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# ELSEWEDY ELECTRIC

March - 2014 Issue 7

## AFRICA

*New Cabinet  
Bringing Fresh  
Hopes for  
Better Egypt...*

Published by

ELSEWEDY  
ELECTRIC



**Features of  
the wind power  
business in  
Africa**

**Fiber Optic  
Cables  
The New Era..**

**New  
Technology  
minimizing  
Corona Effect**



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*ELSEWEDY ELECTRIC Africa*  
March 2014 Issue 7

"A nation is not defined by its borders or the boundaries of its land mass rather, a nation is defined by adverse people who have been unified by a cause and a value system and who are committed to a vision for the type of society they wish to live in and give to the future generations to come."

*Fela Durotoye*

We extend our congratulations to new Prime Minister, Ibrahim Mahlab, for leading the cabinet ahead in such critical transitional period.

Mahlab, the former Minister of Housing Utilities and Urban Communities, was one of the most brilliant ministers in the previous cabinet, setting a great example in all his previous political and executive positions.

In many previous incidents Egyptians have bravely and proudly shown the world that they can be united together to create positive change. In that same spirit, we need to collaborate with the newly appointed cabinet to rebuild a better Egypt.

*Finally, we have lots of challenges yet great potentials and willing people...*

*Designed, Edited & Published by*  
**Corporate Marketing Team**

**Ahmed El Sewedy**  
President & CEO  
ELSEWEDY ELECTRIC





# Wind Energy Getting Bigger..

## Features of the wind power business in Africa

There are several evidences that support wind power as one of the best alternatives to generate clean energy. Behind these evidences, a huge supply chain is moving and constantly changing aiming to create value for their companies and countries. One of the main constrains for the supply chain is the projects' long-term planning and the spread worldwide locations of the wind farms. Accordingly, it is crucial to bear in mind that they are the main features of the business and the supply chain just have to live with them. The companies that take part of this supply chain must have a comprehensive understanding of the business and an extraordinary capability to forecast their future chances. Therefore, we can infer that wind power business is very complex but has plenty of opportunities.



Projects worldwide are getting bigger and going to countries where ten years ago there were no business conditions to develop wind power. If we focus on some African countries, these conditions are mainly generated by stable GDP and governments' capability to issue debt attracting the investment flows from the developed countries. Nevertheless, the nature of these projects is simply unpredictable. For instance, according to news release from 2010: "Lake Turkana wind power project (Kenya) is expected to start operations in June 2011". In 2013 loans were granted to construct roads, transmission lines and, finally, the wind farm. This situation is also applicable to some other African countries.

Under the depicted scenario, which is already complicated for the African supply chain, we have further disadvantages. These disadvantages are the size of the consortiums and their alliances with the leading turbine manufactures. In fact, these disadvantages have triggered that the supply chain is mainly conformed by companies from Europe and China.

The African supply chain is capable to achieve a more important participation by searching synergies and having a comprehensive view of the wind power. Elsewedy Electric has made significant efforts toward the development of a local supply chain; nevertheless, due to the existing features of the wind power business, the outcomes are not according to the initial forecast. Therefore, the path to follow may be the one that integrates all existing wind power business units in order to have a comprehensive approach about the market. Wind power in Africa will keep on growing due to the fact that some countries

will maintain a stable GDP and others will start, sooner or later, to increase the GDP. Accordingly, investment flows will be looking for these countries to develop long term wind power projects.

One of the most developed wind power markets is South Africa. The South African government has successfully developed a local supply chain aiming to shape a Green Economy capable to install 1,8GW of wind energy capacity by 2025. The target of the local content is 60% which pushes the consortiums and South African companies to locally develop the supply chain. For instance, cement and steel towers are made in South Africa. Another important market is in Morocco which aims to produce 2GW of wind energy by 2020.

The government is behind this strong pipeline and the local content accounts for 30% which making the participation of an important number of foreign suppliers possible. Kenya is also becoming an important player with the 300 MW Lake Turkana wind farm. According, to Lake Turkana Web Site, the financial close is planned for late 2013 and the construction should start right after. With regards to wind power in Egypt, the projects have been delayed due to the politic and economic situation. However, it is important to bear in mind that Egypt possess extraordinary wind conditions. In fact, the New & Renewable Energy Authority (NREA) has designated a vast land at the Gulf of Suez to install 2.3 GW of wind power.

Comprehensive and long term approach are the key to increase the participation of the local supply chain and this approach has to be along with the participation in consortiums aiming to influence the turbine manufacturers to purchase locally.

**By: Mr. Danilo Petricio**  
Sales Manager Wind Towers  
Elsewedy Electric Europe GmbH

# TRANSFORMING COMMUNICATION



By: **Eng. Khaled El Atabani**  
Corporate CIO  
ELSEWEDY ELECTRIC

## The Challenge

Humans resist change. Some organizations are slow to adapt. Change and innovation seem to be especially tough in the communication world. Innovative organizations are taking charge of the technology and resources available to surpass the competition. When technology continues to advance, falling behind your competitors will be tougher than ever on your employees, your business, and your bottom line.

The consumerization of IT and the advent of employees' bringing their own devices (BYOD) to work are rapidly changing the way enterprise organizations conduct business both internally and with customers and channel partners. In addition, organizations are experiencing a rise in telecommuting and disparate workforces as a result. When combined, these forces make enterprise communications increasingly difficult, at a time when consistent and open communication is critical to business success. The challenge this brings to enterprises is to make sure there is still good communication. More, faster, and everywhere doesn't necessarily make the communication better.

## The Change

Communications has changed in three major ways: speed, modality, and location. We expect and need communication to be instant these days and want several different modalities (voice, video, e-mail, IM) to get a hold of someone. And physical location has become irrelevant, thanks to the Internet. In today's business environment, everyone needs instant access to information. Decisions need to be made fast: so why wait for the answer? Mobile workers need to create, collaborate and interact in real time. With an increasingly remote, mobile and flexible workforce, user demands are multiplying but your business demands lower costs and increased efficiency. To achieve this, you need a communications platform that empowers your workforce to be agile, responsive, flexible and adaptable.

## Transforming communications

In response to today's changing work styles and the need for real-time collaboration, Elsewedy Electric implemented integrated productivity tools that enable users to communicate from anywhere in a cost-effective and secure manner. Using Microsoft Lync™ Server, we managed to deliver a fresh, intuitive user experience that brings together the different ways people communicate in a single interface. This unified experience facilitates rapid user adoption, while the ability to support a full range of communications from a single platform, reduced both capital and operational costs.

With Elsewedy Electric's new enterprise communication platform, we:

**Cut costs** - integrated audio, live meetings and web conferencing reduces travel costs as well as expensive third-party conferencing solutions.

**Accelerate productivity** - remote, mobile workers collaborate and share in real time.

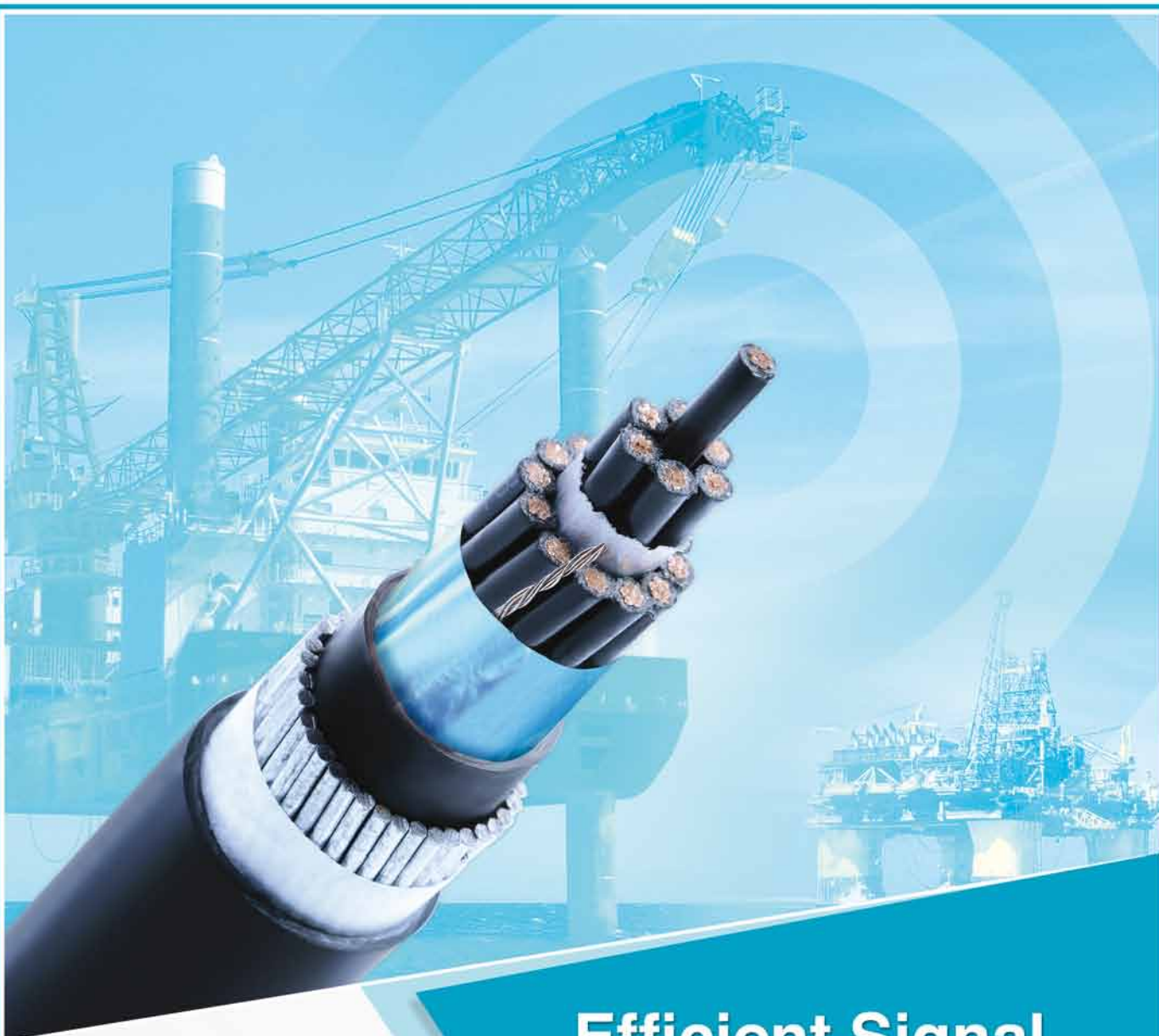
**Gain competitive advantage** - increases agility and speed of communication needed to stay ahead of the competition.

**Improve customer service** - a connected, collaborative workforce drives service improvement and customer satisfaction.

**Achieve remote, flexible working** - a communications platform that facilitates 21st century working, gain a secure, robust and dependable platform - giving our staff and partners the confidence we need.







# Efficient Signal Transmission



- Control
- Instrumentation
- Low Smoke Halogen Free
- Flame Retardant
- Fire Resistant
- Fiber Optic
- Pilot

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**CABLES**

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# Solar Energy...

## Efficiency going higher and price going lower

### Components of large scale solar power plants

The demand on energy has been growing on and on, and the environmental impact of the conventional energy (fossil fuel) and its way to demolish drove the world into searching for alternative sources of energy, like the wind energy, solar energy and other sustainable energies.

By: **Eng. Usama Alfadel**  
*Sales Manager*  
Elsewedy Cables Ethiopia

**B**ut still the prices of alternative energies are higher than the conventional energies (including the nuclear energy which is considered to be the cheapest among all sources). So what drove the attention toward the alternative energy were actually some international protocols like Kyoto protocol to minimize the environmental impact of using fossil fuel to generate electricity, the special prices (tariffs) you can sell for alternative energies and the encouraging atonement by international organizations for environmental and pioneer projects.

**There are many applications for solar energy but can be divided into four applications:**

**1-** Off grid (stand-alone) applications to generate electricity for rural areas and villagers.

**2-** Off grid (stand-alone) applications to generate electricity for non-domestic use like space ships, telecommunications and water pumping.

**3-** Grid connected distributed generation systems like the systems installed on the rooftops of residential compounds.

**4-** Grid connected (central) PV power plants.

And in this article, I am going to talk about the Grid connected PV power plants. In general, solar power plants consist of the following parts:

- **Solar panels**
- **Solar tracking system (not in all cases)**
- **Inverters**
- **Transformers**





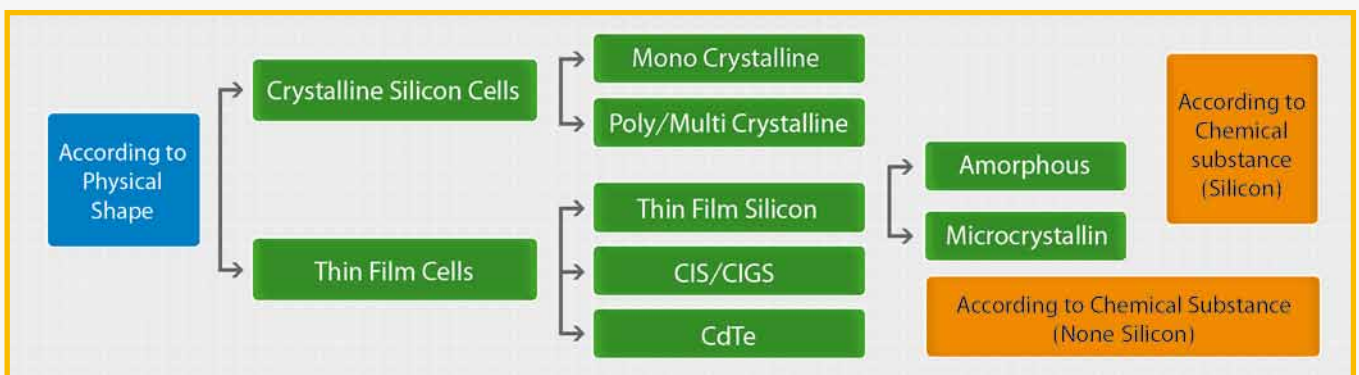
## Growing Demand of Energy & High Prices of Alternatives

### Solar Panels

Consists of chemical compounds which generate electricity by converting solar irradiation into direct current DC, usually any solar system starts from the solar cell. Cells are connected to make a module, modules are connected to make a panel, panels are connected to make an array, finally, arrays are connected to make a field.



