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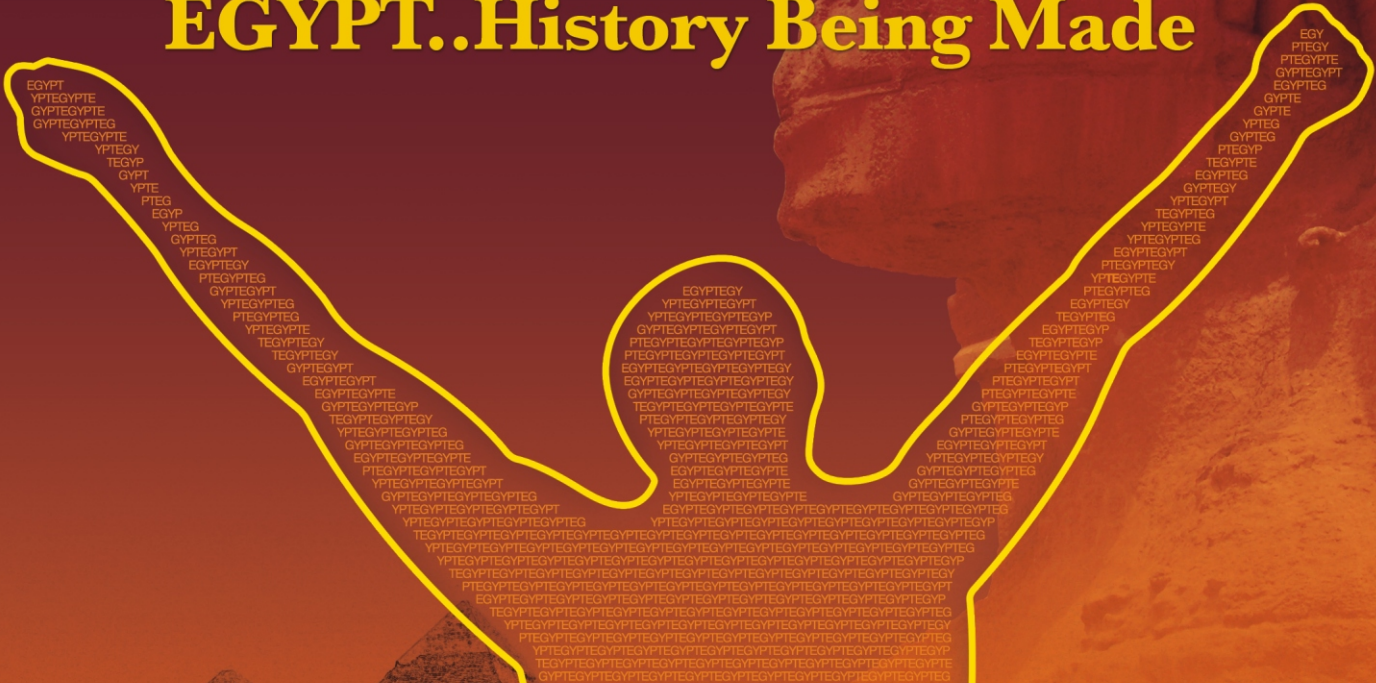
ELSEWEDY ELECTRIC

March - 2011 Issue 3

AFRICA



EGYPT..History Being Made



New CEO at ELSEWEDY CABLES

**THE FUTURE
OF ENERGY**
Efficient power
generation

DIVERSITY
Create value
with diversified
portfolio

**BUSINESS IN
DEPTH**
Never lose
energy

A Publication by

**ELSEWEDY
ELECTRIC**

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ELSEWEDY ELECTRIC **Africa**

March 2011 Issue 3

"All nature seems renewed around me and with me. The sky seems to be a pure, a cooler blue, the trees a deeper green"

Thomas Merton

Today, Elsewedy Electric is a company that is expanding constantly including renewable sources. It is our company that brought the Middle East green energy. We are making what would seem a rather natural move into the environment and pioneering a whole new market in the process. We are now a Leading Integrated Energy Solutions Provider serving and reaching our customers by operating in 8 diversified energy sectors.

We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better. We're in touch with our customers!

In this issue we strived to cover the best from whatever we could to help you in knowing more about the environment, technology and energy. What's more, we've covered all the latest events of Elsewedy Electric that happened throughout the preceding couple of months, so that all our readers experience the core of each event, both locally and globally.

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

Designed & Published by
Corporate Marketing Team

Ahmed Elsewedy
President & CEO
ELSEWEDY ELECTRIC



Future of Energy...

YOUR ECONOMICAL GROWTH NEEDS EFFICIENT POWER GENERATION

...GET OVER HIGH ENERGY COSTS DURING PEAK PERIODS

Any economical growth relies on several aspects from the population growth to the investments in the economy. Where energy as well is a key input for virtually all economic activities, so of course the availability of reliable and affordable power is crucial to any economy. This reality has been reflected in the energy policies of governments around the world for many decades now, with the establishment of energy subsidies and large capital investment into energy infrastructure to ensure production keeps up with economic growth and that energy prices are competitive.

Technologies and ideas are evolving around us to have an efficient generation of power. Climate change has caused every scientist, engineer, and business man to think more of how to save the energy consumed without having harmful emissions. Green, Save, and Clean energy are the major messages communicated to all communities. HOW TO SAVE YOUR ENERGY CONSUMPTION? WHAT DO YOU NEED TO HAVE A CLEAN ENVIRONMENT WITH THE AVAILABILITY OF RELIABLE POWER GENERATION? And so on, which made us turn around and have an interview with Mr. Sami Khoreibi, CEO – Enviromena Power Systems is a leading developer of solar projects in the Middle East and North Africa (MENA). Where the company finance, designs, installs, and operates solar power plants. Fruitful insights were brought up from his side about clean energy or more deep about solar energy through our sequential questions that were carried out through the interview.

We all know that solar power is the use of the sun's energy to produce heat or electricity. but if you could please tell us more about solar energy or the types of solar energy?

Yes, solar power is the use of the sun's energy to produce heat or electricity. There are three types of solar power systems: solar hot water, concentrated solar power and solar photovoltaic. Solar hot water systems are where the sun heat is absorbed to produce hot water for residential and commercial use. These systems are where you commonly see on the roofs of homes and small businesses, and are used to reduce their hot water energy costs.



While the concentrated solar power systems use mirrors to collect the sun's energy to produce steam which drives electrical turbines. These types of systems are usually very large and operate like conventional power plants by distributing electricity into an established power distribution grid. As for the Solar photovoltaic technology is what you often see on the front of calculators or other electronics, only scaled up to match energy needs. Photovoltaic technology converts sunlight directly into electricity without any moving parts, and can be scaled to match any energy demand. These systems can be installed in remote regions to provide power to houses and communities that do not have access to conventional power grids, and can be constructed at the utility scale to feed energy directly into a power distribution grid in much the same way as a conventional power plant.

All communities are usually afraid of installing solar power systems because of the high cost for the systems and the after installation process. what do you think of that?

Particularly solar photovoltaic technologies are largely autonomous and only require regular inspections, general maintenance and cleaning to operate properly after the installation. Power production monitoring, safety shutdown routines and connection to power distribution grids are all achieved automatically with highly specialized equipment. For the fact that solar power systems do not consume any fuel, long term operational and life cycle costs are very low.

Can you tell us more about the environmental and economical advantages to the use of solar power?

Well environmentally, solar power systems do not consume fuel and do not produce carbon or any other type of harmful emission. This is a clear advantage over other conventional sources of energy, as now air pollution and global warming are increasingly important issues to people and governments. Economically, solar technologies provide a cost effective means of "peak shaving" energy demand. Communities such as cities consume the most power during the middle of the day, when businesses are open and air conditioners are running at their highest. This "peak" power is the most expensive to deliver as it often requires power plants to sit idle for most of the day, so as to deliver the required peak power for only a few hours at a time. In many countries the actual cost of delivering peak daytime power is 2 – 3 times higher per kWh than baseline power.



With your expertise in the field of solar power systems and since that innovation is extremely important as it is relatively a **new technology; at Enviromena what do you do to improve the costs and efficiencies of solar power systems, and the investments into this area.** At Enviromena, our research and innovation is target towards optimizing solar systems in the Middle East and North Africa. Specifically, high heat conditions, dust and sand can have a negative effect on the performance of solar power plant. We have developed a number of effective solutions to mitigate these problems in the region, including an innovative cleaning method that sweeps dust and sand buildup off of solar panels without consuming any water when they are installed in desert regions.

Since that you have addressed the issue of optimizing solutions to use solar power systems in the Middle East and North Africa, how could this area benefit from Solar Power Systems? There are number of key benefits that solar power will bring to the Middle East and North Africa. First, it will decrease the cost of energy for consumers and governments by producing power during peak demand periods in the middle of the day, when it is the most expensive to produce electricity by conventional means.

Second, solar energy is a clean, carbon – neutral source of power and will help improve air quality and reduce the region's environmental footprint. Finally, constructing and operating solar power plants employs people in the community, thus has a positive impact. The alternative energy industry including solar power is one of the fastest growing industries in the world and many governments are focusing on the industry for job creation in their territories.

Solar power systems seem like a very beneficial alternative for power generation, but I believe that you can face various challenges. What might be the challenges that could face this technology to grow in the Middle East and Africa?

Solar power is a relatively new technology so the key challenges relate to educating people, governments, and power utilities its advantages and optimal use. Solar power developments is driven largely by government energy policy, thus the development of alternative energy incentives by governments in the region is important to achieve wide – scale adoption. Fortunately, many governments in the Middle East and North Africa have recognized the importance and positive impact of solar power and are developing policy strategies along these lines.

Why not to change?!



Since climate change has become a global concerns and solar power is an important part of the solution. Why not to change and use alternative energy, which is completely carbon neutral and does not produce any type of emissions. Since that the cost of delivering peak daytime power is 2 – 3 times higher per kWh than baseline power. Then, let's go for a system that produces power most when the sunshine is the strongest, which is during the middle of the day when demand is also at its peak. Thus, solar power has a net effect of "smoothing" a community's demand curve and reducing the need for expensive peak power production by conventional power plants.

