

ELSEWEDY ELECTRIC AFRICA

Issue 1

ELSEWEDY ELECTRIC
COMMITMENT

ELSEWEDY ELECTRIC
IS TAKING LEAPS
FORWARD

STRATEGIC
MILESTONES



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For Better Life



Published by
Corporate Marketing Team

Chairman's Letter

In a global economy, only the best companies stay alive by adopting several approaches to meet with the important challenges posed by their commerce. Elsewedy Electric has been able to ensure its survival by implementing a line of business that not only meets but surpasses these trials.

Elsewedy Electric, from humble beginnings, has become a significant contributor to the economic growth in Egypt through its development into a well-established group with extensive holdings, both locally and beyond borders in several other Middle Eastern & African countries. Even during lean economic times, Elsewedy Electric has been able to maximize its commitment to improve efficiency by ensuring that its management possess the expertise and talent necessary for the most critical business needs and has thus succeeded in maintaining a solid financial position. Recognition goes to Elsewedy Electric technological progress, which has permitted us to strengthen our market leadership in the cables sector with the highest Quality level and go more beyond that with 6 other diversified sectors caring about serving an integrated range of energy solutions.

Customer satisfaction is one of Elsewedy Electric prime tenets and can be recognized in our efforts to strive for efficiency and service improvements. The quality of our services has enabled Elsewedy Electric to pursue further with its mission.

We fully anticipate our continuing efforts that leads to further and greater success through more and more society contribution and development.

Eng. A. Sadek El Sewedy
CEO of ELSEWEDY ELECTRIC



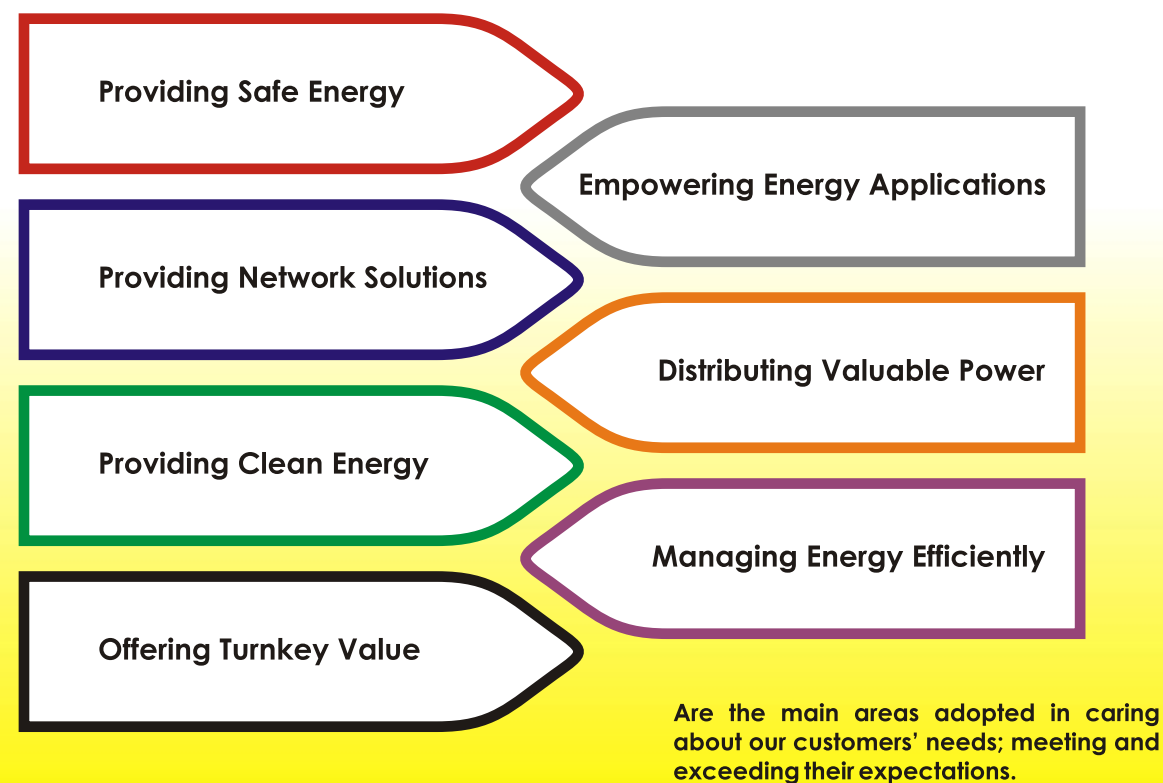
ELSEWEDY ELECTRIC COMMITMENT

Comprehensive Understanding of Customers' Needs is Part Of Our Commitment

Elsewedy Electric believes that customer satisfaction, health, safety, environmental considerations, and business objectives are mutually dependent.

Through our mission of existence; manufacturing and marketing safe energy products in order to exceed market expectations and positively contribute in developing our society & environment, ELSEWEDY ELECTRIC serves its customers through four main markets: Energy & Infrastructure, Industrial, Buildings, and Residential by having a diversified portfolio of products that ensures our utmost customer satisfaction.

Along with the speciality in cables manufacturing the group has been now operating in 6 other diversified and integrated sectors where all follows international standards.



group's sectors

Wires & Cables

Power Cables
Special Cables
Winding Wires
Raw Materials

Electrical Products

Insulators
Porcelain
Cables Accessories
Explosion Proof Equipments
Fiber Glass Poles

Telecommunication

Fiber Optics Cables
Copper Telecom Cables
Fiber Optics Accessories
Copper Telecom Accessories
FTTX Projects
Backbone Projects

Transformers

Power Transformers
Oil Immersed Distribution Transformers
Cast Resin Transformers
Modular Solutions
Service

Wind Energy Generation

Wind Turbines
Wind Towers
Rotor Blades
Wind Farm Development
Operation & Maintenance
Balance of Plant
Project Management
Project Financing Assistance

Energy Measurement & Management

Meters
Automation Business
Meter Testing Equipments

Engineering & Contracting

Transmission & Distribution
Engineering & Generation

ELSEWEDY ELECTRIC ADOPTED POLICY ASSURES MAXIMUM EFFECTIVENESS AND EFFICIENCY THROUGH ALL PROCESSES AND SYSTEMS

Making sure that every aspect of the company activity is aligned to satisfy our objectives and customer needs using the full potential of every person. Our policy emphasizes the need for measuring and analyzing performance in order to confirm that planning and problem solving have led to quality improvements. The continuous monitoring of systems performance is essential and performed with the use of the most powerful diagnostic tools.

