



AL MASDAR الماسد

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DUBAI GLOBAL
ENERGY FORUM

17 – 19 APRIL 2011
DUBAI WORLD TRADE CENTRE

Mohammed bin Rashid opens Dubai Global Energy Forum And Explores WETEX 2011



**Saving 204,000 KW of electricity and
122,000 Kg of carbon emissions
during Earth Hour in Dubai**

**220 experts at The 3rd Best
Practices Forum on Quality,
Health, Safety & Environment**

Social Activities ..

- Annual Mass Wedding: DEWA ties the knot of 36 couples of its employees
- Honoring 37 of its senior staff
- A visit to Dubai Foundation For Women and Children (DFWAC)



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Following in our Leader's Footsteps

A Project is an idea..... Excellence is the shortest way to the bright future we aspire to. We have to take the initiative and be at the forefront, otherwise we will miss the big opportunities and will not gain the lion's share.

These are some of the principles set out by H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in his book "My Vision". I recalled these comments in his presence while His Highness honoured us with his presence at the opening session of the Dubai Global Energy Forum 2011, the first event of its kind in the Emirate of Dubai on energy-related issues. This served as the platform to promote and generate discussions that lead to concrete and sustainable solutions in the energy sector for sustainable future. I also recalled his very same words when His Highness toured the pavilions of the Water, Energy, Technology, & Environment Exhibition (WETEX 2011).

During these tours, as well as during previous occasions and meetings, I recalled the foundations of Dubai's excellence and progress that have made it a hub for finance and business and a preferred destination for hospitality and tourism. Thanks to Dubai's distinguished world-class infrastructure, the most up-to-date technologies and implementation of world-class practices, without it, it wouldn't have attained such a prominent position.

We, as part of the Government of Dubai, have practically committed ourselves to Dubai's strategic plan, and acted according to His Highness vision, leadership and continuous support to provide secure and stable sources of energy, along with a highly-reliable power grid and water network. Furthermore, we have worked in accordance with developmental programmes and plans to apply the latest technologies for optimal use of energy, water and environment. All these elements have made Dubai a good example to follow and an embodiment of welfare and good life.

We have made significant accomplishments and we are still on the right track for supporting our infrastructure of power grids and water networks. In addition, we have set the most appropriate programmes to meet Dubai's future needs and participate in developing its strategic plan.

DEWA gives top priority to several vital topics, most important of which are power generation and water desalination. These are regarded as part of DEWA's vision that aims to consolidate production capacity and keep pace with the growing demand for electricity in the Emirate of Dubai.

DEWA dedicates a great attention to vital and sensitive issue of power and water supply. This is why we are showcasing some of our unprecedented achievements in increasing the production and operational efficiency of DEWA's plants by up to 20% in 2010, compared to 2000. This was achieved by using lower amounts of fuel to produce electricity and desalinated water, which reduced carbon emissions by 3,800 million kilos in 2010. moreover, DEWA has the lowest electrical losses in the world (3.8%), compared with 6.4% in the United States, and about 6% in Europe.

We have also managed to increase the number of power transformation stations to 153 with capacity of 33,742 Giga Watts/Hour. Also, we have increased our water-production capacity to 330 million gallons. We have implemented the highest quality standards and provide a healthy environment through saving 204,000 KW of electricity consumption and a reducing 122,000 Kg of carbon emissions in Dubai during Earth Hour 2011, which is in the biggest voluntary stand of solidarity seen in Dubai to support life on Earth Planet.

We, at all levels at DEWA, realise that the power and success of an institution lies in its ability to make the best use of both knowledge and experience, which all managers, supervisors and staff possess as an organisation, and not just as individuals. That's why teamwork comes on top of our priorities.

However, all these concerns don't prevent us from sticking to our goal of delivering superior services, which have always been and will always remain the solid basis of our mission. This is why our main objective remains not only to satisfy our customers but also to exceed their expectations.



Saeed Mohammed Al Tayer
MD & CEO of DEWA

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Our Dear Readers, This magazine was a result of your contribution, and meant to be available for you. Therefore we welcome further suggestions and valuable thoughts, by which we can then achieve our aim, of open dialogue and easy communication. We thank you for your continuous efforts, and cooperation, with our sincere best wishes to you.