Solar cells that are either based on the physical shape or on the chemical substance are made of the following:



We have two types of solar cells according to physical shape: Crystalline Silicon and this type is solid and comes as wafers, whereas the other type is thin films and can be put on flexible materials and, pend on or integrated in the buildings' structures. The crystalline type has a higher efficiency than the thin films, with Mono Crystalline cells on top, while the Thin Film type has lower efficiency, lower prices, higher sensitivity for low lighting conditions, a negative temperature power factor, but since it has lower efficiency it demands a higher capital for installation, structure, cables and other accessories. The table shows a comparison between the types of solar cells.

Cell Material	Module Efficiency		
Monocrystalline silicon	13-19 %	5-8 m <sup>2</sup>	
Polycrystalline silicon	11-15 %	7-9 m <sup>2</sup>	
Micromorphous tandem cell (a-Si/uc-Si)	8-10 %	10-12 m <sup>2</sup>	
Thin-film-copper-indium/gallium-sulfur/diselenide (CI/GS/Se)	10-12 %	8-10 m <sup>2</sup>	
Thin-film-cadmium telluride (CdTe)	9-11 %	9-11 m <sup>2</sup>	
Amorphous silicon (a-Si)	5-8 %	13-20 m <sup>2</sup>	



## Mounting Structure

Solar panels are either installed on a fixed structure or on a tracking system, and each of them has its own advantages and its disadvantages, fixed structure has many types depending on soil structure and the land topography.



The purpose of the tracking systems is to follow the sun track in the sky during the day time thus providing horizontal sun ray on the panels, so it gives a smoother output curve.



The tracking systems are not that commercially used and still basically used in experimental PV power plants. There are types of tracking systems: single axis N-S which gives seasonal tracking, single axis E-W which gives daily tracking (most

common ones), single axis tilted tracking (combination between the two above) and finally the dual tracking axes which provides a full tracking.

Based on the site and the specific properties of the solar radiation, a single axis tracking system can increase the output of the PV power plant up to 27% more and for the dual axis tracking system up to 37% (increment per year).



## Inverters

Are electronic devices which convert the DC current produced by the solar panels into AC current suitable for the end using purposes. They are available starting from some Kilo Watts up to hundreds of Kilo Watts.

There are two types of inverters, string and central inverters. Each has its own advantages and disadvantages. String inverters have one input (one string "consists of many panels connected in series" connected to one maximum power point tracking) and they either have one phase as an output or three phases, while the central inverters have many inputs (many strings "each consist of

many panels connected in series" and each string is connected to one maximum power point tracking) but they are only three phased and used for central appliances.

Usually string inverters have a rated output starting from some Kilo Watts up to 30 Kilo Watts. While central inverters have a rated output starting from tens of Kilo Watts up to hundreds of Kilo Watts. Since string inverters have only one string connected to them, they give a better maximum power point tracking (on string level) so they are the best choice when the site of the plant is not leveled or there are modules of different types.

String inverters are easier to install, maintain and transport. While in most cases, the central inverters need special machinery to be installed, and in case of maintenance they need special maintenance by the manufacturing company and also harder to be transported.

Economically, string inverters have the advantage in case of small scale power plants, or plants divided to small size arrays. While central inverters have the advantages in case off mega solar power plants or power plants with big size arrays structure.

	String Inverters	Central Inverters
Maximum Power Point Tracking	One point (string Level)	Many Points (array Level)
Output	One phase or 3 phases	Three phases
Rated power	Some kilo watts up to 10s kilo watts	10s of kilo watts up to 100s of kilo watts
Maintenance	Easy, can be carried on by any electrician	Hard, only by the manufacturing company
Transport	Easy	Hard
Installation	Easy and on the mounting structure	As a big block stands alone
Economically	More economical under certain power generating values.	More economical above certain power generating values.

## Transformers

Solar power plants have the same transformers like any classical power plant or any other power transformer.

**Finally, I think that the future is going to be for solar energy as it is considered the best source of renewable energies, imagine having two square meters of your roof top that can produce enough energy for your demand, imagine that you will have enough energy to run your car from a built-in solar panel on the rooftop of the car, all of these are possible scenarios in the near future since the efficiency of solar cells is going higher and the price is going lower.**





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- Complete end to end solution
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# Promoting Quality, Safety and Credibility Assurance

## Elsewedy Electric Labs accredited by (ISO/IEC 17025-2005)

*Elsewedy Electric always strives to add value to all labs, products and services through accreditation process and achievement of continuous quality improvement.*

---

By: **Eng. Haitham M. Aly**  
Quality Assurance Manager  
ELSEWEDY ELECTRIC

Accreditation is a process of meeting organizational and program/service standards developed by impartial consumers, stakeholders, professionals, and provincial and national organizations. It indicates that the accredited organization has achieved an appropriate level of organizational proficiency and that it has reliable mechanisms in operation to continually improve the quality of services it delivers. Accreditation provides assurance for owners, managers, staff, funding bodies and consumers about quality and performance and allows accredited organizations, practices and/or service providers to:

- 1- Promote quality and safety of the product and/or service they provide to consumers
- 2- Provide credible assurance about the quality of product/service they provide
- 3- Give confidence for clients and/or consumers
- 4- Reduce business risk
- 5- Educate and engage staff in the provision of quality service

- 6- Help build a culture of quality
- 7- Enhance customer focus by ensuring the customers' expectations are met
- 8- Increase market share and provide a competitive advantage over practices/service providers who are not accredited
- 9- Maintain practice incentive payment eligibility (PIP)
- 10- Comply with regulatory requirements

## ISO/IEC 17025

ISO/IEC 17025 General requirements for the competence of testing and calibration laboratories is the main ISO/CASCO standard used by testing and calibration laboratories. ISO/IEC 17025 was initially issued by the International Organization for Standardization in 1999. And it applies directly to those organizations that produce testing and calibration results.

The certificate introduces greater emphasis on the responsibilities of senior management, and explicit requirements for continual improvement of the management system itself, and particularly, communication with the customer.

The contents of ISO/IEC 17025 standard comprise five elements



that are Scope, Normative References, Terms and Definitions, Management Requirements and Technical Requirements. The two main sections in ISO/IEC 17025 are Management Requirements and Technical Requirements. Management requirements are primarily related to the operation and effectiveness of the quality management system within the laboratory. Technical requirements include factors which determine the correctness and reliability of the tests and calibrations performed in laboratory.

**Elsewedy Electric Laboratories use ISO/IEC 17025 to implement a quality system aimed at improving their ability to consistently produce valid results. Elsewedy Electric labs have a documented quality management system. The usual contents of the quality manual follow the outline of the ISO/IEC 17025 standard.**

#### Documentation system of Elsewedy Electric Labs:

S.N	Document
<b>Quality Manual</b>	
1	Document Control
2	Review of Requests, Tenders and Contracts
3	Sub-contracting of Tests
4	Purchasing Services and Supplies
5	Service to The Customer
6	Complaints
7	Control of Nonconforming Testing Work
8	Corrective Action
9	Preventive Action
10	Control of Records
11	Internal Audits
12	Management Reviews
13	Personnel
14	Accommodation and Environmental Conditions
15	Test Methods and Method Validation
16	Equipment
17	Measurement Traceability
18	Handling of Test Items
19	Assuring the Quality of Test Results
20	Reporting the Results

#### Accreditation Certificates (ISO 17025) of Elsewedy Electric:





# Fiber Optic Cables *The New Era..*

Elsowedy Cables Introducing  
Micro/Air Blown Fiber Optic Cables

By: **Hoda Abu Seif**  
*Senior Business Developer*  
Fiber Optic Cables  
Elsowedy Electric

**N**ew generation of fiber optic cables; Comcore® micro cables, is introduced for our customers with a revolutionary technology and design that helps in cost effectiveness, deployment of network advancements and fiber capacity boost. These light, thin and flexible cables are offered from 4 fibers size up to 144 with fast and reliable micro duct installation on demand as you can blow your fiber only when it is needed to experience optimum cost control and fiber management.

This new family of cost effective fiber optic micro cables are designed for air blown installations into micro ducts. This technology provides an optimum way to upgrade or fix your network; which can be expanded on demand or cables replaced during maintenance. It has a common use in congested areas where the ducts area is bounded and limited with small diameters and a lot of capacity should be deployed. These cables are ideal in many applications such as telecom, transportation, automotive, governmental, security, and utilities networks. For example, metropol-

itan, Fttx, LANs, border security, and metros are the most popular ones. We serve this domains by offering high quality product with dominant know-how, technology and solutions to enable them easily tackling of everyday challenges and improvements.

**Our product can provide you with:**

- Lower cost of installation, initial investment and maintenance.

- Adaptability to upgrade and replace the cables on demand.
- Higher Capacity to vastly increase the existed fiber channels.
- Optimum installation properties to easily handle and transport cables with best environmental performance.
- Maximizing installation lengths and minimizing cable jointing.

“ Dominant know how, technology, quality and solutions for everyday challenges ”



**Comcore® Micro Cables Specifications**

**Technical Specs**

Tests	Specification	Conditions	Acceptance Criteria
Temperature cycle	IEC 60794-1-F1	-10°C to +70°C, 1hr 2 cycle	Attenuation change ≤ ±0.1 dB/km
Tensile Strength	IEC 60794-1-E1A	Max 1000 N; 1min	Attenuation change ≤ ±0.1 dB/km
Crush	IEC 60794-1-E3	1000 N/100mm; 10min.	Attenuation change ≤ ±0.1 dB/km
Impact	IEC 60794-1-E4	3 spot, ½ m, ½ kg	Attenuation change ≤ ±0.1 dB/km
Cable Bend Radius	IEC 60794-1-E11	(15/10) × OD, On/No Load	Attenuation change ≤ ±0.1 dB/km
Repeated Bending	IEC 60794-1-E6	20 x OD, 1kg, 10 cycle	Attenuation change ≤ ±0.1 dB/km
Twist	IEC 60794-1-E7	1m, 1kg, 180°, 10 cycle	Attenuation change ≤ ±0.1 dB/km
Kink	IEC 60794-1-E10	20 x OD	No defect on fiber and sheath
WPT	IEC 60794-1-F5B	L=3mt, H=1mt, T=24hrs	No water leakage

**Environmental Specs**

Relative Humidity	5% to 95%
Operating Temperature	-10°C to +70°C
Installation/Transportation/Storage	-10°C to +50°C

**Optical Specs**

Average/Maximum Attenuation @ 1310nm	≤ 0.34/0.35dB/km
Average/Maximum Attenuation @ 1550nm	≤ 0.22/0.25dB/km
Average/Maximum Attenuation @ 1625nm	≤ 0.23/0.28dB/km
Chromatic Dispersion @ 1285-1330nm	≤ 3.5ps/nm.km
Chromatic Dispersion @ 1550nm	≤ 18ps/nm.km
PMD (Maximum for each individual fiber)	≤ 0.1ps/√km



# Interview With The MINISTER

By: Eng. Ahmed Azouz  
Managing Director  
ELSEWEDY ELECTRIC-  
GHANA LTD



## EXCLUSIVE FOR ELSEWEDY ELECTRIC AFRICA

*Hon. Emmanuel Armah-Kofi Buah, Minister for Energy and Petroleum, Republic of Ghana, speaks about relationship between Ghana and Egypt, his opinion about Egyptian Companies and investment opportunities in Ghana...*

### **Honourable, can you tell us a brief about your professional life?**

Before I became the Member of Parliament for Ellembele, I have held several management positions locally and internationally and in the process, deepened my expertise in project management, finance, marketing and international relations.

I was a senior level Post Master with the United States Postal Service before my return to Ghana. In the last few years these management skills have been applied in my position as MP, working with the District Assembly in my constituency to deliver on their respective district planning and development obligations. I was Deputy Minister of Energy in a period when Ghana

gained global attention for commercial oil and gas production from the Jubilee field. In this capacity, I supported the Minister in managing the various sector agencies and departments under the Ministry to deliver effectively. In the process, I have managed various local and national stakeholders with regard to Ghana's Energy sector.

### **Every person especially successful people have role models, who is your role model and why?**

My role model is Osagyefo Dr. Kwame Nkrumah, who is our first President. His visionary leadership inspires me immensely.





