

Ducab دوكاب

Powering the Region



MARKET

Ducab is a complete cable system solutions company that provides quality cables at international standards from its manufacturing facilities in the UAE. Its Jebel Ali Headquarters was officially opened in November 1979 by the Former Ruler of Dubai, Shaikh Rashid Bin Saeed Al Maktoum. It is a UAE company, jointly owned by the Governments of Dubai and Abu Dhabi. Ducab has four main facilities in the UAE; one in Jebel Ali, a Copper Rod factory in Mussafah and two factories in Abu Dhabi. The company is renowned for having one of the finest manufacturing units in the world and one of the longest CCV lines in the world for the manufacture of 11kV and 33kV medium voltage cables. The Jebel Ali facility also incorporates the very latest in production machinery and testing equipment.

ACHIEVEMENTS

Dubai Quality Award Gold Category was won by Ducab in 1998, 2004 and 2008. The award is presented to organisations from all sectors of the economy that have been previous winners of the Dubai Quality Award (DQA), after demonstrating tangible sustained improvement over past performance. Gulf Excellence Award was awarded to Ducab in 1997. This Award recognises the outstanding accomplishment of Gulf Corporations who deliver added value solutions to increase customer satisfaction and who improve overall organisational performance and operating capabilities. RoSPA President and Gold Award was awarded to Ducab in 1991 as a non competitive achievement award based on Ducab's individual occupational health and safety performance and has been held by the company continuously for eighteen years. Ducab was awarded the RoSPA Joint Manufacturing Industry Sector Award of the prestigious Royal Society for the Prevention of Accidents (RoSPA) Occupational Health & Safety Awards in 2002. The award is an acknowledgement of the fact that Ducab has set standards of safety and occupational health comparable to those with the best in the world.

In 2008 Ducab was awarded the Emirates Quality Mark Award by the UAE Minister of Economy. The EQM award was the result of full assessment by ESMA's conformity assessment board. 107 tests were witnessed by ESMA over a period of 28 days and Ducab's quality management systems at the Dubai and Abu Dhabi factory were also audited and products were tested and witnessed by ESMA auditors. Ducab has recently opened a new copper rod facility, the first of its kind in the UAE. The facility represents an investment of \$45 million and comprises the very latest state-of-the-art machinery located in a purpose-built 3,000 sq m production facility.

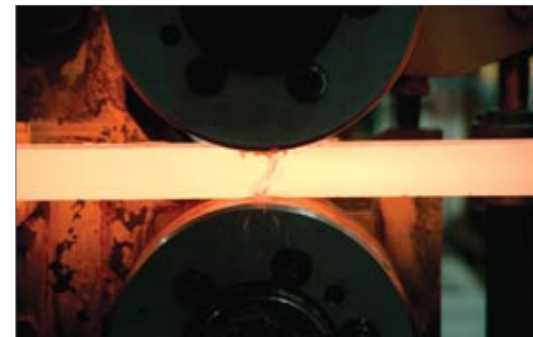
HISTORY

Dubai Cable Company (Private) Limited 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. Work on the factory building at Jebel Ali started in June 1978 and was completed in November 1979. From a humble beginning to becoming a regional giant with 100% local holding, Ducab has progressed a long way in powering the growth of the Middle East with advanced Cable Technology. Although the company's products are hidden underground and behind walls, Ducab's reputation is known to the world as a leading name in quality power cable solutions.

In 2005 Ducab opened its new factory in Abu Dhabi. Ducab's success is the result of the company's unflinching commitment to continuous innovation and technology and a relentless pursuit of quality in both products and services.

The company, jointly owned by the Governments of Dubai and Abu Dhabi (50% each), has one of the most modern manufacturing units in the region, occupying an area of 590,000 sq meters in Jebel Ali, nearly 220,000sq meters in Mussafah 1 factory and 109,000 sq meters in Mussafah 2 factory in ICAD, Abu Dhabi. Today Ducab produces over 110,000 copper tonnes equivalent of low and medium voltage cables, emerging as the leader and the first choice of prestigious customers in the Middle East.

For nearly 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 region and the world Ducab continues to expand its world-class factories and sales offices across the Middle East, North Africa, Europe and India.

Ducab prides itself on setting and maintaining the highest quality standards of power cables. Experienced and highly skilled employees operate state-of-the-art equipment, and conduct extensive testing at every phase of production.

PRODUCT

Ducab uses state of art technology to manufacture Copper rod, drawn wires and bars along with a variety of High, Medium and Low voltage cables.

The detailed list of Ducab's product range includes:

- High Voltage Cables
- Ducab Powerplus Medium Voltage Cables
- Lead sheathed cables
- XLPE insulated low voltage cables
- Ducab FR- Fire resistant cables
- Ducab Smoke Master; Low smoke and fume cables
- Instrumentation and Pilot Cables
- PVC insulated wiring cables
- Low voltage control and auxiliary cables
- Duflex- Flexible cables
- Ducab Connect- Cable components and accessories
- Copper wires and bars

Due to the superior quality of these cables, Ducab have supplied cables for major landmark projects not only within the UAE, Oman and Qatar but worldwide. Listed below are some of the projects where Ducab cables have been used.