THE RELATIONSHIP ERA

DOING MORE WITH LESS..

by **Khaled El Atabani**
Corporate CIO
ELSEWEDY ELECTRIC

The art of relationship management is not an entirely new one. In fact, it has taken on many forms, addressing specific organizational constituencies (customers, channel partners, specialized service providers, employees, suppliers, etc). The most obvious being CRM (customer relationship management), that focuses on improving top-line growth by maximizing an organization's ability to identify sales and business opportunities with its customers. CRM's little brother PRM (partner relationship management), focuses on optimizing opportunity and downstream order management for an organization's channel partners. On the back end, we have ERP (enterprise resource planning) to manage internal operations including manufacturing, finance, HR, sales and distribution, etc. Specialized HRM (human resource management) solutions exist to manage employee benefits, collective agreements, performance reviews and so forth. And lastly, SCM (supply chain management, either as an ERP module or as a stand-alone application) to manage the product flow, up and down a firm's value chain, with external partners/suppliers.

However, for the most part CRM, human resources management (HRM), enterprise resource planning (ERP), supply chain management (SCM), partner relationship management (PRM) and similar programs have paid very little attention to the relationships that underpin those processes, or to the intangible – relationship – assets embedded in them.



Elsowedy Electric new Enterprise relationship management (ERM) provides fast and efficient access to the extended relationship network to all internal and external entities. It is a highly complex architecture yet convenient application that records, manages, analyses, weighs and graphically presents, the multifaceted networked business relationships with all our external entities and internal companies constituting the sectors. It is basically a business strategy for value creation that is not based on cost containment, but rather on the leveraging of network-enabled processes and activities to transform and capitalize on the relationships between the organization and all its internal and external constituencies in order to maximize current and future orders and overall business opportunities.

The new ERM solution provides a framework of interlinked communication covering all aspects of:

- Different sectors
- Sister companies
- External accounts

Better connections usually provide better opportunities, leading to more effective and productive communication. The ingredients needed to build strong relationships come through an "outside-in" approach, opening and streamlining interactions between customers, partners, suppliers, and the entities within the organization itself.

We can truly begin to build a complete picture of our customers and really start to understand their needs and tailor specific messages for each customer. This one-to-one marketing will provide many benefits, including higher customer lifetime value, increased customer satisfaction and greater customer loyalty.



CUSTOMIZED SOLUTIONS THAT BEST FIT YOUR INDUSTRY



A Subsidiary of ELSEWEDY ELECTRIC



Diversity

DIVERSIFY THE PORTFOLIO ..TO CREATE VALUE

The Red Queen said, "Now, here, it takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"

Lewis J. Carroll, *Through the Looking-Glass* (New York, The Heritage Press, 1941), p. 41.

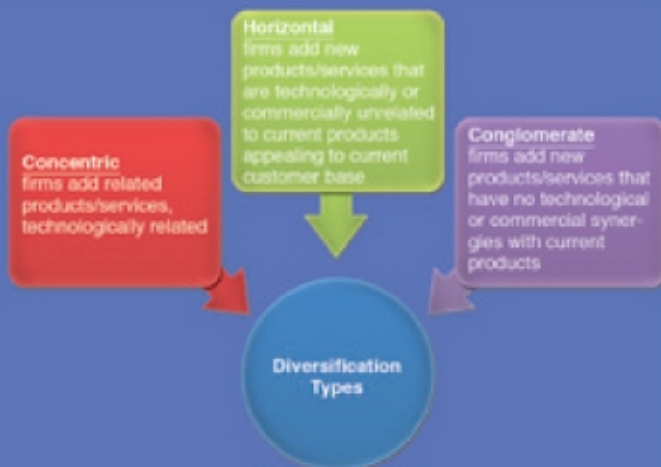
“Elsewedy Electric is having diversification as part of the planned strategy of the corporate”

To improve a business firm's position or move to a different step, it requires growing and changing at least twice what it is taking the firm to retain the same place. Companies that believe that they should stay on top have to be able to keep abreast in the race of innovation and competition. Accordingly, one of the aims of this article is to relate diversification to the overall growth of a company and address what could lead a company to accept diversification as part of its planned approach.

Consumers' willingness to pay for a certain product or service is variable due to random elements such as time, the flow of new information, place and people in relation to changing environmental factors. Since that the value of different product/service varieties is subject to different variations, consumers will choose the product/service with the highest realized value. Leaving organizations to figure out means of improving their value: cost ratio (relationship between the consumer's perceived benefits in relation to the perceived costs of receiving these benefits). Firms must consider closely the total marketing offerings in terms of understanding the firm's market offerings to those of its competitors, as that value leads to a creative energy exchange between people and organizations in a marketplace. From the firm's understanding to deliver value

to its consumer rather than just a product, diversification should take part of the overall strategy. Diversification is a form of corporate strategy for a company, where the company seeks to increase profitability through greater sales volume obtained from new products and new markets. Diversification usually requires a company to acquire new skills, new techniques, and new facilities. This growth strategy should reflect perceptions of customers rather than managers.

Change is a key element to a successful business. To be different from others aggressively applying a valuable strategy of diversification is important. For example, when adding a new segment in the Elsewedy Electric's corporate portfolio or having a broad portfolio of products this is to mainly allow us to act as a one – stop supplier to all energy solutions. Diversification strategies vary from internal development of new products or markets, acquisitions of a firm, alliance with complementary company, licensing of new technologies, and distribution or importing a products line manufacturing by another firm. There are three types of diversification: concentric, horizontal, and conglomerate. As that Elsewedy Electric, is having diversification as part of the planned strategy of the corporate, the company now is operating in eight different segments all serving the needs of the energy market (same customer base).



Elsewedy Electric adds new products and services to its company portfolio that might be technologically unrelated to current products such as having cables segment and adding wind energy generation and solar energy generation segments, but all are appealing to the current customer base. Here it shows that the company is using horizontal diversification type, due to its expertise and know-how of meeting energy market needs. Elsewedy Electric is growing to be a leading integrated energy solution provider. While concentric diversification is where technological similarities occur between the industries and conglomerate diversification is when the new products/services have no technological or commercial synergy with the existing products.



Companies diversify to compensate for technological obsolescence, to distribute risk, to utilize excess productive capacity, to reinvest earnings, to obtain top management, and so on. To build a great business being different is an important aspect to consider. In other words a great business is one which provides solutions, but that is not only what makes a business great there are other factors too that contribute to the greatness of business. Vadim Kotelnikov the author and founder ten 3 business e – coach described a term called BLISS as keys to good business.



"Corporate venturing is about to expand enormously." – Richard Koch, author of the 80/20 Principle. Corporate venturing is what mainly applies to most successful companies especially when they have made ventures critical components of their strategic and operating success.



Elsewedy Electric usually searches to create new business that would meet the unmet, unserved needs of customers in emerging markets. Finding the new challenge is to search for emerging opportunities, other than just having traditional internal expansions, improvements, and acquisitions. Elsewedy Electric for example is a multi – domestic organization whose business are international, local, and super global which allows to select, tactical access to attractive energy and infrastructure demand in both developed and developing markets. The product and services mix in Elsewedy Electric helps in cross selling and provides complete solution to the clients, which enables that balance between the top line growth and bottom line results.

Leadership is more than just having an authority of a management or supervised position. Best leaders, who challenge the process, inspire a shared vision, enable others to act, model the way, and encourage the heart. Elsewedy Electric's corporate vision is shared among the whole functional areas within the group this is to get effective results from understanding value for our customers, developing new products/services, and developing an advanced company. From having leadership attributes applied throughout the company, emphasizing on innovation to create, find and/or combine knowledge into new products, services, and distribution methods. Elsewedy Electric is closely

aligned to have fully localized production and distribution areas with a global coordination manner between the 30 production facilities, the regional offices, and the head office that is allowing the company's product and solution existence in more than 110 countries.

The "S" synergy is when the company has to act in developing synergies by sharing and coordinating staff and activities to achieve extraordinary personal and business results. This is where Elsewedy Electric considered investing in, revitalizing, and scaling ICT infrastructure. Linking the geographical dispersed factories and offices through the multi – module ERM (enterprise resource management) application software that is being implemented and applied within Elsewedy Electric functional areas provides fast and efficient access to the extended relationship network to all internal and external entities. This application allows the reduction of cost and lead times, as well as improving management operational processes which enables the reach of creating value to Elsewedy Electric's customers.

To face the challenges of the world's fastest growing markets and the complexity of the critical energy needs, fast actions should be taken. This is where "Speed" keeps the business ongoing with the surrounded changes. Elsewedy Electric is taking steps in sustainably meeting the needs of the market and beyond. With the acquisition of the majority stake in M – Torres Olvega Industrial, Elsewedy

Electric is now offering complete wind solutions. As well as the acquisition of Iskraemeco the world's most technologically advanced producers of metering. Elsewedy Electric has gained the world's most advanced residential and corporate utilities management technology, and so on. Here is where Elsewedy Electric is thinking of advanced technology acquisitions and development for performance today and beyond.

As a result, diversification almost invariably leads to physical and organizational changes in the structure of the business with the present of past business experiences. Although diversification is the riskiest growth strategy, careful investigation is required so as not to fall into uncertainty about the diversification. Taking the advantages of diversification and creating a valuable addition to the customers is all what is important. This is what Elsewedy Electric is applying where the organization is combining a global scale and world class technology with deep roots in local markets to understand different aspects of the globe to innovate.

Andrew Grove former CEO of Intel Corporation stated **"There is at least one point in the history of any company when you have to change dramatically to rise to the next level of performance. Miss that moment – and you start to decline"**.



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- Egypt - Cairo Stadium - 40 MVA, 66/11 KV

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Six Sigma: Celebrating another Year of Success

Recognizing and rewarding the successes of Six Sigma projects is part of the Six Sigma Mantra, Last December the 9th 2010, Egytech Cables “the power cables company in Elsewedy Cables” with its two premises ,A1 (Formerly Arab Cables)and A3, Symbios Consulting and the Industrial Modernization Centre of Egypt had been celebrating one year of excellence. A successful year of savings through World Class manufacturing program that Elsewedy Cables is working one with its professional Six Sigma Team.