Applied Management Standards

Elsewedy Electric absolutely committed to the requirements of:

- Quality Management System (ISO 9001:2000)
- Quality Management System ISO / TS 16949 :2002 (For Automotive Facilities)
- ISO 17025 (Competence of Testing & Calibration Laboratories)
- Environmental Management System (ISO 14001:2004)
- Occupational Health and Safety Assessment Series (OHSAS 18001:2007)



Understanding and satisfying customer needs and expectations are key objectives and fundamental to determining the most effective organizational practices

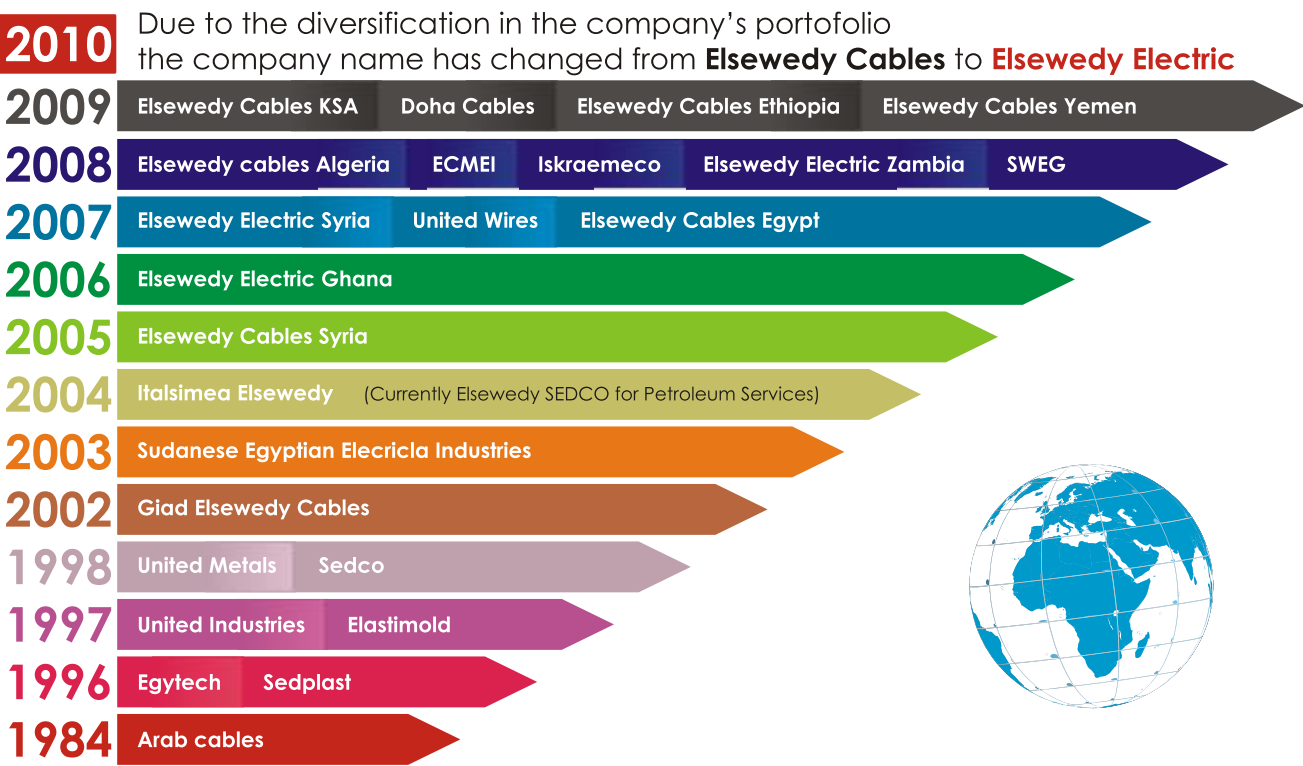


NEW COMPANIES EVERY YEAR WITH
PROVEN MANAGEMENT TRACK
RECORD OF MANAGING GROWTH

Elseywed family started their business as a trader in electrical equipment in 1938 and through understanding the market quit well; in 1960 they became the distributor for the only cables manufacturing at that time.

By being more and more specialized ,Egypt's first private sector cables factory Arab Cables has been established to serve the Egyptian market following international standards in 1984. Now Elseywed Cables is dedicated to serve their customer's needs through 23 industrial facilities located in 12 countries, and ensures as well wide coverage worldwide through exporting to more than 110 countries.

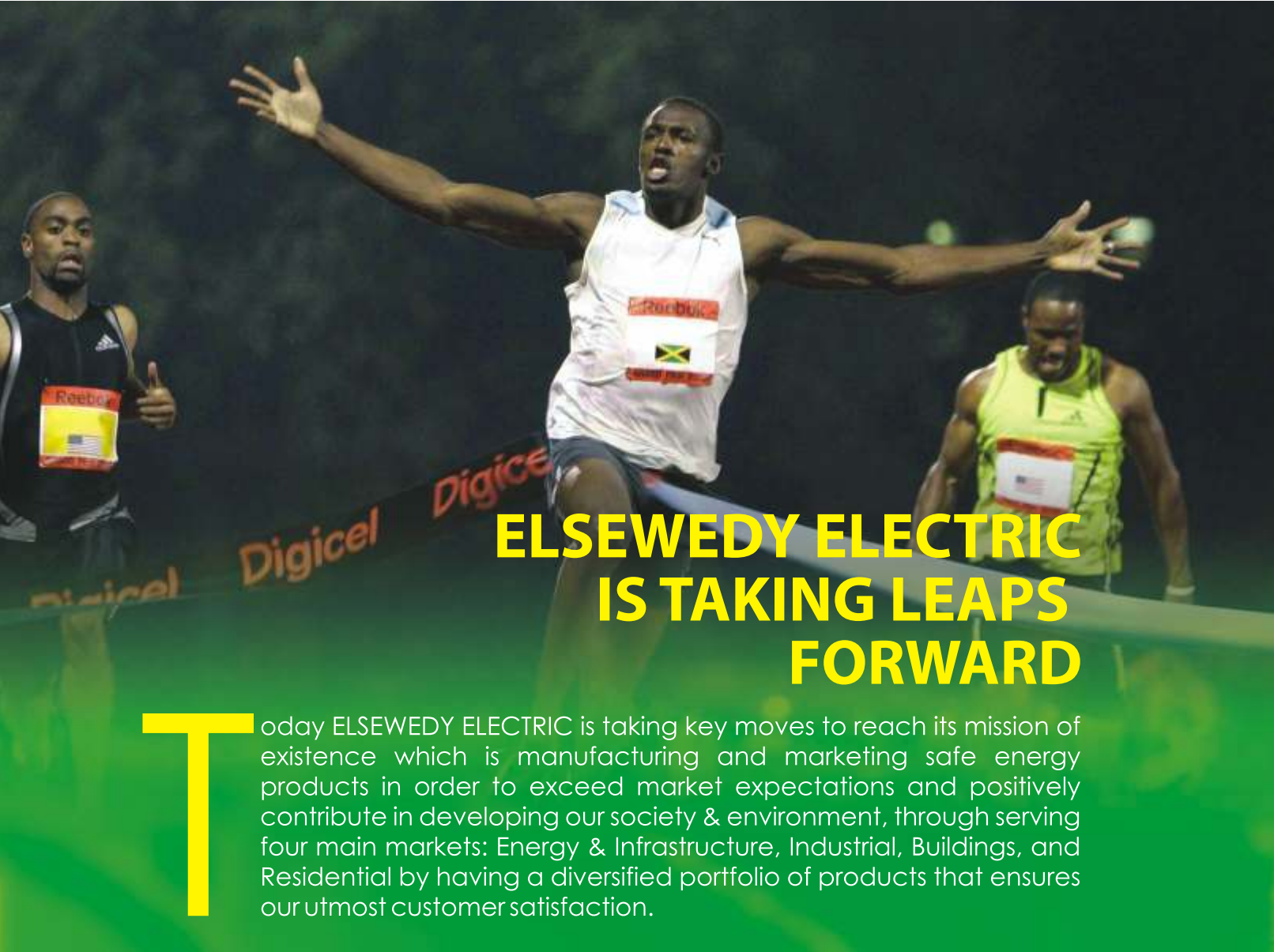
Rapid Growth in Manufacturing Plant..



