud nation; and the pride of a nation

As we enter 2010, it is a good time to pause and reflect on the year behind us, before we look forward to the challenges and opportunities that are yet to come.

2009 will of course be remembered as the year that the global financial crisis affected all of us here in the UAE. Ducab was no exception as our customers struggled with the impact of the crisis on their businesses. That we close a difficult year in profit is testament to the strength of the business, the hard work of the employees, and the quality of our customers.

But it has not all been hard work this year - we celebrated Ducab’s 30th anniversary with a grand celebration in Jebel Ali in November. For me, one of the most pleasurable parts of the evening was the presentation of employee achievement awards and especially those for long service - including 9 employees for 30 years service. Ducab’s strength is its people and the fact that we still have employees, and indeed customers, from our very first days is a tremendous achievement.

We saw some of our other strengths at our National Day celebrations - the growing number of young UAE nationals working in Ducab. Most of our Emirati employees are younger than Ducab and the UAE but the future of both rests with them. It is wonderful seeing them grow and develop as part of Ducab.

The highlight of the year though was on the 24th November - the exact anniversary of Sheikh Rashid’s opening of Ducab in 1979. We were honoured by the presence of H.H. Sheikh Hamed Bin Zayed Al Nahyan and H.H. Sheikh Majid Bin Mohammed Al Shahi. Duchess of Dubai, the Deputy Prime Minister and Minister of Interior, H.H. Sheikh Rashid bin Saeed Al Maktoum, and H.E. Dr. Hessa Sultan Al Jaber, Minister of State for Foreign Affairs.

H.H. Sheikh Rashid Al Maktoum, being one of Ducab’s co-founders, was a key figure in the development of Ducab, having overseen the establishment of the company and our continued growth and success. Ducab is proud to have been associated with H.H. Sheikh Rashid’s name and reputation as a symbol of our company’s growth and commitment to the UAE.

Ducab has a long history of innovation and diversification, and we are proud to have been able to continue these initiatives in 2009. Ducab recently secured two major contracts, one from the Abu Dhabi Distribution Company (ADDC) and the other from the Federal Electricity and Water Authority (FEWA), cementing its position as the preferred supplier for key utility providers in the UAE.

Commenting on the contracts, Andrew Shaw, Managing Director of Ducab, said: “This is the second consecutive year that we have won the order for 33kV MV cables from ADDC and a major contract signed with FEWA in 2009. We are extremely proud to remain such a trusted partner in major infrastructure projects across the UAE and we see it as an endorsement of our commitment to quality and customer satisfaction.”

What: Ducab wins two major contracts, together worth over AED150 million, to supply high quality cables to the Abu Dhabi Distribution Company (ADDC) and the Federal Electricity and Water Authority (FEWA).

When: The contracts were awarded in August 2009. Ducab will start delivering 300km of 33 kV cables to ADDC from January to December 2010 as well as 450 km of 11 kV Al Cable and 50km of LV Cu Cable for a project in Fujairah over eight months starting with Q4 2009.

Andrew Shaw
Managing Director

Ducab bags two new orders worth over AED 150 million

Sharing the spirit of Ramadan

Ramadan was an occasion for reflection and reunion at Ducab. The Holy Month gave us a great opportunity to further strengthen our long term business relationships as we organised the Ducab Suhoor Networking event for select UAE customers across all business segments.

The event, held at the Atlantis, Palm Jumeirah on September 10th was attended by 160 senior officials representing leading consultants, contractors and utility companies such as ETA, A1 Naboodah Contracting Company, Siemens, Punj Lloyd, Kessel Seghers and many more along with our distributors and Ducab Sales and Marketing team.

The event turned out to be a useful networking forum with Ducab Senior Management as well as Sales and Marketing team interacting with the guests, shoring up ties and reaffirming our support to the valued customers who have stood by Ducab.
Ducab connects at EPC forum

The Middle East oil and gas EPC Projects conference, held in Abu Dhabi from the 18th to the 20th of October 2009, gave Ducab a valuable opportunity to strengthen ties with business leaders and learn more about the evolving market dynamics in the post-downturn phase.

