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# ELSEWEDY ELECTRIC AFRICA

July-2010 Issue 2



An **Economical** Step to  
A **Green** Environment

A Publication by

ELSEWEDY  
ELECTRIC

**A FUTURE OF  
ENERGY**  
Streamlining  
Your Business  
Operations

**DIVERSITY**  
Benefit From  
Cultural  
Diversification

**ADVANCED  
METERING**  
The Way to  
Smart Grid ERA



## ELSEWEDY ELECTRIC... A NEW CORPORATE EXPERIENCE

Elsewedy Cables has changed into Elsewedy Electric; aligning the ongoing expansions with a New Corporate Experience.

Owing to a successful growth rate, year after year, and aligning with the ongoing expansion strategy of the company, we have changed our corporate name from Elsewedy Cables to Elsewedy Electric. Elsewedy Electric has become a significant contributor to the economic growth in Egypt, as well as beyond borders in several Middle Eastern & African countries through a well-established group with extensive holdings

Lining up to our strong corporate existence, Elsewedy Electric has moved into a new building, in one of the most advanced and developed areas in Egypt where all pioneering Corporate Buildings reside; uniting our seven sectors head offices into a Huge Centralized Headquarter.

**We're not only integrating our energy solutions, we're also integrating our human asset to a new corporate experience.**



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**I**n a dynamic competitive world, only the companies who have the edge to constantly renew itself and are willing to meet their customers where they are; would take the lead.

Today Elsewedy Electric succeeded to have a global print on the world's global energy through an integrated process from generation to distribution. Keeping our customers' expectations ahead of us and sponsoring an ongoing customer engagement strategy; Elsewedy Electric is going a new mile for its customers through Elsewedy Electric Africa New Magazine sharing our international success stories with you in an in house print.

If it hadn't been for our customers, we wouldn't have existed today as a global's integrated energy solutions provider. We've established a printed brand existence in the first edition bringing in Elsewedy Electric new expansion strategies and tactical milestones to your hands and placing the first corner stone in our ongoing partnership.

In this new issue we're determined to keep the partnership long term, writing a new success story together.

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

**Ahmed Elsewedy**  
President & CEO  
ELSEWEDY ELECTRIC

**Designed & Published by**  
Corporate Marketing Team



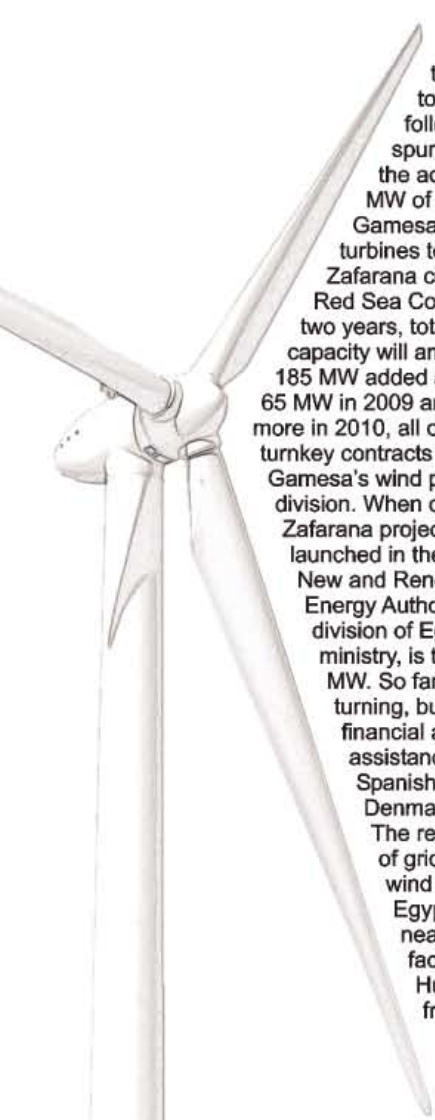


# Future of Energy...

## ALTERNATIVE ENERGY MAINSTREAMING IN AFRICA...

### STEP AHEAD FOR A GREEN ENVIRONMENT

To improve security of supply and maximize oil and gas exports, Egypt aims to generate 20% of its electricity from renewable by 2020, up less than 1% today. Of this, wind is expected to meet 12%, requiring 7.2 GW and a build rate of 600 MW a year. The government is to call for 2.5 GW of wind power this year, to be built on a build – own – operate basis by the private sector.



Egyptian wind power today amounts to just 365 MW, following a mini spurt in 2008 with the addition of 135 MW of Spanish Gamesa 850kW turbines to the existing Zafarana complex on the Red Sea Coast. In the next two years, total new capacity will amount to just 185 MW added at Zafarana, 65 MW in 2009 and 120 MW more in 2010, all of it under turnkey contracts with Gamesa's wind project division. When complete, the Zafarana project, which was launched in the 1990s by the New and Renewable Energy Authority (NREA), a division of Egypt's energy ministry, is to reach 600 MW. So far, 360 MW is turning, built with financial and technical assistance from Spanish, Germany, Denmark, and Japan. The remaining 5 MW of grid-connected wind power in Egypt is at a nearby test facility at Hurghada, also from the 1990s.

To speed up development, the government is in the throes of creating a competitive electricity market in which private sector investors can participate. A long-awaited law is supposedly going to parliament this session, which allow third party access to the grid and the long term power purchase agreements. The government also says it wants to remove all energy subsidies by 2017. Even before the law is in place, NREA is preparing its call for proposals for 2.5 GW of wind. The first prequalification round should take place this year.

The exact locations for the wind plant have yet to be decided, but most likely around Saidi, in the Nile valley south of Cairo, and on the Gulf of Suez. Here, at Gabal El Zeit, NREA has already designated 700 square kilometers as suitable for up to 4 GW of wind power; average annual wind speeds reach over 11 m/s, with a capacity factor of nearly 70%, it claims. Various projects are being developed, including 200 MW in cooperation with the German development bank, KfW, and the European Investment Bank, and 220 MW with Japanese help. A number of private have also expressed interest in building larger-scale wind plant at Gabal El – Zeit. Among them, Italy's Italcementi signed a memorandum of understand with the Egyptian government in 2006 to install 120 MW, with the possibility of expanding it to 400 MW. The output would partly feed Italcementi's cement factories in the Suez zone. Global Energy Company BP, however, has decided not to pursue its proposal for 500-1000 MW of wind power in Egypt, preferring to concentrate on the US market.



As that Egypt's activities towards renewable energy through the effective guidance of **H.E. Minister Hassan Younis - Minister of Energy & Electricity Egypt** is very intense and the wind power has been developed along the Red Sea coast. Since there are already existing farms in Zafarana and Hurghada, and the authorities have mentioned that they are seeking bids for a private wind farm. Elsewedy Electric, in conjunction with SIAG the leading German wind towers manufacturer, has held a ceremony for the opening of first of its kind factory in the Middle East and Africa. A 50 – 50 joint venture between Elsewedy Electric and SIAG creating the wind facility South of Suez, near the Red Sea port of Ain El Sokhna, having SIAG – Elsewedy Towers (SET).



H.E. Minister Hassan Younis – Minister of Energy & Electricity Egypt, H.E. Minister Rachid M. Rachid – Minister of Trade & Industry Egypt, Ahmed El Sewedy – CEO Elsewedy Electric, Sadek El Sewedy – Chairman Elsewedy Electric, & Hassan Abd El Salam – Board Member Elsewedy Electric

This facility will decrease costs incurred from importing materials for the sector, and with Egypt's location, it is a strategic fit with easy access to Europe, the Middle East, and other countries in North Africa. Currently, Egypt produces 540 MW of wind energy, but that is expected to initially increase to 7,200 MW of renewable energy by 2020 to meet the goals laid out in the country's master energy plan. Not only being specialized in wind towers manufacturing but also acquiring 90% of the technology of the Spanish company Mtorres Olvega to produce wind turbines.





## WIND POWER COMPARED TO CONVENTIONAL POWER

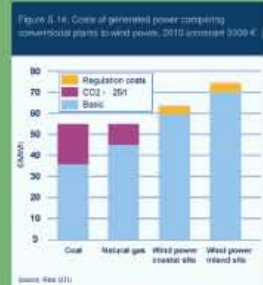
In general, the cost of conventional electricity production is determined by four cost components:

- 1- Fuel;
- 2- CO<sub>2</sub> emissions (as given by the European Trading System for CO<sub>2</sub>);
- 3- Operation and Maintenance (O&M); and
- 4- Capital, including planning and site work.

Implementing wind power avoids the full fuel and CO<sub>2</sub> costs, as well as a considerable share of conventional power plants' O&M costs. The amount of capital costs avoided depends on the extent to which wind power capacity can displace investments in new conventional power plants; this is linked directly to how wind power plants are integrated into the power system.

Studies show that the cost of integrating variable wind power is approximately 0.3 to 0.4c€/kWh of wind power generated, even at fairly high levels of wind power penetration (approximately 20 percent, depending on the nature of the operating system). Figure S.14 shows the results of the reference case, assuming the two conventional power plants are coming on-stream in 2010. As shown in the reference case, the cost of power generated at conventional power plants is lower than the cost of wind-generated power under the given assumptions of low fuel prices. At a European inland site, wind-generated power is approximately 33–34 percent more expensive than natural gas- and coal generated power.

This case is based on the World Energy Outlook assumptions on fuel prices, including a crude oil price of US\$59/barrel in 2010. At present (mid-2008), the crude oil price has reached as high as \$147/barrel. Although this oil price is combined with a lower exchange rate for the US dollar, the present price of oil is significantly higher than the forecasted IEA oil price for 2010. Therefore, a sensitivity analysis has been carried out, showing that the competitiveness of wind-generated power increases significantly, costs at the inland site becoming lower than those of the natural gas plant and only around 10% more expensive than those of the coal-fired plant. On coastal sites wind power produces the cheapest electricity.



## Economical & Financial Wind Insights

- The introduction of significant amounts of wind energy into the power system brings with it a series of economic impacts, both positive and

negative. Two main factors determine wind energy integration costs: balancing needs and grid infrastructure. The additional balancing cost in a power system arises from the inherent variable nature of wind power, requiring changes for other generators to deal with unpredicted deviations between supply and demand. Evidence from national studies shows that these additional costs represent only a small fraction of the generation costs of wind energy and the overall balancing costs of the power system.

- The nature of business in wind energy is changing. Although there are still many small, privately owned projects, a substantial shift towards bigger, utility owned projects can be observed. This change brings new money to the industry and decreases dependence on banks for initial funding. Powerful sponsors are also arriving on the scene. Projects are increasing in size and large-scale offshore activity is taking off; since banks favor big projects, this is a change for the better. If the general economic picture deteriorates, project finance may suffer, but the strong political and environmental support for renewable energy means that wind energy funding is still viewed as a very attractive option.