ELSEWEDY ELECTRIC now is the leading integrated cables and electrical products manufacturer in the Middle East, with the specialty in providing complete and integrated energy Solutions in sectors as diverse as: Telecom, Energy Management, Engineering & Contracting, Electrical Products, Transformers and Wind Energy Generation. Elseywed Electric has more than 10,000 employees working in 23 production facilities located in 12 countries around the world,

exporting our wide range of high quality and safe products to more than 110 countries worldwide and supplying approximately 56% of Egypt's global market in the industrial sector.

The turnover has been rapidly rising during the past few years to reach L.E 11,445,888 in 2008; also our production capacity is the second highest one in the region, with 14.113 thousand tons/annum in 2008.



Today ELSEWEDY ELECTRIC is taking key moves to reach its mission of existence which is manufacturing and marketing safe energy products in order to exceed market expectations and positively contribute in developing our society & environment, through serving four main markets: Energy & Infrastructure, Industrial, Buildings, and Residential by having a diversified portfolio of products that ensures our utmost customer satisfaction.

The first to be specialized
in the **French Standards** products



Elseywed Cables Algeria manufacturing facility following French standards

ELSEWEDY CABLES Algeria is the first in the group to be specialized in the French Standards products, and to fit the Algerian and French speaking countries' markets; allowing ELSEWEDY CABLES Algeria to enjoy high market share and premium price for its products. The company focused on filling the gap between the demand and the local manufacturing through its high quality products and compatible prices. As to enhance the sales and marketing position against competition, through ELSEWEDY CABLES long and vast experience in the market

place, international products certifications have been acquired to facilitate approvals to the plant at the early stage of operation. **ELSEWEDY CABLES Algeria** products are produced according to **IEC specifications** "International Electro technical Commission" & **NF specifications** "Normes Française to enable the company to match with the market's requirements and specifications.



ELSEWEDY CABLES PLACES ITSELF ON THE AFRICAN MAP THROUGH WORLD CLASS PRODUCTION FACILITIES

Elsewedy Cables continuous on to be the leading industrial technology provider in the region and internationally through integrating its products and services to penetrate the Telecommunication markets.

Elsewedy Cables opened a new factory for the production of **fiber optic cables**, the most sophisticated cabling technology in the world with a maximum capacity of 20,000 km /year, producing Optical Fiber Cables that could reach as many as 432 fibers. Through its new brand "Comcore" Elsewedy Cables provides the fastest speed available for the transmission of data.

During 2002 ELSEWEDY CABLES has put itself once more in a different place on the map through a different industrial world class cables manufacturing in Sudan.

A joint venture has taken place in April 2002 that combined all of the technology over the world together, to create Giad - ELSEWEDY CABLES manufacturing power cables. Through this joint venture the company's capital increased reaching 8 million dollars and new machinery was added to increase capacity to approximately 3,000 tons of aluminum conductors and 3,000 tons of copper conductors, which allowed the supply to both local markets as well as many of its neighboring markets. As to enhance more the position of the production facility, final products testing and thorough quality control strictly maintained throughout all manufacturing processes, which resulted in receiving ISO 9001-2000 certification in 2003.



Elsewedy Cables factory in Egypt



Elsewedy Cables Ethiopia is promising a brighter future for Ethiopian Markets.

Ethiopia Factory Opening

Getting to understand more and more about the African market, Elsewedy Cables has officially inaugurated a cable manufacturing plant in Dukem - Ethiopia on October 2009, where the company has invested 50 Million dollars to erect the factory located 37 km East of Addis Ababa.

During the opening an Egyptian Business Delegation of 20 Business people has paid a visit to Ethiopia. The delegation was led by **Girma Birru**, Ethiopian Trade and Industry Minister, the Minister of Agriculture and Land Reclamation **Amin Abaza** (PhD) and **Faiza Abounaga** - Minister of International Cooperation. Elsewedy Cables Ethiopia Plc. is the first-of-its-type in the country operating, as that the industrial facility is serving the Ethiopian market with competitive prices and high quality through using high-tech isolation machines and copper with 99.9% purity. The plant is producing a wide range of products to fit and exceed the market needs; low voltage cables, medium voltage cables, high voltage cables, overhead conductors, special cables, fiber optic cables, copper telecom cables, and winding wires. Elsewedy Cables Ethiopia is promising a brighter future for Ethiopian Markets.

An Egyptian business delegation visiting Ethiopia to investigate business opportunities & to celebrate the inauguration of ELSEWEDY CABLES Ethiopia, PLC.



It was honored to be led by: **Alemayhu Tegenu**, minister of Mines & Energy of Ethiopia, also board member of EEPCo; **Girma Birru**, minister of Trade & Industry of Ethiopia, also chairman of EEPCo; and **Asfaw Dengam**, minister of Water Resources of Ethiopia, also board member of EEPCo. Where, **Ahmed El Sewedy**, CEO of ELSEWEDY ELECTRIC, was also honored to have **Faiza Abounaga**, minister of International Cooperation of Egypt; and **Amin Abaza** (PhD), minister of Agriculture & Land Reclamations of Egypt.



ELSEWEDY CABLES Ethiopia, PLC - opening in Dukem with a 50 M USD investment



THE ENTRY INTO THE CUTTING-EDGE ALTERNATIVE ENERGY SECTOR

ELSEWEDY ELECTRIC has concluded a series of transactions during that past period of time that have led to the creation of its new wind energy group, SWEG (Elsewedy for Wind Energy Generation). ELSEWEDY ELECTRIC has acquired 30% of the wind-energy division of M.Torres Olvega. The agreement with M.Torres Olvega gives ELSEWEDY ELECTRIC the option to acquire the majority of the Spanish company's wind-energy division based on the performance of both companies.