The conference provided a useful networking forum for leading planners, contractors and suppliers to better understand each other’s needs in addition to insightful knowledge to chart their course through the global economic crisis.

“The Middle East oil and gas EPC Projects conference enabled us to assess the prevailing sentiment among businesses in the region and their plans for the future. This in turn will help key suppliers like us to revisit our strategies and orient them towards the best results as we move forward,” said Laith Madi, Manager of Oil, Gas & Petrochemicals Sector and Exports.

Target Abu Dhabi

Key and potential stakeholders in the strategic growth plans and economic diversification of Abu Dhabi came together to discuss new challenges and opportunities at the MEED Abu Dhabi Conference. It was held at the Emirates Palace Hotel from the 10th to the 12th November 2009.

Ducab being an enterprise strongly backed by Abu Dhabi and a major partner in infrastructure developments across the emirate, has attended the conference, held under the theme ‘Maintaining growth through economic diversification’.

Speakers at the conference included planners and decision-makers from the public and private sectors like H.E. Nasser Al Sowaidi, Chairman, Department of Economic Development, Abu Dhabi and H.E. Mohammed Omar Abdullah, Undersecretary, Department of Economic Development, Abu Dhabi.

Networking sessions held alongside the conference enabled delegates to follow up on interesting leads and information provided by the speakers.

Testing the African waters

The African continent has been sending clear signals on Ducab’s radar for some time now. The resource-rich and emerging economies in Africa present a goldmine of opportunities for any enterprise recognised as a reliable supplier for infrastructure development initiatives.

As a first step to exploring connection points in Africa, Ducab participated in the IPAD West African Show, held in Accra, capital of Ghana, from the 1st to the 3rd of December 2009.

Although it was the first time Ducab was attending the African event, the company and its product line saw an overwhelming level of interest from the participants, not only from the host country but also its neighbours in western and southern Africa.

The event also provided tremendous opportunities for networking. The IPAD show was just the beginning and 2010 will see the Ducab brand name resonating in key points in Africa.
Groundbreaking partnerships:
Ducab HV

Ducab is a perfect example of what joint initiatives between Dubai and Abu Dhabi can achieve.

Anniversaries, as much as they are occasions to look back at past milestones, are also brief interludes to look at the future and chart the road ahead.

Ducab celebrated its 30th anniversary with an eye on the future, turning a new leaf on its epochal journey on the 24th of November 2009 by breaking ground for the Ducab HV cables systems factory under the patronage of H.H. Sheikh Mohammed bin Rashid, UAE Prime Minister and Vice-President, and Ruler of Dubai. On that day, H.H. Sheikh Hamed bin Zayed Al Nahyan, Chief of the Abu Dhabi Crown Prince's Court and Chairman of the Higher Corporation of Specialized Economic Zones (ZonesCorp), and H.H. Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority, broke ground for Ducab’s new High Voltage Factory, coming up adjacent to Ducab head office and factory in Jebel Ali.

The ceremony was attended by the shareholder partners H.E. Saeed Al Tayer, Managing Director & CEO of DEWA, and H.E. Eng. Ahmed Al Mureikhi, Chairman and Managing Director of Abu Dhabi Distribution Company and Representative from ADWEA. H.E. Sultan Bin Saeed Al Mansouri, UAE Minister of Economy also attended the occasion. Ducab managers, business partners and key media representatives were also present at the event.

The new factory will be Ducab’s sixth plant supplying to high-voltage and extra high-voltage projects already planned by ADWEA and DEWA, as well as projects in the region.

Along with the ground breaking of the new factory, the company officially launched the Ducab Special Cables Unit (SCU). This unit significantly expands Ducab’s capacity for specialised cables suitable for oil and gas projects in the region.

More than organic growth, the High Voltage Factory and Special Cables Unit mark a critical expansion of capabilities for Ducab. It places the company on an even keel with the development outlook and vision of the fast-growing
Thirty down, and many more to go

Ducab took off in 1979 on the wings of a budding yet ambitious nation. The mandate was to meet the anticipated needs of an expanding infrastructure and to power the UAE into the group of industrialised countries. Since then Ducab has remained a common factor in the development and progress of the UAE. Thirty years down the line, Ducab is steadily expanding its footprint, emerging as a preferred supplier to infrastructure development in the entire GCC and beyond.