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Mohammed bin Rashid Al Maktoum opens Dubai Global Energy Forum

and presents mementos of the occasion to Dr APJ Abdul Kalam, ElBaradei, Adnan Amin and Simon Cooper



H.H. Sheikh Hamdan bin Rashid opens WETEX 2011



DEWA garners Superbrands Award

At the first edition of Dubai Global Energy Forum (DGEF) 2011, which was opened by His Highness Sheikh Mohamed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, His Excellency Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy stated: "The UAE is keen to be in the first place at world level in terms of setting the required policies and mechanisms so as to ensure uninterrupted and sustainable supply of energy for the coming generations. This can be achieved through implementing and adopting best practices and programmes, ensuring the effective and competent management of them while conserving the local environment, protecting it from pollution and saving our resources from waste.

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**During Earth Hour Celebration
Dubai has saved 204 thousand KW of electricity, and
reduced 122 thousand kg of carbon emissions.**



**Hamdan bin Rashid Al Maktoum sponsors
DEWA's mass wedding of 36 couples**



**DEWA organizes its annual dinner ceremony
and honors 37 of its senior employees**



**During the Year 2010
DEWA accomplishes important projects to sustain its elec-
tricity infrastructure and to meet the increasing demand**



**Women's Committee at DEWA visits Dubai
Foundation For Women and Children (DFWAC)**



UAE people are not living in a state of luxury disconnected from the world around us; we feel the pain and suffering of our fellow man around the world, and we make a positive and effective contribution to alleviate the suffering of others; we help the needy to combat poverty, hunger and disease around the globe



Our aid has humanitarian objectives only; it is never governed by politics or limited by the geography, race, color or religion of the beneficiary. We provide humanitarian capital and are a major relief station for the poor; we do not hesitate to help and support the brother, the ill-fated friend or the needy wherever they are. This is our message to the world, and this is the United Arab Emirates



The global financial crisis, despite its temporary effects, will not dissuade Dubai from its ambition of development; it will not topple Dubai from its leading position; it will not distance Dubai away from playing an integral part in the global economy; and it will not break the determination of our people to continue the process of development.



Mohammed bin Rashid Al Maktoum opens Dubai Global Energy Forum and presents mementos of the occasion to Dr APJ Abdul Kalam, ElBaradei, Adnan Amin and Simon Cooper

Saeed Al Tayer: we are serious to reach the first place in securing sustainable energy and protecting the environment



In the opening ceremony attended by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, His Excellency Saeed Mohamed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy stressed that the UAE is keen to achieve the first place and will be developing policies and the necessary mechanisms to ensure the availability of energy and its sustainability for future generations. This will be achieved through the adoption of best practices and the implementation of effective programs to ensure efficient-energy management and sustainability while preserving the environment from pollution and resources from depletion.

H.E.added that Dubai aims by 2030 to produce about 12% of its energy needs through clean coal technologies, 12% through the use of nuclear energy, and another 5% through renewable energies.

To these ends The Dubai Supreme Council of Energy, in cooperation with the United Nation Development Programme, established the

Dubai Carbon Centre of Excellence, the first of its kind in the Middle East to gather and consolidate all efforts towards achieving a cleaner environment.

H.E.Saeed Mohamed Al Tayer was speaking during the opening ceremony of Dubai Global Energy Forum 2011 which was inaugurated by HH Sheikh Mohammed Bin

Rashid Al Maktoum.

Also present at the Forum inauguration were Dubai Deputy Ruler Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Civil Aviation, Chief Executive of Emirates and Chairman of the Supreme Council for Energy in Dubai Group Sheikh Ahmed bin Saeed Al Maktoum, Minister of



Water level increased by 18 cm and the temperature rose along with CO₂ emissions due the unfair practices.

Higher Education and Scientific Research Sheikh Nahyan bin Mubarak Al Nahyan, Director General of Dubai Department of Information Sheikh Hasher bin Maktoum Al Maktoum, Sheikh Mansour bin Mohammed bin Rashid Al Maktoum, Former Indian President Dr APJ Abdul Kalam, Former Director General of the International Atomic Energy Agency (IAEA) Dr Mohammed El Baradei and a number of ministers and senior officials.

Organised by the Supreme Council for Energy in Dubai at Dubai International Trade Centre, between 17 and 19 April 2011, the Forum has drawn about 2, 000 experts and specialists in the sector of energy from the UAE and 30 Arab and foreign countries.

Following the National Anthem, His Excellency Saeed Mohamed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy welcomed the participants and guests stressing that under the leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the

UAE and Ruler of Dubai, the UAE has made unprecedented achievements that has placed it amongst the world's most competitive nations.