# STREAMLINING YOUR BUSINESS OPERATIONS



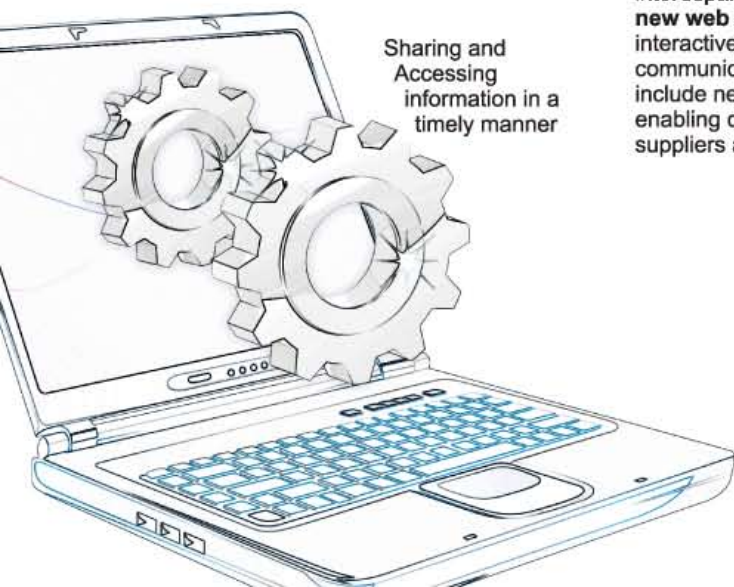
Running a business today is harder than ever before because of the speed and complexity of change in the New Economy. In the previous era, successful companies around the world focused on the quality of their products, price competitiveness and the diversity of the services provided. Today, and as a consequence to the many changes brought about by the stern and continuous global competitiveness; more and more established organizations realize that they need to also form tighter relationships with their customers, distributors, contractors, suppliers and business partners.

The key to thriving in a competitive marketplace is staying ahead of the competition. Streamlining your business operations, and making sound business decisions based on accurate and current information, takes more than an intuition. Hence, transforming Elsewedy Electric into an adaptive organization with the **Inbuilt ability** to constantly renew itself and respond intelligently to an ever-changing environment – has become one of our top priorities.

IT and E-Business play a significant role in such a transformation. Our strategic objective of becoming an **e-Business** enabled organization has been followed by considerable investment in; the revitalization and scalability of our ICT infrastructure; linking our geographically dispersed factories and offices; and in the implementation of fully integrated information systems aimed at realizing the overall objectives and growth strategies of Elsewedy Electric.

## e-ELSEWEDY ELECTRIC

Sharing and  
Accessing  
information in a  
timely manner



is not a business advantage anymore...it's a prerequisite. The automation of our core business processes has penetrated most of Elsewedy Electric factories operations and supporting administrative functions. Through the implementation of **multi-module Enterprise resource planning (ERP)** application; communication across the different operational departments has been made easier; reducing costs & lead times and improving management of associated processes. **Our in-house built Enterprise-wide Intranet** has helped augment the organization's efficiency, productivity and administrative interdepartmental communications. **Our new web portal** provides a dynamic, interactive gateway for our customers to communicate with us and will soon include new e-Business functionality enabling customers, distributors, suppliers and all business parties to

interact in a virtual marketplace. **Elsewedy Electric Enterprise Relationship Management (ERM) Solution** provides 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.

Our objective is the complete supervision and tracking of materials, information, and finances as they move in a process from supplier to manufacturer, then wholesaler to retailer and finally onto consumer. Thus, giving our customers what they want, when they want it, at the right price and with the expected quality.

**"Sharing and Accessing information in a timely manner is not a business advantage anymore... it's a prerequisite"**

Article by,  
**Khaled El Atabani**  
Chief Information Officer

In the next issue Eng. Atabani will elaborate on Elsewedy Electric's massive ERM application



**1**st Wind Towers Manufacturer for  
the Middle East & Africa

**Step ahead for  
a clean world**





# Diversity



## BENEFIT FROM CULTURAL DIVERSIFICATION IN YOUR WORKPLACE...

Culture is the summation of values, rituals, symbols, beliefs, & thought processes that are learned and shared by a group of people, then transmitted from generation to generation. Diversification is a mutual acceptance and value placed on differences among people with respect to their culture. Societies change in variety of ways that makes it much more difficult for different cultural acceptance. Cultures are dynamic by nature based on a complete appreciation of the origins (geographical, historical, political economy, technological, and social institutions).

In an increasingly non linear world, only nonlinear ideas will create new wealth. To have a successful organization and aggressively competitive it mainly depends on its ability to embrace diversification in its workplace and understand its benefits. Diversity in any workplace creates new opportunities for both employees and employers. Organizations in a rapidly growing global competition nowadays, tend to capitalize on the talents of their employees from diverse backgrounds because differences that enrich, expand, and provide the competitive edge. Also, it allows organizations to tap new markets while increasing effectiveness and productivity.

This is where any organization has to actively assess their handling of diversity in the workplace, implement diversity plans, and investigate the multiple benefits of diversity which could be:

- Increased adaptability: facilitates a greater variety of solutions in services, sourcing, and allocation of resources, which leads to flexible ideas easier to adapt to fluctuating markets and customer demands.
- Broader Service Range: providing diversified services to global customers due to the various skills and experiences
- Variety of viewpoints: effectively meeting business strategies & customers' needs due to the communication of viewpoints
- More effective execution: workplace diversity encourages and inspires all employees to perform to their highest ability, resulting in executing the company's wide strategies ending in higher productivity, profit, and return on investment.





A group of employees from diversified backgrounds at Elsewedy Electric have been interviewed about their opinion in "Cultural Diversification in the Workplace", where the interview covered several topics; such as their opinion about Cultural Diversification, their personal challenges that they have faced, and how does this generally benefit Elsewedy Electric.



**KANWARJIT SINGH AHLUWALIA** "Indian Nationality" the Fiber Optics Manufacturing Manager in Elsewedy Cables Egypt, **Amedeo Ceresa** "Italian Nationality", he is Elsewedy Electric Europe Agent present in Italy, **Milena Rakun** "Slovenian Nationality" the Marketing & Corporate Communication Manager Iskraemeco, & **David Kinton** "British Nationality" the Special Cables Operational Manager in Elsewedy Cables Egypt, are experienced personnel in their fields and joined Elsewedy Electric Group to share their know-how, experiences and learn as well from others point of views those have been interviewed.

Their first question was "how does the diversification in the culture favor any business?"

**Kanwarjit Singh** replied that; "Cultural diversification increases the exposure to different ways of performing the work – It leads to increased capability in workplace. The desired effect of this cultural diversification is the human intention to broaden boundaries of our work environment for the growth of the company and corporate future. Corporate growth strategy varies from company to company but only those companies are successful who believe in cultural diversification. New people bring new ideas, new methods to do the job, new strategy, the new business products technically similar to existing products but that appeal to a customer."

**Milena Rakun** mentioned that; "I think that diversification is enriching the business since it gathers more vital components such as qualifications,

knowledge and competences that are necessary for increasing the probability of success."

As for **Amedeo Ceresa**, he believes that; "merging different experiences in a global market means to find new and better solutions for everybody. Of course it is necessary to open the mind for better exposure for the partners." Finally, it was mentioned by **David Kinton** that "This helps to provide knowledge of how things operate and what is expected from different cultures, it offers the company a perspective to all aspects of the business, i.e."

They all agreed that cultural diversification in any workplace is an advantage and helps in combining different minds with different perspectives, but of course challenges of workplace diversity exist especially in terms of; communication, resistance to change, implementing the different workplace policies, and the management diversity. Since that Singh, Milena, Ceresa, & David all come from different backgrounds; they faced of course difficulties in changing cultures. This made us curious to know,

"How difficult was it to adapt in a different culture and what were the challenges that they have faced?"

**Milena** stated that "For me the acquisition of Iskraemeco by Elsewedy Electric did not mean such a challenge since I have not moved into another country so the change was not so big. Personally, getting an Egyptian boss was a very nice experience. And, I must

say that I really admire all the Egyptians coming to Slovenia to work and live here since I am sure that it is really a great challenge for them. With my wide multicultural experiences (studying in Sweden in a school where 20% of the students were from abroad, graduating in an international MBA in Ljubljana, Slovenia where majority of students were from African and Asian countries) I personally like the challenge to be in a multinational environment. I see that the language barrier is probably the hindering element that is challenging everyone." she didn't have to move to a different culture, the situation was different for her it was an Egyptian company "Elsewedy Electric" acquiring a Slovenian company "Iskraemeco".

**David & Singh**, they found it very difficult to adapt in a different culture, where David mentioned that; "It was very difficult, there was little preparation (no induction documentation or meetings to explaining "how to" and "what was" required to work in Egypt) also very little to no understanding of the difficulties and mental stresses are faced by someone adapting to a new environment, new culture, new way of life. Virtually everything that is required to work and live in Egypt was not explained, work permits, medical, ect, ect. All this was found out by asking or by accident, resulting in an extended distraction from the day to day job," and **Singh** highlighted that; "It is very difficult to adopt different culture, because of the patent work methods, life style, people, language, etc. You have to face challenges, to proof yourself differently and for this you need to bring different ideas, different approach, cultural policies, which will help to grow the company faster."



Communication was the main concern for **Ceresa**, which made him find the question extremely important to be able to express and declared that "This is an extremely important question, since that communication in business is one of the main aspects, avoiding misunderstanding should be practiced. Language is a major element in the cultural changes. It can create miscommunication between the co-workers in the same company, and to overcome this, it requires some time to understand everyone's language and culture, everything comes by practicing it." (**Amedeo Ceresa**)

Being geographically integrated and reaching the globe through diversified markets, Elsewedy Electric brings worldwide expertise with different backgrounds which is one of the main important aspects to understand the culture of our foreign customers or business associates. Here we asked them,

**"How does the exporting of worldwide expertise contribute to Elsewedy Electric's growth?"**

**Kinwarjit Singh** stated that; "Worldwide expertise contributes to Elsewedy Electric Company growth, since they bring their knowledge and experience with them which is not available in books or not studied in colleges and schools. For example, if one part of the world is very good in IT (like India) then by exporting expertise can contribute the other part of the world to be competitive and at par with the rest of world in terms of getting specialized people and training local persons to come up and meet the challenges in future. Even bigger countries like America, Australia or Canada are exporting the expertise to build their country by contributing their knowledge and experience in their country same logic applies for the Elsewedy Electric Company as well."

Followed by **Ceresa** mentioning that; "Each Country has a different impact on the market. The challenge is to choose the right opportunities and this is what Elsewedy Electric is trying to do, having in the company a personnel that fluently speaks the language of the country and understands the culture of the customers and the business associates to reach the company's goal of expansion."

Where **Milena** found that; "Any exchange of an asset as expertise,

increases the expertise of all involved parties so it certainly has positive impact to the growth of Elsewedy Electric."

And **David** positively states that; "Diversification assists in developing new markets outside of local markets, provides a different view on methods in which the business can be operated, at all levels and disciplines."