Origins

Ducab was launched by the Government of Dubai and BICC of the UK on the 24th of November 1979. In 1997, the Government of Abu Dhabi also became one of the owners of the company. On the 26th of July 2001, Ducab became a national company wholly owned by the UAE with the Government of Dubai and the Government of Abu Dhabi having equal shares.

The growing years

The initial product line of Ducab included power cables, building wires and control/auxiliary cables, manufactured to British Standards and other international standards. In 1986, Ducab embarked on a further AED 140 million expansion in 1998 followed by another expansion in Abu Dhabi in 2005. The copper rod factory launched in Mussafah (Abu Dhabi) in 2008 was another major milestone for Ducab as it added a dedicated facility to provide one of the most globally sought-after range of cables, much like the HV Factory and SCU which Ducab added to its capabilities in 2009.

A trusted partner

Ducab today is the leading provider of cables to the Abu Dhabi Water & Electricity Authority, Dubai Water & Electric Authority, the Federal Electricity & Water Authority of the UAE and Kaharmaz the utility services provider in Qatar. The growing and extremely demanding world of motor sports came forward to acknowledge the Ducab emphasis of quality and efficiency in 2003 with Ducab being awarded a four-million-dirham contract to supply power cables for the Bahrain Formula One International Circuit racetrack.

Ducab also power various other iconic infrastructural initiatives across the world - Burj Khalifa, Dubai Metro, Delhi Metro and the Yas Marina Circuit to name a few. This list is expected to grow by leaps and bounds in the coming years as Ducab continues to explore markets overseas and expands its geographical coverage.

The Ducab Sales & Marketing team is busy with designing innovative campaigns to introduce Ducab in new and emerging markets, while maintaining its leadership in the GCC. The W Irving advertisements, which Ducab launched in 2008 across the Arab world with the catchline ‘Life moves faster without us’, was a major achievement. The campaign helped Ducab address the gaps which existed in terms of brand awareness and slickly complemented ongoing efforts.

Of the people...

Ducab prides in its people and sees them as its most valuable asset. The company has a dedicated Education & Development department, offering various levels of induction, training and learning programmes. The company is also a staunch supporter of the National Development programme, which offers young UAE nationals to develop their competencies in such a way as to excel in any working environment.

Employees are given ample opportunities to bond with each other within and outside the workplace. Ducab has strong soccer and cricket teams which participate in various tournaments held locally. Ducab sponsored the third Bob H Award Memorial Golf Tournament, held at The Montgomerie Dubai course, in fond memory of its former Strategy and Planning Manager. This followed the company’s sponsorship of the Dubai Men’s open Golf Championship, the oldest golf championship in the emirate, earlier in 2005.

Customer-centric

On average, 80% of Ducab’s business is generated from its loyal customers, while the remaining 20% for the high degree of customer loyalty which Ducab enjoys.

In 2004, Ducab launched ‘Ducab Shareek’, an integrated programme spanning strategy, people, and systems, to enhance efficiency of the company’s customer service.

In addition to an exceptional product quality and high service standards customers are given incentives for their strong partnership with Ducab. A ‘W to W in Golf’ promotion initiative launched in 2007, offering customers the opportunity to win gold for every purchase of Ducab building wires, had an overwhelming response. Moreover, Ducab engages in relationship marketing with its customers through various services such as e-Text, Ducab Select, Jointer Academy, design consultancy and customised packing.
1979

Ducab wins Dubai Quality Award - Gold Category.
The new medium voltage line commissioned and delivered the first Powerplus cables.

1980
Ducab’s first truck delivers cable.

1981
Total employees 86.
Total sales AED 35 million.

Sales reach AED 400 million.

1985
AED 4 million dirhams spent on new equipment to increase capacity by one-third to 8,000 tonnes.

GCC Award for Environmental Excellence. Sales achieved the first billion.