"The relentless pursuit of various countries in the world to save energy in all of its forms clearly demonstrates that it is a vital element and a major requirement for achieving sustainable development and the prosperity of nations" he explained.

"The Dubai Global Energy Forum 2011, which is the first of its kind in the emirate will provide a platform to exchange visions, experiences and best practices and devise best solutions and innovative ideas to overcome the current challenges in the field of energy and transfer them into promising opportunities for a sustainable future.

The purpose of this forum is to attract global efforts and capacities and gather eminent personalities, experts, scholars, thinkers and decision makers from various energy sectors under one roof. We believe that such forums have become a necessity to explore solutions through the convergence of experts, decision makers



Sheikh Mohammed bin Rashid honoring Dr. El Baradei



Sheikh Mohammed bin Rashid
honoring Dr. APJ Abdul Kalam



Sheikh Mohammed bin Rashid
honoring Adnan Amin



Sheikh Mohammed bin Rashid
honoring Simon Cooper

and researchers to exchange views, ideas and best practices. It is important to maintain a forward-looking vision that will support the world and allow future generations to preserve all the resources necessary to face our future challenges” H.E.added.

Al Tayer also noted that during the past years unfair practices, which accompanied the development of today’s modern civilisation, resulted in damage to the environment. Figures and statistics confirm that ice in the Arctic Sea is decreasing at a significant rate each year, carbon emissions rose to their highest levels during the past years, water levels increased

around the world by about 18 centimetres in the last century, and the past decade witnessed the biggest rise in temperature. The world, being aware of the gravity of the situation, saw 154 countries signing the UN treaty on climate change, which was ratified and adopted at the Earth Summit held in Rio de Janeiro in 1992.

“Dubai is showcasing some of its efforts on sustainable energy. An example of this is the unprecedented achievement of increasing production and operational efficiency by Dubai Electricity and Water Authority’s plants of up to 20% in

2010 compared to 2000. This was achieved by using lower amounts of fuel to produce electricity and desalinated water, which reduced carbon emissions by 3,800 million kilos in 2010. In addition, Dubai Electricity and Water Authority was the first in the world in terms of reduced electrical losses (3.8%), which is one of the lowest and best ratios in the world, compared with 6.4% in the United States, and about 6% in Europe” H.E.added.

The Vice- Chairman noted that Dubai Aluminium Company (DUBAL) effectively uses the best international technologies with regard

Ahmed bin Saeed honoring
Dr. Abdul Aziz Al Nuaimi



**About 2,000
experts and
specialists from
30 countries
participated in
the Forum**



Saeed Al Tayer while
delivering his opening speech

to energy use and carbon emissions. DUBAL's internally-developed DX technology is considered one of the best in the world. It achieved energy efficiency of almost 95% and significantly reduced greenhouse gas emissions to one of the lowest levels in the world.

"Dubai Metro is another leading initiative. It is the first environmentally-friendly metro system that has reduced carbon emissions by using 25% less energy consumption. This reduction of carbon is estimated at 42 million kilograms. I thank you in advance for your valuable contribution that will enrich the forum. Your views and discussions will guide us to achieve the well-being of mankind as we strive to provide energy for a sustainable development and future."

H.E. concluded.

Former Indian President Abu Bakr Zein-al-Abideen Abdul Kalam hailed the organization of the Forum by the Dubai Supreme Council of Energy stressing in his address the need for more investments into clean renewable energies globally,

Abdul Kalam talked also about India's experience in the field of energy as well as his personal experience.

Dr Mohammed El Baradei presented to the audience facts on nuclear energy.

His Highness Sheikh Mohammed bin Rashid Al Maktoum presented along with Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council for Energy and Saeed Mohamed Al Tayer, Vice

Chairman of Dubai Supreme Council of Energy the memento shields to the former Indian President, El Baradaei, Adnan Amin, Director General of the International Renewable Energy Agency (Irena), Simon Cooper, the Deputy Chairman and CEO of HSBC Middle East and Africa in recognition for their contribution in the area of energy and service of humanity.

Sheikh Mohammed welcomed the participants and hailed the forum for seeking alternatives energy sources to replace the rational ones to ensure future energy for the coming generations.