These two important developments mark the entry of ELSEWEDY ELECTRIC into a new market segment that is still virgin territory in Egypt. SWEG is providing complete solutions for wind technology, says ELSEWEDY ELECTRIC CEO Ahmed El Sewedy. The partnership allows ELSEWEDY ELECTRIC to capitalize on Egypt's low cost structure and M. Torres Olvega's exceptional technology base. With the initial investment, ELSEWEDY ELECTRIC bought both intellectual property and know-how from M. Torres Olvega. ELSEWEDY ELECTRIC has also established SET, a joint venture with SIAG, a leading German wind tower manufacturer with an annual turnover of more than €100 million. SWEG established an integrated industrial compound which is located in Ain Sukhna, 8 Km from Sukhna Port on the Red sea, and in 10th of Ramadan City. Those strategic locations allow SWEG to excel in their operational activities and to overcome one of

the most important issues in the wind businesses which are transportation & logistics. Moreover, such location will be considered as a starting point for SWEG in exporting to East, West & North Africa, and Middle East & Southern Europe. The industrial compounds include; wind turbines assembly factory, wind towers production factory & rotor blades production factory. SWEG – Elsewedy For Wind Energy Generation is manufacturing, operating & servicing wind turbines through MTorres forefront technology, and manufacturing & servicing wind towers through our reputable German partners SIAG. ELSEWEDY ELECTRIC entry into the wind-energy sector comes as the Egyptian government plans to generate 20% of the nation's energy needs from renewable sources by 2020. Wind power, which is particularly well-suited to Egypt's climate and terrain, is expected to constitute a significant percentage of the

target figure, providing an environmentally friendly and cost-effective alternative to volatile oil. The competitive advantage in this sector is providing full solutions for wind farms, where the company is providing the products that are required to build a wind farm: turbines, blades, and towers. In addition to the strategic position of the company that allows to accomplish wind farm projects both in Egypt and the region.

**MOU with EEP
Wind Farm in AISHA**

Eng. Ahmed El Sewedy CEO of Elsewedy Electric, signed a MOU (Memorandum of Understanding) with EEP officials for the turnkey supply of a Wind Farm in AISHA Site on a fast track implementation bases, including supplier credit financing, with a total capacity of 60 – 100 MW using Mtorres turbine technology TWT1.65 MW.

ELSEWEDY ELECTRIC invading into the wind energy sector through the strategic acquisition of Spanish wind-energy equipment manufacturer M.Torres Olvega and the joint venture agreement with German windmill tower manufacturer SIAG.





DISTRIBUTION & TRANSFORMATION OF VALUABLE KNOWLEDGE AND EXPERIENCE LOCALLY THROUGH MOST OF THE WORLD

The commitment to providing distinguished products and services, as well as enhancing our partnership by adopting our customers' specific requirements and being close to them; are the reason behind ELSEWEDY TRANSFORMERS success stories.



Dry Transformer

- Allowing our customers to achieve their supply chain goals,
- Supporting customers' cost optimization programs,
- Locally present in most of the world,
- Offering a real value through a complete commercial cycle;

Are ELSEWEDY TRANSFORMERS main areas of concern that allows the development of the partnership relation with our customers on a win-win basis. The manufacturing facilities in Egypt, Syria, Sudan, Zambia, and Nigeria are geared up with the comprehensive understanding of our customers' needs and being locally present is part of the total service concept understanding.



Oil distribution Transformer



Power Transformer

ELSEWEDY TRANSFORMERS

Egypt – is the first of its kind in the Middle East & Africa with a total investment cost of US\$ 50 million covering a surface of 35,000 square meters. The industrial facility is initially manufacturing with a capacity of 600 Dry Type Transformers per annum of up to 22 kV – 3150 kVA and 105 Power Transformers per annum from 66 kV – 20 MVA up to 220 kV – 125 MVA. The Dry Type Transformers are manufactured from cast resin and are non-flammable and self-distinguishing, posing less risk of fire.



ELSEWEDY TRANSFORMERS Egypt

These transformers are mainly used in Chemical Plants, Oil & Gas Refineries, Utilities & Power Plants, Hospitals, Hotels & Schools, Airport Terminals, Water Treatment Plants and Paper & Steel Mills. The Power Transformers utilize the oil immersed technology and are mainly used in Utilities and Power Plants and Subway & Rapid Transmission projects. By offering both types of transformers the company is promising to be serving a diverse customer base, in addition to supplying both the local, Middle East and African markets.

Sudatraf – Sudanese Egyptian Electrical Industries has been geared up in 2005 to deliver our commitment and to develop the partnership relation with our customers on a win-win base in Khartoum City – Sudan. The operational area of the factory is 4,000 square meters, which enables us to produce 6,000 units yearly. Through Sudatraf's understanding to its customers' needs, the factory is producing distribution transformers up to 5,000 kVA and solutions of Compact Substations, as well as total service concept for distribution transformers, to be able to exceed their expectations.



Sudatraf

ELSEWEDY ELECTRIC Nigeria

an industrial plant in Nigeria for the production of oil immersed distribution transformers up to 5000 kVA is a result of a joint venture between ELSEWEDY ELECTRIC (94.74%) and the Lagos State Government (5.26%). The result of this plant's establishment is to contribute in the development of the state in the electric sector and the economy via producing essential products for the significant infrastructure improvement process, as well as providing job opportunities to the Nigerian population.

The operational area of the factory is 8300 square meters, which enables the manufacturing of 2500 units per annum.

Highly qualified personnel, state of art; machinery modern facilities, type tested products and ISO certifications enabling us in **ELSEWEDY ELECTRIC Syria** to manufacture all types of transformers up to 220 kV with a recognized quality and speed.



ELSEWEDY ELECTRIC Syria

ELSEWEDY ELECTRIC Syria is a modern industrial facility located in Adra Industrial Zone, Damascus, on a 12000 square meters with a production capacity of 6000 unit per year. The plant's efficiency is coming from the backbone Elsewedy Electric Syria which is a policy to provide product that conforms to our customers' requirements according to

international standards and deliver them on time and at competitive features.

With a total investment cost of US\$ 8.4 million, ELSEWEDY ELECTRIC owning 60% whilst Zesco Ltd (the Zambia Electricity Authority), Zambia State Insurance Corporation, Zambia Consolidated Copper Mines, and the National Pensions Authority owning 40%, have established **ELSEWEDY ELECTRIC Zambia** in the year 2007. The operational area of the factory covering 3500 square meters producing 2500 unit yearly. It was a great advantage for ELSEWEDY ELECTRIC to have the main customer as a partner, especially that this project was blessed with the backing of the Zambian president and the government whom have been extremely supportive in making it a reality project.



From market understanding to aftermarket service a real value is offered to our customers' to satisfy their specific needs as small details could make the difference, that's why taking steps in being always around in distributing valuable power is very precious.

STRATEGIC MILESTONES

Being an Egyptian based company and located in the African region, is giving ELSEWEDY ELECTRIC a strategic position to create and find potential prospects in the area. With ELSEWEDY ELECTRIC team of experts, highly motivated, and dedicated for serving customers' needs, we exist in lots of areas in the region either through being a local manufacturer or exporting to these countries.

Egypt

ABO QUIR – BADR 500 KV SINGLE CIRCUIT (OHTL)

■ Signing a Mega Project with the Egyptian Electricity Transmission Company (EETC).

■ Project Name: Abo Quir / BADR 500 kV single circuit OHTL approximately 400 KM long.

