

Q1: Ducab's mission remains committed to the aims and aspirations of its shareholders, employees and the community in which it operates. How does it contribute to the welfare of the community? What have been the recent achievements in this regard?

Ducab has particularly focused its recruitment policy on a process that the company refers to as 'Emiratisation'. This refers to the company's drive to ensure that its workforce more explicitly represents the Emirate community within which Ducab is based. Ducab has placed the policy of Emiratisation at the centre of its recruitment practices, and this has been reflected in the increasing representation of the local community within the business.

In 2007, there were only 17 UAE nationals employed within Ducab. Today, the same figure has nearly quadrupled, with currently 63 Emirate nationals being employed by the company. Furthermore, this Emiratisation has not only occurred at 'shop floor' level, but has also been reflected in the upper echelons of the company. UAE nationals now make up 33 percent of the Ducab's senior management, and over 20 percent of the company's middle managers.

Ducab prioritises the recruitment of people from within the native community, and within the company runs numerous initiatives intended to ensure that Emirate nationals develop and gain practical experience within the company. Anyone visiting Ducab sites will see many UAE nationals in many leadership and technical positions.

With a huge cultural change having occurred in the company's workforce, Ducab have nevertheless confirmed that they intend to strengthen this process over the coming years. Ducab's Chairman has publicly stated that the company continues to expand its Emiratisation policy within the administrative and engineering levels of the company, as the drive for its workforce to reflect the local community continues.

Q2: It has often been mentioned that Ducab's strength lies in its diverse, unified and competent workforce. How does Ducab look after their developmental needs and present itself as an employer of choice?

Ducab's expansion strategy is reliant on three hubs, and the human factor is always at the forefront of the company's policy in this regard. Ducab regards its workforce as the most important source of power for Ducab. The company selects its employees from all over the world for its overall workforce over 1,200 employees. Ducab can truly be considered a multinational employer, with employees amongst its workforce being drawn from 22 nations in total.

Ducab also attempts to motivate its staff in terms of creativity, innovation and development by annually selecting an ideal employee who has provided ideas that contribute to the development of the company and added value to its enterprise. Ducab also has a suggestion scheme whereby employees can submit ideas that contribute to the development of the company, and the best ideas are financially rewarded.

As part of Ducab's continual improvements objective, the company has also adopted the Six Sigma methodology pioneered by Motorola. Furthermore, Ducab has implemented the Japanese 5 'S' System that aims to make the working environment more conducive for productivity, innovation and efficiency.

The team that has been assembled at Ducab has a collective 10,000 years of experience in the wire and cable industry. Ducab does all that it can to foster and nourish a family atmosphere within the company, and job satisfaction within the Ducab is frequently reported to be extremely high.

Q3: What makes Ducab's cables, the cables of choice all over the GCC region and even elsewhere around the world?

Ducab's cables have been commended for their quality. All of the company's cables comply with British and international standards, and are approved by the British Standard of the BASEC, UK, Loss Prevention Certificate Board (LPCB), UK and Lloyd's Register, UK. These certifications are the latest in the field of cable excellence and are only awarded to companies that receive prestigious honour in the Gulf region, of which Ducab is one. Furthermore, Ducab was a two-time gold category winner of the Dubai Quality Award,

in 1998 and 2004.

Q4: What was the objective behind the dragon boat race and how far did the campaign achieve its objective?

This campaign was intended to engage cable dealers and distributors in the electrical industry, as well as raising awareness with regard to faulty cables. The campaign also involved Ducab with opening communications with the Dubai Civil Defense Department and Dubai and Abu Dhabi municipalities, in order to ensure quality imports moving forward.

During the four-month campaign, Ducab asked the ten distributors that work with the company through several smaller dealers to promote products that have been explicitly tested for safety. Amongst these were cables manufactured by Ducab. The campaign was intended to highlight the fact that a lot of faulty cables enter the marketplace, which compromise both safety and security. Such wires were partly responsible for fires which occurred in Sharjah.

The campaign was also helped promote loyalty among clients, sportsmanship and competition. Ducab did not spend a great deal of money on this campaign, yet experienced a big return on investment with regard to the long-term nurturing of relationships. Also, the 850 dealers involved sold in excess of Dh140 million during the campaign, which was considered a very significant achievement.

Q5: How significant a role have Oil, Gas and Petrochemical products played in Ducab's product range and their performance?