“The Resistance we had faced during the Six Sigma Deployment, made us much keener to succeed”

said Mr. Essam Matarawy, Chief Quality Officer, El Sewedy Electric

“Our success did not happen by chance, it has been another long and tough hard working year”

said Mr. Ashraf Ahmed, Elsewedy Cables - Egypt General Manager

“This is not the program of the month. This will be forever”

said Egytech Cables, Managers, Directors, and Management Team



“The Score that Egytech Cables had acquired in one year, have never been achieved by any company in my entire Life”

said Mrs. Shereen Mosllam,
General Manager, Symbios Consulting

“What we have seen in Egytech Cables Company is an Honor for all Egyptian Companies”

said IMC Management and Auditing Team

Egytech Cables Lean Assessment Tools Score

- Old score: 15
- Target : 40
- Result : 45.9
- Improvement Rate: 203%
- Achievement Rate: 113.7%



Elsewedy Cables is celebrating a new year of Six Sigma and more than 50 million Egyptian pounds in annualized savings by recognizing the best work from among the nearly 40 projects completed in the year 2010.

The top cost cut and customer-focused Six Sigma projects demonstrate that as Elsewedy Cables enters its new year of Lean Six Sigma, the tools remain a vital part of how the company does business. In fact, Six Sigma is more important than ever as it requires employees in upper management to be Green Belt-certified in order to make an advance or lateral career move.

- The cost cut projects, which are being recognized within the company final Budget of 2010, are responsible for helping Elsewedy Cables reduce money bleedings and make ergonomic improvements to equipment and processes.

- Customer-focused Six Sigma projects have helped Elsewedy Cables to build stronger relationships with customers while using the tools to reduce some of their costs. The winning projects from June 2009 till October saved customers 8.6 million.

The projects in both premises show that Elsewedy Cables uses the tools to improve the quality of products, lower costs, become more efficient, and develop new technologies. Six Sigma has helped Elsewedy Cables forge deeper relationships with its customers and suppliers as it works with them to deal with common issues.

Nearly 60 Green Belt and Black Belt projects have been completed since El Sewedy Cables first got involved with Six Sigma in October 2007. Those projects have resulted in 90 Million in annualized savings to El Sewedy Cables and an addition 15 million Egyptian in savings to customers. The projects winners of the Chairman's Award are responsible for savings of 67 million to El Sewedy Cables and 8.6 million to customers in 2010. More important, every project on display exemplifies the company's goal—to continually improve its processes so that customers can depend on it.

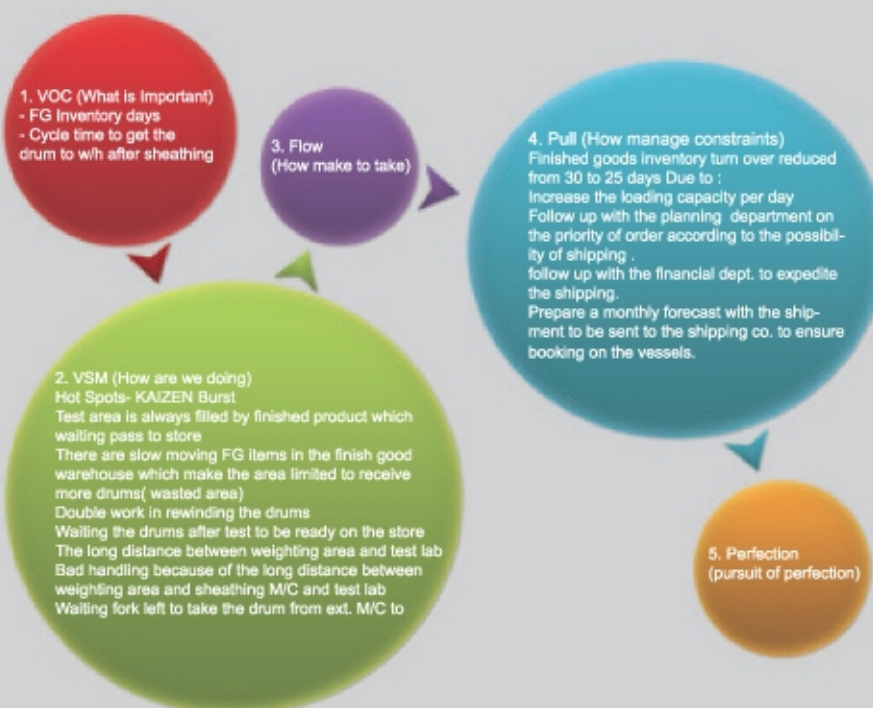
SIX SIGMA PROJECT in Brief

Reduce Downtime Due to Machine Failure by 50%



LEAN PROJECT in Brief

Improve the Lead Time for the Delivery



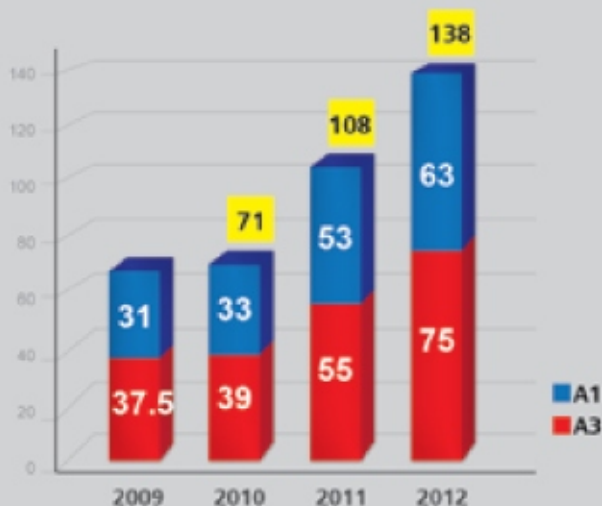
The company board and the Company managers had a clear and concise vision from the beginning and we have remained committed to that vision even when facing challenges.

• Next Steps with Symbios Consulting and the Industrial Modernization Centre, will be implementing the Supply Chain Program, which will be another important step in the world class manufacturing program that Elsewedy Cables is adopting.

Since that Egytech Cables Company have achieved an incredible target that was never achieved with all of the resistance that they have faced, 2011 innovation targets are much higher.

2011 Innovation Target

Egytech Production Plan (K ton)



2011 Improvement Directions

Kaizen Blitz

- Reduce SO10 Machine Breakdown time. Maintenance
- Increase the productivity of Lesmo 37 wire. Maintenance
- Benchmarking with Syria conductor weight. TO, Production
- Increase conductor 19wire productivity
- Replace BM80, SO60 which have low OEE and move it to another company to increase ROA
- Establish capability for conductor 91 wire manufacturing

Lean

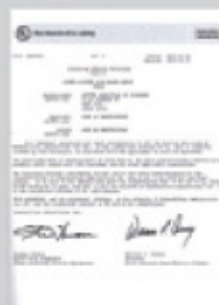
- Reduce down time due to no steel drums
- Reduce downtime due to machine breakdown
- Improve 6S level from 48% ~ 70%
- Set KPI for each department and visualize the performance.
- Honoring the owners of the improvement ideas in 2010

Six Sigma

- Hold internal training course for Six Sigma & analysis statistical tools.
 - Reduce non standard length due to process from 1.65 to 1%
- Egytech Cables Company actually thanks all the management team that has contributed within this important and vital project.



AENOR - Cables



UL - Fire Cables



UL - Communication Cables



KEMA - Transformers



CESI - Transformers



SGS - Communications



Control.. Monitor.. Save.. Your Energy Consumption



Smart Card Meter Technology in Egypt

Your way to save your energy consumption

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- Friendly credit function
- Consumption transparency
- A way to smart grid - **A new ERA**
- Tamper Notification - **Less chance for free energy**
- Meter reading accuracy - **No more estimates**



Prepaid Electricity Meter



Business In Depth

Safe...Efficient, Live Line Installation
Never lose energy

By **Ramy Shuman**
Area Sales Manager
Egytech Cables

Due to the unpredictable demands of energy and the rapid expansion of the grids yearly to adapt that growth; therefore communication requirements growth is needed. So, smart grid is needed to allow transferring of data between substations by replacing more and more of ground wire of the OHTL with OPGW as it is the best communication link to be used between substations.

As a result of this growth and the lack of energy adding to that the needs of establishing a communication link between both substations; it will be difficult –sometimes impossible– to shut down the power line to improve the communication infrastructure.

ELSEWEDY ELECTRIC has developed an installation method enabling to process of such installation with both circuits energized.

The installation can be done for the following purposes:

- Replacing the old ground wire with OPGW.
- Adding extra OPGW to the OHTL; in case of double ground wire towers exist.
- Replacing the old OPGW with a new one

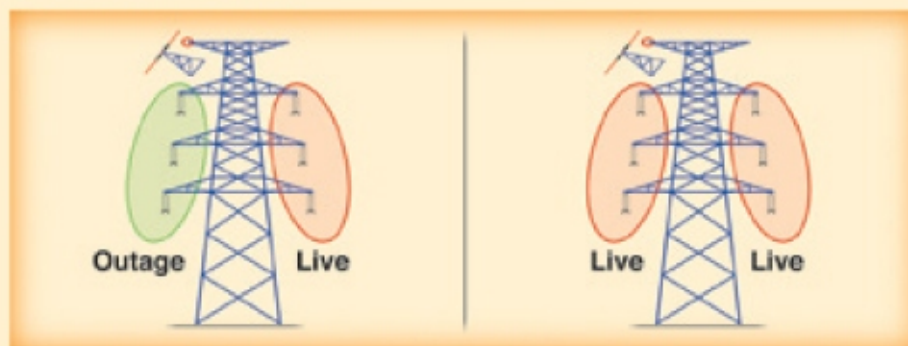
What makes Live Line installation technique unique?

