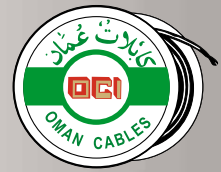


Life Wire

OMAN CABLES IN-HOUSE PUBLICATION S/No. 12



Oman Cables
sets a new paradigm

2010

Corporate Governance
Excellence Award to Oman Cables



Corporate
Governance
Excellence
Award.....

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Fast track
project.....

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The first batch
of Omani
engineers ...

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Message from VCMD



Hussain Salman Al Lawati
Vice Chairman & Managing Director

The year 2010 was a relatively difficult year. OCI's ability to grow consistently through business cycles has been its hallmark with growth in revenues and earnings despite challenges of uncertain Global economy, high volatile commodity markets, high cost of raw materials and factors like intensified competition from Global players.

Several factors have contributed to this enviable track record. These include best-in-class project execution, farsighted planning, world class machinery, use of contemporary technology and utmost financial discipline. We continue to focus on improving efficiency, leveraging on the quality of our assets and remained resilient during these turbulent times. This reflects the strength of our business model, robustness of our systems and processes and above all, indomitable spirit of our people to succeed.

OCI philosophy comprising of customer care, employee care, community care and environment care and each of these areas meticulously handled while drawing strategies for the company.

OCI believes that its people are the biggest strength to realize its vision to create a world-class organization. OCI is a young, energetic and vibrant company with over 650 employees with 55% Omanization.

The company is continuously investing in training its people particularly to develop Omani talent in the company. Our HR Department has organized 32 different training courses during the year 2010 in which 80 Omani employees participated and benefited.

More and more Omani engineers and diploma holders being inducted on our hi-tech systems and honing their skills to operate these advance technological machinery and processes. Management remains keen to give their local talent pool an experience of working internationally and managing in a new culture by deputing the Omani employees to the supplier base in Finland and Düsseldorf, Hannover. This brings enormous value to the organization and ensures sustainability in the operations.

During the first ten years of operations, Oman Cables had

90 Omani employees and in the next ten years of operations the number of Omani employees have increased significantly to 350 noticeably in the technical and core functions of the company. Omanization Middle Management programs is progressing well in production of low voltage cables, production of medium voltage cables, continues improvement, information technology, metal procurement activities, HSE, IT enabled applications and product promotional activities.

I congratulate the Omani employees who have availed OCI's Educational Assistance program and successfully completed a four years Diploma in Electrical Power Engineering at Caledonian College in 2010. Management particularly focuses and gives complete assistance to aspiring Omani employees for a long term career to pursue professional diplomas and degrees through company's Educational Assistance Program.

Our business portfolio is strong and we are expanding Globally. We want to mould future generations by applying its engineering expertise so that machines and advance systems operate more efficiently to complete Globally.

Message from CEO



Hans Meiring
Chief Executive Officer

Dear Colleagues,

I am proud that we as a team continued our good performance and achieved higher sales and profitability in the year 2010 compared to the previous year.

The year 2010 has shown an improved performance over the previous year where some major economies are still in negative territory.

Oman Cables achieved sales of RO 191.8 million, a growth of 23% and achieved a profitability of RO 8.3 million, an increase of 23% over the previous year.

I am happy to report that Oman Cables' Joint Venture with Takamul viz., Oman Aluminium Processing Industries LLC (OAPIL) has successfully started its commercial production and exported Aluminum rods to various in the GCC and Europe regions. The company also made remarkable achievement in pursuing product approvals with

Utilities locally and internationally. OAPIL achieved a total Sales of RO 11.8 million for the part of the year since commissioning in July 2010. Thus the group turnover achieved was RO 200.9 million an increase of 29% compared to 2009.

Oman Cables now rank no. 61 among the top listed Cable companies of the World based on 2010 revenues as published by Integer-research of the United Kingdom. Oman Cables is continuously expanding by enhancing its product offering, its international footprint, its technology portfolio as well as green initiatives in line with Global Norms.

We have also been successful to achieve a higher market share in the domestic market despite intensive competition from Global players. The new accreditation of BASEC positioned the company well and secured new orders from existing customers as well as from new customers in the Global Domain.

During the last few years the Company assigned greater importance to its technical development and enhanced the technology portfolio of the company. The Continuous Improvement Department that was established two years back continued to pursue developmental activities both in-house and in collaboration with other Global Institutes to service our customers needs.

The company is now focusing on knowledge management which

would help to benchmark quality, service, delivery, and providing a yardstick for operational productivity. Competency based training are provided to newly inducted Omani engineers and graduates at entry, lower and middle management levels.