In a complex world economy and with the presence of aggressive competition, business will not be able to sustainably survive without stimulating innovation and entrepreneurship. Key executive management initiatives is always the step for any organizations sustainable success, and without aligning it with People, Process, and Technology Initiations the matrix will not be complete. Motivational patterns of such businesspeople depend in part on their personal backgrounds, their business positions, their sources of authorities, and their own personalities. One dimension leading to a successful organization that is able to sustainably survive is "Business Transformation" which could be achieved through new technologies, business models, and management practices.

Here is where we took Singh, Milena, Ceresa, and David opinion in the Elsewedy Electric's transformation from a local Egyptian company to a Multinational Company and asked them..

**"Could this be an identification for success & company's sustainability?"**

**Singh's** opinion was that; "These are two different things; Success is very easy to put the money in the market and get the returns is your success but sustainability is very difficult. For sustaining a good business, you need a consistency and continual growth. The growth ratio may be any percentage but the most important is continual growth if this growth will stop at any movement then sustainability is not possible for long run. If the company will sustain its growth rate then it is sure to transform from a local Egyptian company to a Multinational company."

**Ceresa** positively found that; "it is an identification specially that Elsewedy Electric's dimension today is much larger than just focusing on the local markets."



**Milena** thinks that; "in today's global society nothing can stay inside country borders, so I think that even an Egyptian company operating in a large domestic market that could be entirely self-sufficient cannot resist the challenge of exploiting across borders. This means to have "eggs in several baskets" and it certainly supports growth, success and company's sustainability."

And finally **David** mentioned that; "For large companies to succeed in today's world they have to be part of the world market, unless the local market is capable of the level of growth and sustainability required. However, the company must be "open to change" and not just at the highest level, but at all staff levels from top to bottom. Different methods, attention to delivery date, levels of quality and customer care are required. Europe in particular is an old and well established market with low costs and high standards."

Since that perspective of business differs from one culture to another, where some cultures appear to emphasize the importance of information and competition while others focus on relations. Thus, the only safe generalization is that businesspersons working in another country must be sensitive to the business environment and must be willing to adapt necessary.

This shows that without diverse structures, management values, and behaviors encountered in the organization's consideration to the international markets, business can reach a certain point and collapse. That's why "Diversity: the art of thinking independently together." (**Malcolm Forbes**)



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## ELSEWEDY ELECTRIC ADOPTING A WAY OF LIFE...

Article by [Egytech Cables Co.-Quality Team]

In many companies, management believes that downsizing is a way to improve profitability. Since the 1980s, there have been attempts to change that approach. During the 1980s, some management improved profitability through downsizing. For example, the early 1980s showed an interest in Japanese manufacturing techniques. Some U.S. manufacturers mimicked these techniques. The early 1980s were marked by efforts like Statistical Process Control or Just in Time Manufacturing. While well intentioned, many of these efforts were ill fated from the beginning. Management attempted to use these efforts in the same way they used downsizing.

That is, they attempted to use them as cost savings measures. The workforce saw these efforts for what they were, attempts to get more work out of fewer workers. This was particularly the case when these quality efforts were combined with downsizing. In addition, management only attempted to implement these initiatives as programs. What this meant was that the focus was almost exclusively on the tactics of improvement at the worker level with virtually no work done by management itself. For a company to truly become effective and efficient, it was necessary for a quality initiative to have a focus on changing how executives managed their business. Six Sigma was started in the mid-1980s. Here was a quality initiative that

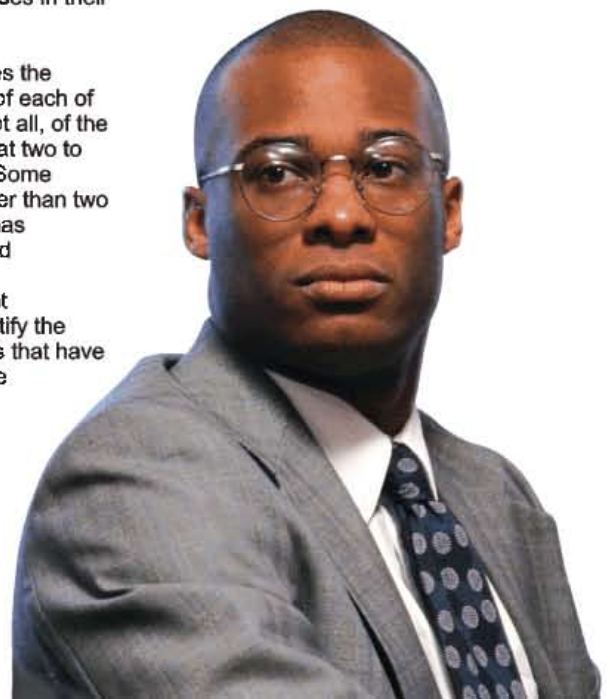
had a significant role for management in its implementation. Six Sigma was different than previous approaches to quality improvement. With other quality approaches, management played little if any role other than approval of bringing in external consultants to train the workforce. With Six Sigma, the work begins with management.

First, executives create the Process Management system. Before work is done that affects the average worker, management has already spent several months working on identifying and measuring the processes of their organization. A process is defined as the series of steps and activities that take inputs provided by suppliers add value and provide outputs for their customers. Six Sigma as a management philosophy instructs management to begin identifying the 20 or 30 most important processes in their business.

Next, management measures the current sigma performance of each of these processes. Many, if not all, of the processes will be operating at two to three sigma performances. Some processes may even be lower than two sigma. Once management has identified their processes and personally been involved in measurement of their current performance, they then identify the lowest performing processes that have the most direct impact on the

company's business objectives. Business objectives are the five to seven most important goals a company establishes each year. Sometimes they are financially stated (like profits) but there are others like customer satisfaction or employee satisfaction.

Once the processes having the worst performance with the greatest impact to the business objectives are identified, project teams are formed. That's where the individual worker comes in. They will become part of a five to seven person team that will have the responsibility of improving the performance of the worst performing processes. These teams usually exist for four to six months. They are taught a series of tools and concepts to help them use their skills to improve sigma performance to achieve greater effectiveness and efficiency.





## The History of Six Sigma

Motorola is where Six Sigma began. A highly skilled, confident, and trained engineer who knew statistics, Mikel Harry began to study the variations in the various processes within Motorola. He soon began to see that too much variation in any process resulted in poor customer satisfaction and ineffectiveness in meeting the customer requirements. While the concept of variation can be expressed statistically, it doesn't have to be complicated. Six Sigma could become a true management revolution, moving management away from thinking of downsizing as their only approach to improving the bottom line.

By the end of 1995, General Electric had decided to make Six Sigma a corporate-wide initiative. In his 20 years at the helm of General Electric, Welch claims to have had only three corporate wide initiatives. Again, like at Motorola and AlliedSignal, General Electric decided to make Six Sigma different than other programs that had been associated with quality. Six Sigma would have both the formal support and active involvement of management. It would be the way a company manages their business, not something to be

foisted on the workforce as something extra to be done after they worked long hours making up for all the work left by those who had been laid off during downsizing. As successful as Motorola and AlliedSignal were in their implementation of Six Sigma, General Electric is the organization that used Six Sigma most impressively to drive improvement in effectiveness and efficiency.

Elsowedy Electric Top management has already spent several months working on identifying and measuring the processes of their organization. They had chosen one of the most important key Companies in England to deploy Six Sigma among its different branches, which is Symbios Consulting

– Egypt; originally an English consulting group with a long list of customers in England and Europe.

A lot of efforts have been done concerning, Lean Manufacturing, and Six Sigma Projects. Where the activities undertaken in **Egytech Cables "the power cables company in Elsewedy Cables"** during the first wave, were successfully achieved. These activities included a lot of cost cuts which was up to more than 7.5 million Egyptian pounds, as per the last updated finance figures, also it included 5S deployment among different areas of the Plant.



Projects will be revealed next issue accomplished by Elsewedy Electric companies with sustainable results for rapid business improvements. The key points to these successful improvements were due to the leading improvement efforts of the engaged teams.

## ASSURING YOU A HIGH QUALITY PRODUCT...

Focusing on the means of achieving the best quality product is an important aspect adopted by Elsewedy Electric in all of its diversified businesses. To reach more consistent quality; quality management uses quality assurance and control of processes as well as products. Our customers are now choosing products meeting higher quality standards than normal. As a result, quality thinking in the group has been spread out to non-traditional applications outside walls of manufacturing. Where the quality improvement methods are covering product improvement, process improvements, and people based improvements.

- The group is adopting the Six Sigma methods such as statistical process control and experiments designing in overall framework. The Six Sigma is allowing the group sustainable business improvements.
- Egytech "the power cables company - Elsewedy Cables" have relied on applied Kaizen "a Japanese statement for "continuous improvement" or "change for the better". A weekly day called "Kaizen day" is being held in the factory for improving the work environment and the manufacturing process through 5S, as well as reducing non conformities to increase the production capacities.

- Elsewedy Electric Zambia Ltd. is awarded ISO 9001:2008 quality management standards for the designing, manufacturing, and selling of transformers and package substations in Zambia.

- For the first time, Elsewedy Cables Syria has been BASEC certified for designing, manufacturing and supplying a wide range of cables.

- Three phase oil immersed power transformer has been type tested and certified by KEMA in accordance with IEC 60076-5 standards.



## WORDS LEAVING AN IMPACT...



"I saw the good example of high technology of an Egyptian big enterprise. I also learned the HRD (Human Resource Development) you are promoting is the key factor of your development. I am glad that we keep in touch as an HRD institution in Japan."

*Hideo Yoshihara*

(General Manager, Overseas Policy A&TS "The Association for Overseas Technical Scholarship", Japan)

Date of Visit: 5th June, 2002

"This visit in your factory comforts me in the idea that Egypt and its private sector, are in the way towards development. This factory, clean, respectful of environment, and its demanding rules, make of your group the ideal partner for Senegal."

**Congratulations...**

*H.E. Macky Sall*

(Minister of State, Minister for Mines, Energy, and Hydraulics of Senegal)

Date of Visit: 8th February, 2003

"Heartfelt and sincere gratitude first for the invitation and second for the opportunity to visit the factories. The tour has been a most fascinating, impressive, and inspiring experience I have had. Please keep up the good work. May the Almighty God, the merciful, and compassionate bless you all."

*Jack Kalala*

(Special Assistant to the President, Zambia)

Date of Visit: 25th March, 2008

"This was the third factory acceptance test maintained by me. I enjoyed to see how modern now the factory is and wish you many customers like KAHRAMAA in Qatar."

*Gabriel Cores*

(Lahmeyer Consultancy Engineer)

Date of Visit: 9th February, 2010



"After a round tour by the directors of the various companies of the Elsewedy group and a talk with the Group President, I am very impressed with the foresight, the proactive nature and the top of the state technology that is the bed work of this group and its overall success. My encouragement goes to the President and we look forward to doing joint business..."