1986
CableTalk launched.

1988
Sales goes past record AED 100 million.

Ducab becomes 100% UAE owned.

1990
Ducab wins DHL-Gulf News New Enterprise Award.

2000
Ducab wins Dubai Quality Award Gold Category, for 2nd time

1991
Ducab’s first major expansion planned. Ducab wins first RoSPA Safety Award.

2001
Ducab sets up second facility - Musaffah 1 plant.

1992
Sales reach AED 200 million.

2002
AED 2.4 billion sales turnover.
ISO 14001:2004 Environmental Standard achieved.

1993
Ducab achieves ISO 9002 certification.

2004
Ducab wins Dubai Quality Award Gold Category, for 2nd time

1995
Ducab adjudged the best local industrial unit, wins Dubai Quality Award and ISO 9003.

2005
GCC Award for Environmental Excellence.

1996
Sales reach AED 300 million.

2006
AED 3.2 billion - highest sales turnover; growth by 50%.

1997
The Government of Abu Dhabi becomes shareholder of Ducab.
ISO 14001 Environmental Standard achieved.

2007
ISO 14001:2004 Environmental Standard achieved.

2008
Ducab unveils copper rod factory (M1) and cable manufacturing plant (M2) in Abu Dhabi.

2009
Ducab breaks ground for a High Voltage Cable Systems (HV) Factory in Jebel Ali and launches a Special Cables Unit for the Oil & Gas sector; wins the Mohammed Bin Rashid Al Maktoum Business Award in the Manufacturing category; features among the region’s Superbrands. Offices opened in KSA and Qatar.
GREEN ambition!

By Harleen Mehta

Winning design of Gwanggyo City Centre, South Korea will consist of 200,000 m² housing, 48,000 m² offices, 200,000 m² mix of culture, retail, leisure and education and 200,000 m² parking.

Improving efficiency, preserving resources and optimum utilization of resources is the top agenda for most organisations. It is difficult to imagine the same within a construction environment, but this is possible through green buildings.

What are green buildings?
A green or a sustainable building is an outcome of a design philosophy which focuses on increasing the efficiency of resource use - energy, water, and materials - while reducing building impacts on human health and the environment during the buildings lifecycle.

Costs to reduce environmental impact
Buildings impact the environment since it accounts for a large amount of land use, energy and water consumption, and air and atmosphere alteration and these effects can be minimized by Green Buildings.

“The environmental impact of buildings is often underestimated, while the perceived costs of green buildings are overestimated”, a survey in 2007 by the World Business Council for Sustainable Development finds that green costs are overestimated, as key players in real estate and construction estimate the additional cost, at 17 percent above conventional construction, while the true average cost difference of about 5 percent measured long term.

What are the key practices for green building?
Green building brings together a vast array of practices and techniques to reduce impact. It often emphasizes taking advantage of renewable resources, e.g., using sunlight through passive solar, active solar, and photovoltaic techniques and using plants and trees through green roofs, rain gardens, and for reduction of rainwater run-off. Many other techniques, such as using packed gravel or permeable concrete instead of conventional concrete or asphalt to enhance replenishment of ground water, are used as well.

The aesthetic side of green architecture is to design a building that is in harmony with the natural features and resources surrounding the site. These are managed through optimum use of materials, reduced energy use and waste.

Materials
Building materials typically considered to be ‘green’ include products that are non-toxic, reusable, renewable, and/or recyclable. The EPA (Environmental Protection Agency) also suggests using recycled industrial goods.

Reduced energy use
A key feature is to reduce energy use. To increase the efficiency of the building envelope, the barrier between conditioned and unconditioned space, they may use high-efficiency windows and insulation in walls, ceilings, and floors. Designers orient windows and walls and place awnings, porches, and trees to shade windows and roofs during the summer while maximizing solar gain in the winter.

In addition, effective window placement (daylighting) can provide more natural light and lessen the need for electric lighting during the day. Solar water heating further reduces energy loads.

Onsite generation of renewable energy through solar, wind, power, etc can significantly reduce the environmental impact. Power generation is generally the most expensive feature to add to a building.