“ I have no doubt at all in the capabilities of Egyptian companies ”

**Hon. Emmanuel Armah-Kofi Buah**  
Minister for Energy and Petroleum,  
Republic of Ghana



### **What challenges have you faced during your role?**

I must say that our recent challenges in the power sector actually presented a worrisome situation for us all, particularly me who took up office during those heady days. Nonetheless, we dealt with and overcame it and when I look back and see how could it have been worse, I can only say that every challenge is surmountable.

### **What legacy would you like to leave behind as Minister of Energy?**

### **What message of confidence would you give to your people?**

The government of His Excellency President Mahama has set out an agenda in the energy sector. For the power subsector, we plan to increase power generation capacity to 5,000 megawatts by close of 2016, increase the proportion of renewable energy to 10% in the electricity generation mix by 2020, achieve gas-based generation for 80 % of the thermal power plants by 2015 and develop a non-congested transmission system by 2015. We also plan to improve and modernize distribution infrastructure for efficient service delivery and reduce system losses, achieve universal access to electricity by 2016 promote and

facilitate private sector investments in the power sub-sector and promote the use of energy efficiency and energy conservation technologies as well as achieving comprehensive interconnectivity in the West African sub-region. In the petroleum sub-sector, we intend to sustain Exploration and Production (E&P) activities in the oil and gas sector, strengthen and maximize national benefits from the oil and gas resources, utilize Ghana's gas endowment effectively and explore the use of other sources of gas for thermal plants. We also want to facilitate the Implementation of Petroleum upstream projects, manage our petroleum resources judiciously and strengthen our oil and gas downstream institutions as well as providing security for our oil & gas infrastructure and installations. We are on course in the implementation of numerous projects to achieve our energy sector objectives and the legacy I would like to leave behind will be to ensure that we achieve these for the benefit of the country and our people.

### **How important is the Energy sector to the development of Ghana's economy?**

Obviously, oil and electricity are the backbone of every economy and Ghana is no exception. For us to really accelerate our economic growth, we need to have enough electricity. That is why we have set goals for ourselves. We are working seriously to ensure that industries have enough power to grow and create jobs. It is very important for us.

### **Where would you like to see Ghana's Energy sector in the next five years? What key objectives would you like to achieve within your mandate?**

I think I have already made those issues clear. We want to increase our generation capacity, improve our transmission and distribution systems, utilize our oil resources for the benefit of our people and get them to participate in the industry by capacity building. Within the next five years, we should look back and congratulate ourselves for a job well done. We are working hard towards that.

### **What are you doing to attract foreign participation in the sector?**

First of all, there can be no investment when there is no peace. The political stability we enjoy is very dear to us and we would do anything to maintain it. This is what guarantees the safety of any investment. As you are aware, Ghana is considered an oasis of peace in





“ Most of the businessmen I have met from Egypt are very hard working and have integrity ”

a politically turbulent region and this is what puts us ahead of other countries in the sub-region. Additionally, we have created an enabling environment where investors can get fair returns on their investment.

We have an enthusiastic work force eager to put in their best and achieve results. We have passed laws to protect investments and to provide the legal and regulatory framework with inputs from all stakeholders. Having signed on to the Extractive Industry Transparency Initiative, we are open about our dealings and we remain committed to that. I think the investors already in the country will attest to the fact that in Ghana, the investment climate is very favourable. My Ministry is working hard to improve these conditions to attract more prospective developers to the energy sector.

**What are the competitive advantages of Ghana's Energy sector in comparison to other potential investment fields in the region?**

Our enabling environment, which guarantees fair returns on investment in the energy sector, coupled with our political stability puts us ahead of some other countries in the region.

**What challenges may hinder investors from coming?**

I cannot immediately think of any major challenge that will hinder investors from coming here and from the points I enumerated earlier, any investor will want to come here for business, particularly in our energy sector.

**How would you like Ghana to be perceived in the international community?**

Ghana is already perceived I believe, and truthfully so, to be a very peaceful country where investments are protected. It is also a place where the rule of law holds and human rights are respected. I would like this perception, which is true, to linger.

**What would be your assessment of the relationship between Ghana and Egypt?**

The relationship between Ghana and Egypt dates back a long time in history. I remember our founder

and first President, Dr. Kwame Nkrumah married an Egyptian and so we in Ghana consider Egyptians our brothers and sisters.

**What do you think of Egyptian companies, do you think they are capable of executing top notch projects with high quality service and products?**

These days, technology is the answer to the execution of most projects and if one can afford it, why not? I have no doubt at all in the capabilities of Egyptian companies. We have many Egyptian companies excelling in Ghana. Elsewedy is clearly one of them.

“ Many Egyptian companies excelling in Ghana, Elsewedy is clearly one of them ”

**You have met with many Egyptian businessmen and investors, what do you think of them, are they capable of taking their businesses to compete with European and American ones?**

Most of the businessmen I have met from Egypt are very hard working and have integrity. That's very important.

**What messages do you want to convey to the Egyptian community at large and business community in specific?**

Ghana is the place to invest. Our political stability is one of our foremost advantages. We have a friendly business environment and our people work hard when given the opportunity. I would like to use this medium to invite investors to come to the country and invest in our energy sector. We assure them fair returns and peace of mind to create wealth for all stakeholders involved. Thank you.



# Elsewedy Friends Club Visits



## Elsewedy Friends club awards distributors

Elsewedy Friends club has arranged a special awards ceremony in Cairo, Egypt attended by distributors and Elsewedy outlets branch managers introducing all attendees to our new campaign. The campaign is educating customers about how to know the difference between Elsewedy original products and fake ones. Gifts, Certificates of authenticity and awards have been distributed to all attendees.



## Market visits in Algeria

Elsewedy distribution team has visited all new markets in Algeria. Our team has distributed flyers and posters about our new packaging and invited distributors to a seminar. The seminar took place and educated various Algerian distributors about Elsewedy Electric and all its products and services.

## Elsewedy Friends Club educates Sudanese sellers about various products

Elsewedy friends club has given a seminar to major distributors and businessmen in Khartoum aiming to spread awareness in Sudan about our new cables packaging and giving a brief about Elsewedy Electric group in general and GIAD Elsewedy in specific. The seminar was attended by 120 customers who are leading Sudanese businessmen, contractors and distributors, also electricians have attended this event. Moreover, we have distributed complimentary gifts and Elsewedy friends club membership cards. After the seminar Elsewedy distributors were awarded and given certificates indicating that they are selling our original products.





# New Technology minimizing Corona Effect

A new technology to minimize Corona effect for overhead conductors recently adopted by Elsewedy Cables, the new technology eliminates noise pollution and offer highline efficiency.

“

Elsewedy Cables has adopted high corrosion protective grease for its overhead conductors instead of the general purpose, traditional lithium based grease, and this has led to a minimizing of the corona effect for overhead conductors with high dropping point.

By: **Eng.Ahmed Saleh**  
Deputy Technical Manager  
Elsewedy Cables Egypt

## Protective Grease Application Technologies

The current methods used for applying protective grease to conductors are hot-applied, wax-based compounds and cold-applied soap-thickened greases. Wax-based compounds are an older technology and are being phased out due to limited operating temperature range and handling/application difficulties. For this reason, cold-applied greases are preferred.

Most conductor producers use general-purpose, soap-thickened products, which are designed primarily for the lubrication of bearings or other equipment and not for electrical overhead conductors, as general purpose, soap-thickened products have high oil separation.

## An Unconventional Solution

Elsewedy Cables' unconventional solution to the application of high corrosion protective grease involves a special protective grease designed for overhead conductors with high corrosion protection and minimum grease migration due to adopting high dropping point (more than 230°) and lower oil separation (less than 1% at 40° for 42 hours). This higher dropping point grease was adopted by Elsewedy Cables, while most electricity transmission companies have asked for only 120° to 180°.

The primary role of the grease in overhead conductors (aluminum alloy and steel reinforced) is to protect the metal from corrosion. Therefore, it is widely known that using grease in the conductor construction will extend the service life of the overhead conductors, and this is especially true in coastal areas.

The grease that is utilized for this protection should offer the following characteristics:

- Withstand conductor operating temperature.
- High drop point and low oil separation ensuring that migration from the conductor is prevented and accordingly, corona effects are minimized (increase line efficiency and decrease noise pollution).
- Low-temperate flexibility.
- Long-term stability.
- Easy to apply during process.

**The result of Elsewedy Cables' unconventional protective grease application solution is major long-term cost savings.**

# HMWPE

## Continuous Innovation that surpass customer expectations

Elsewedy Cables added positive cathodic protection single layer cable to its portfolio

By: **Eng. Ahmed Saleh**  
Deputy Technical Manager  
Elsewedy Electric

### Definition of Cathodic protection cable

It is a stranded copper conductor insulated with a black high molecular weight polyethylene (HMWPE) compound that provide excellent abrasion; crush; chemical oil and moisture resistance. It is rated 600 V with 75 degree max. operating temperature.

### Applications

It is suitable for direct burial for use in Cathodic protection systems for pipelines; storage tanks and other buried metallic structures.

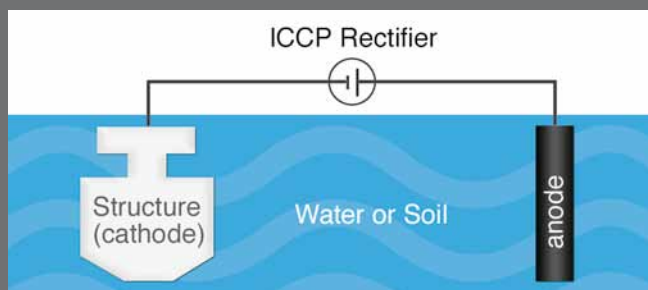
### Cathodic protection technique



It is a technique used to control the corrosion of a metal surface by making it the cathode of an electrochemical cell. A simple method of protection connects protected metal

to a more easily corroded "sacrificial metal" to act as the anode. The sacrificial metal then corrodes instead of the protected metal.

For structures such as long pipelines; where passive galvanic cathodic protection is not adequate; an external DC electrical power source is used to provide sufficient current "impressed current cathodic protection (ICCP)" These consist of anodes connected to a DC power source. The output DC negative terminal is connected to the structure to be protected by the cathodic protection system; the rectifier output DC positive cable is connected to the anodes.



### History of HMWPE for CP cable insulation

Before HMWPE became the dominant insulation for CP cable; other materials experienced problems. Rubber insulated; neoprene jacketed cable failed in ground saturated with oil or gas when the neoprene jacket was damaged. 600 V PVC cable failed at locations in or near salt water due to insulation embrittlement. Failures were reduced from salt by insulating with PE and jacketing with PVC but in due course; failures attributes to distortion of the PVC occurred. Now HMWPE has wide acceptance for CP cable with 2.79 mm thickness.

### Elsewedy advice for handling CP cable

For a cable to serve reliably; it must arrive at the site and be installed without damage to its insulation by avoiding the following:

- Contact with sharp penetrating or highly abrasive surfaces
- Bending or forming to tight radii





**Eng. Moataz Hassouna**  
CIO, Emaar Misr

By: **Nermine Farouk**  
Brand Manager -  
ISKRAEMECO  
Elsewedy Electric



# EMAAR...

## Innovators, Master planners and global solution provider

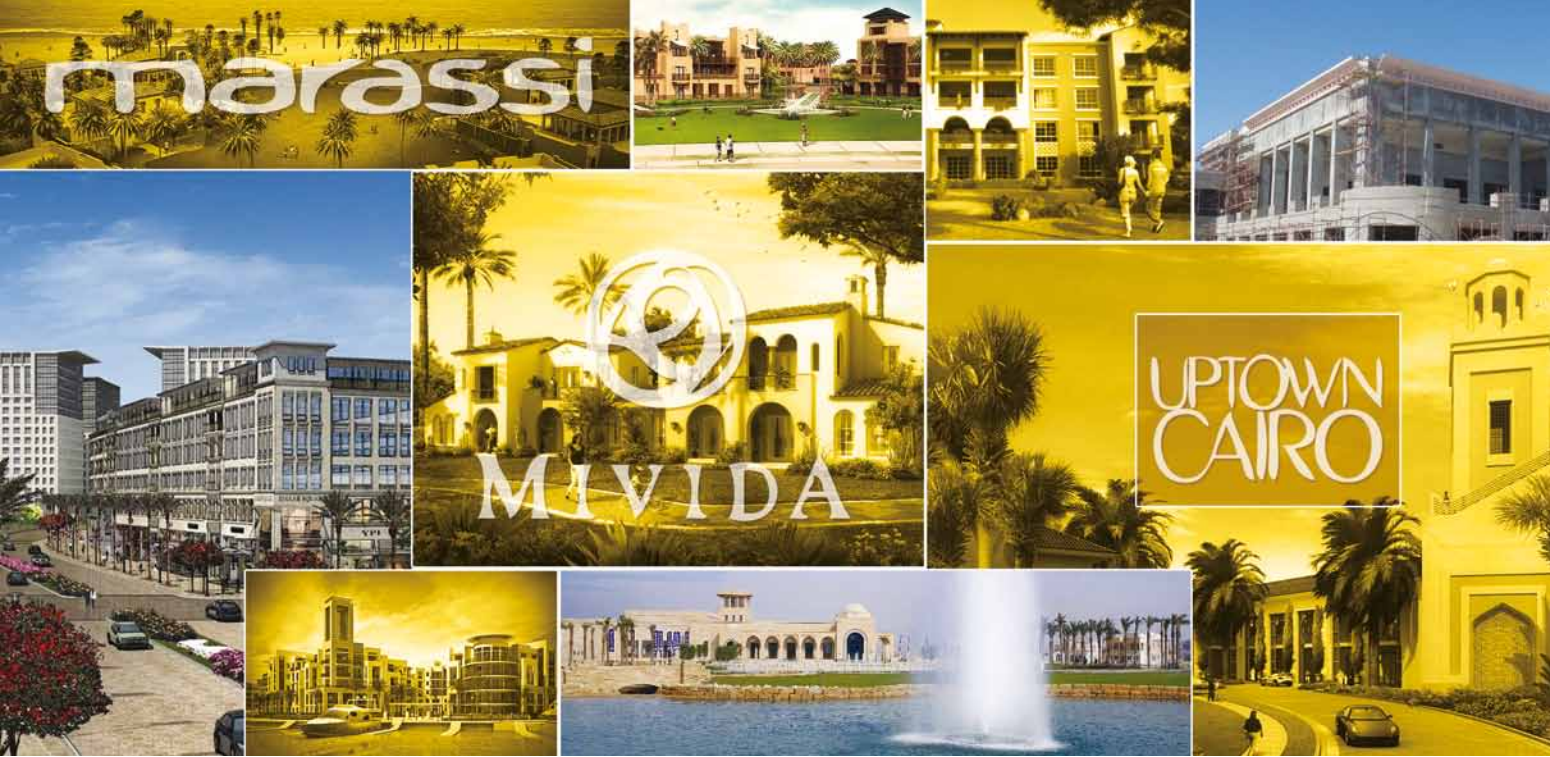
### EMMAR choosing ISKRAEMECO for their smart metering solutions