*H.E. Micheal Ngako Tomdio*

(Minister of Water & Energy, Government of the Republic of Cameroon)

Date of Visit: 13th February, 2010





*Find the highest rating power  
transformers in the MENA Region  
Only Manufactured at ...*

**ELSEWEDY**  
**TRANSFORMERS**



*220 kV Power Transformer*

**up to 220 kV**







## A Featured Product

### ADVANCED METERING: THE WAY TO SMART GRID ERA

Electrical energy consumers are demanding better customer service, better power quality, higher energy measurement accuracy and more timely data. Utilities all over the world are being forced to find solutions getting more information on the population's power consumption. The Automatic Meter Reading system (AMR) was one of the ways in which utilities were go-getting to achieve these goals. However, the rising needs towards dozens of services and benefits upcoming everyday drive utilities to utilize new approaches introduced by metering industry.

Advanced metering management (AMM), Advanced metering infrastructure (AMI) and smart metering are all used simultaneously to fulfill these ongoing requirements, e.g. outage management, prepayment metering, load forecasting, demand response, load control, tamper detection, power quality monitoring, asset management, interface with water and gas meters and many other features that make metering system one of the key players towards the smart grid era.

THE electric power grids have been serving their countries for decades. However the risks associated with relying on such traditional grids are increasing every day. Reliability, efficiency, increasing demands, tampering, security, environmental aspects and climate change, are all concerns facing the existing grids worldwide

- **Reliability:** There have been huge blackouts all over World in the past 30 years, more blackouts and brownouts are occurring due to the slow response of mechanical switches, a lack of automatic and artificial intelligence analysis and lack of situational experience on the part of grid operators. Sun Microsystems estimates that a blackout costs the company \$1 million every minute [1].

- **Efficiency:** according to some researches done in USA, if the grid were just 5% more efficient, the energy savings would equate to permanently eliminate the fuel emissions from 53 million cars [1]. If every American household replaced just one incandescent lamp with a compact energy saving fluorescent lamp, the country would conserve enough energy to light 3 million homes. Imagine how



much savings to be achieved in massive population countries.

- **Increasing demands:** Imagine that it is a hot summer with countless commercial and residential buildings operating air conditioners; demand for electricity is being driven higher to its peak. Without a greater ability to predict, without knowing precisely when demand will peak or how high it will go, utilities must bring generation assets called peaker plants online to ensure reliability and meet peak demand. Old peakers are expensive to operate. Whether old or not, additional peakers generate additional greenhouse gases. In addition, peaker plants are assets that sit idle for most of the year without generating revenue.

- **Tampering:** Worldwide, electricity lost due to tampering varies widely by region. The United States probably loses less than 4% to tampering, whereas India reports losses of greater than 10% and losses in some Latin American and African countries can reach 20% [2].

- **Environmental aspects and climate change:** in a lot of countries electricity is still produced by burning coal, a major contributor to global warming. For the sake of saving environment and keeping climate from dramatic changes, renewable sources of energy like solar and wind must be integrated into the nation's grid. However, without appropriate enabling technologies linking them to the grid, their potential will not be fully realized.

- **Security:** The grid's centralized structure leaves any nation open to attack either by natural disasters or by terrorism. In fact, dependencies of various grid components can cause domino effect where a cascading series of failures could bring any nation's communication, transportation, banking, traffic, and security systems to a complete failure.



## Smart metering systems for Measurement and Management of Energy



Iskraemeco, Energy Measurement and Management, d.d., Štefka Loka 4, 4000 Kranj, Slovenia, <http://www.iskraemeco.at>



### SMART GRID CHARACTERISTICS

All these concerns along with others were driving forces to think broader to "Smart Grid", which could be simply defined as a fully connected network system that identifies all aspects of the power grid and communicates its status to automated decision-making systems on that network. Thus, the Smart Grid will be able to [3]:

- Enable active participation by consumers
- Accommodate all generation and storage options
- Provide better power quality
- Optimize asset utilization and operate efficiently
- Anticipate & respond to system disturbances
- Operate robustly against attack and natural disaster

To justify the characteristics of the smart grid we have to identify the root cause of most problems affecting most of the current grids. If we start analyzing previous concerns about the traditional grids we will find in the back scene "lack of accurate information". Detailed accurate information is required as a basic step for accurate analysis then proper automated (or even manual) decision making. AMI is the most important key player in the future smart grid as it represents the connection between energy consumer and energy supplier. This connection delivers timely accurate data to consumer and supplier plus the ability to control loads at the site of consumer.

### STEPS TOWARDS SMART GRID

The new developed system through its different components offers both energy consumer and supplier a lot of features to improve the current grid towards smart grid:

- **Enhancing demand response** by providing consumers with valuable information for better decisions on when and how to use energy. This is implemented through the new wireless in-house display providing the consumer the ability to monitor his consumption, the cost, current tariffs. Moreover, switching on/off remotely different home appliances to achieve better consumption reduction responsiveness. The system also enables verifying different demand response technologies as:

- Incentive-based: these programs offer payments for customers to reduce their electricity usage during periods of system stress. By adjusting or curtailing a reduction process, shifting load to off-peak periods, or running on-site distributed generation. Customers can reduce the level of demand that they place on distribution networks and the electric grid. Many programs are offered as direct load control, interruptible rates.

- Time-based rates as: Time-of-use

- **Enhancing efficiency of the grid:** the system is making real-time grid response a reality, a smarter grid makes it possible to reduce the high cost of meeting peak demand. It gives grid operators far greater visibility into the

system enabling them to control loads in a way that minimizes the need for traditional peak capacity. In addition to driving down costs, it may even eliminate the need to use existing peaker plants or build new ones. Consequently, both money and our planet are saved.

- **Enhanced asset management:** The detailed load profile saved in meters and transferred through the system provides the energy suppliers with a full accurate picture about the nature of demands in various regions that help in asset management decisions.

- **Reducing tampering losses:** The system meters detect different types of tampering as terminal cover open, meter cover open, magnetic field and earth leakage. All these events are stored in log book in the meter and sent to the central office which will be able to decide to remotely disconnect the meter from the grid. Also the meter could dial a certain number in case of any tamper trial.

- **Enhancing outage management:** in many areas, the only way the utility knows there is an outage is when the customer calls to report it. the system meters detect the outage and store it in the log book with date, time, duration and number then alarm the utility. Thus a lot of money is saved due to fast response in resolving the problem and satisfying customers.

- **Integration with water and gas meters:** either wired or wireless connection to energy meters for data collection.

- **Web services:** The system software enables through web services plug-ins to synchronize with billing servers. Those servers could be accessed through Web either by clients to check their accounts and purchase energy in the prepayment system or by POS (point of sale) to manage users, register/unregister accounts and enable credits.

### REFERENCES

- [1] "The Smart Grid: An Introduction," United States Department of Energy.
- [2] Margery Conner, "Tamper-resistant smart power meters rely on isolated sensors"
- [3] Joe Miller, "What is the smart grid?" National energy technology laboratory.







# Protect your spending.. by **NOT** buying a **counterfeited** product

**Competition** is a natural feature that occurs between all living organisms. It is always a contest between individuals, groups, nations, animals, etc. where a lot of effort is put towards achieving success or excellence. Since that competition usually arises whenever two or more parties strive for a goal that cannot be shared, legitimate and illegitimate competition could exist.



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

**Legitimate competition** allows the freedom for the supply and demand mechanisms to normally operate easily where the price functions to equalize the quantity demanded by the consumers, and the quantity supplied by the suppliers. Indeed, proper functioning of market economy system is ensured where prices are freely structured for being accessible to the market, trading, and dealing. In legitimate competition, integrity and transparency is a key player in all trading transactions. In contrast, **illegitimate competition** "as stated in Article 66/1 of the

Commercial Law Act No. 17 of 1999" is an unfair competition opposing any values and manners behaviors in all commercial transactions. Various unfair business practices occur when one competitor or group of competitors want to harm another in the field such as trademark infringement and passing off. This type of practice is when the maker of the product uses a name, logo, or other identification characteristics to deceive consumers into thinking they are buying the product of a competitor. Since that the consumers are those who acquire goods and services for direct use or ownership, consumer protection laws are designed to ensure fair competition and the free flow of truthful information in the marketplace. Nevertheless, well-designed competition law, effective law enforcement and competition-based economic reform promote increased efficiency, economic growth and employment for the benefit of all.

In the next issue we will review the phenomenon of commercial fraud and its effect on all producers, consumers, and the national economy. As well as, giving out all accessible information to identify counterfeits from genuine cables and what is the strategy of protection by Elsewedy Cables. Strengthen our efforts to not buy counterfeited products and protect your spending, as they have led in some cases to electric power breaks in huge structures.

*Article by,  
**Ahmed Adel**  
Quality Consultant  
Elsewedy Cables,*

Private sector companies play a key role in the economies of countries following the market economy system; where the economic decisions and pricing are guided by the aggregate interactions of a country's citizen. In these countries the demand and supply of the consumer is what changes the economical status, here is where most of the products and services are provided by the private sector. Since that market economies do not exist in pure forms, there is some government interference with varying degrees. The purpose of this interference is mainly to put various laws to organize the work and the activities of the private sectors, as well as ensuring that it will benefit the national economy through some control and guidance.

As a result, it is required by any consumer to understand the market's characteristics. To acknowledge this the consumer should get to firstly know the meaning of competition and how does it have an important impact on the products and services being provided to the end user.

**ELSEWEDY  
CABLES**





# Did You Know..?



**S**ultanate of Oman's economy is expected to grow by 3% in real terms in 2010 benefiting from high crude oil prices and ongoing government spending. Leading the Omani construction industry expecting to hit OR1.57bn by 2013 with 2.7% annual increase.



**K**ingdom of Saudi Arabia has awarded development contracts with SAR 22bn in Q1-10 to boost its infrastructure segment.



**60,000** apartments in Egypt are owned by Saudis with major concentration of about 60% in Cairo, 20% in Alexandria, 10% in northern coast and rest in other parts of country. This hints at the quantum of additional source of demand apart from the local demand for residential real estate.



**'E**nergy Outlook for Asia and the Pacific' reported that Cambodia's primary energy demand driven primarily by the increasing demand for electricity is expected to grow at 3.7% per year from 2005 to 2030, outpacing the regional average of 2.4%.



**I**ndia's GDP is growing at an average annual rate of 7%, but without an equally impressive investment in India's infrastructure, the growth cannot be sustained. The Indian government is expecting USD 500bn in infrastructure investment will be needed to support the ongoing growth of the country.



**N**orthern Africa solar project could provide 15 percent of Europe's power needs; if the project can get the support it needs, it could turn to be one of the biggest clean energy initiatives in the world.



**T**anzania is Africa's fourth-largest gold producer after South Africa, Ghana and Mali, according to the GFMS Gold Survey. Barrick Gold Corp., the world's biggest producer of the metal, has four mines in Tanzania, while Resolute Mining Ltd. owns the Gold Pride mine in the country.



**S**pending on ICT in the GCC is likely to reach nearly USD 180bn over the next three years. Where UAE spending on IT products and services is now projected to reach USD 3.1bn in 2010, with single-digit growth from last year.





# Unleashing NEWS



Walid Gamali

## Fast, Robust and Reliable Communications from 3W Networks - A leading provider of communications, safety and security solutions.