With a view to make the workplace more sustainable, Management initiated a mentorship program in all departments to focus in strengthening the mentor and mentee relationship as to achieve team building, trust and commitment. This program will strengthen the organizational capabilities to sustain OCI's growth aspirations and will ensure development of leaders within the organization for the existing business needs and for future growth.

We are a company that competes with the best in the World, so let us join hands as "The OCI Team" and look to the future in achieving our previous peak level which is now again within our reach.

I take this opportunity to thank you all for your personal commitment and to your family members for their unconditional support to you in delivering value to all STAKEHOLDERS of OCI.

Best Regards,
Hans Meiring
CEO

Oman Aluminium Processing Industries LLC

A JV between Oman Cables & Takamul Investment Co



Plant from front view



A Glimpse of a modern office



Top view – inside the plant



Mr. Christiaan Ernst Schutte
joined OAPIL as Acting Chief
Executive Officer

OAPIL

In the year 2010 OAPIL operated only part of the year since plant commissioned in July 2010. During this short stint, the company has been able to carve a niche for its products in the local, other GCC and international markets. The company has been able to emerge as a “Supplier of Choice” for the quality conscious customers in GCC, Europe and Middle East North Africa (MENA) and Far East markets.

OAPIL is now fully geared up with resources for a full year operations in the year 2011. The company has set an ambitious target to achieve for the year 2011.

Fast Track Project

The third CCV Line project was conceived in the first quarter of 2010, based on the gap observed in demand and production capacity.

The main objective was to have additional manufacturing facility for MV cables and within the shortest period of time. This posted a huge challenge for the project team, and with full support from Senior Management, the project is almost under completion in less than one year's time and commercial production is scheduled to commence by the end of April 2011.

Some of the major challenges which were overcome are:

- ❑ Acquisition of additional land
- ❑ Cutting of the Hill adjacent to the existing plot of OCI, almost 320,000 cu meters cutting done.
- ❑ Construction of new Tower Building of 18 meter adjoining the existing tower building where two CCV lines were housed.
- ❑ Modifying the existing tunnel building without disruption of production

OCI has maintained a very high standard by importing world class machinery for the project and awarded the contracts to first class contractors in Oman.



Corporate Governance Excellence Award

Oman Cables won the Corporate Excellence Award 2010 in the industrial category and Overall Excellence Award in all the categories in a competition organized by Capital Market Authority of Oman represented by Oman Corporate Governance Center for the joint stock companies. The Award ceremony was held on 2nd January 2011 at Grand Hyatt, Muscat.



Mr. Hussain Salman Al Lawati, Vice Chairman & Managing Director said "This is indeed a great honour for the entire team at Oman Cables and we treat this recognition as a reminder of our responsibility to continue to maintain the high standards of Corporate Governance"

Global Perspective

OCI was ranked 61st apropos revenues for the year 2010 in the Top 100 listed Cable companies World wide by Integer Research, United Kingdom.

Integer is a specialist provider of research, data, analysis and consultancy services across a growing range of global commodities markets.

Training & Development Programs

During the year 2010, the company had organized a list of 32 trainings. Management further committed to increase its allocation towards training and development of Omani employees during the current fiscal.

No	Course Title	Institute	No of Employees
1	Negotiation Skills	JP Joubert, South Africa	25
2	Electrical Testing Techniques in Power Industry	Mustafa Sultan Science & Industry	3
3	Quality Control Tools	TÜV SÜD Middle East LLC	6
4	General English	British Council	4
5	General English	Modern Gulf Institute	20
6	International Financial Reporting Standards	World Accounting Summit	1
7	Introduction to hedging with Futures	London Metal Exchange	3
8	Introduction to hedging on LME	London Metal Exchange	2
9	Demand Planning and Inventory Optimization	MarcusEvans Group	20
10	Financial Recovery & Challenges ahead	The Institute of Chartered Accountants of India	4
11	Hospitality course	National Hospitality Institute	1
12	Applied Excel	Morison Muscat	1
13	Job Evaluation Workshop	Hay Grop	14
14	Excellence in Leadership	Gulf Innovation	2
15	Building Competency Based HR Management	Reference For Consultation & Business	1
16	SAP World Seminar	Middle East & Norh Africa	2
17	Introduction to installing and Managing Microsoft Exchange 2007	In-house	2
18	Configuring & Troubleshooting Windows Server 2008	In-house	2
19	Human Resources Management	AL-Manar For Administrative Development	1
20	Leadership Development & Talent Management	Capita Global FZE	25
21	Programme Logic Control	Prolific Systems & Technologies Pvt Ltd.	12
22	AC & DC Drives	Prolific Systems & Technologies Pvt Ltd.	19
23	Power Cable Course	KEMA, the Netherlands	1
24	Microsoft Application Office	Modern Gulf Institute	1
25	Financial & Capital Investment Analysis	360 BSI	1
26	Internal Auditors Forum	MarcusEvans Group	1
27	Transport , Shipping & Logistics	OTIE	1
28	ISO 14001 (2004 OHSAS 18001 :2007)	TUV SUD Middle East LLC	6
29	CISSP	National Training Institute	1
30	Managing files & Records Electronically	Sultan Qaboos University	1
31	Ledership Skills and Leders Building	International Academy	3
32	Middle East Iron & Steel Conference	Metal Bulleten Events	1
Total			187