There are two old methods for the live-line installation that does not comply with most of the utilities requirements nor safe for the personnel and the installation team nor their equipment and also may cause the power outage.

- 1st Method: Single circuit energized Live-Line installation:

In this method one of the circuits at one of the sides of the tower should be shut down then the installation process will be done at that side.

Using that method shutting down is needed to perform such a process; which make Live-Line installation meaningless.



- 2nd Method: Double Circuit Energized using Double Tensioner/Puller Live – Line Installation:

This installation method is very similar to the shut down installation process but instead of using single tensioner and single puller, at both ends there should be tensioner/puller machines with two operators communicating with each other via walki-talki devices trying to maintain the sag of the ground wire and also the clearance between the new OPGW and conductor during the installation process.

Using this installation technique, due to short circuit outage probability is very high due to the following reasons:

- (1) Miscommunication between tensioner/puller's operators will cause extra sag that will cause short circuit with conductors; then outage will be the result.
- (2) Non synchronization between the two tensioner/pullers may cause extra tension on the existing ground wire or the OPGW which may cut one of them causing short circuit leads to outage.
- (3) If existing earth wire depreciated then this process can't be used without shutting down the power.
- (4) There are no safety precautions that can be implemented during the installation process.



ELSEWEDY ELECTRIC Live- Line installation Process in Brief:

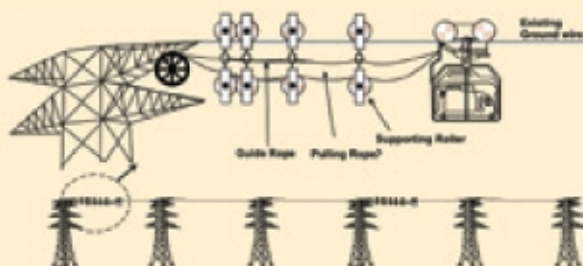
The installation process is divided into following stages:

1. Preparation:

- Install OPGW drum with stand at the drum field and puller at the engine field.
- Preparing equipment, fittings along the situation of working field.
- The stringing block attached at the top and bottom part of tower.
- Check the clearance between existing ground wire and the live conductor before stringing.
- The exercise been already done and recorded during the survey ground wire condition must be checked again prior starting of installation.
- Intervals of 10~20m to be maintained between supporting rollers.

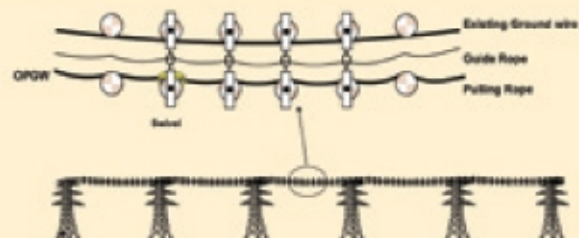
2. Installing supporting rollers:

- Install supporting rollers using a mobile unit (Robot Remotely Controlled) between each span.
- Installation of supporting rollers must be done on the top of the tower.
- All handling of accessories, tools, movement of workers should be done from inside the tower.



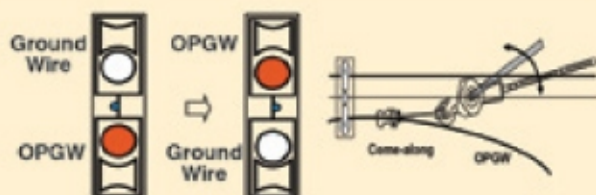
3. OPGW Stringing:

- Fixing of supporting roller between towers by guide rope
- Connecting the OPGW with the pulling rope via swivels
- OPGW Stringing by using puller and reel winder.



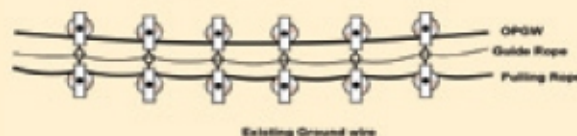
4. Turning over and Saging:

- Turning over the OPGW at the position of exist ground wire using chain block tension equipment.



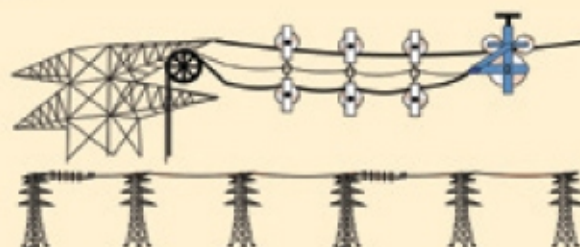
5. Withdraw the ground wire:

- Connect pulling rope to end of ground wire, and then withdraw ground wire.



6. Withdraw supporting rollers and ropes:

- Retrieve the pulling rope and supporting rollers to opposite direction between each span.
- Retrieving must be done with constant speed using the recovery machine.



7. Jointing:

- Jointing of each drum length to the next drum using joint closures then testing the whole length of the link.

Safety Precautions:

- Investigation of Tower & G.W conditions
- Safety gadgets for workmen
- Fixing of warning Flags
- Grounding of equipment ends of the cable, tower, and machines.
- Clearance between Mobile unit and Conductor, OPGW and Conduct
- Minimum Clearance Distance for Live Line
- Safety Evaluation by Simulation Program
- Electrostatic Induction
- Electromagnetic Induction
- Dry Band Arcing Phenomenon
- Dynamic Sag/Tension during Installation

ELSEWEDY Major OPGW Projects in Egypt:

- NABAK S/S - NEWEBAA S/S 220KV & NEWEBAA S/S - TABA S/S 220KV
- First Live Line Installation under 500 kV – Tebbin S/S – Abo Zabal S/S

LET'S AVOID *COUNTERFEITED* PRODUCTS TOGETHER...



THE STRATEGY OF PROTECTING INTELLECTUAL PROPERTY RIGHTS & CONSUMERS PROTECTION

by **Ahmed Adel**
Quality Consultant
Elsowedy Cables

Immortality and deception phenomenal activities have increasingly evolved over the past decades, especially with the ongoing and massive development in various fields in specifically the natural, chemical, and biological sciences. Those technological improvements allowed the existence of advanced ways and techniques to have the fraud



activities to be done easily without being suspicious about the illegitimate competitors. **WHO FALLS INTO THE TRAP?**

The consumer is the one who gets deceived and enters the danger zone due to the illegal practices in the market and becomes hand folded to prevent the hazards following. Here is where the governments began to apply the legal principles of intellectual property where a number of distinct types of creations of the mind for which property rights are recognized. The common types of intellectual property include copyrights, trademarks, patents, industrial design rights and trade secrets in some jurisdictions. Although that intellectual property law grants exclusive rights to a variety of intangible rights it significantly contributed towards economical growth of huge countries which began to limit the illegitimate practices.

With the increasingly phenomenon of commercial fraud although all of the intellectual property laws and consumer protection restrictions from the governments, the producers should play an important role in protecting their customers from the illegitimate practices. This is where Elsewedy Cables decided to come up with a strategy to protect the consumers and the national economy to overcome these practices by focusing on several pillars. Elsewedy Cables management has firstly took an active action and decided that there should be a specialized legal department to concentrate on the cases of immortality trade. This specialized legal department is working closely in collaboration with concerned state agencies, especially the Ministry of Interior, the Ministry of Supply and Domestic Trade, and Consumer Protection Agency. The department is highly taking place to ensure the restriction of crimes of immortality and fraud to moreover happen. As the management have took aggressive legal directions it has been identified as well within the framework of Article 68 Protection of Intellectual Property Rights that Elsewedy Cables has to register its trademark in both languages Arabic and English in the Ministry of Trade and Industry. This practice was to create more protection to the customers while finalizing a purchase of Elsewedy Cables products.

Since that the private sector companies play a key role in the economies of countries that are following the market economy system, this allowed the existence of various product ranges from different manufacturers. Elsewedy Cables had to distinguish its products that are being traded in the market. This was done

through a Hologram sticker that has been placed on the indoor wires and air coils package to protect the customers from



Original Hologram - placed on wires manufactured by Elsewedy Cables to guarantee its origin

counterfeited products. The Hologram is highly secured in a system that creates huge barriers for our illegitimate competitors to imitate that enables us and allows our customers to have a differentiation item.

Not only protecting the product with stickers and registering the trademark, but also intensifying our reach to our customers by being close to them. As that Elsewedy Cables is aiming to reduce the hazards caused from counterfeited products, the company has decided to have an intensified program to create awareness among the electrical specialists. This program involves several aspects including the description of our diversified product range available in the group portfolio as well as the development of technical electrical experiences and electrical skills to identify our products. The awareness program also involves the invitation of certain segments working in the governmental sector where technicians and engineers are part of the program. This is specifically focusing on the introduction of the product range and highlighting the methods of fraud and immortality of trade that is a result of certain groups in the market. Those practices allow the suppliers during the bidding for tenders to supply products that are non - conformity to the technical specifications. Also follow up visits to various districts in Egypt to meet with different government departments. These visits are usually to provide our official documentations that assure our products to be legal supplier. The documents mainly enclose records of industrial, commercial, and tax documents, as well as all of the international quality certificates and the Egyptian Standard Certification following the Egyptian General Authority for Standardization. These documents are to guarantee our quality standards and to distinguish us as an approved supplier.

This process is taking place with the governmental departments to protect the national projects from any hazards that could be caused from illegitimate competitors. With all of the above actions and more coming in the future, all together should work on overcoming the deception and immortality practices. As that all of the illegitimate practices have drawbacks on the stability and security of the communities that we are living in. As well as the products quality that could be delivered to the customers in the local markets or international markets could be affected, which allows the loss of the resources, financial and human, from those having legitimate practices. This leads to an incredible effect on national economies, disruption in nations, and instability, especially with the existence of illegitimate manufacturers. As a result, to identify the counterfeited products from the original product is an extremely important practice to have in our life activity which could avoid any hazards in our lives.

Utmost Performance for Your Product

Winding Wires

- Paper Insulated Flat Wire
- Plain Copper Wires
- Tinned Copper Wires
- Welding Wire (Bare Copper Wires)
- Enamelled Copper Wires (Round Enamelled Copper Wires)



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Did You Know..



