

Ducab دوكاب

Powering the Region



MARKET

Ducab is one of the oldest brands in the UAE, and yet firmly committed to state of the art technology and keeping ahead of the relentless progress demanded by local markets. Ducab was inaugurated by the late ruler of Dubai, Sheikh Rashid Bin Saeed Al Maktoum, in November 1979. Today it is one of the most modern manufacturing units in the region and is jointly owned by the Governments of Dubai and Abu Dhabi (50% each). Ducab is the one of the leading providers of copper products geared towards power infrastructure and is the first choice for prestigious Middle Eastern contracts due to a proven track record in quality. Ducab has the capacity to produce over 110,000 copper tonnes equivalent of cables a year. The product range covers High Voltage cables up to 132kV, Ducab Powerplus Medium Voltage cables up to 33kV, Low Voltage power cables, control and auxiliary, wiring and lead-sheathed cables, Ducab-Smokemaster low smoke and fume cables, and Ducab-FR (Fire Resistance Cables). Ancillary products include cable components and cable accessories, as well as copper rods that Ducab manufactures in its own copper rod plant. Ducab has supplied cables and wires for a number of landmark projects within the UAE and internationally. Some of Ducab's biggest projects in the UAE include Burj Khalifa, Dubai Metro, Emirates Palace, Burj Al Arab, Atlantis, The Palm and Yas Marina Circuit.

Ducab is already well established in the local market but its ambitions remain global in scale. It has been steadily improving its international reach through global contracts and has been a staple at world-class trade shows all over the world. Ducab has attended the Hannover

Messe show in Germany, GasTech in Amsterdam, OTC Houston in the US, Asian Elenex in Hong Kong, Project Qatar and African Utility week in South Africa amongst many others. The response Ducab's achieved at all these shows has cemented its position as a global contender and local leader. Ducab is definitely a UAE-based company with international appeal.



ACHIEVEMENTS

In 2009 Ducab celebrated its 30th anniversary of operations in the Middle East; a period in which the company has expanded its business tremendously in addition to receiving a number of highly-prized awards.

During 2009 Ducab was honoured with the Mohammed Bin Rashid Al Maktoum Business Award in Manufacturing Excellence. Ducab has also been awarded the Emirates Quality Mark

Award by the UAE Minister of Economy in 2008 as a result of a full assessment by ESMA's conformity assessment board.

The company also won the Dubai Quality Award Gold Category in 1998, 2004 and 2008, after demonstrating

tangible, sustained improvements over past performance. In recognition of their outstanding accomplishments in delivering added-value solutions to increase customer satisfaction, Ducab

was honoured with the Gulf Excellence Award in 1997. In 1991 Ducab won the RoSPA President and Gold Award; a non-competitive achievement based on Ducab's exceptional health and safety performance. Ducab has held the recognition continuously since 1991 in addition to being given the RoSPA Joint Manufacturing Industry Sector Award and the RoSPA Occupational Health & Safety Awards in 2002.

HISTORY

Dubai Cable Company came into being in December 1977 when the former Ruler of Dubai, Shaikh Rashid Bin Saeed Al Maktoum, announced the formation of a purpose-built cable manufacturing facility in Dubai. Operations began in 1979 and from humble beginnings the company has progressed a long way in powering the growth of the Middle East with advanced cable technology. Ducab's success is the result of the company's unflinching commitment to innovative technology and a relentless pursuit of quality in both products and services.

For 30 years Ducab power cables have been the backbone of the network that powers everyday lives across the region. To meet the growing demand of customers around the world, Ducab continues to expand its world-class factories and sales offices in the Middle East, North Africa, Europe and India.

PRODUCT

Ducab prides itself on setting, and maintaining, the highest quality-standards of power cables while employing skilled workers to operate state-of-the-art equipment and conduct extensive testing at every phase of production. Ducab currently produces over 110,000 cubic copper tonnes equivalent of high, medium and low voltage cables, emerging as the leader and the first choice of prestigious customers in the Middle East.