Interview with Eng. Moataz Hassouna, Emaar Misr CIO  
Emaar's signature developments have been at the heart of the Dubai's economic miracle. The residential developments - Emirates Hills, Dubai Marina, Downtown Dubai, The Meadows, The Greens, The Views, The Springs, Arabian Ranches, The Lakes and Emaar Towers, have effectively changed the face of Dubai within the last seven years and redefined lifestyles in the Emirates.

Their innovative offering of self-contained, amenities rich communities created lifestyle options that were the first choice for many Dubai residents. The integration of schools, parks, landscaped grounds and retail centers into master-planned golf, equestrian and marina themed lifestyles has proved a winning combination. As master planners, their responsibility is to provide everything people need within easy reach – often within walking distance. This means their team includes not







just architects but urban designers, traffic planners and recreation specialists.

Their mission is to transform Emaar into a one-stop, global solution provider for lifestyle, including homes, work, play, leisure, retail, health, education, finance, industry and more. Their vision for Emaar is its transformation into one of the most valuable lifestyle developers in the world beyond real estate development.

Emaar Misr for Development S.A.E., is the single largest foreign direct investor in Egypt's real estate sector with an investment portfolio of EGP 43.3 billion (AED 29.27 billion, US\$7.97 billion).

On the other hand, it was a busy year for Iskraemeco Egypt, full of achievements and success. One of the most successful accomplishments for Iskraemeco in Egypt is to be chosen by Emaar Misr in its main projects (Uptown Cairo and Marassi). We had the opportunity to have an interview with Emaar CIO, Eng. Moataz Hassouna, exposing with us a lots of plans and business strategies as follows:

#### **Please tell us about Emaar ?**

Emaar Properties is a Dubai-based Public Joint Stock Company listed on the Dubai Financial Market, a global property developer and provider of premier lifestyles. Emaar has been shaping landscapes and lives in the

Emirates since the company's inception in 1997. Emaar is extending its expertise in developing master-planned communities internationally, and today, has a significant presence in several key global markets with established operations in the United Arab Emirates, Saudi Arabia,

“ Emaar of tomorrow will become synonymous to Quality Lifestyle across the Globe ”

Syria, Jordan, Lebanon, Egypt, Morocco, India, Pakistan, Turkey, USA and Canada. Emaar International was launched in 2004 in a strategic move to diversify our markets, reduce the risk of a single market and sustain growth for the future. Our main area of initial focus is the Middle East, North Africa and Indian subcontinent, we have already entered into partnerships with leading entities in these markets and are now implementing creative designs for various master-planned communities, mixed use projects and other large real





estate development projects. Emaar Misr, the fully owned subsidiary of Emaar Properties, entered the real estate market with a new and ambitious strategy based on its groundbreaking seven pillars philosophy that it plans to bring to Egypt; providing properties that are: of superior quality, financed, finished, furnished, serviced, managed and integrated. Emaar Misr for Development S.A.E., is the largest foreign direct investor in Egypt's real estate sector with an investment portfolio of EGP 43.3 billion (AED 29.27 billion, US\$7.97 billion).

#### **What inspired you to launch the project in Egypt?**

The growing demand of quality lifestyle communities where Emaar excels encouraged us to launch 3 different developments in Egypt.

Emaar Misr chose 3 different locations, each with its unique properties that reflects our vision in building communities and not just houses.

Uptown Cairo, the new heart of Cairo, is now welcoming its new residents who are living the experience of elegant lifestyle and luxury while being connected to any address in Cairo. Through Emaar drive, home owners are minutes away from 6th of October bridge, New Cairo and Downtown.

Between the community center of every village of its 11 villages and the award winning Uptown Cairo Golf Club House, the community service and facilities offered by our experienced teams, Uptown Cairo residents are starting to live the Emaar experience.

Marassi, stretching along a coastline of enchanting tranquility, on Sidi Abd el Raham bay, the development provides a haven from the world. Marassi is the place to be in Sahel, hundreds of families already moved in during the past 2 years, and the community will reach

over a 1000 families after the expected delivery during 2014. The Beach Club house with its different outlets, the Marassi Park and cafes, the animation teams on Catania pools, the 18 hole golf course and club house, the Alamein hotel and the floating restaurants turned Marassi into a perfect place for all family members.

The development is an extraordinary fusion of beaches, greenery, lagoons and a uniquely cosmopolitan ambience. With the launch of the address hotels and serviced apartments, the first of its kind "Armani Village" and the international Marina, Marassi will change Sahel to an international 365 days touristic destination.

Mivida, the first environment friendly development in New Cairo, has succeeded in creating a unique community that offers a combination of luxury living and sustainability that home owners will start experiencing during 2014 with the first delivery.

With its 33 acre central park and the parks intersecting the development, Mivida fuses the serenity of lush environment and suburban living with the vibrancy of urban living hosting a spectrum of world class amenities including international educational and healthcare facilities, a state of the art technology equipped business park, thriving hotels and boulevard style shopping in a bustling town center. With all these elements combined; Mivida is the place where life truly comes together.

#### **Why did you choose Iskraemeco?**

Emaar is always using the best and most efficient energy suppliers and we are keen on providing the best to our clients, that's why we targeted smart metering



“ We are very happy with the efficiency & follow up of Iskraemeco team & after sales service ”

system which will facilitate our client usage of electricity and water, and allow us protect our clients against misuse. As we are market leaders in fiber networking, it was essential to use such a system which will facilitate serving our clients and provide us with easy billing system. We had a lot of options, but Iskraemeco was the only Egyptian qualified company due to his high quality product and after sales service and company profile and history.

**How did you benefit from the smart meters project?**

It facilitates the monitoring of our electricity consumption as a compound and it allows us estimate the needed capacity of electricity from the utility when running on full capacity. We can also indicate where is the leakage or misuse if found and we can trace it. The easy billing for the electricity and water which can be done through the net, prevents a lot of confusion and time consumption.

**How do you see Iskraemeco Smart solution so far and how did it upgrade your facility?**

It provided us with full control over billing and reading and it is an add-on feature to the home owners in our communities. We are very happy with the efficiency and follow up of Iskraemeco team so far and we are impressed with the after sales service from the sales and technical teams.

**In your opinion, how do you see the Real Estate Development future of Egypt?**

The future in real estate development in Egypt will be determined mainly by after sale services to the clients

## Metering is our Business



**MT382**

*Smart meter with GSM /GPRS for remote reading, configuration and Control*

and the real test will be how to excel in serving your home owners and deliver your promise of a living community and this will be the main differentiator between developers in the market.

Facility and community management represent the core of our services, we have applied high technology in every aspect of our homes and communities, starting from triple play technology which provides our owners that best internet, telephone and TV services to the smart meter which helps monitor and manage their electricity consumption.

We at Emaar, understand our clients' needs; we develop communities and think of every detail of our clients' daily life and plan our communities around them trying to make living as easy and enjoyable as it could be.



# MARKET INSIGHT

*Power of Information*



## **Zambia** exporting Power to Namibia

NAMIBIA is to import additional power from Zambia to boost that country's energy supply system. Namibia has applied for an additional 100 Mega Watts (MW) of power to be imported from Zambia through Zesco. Nampower presently receives 50 MW of electricity daily from Zesco and the firm is negotiating with the Zambian power utility firm to provide Namibia with more power to Namibia. Negotiations over a possible fresh deal with Zesco had reached an advanced stage as NamPower was also negotiating for increased power imports from Mozambique and Zimbabwe. About 45 per cent of the electricity consumed in Namibia is generated locally, while 55 per cent is made up of imports from Mozambique, South Africa, Zimbabwe and Zambia. Zambia's electricity generation capacity lies between 1,730 MW and 1,820 MW and exporting part of this energy, will earn the country an extra US\$2 million a month.

## **Nigeria** FG Assures Rural Communities of Renewable Energy

The Federal Ministry of Environment assured that it would provide solar energy to rural communities through its Rural Energy Access Program (REAP). The ministry had started enlightening rural communities on energy switches that reduce emission and save lives through the program. This includes the installation of Solar Home Systems to 600 households in Matum Biu in Gasol Local Government Area of Taraba. This is intended to be extended in other parts of the country so that we can have the Kerosene lamp switch off grid communities.

## **Mozambique** must add up to 100 MW power capacity a year official

Mozambique must add up to 100 megawatts of electricity generation capacity a year to keep up with the power demands of its fast-growing economy. In order to counter the energy deficit, Mozambique needs to generate energy at a pace of 80-100 megawatts per year. The government and private companies in Mozambique are investing in new electricity generation capacity, with projects ranging from hydro, coal and gas-fired powers plants. Power from some of these projects was expected to come online next year. Mozambique is expected to see economic growth of around 8 percent in 2014 and 2015, after an estimated 7.1 percent expansion in 2013.

## **Morocco** witness 10 billion euros investments in power sector

Morocco will invest 10 billion Euros (\$13.5 billion) over the next four years to boost power generation and meet rising demand, with renewables providing nearly half of the increase. Under the plan drawn up by the department of water and electricity (ONE), 112.3 billion dirham (10 billion Euros) will be spent on raising electricity production by 4,584.5 megawatts, or 67 percent of currently installed capacity, by 2017. Some 45 percent, or 2,090 megawatts, of the incremental production will come from solar and wind power. A 150-megawatt wind farm at Taza, near the central city of Fez, is another showcase renewable energy project forming part of Morocco's green power plans.





*Dubai is set to spend almost **\$8.1 billion** on infrastructure projects ahead of the Expo 2020*

*Morocco has announced plans to invest nearly **\$11 billion** in solar and wind energy projects*

*Saudi Arabia to invest **\$35.7 billion** in water and electricity projects in 2014*

*Iraq plans to spend **\$9.5 billion** on roads, bridges and residential projects by the end of 2018*

## Kenya to sideline wind and solar to 2017

In a move to cut electricity prices, Kenya will not grant any new licenses for wind and solar projects until 2017. At issue is the nation's grand project of adding 5.5 GW to its power supply over a 40-month period, from a current capacity of 2 GW. To ensure that this target is reached, the government will prioritize new projects that use cheaper fuel sources, mainly coal, liquefied natural gas and geothermal power. Kenya aims to reduce domestic electricity prices by up to 23 per cent within three years in order to meet rapidly growing demand. Adding new power capacity will be vital, and analysts say the nation's coal reserves could offer the cheapest option, while the government's energy blueprint under its Vision 2030 plan has prioritized geothermal development. Although wind and solar are planned to contribute 15 per cent of the new power supply, that quota has already been filled. The government has granted licenses for 630 MW in new wind projects, including the 300 MW Lake Turkana wind project, and 200 MW in solar projects. The remaining 5 per cent of the surge is to come from hydropower and diesel-fired sources.

that will generate between 1200 and 1600 megawatts. The mostly desert North African country is seeking to increase its production capacity to put an end to frequent power cuts, particularly during the summer.

## Egypt & KSA Ink Three Agreements of Electricity Linkage

Prime Minister Hazem El-Beblawi, Minister of Energy Ahmed Imam and the Saudi Minister of Water and Electricity Abdullah Al Husayen will attend inking three important agreements regarding the electricity linkage between Egypt and the Kingdom of Saudi Arabia (KSA). The linkage project is scheduled to come on stream as of 2016 and the operational tests will be held in 2015. 3,000 megawatts will be swapped between the two countries. The project will cost about \$1.6 billion.

## Algeria awards USD 4 billion power plant contracts

Algeria's electricity and gas company Sonelgaz has awarded USD billion in contracts to South Korean and Spanish companies to build six power plants. Chosen for the projects were a partnership of Hyundai Engineering and Daewoo International, as well as the other South Korean firms of Samsung and GS/Daelim. Spain's Duro Felguera rounded out the list. The contracts are for facilities

## KSA to spend 190 billion SR in Electricity generation

Saudi Arabia plans to spend SR190 billion in electricity generation in a three-year period ending in 2015. This spending on power generation goes in tandem with the large demand on power, notably at peak times during the hot summer season. To rationalize power consumption, the Kingdom has embarked on smart solutions, including green technologies and thermal insulation approaches, especially in new buildings on a gradual basis.