• Dubai will allow the private sector to invest in energy projects

The Dubai Government will allow the private sector's role in power generation to rise to 49 per cent by 2030, an energy official said. The plan is part of a strategy to diversify the emirate's utility sector.



• Saudi Arabia inks \$4.2 billion power and water projects

Saudi Arabia signed contracts worth SR15.68 billion (\$4.2 billion) for the construction of the Ras Az Zawr giant power and water plant. Abdullah Al-Hussayen, Saudi Arabia's minister of water and power and chairman of state-owned Saline Water Conversion Corp. (SWCC) signed a SR9.07 billion deal with a group led by Al-Arabb Contracting Co to build the power plant on the country's Gulf coast.



• Tunisia produces 2% of the world's automotive wire and cable production

Tunisia produces 2% of the world's automotive wire and cable production. It is also the sixth provider of car cables to the European market, including for such major car brands as Audi, Volkswagen, Mercedes, Renault and Fiat



• Egypt allocates 50 million sqm for industrial investments

Egypt's Industrial Development Authority (IDA) will provide 50 million square meters of land for industrial development projects, with the aim of attracting LE 72.7 billion in investments. A move that fits within IDA's "industrial developer" scheme involving both the public and private sectors. The scheme entails developing the land as well as providing the necessary infrastructure to be used thereafter for the realization of industrial projects.



• Enhanced regional power demand stimulates the Zambian Electricity Industry

The Zambian electricity industry is riding high with increased mining activity and the Government's goal of achieving 66 per cent electrification by 2030. New analysis from Frost & Sullivan (energy.frost.com), updated Overview of the Zambian Electricity Industry. It was that the industry's contribution to the country's GDP was approximately \$1.30 billion in 2009 and estimates its contribution to GDP to reach \$2.57 billion in 2015



• Power Sector faces uncertainty

The Ethiopian Electric Power Corporation (EEPCo) has again announced a power rationing program and ordered industries to cut their production. Miheret Debebe, CEO of EEPCo, explained that latest power rationing, unlike the previous, is not as a result of power shortage but due to the restricted load capacity of transmission lines and delayed expansion work of new transmission lines.



• Forecasted that Nigeria will account for 2.29% of MEA regional power generation by 2014

It is forecasted that Nigeria will account for 2.29% of Middle East and Africa (MEA) regional power generation by 2014, with the country struggling to narrow the supply/demand gap. BMI's MEA power generation estimate for 2010 is 1,221 terawatt hours (TWh), representing an increase of 4.0% over the previous year (where markets were depressed by the economic slowdown). We are forecasting an increase in regional generation to 1,463TWh by 2014, representing a rise of 19.8% between 2010 and the end of the period.



• Italy planning to set up joint ventures in UAE

Dubai Italian companies are looking seriously at the UAE and Saudi Arabia to set up joint ventures and small enterprises in the hospitality, manufacturing and interior design sectors.



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Serving Electrical Network (500 KV)



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Unleashing news



Dion Metzmaekers the new CEO for Elsewedy Cables



Dion Metzmaekers

Dion Metzmaekers is 56 years of age and worked the last 9 years as CEO of NKT cables.

Before that, he worked in other large companies such as AMP, Philips and Shell. He has studied physics and mathematics and also spent one year as a professional soccer player.

What brings him to ELSEWEDDY ELECTRIC group?

After 11 years in NKT he was looking for a new challenge and based on talks that he has had with Elsewedy Electric over the last three and a half years, he saw the great potential in Elsewedy Electric. On that basis he decided that he would like to spend his energy, experience and commitment to assist the company in finding new routes in the exciting and challenging times that we live in.

His style is open minded and one of encouragement, assistance and team spirit. His sporty background has defined his desire to win, simply by being the best. He wants to make ELSEWEDDY ELECTRIC an example for Egypt and the region and

put it even more strongly on the global map than it is already today.

Says Dion Metzmaekers: "I am very excited about this opportunity that has been given to me. I trust I will be able to convince all stakeholders in the company - employees, customers, suppliers and owners that: **New energy and inspiration will be found to move forward!**"

We wish Dion Metzmaekers success with his new role and will support him strongly in his mission.

Ahmed Hassouna
Marketing Director
ELSEWEDDY ELECTRIC

PROVIDING THE COMMUNICATIONS SAFETY AND SECURITY REQUIREMENTS OF THE UAE'S STRATEGIC ADCOP PROJECT

About ADCOP

Abu Dhabi, the largest city in the United Arab Emirates (U.A.E.), is building a 360 kilometer oil export pipeline to transport up to 1.5 million barrels a day of crude oil from the main oil producing areas of Abu Dhabi to Fujairah, on the East Coast of UAE to bypass the Strait of Hormuz, the narrow waterway through which Gulf oil producers ship their crude exports.

The shipping channel in the Strait of Hormuz is only 10 kilometres wide. The channel can become choked with traffic and Abu Dhabi has long borne the brunt of this – a journey from the Strait of Hormuz to the nearby Abu Dhabi loading docks can take up to 19 hours. To alleviate the problem International Petroleum Investment Company (IPIC), a sovereign wealth



fund of the Abu Dhabi government that is specialized in hydrocarbon investment, decided to build a pipeline to bypass the

channel and transport crude oil to the Emirate of Fujairah, situated on the Gulf of Oman with clear access to the Indian Ocean.





The Abu Dhabi Crude Oil Pipeline (ADCOP) project facilities will include a 360 kilometres long, 48 inch diameter oil export pipeline, a main pumping station, intermediate pump station, main oil terminal and three single point mooring buoys for deep water tanker loading at the port of Fujairah. 3W Networks a subsidiary of Elsewedy Electric company, in consortium with a leading German SCADA manufacturer is currently implementing the ICSS and Communication System for the ADCOP project.

The 360 km pipeline runs across the desert of the UAE commencing from the Habshan area, in the emirate of Abu Dhabi, to the port in the emirate of Fujairah. Along the way the pipeline is segmented into sections where **9 Block Valve Stations (BVS)** exist to block the flow of oil in case of any leakage. As the BVS are located in remote desert areas with no electricity and shelter, part of the project's requirement is to house sophisticated monitoring and detection systems at all BVS's sites. 3W Networks is providing **Passive Cooled Shelters** to house the ICSS and

communication equipment without the need for any energy consuming air conditioning. The power which is sourced from **Solar Power Panels** is also included in our scope of work.

Security of the main sites at Habshan, Fujairah and the intermediate site of Sweihan is provided by multiple **CCTV Cameras** and integrated **Access Control System**. The pipeline will require constant security surveillance and 3W Networks is providing in excess of 350 cameras of different types to secure the area. In specific sites we are installing long range cameras with 60X optical zoom which can record activity some 3 Kms away. These same sites have both indoor and outdoor telephones connected to a central **Private Telephone Exchange (PBX)**. The PBX provides for dedicated hotlines at each of the BVS sites for fast and secure communication in the event of an emergency.

An integrated **Local Area Network (LAN)** across the pipeline is provided by dedicated routers and switches so as to enable any operator to communicate quickly and efficiently to any site. The three main sites (Habshan, Sweihan and Fujairah) have a sophisticated **Public Address and General Alarm (PAGA)** System which is used to distribute life saving information in all relevant areas in emergency situations.

The Integrated Communication, Safety and Security systems required for the Oil and Gas industry must be capable of performing under industrial conditions and high temperatures. Failures of key components means a disruption of important

measurement and safety data which could lead to stoppage if oil flow and subsequent financial losses. Accordingly, most of the communications is passed between sites via a secure, robust and redundant fibre optic cable and **Optical Transmission System**.

The final component of the integrated communication network for ADCOP is **Radio Communication**. 3W Networks is installing a UHF radio system to provide mobile coverage along the 360 Km route, we are erecting 16 self supporting **Towers** of various heights from 40 m up to 100m. The ADCOP project is a fast track project and 3W Networks was selected to Design, Supply, Integrate and Install this complex and integrated communication network because of the local presence in the region and its established history of such reference projects. The network components are to be integrated in the state of the art facilities of 3W Networks in Dubai and Abu Dhabi and the project completion is expected in June 2011.



ELSEWEDY POWER LEADS THE DEVELOPMENT OF 100 MW PHOTOVOLTAIC SOLAR PLANT IN SOUTH OF ITALY

- Tempio Del Sole 100 MW Solar (PV) IPP Ailano and Pratella, Caserta, Italy
- Project implementation on five phases each of 20 MW
- Produced energy is sold to TERN A GSE under a 20 years PPA with TERN A GSE. The largest Solar Photovoltaic Plant ever developed in Italy with target installed power of 100+ MW was assigned to ELSEWEDY POWER to lead the development process, build and operate the plant. The project, Tempio Del Sole (meaning: Sun King) shall be implemented on five

phases each of 20 MW where all energy produced shall be evacuated to TERN A GSE under a long term Power Purchase Agreements (PPA). Total annual energy produced upon project full commercial operation is expected to exceed 143 GWh saving more than 57 thousand tons of CO₂ per annum.

The plants, which will be built on 300 hectares between Ailano and Pratella in Caserta, South Italy, is planned to be built by a consortium led by ELSEWEDY SOLAR as EPC Contractor.





His Excellency President Joseph Kabila
(Democratic Republic of the Congo) with
Ahmed El Sewedy, CEO Elsewedy Electric

"Elsewedy Electric has managed to move beyond talking and has created traction with a genuine culture-changing approach to partnership. Partnerships are highly adaptable in form and vary in complexity. Because partnerships entail more than one person in the decision making processes, it's important to discuss a wide variety of issues up front and develop a legal partnership agreement. This agreement should document how future business decisions will be made."

Elsewedy Electric: Changing the Culture of Partnership

When it comes to partnership, no shortage of organizations talks a good game. But too often many organizations never get past the platitudes.