■ Scope of work includes engineering (design for towers and foundations, survey, spotting of towers, soil investigation), provision of all materials and equipment (such as towers, conductors, OPGW, insulators, accessories...) and construction (civil work, erection...), inspection, testing, commissioning, maintaining a complete 500 KV over head transmission lines.

CAIRO NORTH – BASSOUS CABLES 220 KV PROJECT



■ A project with Egyptian Electricity Authority (EEA) Connecting Cairo North 220kV substation to Bassous 220kV substation by underground power cables XLPE 220kV.

■ Scope of Work includes designing, engineering, manufacturing, testing (On shore and off shore), delivery, installation and commissioning on turnkey project basic 220kV XLPE 800 mm² Copper Power cables with its accessories (Joint & Termination) and fiber optic cables with its accessories. Route length 10 km & Power Cables 61.2 km

SUKARI GOLD PROJECT 34.5 KV TRANSMISSION LINE

■ PHARAOH GOLD MINES NL is currently planning to construct a gold plant at the Sukari Gold Mine, near Marsa Alam - turnkey project for and overhead power-30KM.

■ Scope of work includes the design, supply and erection of an overhead power line from 34.5 kV switch yard to the middle of the well filed, picking up each of the (5) pump station along the way.

NUBARIA III POWER STATION 750 MW COMBINED CYCLE PROJECT, CP-117



■ Signing a project with WDEPC for a (contract package for electrical installations) where Electrical & Instrumentation Systems Installation for Nubaria III Power Station

■ Scope of work Main Contractor for Engineering, local & foreign Procurement, Testing & commissioning for Electrical Balance of Plant

■ Electrical & Instrumentation material & equipment furnished by owner

■ Electrical & Instrumentation material & equipment furnished by contractor

■ Training

■ Cabinets & Panels in Relay & Control Room

■ Relay Trip Coordination Settings

■ Monitor & manage cables at site

ZAAFRANA/RAS GHARB/HURGHADA 220 KV DOUBLE CIRCUIT O.H.T.L

■ Scope of work includes, construction (civil work, erection, stringing ...), maintaining a complete 220 KV over head transmission lines for: Zaafrana / Ras gharb/Hurghada 220 kV double circuit O.H.T.L approximately (267) km long.

SOUTH VALLEY CEMENT 66KV DOUBLE CIRCUIT O.H.T.L

■ Signing a contract with the Egyptian Electricity Authority (EEA) to manufacture, supply, erection, testing, inspection at manufactures works, insurance, packing for export shipment, delivery to the site

■ Scope of work includes supply and erection of tower and tower accessories - supply & erection of conductor and conductor - accessories, earth wire and accessories - Supply & erection of insulators and fitting - design, supply & erection of groundings system.

Owing to a successful growth rate year after year in this region, there has been a sustainable operation & cooperation with the Egyptian Electricity National Network which has been proven through accomplishing huge & strategic projects in Egypt.

SUEZ CANAL CROSSING BY UNDERGROUND POWER CABLES XLPE 220 KV BY USING HORIZONTAL DIRECTIONAL DRILLING

■ Contract signed with the Egyptian Electricity Transmission Company (EETC)

■ Scope of Work: Supply, install, testing and commissioning of OPGW cable with all accessories and fitting under live line condition with double circuit energized 220 kV as a turnkey project for Links in Delta Electricity Zone and Canal Electricity Zone with total length 220 km

HURGHADA SS AND ZAFARANA 2 SS 220 KV

■ Contract signed with the Egyptian Electricity Transmission Company (EETC)

■ Scope of Work: Supply, installing, testing and commissioning of OPGW with all accessories and fittings under shut down condition between Hurghada SS and Zafarana 2 SS 220 kv as a turnkey project with total length 306 km

ELECTRICAL EQUIPMENT / INSTRUMENT INSTALLATION OF ABU QUIR POWER UNIT 6 & 7 (2 X 650 MW) THERMAL POWER PLANT PROJECT

■ Contract signed during 2009 with WEST DELTA ELECTRICITY PRODUCTION COMPANY

■ Scope of Work included

■ Electrical & Instrumentation material & equipment furnished by owner

■ Electrical & Instrumentation material & equipment furnished by contractor

■ Training

■ Cabinets & Panels in Relay & Control Room

■ Relay Trip Coordination Settings

■ Monitor & manage cables at site

DELTA ELECTRICITY ZONE AND CANAL ELECTRICITY ZONE WITH TOTAL LENGTH 220 KM



■ Contract signed with the Egyptian Electricity Transmission Company (EETC)

■ Scope of Work includes design, engineering, manufacturing, testing (on shore & off shore), delivery, installation & commissioning on turnkey basis 220 kV XLPE 1200 mm² copper power cables with its accessories (joints & terminations) and fiber optic cables with its accessories (joint & patch panels)



Congo

SUPPLYING OF EQUIPMENT FOR STREET LIGHT PROJECT



Street poles, luminaries, MV & LV cables, wires & cable accessories were supplied to the contracting company that executed the project of street lighting in Kinshasa. June 2009, the streets of the Democratic Republic of Congo have ended the era of suffering from increasing crimes and accident rates, as that the rehabilitation of the roads network were on top of the priorities of the President's Excellency Kabila.



GHANA

REGIONAL CAPITALS STREET LIGHTING PROGRAMME 2009 COMMENCES

The Ministry of Energy has executed a contract agreement with three companies for the construction of street lights in the country's regional capitals. Signing the agreements with the companies, the Deputy Minister for Energy and MP for Ellembele, Hon Emmanuel Armah Kofi-Buah stressed the importance government attaches to the programme as it seeks to improve upon security at night in the affected regional capitals and also ensure adequate provision of illumination on major streets in the capital cities.

One of the companies, Elsewedy Electrical Ghana Limited carried out the street lighting project in Bolgatanga, Wa, Sunyani, Tarkoradi and Ho.

The Deputy Minister disclosed that street lighting projects covering major streets in Koforidua, Sekondi, Tamale and Cape Coast were carried out in 2007-2008.

NIGHTLIFE IMPROVES IN TAMALE

The installation of streetlights along the Lamashiegu dual carriage road leading Tamale to the Tamale City Center that has greatly improved the night life on it just as other streets in the Tamale Municipality with similar facilities. In an interview, Mr. Richard Totimeh computer supervisor of My Com Center in Tamale, said the streetlights had

come to improve life at night especially for food vendors who operated at night.

He said traveler to Tamale in the night would not suffer at the hands of thieves, since there were enough lights on all major roads that lead to homes and residential areas. His main concern, however, was how the authorities would ensure regular maintenance and the replacement of bulbs to let the facilities serve the purpose for which they were provided. Ms. Latana Bukari, a fried yam seller, said the streetlights, apart from beautifying the city at night, had enhanced her trade and reduced stealing.

She said many traders now made good sales at night due to the availability of street lights in many communities.

Ms. Bukari further said that Tamale citizens who left the municipality long before the New Patriotic Party (NPP) government embarked on those projects were impressed with the developments.