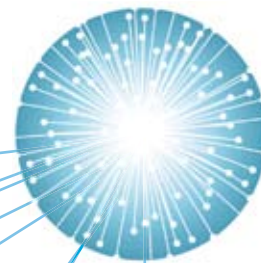
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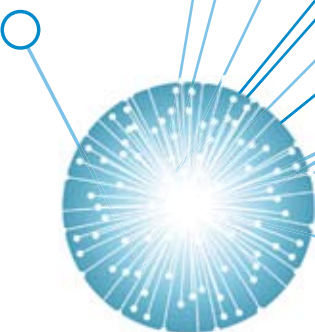
Habiba AlMarashi



Tae-il Choi



Prof. Abdul-Rahman Al-Ali





His Highness Sheikh Mohammed bin Rashid Al Maktoum toured WETEX 2011

**Specialized Exhibitions contribute to keeping our
country modernized
Technology provides the optimum use of energy and
protects the environment**

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, hailed the achievements and continuous success of The 13th Water, Energy, Technology, and Environment Exhibition– WETEX 2011.



During the tour at the pavilions of the Exhibition held at Dubai World Trade Centre , His Highness Sheikh Mohammed voiced his satisfaction for staging such specialized trade and scientific exhibitions, which contribute to the operations of modernization and development witnessed by our beloved country in all walks of life, especially

in the fields of health, environment, electricity and water. His Highness further stressed the importance of such technologies in providing the optimum uses of energy and water, protecting the whole environment, and the laboratories which help improve and develop both health and medical care of people.

Also during the tour, His Highness has looked at the state-of-the-art technologies related directly to developing the sectors of water, power and environment.

Further, His Highness visited Dubai Electricity and Water Authority's platform and listened to a presentation made by His Excellency Saeed



Mohammed Al Tayer, MD & CEO of DEWA, on the giant projects that take top priority on DEWA's agenda. The most important project is Jebel Ali Power Station whose production capacity reaches about 2000 Megawatt at the cost of AED 10 billion. The first phase of this project will have been finished by the end of this year with water production capacity of 140 million gallon.

His Highness also listened to a presentation given by people in charge of the platform of Dubai Supreme Council of Energy on the importance of participating in this annual event. In addition, His Highness explored a big solid pattern of Hassyan Project intended to be executed by Government of Dubai in partnership with private sector at production capacity of 4,000 Megawatt and 140 million gallon of water after completion of the project. This project is considered the first produce of power sector privatization in Dubai.

During the tour, His Highness Sheikh Mohammed bin Rashid was accompanied by His Excellency Saeed Mohamed Al Tayer, His Excellency



Qadhi Saeed Al Murooshid, Director General of Dubai Health Authority, His Excellency Khalifa Saeed Sulaiman, Director General of Dubai's Protocol Department, and His Excellency Hilal Saeed Al Merri, CEO of Dubai World Trade Centre.

On his part, His Excellency Saeed Mohamed Al Tayer, MD & CEO of DEWA said: "This year's WETEX has achieved the set and hoped for goals to enhance the communication oppor-

tunities between business sector and consumers through exhibiting the technologies that contribute to conserving energy supporting the concept of eco-friendly products and services."

"The 13th Water, Energy, Technology, and Environment Exhibition-WETEX 2011 coincides with DEWA's Golden Jubilee Anniversary. It is also characterized by its pursuit of the UAE march of development. Besides, this



year's edition has dedicated great attention to eco-friendly projects through a special platform intended to promote "Green Buildings" Concept, which aims to conserve energy and water via eco-friendly designs and materials," His Excellency Saeed Mohamed Al Tayer further added.

His Excellency Saeed Mohammed Al Tayer also hailed the great participation in this year's edition of WETEX, which has achieved tremendous success with an increase of 42% of participating companies as the number rose from 500 companies last year to 715 companies this year representing 25 countries from all over the world.



H.H. Sheikh Mohammed bin Rashid while listening to Saeed Al Tayer's briefing about DEWA's Projects



42% increase in the number of the exhibiting companies

His Highness Sheikh Hamdan bin Rashid opens The 13th Water, Energy, Technology and Environment Exhibition– WETEX 2011, and hails its development



47% of WETEX 2012 area has been reserved so far!

The 13th Water, Technology, Energy and Environment Exhibition– WETEX 2011 has achieved tremendous success with an increase in the percentage of international participation to 25 countries from all over the world. Moreover, around 47% of WETEX 2012 area has been reserved so far!

The events of the exhibition which was opened by His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and President of Dubai Electricity and Water Authority represented a good opportunity and wonderful platform to showcase the latest technologies in the field

of water, electricity and energy. It is also a successful annual gathering which exists for 13 years so far.

The exhibition witnessed a big number of visitors, the latest technologies and equipment, the thing which stresses the prominent position of the UAE in general and the position of Dubai in particular as a

hub for business and different activities. This, of course adds to the UAE world economic and business position.