Reduced waste
Green architecture aims to reduce waste of energy, water and materials used during construction. “Greycycling”, wastewater from sources such as dishwashing or washing machines, can be used for subsurface irrigation, or if treated, for non-potable purposes, e.g., to flush toilets and wash cars.

Authorities worldwide
Many countries have developed their own standards for green building or energy efficiency for buildings.
- Emirates Green Building Council - Dubai
- Estidama in Abu Dhabi
- Leadership in Energy and Environmental Design (LEED) developed by the USGBC (US Green Building Council)
- BREEAM UK
- Green Star in South Africa and New Zealand
- HK BEAM in Hong Kong
- GRIHA National Rating System developed by TERI (LEED) in India.

“Power generation is generally the most expensive feature to add to a building”
Special Cables Unit – a step into the future

The growth of Ducab over the last 30 years as well as its expansion into new product lines has been driven to a great extent by the increasing demands of the oil & gas industry. Ageing infrastructure, new concessions and projects, and the focus of regional entities on developing their capabilities are all driving up demand for competitive and customised solutions.

Ducab recently commissioned its factory in Jebel Ali as a timely move to respond to existing and future demands of the oil & gas industry. The new unit significantly expands Ducab’s capacity for specialised cables suitable for oil and gas projects in the region. Industry forecasts indicate that oil producers in the GCC, which constitutes the major catchment area for Ducab, will continue investing in their oil and gas infrastructure despite the global economic crisis. Such estimates are validated by the fact that oil and gas remains the chief economic driver in the region and a critical resource for the global economy.

According to researches quoted by OGS 2009, a major oil & gas industry forum held in Dubai in October 2009, the GCC would continue its oil and gas investments, particularly in exploration and development projects, to replenish declining reserves, replace and upgrade deteriorating assets and ensure long-term supply. An expected rise in oil prices in 2010 also augurs well for the oil and gas infrastructure in the region.

The Special Cables Unit (SCU), which Ducab recently commissioned in its factory, is a timely move to respond to existing and future demands of the oil & gas industry. The SCU can design and produce high quality instrumentation, pilot and auxiliary cables, based on specific customer requirements.

“The product range was defined after a thorough market survey conducted by our Sales and Marketing departments. Additionally, some of our loyal customers were also asked to provide their feedbacks,” said Graham Cheetham, General Manager Manufacturing.

The Central Technical Design department of Ducab has also been expanded and reinforced with the competencies required to ensure the best integration of customer specifications into design. The new facility has a production capacity of 3,000 cubic tonnes per year and the end product conforms to BS and IEC standards. The SCU is equipped with state-of-the-art machinery sourced from industry majors such as Niehoff (Germany), Cortinaris (Italy) and Rosendall (Austria).

As regards natural gas, the region consumed an estimated 386bn cubic metres (bcm) in 2008, with demand of 511bcm targeted for 2013, representing 32.3% growth. Production is estimated to go up from the 407bcm in 2008 to 625bcm in 2013, i.e. a 53.8% growth.

According to the IMF, medium-term project investment in the GCC stood at $2.533 billion in 2009 and the share of the oil & gas sector in this spend was 19%. The value of the oil and gas reserves of the six GCC States is estimated at $18.3 trillion, larger than the 2008 GDP of the United States, according to an economic note released the Dubai International Financial Centre Authority (DIFCA) during the last quarter of 2009.

Future Watch

The oil & gas sector in the UAE is anticipated to see heightened activity in the coming years thanks to the significant oil and gas resource base, and investor-friendly climate in the country. According to the Upstream Business Environment rating updated as part of the UAE Oil and Gas Report 2009, the country is a relatively close second behind Qatar. UAE’s score reflects the country’s gas reserves, high RPR (Reserves-to-Production Ratio), plus non-state competition, established licensing framework and generally encouraging country risk factors.

The report forecasts that the UAE will account for 4.52% of Middle Eastern regional oil demand by 2013, while providing 11.36% of supply. Regional oil production, which averaged 25.84mn b/d in 2008 is set to rise to 28.99mn b/d by 2013.

As regards natural gas, the region consumed an estimated 386bn cubic metres (bcm) in 2008, with demand of 511bcm targeted for 2013.