In today's fast paced, highly competitive world, Industries must constantly search for new, more cost effective ways to do business. A solid communications infrastructure is the core for any industry. Industrial plants require optimal security, manageability and reliability so that network availability attains 99.999 percent uptime or better. Companies now view high-performance communications networks as arteries that meet their mission-critical needs. Elsewedy Electric realizes the importance of the Telecommunication solutions market and in a bid to increase its market penetration, acquired a majority interest in 3W Networks in April 2010. This partnership will open up new markets and generate new revenue opportunities for both the companies.

"This is an exciting milestone in our company's history and we look forward to scaling our growth in partnership with Elsewedy Electric. Elsewedy Electric shares our commitment to our customers and our focus on providing advanced affordable solutions, engineered and supported locally" says Walid Gamali, Chief Executive Officer, 3W Networks.

3W Networks is a leading technology based Communications Contractor and Systems Integrator primarily involved in providing Integrated Communication Solutions to Oil & Gas, Power Utilities, Telecom Operators, Transport and Fibre Optic Infrastructure sectors.

The company offers its clients a comprehensive range of complete Turnkey Communication Solutions to suit any applications. The company's expertise lies in understanding mission critical environments and providing customers with integrated solutions that support both present and future applications.

"The partnership between Elsewedy Electric and 3W Networks brings together a number of synergies from two leading organizations in their fields. Elsewedy Electric can now offer its clients complete turnkey communication solutions, beyond fibre optic cabling and services. 3W Networks enables us to expand our offering to include the active components of networking for the Electricity, Oil & Gas, Transport and Telecom Infrastructure markets." Says Eng. Ahmed Elsewedy, CEO Elsewedy Electric.

3W Networks has an expansive and complete product portfolio because of its long term partnerships with leading technology providers like Nokia

Siemens Networks, Ericsson, Cisco, GE Digital Energy, OTN Systems, AFC, Pelco and Tyco. The product offerings include Transmission Systems, Voice and Data Systems, Safety Systems, Security Systems, Outside Plants and Synchronization Clocks. 3W Networks will now partner with Elsewedy Cables to provide the last mile connectivity solutions for its COMCORE range of Fibre Optic Cables and Accessories.



### The company's capabilities extend to the following disciplines:

- Project Management
- Consulting and Telecom FEED
- Engineering & Design
- System Integration and Factory Acceptance Testing (FAT)
- Installation, Integrated System Testing & Commissioning
- Product & Field Training
- Warranty, Support and Repair
- Field Maintenance & Support Agreements

3W Networks boasts of dedicated Integration centre facilities of more than 1000 m2 in Dubai, Abu Dhabi and Cairo with the capacity to assemble and integrate in excess of 500 telecom



cabinets. These facilities are used to conduct Integrated Systems Tests and Factory Acceptance Tests.

Since its establishment in 2000, 3W Networks has been at the forefront of the Quality Management System and has deployed an ISO9001 compliant Quality System ensuring the clients that all the projects undertaken will not only meet the 3W Networks high standards of quality and reliability but are also compliant with ISO standards and requirements.

3W Networks has been successfully operating in the Middle East and Africa region for over a decade and has sales offices in Dubai, Abu Dhabi, Muscat, Doha, Cairo, Singapore and Melbourne. With three Engineering Centres of Excellence in Dubai, Cairo and Singapore, 3W Networks is able to design, implement and support the most innovative, effective and efficient communications, safety and security solutions. Beginning immediately, 3W Networks and Elsewedy Electric will work together towards integrating the two company's products and solutions to ensure a seamless transition, which will deliver immediate value for customers, partners and clients.





## ISKRAEMECO'S CFO WAS AWARDED AS THE MOST POPULAR FOREIGNER IN SLOVENIA ACTING IN THE FIELD OF ECONOMY IN 2009

Iskraemeco's CFO Mr. Bahaa Abdallah won The Guest Star award in the Economy category for 2009. The Guest Star campaign, presented by The Slovenia Times and Radio Slovenia International and their partners, seeks to reveal and recognize those individuals from the expat community whose talent and personality directly contribute to the development and openness of Slovenian society.



*Bahaa Abdallah*



Iskraemeco, established in 1945, today ranks among the leading companies in metering products, systems and services worldwide. Iskraemeco became a part of Elsewedy Electric after acquisition in 2007.

Iskraemeco is very proud that the Chief Financial Officer Mr. Bahaa Abdallah was recognized and nominated for Guest Star award. Winning it is not just a personal achievement for Mr. Bahaa Abdallah.

"I am just a lucky receiver on behalf of you all. One employee definitely cannot achieve a single task or project alone, everything is in teamwork. Thanks a million for your continuous support and your efforts. This award is an award for all of you in Iskraemeco and Elsewedy Electric Group. I believe that many others in our companies deserve such award more than me", he modestly thanked for the award on the awarding ceremony held in Ljubljana.

Mr. Bahaa Abdallah raised attention by the nominating committee with his career path and life with his family in Ljubljana, the capital of Slovenia. After years of experience as a main financial supervisor of the Egyptian integrated energy provider group, Elsewedy Electric, Mr Abdallah took on the financial leadership of the Iskraemeco Company in Kranj. He holds M. Sc. in Economics and is a dedicated activist in many expert associations for accountancy, auditing and tax advisory. In his nomination it was emphasized that Mr Abdallah is a manager with great leadership skills and a wealth of international experience. He is considered a communicative, adaptive, persistent and innovative and motivated person, who can also be an excellent negotiator. His positive and motivating impact on the team also left a mark among his associates, who say that he is a person whom they can trust, enjoy to cooperate with and who has broadened their way of thinking.

Regarding his professional experience in Slovenia, the nominating committee pointed out that his biggest achievement in Iskraemeco is that the company managed the payment of its obligations, which is attributed to many smart decisions. Furthermore, the company adopted international accountancy reporting standards in only six months with very limited resources.

Mr. Bahaa Abdallah is also expressing his sincere thanks to Mr. Ahmed El Sewedy (Iskraemeco president of the managing board) for offering him such a great career opportunity and for strongly supporting the company since the takeover. Therefore the credit for this award certainly goes to Mr. Ahmed El Sewedy. It is nice that also the broader Slovenian society has now recognized this support, which is also an expression of the belief that Elsewedy Electric Group is looking for growth and improvement in this business segment.

The purpose of the Guest Star campaign is to celebrate Slovenia's expat community by identifying the most remarkable of those individuals in Slovenian society who are not of Slovene descent, but have decided to live and work in Slovenia. In a world that is becoming ever smaller, international relations are increasing in importance, and cooperation between those from different cultural backgrounds allows Slovenia to build and develop cohesive societies. In this light, expatriate communities are essential not only for their host nations but also for their motherlands. The Guest Star annual campaign was presented for the 6th year.



## ELSEWEDY ELECTRIC From Supplying, Distributing, and Transmitting To Owning and Operating Assets in The Power Industry

Elsewedy Electric is adding up to its business portfolio, a new division within the Engineering, Procurement, & Contracting Sector, to have more solutions & applications serving their customers. Where this division is focusing on the development and operation serving the power industry, this is through its new company called "Elsewedy Power".

Developing, designing, building, owning, and operating assets in the field of the power industry through cooperating with major and experienced developers, EPC contractors and equipment markets, in emerging and growing markets, is ELSEWEDY POWER's vision. This is supported by being one of Elsewedy Electric's company which have established over the past 26 years a strong market position and relations within important markets such as; Sub-Saharan Africa,

developing MENA & East European countries.

Through 4 subsidiaries/affiliates with more than 800 experienced and well trained engineers, technicians, and administrative staff complete services are provided to our customers in fields of:

- Conventional Energy Power Plants.
- Wind Energy Power Plants.
- Power Plants BOP.
- Power Evacuation Systems.
- HRSG Electrical auxiliary Systems.
- Distributed Control Systems (DCS).
- Testing, Commissioning & Start Up.
- High Voltage Substations & SCADA Implementations.
- Electrical Installations.
- Mechanical Installations.
- HV & UHV Transmission Networks.
- MV & LV Distribution Networks.
- Project Management.

Elsewedy Electric is having ambitious plans after developing Elsewedy Power, and having it one of the group's companies within the EPC sector. With Elsewedy Power's strategic steps and willingness to utilize the corporate capabilities, innovative and promising steps will be taken to add more value to their customers.



## EGYPT ALONE DECLARED TO INSTALL 7200 MW BY 2020... Acquiring Additional 60% Of MTORESS OLVEGA (WIND TURBINE MANUFACTURING BUSINESS)

Elsewedy Electric increased its current 30% stake in [Manuel Torres Olvega Industrial] ("MTOI") by 60% to reach 90% of the company's issued capital. After successfully renegotiating its option to acquire the additional shares in MTOI-wind (originally negotiated in 2008 as part of its original acquisition at Euro 200 million),

Elsewedy Electric was able to acquire the additional 60% shares through financing the settlement of MTOI's-wind current outstanding bank liabilities, by way of a participative Loan paid from Elsewedy Electric to MTOI. The total value of the Participative Loan is Euro 22 million in addition to a contingent line of Euro 9 million.

The decision to acquire the additional stake in MTOI-wind was taken given the increased strategic focus from Elsewedy Electric management on the wind energy sector as one of the fastest growing industries worldwide during the last 4 years. The Company believes

that it is very well positioned to capitalize on part of this growth especially in its main operating domain of Africa and the Middle East where abundant wind resources and a growing need for different sources of energy makes this a market of huge potential.



In fact, Egypt alone has declared a very ambitious plan to install 7200 mega watts by 2020.

With the acquisition of a majority stake in MTOI, Elsewedy Electric will be

manufacturing the majority of the components of a wind farm (turbines, towers, cables, transformers, transmission lines...etc.). The ability to offer those components besides the contracting and engineering activities will help the Company to consolidate its position in the wind energy sector.

Commenting on this transaction, Engineer Mohamed Hassan Abd El Salam, Group Vice president and CEO of wind division said "We believe that further consolidating our position in the MTOI will be an important factor in helping Elsewedy Electric to become an important player in the wind sector especially that we have been successful in signing several Memorandums of Understanding in African and European countries for developing around 250MW."



## Protect your water reserves & control water consumption

### ...ELSEWEDY ELECTRIC ENTERING THE WATER METER BUSINESS

An accurate water meter should include 5 important characteristics:

- 1- Accuracy in measuring and reliability (and sustaining these attributes)
- 2- Mechanical resistance (to be manufactured from the materials which have been approved after life and wear tests)
- 3- Must have a low pressure loss.
- 4- Must provide an easy index reading to detect the consumption amount at anytime.
- 5- Must enable an easy installation.



This has lead Elsewedy Electric to take an immediate action and enter water meter business to enable us control our water consumptions and prevent water leakages. Elsewedy Electric is having an industrial facility being constructed in Egypt to serve the African region with a capacity of 500,000 units / year as a first phase, and penetrate the Syrian market with a production capacity of 250,000 units / year as well.