H.H. Sheikh Hamdan hailed the great growth which the Exhibition has witnessed this year, as the Exhibition's area exceeded 40% either in terms of the participating companies



Saeed M. Al Tayer:

WETEX has consolidated communication between business sector and consumers

7% increase in water and electricity consumption in Dubai in 2010



or the allocated areas. This provided an ample opportunity of diversity in the activities of the participating companies whether national, Arabian or international companies and institutions from 25 countries all over the world.

H.H. further added that Zayed International Award for Environment is considered a good incentive to treat the issue of pollution at both local and international level. This Award has helped consolidate the concepts of environment in several countries of the world and assisted a wide range of figures to work in this field.

H.H. Sheikh Hamdan stressed the fact that the WETEX has offered, this year, several cutting-edge methods in the field of energy and conserving the environment, which sees a tremendous development every year.

WETEX hosted 52 symposia during three days!

WETEX 2011 hosted several symposia and lectures given by experts and specialists from the participating companies, in addition to a number of the experts of Dubai Electricity and Water Authority. These symposia and lectures dealt with the latest technologies applied all over the world through live presentations and detailed discussions involving both the lecturers and the audience. These, of course have en-

riched the technical knowledge of the audience and provided a considerable opportunity to companies to showcase their most up-to-date products and technical ideas, and the economic feasibility from using such technologies and introducing them to the existing systems.

These symposia and lectures were opened by HE Saeed Mohammed Al Tayer MD & CEO of DEWA, who stressed importance of such symposia and lectures to engineers, specialists and technicians.



Mattar Humaid Al Tayer

On his part, His Excellency Mattar Humaid Al Tayer, Chairman of Dubai Electricity and Water Authority, stated: "DEWA is only an executive authority whose role is to supply the Emirate of Dubai efficiently with power, and Dubai Supreme Council of Energy is responsible for everything related to the increase or decrease in electricity and water, as it is in charge of the process of pricing."

DEWA is currently preparing a study, which has been under examination since the fourth quarter of last year, on involving private sector in providing DEWA with power in collaboration with a world expert house.

WETEX 2011 has also witnessed

"SmarTech", which is considered the first Forum of its kind in the region. SmarTech aims to enhance the opportunities of communication between business sector and consumers through showcasing technologies that contribute to providing power which supports the concept of eco-friendly products and services.

Dubai Global Energy Forum, which was held from 17 to 19 April 2011, participated through a special platform in WETEX for the first time. This was a good opportunity to brief audience on this global forum, which is a platform for exchanging expertise and best practices regarding energy demand management, providing and diversifying its sources including nuclear peaceful technology, clean coal and the challenges that energy sector encounters along with the opportunities of a sustainable future.

On his part, Hilal Saeed Al Merri, the CEO of Dubai World Trade Centre stressed the fact that WETEX 2011 is considered one of the most successful exhibitions, noting that the period from 2006 through 2008 has witnessed a growth in exhibition industry in Dubai.

Further, Al Merri, pointed out that exhibition industry during 2011 has grown at 10% to 15% at all exhibitions in comparison with 2010 which had had higher growth than



Hilal Saeed Al Merri

Hilal Al Merri:
exhibition industry has
grown 10% to 15% at all
exhibitions in 2011

year 2009. This was achieved by providing places for exhibitors at low cost of 15% of total cost, the thing which reflects business growth in Dubai.

Al Merri also stated that the indicator of exhibition sector reflects the recovery from the impacts of the global crisis which affected badly business and finance during the past two years. The evidence for that is this big number of annual exhibitions, apart from the good number of participants. All these reflect the growth of business in Dubai.

On his part, Ahmed bin Hassan Al Sheikh, Chairman of "DUCAB", a company specialized in manufacturing high-efficiency cables in the Middle East, stated that the process of installing and commission new machinery in the company's new cable factory whose approximate cost is AED 500 million in Jebel Ali, goes according to the schedule. He noted that DUCAB has been an official sponsor of WETEX throughout 13 years.

Al Sheikh continued that partnership with DEWA means that DU-





Ahmed bin Hassan Al Sheikh

CAB provides DEWA with electricity cables in all kind of projects as per the specifications requested by DEWA. this partnership has grown after declaring high-voltage DUCAB in 2009. Ducab possess 50% of the company, DEWA 25%, and the other 25% is possessed by Abu Dhabi Water and Electricity Authority (ADWEA).