The SCU is a proactive response from Ducab to the emerging scenario in the oil & gas industry. Equipped with cutting edge production technology and processes, the SCU can design and produce high quality instrumentation, pilot and auxiliary cables, based on specific customer requirements.

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Thirty years is a referral point: it is an ideal time to look back with nostalgia and look ahead with hope. And that is exactly what Ducab’s staff members did as they joined hands for the celebration of a lifetime - the 30th anniversary of the company. It is not always that staff members and companies get together for such milestone achievements. Ducab, as partner of the growth story of the UAE, has indeed played a key role in the country’s development, as witnessed in the past 30 years of its inception.

A befitting celebration that spanned over many days of indoor and outdoor competitions, the staff members of Ducab highlighted that the strength of the company is in the team spirit and togetherness of its employees. The outdoor tournaments were held over the days preceding the anniversary celebration.

The Ducab Recreation Club hosted outdoor competitions in cricket, football, volleyball, tug of war, swimming, long distance running, shot put and relay for men. The indoor sports events included table football, pool table, carom, table tennis and darts.

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Ducab’s old employees are being honored and recognized and they have been with Ducab since the beginning of its story.
They came from different backgrounds, took the reins, and admirably led Ducab through its march to glory. The five men of eminence who successively served Ducab as Managing Director from its inception in 1979 till date have a common story to tell us—a story of passion, commitment, perseverance and triumph. As we celebrate 30 glorious years of Ducab, CableTalk pays rich tributes to those five men who infused their friends and colleagues with a spirit of ambition, innovation and excellence.

**The late John Aldridge**  
MD from Nov 1979 to Feb 1985  
John Aldridge (in center) was an Electrical Engineer who had previously served in the British Navy. He was seconded to Ducab by its parent company, BICC. Mr Aldridge retired from Ducab in 1985.

**The late Roger Evans**  
MD from Jan 1989 to Dec 1992  
Roger Evans, an Electrical Engineer, was seconded to Ducab by the mother company BICC. He served Ducab from 1989 to 1992 and was promoted and transferred to BICC Europe.

**Walter Bailey**  
MD from Jan 1993 to Jul 2001 and Apr 2007 to Aug 2007  
Walter Bailey, a Chartered Marketer, joined Ducab from BICC for his first tenure as MD in 1993. He is still serving on Ducab’s board since his retirement. The board appointed him to be an interim MD from April to August 2007.

**Colin Paskins**  
Colin Paskins came from BICC Corporate Strategic Planning. In 1988 he was recalled by BICC UK. In August 2001 Colin Paskins rejoined Ducab as MD and served until March 2007.

**Andrew Shaw**  
MD from September 2007 onwards  
Andrew holds BE (Eng) and an MBA. Prior to Ducab, Andrew was CEO of Prysmian Cables and Systems. He managed joint venture manufacturing companies in Malaysia, Thailand and South Korea for BICC, Pirelli and Courtaulds.

When Ducab announced 30th Anniversary logo competition, one of its objectives was to give all in-house talents a chance to display their creativity. Undoubtedly, all employees seized this opportunity and created unique designs blended with their personal experiences. Ducab Marketing, therefore, extends a special “Thank You” to all those who participated and will give a small memento as a gesture of appreciation. It was a difficult choice to make and the final logo was inspired from two different entries who are now announced as the winners.

**Winners of the Logo Design Competition**

- **Sheikh Abdul**
- **Fatma Al Janahi**
- **Sunil N M**
- **Herleen Mehta**
- **Vijay Johnny**
- **Fatma Al Janahi**
- **Louie Angelo**
- **Mohd Ali Sayed**
- **Anisa Al Babashi**
- **Abhijit Kumar**
- **Margaret Benji**

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**Rajneesh**

**Gharba Salem**

**Renus Shah**

**Rufus Gomes**

**Final reworked Logo**
Saluting the nation

In a befitting ceremony that upholds the pride of the UAE, Ducab’s staff members and management joined together for the 38th UAE National Day celebrations.

