



December 2008

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Welcome!

As we approach the end of another year we say hello to all our employees, partners and customers around the world.

This year has been another very busy and largely successful one for us with another record in both output and turnover. Thank you all for your support.

We have had many success stories this year with new product developments, investment in new plant and facilities, including the new Lucy Middle East offices in Dubai, and lastly but certainly not least many new starters, to all of them a very special welcome.

In this edition we review the new Low Voltage Distribution Fuse Cabinet development, look at

our new office facilities in the Middle East, at several of the exhibitions that we attended during the year and features on customer visits to our facilities. There is also an article on our longstanding agent in Kenya, our friends at Ketco.

We are cautiously optimistic about 2009 but no doubt we will experience some interesting and uncertain times ahead. We remain committed to growing the business and with your support we are sure that we will go from strength to strength.

In the meantime we would like to wish all readers a very happy and prosperous 2009.

“ Thank you all for your support. ”



Reception

Lucy Middle East FZE has relocated

After humble beginnings in 1997, when the commercial office had only four employees, the responsibilities of the regional office has grown dramatically over the last 11 years. It now covers the Sales and Marketing activities of the business for more than 20 countries in the Middle East Region.

Staff numbers have risen in line with the business growth. The commercial office of LME now employs 23 staff covering all aspects of the business from Sales through Contract Management, Logistics and After Sales Service.

With a view to increasing the customer-orientation of the business and in order to support the ongoing improvements in areas of customer service and training, Lucy Middle East FZE has relocated to new purpose built premises, still within the Jebel Ali Free Zone, but closer to our manufacturing facility.

The new 600m² two storey office and training facility has much improved the visual aspect of Lucy Middle East FZE. The modern and open plan offices have greatly enhanced the working environment for the staff and have added to the professional image of the regional commercial operations of Lucy.

The modern facility will be fully equipped with video conferencing, a state-of-the-art training facility and a product-demonstration room, and will cover all aspects of customer training.



Mr. Ahmad Tabarani, Regional Sales and Marketing Manager



Accounts



New state-of-the-art facility

Lucy Switchgear, Thame plans new Low Voltage Distribution launch

Frenetic activity within the design and engineering department, located at our facility in Thame, UK, will shortly ensure the wraps come off our new LV Distribution Fuse Cabinet development.

Innovative applications research utilising the very latest investigative technology using thermal imaging and high speed cameras have allowed us to develop a patented fuse distribution system that offers excellent safety features and benefits to the operator.

The redeveloped range will cover Transformer Mounted Cabinets, Cable Connected or Direct Coupled Ground Mounted Pillars, Root Mounted Mini Pillars and Indoor Wallboards, all in accordance with EATS 37-2, issue 4:2004



Bus Bar ratings will be 800/1600/2000/2500A with options available to specify single Fuseways up to 800A, MCCB's up to 1600A and ACB's up to 2500A.

Register your interest with us at www.lucyswitchgear.com/newlvdistribution to receive our pre-launch brochure.

Visit of Hebron Municipality

We recently welcomed Mr Kamal Dweik and Amjad Zada from the Hebron Municipality, Palestine. Through our representative Imad Kamal we have supplied our

Sabre type Vacuum Ring Main Units to improve the network in the territory.



Mr Dweik inspects the Sabre units before despatch with Istvan Pokoly and Ahmad Al-Tabarani looking on.



Pictured above (left to right) are: Dr Dweik, Carl Sellick – Sales & Marketing Director, Ahmad Al-Tabarani – Regional Sales & Marketing Manager, Mr Amjad Zada, Mr Imad Kamal, Ahmed Abdallah

SSE Training Programme

Lucy Switchgear welcomed the opportunity to assist Scottish and Southern Energy in their training programme for new apprentices and management trainees once again. Over two days the 25 delegates were given a comprehensive overview of the product range. The workshops were hosted by our Product Managers who were able to illustrate the principles without extensive product overload. Topics covered included Medium Voltage Vacuum SF6 and oil based switchgear principals, along with automation schemes, overhead switching technology, Cut-outs and LV switchgear. This event followed on from similar training sessions presented to DNO's earlier in the year.

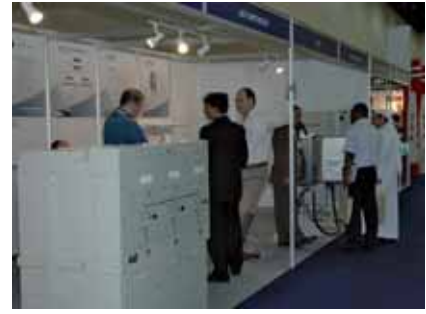


The session was further supported by a tour of the manufacturing plant, led by our Operations Manager, where they watched state-of-the-art injection moulding processes being used in the manufacture of the Lucy Switchgear range of Cut-outs

Dennis Pearce of Scottish and Southern Energy's Operational Training Team is responsible for providing trainees with a range of presentations from their company experts, and where possible, from outside suppliers to aid them in their development.