Rashid Nasser Al Hajri, PR Manager and shareholders' Affairs – Qatar Electricity and Water Company, said that this was the first time for the Qatari company to participate in the Exhibition based on an invitation from DEWA. He expressed his delight for such participation. He further stressed that they encourage any Gulf-Arab partnership, especially in Dubai which is regarded as

Rashid Al Hajri: **Dubai is the biggest platform for business in the region.**

the biggest platform for business in the region.

Al Hajri continued that the company's investments have reached 45 billion Qatari Riyal, with power production of 9000 Megawatt and 320 million gallon of desalinated water per day, in addition to 2000 Megawatt of electricity reserve.

He also pointed out that Qatar has contributed to 500 Megawatt of electricity to Gulf Electricity Grid, noting that this project is regarded as one of the most important common Gulf projects among the countries of Gulf Cooperation Council, which aims to achieve security and stability of the region as well as the welfare of the coming generations.

Besides, the Qatar Electricity and Water Company's mission is to produce electricity and desalinate water. Now the company is a partner in four local companies including Ras Laffan Energy Limited with 80% of its capital and Qatar Energy with 45%.

Ayman Mussaed, Director General of Arco General Contracting said that it was the first time for their

company to participate in this exhibition as they are part of this sector specialized in infrastructure. Also this participation gave them the opportunity to explore more business opportunities. He pointed out that the company has other branches in Al Ain, Abu Dhabi, and they are about to expand their branches to include Qatar and Saudi Arabia within the coming three months.

Mussaied also hailed the importance of the exhibition in the field of contracting as it includes well-known global companies including manufacturers and suppliers which are helpful in contracting field.

"We have carried out projects including advanced water stations with production capacity of 60

million gallon of desalinated water per day. We have also been selected for the contract of rehabilitating water station – stage one and stage two, a week prior to the exhibition. We are looking forward to more partnerships with DEWA as it has great and fame both locally and at the Gulf level," Mussaied further added.

Emirates Central Cooling Corporation (Empower) has participated in WETEX for the sixth year. DEWA possesses 70% of Empower, while TECOM possesses the other 30%. Samir Khudair, Head of Marketing and Sales at Empower, stated that Empower has previously participated in the exhibition through two district cooling stations in Dubai Financial Centre, with cooling capacity of 60,000 ton/hour. So far, we have been carrying out expansions for a year and a half, and we also started to execute semi permanent stations.

"We have also started the second station of Business Bay with capacity of 40,000 ton/hour for more than one year, and now it is being developed



and expanded, with the total number of stations reaching 6 with capacity of 300,000 ton/hour,” Khudair further added.

He also pointed out that Empower’s revenues of district cooling have reached AED 477 million with growth percentage of 31% in comparison with last year. The company’s production capacity has reached 330,000 ton/hour, which is expected to grow at 15% next year.

“District Cooling Sector, which was first introduced 8 years ago, is a new concept and it’s being increasingly used to save power consumption by 30%-40% compared with other cooling systems, to reduce carbon emissions, which is one of the most important features of the green buildings” Head of Marketing and Sales Department explained.

“The state-of-the-art technologies utilized by “Empower” are using treated water instead of pure water “potable water” in cooling systems. This technology will be applied in the near future in all Empower plants” he added.

Cristal Water Company, the leading German company in providing water solutions, took part in this exhibition for the first time to showcase the latest technology in the water sector, and to create partnerships with suppliers and distributors in the Middle East region. This participation will enhance its presence in the

UAE market through local strategic partnerships. Cristal Water has been nominated by a German Government Program concerned with the launch of the latest technological water solutions and providing assistance to other companies worldwide depending on activating Biophotons in water. “90% of human brain is made of water” Cristal Water’s General Manager, Gabriella Thanner said.

Regarding this invention, Thaneer said “This system is the culmination of 5 years of conducting research and supervising medical conferences worldwide. The beauty and health of the human body depends on the amount of Biophotons. Water that doesn’t contain power of life and processed light photons is just a mere liquid. Each molecule of water contains 400 interactive elements. Therefore, we have created “Cristal Water System” where water reacts with the elements of life and then we get necessary biophotoned water”.

According to Gabriela, the new technology is characterized by remarkable water conservation without affecting the amount of consumed water. This system can be used in houses, apartments, hotels, swimming pools and current water systems and will contribute to developing central air conditioning systems in houses, offices, hotels, aircraft, watering public gardens, and farms.