Ducab Managing Director Andrew Shaw and HR & IT Systems General Manager Dr Saeed Al Barwani addressed the employees, who assembled at the company’s Jebel Ali premises.

Both of them asserted the tremendous growth achieved by the UAE and how Ducab has been a strong partner in the growth story of the country by supporting its infrastructure development.

They also urged the staff members to contribute to the nation’s growth through their hard work and commitment, which in turn will benefit all of them and the people of the UAE.

More than 300 staff members from Dubai and Abu Dhabi offices had come together for the celebration. The UAE nationals pledged their loyalty to the nation and took part in traditional dances with a National band playing patriotic songs.

The celebrations rounded off with a sumptuous meal featuring Emirati cuisine with live cooking stations.

Ducab’s celebrations indeed reflected the true spirit of the UAE – a nation that respects and values diversity while upholding traditional cultural ethos.

Ducab Connect reinforces presence with workshop series

A series of extensive and specialised workshops on Ducab Connect, the comprehensive range of connectors, cleats and fixings, was conducted at the Jebel Ali factory, Dubai from the 14th to the 16th of December 2009. Local, regional and international distributors were invited to the Ducab Connect Product Training Workshops, which dealt with topics particularly relevant to the Sales, Commercial, Technical Services, Marketing, Manufacturing and Supply Chain professionals.

The Ducab contingent at the workshops however included Service Business Units like HR and Finance in addition to the main focus groups from the Jebel Ali and Mussafah factories.

The first workshop, on ‘Industrial and hazardous areas, cable glands including updates on new standards and Codes of Practice’ was led by Phil Wood and Nilesh Jain of CMP Products, UK and the second, on the ‘Correct Specification & use of compression connectors and associated compression tooling’ was led by Mario Martin of Alkar Fabrivas, Spain.

Joan Perez and Jose Tablon of SBI Connection, Spain introduced a new range of compression connectors and terminals for MV and LV applications, power station/sub-station packages and associated products in the third workshop. Usage of cable cleating systems with emphasis on high short circuit abilities was the theme of Tony Conroy’s (Ellis Patents - UK) presentation in the fourth workshop. Conroy showed an ‘Extra Care’ video footage and extensive short circuit tests to drive home his point.

Steve Hutchinson, Sean Elliot Maher and John Maher from FM Sudafix, UK, briefed the audience on the new partnership between Ducab and their company, with special emphasis on earthing and lightning protection systems.

Cable marking and ID technology was the topic explained by Zaheed Tajiani of Around Cables & Systems (India). The workshops had both morning and afternoon sessions and were conducted in three groups, with practical demos.

In addition to imparting specific product knowledge the workshops became an excellent opportunity to re-launch Ducab Connect into the world of cables. A networking dinner was also organised with the presenters and participants at Le Meridian Airport Hotel.

New partners of Ducab Connect pose for a photograph after the training session.
Ducab advances the Six Sigma way

The Ducab Training and Development Department conducted its first internal programme on Lean Six Sigma Green Belt. The programme, presented in two phases - which was facilitated by a Ducab Engineering Manager, acting as in-house faculty.

A number of participants from Manufacturing, Technical, Projects and Supply Chain attended the training.

Six Sigma stands for Six Standard Deviations from mean (Sigma is the Greek letter that represents statistical standard deviations). It incorporates the basic principles and techniques used in Engineering, Business & Statistics which are its core elements.

Six Sigma experts (Green Belts and Black Belts) evaluate a business process and determine ways to improve upon the existing process, resulting in defect reduction, enhanced product quality and profits as well as customer satisfaction.

Meeting high expectations

Ducab’s continuing commitment towards excellence in Health, Safety and Environmental Systems at work has won further accolades from international quality assessment agencies.

Following assessment audit by BASEC in July 2009, Ducab’s PVC plant has been certified to ISO 14001:2004 Environmental Management System and OHSAS 18001:2007 Health & Safety Management System.

The Ducab Copper Rod Plant and Ducab M-2 cable factory was also certified to Environmental Management System ISO 14001:2004 and Health and Safety Management System OHSAS 18001:2007 after assessment audits by BASEC in December 2009.