- Ducab's product range includes:
- High Voltage Cables up to 132kV
- Medium Voltage Cables
- Ducab Powerplus Medium Voltage Cables
- Ducab Powerplus Medium Voltage Cables for OGP Industries
- Ducab lead sheathed cables
- Low Voltage Cables
- PVC insulated Wiring cables
- XLPE insulated low voltage cables
- Ducab Smokemaster- Low Smoke & Fume Cables
- Low Voltage Control and Auxiliary cables
- Ducab Single and Multi core Fire Resistant Cables
- Instrumentation and Pilot Cables
- Ducab Connect - Cable Components and accessories
- Copper Rod and drawn wires



RECENT DEVELOPMENTS

Ducab doesn't believe in living in the moment. It's always planning ahead aggressively, ensuring it lives up to its responsibilities as a UAE firm making waves throughout the world. Ducab is working on its new Ducab-HV plant, the region's first dedicated high voltage cable systems manufacturing factory. The factory was announced in 2009 as AED500mn joint venture project between Ducab and the two major UAE utilities, ADWEA and DEWA.

The new joint venture company will operate from a 93,000 square metre facility that is built next to Ducab's facility in Jebel Ali and will be able to supply the region with 30,000 tonnes per year of high voltage cable. Slated to open in Q3 2011, Ducab-HV will have the capability to manufacture high voltage and extra high voltage cables in the range 66kV to 400kV, covering the highest voltage currently used in the GCC. Ducab takes great pains to ensure power is not just the UAE's current development but also caters to the country's demands in the future.

PROMOTION

Ducab realises that it doesn't exist in a vacuum. True success comes from generating positives for their stakeholders, agents, distributors and partners as well as for the UAE economy as a whole. Mindful of its responsibility to the UAE, Ducab has recently started a promotional scheme "Wire to Win DPL - Go see IPL" (Indian Premier League). The objective is to assist their UAE distributors in boosting Ducab LV wire sales promoting PVC, DuFlex and XL-LSF wires

in the secondary retail market within the UAE. Throughout the three month promotion period any distributor team member that scores over AED 5 million in sales wins a complimentary IPL pass for the final match in India. A retailer who manages over AED 1.5 million in sales wins two IPL



passes and, any of those over AED0.75 million win one IPL all expenses paid package to see the Finals in Chennai India. Even if the teams don't hit the sales target there are still plenty of incentives - from white goods to gift vouchers - that show Ducab's appreciation for its partners.

BRAND VALUES

Ducab prides itself on its technological prowess and engineering excellence. However, it is cognisant that an organisation is only ever as good as its team members and on ensuring the right results by finding the right people and relying on them to perform. Ducab's 1,000 strong workforce is comprised from all parts



of the globe. Along with UAE Nationals, other represented nationalities include Bangladeshi, British, Canadian, Egyptian, Filipino, Indian, Indonesian, Iraqi, Jordanian, Lebanese, Malaysian, Nepali, Omani, Pakistani, Palestinian, Romanian, South African and Sri Lankan. Age is no bar at Ducab either: their employees range between 18 to 63 years.

Cumulatively, Ducab's team has over 10,000 years of experience - a stunning figure. This is what helps them excel consistently and relentlessly. Ducab has one of the lowest employee turnover rates in the region, which is testament to the company's ability to identify, train and retain the best talent while ensuring they develop along with the organisation.

Ducab is also committed to a national development programme. 43% of upper management comprises of UAE nationals, while 15% of the rank and file staff are Emiratis. In the near future Ducab aims to further focus on developing its workforce, ensuring that all



individuals benefit from the Ducab experience and fulfill their potential.

Overall Ducab is mindful that its success derives from a skilled and motivated workforce and steadfast business partners. It looks forward to cultivating both in the long term.

www.ducab.com



Things you didn't know about Ducab

Ducab HV, as joint venture initiative with DEWA and ADWEA, is the first cable manufacturing company to manufacture High Voltage cables in UAE which will be operational by early 2011.

Ducab is the only power cable company in the UAE that operates a copper rod factory.

In one year, Ducab's factories in Dubai and Abu Dhabi can manufacture a total of 110,000 tonnes of high, medium and low voltage cabling which is equal to the weight of more than 120,000 Toyota Land Cruisers.

Every week Ducab produces ten million metres of insulated building wire cables which is enough each month to circle the globe.

Ducab facilities occupy an area of 880,000 square metres which is equivalent to the length of 81 football fields.

Ducab Copper has a 25% share of the imported copper market in India, making it the leading supplier of imported copper rods in the country.

Superbrands