# Say no to *fake* wires, Always go for the **original**

**Why?** *Below are enough reasons to convince you.*

*What looks like a bargain often turns out to be a waste of money, as fake products are essentially not made to the same quality standards. These wires can pose serious risks to safety and health. And a major beneficiary of this is illegal business.*



Fake Wires	Elsewedy Original Wires
Pay only 15% less for wires made of cheap materials, no value and no return on investment	Pay for valuable wires made with high-end materials with huge return on investment
Risking your health as fake products are made with unsafe materials that are banned by International Safety and Health Organizations	Getting a safe product with materials approved by International Safety and Health Organizations
Fake wires harm your electrical appliances and may damage them	Original wires doesn't cause any harm to your appliances and make them work with maximum efficiency
Fake wires may lead to human and capital lose as they can easily cause fires	Original wires are of high quality and fire resistant eliminating human and capital lose caused by fires
You will be paying more on maintenance and changing wires	Wires last very long so you will be saving in maintenance and pay for a product that lasts for decades
Fake products puts you and all people around in danger bringing a feeling of insecurity all the time	Original products are very safe, making you feel secured and protected





# Unleashing news

## Elsewedy Cables UAE supply medium voltage cables to the biggest railway network in the Emirates



Elsewedy Cables has managed to acquire a supply of 300 km of Cu/Al Medium Voltage Cables for Etihad Rail. Etihad Rail is developing a 1,200 kilometers (750 mi) railway network across the United Arab Emir-

ates. The first stage would be a 270 kilometers (170 mi) freight line, linking Ruwais to the Shah Gas field, in cooperation with Abu Dhabi National Oil Company. A longer mixed-use railway is also planned,

crossing the UAE via Dubai, Sharjah, Umm Al Quwain, Fujairah, Ras Al Khaimah, and Ajman. Links to Saudi Arabia and Oman are planned. In the longer term, a dedicated passenger rail link design for speeds up to 200 km/h is being considered between Abu Dhabi and Dubai.

On 26 October 2011, Etihad Rail announced the signing of a 3.3 billion Dirham contract with Italian companies Saipem and Tecnimont and regional company Dodsai Engineering & Construction for the design and construction of the 266 kilometers (165 mi) first phase of the railway, linking Habshan with Ruwais and Shah by 2014. In January 2012 the consortium awarded the ETCS Level 2 signaling and telecoms contract to Ansaldo STS.

A second phase is planned, which would connect with other planned lines at Ghweifat (in Saudi Arabia) and Al Ain (on the border with Oman).

## Elsewedy Cables UAE cooperates with Abu Dhabi Airports Company

The JV of Tav Construction (TAV), Consolidated Contractors International Co. (CCC) and Arabtec Construction LLC (Arabtec), an equal partnership, has signed a contract with Abu Dhabi Airports Company (ADAC) to carry out the works on the Midfield Terminal Building (MTB) which will include structural, civil, electro-mechanical engineering works, finishes and site works for MTB in Abu Dhabi, the UAE.



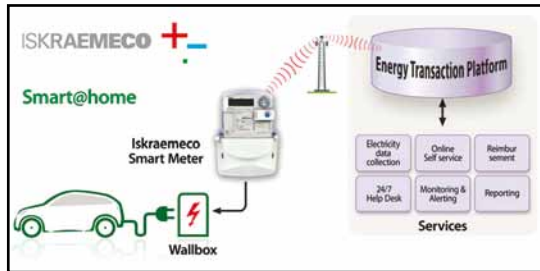
The 700,000 square meter terminal building is one of the key strategic infrastructure projects to be undertaken in Abu Dhabi, and will initially handle 30 million passengers per year. It is also set to become the future home of Etihad Airways, the national airline of the UAE.

Elsewedy Cables has managed to supply Low Smoke Cables for USD 12 million on a period of 18 months.



# Iskraemeco and Eneco/Utiliq for greener Netherlands

**Iskraemeco continues its cooperation with a Dutch service provider, Eneco/Utiliq. This time, the companies teamed up to deliver a smart solution for the electric vehicles (EV) charging market. The first set of Iskraemeco smart meters has already been delivered and installed at several locations in the Netherlands for the contract with Alphabet Car Leasing.**



The electric vehicle (EV) market is expanding rapidly across Europe and elsewhere, bringing along changes that will influence the energy market in the future. To successfully tackle these issues, Iskraemeco and Eneco/Utiliq teamed up and offered a smart solution for the EV market segment. The Smart@

home solution has already been set up in several households across the Netherlands.

How does the Smart@home solution work? An Iskraemeco smart meter is installed in the switchboard (at the grid connection) and is connected via electricity cable to the charging wall box.

The dedicated smart meter records the electricity usage of the EV charging at the wall box and sends the data (through a secure GPRS connection) to the meter data management platform. Within this platform the data of the electricity usage is analyzed and transformed to sepa-

rate charging transactions (time start/stop and volume in kWh). With the installation of Iskraemeco smart meters that provide real-time insight to electricity usage of EV charging, a self-employed EV lease driver has the possibility to be reimbursed for the payment of tax (VAT). Via the smart meter the car manufacturer is able to monitor the charging processes in detail for technical purposes (5 minute data regarding voltage and usage of electricity).

Last but not least, the car manufacturer can offer the EV driver a 100% zero emission proposition so the driver can compensate the used electricity with a 100% wind energy.

## PSP wins the biggest Electricity project contract in KSA



PSP won a \$2 billion contract for the biggest turnkey electricity generation project in KSA After a fierce completion with European, Indian and Korean companies by forming an alliance with the Saudi company "BEMCO" and the Korean Company "Engineering and Construction", said Dr. Mustafa Madkour the general manager of PSP. Moreover, PSP is recently working on several contacts for electrical and mechanical projects locally and in KSA. The company also won a contract for upgrading 50 crossings in Upper Egypt and North coast.

## Elsewedy Electric and Afrex bank in cooperation



Eng. Ahmed Elsewedy and Mr. Jean Louis Ekra – The President of African Export – Import Bank (Afreximbank) signed an agreement of cooperation between Elsewedy Electric and Afreximbank in African countries for USD 650 million.

## Qatari Diar choose Elsewedy Transformers above all international giants

After fierce competition with international companies Qatari Diar and Drake & Scull (contractor) decided to cooperate with Elsewedy transformers to supply 22 dry type transformer with the worth of EGP 4000,000 for "Cournish el Nil" project; one of the biggest projects for Qatari Diar in Egypt.

After visiting our transformers factory, inspecting our up-to-date machinery and confirming that the factory is operating using international standards Elsewedy transformers won the contract. Moreover, for the first type in Egypt Elsewedy transformers will install transformers in the middle of the building specifically in the 20<sup>th</sup> floor. This decision is made due to the high safety features of the dry type transformer.



## Elsewedy Electric completed phase 1 for the first and biggest Fiber Optic network in Niger

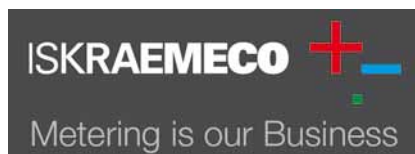
Elsewedy Electric has successfully finished the first phase of the telecommunication Fiber Optic Backbone System between Konni to Zinder, Konni to Tahoua and Konni to the border of Niger. Minister of telecommunication Abdou Mani has attended the ceremony celebrating the completion of 1st phase, along with government officials and company's top management. Elsewedy Electric was assigned as main partner with SONITEL to construct this network. It's worth to note that In June 29<sup>th</sup>, 2012 in Niamey, the Managing Director of SONITEL «Société Nigérienne des Télécommunications», signed with Elsewedy Electric the financing convention for the engineering, supply, installation and commissioning USD 26 Million of a Fiber Optic Cable system. The Fiber Optic Cables were supplied from Elsewedy Fiber Optic factory in Egypt which is the largest Fiber Optic production facility in Middle East and Africa.



## Half a million Iskraemeco smart meters in the Netherlands

The Dutch are known to be among the pioneers in implementing smart meters and related projects. Iskraemeco has been present on the market since the first pilot projects began and has reached an impressive half a million smart meter milestone this year. Iskraemeco's presence on the market continues also with close cooperation in the Fair Meter initiative.

"Alliander, Enexis and DNGW started with smart metering pilot projects in 2006-2007 for the purpose of gaining knowledge on the smart metering technology and communication," explained Pierre Souren, Contract manager at Enexis. Iskraemeco has been part of this process from the start



and since 2011 the company has been delivering larger quantities of smart meters for the small scale roll-out.

The smart meters are based on the Dutch Smart Metering Requirements (DSMR) specifications and the NTA standard, describing the Dutch smart meter infrastructure in full detail. "These new technologies should increase customer awareness on energy consumption and thereby lead to energy savings," said Pierre Souren, Con-

tract manager at Enexis.

Iskraemeco was able to deliver a smart metering solution, based on strict national specifications and fully addressing all of the security and privacy requirements. The installed smart meters enable remote connection/disconnection that in turn allows utilities to rationalize their maintenance and operational expenses. Since consumers are becoming a proactive member in the energy sector, it is of extreme importance that they operate with accurate consumption information.

Iskraemeco smart meters empower Dutch consumers to modernize their energy consumption habits with accurate data and the option of installing an in-house display.

## Saudi Electric Company assigns Elsewedy Electric Yanbu as their main manufacturer



Elsewedy Electric Yanbu is assigned as one of the main manufacturers to sign an official 85 Million Saudi Riyals contract with Saudi Electric Company for year 2014. It is worth to note that ever since the start

of production in Yanbu, Elsewedy became one of KSA most important and experienced manufacturer for cables. Within the last two years Elsewedy Yanbu was able to supply the demand of different regions

in KSA including (Burydah, Unaiza, Hafr Al Baten ) including both retail and whole sales.

In 2013 production capacity has increased to reach 2600 ton per month.



## Elsewedy Cables Qatar signs contracts with over QR 1.228 Billion in span of 4 years

Elsewedy Qatar EPC Division has booked orders worth QR 1.228 Billion in span of 4 years which by itself is a remarkable achievement which includes very critical & prestigious projects from



KAHRAMAA, LUSAIL, QATAR STEEL, ASGHAL and many reputed Multinational / local EPC Main Contractors in Qatar. The key feature in the above projects were critical enabling work to make way for country's road expansion and city development infrastructure. The exhaustive experience list speaks about the volume of Elsewedy Cables Qatar EPC division achievements.

The EPC Division has state-of-the-art equipments which includes high quality EHV Cables Winch Machine, Roller, Drum Jacks, Cable Testing Equipments and Cable Fault locators to effectively carryout the prestigious projects and completes them on or before time. Elsewedy Qatar EPC team has very talented, experienced & dedicated engineers, supervisors & foremen to execute every demanding project.

Elsewedy Cables Qatar established a Projects Division in year 2009 owing to the demand of the market. The division aims to serve the utility authorities in accomplishing their endeavors and have set a goal to provide quality and dependable service. Elsewedy Cables Qatar goal is to enhance the Qatari and overall MENA region's Economy and to establish itself as the best Electrical infrastructure service company.

## Elsewedy provide new cable structure tailored for Royal Commission org.

For First time in Saudi Arabia Elsewedy Yanbu is the only manufacturing facility to provide totally new cable structure for Royal Commission organization.

Elsewedy Yanbu is able to process such order as it has up to date computerized equipments and technologically advanced production line. The company is also able to reach an agreement with one of largest whole sales organization in Saudi Arabia to increase sales in Southern province in KSA.

## ELSEWEDY CABLES YANBU awarded 200 Million Saudi Riyals contracts with 2 major KSA contractors

Elsewedy Cables Yanbu is awarded future infrastructure & construction projects contracts with two large effective contractors handling Saudi Arabia mega projects (El Rashid Trading & contracting CO LTD – RTCC) – (Al Harbi Trading & contracting Co LTD - HTCC) for 200 Million Saudi Riyals in year 2014.

In 2006 Elsewedy Electric has taken a strategic decision to invest USD 150 million and build its own cables factory in KSA (Elsewedy Cables Yanbu), Manufacturing wires and LV & MV ranges of cables.

Elsewedy Cables Yanbu was built over an area of 104000 m<sup>2</sup> and has the latest equipments along with highly professional staff to provide Saudi market with the ultimate power and maximum safety while ensuring that its products exceed customers expectations.

## King Abdel Aziz port shines with Elsewedy solar poles



Elsewedy Poles won a 3,550,000 USD contract to supply 4000 Street lighting poles and 1000 solar poles to King Abdul Aziz Port, El Damam. The port is the principal port in Saudi Arabia and is located approximately mid-way along the Eastern Coast. It is considered the main gateway through which cargoes from all over the world enter the Eastern and Central Provinces of the Kingdom. It is strategically placed to service the requirements of the oil industry, the continuous development of Riyadh, the capital, and the major provincial cities in the Eastern and Central Provinces.



# Elsewedy Power Transformers signs with Enppi

Elsewedy Transformers signed a contract with Enppi to supply 2 transforms 50 (MVA), for Ethylene project of EthydcO taking place in Alexandria, Egypt. This project worth USD 3 billion and it meant to be the biggest petrochemical project in the region.