DURING 2007 & 2008



Some of the projects that have been executed in Ghana are Regional Capitals street lighting poles Phase 1 & 2 in Koforidua, Tamale, Sekondi, and Cape Coast Capitals of Eastern, Northern, Western and Central Regions lighting 210 Km.

Mozambique

■ Signing a new Turn-Key Contract with EDM.

Project Name: Network expansion of Matola province.

■ Supplying of Aluminum Cables & Winding wires to the Local Market.

■ Establishing a branch in Maputo under Elsewedy Electric name.

Rwanda

■ First Turn Key Contract signed with Electrogaz

■ Project Name: Supply & Insulation of materials for Construction of electrical transmission line – Nyankora – Nasho.

Ethiopia

230 KV MELKA WAKENA-ROMO-GODE, 132 KV HARAR-FIK POWER TRANSMISSIONS - SUBSTATION PACKAGE

■ This contract has been signed with local Power Manufacturer Ethiopian Electric Power Corporation (EEPCO) for the supply of substation equipment.

■ Scope of work includes engineering, procurement, supervision of erection testing and commissioning - Engineering, procurement, Civil work, Erection, testing and commissioning as a turnkey project for implementing the following:

■ Melkawakana substation 230/132kV,

■ Melkawakana Yugoslav Substation 230/132/66/33/15kV

■ Ramo Substation 230/132/33kV, Fik Substation 230/33kV,

■ Gode Substation 230/132/33kV,

■ Harrar Substation 132/66/33/15kV,

■ hakiso substation 132/66/33/15kV,

■ Finoteselam substation 66/33/15kV

■ Geversa substation 230/138kV, Rehabilitation, 3 x 125 MVA

■ Khaliti Substation 230/138kV, Rehabilitation, 4 x 125 MVA

■ Mobile substation 230/132kV in Khaliti substation

NEKEMPT-GUTIN DISTRIBUTION MATERIAL PROJECT

■ This contract has been signed with local Power Manufacturer Ethiopian Electric Power Corporation (EEPCO) to supply low and medium voltage distribution material to Nekempt and Gutin. The project has been completed successfully a year ago

Malawi

■ Signing a supply contract with ESCOM Malawi

■ Supply of 213 Distribution Transformers, Aluminum conductors & Cables Accessories.

South Africa

■ Supplying the local Market in South Africa for the first time with Elsewedy Copper Telecommunication Cables.

■ Supplying Revive Electrical (the Third biggest manufacturer of Distribution Transformers) our Winding Wires.

Mauritius

■ Iskraemeco supplied the first deal of residential Electricity meters to CEB.

Uganda

■ Supply of indoor wires to Multiple Industries Co. Ltd

■ With a total order value 327,000.00 USD.

Tanzania & Kenya

Coast Cables Co Ltd.

■ Supply of winding wires & flexible indoor wires.

Kenya Power and Lighting Company KPLC

■ Supply of Low Voltage cables.

Central Electricals Kenya/Tanzania

■ Supply of Low Voltage Cables.

Coast Cables Co Ltd.

■ Supply of different of types of products from ELSEWEDY CABLES; Winding Wires, Low Voltage Cables, and Flexible Indoor Wires.

Equatorial Guinea

ELECTRIFICATION OF THE FIVE TOWNS OF (TECGUETE, NKUMEKIEN, RIO CAMPO, CABO SANJUAN, NZANGAYONG)

■ Signing the first project in Equatorial Guinea with Ministry of Energy of the Republic of Equatorial Guinea

■ The project is the start of the Governmental campaign to Electrify 90% of the Guinean towns by 2015. Elsewedy Cables goal is to be the main contractor for this ambitious plan.

■ Scope of Work: Supply and Install of equipments, Materials and electric tools to electrify the mentioned towns via ABC networks on turnkey basis.

Cameroon

MOU WITH THE CAMEROONIAN GOVERNMENT

■ The first project to be held by the company in Cameroon signed with the Ministry of Energy and Water Resources of the Republic of Cameroon

■ Scope of Work: Construction of 3 Diesel Thermal Power Plants in Bamenda (20MW), Mbalmayo (10MW), Ebolowa (10MW) on Turnkey Basis.



The MOU Signing Ceremony - Featuring Elsewedy Electric delegation members Mr. Hazem El Haddad, Eng. Wael Hamdy, Eng. Waleed Mamoun and Mr. Mohamed Sakr along with the Cameroonian Minister of Energy, Vice Minister and Electricity Directors and Advisors from the Cameroonianside.

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Unleashing NEWS

The Cairo Metro network in Egypt is so far the only one in the African continent operating a metro system. Line 1 was developed out of two suburban commuter rail lines which were connected through a tunnel in the city centre (44km). There are five air-conditioned underground stations with 200 m long platforms which are decorated with artistic elements related to Egyptian culture and history. The southern branch from the former health resort Helwan to Mubarak (28.5km) opened in September 1987. Mubarak station lies next to Cairo's main railway station under Ramses Square. The northern branch from Mubarak to El Marg (14.5km) followed two years later. Due to its origin as a suburban line, the average station distance on this line is 1.5km. Line 1 has 34 stations, of which 5 are underground.

Line 2 (21.5km) opened in four stages during the second half of the 1990's and links the northern parts of the city to the centre before it crosses the river Nile to reach Giza (16km). The last stretch to Giza Suburban elevated in Oct. 2000. 4.2km are at grade, 2.4km elevated, and 1.77km in a cut-and-cover tunnel and the remaining 11.13km in a bored tunnel. Contracts for the construction of a surface 2.5 km extension from Giza Suburbs (Omm el Misryeen) to Monib were awarded in Aug. 2001 to a consortium (Interinfra) led by Alstom. This section, which has one intermediate station Sakiat Mekki, opened in Jan. 2005. Both lines meet twice, once at the railway station (Mubarak) and once at Sadat station which is located under Tahrir Square next to the Egyptian Museum. The Cairo Metro is part of Egypt's National Railways and uses 1435 mm gauge.



ELSEWEDY CABLES PARTAKES IN PUTTING THE INFRASTRUCTURE OF EGYPT'S UNDERGROUND-PHASE II

Elsewedy Cables partakes in the implementation of the Line 3 in designing, engineering, manufacturing, testing, delivery and installation of its quality extra high voltage cables and fiber optic cables in the construction of Phase II of the underground. With a work scope of that includes:

Designing , Engineering , Manufacturing , Testing , Delivering , Installing 220 kV. XLPE 1200 mm² Copper cables with its accessories and fiber optic cables and its accessories

Elsewedy Cables breaks through the new connection between El Abbasia Metro GIS S/S to Ain El Sira GIS S/S

Line 3 was originally planned to run from Embaba in the northwest to Salah Salem in the east crossing both existing lines in the city centre. Later the project was modified and the eastern leg will now end at the Airport. After Attaba (Line 2) it will continue towards the northeast through Abbasia and Heliopolis. In the west a branch from Kit Kat Square to Mohandeseen was added to the project. Line 3 will be 33km with 29 stations, of which 27 will be underground. It will be built in 4 phases:

Phase 1

central section, 4.3km, 5 stations, underground, Attaba - Abbasiya, interchange with Line 2

Phase 2

6.2km, 4 stations, underground, Abbasiya - Al Ahran (Heliopolis)

Phase 3

Attaba - Embaba / Mohandiseen; Attaba - Imbaba 7.5km, 8 underground stations, Mohandiseen branch 3km, underground, 4 stations, interchange with Line 1, underground crossings of the two branches of the River Nile at Zamalek

Phase 4

11km, Al Ahran - Cairo International Airport
Al Ahran - Alf Maskan, 3.3km underground, 3 stations
Alf Maskan - Cairo International Airport, 8.7km partly underground, 5 stations (3 underground and 2 at grade)

KEMA CONTRACT SIGNING CEREMONY

ELSEWEDY ELECTRIC had the chance during 2009 to have Mr. Pier Nabuurs & Mr. Peter Bus to visit our manufacturing facilities and discuss its Quality System and the potential support of KEMA in this area.