## From One Step To Another Successful Step in ELSEWEDY ELECTRIC T&D

During the year 2009, Elsewedy Electric T&D had a great and enormous success with increasing its market share and penetration for the African region with the breakthrough of entering the field of high voltage and merging with the top professional gigantic corporations in the transmission and distribution field. This created to the company to orient its strategic plans & road maps for 2010 towards a deep focus of combining respectable experience, know-how, expertise, track record and network of clients for grasping genuine opportunities.

Elsewedy Electric T&D is taking serious steps to have a major

involvement in the mega projects for the **interconnection of the Nile basin** countries, the **West African pool**, as well as other interconnection projects between Egypt and gulf countries. The major objective of the proposed interconnection of electricity grids of the countries on the Nile Equatorial Lakes is to improve the rate of access to modern energy of the people of Equatorial Nile Basin at a cost less.

This will enable the participating countries with adequate infrastructure to interconnect their power grids to increase cross-border trade in electricity. As for the WAPP (Western African Power Pool) objective is to

establish a regional electricity market in West Africa through the judicious development and realization of key priority infrastructure that would permit the accessibility to economic energy resources, to all member states of the ECOWAS.

Huge steps being taken by Elsewedy Electric T&D that enabled EETD to increase the group's turnkey sector gross profit margin to 38%, although of the great challenges & competition facing them in the Transmission & Distribution business as it's a rapidly growing market in Middle East & Africa.

## "ELSEWEDY ELECTRIC PROFESSIONALS CLUB" IS AIMING TO REDUCE HAZARDS CAUSES & SAVE YOUR ENERGY...

"Elsewedy Electric is playing an active role in all countries for the development of the skills of the local installers in order to support two key initiatives, which are:

- Reducing the risks of fire hazards caused by low quality electrical material or wrong installations.
- Saving the energy by using efficient electrical material and making the correct installation.

These activities are done under the program of "Elsewedy Electric Professionals Club". The Yemeni local newspaper of Aden celebrated one of the events done by Elsewedy Electric

under this program and it was quoted as follows:

Yemen – Aden  
Elsewedy Cables held a product introductory workshop in Aden, which was honored to have attending the Deputy Governor of Aden for Investment and Resources Development Mr. Ahmed Eldalaay. In the beginning of the workshop Mr. Eldalaay delivered a speech illustrating Elsewedy Cables position in the field of manufacturing high quality electrical equipment in the Middle East and Africa, especially in Yemen for covering of the increasing market demand in electrical equipment field which is a result of urbanization and economical

renaissance that Yemen witness at the current era.

The Workshop which a lot of Aden governorate's electrical specialists had participates within, aims for the development of technical electrical experiences and electrical installation skills. In the workshop, Eng. Kareem Mahmoud the Middle East regional development manager presented the electrical installation fundamentals for homes and the technical standards that should be considered.

This type of event was repeated in Sana'a and in many other countries like Syria.....and more is to be done"



# Strategic Milestones

## EGYPT



### Smart Meter Installation for Residential Compounds - Elnakhil, Swan Lake, Industrial Park, Katamya Residence

- **Contract signed** with Global Energy – Taqa Power
- **Scope of Work:** Iskraemeco is supplying 300 meters AMM system, supplying the advanced meter management (AMM) infrastructure, MDM (meter data management) Billing, installation and commissioning

### Connecting East Cairo GIS S/S to Heliopolis GIS S/S

- **Contract signed** with EETC "The Egyptian Electricity Transmission Company" for the connection of 73.2 Km from East Cairo to Heliopolis
- **Scope of Work:** the project is under construction where we are designing, engineering, manufacturing, testing, delivering and installing on turnkey basis 220 kV. XLPE 1200 mm<sup>2</sup> Copper cables with its accessories and fiber optic cables and its accessories for Connecting East Cairo GIS S/S to Heliopolis GIS S/S

### Towards the contribution of the growth of Egypt's infrastructure

#### Toshki (2) & East Owenat – 220kV double circuit overhead transmission line

- Elsewedy Electric T&D with its top priority strategic plans and deep focus in the infrastructure projects inside Egypt and being one of the great providers for energy solutions in the development of the growth of our country, it has been awarded the Toshki (2)- East Owenat- 220kV double circuit overhead transmission line project.
- As Toshki and East Owenat are considered as one of the hot spots for the development on both the agricultural and economical sides; this project was a milestone in the road



H.E. Minister Hassan Younis  
Minister of Energy & Electricity Egypt

map of a series of projects for enhancing the capability of the infrastructure and developing Egypt's economy.

**ECMEI (Egyptian Company for Manufacturing Electrical Insulators) along with the Egyptian Ministry of Electricity & Energy have signed a major contract for East Owenat**

- **H.E. Minister Hassan Younis** – Minister of Electricity & Energy Egypt & Mohamed Abo Omar – CEO ECMEI signed a contract to supply Egyptian Electricity Transmission Company various range of insulators to East Owenat during 2010

#### ● **Scope of work:**

- Supplying disc Insulators for 66 kV network " Suspension type " 80 kN , Anti-Fog with a value of 1.04 M EGP
- Supplying disc Insulators for 66 kV network " Tension type " 120 kN , Anti-Fog with a value of 990,000 EGP
- Supplying disc Insulators for 220 kV network " Tension type " 160 kN , Anti-Fog with a value of 6.72 M EGP

### First 220 kV transformer manufactured in Egypt for the Region In Tourah Substation

- Elsewedy Transformers **signed a contract** with the Egyptian Electricity Transmission Company (EETC)
- **Scope of work:** supplying 3 transformers 220/66/11 kV, 125 MVA

### Elsewedy Transformers has its first transformer operating in the Cairo Stadium Substation

- **Contract signed** with the Egyptian Electricity Transmission Company (EETC) to have the first energized transformer in the Egyptian Electricity Network
- **Scope of work:** supplied and installed in the Cairo Stadium substation power transformer 66/11 kV, 40 MVA

## QATAR

### Qatar Power Transmission System - Phase 9 EHV Power Cables

- One of the huge projects being held in Qatar with **Siemens** for the power transmission system where the owner of the project is **KAHRAMAA** (Qatar's General Electrical & Water Corporation)
- **Scope of work:** supplying high voltage cables types 132kV & 66kV with a total amount value around 191M QR





## KSA

### Jubail Export Refinery

- Project with **Technip Italy** for Jubail export refinery in KSA, where the project owners are JV Aramco and Total
- **Scope of work:** supplying medium voltage cables with a total amount value of USD 20M

### Elsowedy Transformers supplying Power Transformers in El Khobar

- **Contract signed** with **Alexmar** for its project in El Khobar – KSA
- **Scope of work:** supplying 13 power transformers 2500 KVA 0.38/0.415 kV



## MALAWI

*A remarkable cooperation  
(Tarek Beshir - MD  
Elsowedy Cables Malawi  
& Mr. Peterson Zembian  
- CEO ESCOH)*

- **Contract signed** with **ESCOM the Electricity Supply Corporation of Malawi**
- **Scope of work:** supplying 217 transformers of different ratings up to 1 MVA with a value of \$ 1.55 M, as well as cables, conductors and joining kits with a value of \$275,000

## FRANCE

### Smart Metering Installation – Power Line Communication (PLC) meters

- **Contract signed** with **ERDF** "a subsidiary of French Utility EDF" where the consortium was led by Altos Origin "an international information technology company" for the deployment of 35 million meters
- Iskraemeco the global leader in energy management providing the next generation of "smart grids" solutions utilities has been selected by ERDF for one of the largest metering pilot installations in Europe.
- **Scope of Work:** Iskraemeco will manufacture one third of the metering devices (100,000 meters) encompassed out of this pilot project. The outcome of this pilot installation will be a key for the 2nd phase, the world's largest smart metering project covering the deployment of 35 million meters.

## ALGERIA

### Elsowedy Electric Communications Sector – successfully added to its manufacturing facility 1,500 km of fiber optic cables

- **Contract signed** with **SonelGaz** (Transportation & Gas Division GRTG) with a value of 1.132 M USD
- **Scope of work:** supplying 1,500 km of fiber optic cables & accessories under the name of Comcore (one of Communications Sector companies)



*His Excellency President Rupiah Banda with Ahmed El Sewedy, CEO Elsowedy Electric*

## ZAMBIA

### A major breakthrough for the group in Zambia after signing 110 M USD contract

- **Contract Signed** with Zambia Electricity Supply Corporation Limited (ZESCO)
- **Scope of Work** is supplying and installing of 33/11 kV substations and 66/11 kV bulk supply points with 33 kV and 66 kV overhead transmission lines

## SUDAN

### ECMEI supplying NEC in Sudan its stock of the year with an amount value of 340,000 EURO

- **Contract signed** with National Electricity Corporation in Sudan & ECMEI for insulators supply throughout 2010
- **Scope of work:** supplying L.V. & M.V. up to 36 kV insulators with its accessories and fittings

## JORDAN

### ISKRAEMECO's market share in meters supply for Jordan market is massively expanding

- **Contract signed** with JEPSCO (Jordanian Electricity Power Company) for supplying meters during the year 2009 & 2010
- **Scope of work:** supplying more than 220,000 electronic meters for residential use

## GHANA

### Power Generation Transmission Projects

Major cooperation between Ghana and Elsowedy Electric on power generation projects to be financed by the group, where during the meetings there were negotiations on the possibilities of **Independent Power Plant (IPP)** and **Partnership Private Sector (PP)**

*His Excellency John Dramani Mahama – Vice President Ghana, Ahmed El Sewedy –*



*CEO Elsowedy Electric, Ahmed Azouz – Elsowedy Electric Ghana Ltd. Managing Director & Yaw Darkwa – Elsowedy Electric Ghana Partner*

### More cooperation with Elsowedy Transformers and Electricity Company of Ghana

- Elsowedy Transformers supplied to the Electricity Company of Ghana during the year 2010
  - 4 Power Transformers 20MVA 30/11 kV
  - 4 Power Transformers 20/26 MVA, 33/11 kV
  - 2 Spare Equipment (Cooling Fans)



*Deputy Minister of Energy is Hon. Inusah A.B. Fuseini, Ahmed Azouz – Elsowedy Electric Ghana Ltd. Managing Director & Yaw Darkwa – Elsowedy Electric Ghana Partner*





Ahmed El Sewedy, CEO Elsewedy Electric with H.E. Prime Minister of Mozambique in their meetings for the infrastructure projects in Mozambique

## MOZAMBIQUE



**Two major projects with a lifetime of two years financed by Elsewedy Electric**

● **110M USD is total amount of the two projects in Mozambique; the projects include:**

**1-** Rehabilitation and reinforcement of distribution networks in Maputo City.

**2-** Rehabilitation and reinforcement of distribution networks in Matola City- part

● **Scope of Work is to**

- Supply & install LV OHTL with total length 433km.
- Supply & install wooden poles 9 m with total quantities 10901.
- Replacement of disconnectors by 11kv RMU with total quantities 161.
- Supply & install of 40km of 11kv underground cables.
- Supply & install 66kv OHTL with total length 32km.
- Supply & install 33kv OHTL with total length 160km.
- Supply & install LV OHTL with total length 146km.
- Supply & install wooden poles 12 m with total quantities 2100.
- Supply & install wooden poles 9 m with total quantities 3700.
- Supply & install service connections with meters total quantities 14501.