At the beginning of the year 2011, Elsewedy Electric has had collaboration, partnership with (SNEL) SOCIETE NATIONALE D'ELECTRICITE through a visit by Mr. Ahmed El Sewedy, CEO of Elsewedy Electric, signing an agreement with Yengo Massampu, President of SNEL. The partnership between SNEL and Elsewedy Electric on the rehabilitation and extension of the low voltage network with the installation of the prepaid meters in Kinshasa - Congo (Bandalungwa, Ngaliema, Kasa-Vubu, Kintambo and Ngiri-Ngiri). The Financing budget is for the 5 zones of Kinshasa and the main cities inside this country which are (Lumbumbashi, Matadi, Goma, Bukavu and Kisangani). This project is to be financed with \$100,000,000 by Elsewedy



Electric group.

There is another agreement signed in Congo with his Excellency Minister of Energy Gilbert Tshiongo Tshibinkubula Wa Tumba. Ahmed El Sewedy has discussed with the Minister the realization of the prepaid meter factory in partnership with SNEL and private Congo sector, and that he will invest \$ 5,000,000. This project will start at the end of 2011.



A LEADER WITH ENDLESS SUCCESS YEAR AFTER THE OTHER

Elsewedy Transformers a subsidiary of Elsewedy Electric is the first of its kind in the Middle East & North Africa region by being the only manufacturer of power transformers with power ratings up to 200 MVA, 220 kV. With a total investment of US\$ 50 million covering a surface of 35,000 square meters, Elsewedy Transformers has been accredited a new KEMA certificate for Power Transformers of ratings 125 MVA, 220kV.

Elsewedy Transformers commitment to providing distinguished products and services allowed the development of the partnership relation with their customers on a win-win basis. This resulted by succeeding to participate in fulfilling the main objective of the Egyptian Ministry of Electricity which is a strategic approach of having a 100% local supply for all the electrical products in the electricity network.



From a success to another and after all of these achievements during the year 2010, Elsewedy Transformers has signed a contract with the Electricity Distribution Company of Egypt, for supplying 3 power transformers 125 MVA, 220 KV for Turra Sub Station. This success during 2010 is leading to more accomplishments that will be reached in the upcoming years by Elsewedy Transformers.

QATAR FOOTBALL PROJECTS WILL BENEFIT GULF



Qatar plans to spend close to \$20b on new roads and \$36b on metro system. World Cup success kicks off \$60 billion projects boom in Qatar. Qatar is also building an \$11 billion airport and a \$5.5 billion deepwater seaport. Dubai Qatar's successful bid to host the FIFA World Cup in 2022 is set to launch a construction boom involving investments by Doha worth between \$60 billion and \$72.5 billion, according to some estimates. It is estimated that Qatar will spend up to \$72.5 billion on infrastructure projects in the next five years. The World Cup is expected to create many opportunities but especially for the banking and construction sectors which would be the main beneficiaries of the infrastructure requirements of the World Cup. Additionally, Qatar will build over 80,000 new hotel rooms by 2022, 10,000 to 15,000 of which will be ready by the end of 2010. This comes as the country's answer to FIFA's requirement that the host country should have a 60,000-room capacity.



Congratulations Qatar 2022



Congratulations

His Highness Sheikh Hamad Bin Khalifa Al Thani
The Emir of the State of Qatar

His Highness Sheikh Tamim Bin Hamad Bin Khalifa Al Thani
The Heir Apparent

H.E. Sheikh Mohammed Bin Hamad Bin Khalifa Al Thani
Chairman of the Qatar 2022 Bid Committee
2022 Bid Committee and the people of Qatar

On the occasion of Qatar winning the host nation of the
2022 FIFA World Cup



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STRATEGIC MILESTONES

UNITED ARAB OF EMIRATES

Abu Dhabi Crude Oil Pipeline (ADCO) project

Project description

The International Petroleum Investment Company (IPIC) has appointed the China Petroleum Engineering & Construction Corporation (CPECC) as the EPC contractor to execute the Abu Dhabi Crude Oil Pipeline (ADCOP) project. 3W Networks has been selected to provide the communications safety and security requirements for the pipeline. The pipeline is designed to transport 1.5 million barrels per day of crude oil from ADCO facilities at Habshan over a distance of 390 Kms to oil terminal in Fujairah for export through offshore loading facilities. The crude oil will be carried through a single 48" diameter pipeline.



Scope of Work

The Telecoms scope of the project includes Detailed Design & Engineering, Procurement, Systems Integration, Factory Acceptance Testing, the Installation & Commissioning, SAT & Training and Warranty. The systems that form the Telecom infrastructure of the pipeline include SDH Transmission, PBX, LAN, PAGA, CCTV, UHF Trunked Radio, Towers, Access Control and Structured Cabling.

Scope of Work

The scope of work for the Telecoms and Security Systems Integrator includes the Detailed Design, Engineering, Procurement, Project Management, System Integration, Factory Acceptance Testing, Commissioning and Warranty of an optical transmission network and access equipment to support voice and data requirement for the new pipeline. The Integrated Telecom and Security System includes an Access Control system and a CCTV network using fixed and PTZ cameras, IP-PABX, UHF radios and repeaters, Solar Power Supplies and Towers.

QATAR

EPIC for Wet Utilities Distribution Network at Westend

Project description

Utilities for support services area and Westend Extensions of Ras Laffan City for Qatar Petroleum.

Our Scope of Work

Design of Telecommunications System to support a SCADA System, Fire Alarm System and Voice over IP (VOIP) Telephone System, procurement, Integration, Installation and Commissioning.



LIBYA

Entessar Sarrir Gas Pipeline Project

Project description

General Company for Gas Transmission and Distribution (GCGTD) Libya, has selected PetroJet, an Egyptian engineering firm, to design and build a 250 km petroleum pipeline running from Entessar launching station to Sarrir power plant in Libya.



EGYPT

Largest Live Line Installation in Egypt

With the Egyptian Electricity Transmission Company (EETC) a contract was signed to dismantle earth wire and connect using OPGW. This was implemented in NABAK S/S- NEWEBAA S/S 220KV & NEWEBAA S/S- TABA S/S 220KV



Scope of Work

- Designing, engineering, manufacturing, testing, delivering, and installing on turnkey basis with OPGW live line installation with all of the OPGW accessories.
- Supplied a total quantity of 258 km OPGW

**Global Supply Agreement with Nokia Siemens Network**

- Elsewedy Electric along with Nokia Siemens Network Group signed agreement for global supply, the group has been awarded to supply 1240 km of Optical Fiber Cables with a value of 1,120,000 USD

Dismantling of Earth wire and Connecting using OPGW

- With the Egyptian Electricity Transmission Company (EETC) a contract was signed to dismantle earth wire and connect using OPGW. This was implemented in Baer El Abd S/S - Al Arish S/S 220 Kv & Al Asher S/S - Abo Zaabal S/S 220 Kv

Scope of Work

- Designing, engineering, manufacturing, testing, delivering, and installing on turnkey basis with OPGW live line installation with all of the OPGW accessories.
- Supplied a total quantity of 124 km OPGW

First Live Line Installation under 500 kV – Tebbin S/S – Abo Zabal S/S

- In cooperation with the Egyptian Electricity Transmission Company (EETC) a contract was taking place to connect Tebbin S/S - Abo Zabal S/S 500 kV

Scope of Work

- Designing, engineering, manufacturing, testing, delivering, and installing on turnkey basis with Fiber Optical Ground Wire OPGW along with all of the accessories.
- Supplied a total quantity of 105 km OPGW

Abu Qir Thermal Power Plant Units 6 & 7 2x650 MW Gas/Oil Fired Units, CP-117 (Contract Package for Electrical Equipment/Instrument Installation)

- Contract Signed with West Delta Electricity Production Company (WDEPC)

Scope of Work

- Installation, testing & commissioning of all Owner furnished electrical balance of plant in addition to furnishing, installing, testing & commissioning of instrumentation system and electrical equipment including but not limited to M.V Cables, Control Cables, Instrumentation Cables, Special Cables, DC system, Protection system, Cable Trays, Testing Equipment, etc. The scope also includes the preparation of detailed drawing and technical document, as built document and putting in service all equipment and systems supplied within the electrical equipment / instrument installation contract package for Abu Qir Thermal Power Plant.

Cairo West Thermal Power Plant Project - 2x350MW Gas/Oil Fired Units Power Transformers Package PO-113

- Contract Signed with Cairo Electricity Production Company (CEPC)

Scope of Work

- Local Engineering office responsible for Local Procurement and Engineering Coordination between the supplier of the transformers and Isolated Phase Bus from one side and the customer from the other side. And all local service included but not limited to customs clearance and inland transportation for 2x480MVA Main Step-up Transformers, 2 Auxiliary Transformers, 2 IPB Units.

Project Challenges

- We were responsible for the inland transportation of 2x480MVA Main Step-up Transformers (428 Tons, 13500 L.G x 4100 W.D x 6400 H.T Each) from El Dekhela Port at Alexandria to the working site at Cairo by low bed of 24 axels (90 Tons) as per Road and Bridges authority request with total length 50 meter after finalizing the route survey, which required several civil works from the port to the site and forced us to pass along 380 km in order to avoid a lot of bridges based on Road and Bridges authority request.

**Elsewedy Cement Factory 220/11KV Substation Extension Project**

- Contract Signed with El Sewedy Cement Company

Scope of Work

- The purpose of this project is to construct 220/11KV S/S to serve the required Power for El Sewedy Cement Factory, the connection with the grid and the construction of the overhead transmission lines, acting as an EPC contractor for this project. The project includes design, engineering, supplying, installing, testing, commissioning and start-up of 220KV AIS substation including steel structure, outdoor H.V. equipment, the control and protection systems, the communication system, the substation auxiliaries, the civil works, the electromechanical works and all other equipment/materials necessary to complete the job.

ALGERIA**First project with no subcontractors – 100% Elsewedy Electric Turnkey Project Connecting using OPGW Marsat S/S- Mostghanem S/S -Oud Sly S/S**

- Contract Signed with Sonelgaz – Algerian Electricity Company to connect using OPGW Marsat S/S- Mostghanem S/S -Oud Sly S/S with a total quantity of 150 km of OPGW

Scope of work

- Designing, engineering, manufacturing, testing, delivering, and installing on turnkey basis with OPGW live line installation with all of the OPGW accessories.