In the UAE this includes; Burj Dubai, Dubai Mall, Dubai Metro, Mall of the Emirates, Emirates Towers, Burj Al Arab, Atlantis, The Palm, Dubai



International Airport, Street Lighting in Dubai and Burjuman Centre (Dubai) and in the other Emirates of the UAE this includes; Etisalat Building, Emirates Palace Hotel (Abu Dhabi) and the Sahara Shopping Mall (Sharjah)

In the GCC this includes; Ritz Carlton Hotel, Intercontinental Hotel, Doha Sheraton Conference Hall, Royal Plaza (construction in progress), Ras Gas Project, Lulu Centre and the Dasman Hypermarket (Qatar), Central Bank of Oman, Sur Hospital, American International School, Al Manah Power Station and the Oman Culture Centre (Oman), Sur Hospital Bahrain, Gulf Air Headquarters, Bahrain City Centre, Bahrain Financial Harbour and Alba Aluminium Company (Bahrain), Kuwait Oil Company and Kuwait National Petroleum Company (Kuwait)

In Asia this includes the Public Utility Board (Singapore), ICC Tower, HSBC Corporate Office (Hong Kong) and the Delhi Metro (India).

RECENT DEVELOPMENTS

Ducab's products are supported by a range of value added services which enable customers to gain maximum advantage from the products they use. Ducab has set up a comprehensive customer satisfaction programme to achieve customer retention and build alliances with its customers. Some of these value added services include:

A jointer academy to enhance knowledge and upgrade skills in jointing and laying cables. The primary cause of failure of electrical cables and faults in electrical distribution networks is associated with joints and terminations. It was this realisation that prompted Ducab to set up the Jointer Academy in 2000 at its factory in Jebel Ali, Dubai.

Ducab Jointer's Training Academy has published a pocket sized 'Jointer's Guide' booklet which is distributed as part of the training material. The Jointers Guide sets out, in a clear and simple way, the important technical procedures that need to be followed in ensuring reliability in the electrical supply network.

E-Next is a unique online information service that can be easily accessed by Ducab's customers from anywhere in the world. E-Next provides up-to-date information on the order status and various other important aspects related to Ducab.

Ducab Select is Ducab's locally developed cable selection programme which has been specifically developed by Ducab engineers to help customers select the correct cable size for LV circuits under a given set of installation conditions.

As an integral part of the company's mission, Ducab endeavours to be a socially responsible company. This can be seen in its involvement in the community and its environmental concern and health and safety practices.

Youth development – Ducab is an active sponsor of the following:- Dubai Men's and Women's colleges - Higher Colleges of Technology and the UAE University.

Sports – Ducab encourages active participation in team sports and sponsors the Annual Ducab Football Tournament, Annual Ducab Cricket Cup and Men's open Golf Tournament.

Environment – Ducab is conscious of its responsibility towards the environment and is a sponsor of the Emirates Environmental Group

(EEG), Dubai Municipality Clean the Earth Day. Ducab's commitment to implementing environmental initiatives through Environmental Management System has resulted in it becoming the first company in the region to be awarded the ISO 180001 certification. Ducab has embarked upon a programme of consultation with EEG and with customers and suppliers to coordinate efforts towards a better atmosphere around us.

They strive to have competitive cost, highest quality cable manufacturer in the world and

thus generate the necessary income to satisfy the aims and aspirations of their shareholders,

employees and the community in which they operate.

They conduct their business with total integrity. The true force behind Ducab's achievements is its "Spirited and Passionate People". With twenty nationalities, this multi-faceted and multi-cultural environment attracts the best people from the UAE and abroad.

In support of the local community, Ducab's unique UAE National Development Programme provides new Emirati employees with exciting careers and training opportunities. Comprehensive training programmes have also been devised for every employee to help them in their career and personal development.

Ducab proudly serves its prestigious customers with advanced cable solutions in a rapidly changing world.

Ducab...Innovation and creativity.... Powering the region....

www.ducab.com

Things you didn't know about Ducab

Ducab is a complete cable system solutions company with manufacturing facilities at four locations in the UAE. It is jointly owned by the governments of Dubai and Abu Dhabi.

In one year, Ducab's factories in Dubai and Abu Dhabi can manufacture a total of 180,000 tonnes of high, medium and low voltage cabling, which is equal to the weight of more than 120,000 Toyota Land Cruisers.

Ducab's high voltage cables with a range of 132 kV, used in high electrical load projects such as power generation stations, can power up to one million light bulbs.

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

Superbrands

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