On the 1st of April, Mr. Pier Nabuurs, CEO of KEMA, and Ahmed El Sewedy, CEO of ELSEWEDY ELECTRIC, signed a contract between the two companies during a ceremony held at the company's premises in Cairo. The contract involved the testing of ELSEWEDY ELECTRIC's various components at KEMA in Arnhem and confirmed the good relationship that has been built over the previous years.



Mr. Pier Nabuurs, CEO of KEMA, and Ahmed El Sewedy, CEO of ELSEWEDY ELECTRIC

THE FIRST AFRICAN COMPANY WITH INDUSTRIAL ZONE SETUP PROPOSAL

Foreign demands to establish huge industrial zones in Ethiopia have received favorable responses from Girma Birru, Trade & Industry Minister of Ethiopia.

Ahmed Ahmed Sadiq El Sewedy an Egyptian Investor requested a 20m sq. plot to set up an industrial park. The park is projected to cost over USD 300 million, in which it will have up to 120 plants ranging from small – to – medium size factories that manufactures textiles and apparels as well as many other products to large steel factories. The park will incorporate various facilities including warehouses, administrative and commercial buildings. The commercial building will constitute 120 factories of all kind and sizes which are projected to create job opportunities for 30,000 people. A feasibility studies and a business plan for the project is being prepared and the Trade & Industry Minister Girma Biru has promised to put the things on a fast track once the prerequisites that allow to secure the land and embark upon the project. Through accomplishing everything as planned El Sewedy Electric will be putting Egypt in the fourth position in developing Industrial zones following China, Turkey, and India.

BEING THE REGIONAL PIONEER IN OPGW LIVE LINE INSTALLATION

Installing OPGW under live line condition with single or double circuit energized up to 500 KV

Elsewedy Cables pioneers the OPGW installation in Egypt and the Middle East as the only company that has the full and complete ability to install the OPGW under live line condition with single or double circuit energized up to 500 KV, with one of the top level and most complicated techniques with Elsewedy Cables staff and equipment.

We have been successfully awarded the first project in Egypt for this type of installation as a turnkey project for 220 KV OHTL with a total quantity 220KM.



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ELSEWEDY
TRANSFORMERS



INVESTORS' Updates...

STOCK INFORMATION

INCORPORATION: Egypt
SECTOR: Industrial Manufacturing
INDEX: EGX 30
FULL LISTING: The Egyptian Exchange (SWDY.CA)
ISSUED SHARES: 132.2 million shares at October 12th, 2008
FREE FLOAT: 25%
SHARE PRICE (20TH JAN, 2010): 78.54 L.E.
MARKET CAPITALIZATION: 10.383 L.E. Billion

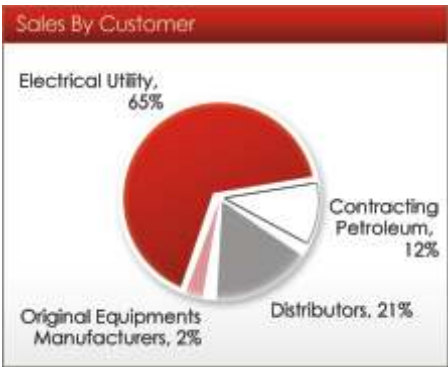
THE MAIN HIGHLIGHTS FOR NINE MONTHS FIGURES FOR 2009 VS. THE SAME PERIOD IN 2008 ARE AS FOLLOWS

- Total Revenues decreased by 23.8% to reach LE 6,817 million.
- Total cables sales volume in 9M-09 was 94,821 tons vs. 82,898 tons in 9M -08 representing an increase of 14% while average prices decreased by 17% from L.E 71,799 per ton in 9M-08 to L.E 59,302 per ton in 9M-09.
- Total copper rods (Raw material) sales volumes in 9M-09 were 101,878 tons vs. 92,328 tons in 9M -08 representing an increase of 10% while average prices decreased by 31% from L.E 45,172 per ton in 9M-08 to be L.E 31,199 per ton in 9M-09.
- EBITDA decreased by 18.9% to reach LE 817 million.
- Net Profit (after tax and minority interest) reached LE 549,799 thousands showing a decrease of 29.3%.

REVENUE BY SEGMENT

Sales	9M-09	%	9M-08	%
LE(000)s				
Wires & Cables	5,477,976	80.4%	7,293,872	81.5%
Electrical Products	717,299	10.5%	858,652	9.6%
Turnkey Projects	622, 330	9.1%	799,889	8.9%
Total Sales	6,817,606	100%	8,952,413	100%

The Wire & Cable segment is the largest contributor of the group revenues at 80.4% dropping from 81.5%, Electric Products segment increased from 9.6% to be 10.5%, while the contribution of turnkey projects increased from 8.9% to 9.1%.



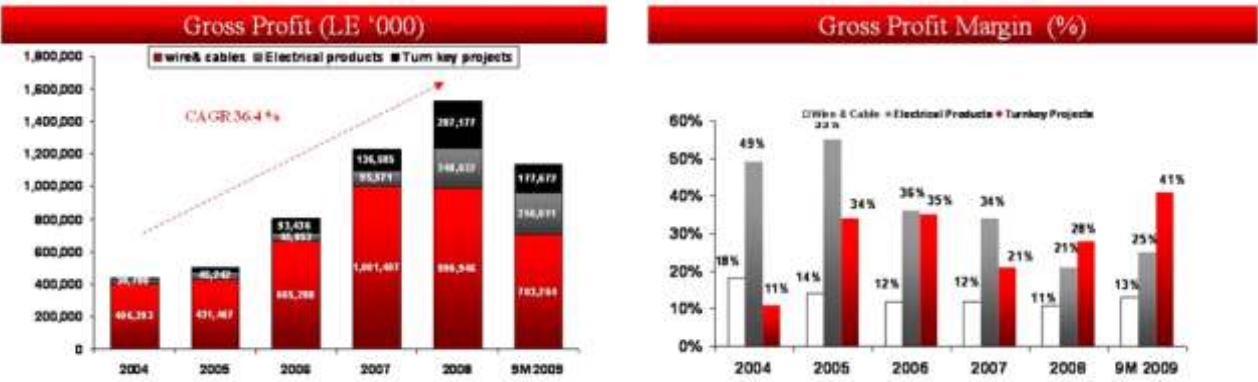
Revenues of exports decreased by 43.3% to reach LE 3,008 million Vs. LE 5,303 million and it represent 44.1% from total revenue.