Enppi and Toyo were awarded the construction of 460,000 MT/Y of Ethylene plant and 20,000 MT/Y Butadiene Extrac-

tion units on a lump-sum turnkey basis. The consortium scope of work includes the following: project management services, detailed Engineering designs, procurement, construction, commissioning and finally training of staff.



# Elsewedy Transformers solving water shortage problem in New Cairo

Elsewedy Power Transformers signed a 7.3 million EGP contract with Arab contractors to supply 6 transformers (20 MVA) to New Cairo water stations project aiming to resolve the water shortage problem that takes place every summer in New Cairo. New Cairo water water stations project should be finalized before summer months begin.

## Iskraemeco expands cooperation with Vattenfall in Sweden

Iskraemeco's cooperation with one of Europe's leading energy companies, Vattenfall Sweden has recently reached a new level. In September, Iskraemeco's system software, SEP2W, was successfully consolidated with the head-end system (HES) from Schneider Electric and already enables Vattenfall to perform successful billing.

Iskraemeco's cooperation with Vattenfall will soon reach its ten-year anniversary. Since 2004, Iskraemeco delivered 160.000 electricity meters and a larger number of concentrators to Vattenfall in Sweden. A new opportunity to further the cooperation opened up at the end of last year, when the need for replacing the existing meter reading system emerged.

This September, SEP2W was integrated



SYSTEM SW  
**SEP2W**  
Meter Data Management

into Schneider Electric's head-end system. The system is responsible for retrieving and managing data from the entire population

of the installed base of Iskraemeco meters. Once the data is gathered, SEP2W sends it for further processing to the head-end system. SEP2W performs hourly meter data read-outs (following the European market requirements) as well as on-demand readings (reading of registers, events, tariff changes ...).

SEP2W was designed with a single purpose in mind to deliver excellent business results and enable a smooth and easy integration in the emerging Smart Grid infrastructure. The agreement with Schneider Electric stretches over the next five years and supplies Vattenfall's customers with accurate and up-to-date information regarding their energy consumption.

# Strategic MILSTONES

## EGYPT



### Park Avenue



**Client:** Damac

**Contractor:** Detac

**Consultant:** Khatb & Alamy

**Project description:** After negotiations, Elsewedy Transformers was able to convince DAMAC to install dry transformers and change its original plan of installing oil immersed transformers. Elsewedy Transformers used 2 critical advantages dry transformers has over oil immersed ones which are safety and efficiency. Dry transformers insulation is by cast resin which is non flammable, self extinguish, low smoke and environmentally safe and also can be loaded by 100%. On the other hand, oil immersed transformers are insulated with oil and can only be loaded by 80%.

**Scope of work:** Supplying of 9 dry transformers ranging between 1000 KVA to 1500 KVA

**Location:** Km 28 – Misr Alex. Road, Egypt

**Contract value:** EGP 1.7 Million

### City Stars - Sharm El Sheikh

**Client:** Golden Coast

**Contractor:** SMART

**Consultant:** Shaker

**Project description:** Elsewedy Transformers and the project's consultant admitted an analysis to Golden coast aiming to optimize cost while using the highest efficiency transformers. Golden Coast's original plan was signing a contract for supplying 150 oil immersed transformers. After presenting our analysis about supplying dry type transformers instead of oil and highlighting that dry type is more durable and cost effective we were able to win the contract.

**Scope of work:** Supplying of 18 dry type transformers

**Location:** Sharm El Sheikh, Egypt

**Contract value:** EGP 2.6 Million

### Mivida - New Cairo



**Client:** Emaar

**Contractor:** Orascom





**Consultant:** Turner

**Project description:** Supplying of dry type transformers to a world-class integrated community fusing the vibrancy of urban living with the tranquility of suburban lifestyle, where green walking trails invite you to discover the pine forests and lavender gardens that open to playgrounds, community centers and a 33 acre central park.

**Scope of work:** Supplying 15 dry transformer for phase 1

**Location:** New Cairo, Egypt

**Contract value:** EGP 2 Million

## Cairo Metro



**Project description:** Supplying of power transformer to Cairo's most important means of transportation that is Cairo Underground Metro. Cairo Metro in Egypt is the first of only two full-fledged metro systems in Africa. The system consists of three operational lines.

**Scope of work:** Supplying 50 MVA - 220 KV power type transformers

**Location:** Cairo, Egypt

**Contract value:** EGP 5 Million

## Cairo Contact Center

**Project description:** Egypt's first Contact Centers Park in Maadi is the first equipped to cope with the country fast development in the Communications and Information Technology (CIT) field. The contact center park offers the latest call center technologies, making Egypt one of the top offshore outsourcing contact center destinations in the region. Built over a 75 acre-space, the project will contribute to developing and raising the export capacity of ICT services through Egyptian and international companies specialized in business process outsourcing (BPO).

**Scope of work:** Supplying 3 power transformers 25 MVA - 66 KV

**Location:** Cairo, Egypt

**Contract value:** USD 1 Million

## Egyptian Indian Polyester Company

**Project description:** South Asian Petrochem Limited, India's second largest manufacturer of Polyethylene Terephthalate, and Egyptian Petrochemical Holding Company ("Echem"), an agency of the Government of Egypt, have set up a joint venture to establish a 420,000 tpa Green-field PET resin plant in the Eldorado Integrated Development and Free Zone S.A.E. which is at Sector 2 of the Southern Region of the Eco-

nomic and Industrial Zone, North West of the Suez Gulf at Ain Sokhna on Egypt's Red Sea coast. The Project has an estimated cost of approximately \$160 Million.

**Scope of work:** Supplying 18 MVA power transformers

**Location:** Ain El Sokna, Egypt

**Contract value:** USD 259 Thousands

## Connecting 6th October Power Station to Sheikh Zayed

**Client:** Egyptian Electricity Transmission Company (EETC).

**Contractor:** Egytech Cables Co. – Elsewedy

**Project description:** Supply and installation of underground cables on turnkey basis connecting 6<sup>th</sup> October Power Station to Sheikh Zayed.

**Scope of work:** Supply and installation of 220 KV cables 1 x 1600

**Location:** Cairo, Egypt

**Contract value:** EGP 118.5 Million

## El Sokhna High Way



**Client:** Egyptian military

**Contractor:** Al Motaheda Company

**Project description:** Supplying of Street lighting poles to cover Sokhna highway with the highest quality.

**Scope of work:** 6000 Pole

**Location:** El Sokhna High way, Egypt

**Contract value:** EGP 15 Million

## Suez Gulf 500/220/22 kV GIS Substation

**Client:** Egyptian Electricity Transmission Company; EETC

**Contractor:** The Consortium of Hyosung/ Power System Projects (PSP)

**Owner:** Egyptian Electricity Transmission Company; EETC

**Project description:** The Construction on turnkey basis of El Suez Gulf 500/220/22 kV GIS Substation Project in Egypt.

**Scope of work:** PSP scope of work includes the engineering, design, fabrication, factory testing, site delivery, loading, unloading, civil works, erection, testing and commissioning, training, insurance till provisional acceptance and warranty of Suez Gulf 500/220/22 KV GIS Substation. The project is scheduled to be delivered in 2016.



## Manshiat Nasser 220/66/11K.V GIS substation

**Client:** Egyptian Electricity Transmission Company; EETC

**Contractor:** The Consortium of SHANDONG TAIKAI/ Power System Projects (PSP)

**Owner:** Egyptian Electricity Transmission Company; EETC

**Project description:** The construction on turnkey basis of Manshiat Nasser 220/66/11K.V GIS substation Project in Egypt

**Scope of work:** PSP scope includes the engineering, procurement, construction, testing, commissioning and start-up of 220/66/11 kV GIS Substation including all civil works.

## ENR Level Crossing Development, Phase 2

**Client:** The Egyptian National Railways

**Contractor:** The Consortium of Power System Projects (PSP)/ PintschBamag

**Owner:** Saudi Electricity Company (SEC)

**Project description:** Execution of ENR Level Crossing Development, Phase 2.

**Scope of work:** PSP signed a contract with The Egyptian National Railways to supply and install the local and imported components for the protection and operation of the level crossings and all necessary civil works. The project consists of 50 level crossings.

## Pyramids Industrial Park (PIP) project



**Client:** Pyramids Industrial Park

**Contractor:** Elsewedy Electric Transmission & Distribution

**Scope of work:** Supply and install all MV, LV and light current networks to feed the industrial areas inside the park; project includes:

- 6 Medium Voltage Distributors 18 cells 11KV.
- 39 RMU 3+1, 11KV.
- 45 Distribution Transformers 1500KVA, 1000KVA & 300KVA.
- 4 Kiosks 1.5MVA, 11/0.4 KV.
- 7 Diesel Generators (100KVA to 800KVA).
- 515 km of Low Voltage Cables.
- 47 km of Medium Voltage Cables.
- 140 km of Fiber Optic Cables.

**Contract value:** EGP 206 Million

## 6th October Gas Turbine Power Plant, Phase 2

**Client:** Orascom Construction Industries (OCI)

**Contractor:** Ansaldo Energia

**Owner:** Cairo Electricity Production Company

**Project description:** The extension of 6<sup>th</sup> October from 4x150 MW to 8x150 MW Simple Cycle Gas Turbine Power Plant.

**Scope of work:** PSP scope covers the installation, start-up testing & commissioning of all electrical works including but not limited to main generator accessories, main and auxiliary transformers, isolated bus ducts, generator circuit breaker, MV and LV switchgear, batteries, chargers, instrumentation, cables and cable trays.

**Contract value:** EGP 50 Million

## KSA



### Saudi Electricity Company

**Contractor:** Al Ojaimi

**Project description:** Supply and installation of 132KV XLPE Cables.

**Scope of work:** Supplying 132KV Cables

**Contract value:** USD 27 Million

### Saudi Electricity Company

**Contractor:** Capital lights

**Project description:** Supply and installation of 132KV XLPE Cables.

**Scope of work:** Supplying 132KV Cables

**Contract value:** USD 22.5 Million

## Red Sea Mall, Pre-paid metering solution

**Project description:** The Red Sea Mall is one of the biggest shopping centers at Jeddah City; it is located at the northern suburbs on Malik Road. The mall has 242,200 square meters built area, containing a five stars hotel, seven story office building, and both external and undercover parking areas.

**Scope of work:** Complete pre-paid metering solution provision and project execution of ISKRAEMECO pre-paid smart card meters along with Point Of Sales (POS) and Billing Software.

**Location:** Jeddah, KSA

## Taiba Aramas Hotel

**Client:** Alaqeeq Real Estate Development

**Project description:** Taiba Aramas Hotel project (5-star) lies south-west of the Holy Prophet Mosque yard. This (1600) - sqm project - overlooking directly onto the Holy Prophet Mosque- con-



sists of (18) floors which are distributed as follows: (12) Floors containing (173) rooms + 35 suites of various areas and designs.

**Scope of work:** Complete metering solution provision and project execution of ISKRAEMECO smart meters (ME/MT372) and Sharky BTU-Hydro meters (Type 775) along with remote metering communication (RS485, Ethernet, M-Bus) through SEP2W AML and Billing Software.

**Location:** Madinah, KSA

## Tamkeen Tower Project

**Client:** AlRajhi

**Contractor:** AlRajhi projects (ARP)

**Consultant:** Khatb & Alamy

**Project description:** Tamkeen Tower is one of the tallest business office buildings in KSA, it is 258.2 meter / 847 feet in height. Its ranking is no. 6 tallest building in KSA and the 46 tallest building in the Middle East.

**Scope of work:** Complete metering solution provision and project execution of ISKRAEM-ECO smart meters (MT371, MT831) along with remote metering communication (PLC, Ethernet) through SEP2W AML and Billing Software.

**Location:** Jeddah, KSA.



## PP12 2320 MW Project Combined Cycle Power Project

**Client:** BEMCO – GS JV

**Contractor:** BEMCO – GS JV

**Owner:** Saudi Electricity Company (SEC)

**Project description:** Electrical Instrumentation & Control, and Low Current Systems Equipment installation cable laying and termination.

**Scope of work:** PSP Scope includes receiving, unloading, installation, testing and commissioning of the electrical and instrumentation works in PP12 project.

**QATAR**



## Transmission System Expansion (KAHRAMAA)

**Project description:** Qatar Power Transmission System Expansion

EHV Cables Phase 11 Stage 1.

**Scope of work:** 132kV & 66KV Power Cable & Accessories

**Contract value:** QAR 420.3 Million

## Al Wajbah Super (KAHRAMAA)

**Project description:** Diversion of Al Wajbah Super – Laqta South 66kV Cable Circuits 1 & 2.

**Scope of work:** 66KV Power Cables & Accessories

**Contract value:** QAR 6.8 Million

## Power Transmission Project and EHV Cable Diversion Work

**Project description:** Re-routing of 132KV Power Cable & FO Cable for Loop in Modification near Kahramaa MI-D Substation.

**Scope of work:** 132KV Power Cables & Accessories

**Contract value:** QAR 19.3 Million

## Doha Express way

**Project description:** Supplying of power cables and various accessories to one of the main high ways in Doha which is the Express way.