Welcome to New Joinees



Mr. Frank Gareth Rooke
Assistant General Manager
Sales and Marketing



Mr. Mohammed Rashid Salim Al-Masrori
Trainee Process Engineer
Continuous Improvement Department



Mr. Mahmood Husain Baqir Al Lawati
Process Engineer
Continuous Improvement Department

Nurturing Local Talent

OCI sponsored Educational Program



The first batch of Omani Engineers that completed their 4 year Diploma in Electrical Power Engineering at Caledonian College.

While congratulating the engineers, Mr. Hussain Salman, VCMD urged the engineers to attain to Management positions in the company.

PF	Employee name	Position in the company
PF0118	Mr NASSER AMUR RIYAMI	QA Engineer
PF0142	Mr YASSER SAEED	Production Engineer
PF1020	Mrs TAHRA ABDULLAH AL-AAMRI	Cable Design Engineer
PF184	Mr KHAMIS THUNAIAN AL-JABRI	QA Engineer



The Oman Chamber of Commerce and Industry recently held a Seminar on Leadership Skills and Leaders Building.



Mr. Abdul Najeeb, Project Manager attended a seminar in Finance & Capital Investment analysis in Dubai.

Nurturing Omani Engineers



Oman Cables manufactures of electrical power cables is one of the fastest growing companies in Oman.

Its products are manufactured using contemporary Global technologies and compete best in the World. Oman Cables became a market leader in Oman and exports to GCC countries, MENA region, Europe, South East Asia, Far East and many other emerging markets around the World.

To built sustainability into operations and to manage its advanced technologies, Management of Oman Cables pay special emphasis to nurture local Omanis.

The company developed several Omani employees who joined the company as helpers in its initial operations. These employees were assisted with rigorous in-house training and deputed to its vendors location in Finland, Germany for on-job training and further the company assisted them them with Diplomas in Electrical Engineering. Today these Omani employees are working as QA Engineer, and Production Engineers.

Currently the company has 15 Omani engineers who are independently handling the core and technical operations of the company in production of low voltage cables, production of medium voltage cables, continued improvement, information technology, metal procurement and product promotional activities.

Two years back the Management of the company initiated Omanization at Middle Management level that has shown positive improvements and given the confidence to the Management to further enhance it across all operations of the company as said By Mr. Hussain Salman Al Lawati, Vice Chairman and Managing Director of the company.

He further said that the company has Educational Assistance Programs for aspiring Omani employees and increased its allocation for Training and Development of Omani employees.

Certified in ITIL Foundation



Mabrook

Ms. Nawal Al Qarwashi &
IT Service Desk Coordinator

Mr Saleem Akhter Rizvi
Assistant Manager - IT Services



ITIL is the global standard for IT Service Management, and is essential for OCI's IT Services Department.

ITIL is the most widely accepted approach to IT service management in the world. ITIL provides a cohesive set of best practice, drawn from the public and private sectors internationally. It is supported by a comprehensive qualifications scheme, accredited training organisations, and implementation and assessment tools.

Technical View

Leading towards Innovation!

OCI has facilitated its R & D with state of the art Brabender® technology. Brabender® Plastograph will play a key role in polymer raw material and recipe development as well as laboratory scale production of samples for further investigations and product development. This latest technology will measure the torque in the shearing of polymers or compounds over a wide range of shear temperature and shear rates. At the same time effects of additives and compounds with regards to lubricity, plasticity, heat stability, cure and scorch are core parameters in analyzing polymeric behavior, their impact on product quality and optimization of the production process.