Revenues from sales in Egypt increased by 8.6 % to reach LE 2,641 million Vs. LE 2,431 million and it represent 38.7% from total revenue.



Revenues from International operations decreased by 4.1 % to reach LE 1,167 million Vs. LE 1,217 million and it represent 17.1% from total revenue.

SEGMENTS GROSS PROFITS



SEGMENT GROSS PROFIT (INCLUDING DEPRECIATION) LE'(000)S	9M-09	9M-08	% Change
WIRES & CABLES	705,376	885,509	-20%
ELECTRICAL PRODUCTS	175,562	175,889	0%
TURNKEY PROJECTS	256,611	229,652	12%
TOTAL	1,137,549	1,291,050	-12%

SEGMENT GROSS PROFIT (INCLUDING DEPRECIATION) %	9M-09	9M-08	% Change
WIRES & CABLES	13 %	12 %	6 %
ELECTRICAL PRODUCTS	24 %	20 %	19 %
TURNKEY PROJECTS	41 %	29 %	44 %
TOTAL	17 %	14 %	16 %

FINANCIAL HIGHLIGHTS

LE 000'S	9M-09	9M-08
Sales	6,817,606	8,952,413
COGS	(5,542,706)	(7,563,868)
TOTAL GROSS PROFIT (EXCLUDING DEPRECIATION)	1,274,899	1,388,545
GROSS PROFIT MARGIN	18.7%	15.5%
SELLING, GENERAL & ADMINISTRATIVE EXPENSES	(514,337)	(411,347)
SG&A / SALES%	7.5%	4.6%
EBITDA	817,316	1,007,976
EBITDA MARGIN	12%	11.3%
EBIT	701,197	930,916
Taxes	(30,313)	(18,368)
NET INCOME AFTER TAXES	559,630	804,659
RETURN ON SALES	8.2%	9.0%
MINORITY INTEREST	(9,830)	(27,490)
NET INCOME AFTER MINORITY INTEREST	549,799	777,169



Keep It
GREEN

A message from



Team



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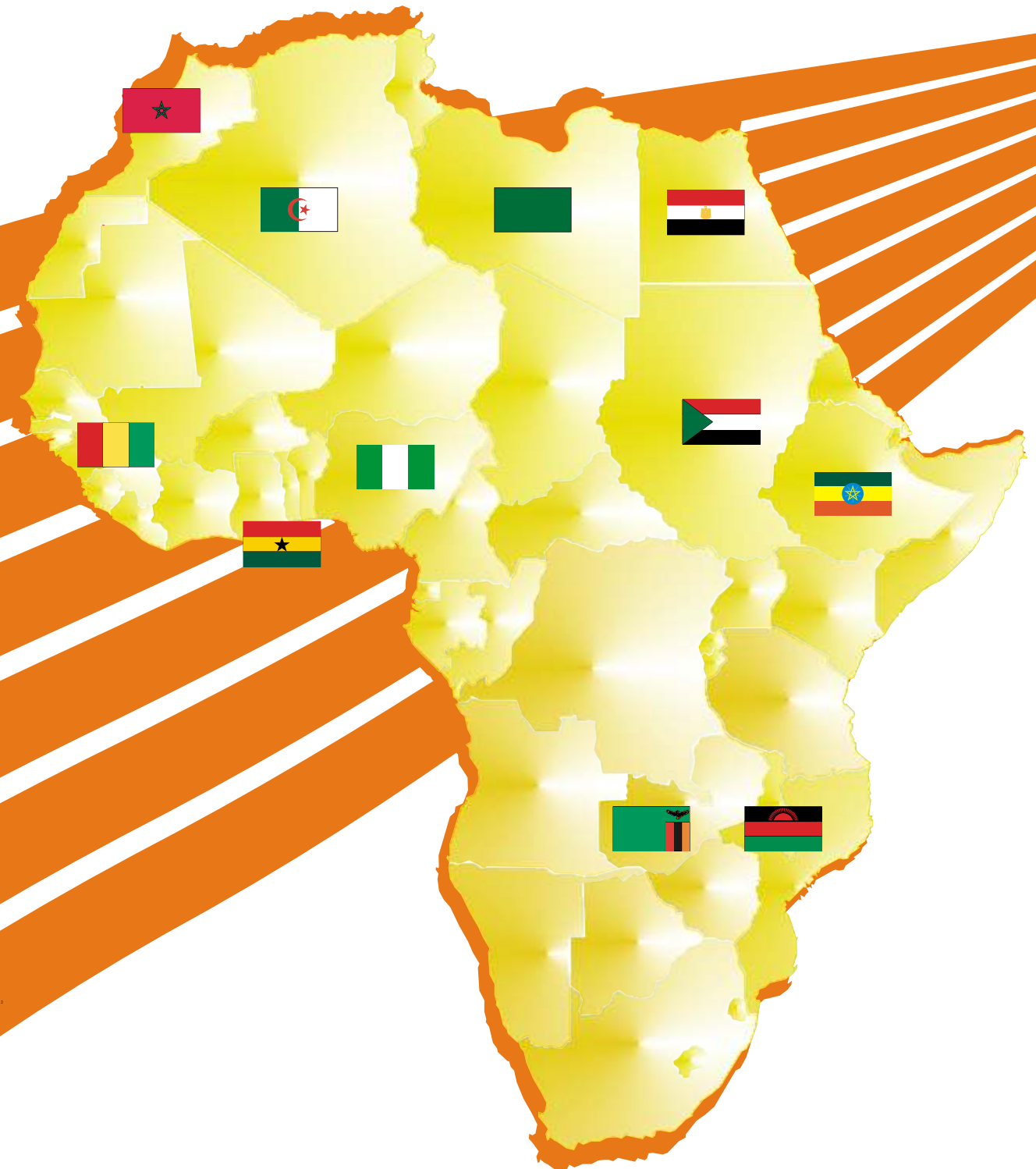
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ELSEWEDY ELECTRIC Africa Team:

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One Dream**

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- Social Contributions to the Community



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- Winding wires
- Raw materials

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- Porcelain
- Cables accessories
- Explosion proof equipment
- Fiber glass poles

Telecom

- Fiber optics cables
- Copper telecom cables
- Fiber optics accessories
- Copper telecom accessories
- FTTX projects
- Backbone projects

Transformers

- Power transformers
- Oil immersed distribution transformers
- Cast resin transformers
- Modular solutions

Wind Energy Generation

- Wind turbines
- Wind towers
- Rotor blades
- Wind farm development
- Operation & maintenance
- Balance of plant
- Project management
- Project financing assistance

Energy Measurement & Management

- Meters
- Automation business
- Meter testing equipment

Engineering & Contracting

- Transmission & distribution
- Engineering & generation