**Scope of work:** 66KV Power Cables & Accessories

**Contract value:** QAR 58.6 Million

## Cable Route and Circuit near Kahramaa

**Project description:** Tender for Modification of 132kV Cable Route and Circuit near Kahramaa , MI-D Substation.

**Scope of work:** 132KV Power Cables & Accessories

**Contract value:** QAR 3.5 Million

## Infrastructure Development Project

**Project description:** Lusail Development CP1 Electrical Infrastructure.

**Scope of work:** 66KV, 11KV, LV Power Cables & Accessories

**Contract value:** QAR 219.9 Million

## Power Transmission Substation Cabling Project and EHV Cable Diversion Work

**Project description:** Design, Engineering, Manufacture, Factory Testing, Marking, Packing, Shipping and Delivery to QSTEC Substation Site of Complete 220KV Cables, Accessories & Services.

**Scope of work:** 220KV Cables & Accessories

**Contract value:** QAR 1.9 Million





## UAE



### Satah Full Field Development

**Client:** ZADCO

**Contractors:** Technip, in consortium with NPCC

**Project description:** Technip, in consortium with NPCC, was awarded by ZADCO an engineering, procurement and construction lump sum contract, worth a total of approximately \$500 million (Technip part of the contract: 35%), for the Satah Full Field Development project. This field is located 200 kilometers northwest of Abu Dhabi, United Arab Emirates. The Satah Full Field Development project's objective is to maximize crude oil production and oil recovery by reducing the well heads' back pressure and introducing of gas injection and gas lift facilities.

**Scope of work:** Supply of special and control cables to this project

**Contract value:** USD 2.5 Million

## KUWAIT



### Sabah Al-Ahmed Area stage 3

**Client:** Ministry Of Electricity and Water

**Contractor:** Elsewedy Electric Projects Engineering

**Project description:** Supply and installation of 132 KV cables, Fiber optics with their accessories at Sabah Al-Ahmed Area stage 3.

**Scope of work:** Supply and installation of 132 KV Copper cables 1 x 630

**Contract value:** USD 44.1 Million

## IRAQ



### ALDIWANIYA 500MW Simple Cycle Power Plant Project (Iraq)

**Client:** Ministry of Electricity - IRAQ

**Contractor:** Joint Venture of Elsewedy power and The Arab Contractors

**Owner:** Ministry of Electricity - IRAQ

**Project description:** EPC of 4x125MW Gas Turbines (GE Fr.9E) Power Plant Project.

**Scope of work:** Turnkey engineering, procurement and construction of a dual-fuel (Natural gas and diesel) 500MW Simple Cycle Power Plant Project in ALDIWANIYA consists of four gas turbines each of 125MW made by General Electric (USA).

**Location:** Erbil, Iraq

**Contract value:** USD 169 Million

### Erbil Park – Nusoran 132 KV UG Feeders

**Client:** Kurdistan Regional Government, Ministry of Electricity

**Contractor:** Elsewedy Electric T&D Erbil

**Project description:** Erbil Park, has already found its place among the most outstanding architectural patterns of modern time with its original solutions, esthetic approaches and high standards. Park View offers unique solutions in every detail from apartment design to landscaping.

**Scope of work:** Supply and installation of 132 KV cables 1 x 800

**Location:** Erbil, Iraq

**Contract value:** USD 14.5 Million

## ALGERIA



### Installation of a 220 HV Cables Copper 800 mm<sup>2</sup> -with a length of 104 KMs

**Client:** CAMEG

**Contractor:** Egytech Cables CO.

**Scope of work:** Supply of 104 KM of 220 KV Copper Cables 1 x 800

**Contract value:** USD 11.8 Million

### Tmda and Mila 60/30 KV substations

**Client:** Société Nationale de L'Electricité et du Gaz Sonelgaz

**Contractor:** Elsewedy Electric Transmission & Distribution/ consolidated contractors company

**Scope of work:** Design, supply supervision of civil & installation works and commissioning of two (2) 60/30 kv substations

- Tmda S/s – 2x40MVA

- Mila substation – 2x40 MVA

**Contract value:** EUR 10.1 Million

## YEMEN



### Supply of wooden poles

**Client:** General Authority for Rural Electricity

**Contractor:** Elsewedy Electric Transmission & Distribution

**Scope of work:** Supply of:

- 100 Pcs Wooden pole 14m Stoud
- 1900 Pcs Wooden pole 12m medium
- 9500 Pcs Wooden pole 11m medium
- 29000 Pcs Wooden pole 8m light

**Contract value:** EUR 5.5 Million



## KENYA

**Kenya Power Company Ltd.**

**Project description:** Elsewedy Electric cooperated with the biggest power company in Kenya to supply stay wires. Kenya Power Company core business activities include the transmission, distribution and retailing of electricity.

**Scope of work:** Wire supply

**Contract value:** USD 1.1 Million

## ZAMBIA

**Distribution Expansion and Reinforcement Projects (DERP)**

**Client:** Zesco Limited (Zambia Electricity Supply Corporation Limited)

**Contractor:** Elsewedy Contracting and Engineering

**Owner:** Zesco Limited

**Project description:** EPC, Engineering, Procurement and Constructions of 19 substations 33KV, 66KV and 132KV and Transmission line up to 66KV.

**Scope of work:** Engineering, Procurement and Construction

**Contract value:** USD 171 Million

**Supply of 2025 Distribution Transformers**

**Client:** Zesco Limited (Zambia Electricity Supply Corporation Limited)

**Contractor:** Elsewedy Electric Zambia Limited (Transformer factory)

**Project description:** Supply of 2025 Distribution Transformers ranging from 25KVA up to 2500KVA

**Scope of work:** one year contract to supply 2025 Distribution Transformers

**Contract value:** USD 18 Million

**190,000 Prepaid and Split Meters**

**Client:** Zesco Limited (Zambia Electricity Supply Corporation Limited)

**Contractor:** Elsewedy Electric Zambia Limited

**Owner:** Zesco Limited

**Project description:** Supply of 190,000 Prepaid and Split Meters.

**Scope of work:** One year contract to supply 190,000 ISKRAEMECO Prepaid and Split Meters

**Contract value:** USD 20 Million



## CHAD

**Electrical equipments supply**

**Client:** Société Nationale Électricité

**Contractor:** Elsewedy Electric Transmission & Distribution

**Scope of work:** Supply of Electrical Components (MV & LV)

- 20 Transformers 630kVA, 400kVA
- 50 km of Low Voltage Cables
- 140 km of HV Voltage Cables
- 1 MAIN DISTRIBUTION BOARDS
- 15KV switchgear

**Contract value:** USD 11 Million

## GHANA

**Supply Improvement to Western Region Project**

**Client:** Ghana Grid Company (GRIDCO)

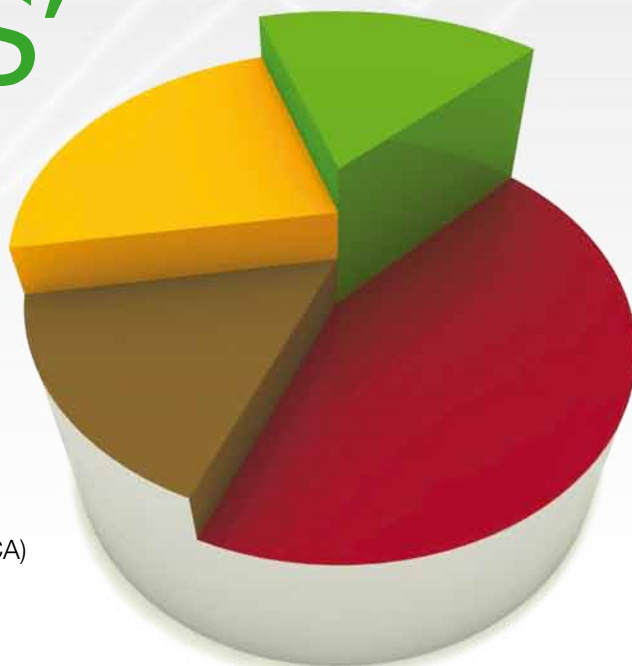
**Contractor:** Elsewedy Electric Transmission & Distribution.

**Scope of work:** Design, manufacturing, supply and construction for - 161KV transmission line from Asawinso to Mim through Juabeso 170km. Construction of a new 161KV Substation at Juabeso & rehabilitation of 161KV Substation at Asawinso.

**Contract value:** USD 80 Million



# INVESTORS' Updates



## STOCK INFORMATION

- **INCORPORATION:** Egypt
- **SECTOR:** Industrial Manufacturing
- **INDEX:** EGX 30
- **FULL LISTING:** The Egyptian Exchange (SWDY.CA)
- **ISSUED SHARES:** 223,418,000 shares
- **FREE FLOAT:** 27%
- **SHARE PRICE:** (3 April, 2014) 33 LE.
- **MARKET CAPITALIZATION:** 7,327,794,000 L.E.

## Consolidated Results for 2012 and 2013

### Q4 2013 versus Q4 2012

- Consolidated revenues in Q4 2013 decreased by 5% to reach EGP 3.9 billion versus EGP 4.1 billion in Q4 2012.
- Gross profit in Q4 2013 decreased by 17% to reach EGP 388 million versus EGP 470 million in Q4 2012. The gross profit includes an impairment of inventory of EGP 57 million, mainly related to MTOI inventory (the Spanish wind turbine operations).
- EBITDA in Q4 2013 decreased by 51% to reach EGP 102 million versus EGP 208 million in Q4 2012. Normalized Q4 2013 EBITDA stands at EGP 199 million.
- Net loss after Minority reached EGP (-94) million during Q4 2013 versus EGP (-49) million during Q4 2012. Normalized net profit after minority stands at EGP 3 million as a result of total wind related impairments of EGP 96 million during Q4 2013.

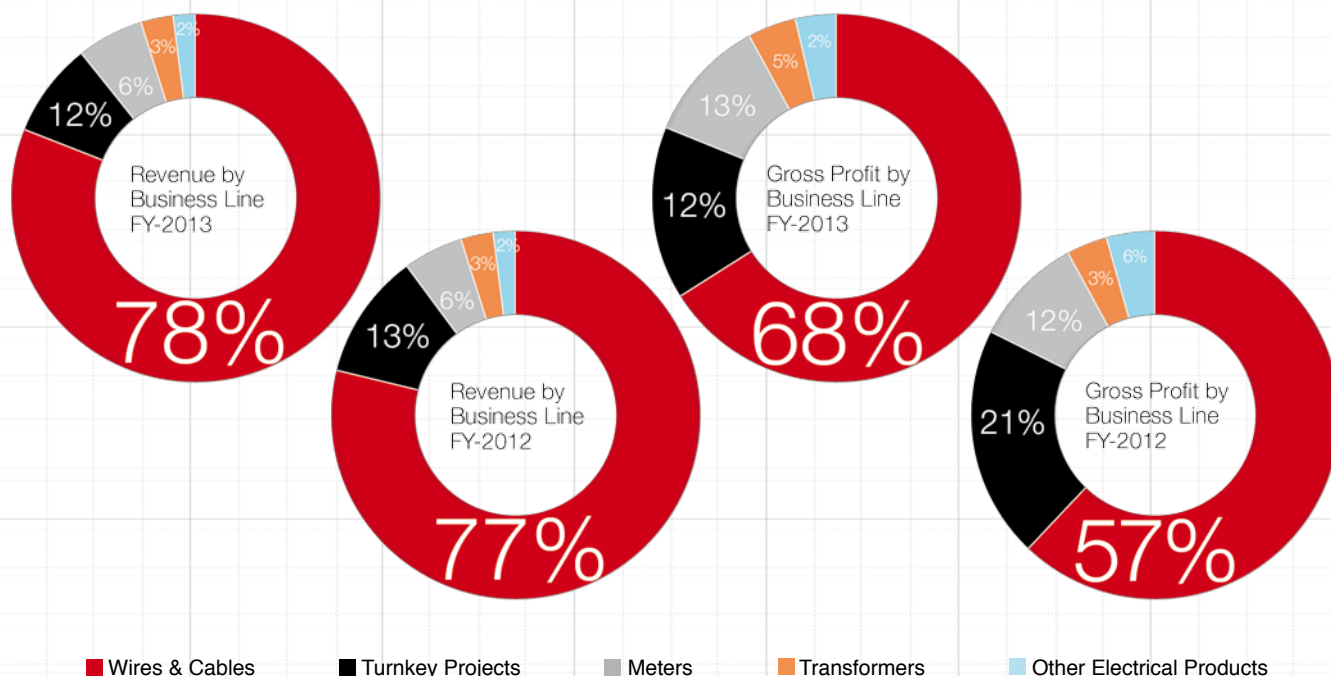
### FY 2013 versus FY 2012

- Consolidated revenues increased by 4% to reach EGP 15.1 billion for FY 2013, versus EGP 14.5 billion in FY 2012.
- Gross profit increased by 13% to reach EGP 2,065 million during FY 2013, versus EGP 1,832 million in FY 2012.
- EBITDA increased by 9% to reach EGP 1,182 million in FY 2013, versus EGP 1,085 million in FY 2012. Normalized EBITDA stands at EGP 1,395 million in FY 2013 after excluding one off impairments related to the wind of EGP 213 million.
- Net profit after Minority Interest decreased by 17% to reach EGP 96.5 million in FY 2013 versus EGP 116.5 million for FY 2012. Normalized net profit after minority interest stands at EGP 404 million as a result of one off impairments related to Syria of EGP 95 million and wind related impairments of EGP 213 million.