Successful meetings & negotiations in Mozambique that ended up with those two major projects...



Hazem Hadad – Executive Director Corporate Treasury & Business Development, Manuel Caumbe – Chairman Electricidade De Mocambique – EDM, Ahmed El Sewedy – CEO Elsewedy Electric, Marcelino Gildo – Executive Board Member Electricidade De Mocambique – EDM & team of Africa – Hatem Abd El Gawwad – Sales Director Africa



Major meetings between Elsewedy Electric & Mr. Salvador Namburete – Minister of Energy Mozambique

## NIGERIA

**Elsewedy Electric Nigeria a leap forward during the year 2010**

● **Supplying of oil immersed distribution & power transformers of different ranges**

- 100 units of transformers 500 kVA with a total value of 1.6 M USD for the Ministry of Rural Development
- 50 units of transformers 50 kVA for GLO (telecommunication company)
- 50 units of transformers 50 kVA for Etisalat company in Nigeria

## KENYA

**Ngong & Kinangop Wind Farms**

● **SWEG (Elsewedy for Wind Energy Generation) signed a MOU (Memorandum of Understanding) with Globeleq**

● **Scope of work:** wind farm co-development and project implementation on EPC basis, with 60 MW as a first phase for the project

## LYBIA

**Elsewedy Transformers, ISKRAEMECO & GECOL (General Electricity Company of Libya) are having successful cooperation together**

**Elsewedy Transformers**

● **Contract signed with Gecol to supply power transformers in Libya**

● **Scope of work:** supplying 25 power transformers 20 MVA 30/11 kV

**Iskraemeco – Yearly supply for meters during 2010**

● **Contract signed with Gecol to supply electronic meters for residential and industrial use**

● **Scope of work:** supplying more than 130,000 electronic meters to Gecol for residential and industrial use

## ELSEWEDY ELECTRIC & ARAB CONTRACTORS MUTUAL COOPERATION IN EQUATORIAL GUINEA



Ibrahim Mahlab



Ashraf Rateb

...In cooperation with Eng. Ibrahim Mehleb "Chairman Arab Contractors" and Eng. Ashraf Rateb "Head of Sector Arab Contractors", successful mutual cooperation with Elsewedy Electric is taking place for enhancing the infrastructure and energy supply in Equatorial Guinea. For this recognized collaboration an influential project for energy distribution in Equatorial Guinea is being constructed and energy supplied by Elsewedy Electric and Arab Contractors with a total amount of 5.5 M EURO. Elsewedy Electric along with Arab Contractors is willing to have more and more pioneering cooperation in the African region.



# 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 (16TH June, 2010):** 65.27 L.E

**MARKET CAPITALIZATION:** 8.629 L.E Billion



## ANNOUNCEMENT to SHAREHOLDERS...

### INCREASE THE COMPANY'S CAPITAL FROM 3.5 BILLION EGP TO 5 BILLION

- Distribution of the shareholders profits amounting 396,600,000 EGP in the form of bonus shares, three shares for every ten shares as an increase of the company's capital ... (19th April, 2010 Cairo – Egypt).
- To be funded from the account of retained earnings for the financial year ended 31/12/2009 according to the decision of the ordinary general assembly held on 19/4/2010 to be issued in its book value so that the company's issued capital after this increase become 1,718,600,000 Egyptian pounds (one billion and seven hundred eighteen million and six hundred thousand Egyptian pounds).

## THE MAIN HIGHLIGHTS FOR THE YEAREND FIGURES FOR Q1-10 VS. Q1-09 ARE AS FOLLOWS:

- Total revenues increased by 21.5% to LE 2,933 million
  - Total cables sales volume in Q1-10 was 39,928 tons vs. 25,022 tons in Q1-09 representing an increase of 51% while average prices decreased by 33% from L.E 79,131 per ton in Q1-09 to L.E 57,986 per ton in Q1-10.
  - Total copper rods (Raw material) sales volumes in Q1-10 were 34,841 tons vs. 34,188 tons in Q1-2009 representing an increase of 2% while average prices increased by 15% from L.E 32,123 per ton in Q1-09 to be L.E 38,907 per ton in Q1-10
  - EBITDA increased by 19.7% to reach LE 342 million
  - Net Profit (after tax and minority interest) Increased by 30.1% to LE 250,766 thousands



## AFRICA'S CONSUMPTION ... WIRES & CABLES

● All Wires and Cables falls down from 477\* in 2008 to reach 443 in 2009 with an annual change -7.1%. It is forecasted that Africa consumption of All Wires and Cables reaches 463 in 2010 with an annual change 4.5%.

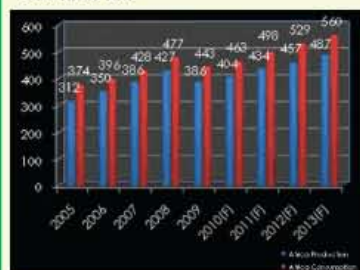
● Low Voltage Energy Cables falls down from 212 in 2008 to reach 181 in 2009 with an annual change -14.6%. It is forecasted that Africa consumption of Low Voltage Energy Cables increases with an annual change 7.3% to reach 195 in 2010.

● Power Cables witnesses an increase from 168 in 2008 to 174 in 2009 with an annual change 3.4%. It is forecasted that Africa consumption of Power Cables increased by 4% to reach 181 in 2010.

● Fibre Optic Cables increases from 4992\*\* in 2008 reaching 5464 in 2009 with an annual change 9.4%. It is forecasted that Africa consumption of Fibre Optic Cables increased by 6.7% to reach 5828 in 2010.

● Winding Wires falls down from 45 in 2008 to reach 40 in 2009 with an annual change -9.9%. It is forecasted that Africa consumption of Winding Wires will increase by 1.4% to reach 41 in 2010.

\*000 tones conductor  
\*\*000 fiber km

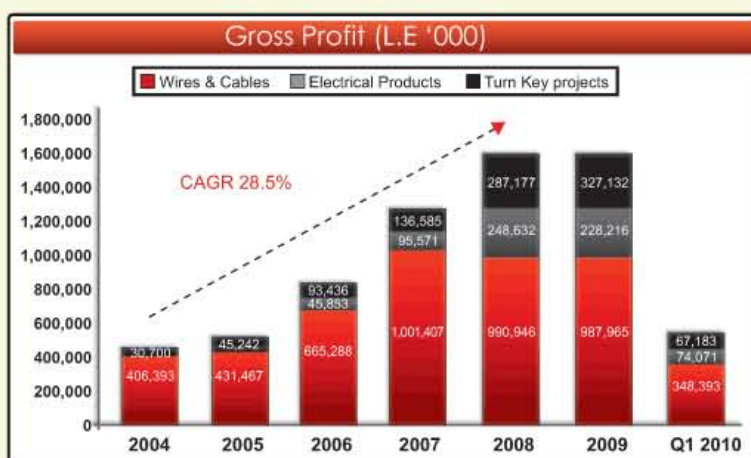


## REVENUE BY SEGMENT

Sales	Q1- 2010	%	Q1- 2009	%
LE(000)s				
Wires & Cables	2,449,903	83.5%	1,893,394	78.4%
Electrical Products	263,918	9%	239,957	9.9%
Turnkey Projects	219,690	7.5%	281,943	11.7%
<b>Total Sales</b>	<b>2,933,511</b>	<b>100%</b>	<b>2,415,295</b>	<b>100%</b>

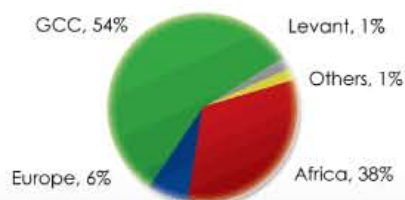
- The Wire & Cable segment is the largest contributor of the group revenues at 83.5%, increased from 78.3%, Electric Products segment decreased from 9.9% to be 9%, while the contribution of turnkey projects decreased from 11.6% to 7.5%.
- Revenues of exports increased by 67.5% to reach LE 1,408 million Vs. LE 841,091 million and it represent 48% from total revenue.
- Revenues from sales in Egypt decreased by 3.9 % to reach LE 3,317 million Vs. LE 3,451 million and it represent 35.7% from total revenue.
- Revenues from International operations increased by 13.8 % to reach LE 740 million Vs. LE 650 million and it represent 25.2% from total revenue.

## SEGMENTS Sales Trend





Export Revenue Breakdown (2009)



### YOUTHFUL DEMOGRAPHICS AND IMPROVING INFORMATION & TECHNOLOGY (ICT) INFRASTRUCTURE... POSITIVELY AFFECTING ECONOMIES

● Egypt's IT spending is expected to increase from USD 1.3bn in 2010 to USD 2.1bn by 2014. Despite a number of constraints and a sub-optimal distribution network outside Cairo, the Egyptian market is one of the most resilient in the region.

● Saudi Arabia has the biggest IT market in the Gulf region, with a forecast value of USD3.3bn in 2010 expected to rise to USD4.6bn by 2014. It is predicted that per capita IT spends will reach USD173 by 2014, as PC penetration rises to more than 30%.

● ICT Infrastructure includes the hardware and software required in an IT system in addition to telecommunication equipment (such as analog and fiber-optic cables). ICT spending has been growing at a healthy rate in the GCC. In the UAE, for example, spending on IT infrastructure has grown at a CAGR of 18% over the past five years.

● Spending on ICT in the GCC is likely to reach nearly USD180bn over the next three years. The pace of growth in IT spending has been decelerating since 2004. IT spending in GCC countries is expected to grow 8-10% driven by the larger countries of Saudi Arabia and the UAE, which account for 50% and 25%, respectively, of total GCC ICT spending.

#### Expected GCC ICT Investments (2010-2012)

Expected Investment (USD M)	
Country	ICT
Saudi Arabia	89,536
UAE	45,792
Kuwait	16,518
Qatar	15,049
Oman	7,646
Bahrain	5,081
<b>GCC</b>	<b>179,621</b>

SEGMENT GROSS PROFIT (INCLUDING DEPRECIATION) LE('000)'S	Q1-10	Q1-09	% Change
WIRES & CABLES	348,393	202,754	72 %
ELECTRICAL PRODUCTS	74,071	70,587	5 %
TURNKEY PROJECTS	67,183	117,556	-43 %
<b>TOTAL</b>	<b>489,647</b>	<b>390,897</b>	<b>25 %</b>

SEGMENT GROSS PROFIT (INCLUDING DEPRECIATION) %	Q1-10	Q1-09	% Change
WIRES & CABLES	14 %	11 %	33 %
ELECTRICAL PRODUCTS	28 %	29 %	-5 %
TURNKEY PROJECTS	31 %	42 %	-27 %
<b>TOTAL</b>	<b>17 %</b>	<b>16 %</b>	<b>3 %</b>

## FINANCIAL HIGHLIGHTS

LE 000'S	Q1-10	Q1-09
Sales	2,933,511	2,415,295
COGS	(2,382,344)	(1,982,522)
TOTAL GROSS PROFIT (EXCLUDING DEPRECIATION)	551,166	432,773
GROSS PROFIT MARGIN	18.8%	17.9%
SELLING, GENERAL & ADMINISTRATIVE EXPENSES	(196,644)	(165,093)
SG&A / SALES%	6.7%	6.8%
EBITDA	342,064	285,751
EBITDA MARGIN	11.7%	11.8%
EBIT	322,505	248,742
Taxes	(14,511)	(9,164)
NET INCOME AFTER TAXES	265,981	200,800
RETURN ON SALES	9.1%	8.3%
MINORITY INTEREST	(15,214)	(8,101)
NET INCOME AFTER MINORITY INTEREST	250,766	192,699



# Reaching You Around The Globe...

The volcanic ash clouds didn't avoid us  
from being with you ...