Ducab considers the oil, gas and petrochemical (OGP) market to be a significant part of its overall operation. The company exhibits its OGP products at trade shows such as the Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC), which is the largest event for the industry in the Middle East.

The company's OGP projects range from upstream clients such as oil and gas production facilities to large midstream projects involving pipelines and infrastructure, as well as downstream concerns such as fertiliser and refinery concerns. Ducab also supplies brownfield projects.

In 2011, the company recorded a 250% increase in sales to the Oil, Gas and Petrochemical sector, and won important contracts in the field, such as an Dh213 million contract for work on the Abu Dhabi Oil Refining Company's Ruwais Refinery expansion. This upward trajectory has continued since, and Ducab intends to further expand its operations in this area in the future.

Q6: Ducab has earned acclaim for the high-quality power cables it manufactures. How does it ensure that its products remain consistent in quality? What methodology does it follow with regards to its quality checks?

Ducab prides itself on the quality of cables that it produces, and goes to great lengths to ensure that its products are of the highest quality possible. The company is one of the founding members of the Dubai Quality Group, and put a great deal of effort into achieving a consistent improvement in the quality of its products. Consequently, in 1993, at a time when Quality Management Systems and ISO 9000 standards were relatively unknown in the Dubai region, Ducab achieved certification to ISO 9002.

Ducab has always upgraded and maintained its Quality Management Systems to the latest version of ISO 9001 and this is evident from recent approval to its 2008 version certification. The company's management systems and products are certified by BASEC UK (British Approvals Services for Electric Cables), a specialist certification body in the cable industry.

The policy at Ducab is to manufacture electrical power cables of the highest quality, with the company's Management Systems being audited at regular intervals by BASEC UK, Lloyd's Register UK, LPCB UK and ESMA UAE. In addition, Ducab's factory operations and management systems are also audited and approved by major customers such as DEWA, ADWEA, EMAL, ABB, SIEMENS, AREVA and ALDAR.

Q7: What are the certifications that Ducab has received and what areas do they cover?

Ducab has won the ISO 9001:2000 quality award for both of its factories. Its Abu Dhabi factory was recently awarded an ISO 14001 Environmental Management System certificate and an OHSAS 18001 Occupational Health and Safety Management System certificate by the British Approval Services for Cables (BASEC).

Q8: Recently, Ducab was awarded the ‘Superbrand’ Award for the 4th successive time. What is the significance of this achievement and where does Ducab head from here?

Ducab was one of only a few industrial and manufacturing companies honoured with the ‘Superbrand’ recognition, an award for consumer and retail marketing excellence. Out of 1,341 companies shortlisted, only 54 won the ‘Superbrand’ distinction.

The company has committed itself to maintaining and even improving its tremendously high standards of products, service and employee development in order to receive this rare honour again in the future.

Q9: What is Ducab’s stance with regard to sustainable development? Has it taken any measures to work towards this aspect in its daily operations?

Firstly, Ducab has opened a factory for recycling scrap copper from the daily operations of its factories, allowing it to recycle up to 100% of the copper scrap produced in Abu Dhabi and Dubai.

Ducab also imposes procedures and strict measures for the treatment and refining of sewage through the establishment of dedicated stations. It refines up to 100% of wastewaters and reuses them for irrigation purposes.

Ducab also utilises new sanitation facilities without water. It plans to circulate them to all its headquarters and premises, where this new technology will provide nearly one-million gallons annually, which is equivalent to Dhs52,000 a year.

During the current year, Ducab also plans to use effective hydrants and ventilators to reduce usage of water. The rate of water usage reduction at sanitations is estimated to be in the region of 30%. In addition, the company has launched a campaign to save energy by using motion sensors and a technology that reduces energy consumption for each of the tonne of construction units. Ducab has also developed a special industrial lighting that provides the same level of lighting with less energy consumption.

Regarding cutting its carbon footprints, Ducab strives to use materials that conform to international standards (REACH) and uses environmentally-friendly materials especially with respect to lead. Ducab is the first company in the Gulf region that began the use of insulating materials to world class standards.

The company produces unleaded plastic to avoid health risks, and has also started the recycling of waste plastics.

Q10: How significant have the construction and hydrocarbon sectors been in the Ducab success story?

Ducab's profits have surged on the back of increased sales within the Abu Dhabi construction and hydrocarbon sectors. The company increased its sales by 39 per cent to Dh4.9 billion in 2011. Operating profits from the underlying business also doubled, and the company expects this upward trend to continue in the future.