Dubai Electricity and Water Authority signs 5 contracts for new infrastructure projects at the approximate cost of one billion Dirhams



After having been selected for two contracts totaling 469 m
Siemens' biggest world power generator with 375 MW Capacity has come on to the market



The 13th Water, Energy, & Environment Exhibition 2011 (WETEX) has seen the signing of 5 contracts for new infrastructure projects at the approximate cost of one billion Dirhams. On the second day of WETEX activities, Dubai Electricity and Water Authority (DEWA) celebrated the signing of 5 new contracts for power and water projects in a bid to support its infrastructure and boost the efficiency of grids and networks to meet the growth of demand for its services. This comes in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai.

The contracts were signed by His Excellency Saeed Mohammed Al Tayer MD & CEO of DEWA, and DEWA's partners of contracting companies which were selected to execute these contracts.

The first contract includes the construction of AL Ghafat Reservoirs Phase 1 & 2 with capacity of 120 Million Imperial Gallons (MIG) and at a total cost of AED 285,000,000. The contractor of this contract is M/s Pratibha Industries Ltd.

The second contract was signed with M/s APINA, Spain, to set up and construct an inlet air chilling for Gas Turbines at "L" Station, Phase I at Gebel Ali. After completion of this project, DEWA will generate additional power of approximate 108 MW from 3 Gas Turbines from "L" Station at peak summer season and it will improve efficiency of Gas turbines.

As for the third contract, it includes 132 KV cable laying works at a cost of AED 100,000,000 and at total length of 230 km. The contractor of the project is M/s Emirates Electrical Engineering LLC.

The fourth contract was executed



with M/s Siemens LLC. It includes the supply, installation, testing, commissioning of five Nos. series reactor stations at generating stations with 400 KV OHL, at a cost up to AED 372,000,000.

The fifth contract was signed too with M/s Siemens A.G, and it relates to the supply, installation, testing and commissioning of SCADA/EMS/DTS system for transmission control centres, at a cost up to AED 97,000,000.

On this occasion, George Dresher Head of Energy Communications at Siemens – Middle east, specialized in the sector of industries and water technology, stated: “Siemens’ relation with DEWA is established and deep-rooted, and we have a moral commitment with DEWA. Siemens is going to exhibit its latest technologies during this year’s Exhibition. Besides, we have been a keen participant in WE-TEX all over its past editions.”

After having been selected for executing two contracts with DEWA, Dresher exclusively stated: “This year, Siemens is keen to provide state-of-the-art industry solutions in the Middle East. In addition to this, Siemens has displayed the biggest power generator in the world with the capacity of 375 Megawatt and the efficiency of 60% of the “Combined Cycle” noting that the company’s power sales have reached 23 billion Euro.

Dresher pointed out that the number of green buildings that depend on Siemens technology is increasing, and the company has concluded a final contract with Masdar City in Abu Dhabi to build a headquarters equipped with the state-of-the-art green building technology for it. It is expected that Siemens’ employees in the Middle East will move to Siemens’s Masdar Headquarters after having been constructed. This building will be equipped with the first smart grid, with electricity meters connected to the internet, where electricity consumption can be known. Moreover, these meters will automatically communicate with the grid requesting to identify their power requirements. Therefore, there won’t be any need

for employees to check electricity meters to know the consumption. Also, consumers can know their daily consumption of electricity.

Dresher concluded saying: “DEWA is going to build a new smart technological network after having

succeeded in investing in data management systems as being a control centre. This can be clearly seen as it is currently monitoring stations and grids through these systems, which is a basic step for building a smart technological network in the near future.”



As per Dubai Executive Council's Resolution

Empower applies a system to get water from Dubai Municipality

In a strategic step aiming to reduce water consumption in district cooling systems, Emirates Central Cooling Corporation (Empower), the biggest district cooling company in the Middle East, has announced its application of a system to provide treated water from Dubai Municipality instead of using the water from DEWA in its cooling station in Dubai Healthcare City.

Ahmad Bin Shafar, Chief Executive Officer of Empower stated that the company is keen on reducing water consumption as per the resolution of Dubai Executive Council which provides that all

public central cooling companies and corporations in the Emirate must not use desalinated water in public central cooling operations, and that they must use the other water alternatives including sea water, grey water and treated drainage water.

Empower has created its cooling station in Dubai Healthcare City to be in line with its initiative to use treated water system from Dubai Municipality. The new station, which is based on Reverse Osmosis, produces more than 1000 cubic meter of water per day. This station is innovatively designed to achieve remarkable savings in water consumption.