CAMEROON

ELSEWEDY POWER SIGNS AN EPC CONTRACT TO BUILD THREE DIESEL POWER PLANTS IN CAMERON

- Aggressive fast-track project to be accomplished in eight months
- Three emergency diesel power plants in Bamenda, Ekombitie/Mbal-mayo and Ebolowa

H.E. Ngako Tomdio Michael, Minister of Energy & Water Resources of the Republic of Cameroon, signed on May 31st, 2010 the EPC Contract with ELSEWEDY POWER to design, supply, build, commission and start-up three emergency diesel power plants in Bamenda (400 km north-west of Yaoundé), Ekombitie/Mbal-mayo and Ebolowa (both are 55 km & 160 km south of Yaoundé, respectively).

Projects commenced on November 2010 and scheduled to be in fully operated by June 2011 following a very aggressive fast-track project schedule.

The plants will include thirty six power modules, diesel-fired, reciprocating, high-speed engines manufactured by Caterpillar (USA). Balance of plants and installation shall be carried out by ELSEWEDY POWER SYSTEM PROJECTS Co. (PSP).



SYRIA

IFC PREQUALIFIES THE CONSORTIUM GMR-ELSEWEDY FOR THE INTERNATIONAL BID TO BUILD, OWN, OPERATE AND TRANSFER AL NASSERIEH IPP POWER PLANT IN SYRIA

- Al-Nasserieh 180-250 MW is Syria's first IPP
- IFC is the transaction advisor

Among fourteen other international consortiums, International Finance Corporation (IFC), member of the World Bank Group, has pre-qualified the consortium of GMR-ELSEWEDY to participate to the international bid to Build, Own, Operate and Transfer Al Nasserieh IPP Power Plant in Syria.

The short list of the pre-qualified consortiums was announced by the Syrian Public Establishment of Electricity for Generation & Transmission (PEEGT).

GMR Infrastructure Ltd (UK/India) with ELSEWEDY POWER S.A.E. (EGYPT) are expecting the relevant RFP to be issued by PEEGT in December 2010 for this USD 150 million project.



Jordan

In January 2011, Iskraemeco got 50,000 single phase meters and 3 phase meters order from JEPCO (Jordanian Electric Power Company) & IDECO (Irbid District Electricity Company), the largest 2 utilities in Jordan. Iskraemeco's success in Jordan is continuing for the 3rd year as Iskraemeco holds number 1 position in the market share.



YEMEN

ELSEWEDY POWER WINS TWO INTERNATIONAL BIDS TO BUILD, OWN, OPERATE AND TRANSFER HFO/DIESEL POWER PLANTS IN ADEN AND ELHODEIDDA, YEMEN

- First IPPs in Yemen on BOOT basis
- Total of 141.5 MW generates 1,113,528 MWh annually

PEC, the Yemeni State owned Public Electricity Corporation, has announced the award of two international bids to Build, Own, Operate and Transfer HFO/Diesel Power Plants to two Consortiums led by ELSEWEDY POWER.

The bids were awarded by the Yemeni High Tender Board (HTB), the result of an international bid held earlier in the year.

The two plants were awarded to: (i) ELSEWEDY TAQA Consortium to build a 66.5MW power plant in Aden, and (ii) ELSEWEDY ALAHARAM Consortium to build a 75MW power plant in Elhodeidda. The energy produced by the two power plants shall be sold to PEC under two Power Purchase Agreements for 1,113,528 MWh per annum worth more than EUR 227 million over the term of the five years Agreements.

The plants, which will use HFO-fired, reciprocating, medium-speed engines manufactured by Wärtsilä (Finland), as the prime mover, are planned to be built by ELSEWEDY POWER SYSTEM PROJECTS Co. (PSP) as EPC Contractor. The Consortium partners for ELSEWEDY POWER are TAQA ARABIA (EGYPT) and ALAHARAM TRADING Co. Ltd. (Yemen).



Tunisia

In Jan 2011, Iskraemeco has been a part of the New System meter pilot for STEG (Tunisian Company of Electricity and Gas) which is the main utility in Tunisia based on PLC technology (Power Line Communication). STEG has chosen Iskraemeco because of its prestigious market position and expertise in the automated meter reading infrastructure throughout the region.

Iskraemeco has been awarded a contract of STS Prepayment meters 50,000 Meters to be delivered to Steg international, the trading Arm of STEG Utility Tunisia. The project will be delivered throughout 2011.



Lebanon

In Jan 2011, Iskraemeco has introduced recently the new single phase digital meter (ME172) to several utilities in Lebanon, serving their need for a stable upgradable solution to remote reading when they need. This solution serves the client's long term investment.



Reliability & Robustness

Wind Turbine Supply

Gearless Technology - direct drive

elsewedy group **Wind farm Co-development**

Turnkey Solutions

Simple Mechanics & Maintenance

SWEG – Elsewedy for Wind Energy Generation is owned by Elsewedy Electric and responsible for the wind energy activities:

- Wind Turbines Supply
- Turnkey Solutions & EPC
- Operation & Maintenance
- Wind farm Co-development
- Independent Power Producer
- Project management
- Project financing assistance

SWEG is manufacturing, operating & servicing the TWT wind turbines through our technology partner M. Torres Olvega Industrial, Spain.

The TWT multipole wind turbine represents a unique contribution to the wind energy industry in terms of reliability, robustness and high performance with low maintenance costs, at the forefront of technology.

**WORLD FUTURE
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Abu Dhabi, 17-20 January 2011
Stand 9100 Hall 8-9

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Europe's premier wind energy event





INVESTORS' Updates

STOCK INFORMATION

- **INCORPORATION:** Egypt
- **SECTOR:** Industrial Manufacturing
- **INDEX:** EGX 30
- **FULL LISTING:** The Egyptian Exchange (SWDY.CA)
- **ISSUED SHARES:** 171.86 million shares at October 5th 2010 FREE
- **FREE FLOAT:** 25%
- **SHARE PRICE (15TH DECEMBER, 2010):** 53.56 L.E
- **MARKET CAPITALIZATION:** 9.204 Billion EGP



Continuing to outperform the regional peers, breaking the record
by achieving high revenues in 2010

Heading towards achieving 2010 management guidance on net profits

THE MAIN HIGHLIGHTS FOR THE YEAREND FIGURES FOR 9M - S FVS. 9M - 09 ARE AS FOLLOWS:

- Net revenues of LE 9,212 million for the 9 months ending Sep 30th 2010, 35% higher than the same period of 2009. Revenues for the three months ending Sep 30th 2010 was LE 3,226 million, 6% higher than the second quarter of 2010 and 48% higher than the third quarter of 2009.
- Gross profit was LE 1,494 million in the Nine months ending Sep 30th 2010, up 31% from the same period of 2009, while for the third quarter gross profit was LE 488 million down 5% from second quarter of 2010.
- Net profit of LE 698 million for the 9 months ending Sep 30th 2010, 27% higher than the same period last year.net profit for the 3 months ending Sep 30th 2010 was LE 191 million, 25% lower than the previous quarter due to non recurring profits in the second quarter and non recurring impairment in the third quarter.

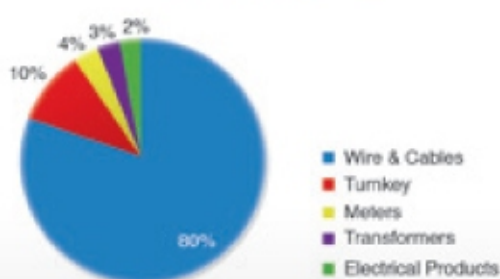


REVENUE BY SEGMENT

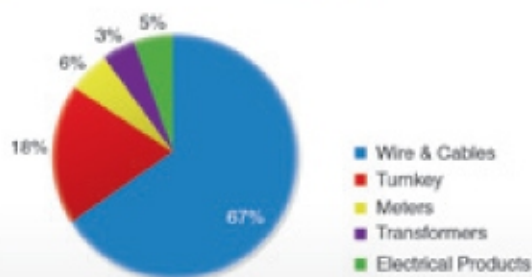
EGP (000)'s

Segment	Q2	Q3 2010	%	9M 2010	9M 2009	%
Wire & Cables	2,422,639	2,498,651	3%	7,371,193	5,476,393	35%
Turn Key Projects	333,390	410,346	23%	963,426	622,330	55%
Meters	123,931	191,447	54%	413,805	466,618	-11%
Transformers	89,604	70,933	-21%	257,353	161,000	60%
Other electrical products	82,532	54,567	-34%	205,773	91,264	125%
Total	3,052,096	3,225,944	6%	9,211,550	6,817,606	35%

Revenue By Segment



Gross Profit By Segment



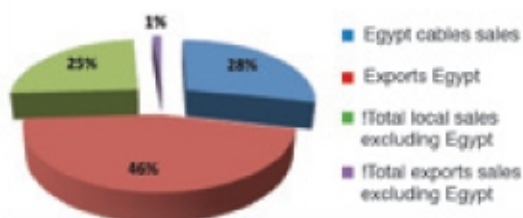
GCC COUNTRIES TO INVEST \$272B IN ENERGY BY 2015

\$ 111 billion of those investments are planned in the upstream and downstream oil sectors, and \$108 billion for the gas value chain. The remaining \$53 billion will be invested in water and power in the region.

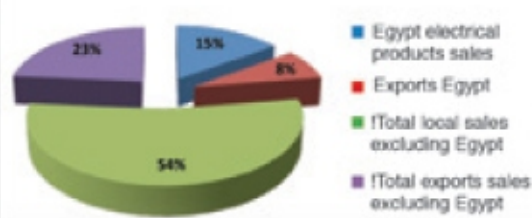
WIND POWER IN THE MENA REGION GROWS 38% IN A YEAR

Steve Sawyer, CEO of the Global Wind Energy Council (GWEC) and a panel chair at the World Future Summit (WFES) 2011, Jan 17 – 20, in Abu Dhabi, has said wind power development in the MENA region grew 38% in 2009 and wind power usage in the MENA region will continue to increase in the future as national policies become more favorable and technological advances are introduced. Mr. Sawyer said, "There have been encouraging signs for wind power development in the MENA region in the past few years, especially in countries such as Morocco, Egypt and Tunisia, and also Iran. Together, 230 MW were installed in these four countries during 2009 taking the total for the MENA region up 38%."