Submitted by:

Yasir Haider
Polymer Engineer



Breakdown testing of Accelerated Aged MV XLPE Cores at KEMA



Mr. Abdulla Al Rubkhi of Mazoon Electricity Company with Mr. Alan Scanes (Manager - Technical Services of OCI) witnessing the test at KEMA



Oman Cables product samples undergoing breakdown testing in the KEMA High Voltage Test Laboratory in Arnhem, The Netherlands

Mr. Abdulla Al Rubkhi of Mazoon Electricity, being a member of the Distribution Code Review Panel represented this panel, accompanied Oman Cables Industry, Technical Services Manager, Mr Alan Scanes to the KEMA Laboratories situated in Arnhem, The Netherlands to witness breakdown voltage testing of 500 Hz aged medium voltage XLPE cable samples. The purpose of these tests is to simulate performance of medium XLPE cables that have been in service for a number of years to establish it's long term performance capabilities in strenuous environment.

The DCRP was established to review the distribution code of the electricity system less than 132 kV by coordinating between the licensed distributors of electricity in Oman, the Authority for electricity regulations and other companies that are forming the electricity sector.

European Conformity

Oman Cables Industry (SAOG) has been applying this mark to the packaging for some of its products since October 2010.

EU Directive 2006/95/EC, EU Harmonization Standards EN 50363-0:2005 and EN 60228:2005



Oman Cables Supports Enjazat

Enjazat Oman, an exhibition highlighting Omani companies' contribution towards the country's development, was formally inaugurated by HE Hamed bin Mohammed Al Rashdi, Minister of Information.



More than 40 participating government and private institutions highlighted the historic development, significant events and development witnessed by all sectors of the economy under the leadership of His Majesty Sultan Qaboos Bin Said during the past 40 years, as well as pictures depicting the experiences and achievements of Omanis.

Oman Cables Industry (SAOG) took part in the Enjazat Oman Exhibition held at the Oman Exhibition Centre 16-21 January 2011.

Sponsorship

Muscat Festival is the most entertaining event of Muscat, and is organized every year by Muscat Municipality

Oman Cables is a supporter for this event for many years

For the year 2011, Oman Cables became Gold Sponsor for Muscat Festival Jan to Feb 2011



Disaster Recovery Plan Awareness Campaign



From Left to Right
Harris, Inayat, Ravi, Masaud, Mufeez

OCI conducted awareness sessions on their DRP (Disaster Recovery Plan) for the team responsible to work during disaster at the DR site. The classroom sessions on Feb 1 attended by all 20 staff nominated for Level II Failover, followed by a site visit in February by key staff responsible to run the show after disaster during Level I failover.

OCI established its DRP site in 2008 at an office 200km away from the main office at Rusayl. Data is transferred online from the main site in Rusayl to the DRP site, and in case of disaster, key staff can start working at the DRP site within least possible time.

“We at OCI are proud to have such a cost-effective, fully operational DR site, which is remotely managed by the IT team sitting at Rusayl. We have planned it in such a way that the recurring cost is least, without compromising on any functionality” – says Sajid Ali, Head of IT.

“We conduct a monthly drill (two months virtual, third month physical), to ensure that the site works in the way planned, and no surprises at the time of disaster” says Haris Khan, Deputy Manager – IT.

“ We even go to the level of calculating RPO by logging into remote system and comparing with the data at the time of disaster (drill)” to ensure that it is compliant with the agreed figures, says Mufeez Vakeel, Manager - Business Applications.

“We at OCI are proud to have such a cost-effective, fully



Disaster Awareness Plan Seminar

ISACA Conference



Mr. Sajid Ali - Head IT

OCI’s Head of IT, Mr. Sajid Ali attended the ISACA* Asia-Pacific CACS (Computer, Audit, Control and Security) 2011 conference in Dubai in February 2011.

This conference was attended by approximately 120 IT Security, Audit and Governance professionals from 21 countries.

Attending this conference will help understanding the global scene of Information Governance, Audit and Compliance, and provide networking opportunities with vendors and peers, which in turn will enable OCI in the implementation of the Information Governance and Security best practices.

Mr. Sajid Ali is holding CISA (Certified Information Systems Auditor) and CISM (Certified Information Security Manager) credentials from ISACA which are globally recognized. There are approximately 12,500 CISM certified professionals globally. OCI is proud to have world class professionals in its management team.

**ISACA (Information Systems Audit and Control Association) is based in USA, has more than 95,000 members worldwide. ISACA’s IS auditing and IS control standards are followed by practitioners worldwide and their research pinpoints professional issues challenging enterprises today.



Health And Safety

As a responsible ethical company we realize that HSE is an important corporate responsibility with clear goals - no accidents, no harm to people and no harm to the environment.