## Revenues and Gross Profit Contribution by Business Line



### REVENUE BY SEGMENT

EGP (000)'s

Segment	Q4-2013	Q4-2012	%	FY-2013	FY-2012	%
Wire & Cables	2,932,492	3,050,628	-4%	11,733,986	11,118,284	6%
Turn Key Projects	624,417	607,082	3%	1,786,625	1,880,070	-5%
Meters	170,548	222,856	-23%	901,987	836,843	8%
Transformers	62,177	95,715	-35%	398,024	388,235	3%
Other electrical products	70,190	73,917	-5%	278,371	288,875	-4%
<b>Total</b>	<b>3,859,825</b>	<b>4,050,199</b>	<b>-5%</b>	<b>15,098,993</b>	<b>14,512,307</b>	<b>4%</b>

#### Wires & Cables

Wires & Cables segment revenues increased by 6% to reach EGP 11,734 million in FY 2013 versus EGP 11,118 million in FY 2012. Gross profit in FY 2013 increased by 33% to reach EGP 1,406 million versus EGP 1,056 million in FY 2012. Gross profit margin increased by 27% to reach 12%.

#### Transformers

Revenues from the transformers segment increased 3% in FY 2013 versus FY 2012 to reach EGP 398 million, whilst gross profit increased by 60% to reach EGP 96 million in FY 2013.

#### Meters

Revenues from the meters segment increased by 8% in FY 2013 versus FY 2012 to reach EGP 902 million versus EGP 837 million in FY 2012 while gross profit increased by 15% to reach EGP 259 million in FY 2013 versus 226 million in FY 2012.

#### Turnkey Projects

Turnkey revenues witnessed a 5% decrease, reaching EGP 1,787 million in FY 2013 versus EGP 1,880 million during FY 2012. Gross profit also decreased by 35% to reach EGP 253 million in FY 2013 versus EGP 392 million in FY 2012.

# Elsewedy Electric Consolidated Financial Statement (Income Statement)

EGP (000)'s

L.E.	Q4-2012	Q4-2013	FY-2012	FY-2013
<b>Sales</b>				
Wires & Cables	3,050,628,461	2,932,492,115	11,118,283,671	11,733,985,741
Electrical Products	392,487,744	302,915,762	1,513,953,044	1,578,382,507
Turnkey Projects	607,082,389	624,417,134	1,880,070,432	1,786,624,669
<b>Total Sales</b>	<b>4,050,198,594</b>	<b>3,859,825,011</b>	<b>14,512,307,147</b>	<b>15,098,992,917</b>
COGS	(3,577,011,781)	(3,414,489,673)	(12,672,143,938)	(12,976,874,645)
<b>Gross Profit</b>	<b>470,061,746</b>	<b>388,092,960</b>	<b>1,831,515,923</b>	<b>2,064,875,894</b>
<b>Gross Profit Margin</b>	11.6%	10.1%	12.6%	13.7%
SG & A	(301,333,150)	(304,255,548)	(973,720,780)	(1,062,912,959)
<b>Other Operating Income/ (Expenses)</b>	<b>(45,892,259)</b>	<b>(85,445,470)</b>	<b>(112,592,204)</b>	<b>(206,920,729)</b>
<b>EBITDA</b>	<b>207,951,598</b>	<b>102,099,754</b>	<b>1,084,735,660</b>	<b>1,182,215,144</b>
<b>EBITDA Margin</b>	5.1%	2.6%	7.5%	7.8%
Depreciation & Amortization	(85,115,260)	(103,707,811)	(339,532,720)	(387,172,938)
Fx Gain / (Loss)	(3,250,834)	32,099,455	(96,847,851)	(11,390,697)
Provisions	(39,463,923)	(16,296,823)	(41,617,456)	(132,744,721)
<b>EBIT</b>	<b>80,121,581</b>	<b>14,194,575</b>	<b>606,737,632</b>	<b>650,906,787</b>
Interest Expense	(93,585,471)	(112,748,797)	(426,460,972)	(434,721,035)
Interest Income	1,708,877	9,802,994	48,048,786	24,417,366
<b>Interest Income / (Expenses)</b>	<b>(91,876,594)</b>	<b>(102,945,803)</b>	<b>(378,412,186)</b>	<b>(410,303,669)</b>
<b>EBT</b>	<b>(11,755,012)</b>	<b>(88,751,228)</b>	<b>228,325,446</b>	<b>240,603,118</b>
Tax	(21,406,855)	(2,393,024)	(82,389,733)	(106,074,477)
<b>Net Income</b>	<b>(33,161,867)</b>	<b>(91,144,252)</b>	<b>145,935,713</b>	<b>134,528,641</b>
Minority Interest	(15,381,411)	(2,647,754)	(29,394,891)	(38,026,848)
<b>Net Income After Minority Interest</b>	<b>(48,543,278)</b>	<b>(93,792,006)</b>	<b>116,540,822</b>	<b>96,501,795</b>





## You Can Ultimately Count On Us...

Customer satisfaction is one of Elsewedy Electric's prime tenets and the quality of our services has enabled the group to pursue further. Elsewedy Electric's mission is to assure our customers the most efficient product with highest quality and latest technology.



[www.elsewedy.com](http://www.elsewedy.com)

**ELSEWEDY  
ELECTRIC**

Integrated Energy Solutions



# Around The Globe

12-15 March 2013  
**Middle East  
Electricity**  
Dubai, UAE

Dubai has emerged as a cosmopolitan metropolis that has grown steadily to become a global city and a business hub for the Middle East and the Gulf region. Moreover, it is considered one of the most attractive unites for investment and business growth. Elsewedy Electric as a global leader in cables manufacturing and energy solutions participated in Middle East Electricity (MEE) that was held in Dubai.

MEE is the largest meeting place for energy industry professionals from over 100 countries worldwide. The 2013 edition was the most successful in



the show's 38 year history with more than 18,000 visitors, 1000 exhibitors from 54 exhibiting countries with around total attendance 47,000.

Middle East Electricity combines the mass reach of advertising, the targeting of direct mail, the persuasive power of face-to-

face selling, and the networking benefits of the Internet, to create a unique environment in which a wide range of sales and marketing objectives can be pursued, either singly, or side by side.

Elsewedy Electric believes that exhibitions can generate more

sales prospects per spend than almost any other form of marketing or promotional activity. Even in the new age of technology led communication, social media and the mobile internet, face to face interactions are still key to fostering profitable business relationships.

We Electric presented all 8 diversified energy segments; Cables & Accessories, Electrical Products, Energy Measurement & Management, Transformers, Communications, Wind Energy Generation, Solar Energy Solutions, Projects & Development.



## 8-12 April 2013 **HANNOVER** Hannover, Germany

The Hannover Messe is the world's biggest industrial fair. It is held on the Hannover fairground in Hannover, Germany. Typically, there are about 6,000 exhibitors and 200,000 visitors. The Hannover Messe started in 1947 in an undamaged factory building in Laatzen, south of Hannover, by an arrangement of the British Military government in order to boost the economic advance-



ment of post-war Germany. It proved a huge success and was hence repeated on yearly basis, contributing largely to the suc-

cess of the Hannover fairground in replacing the East German city of Leipzig as the new major fair city for West Germany. In the 1980s, the growing information and telecommunication industry forced the organizer Deutsche Messe AG to split the fair.

This year Elsewedy Electric was located in the hall with all the global players in the world of cables, wires and energy. We targeted around 200 visitors per day, according to the data analysis done by Elsewedy Electric Europe GmbH, we have

been ahead of target. Hannover Messe is always capable of generating opportunities on an international level; more than 80% of the solid opportunities are emerging out of the European market, where some corners are considered to be the most stable markets in the world.



## 14-15 May 2013 **African Utility week** Cape Town, South Africa

This market leading exhibition is the first port of call for senior decision makers from utilities, governments, large power users, IPPs, consultants, contractors and regulators to source the latest solutions or to meet new



clients and suppliers.

Over 250 suppliers from across the world will share their experience, case studies and best practices with you. No matter

what challenges you are facing at work, you will find someone with the answer to your most pressing questions.

Any company with an interest in Africa's power and water industry cannot afford to miss this exhibition. South African utility Eskom and the Ministries of Energy and Water Affairs as well as local municipalities such as Johannesburg's City Power and the City of Cape Town have been key event partners for many

years. Large African utilities such as TanESCO, SNEL, Senelec, UEGCL, KenGen, TCN, ZESCO, NamPower and many more are regular visitors.

It was a success for Iskraemeco, to attend this exhibition, meeting enormous potential new clients from countries as South Africa, Rowanda, Malawi and Uganda. As well as, promoting our new Mt880, in addition to, the excellent positioning in the market within competition.

## 19-23 May 2013 **Libya Build** Tripoli, Libya

The 9th International Building and Construction Exhibition Libya Build aims to improve the quality of Building & Construction sector in Libya, and to provide adequate solutions and alternatives backed with the most advanced technical means available.

It is considered the biggest exhibition to be held in Libya as it



transforms the parking area of Tripoli Sports City, an area of over 30,000 square meters into the largest ever exhibition centre sending a clear and unequivocal

message that the country is ready to do business.

This exhibition was very successful as we have met with a

lot of Building & Construction-experts which enabled us to develop our knowledge base and provide our clients with the best services.



**3-6 June 2013**

## **JIMEX**

**Amman, Jordan**

JIMEX 2013 is the last cycle of the first decade with more efficient drive; the 10th Cycle had more exhibitors, more international participations and pavilions, more visitors to exceed 7500 trade visitors. The attendants profile is covering, the



trade visitors, experts, engineers from the infrastructure sectors: Industries, electrical utilities,

water authorities, contracting and consultancy firms, official organizations and institutes. The record of JIMEX is including visitors from Jordan, Palestine, Iraq, Egypt, Saudi Arabia, Turkey, Gulf Countries, Germany and Korea.

Participation in this event opened our doors into huge business opportunities and strengthened our business relationship with our existing clients.

In additions to, gaining access to new business leads. In this event we were able to display the group's eight sectors and the complete energy solutions Elsewedy Electric provides.



**12-14 November 2013**

## **WACEE**

**ACCRA, GHANA**

Africa is blessed with mineral, physical, biological and energy resources. This is especially true for West Africa with its rich resources in oil, gas, solar-, wind- and hydro energy. These resources are both opportunity and challenge to society, politics and industry. While Africa may well hold the key solution to the world's energy crisis, the impact of human activity on nature and environment may also lead to challenging problems.

Growing economies and an increasing demand for energy require smart technology in energy generation, in energy efficiency as well as in water and waste management. WACEE'13 aims at providing a platform for power providers, technology suppliers, investors, industry experts as well as political and economic decision-makers to ensure a sustainable development of West Africa's energy and environmental ecosystem. The increasing demand for energy makes this exhibition an integral resource for the development of West Africa.



WACEE '13 has reached as high as 1,051 visitors (450 in 2012, + 133%) from 22 countries have participated at the event and according to the visitors' survey, 70.3 % of the visitors were decision makers. More than 70 speakers gave presentations at

the 3-day conference and 41 exhibitors showcased their latest technologies and solutions. Top-level ministers, diplomats and CEO's gave WACEE '13 a fantastic kick-off. The visitors came from Australia, Benin, Brazil, Canada, France, Ghana, Germany, India, Ireland, Italy, Ivory Coast, Netherlands, Niger, Nigeria, Norway, Senegal, South Africa, Switzerland, Ukraine, United Kingdom and USA. For Elsewedy Electric WACEE was an excellent event with 70 speakers, 41 exhibitors. 1,051 visitors from 22 countries and 70.3% decision makers.

**25-28 November 2013**

## **Big 5 Exhibition**

**Dubai, UAE**

Elsewedy Cables Yanbu is keen to present its achievements by participating in important exhibitions and events. This year the management decided to partici-

pate in one of largest exhibitions, BIG5, that was held in UAE, Dubai and covering the entire Middle East. More bonds were added with our valuable clients including new connections. Our participation in BIG 5 exhibition increased our clients' trust and also helped in increasing our 2013-2014 sales through signing new contracts during those fruitful exhibition days.







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- Regional Offices
- Main Export Countries

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Elsewedy Cement Alliances with sister  
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Elsewedy Cement is one of the biggest Egyptian cement companies with 100% Egyptian investment. The factory is operating with best expertise in the field, Danish technology and equipment. Our plant was built by successful contribution of sister companies and since the first days it is operating with Elsewedy power transformer.

## ELSEWEDY TRANSFORMERS

By applying strict quality control system and having high productivity up to 7500 tons per day, Elsewedy Cement achieved its main objective; to be the premier of Egyptian cement market and having a positive effect on the national economy.



**Power Transformers**  
32/40 MVA, 220/11 KV





# “Best facilities ranging from power plants to end-user electric energy amenities”

Our projects and development segment is considered one of the prominent services we offer, it is principally involved in the development, ownership, engineering, procurement, construction, operation, maintenance and management of engineering projects, varies from power generation, electricity transmission and distribution networks to the mechanical, electrical and plumbing works. We basically provide an integrated & environmentally safe service to customers from the beginning of the project to the delivery stage.

## Capabilities

- Finance, Design and Build
- Engineering, Procurement and Construction
- Engineering and Equipment Supply
- Operation, Management and Maintenance

## Scope of target projects

- Green Field
- Extensions and Upgrades
- Conventional Energy
- Renewable Energy

## Applications

- Power Generation
- Transmission and Distribution Networks
- Industrial, Commercial and Administrative



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