Dennis commented: "I was very pleased when Andy Courtney responded to my request for him to provide a presentation and tour of Lucy Switchgear's manufacturing facility at Thame. My main objective was for the trainees to gain an overview and understanding of the medium and low voltage equipment that Lucy Switchgear supply to us, as they will be working with this equipment during their time at SSE. Having since spoken to most of them since the course, they feel that both they and Lucy Switchgear have benefited from the experience. This is because some of the trainees have already used the equipment and so felt that they could talk to the design team from a 'user' perspective. In addition, they really appreciated being able to see the range of equipment that is available on the market. All of the trainees express their thanks to everyone at Lucy Switchgear for an enjoyable and beneficial experience".



Lucy Exhibits at IIR Middle East

Although most of us exhibiting at the recent Power Generation & Water Middle East Exhibition in Abu Dhabi had a 300km round trip to get to the event, it was extremely worth the time and effort that everyone put into it.

The show gave Lucy Switchgear an excellent platform to meet with several key contacts in the utilities companies; DEWA, ADWEA and AADC, plus meet with large contractors in the local market and the Middle East regions of Qatar, Iraq, Iran and Yemen. We also had many opportunities to meet with our existing customers in the region and discuss the current marketplace, projects and introduce our new sales team to our customers.

The two main objectives of the event were to assess new competitors and players in the region, to help us understand their approach to the market and demonstrate our new products; Sabre VRN2a with Gemini RTU and the Multi Circuit Range 'MCR', both of which met with very promising customer feedback.



DEMSEE 2008 –

Deregulated electricity market issues in South Eastern Europe

In September 2008, Lucy Switchgear attended this international conference in Nicosia Cyprus, as a co-sponsor with the Electricity Authority of Cyprus (EAC).

Over 200 delegates from the region attended the technical conference over the two day event and were able to choose from over 60 technical papers run in parallel sessions. The control of wind turbines, new heatshrink materials for cable box terminations to the use of solar power were some of the topics being presented. A paper on "Power Distribution Automation" was presented by Lucy Switchgear as part of our contribution to the technical discussions.

Delegates were also able to attend our Lucy Switchgear stand, where they could discuss our latest innovations in Low Voltage Cut-outs to the latest Automation products and systems.

Graham Pryce (International Sales Manager) and Bill Carlyle (Business Development Manager – Automation) represented Lucy Switchgear at the conference, together much appreciated assistance from our long standing agents, J N Christofides Trading Company Ltd (Andreas Nicolaides).



EP China – 12 to 14 November 2008

In a country as vast as China, which hosts over 100 Power and Electrical exhibitions per year, the first challenge is to select the best show to exhibit at. EP China has been running since 1986 and rotates between Beijing and Shanghai. The 2008 show, held in Beijing, saw 400 leading global suppliers from 20 countries/regions. Amongst them were ABB, Siemens, Schneider, Areva, GE Energy, Hyosung, Eaton, Toshiba, Hitachi, Japan AE Power, EDF, Tamco, Du Pont, Dow Corning, Exide and Rittal.

Lucy Switchgear anchored the BEAMA UK pavilion, using for the first time, outside of the Middle East, an external stand contractor to complete the design and build.



Displaying the indoor variant of the 3-way MCR, Andrew Evans, Export Sales Manager and Carl Sellick, Sales and Marketing Director met with engineers and buyers from the many provincial electricity companies as well as several local MV switchgear manufacturers keen to set up joint ventures to cater for the sizable domestic market.

There was strong interest in the Rapier and Gemini ranges from the rural provinces who, like their counterparts in the UK, are under pressure to provide more efficient and reliable overhead networks.

With the global heavy weights of Schneider, ABB, Areva and the like having already established themselves in the Chinese arena and with many of them also having their own manufacturing facilities there, China will be a challenging new territory for Lucy Switchgear and will demand competitive and innovative new products to break into this still growing marketplace.



Lucy Switchgear (UK) and Ketco Kenya

Kenya has long been an important part of the British Commonwealth and therefore has very strong links both socially and economically with the UK.

Nairobi, the capital, is home to the ministries of energy and communications and our agent Ketco (Kenya Energy & Telecoms Company) who works with them on a daily basis. Chris Murunga, the Managing Director, started the company when he took early retirement from the Kenya Railway Authority where he was Director of Finance.

One of our key clients in Kenya is the Kenya Power & Lighting Company (KPLC), which was originally derived from the East Africa Power Company, set up in the 1950's by the British government. Today KPLC is one of the most important government operations in the country and maintains an ambitious programme of refurbishment and new projects in order to keep up with the developing infrastructure in farming, industry and tourism.



Chris Marunga - Managing Director of Ketco

Ketco is a family operation and acts as a very successful agent for Lucy Switchgear. In fact, Ketco will soon be marking the 20th anniversary of the relationship between principle and agent. The importance of daily communications between the UK & Kenya, combined with the efforts of all Ketco employees has resulted in a real success story, and together we have achieved consistent customer satisfaction, high levels of commercial activity and long term business for Lucy Switchgear. Lucy, from its UK operations in Thame, supports Ketco by giving regular technical seminars and visits to the Kenyan market. Lucy & Ketco make a great team and together have set a perfect example of how a principle/agent relationship can succeed.

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