Oman Cables has strengthened its HSE department significantly in order to ensure safe working environment for all its employees.

- Developed a competent and skilled health safety and environmental team
- Installation of advanced fire monitoring systems in Plant 2 and PVC plant
- Expanded fire monitoring to cover all operational areas and high risk areas throughout all OCI plants
- Improved safety culture with various toolbox talks, informative meetings and signage installations
- Completed a Risk assessment of the total OCI production process
- Designed of OCI's first Environmental Policy
- Completion of the environmental management system inclusive of all procedures
- Attained OCI's longest ever period(113days) without loss to injury - a very commendable joint feat that all employees are applauded on.

As part of the “change process” to attain a world class safety record, the single most important concept is that we all work together to solve the identified concerns and reach our goals. Team work is everything in successful companies Health & Safety.

Ultimately there are numerous benefits that both our company and we as employees will enjoy. What are these benefits you may ask?

Benefits for all OCI employees:

- Reduced stress during working hours
- Working in a safer more pleasant environment
- Personal safety development that each employee can adopt at work and at home
- Working in a area posing none to minimal risk of a potential accident taking place
- Having peace of mind knowing you are safe at OCI.

Benefits for Oman Cables

- Protect its employees from the suffering caused by accidents and ill health
- Reduce absences and sick leave
- Retain staff
- Maintain its organisation's reputation
- Boost productivity and profits
- Reduce its insurance premiums and legal costs

Future Plans

For the year 2011, we are striving to improve even further in all areas to make OCI a safer, more satisfying environment to work in. Our key focus area's are the attainment of the credible ISO 14001 and ISO 18001 certifications. Both these accreditations are concerned with the highest level of safety and minimal impact on our surrounding environment, thus clearly identifying OCI's value association of its surrounding environment, our employees, there safety and well being.

The attainment of these two accreditations will place Oman Cables even higher on the global leader board of electrical cable manufacturing companies and will send a clear statement that we are committed to continual improvement in all aspects of health safety and environment.

Peter Viljoen

Health Safety and Environmental Manager

Environmental Certification



Oman Cables obtained recommendation for ISO 14001 certification for its Environmental Management System from BASEC during its audit held in February 2011.

British Approvals Service for Cables (BASEC) is an independent and non-profit accredited certification body based in United Kingdom. BASEC mark is synonymous with quality and safety. It provides product approval services Globally for all types of cable and wire, for ancillary products, and management systems certification for the cable sector.

Management greatly recognizes that it has taken a serious effort from employees at all levels to achieve this feat.

This certification will add immense value to Oman Cables especially when the Corporate World are increasingly paying greater attention towards reducing carbon footprint in its activities.

OCI's HSE team will ensure its sustainability and continual improvement of Environmental System with total involvement of all employees at OCI.

Delegation to Belarus

Oman Cables has been invited by the Ministry of Finance to join the business delegation to Belarus.

The Delegation comprises of Ministry of Finance, Oman Investment Fund and private establishments.

Mr. Hussain Salman, Vice Chairman and Managing Director along with Mr. MM Vaidya, GM – Corporate Finance joined the delegation to Belarus during the month of December 2010.

Oman Cables was instrumental and offered technical and managerial expertise in evaluating the industries in Belarus to the Delegation to protect the interest of the country.



High Level visits



Paraguay Government Delegation (Mr. Francisco Rivas - Minister of Industry and Commerce, Mr. Dionisio Borda - Minister of Finance, Mr. Efrain Alegre - Minister of Infrastructure and Communication and other senior officials, visited Oman Cables in February 2011. The objective of the visit to understand the functioning of the metal industry.



Mr Henk Pauw, Chief Executive Officer and Dr Hilal Al Hinai General Manager Human Resources and Corporate Affairs of Sohar Aluminium visited Oman Cables in January 2011

Dutch Trade Mission visited OCI – December 2010
 Draka Holding is Dutch based company that has a 34.8% shareholding in Oman Cables



Customer visits



Visitors from Borealis, Singapore
 February 2011

Visitors from Samsung Engineering visited our factory for vendor registration, factory evaluation and factory capabilities



Exhibition Participation



MEE Exhibition held in Dubai
February 2011



En Jazat Exhibition, Oman Exhibition Centre,
Jan 2011



Hanover Messe – Germany, April 2011

Home Ground



OCI Drum Spotted



From hottest place to coldest place, Turkey

Mr. Isam Al Balushi, Finance Department, took part
in the Asian Para Games held in December 2010 in
Guangzhou, China
Mr. Isam won 7th place in entire Asia under power lifting
category of 180 kg