Cables Sales



Electrical Products



Gross Profit margin was 15.3% for the third quarter of 2010 lower than the second quarter by 5%.the drop comes from the cables and transformers segment.

FINANCIAL HIGHLIGHTS

EGP (000)'s

Item	9M-09	9M-10	%	Q3-09	Q3 – 10	%
Sales	6,817,606	9,211,550	35%	2,179,165	3,225,944	48%
Cost of goods Sold	(5,680,057)	(7,717,724)	36%	(1,764,337)	(2,737,620)	55%
Gross Profit	1,137,549	1,493,826	31%	414,828	488,324	18%
Other operating Income	125,602	49,386	-61%	19,481	17,103	-12%
SG&A	(514,337)	(629,753)	22%	(187,709)	(213,587)	14%
Other operating Expenses	(23,864)	(86,689)	263%	(11,984)	(49,392)	312%
Depreciation	137,350	203,114	48%	49,471	71,458	44%
Operational EBITDA	862,300	1,029,883	19%	284,087	313,905	10%
Depreciation	(137,350)	(203,114)	48%	(49,471)	(71,458)	44%
Interest	(101,269)	(106,857)	6%	(30,176)	(26,929)	-11%
TAX	(30,313)	(71,010)	134%	(11,225)	(29,807)	166%
FX	(33,739)	4,746	-114%	(10,903)	4,985	146%
None recurring transactions	0	73,145		0	0	
Other operating Expenses	(23,864)	(86,689)	263%	(11,984)	(49,392)	312%
Net Profit before minority	559,630	726,794	30%	182,312	190,696	5%
Minority	(9,830)	(28,733)	192%	(2,010)	434	122%
Net Profit after Minority	549,799	698,061	27%	180,302	191,130	6%

Elsewedy Electric was selected as “2011 BGG GLOBAL CHALLENGERS”

The Boston Consulting Group has made an analysis for more than 5000 companies worldwide in 2011, to identify global challengers as diverse groups reflecting dynamic nature of global competition.

BCG has selected 100 companies out of 5000 as “COMPANIES ON THE MOVE- Rising Stars from Rapidly Developing Economies Are Reshaping Global Industries”.

Elsewedy Electric was the only group selected from Egypt and it is one of the four countries that were selected from Africa.

“The Company’s revenues grew by 35 percent annually, on average, from 2004 through 2009 and reached \$ 1.7 billion in 2009. Elsewedy focuses on underpenetrated markets and is the sole producer of power transformers in many African countries. Its new wind-energy business is a pioneer in renewable energy in the Middle East and North Africa.” According to Boston Consulting Group Report.

A copy of the BCG report can be downloaded from www.bcg.com





8 segments
Integrated Energy Solutions

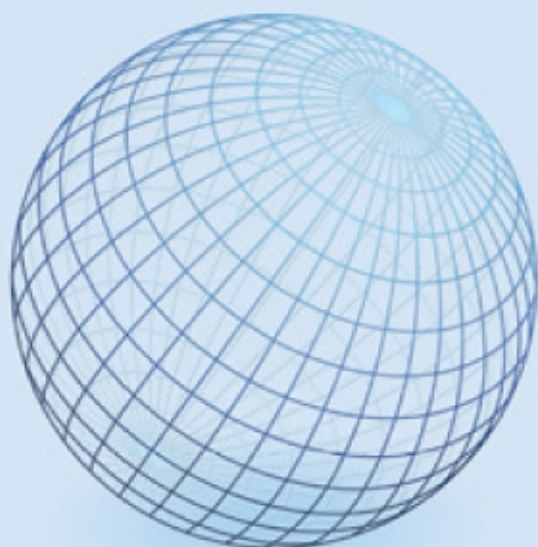


**30 Production
Facilities in
14 Countries**

www.elsewedy.com

19159





Around The Globe

Erlangen, Germany (5 – 7 October, 2010)

1ST SIEMENS CABLE SUMMIT IN OCTOBER 2010

With the attendance of more than 90 participants from SIEMENS Purchasing Council Cables (PuC) Team and Mrs. Barbara Kux Member of the Managing Board of Siemens AG, Head of Supply Chain Management and Chief Sustainability Officer, Siemens first cable summit was taking place in the headquarters in Erlangen, Germany. Concentrating on the best, Siemens initiated to invite its top 10 cables suppliers, where Elsewedy Electric was one of them. The motto of the summit was "FROM A SHORT TERM SUCCESS TO A LONG TERM PARTNERSHIP", where each company had to present itself as a new challenger for Siemens Team. Within the Exclusive Top Management Session and Opening Ceremony, it was announced that Elsewedy Electric is Siemens top supplier for the year 2009 - 2010 in terms of value and this created a more challenging atmosphere for our presence throughout the event. 3 busy working days full of introduction and presentations among Siemens team and management to meet our objectives during the Siemens 1st Cable Summit, which led us to be among Siemens Team "The Most Competitive Challenger". From here we have accomplished our first step in our objective which is reaching the Partnership – Gain equation, which have took us to a higher level of working hard on meeting Siemens dynamic demands.



Kingdom of Saudi Arabia – Dam- am (10 – 12 October, 2010)

CONTINUING ON TO BE THE LARGEST OIL & GAS INDUSTRY EXHIBITION – SAOGE 2010

Under the patronage of His Royal Highness Prince Mohammed bin Fahd bin Abdul Aziz, Emir of the Eastern Region, SAOGE 2010 was opened by Mr. Zareeb bin Saeed Al-Qahtani, Under-Secretary of the Eastern Province. This year SAOGE drew its largest ever attendance, with over 260 companies with an excellent global representation from 34 countries from all over the world. We were taking place in SAOGE 2010 at the Dhahran International Exhibition Center located in Dammam and have gained from the additional record attendance of 7,797 visitors attending the event through meeting with them and holding presentations about our new energy solutions to the Saudi Arabian market.



Spain – Madrid (26 – 29 October, 2010)

ELSEWEDY ELECTRIC AMONG MORE THAN 600 SPECIALIZED COMPANIES IN THE ENERGY FIELD

Matelec an international exhibition of electrical and electronic equipment that has been successfully taking place over the past years and showing inclining rates of visitors which have reached more than 48,000 visitors. Elsewedy Electric after gaining the Spanish standard certification to its products from AENOR Spanish Association for Standardization and Certification had to be available with our customers. We were able of introducing our product range and solutions among more than 600 exhibitors that were available during the four days of the exhibition. According to sectors, those of greatest interest consisted of Electrical Energy (25.70%), followed by Lighting and Illumination (20%), Electrical Installation Technology (17.33%), Electronics and Industrial Equipment (17.30%), and Inter- and Telecommunications (13.74%), not to mention FERREMAD 2010 (5.94%). These percentages allowed us with outstanding exposure among the crowd.



Italy – Milan (17 – 19 November, 2010)

A SUCCESSFUL FIRST EDITION ...

WEM Expo, the international fair on the manufacturing industry of coils, isolation and electric motors, and EIV, the Italian fair-conference for the industry of intelligent electric vehicles and transport, were highly successful already at their first edition, confirming the considerable potential of these sectors, undergoing strong development. After changing the company name from Elsewedy Cables to Elsewedy Electric, Elsewedy Cables now has become the holding company for the cables and accessories sector. The cables and accessories sector is one of eight energy segments the group is operating in, this sector is involving five main division that is covering the manufacturing of power cables, special cables, winding wires, raw materials, and cables accessories. Elsewedy Cables aggressively exposed its capabilities in manufacturing winding wires with its full range of enamelled wires, paper insulated flat wire, tinned copper wires, plain copper wires, and welding wires that serve all of the electrical motors manufacturers and transformers manufacturers.



Nigeria – Lagos (23 – 25 November, 2010)

BEING PART OF NIGERIA'S LARGEST GATHERING FOR INTERNATIONAL INFRASTRUCTURE COMMUNITY

For the first time in Lagos it was held Nigeria Infrastructure Conference and Exhibition which was supported by all the leading industry organizations and was the only event in Nigeria to attend to do business, network and discuss strategies for implementing critical development projects in Nigeria on a Federal and State level. Elsewedy Electric Nigeria, Ltd. one of Elsewedy Electric's subsidiaries, having an industrial facility located at Lagos State producing distribution transformers up to 5000 KVA and different solutions of compact substations and total service concept for distribution transformers. Elsewedy Electric Nigeria participated in the largest power, construction, and infrastructure event in Nigeria and had the advantage of displaying the group's various product ranges with a closer look at the distribution transformers and the solutions that could be provided to the visitors attending the event.



how to reach us in AFRICA

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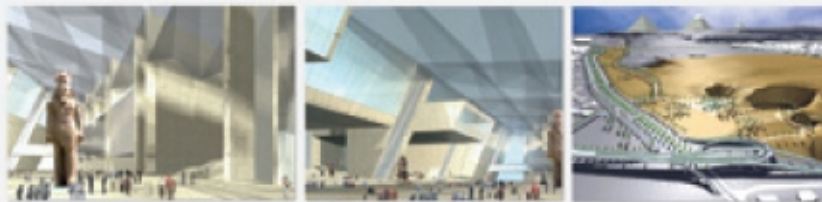


History Tells Where We Are

Save Egypt's Heritage, Save Our Treasure & History

Egypt's ancient heritage is so rich that the whole country is basically one large open-air museum. The Egyptian Museum is home to an extensive collection of ancient Egyptian antiquities. It houses the world's largest collection of Pharaonic antiquities.

Protecting Our History..While Building Our Future



The Grand Egyptian Museum

**ELSEWEDY
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Willing to do more...

GREENER FOR MANKIND

Natural & Sustainable Energy for Clean & Healthy Nature



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