## Germany

### ...IN HANNOVER MESSE 2010

Hannover Messe is a key event for Elsewedy Electric to be attending each year without having any obstacles to avoid us from being there. Hannover Messe is the world's leading showcase for the industrial technology and in any corporate competitiveness to be available within the leading – edge technology place is vital. Each year in Hannover Messe we provide our customers the latest industrial know-how that we have earned throughout the year. Hannover Messe 2010 faced some air travel bans caused by the volcano eruption evolved in April 2010, but although these obstacles we were keen to be attending the exhibition. We had a rescue team available in

Germany, where they went to attend the exhibition and had positive feedbacks from them about how Hannover Messe is always a good indicator for the economic & industry recovery which shows how companies are ready to roll.



## Poland

### ...In EWEC 2010 (European Wind Energy Conference and Exhibition)



The annual European Wind Energy Conference & Exhibition (EWEC) is widely regarded as the most professional, comprehensive and informative event in the wind sector. The combination of a first-class exhibition with a wide-ranging

conference program is unmatched in Europe, making the event the highlight of the wind energy calendar. For the first time, EWEC was held in Eastern Europe, a large market where prospects for wind industry growth are very high.

**SWEG – Elsewedy for Wind Energy Generation** is showing by its presence this year in Warsaw the importance of closeness to our business partners. SWEG (Elsewedy for Wind Energy Generation) was able to make it to the exhibition in Warsaw - Poland, and was one of the 220 exhibitors who were able to be around our customers. Despite the air traffic disruption EWEC 2010

was a very successful event where over than 3,000 participants arrived at the event and had a direct impact on the success of the event and our presence in EWEC. In SWEG we take responsibility to accompany our clients along the way to a successful Project, wherever we are. We believe in helping our customers fully realize their future wind energy potential today.





## Qatar

### Doha Cables showing its effect on Qatar's Energy, Industrial & Construction Markets... in "Project Qatar 2010"

A successful partnership between two existing & highly respected conglomerates Elsewedy Cables and Aamal Company Q.S.C. created a highly committed subsidiary for Qatar's sustainable development "DOHA CABLES". Doha Cables is committed to produce high quality cables up to 220kV 2500 mm<sup>2</sup>, through fusing International Standard Practice of Qatar General Electrical & Water Corporation (KAHRAMAA). Project Qatar 2010 hosted around 1,000 exhibitors whereas last year, 900 were recorded, an additional 12%. Project Qatar this year was promoting to get involved for a better future and created awareness of energy efficiency. Part of Doha Cables

launching program there was a successful participation at the year's most exciting construction exhibition, Project Qatar 2010 at Doha Exhibition Center from 12 – 15 April.

ifp Qatar



## South Africa

### POWER & ELECTRICITY WORLD AFRICA 2010...AFRICA'S LARGEST ELECTRICAL POWER SHOWCASE

Among over than 110 exhibitors from diversified sectors & markets, Elsewedy Electric was presenting all seven diversified energy sectors (Cables & Accessories, Electrical Products, Communications, Transformers, Energy & Water Measurement & Management, Wind Energy Generation, and Engineering & Contracting) to all our customers. Networking was of a key objective during our presence in Power & Electricity World Africa 2010, meeting with major OEMs and constructors & doing business has been met by the team representing the company during the exhibition.

POWER & ELECTRICITY  
World Africa



MIDDLE EAST  
ELECTRICITY



## Dubai - UAE

### WITH 49,000+ ATTENDEES WE ARE ABLE TO EMPOWER OUR BUSINESS IN MIDDLE EAST ELECTRICITY 2010

MEE is on the largest energy events in Middle East; Elsewedy Electric is keen each year to be attending the exhibition. During our participation in MEE, we are always able in achieving our overall objectives. The exhibition gave us a great opportunity to interact with existing & potential contractors, developers, consultants from Middle East, Africa, Europe, and Asian region, while giving us the chance in showing our latest product range and services. MEE 2010 was our first event with our new corporate name "ELSEWEDY ELECTRIC", it was an effective door to announce among a wide and diversified range of attendees the corporate rebrand.



# How to Reach us in AFRICA

## EGYPT

### Elsewedy Electric

Plot No. 27, District, 5th Settlement,  
New Cairo, Cairo-Egypt  
Email: africa@elsewedy.com

### ELSEWEDY Transformers

Plot No. 27, District, 5th Settlement,  
New Cairo, Cairo-Egypt  
E-mail: sales.transformers@elsewedy.com

### SWEG (ELSEWEDY for Wind Energy Generation)

Plot No. 27, District, 5th Settlement,  
New Cairo, Cairo-Egypt  
Email: sweg@elsewedy.com

### ISKRAMECO – Egypt (Meters)

Plot No. 27, District, 5th Settlement,  
New Cairo, Cairo-Egypt  
Email: info@iskrameco.com.eg

## ELSEWEDY ELECTRIC Transmission & Distribution

68 El Tayran st., Nasr City – Cairo, Egypt  
Tel.: + (202) 22603196 – 22618908 – 24013606  
Fax: + (202) 22620473  
Email: eetd@elsewedy.com

### 3W Networks

62 Haron st., Heliopolis – Cairo 11351, Egypt  
Tel.: + (202) 6428583 / 84  
Fax: + (202) 6428573  
Email: egypt@3wnetworks.com

## SUDAN

### Glad ELSEWEDY (Power Cables)

Glad Industries City, Khartoum – Sudan  
P.O. Box 11714  
Tel.: + 249 163 202771  
Fax: + 249 183 70106  
Email: glad-cables@elsewedy.com

## Sudanese Egypt Electrical Industries SUDATRAF

Piece # 55/8 Square 7 Ind. Zone – Khartoum  
Bahary – Sudan  
Tel.: +249 185 313418  
Fax: +249 185 313394  
Email: info@sudatraf.com

## ALGERIA

### ELSEWEDY CABLES Algeria (Power Cables)

153 rue Ali Khodja, El Biar, Alger, Algeria  
Tel.: +21321924005/07  
Fax: +21321923994  
Email: Algeria@elsewedy.com

## ETHIOPIA

### ELSEWEDY CABLES Ethiopia (Wires & Cables)

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Edna Mall Building, 5th Floor Addis Ababa,  
Ethiopia  
Tel.: +251 116616161



## Global Presence

- Head Office
- Production Facilities
- Regional Offices
- Main Export Countries



Fax: +251 116616164  
Email: Elsewedy\_cables@ethionet.et

#### **NIGERIA**

**ELSEWEDY ELECTRIC Nigeria (Transformers)**  
10 Bauchi Close Agbara Estate, Ogun State,  
Lagos – Nigeria  
Tel.: + (234) 70 62939595 / + (234) 80 57922904  
Email: Nigeria-transformers@elsewedy.com

#### **GHANA**

**ELSEWEDY Electric Ghana (Fiber Glass Poles)**  
9, Light Industrial Area No. A/36/28 Tema –  
Ghana, P.O. Box PMB 187 TEMA – Ghana  
Tel.: + 022311101 – 311102  
Fax: + 022311103  
Email: Ghana-fiberglass@elsewedy.com

#### **ZAMBIA**

**ELSEWEDY ELECTRIC Zambia (Transformers)**

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P.O. Box 70058 Ndola, Zambia  
Tel.: +260 (212) 650120/1  
Email: Zambia-transformers@elsewedy.com

#### **MALAWI**

**ELSEWEDY CABLES – Southern Africa Ltd.**  
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BLANTYRE, MALAWI  
Tel.: +265 1 878 878  
Fax: +265 1 878 788  
Email: info-malawi@elsewedy.com

#### **EQUATORIAL GUINEA**

**ELSEWEDY Electric – Equatorial Guinea**  
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Tel.: +240 096569  
Cell: +240 532 550

Fax: +240 096569  
Email: info-guinea@elsewedy.com

#### **Libya**

**ELSEWEDY Cables - Libya**  
Gergarash - Hay El Andalous,  
Tripoli-Libya  
Tel.: +218 91 325 96 25  
Email: libya@elsewedy.com

#### **Morocco**

**ELSEWEDY Electric - Morocco**  
Tel.: +212 61 463 86 21  
Email: info-maroc@elsewedy.com







## ***...Owning & Operating Assets in the Power Industry***

**ELSEWEDY**  
**P O W E R**

*EPC Knowledge & Expertise in the fields of ...*

- Conventional Energy Power Plants.
- Wind Energy Power Plants.
- Power Plants BOP.
- Power Evacuation Systems.
- HRSG Electrical auxiliary Systems.
- Distributed Control Systems (DCS).
- Testing, Commissioning & Start Up.
- High Voltage Substations & SCADA Implementations.
- Electrical Installations.
- Mechanical Installations.
- HV & UHV Transmission Networks.
- MV & LV Distribution Networks.
- Project Management





## **Dar El-Hana** Charity Organization

A project on 168,000 m<sup>2</sup> land in Egypt



**Great Steps & Achievements from 2002.**

Dar El Hana reached around 58,000 people from all categories of special needs

**ELSEWEDY**  
**ELECTRIC**

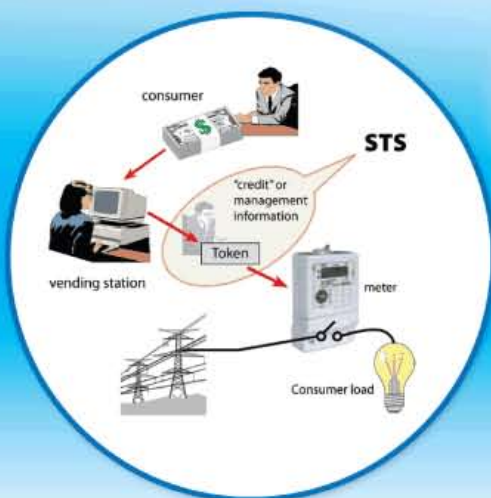
| Willing to do more...



# Now available in Africa The Future of Technology

- Two measuring elements (Line and Neutral)
- High protection degree against water and dust (IP54)
- RS485 for remote communication
- Voltage, current and frequency measurement
- External magnetic field detector
- Large LCD and Character size
- Pulse output for KWH or tariff

ME 172 – single phase meter



Measure Your Active Energy...  
to Protect Your Spending

**Prepaid Meters** now exist in one & split unit system