The first recognized
world-class utility

DEWA garners Superbrands Award



Dubai Electricity and Water Authority (DEWA) garnered the Superbrands Organization's Award 2011, which recognizes its top quality achievement. Superbrands is an international organization that classifies and rates brands. DEWA received this award after a thorough assessment of its brand by Superbrands Council made up of 10 notable experts in branding and marketing, in addition to more than 2500 marketing specialists all over the UAE.

DEWA was selected among 58 brands in the United Arab Emirates after a comprehensive review was conducted on 1341 brands.

Mr. Mike English, Director of Superbrands Organization, stated: "This is the first time for a utility to win such prestigious award around the world. This year, more than 2500 specialists in this field in the UAE have voted for the selection of the organizations, which attained the recognition, according to accurate selection criteria set by Superbrands Council. The council and arbitration panel have awarded points to more than 1341 business brands in the UAE. Dubai Electricity and Water Authority has obtained the award after winning the highest points." "This prestigious award reflects DEWA's distinguished reputation.

Superbrands will stage a ceremony in next July to honor Dubai Electricity and Water Authority among the best brand in the UAE," Mr. Mike further added.

Superbrands, which is an independent world organization, identifies and rates leading brands. It also monitors brands that achieve the highest approved criteria. Superbrands Council, in each of the member countries, comprises the most notable and knowledgeable figures who are fully acquainted with the field of business in their respective markets.



Under the patronage and in the Presence of His Highness Sheikh
Hamdan bin Rashid al Maktoum

DEWA celebrates the wedding of 36 couples

Under the patronage and in the presence of His Highness Sheikh Hamdan bin Rashid al Maktoum, Deputy Ruler of Dubai and Minister of Finance and President of DEWA, and His Highness Sheikh Saeed bin Hamdan bin Rashid Al Maktoum, DEWA held the 4th Mass Wedding Ceremony "Anwar Dubai" for its male and female staff at Park Tower opposite to Khalifa Tower.



His Highness Sheikh Hamdan bin Rashid Al Maktoum, the sponsor of the ceremony was received by H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA, H.E. Ahmed Humaid Al Tayer, Governor of the Dubai International Financial Centre (DIFC), H.E. Humaid Al Qattami, Minister of Education, H.E. Saeed Mohammed Al Ghandi, Chairman of Lease Committee - Dubai Municipality, a number of GM's, senior officials of Dubai Departments, senior DEWA staff as well as the families and friends of the couples.

Military folklore Band "Saeed bin Mazyoud Band" performed folklore dances accompanied by traditional music and the show of "Dubai Fountain" in Burj



Ahmed Humaid Al Tayer



Saeed Mohammed
Al Ghandi



Humaid Al Qattami

Al Tayer:
we give top
Priority to our
staff 's Psy-
chological
and family
Stability



Khalifa Lake.

The couples lined to greet the sponsor of the ceremony and the guests, who extended their greetings and congratulations.

The couples also shook hands with His Highness the sponsor of the ceremony and took group photos with him, and then everyone was invited to the dinner organized by the DEWA on this occasion.

At the end of the ceremony, H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA extended his thanks and appreciation to the sponsor of the ceremony for the due care given by His Highness to the nationals in terms of securing their psychological and social stability. His Highness's patronage and sponsorship of the 4th Mass Wedding "Anwar Dubai" is a continuation of the good approach adopted by him to support Emirati families and relieve their burdens so as to realize youths' aspirations to start a married life free from debt burdens and unnecessary commitments.

H.E. Saeed Al Tayer further added: "DEWA's strategy aims to care for its staff and provide them with psychological and familial stability, and this, of course will enhance their production and promote their performance and efficiency. As a result, the society will get the utmost benefit." "Organizing such mass Weddings is part of DEWA's social responsibility as it aims to communicate with society with all its various sections and within all the



تأثير



HH Sheikh Hamdan bin Rashid among Couples and guests



Saeed Al Tayer among DEWA'S seniors and couples

cultural and social frameworks. In this respect, DEWA spares no effort to render all possible services to society whether to its staff or all the individuals of the society as a whole in a way that secures welfare and stability," H.E. Al Tayer further added.

At the end of the ceremony, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA congratulated all DEWA staff wishing them a happy and stable married life.

Saeed M. Al Tayer: We give top priority to our staff's psychological and family stability.

Thank-you messages to His Highness Sheikh Hamdan bin Rashid from DEWA couples

The couples tying the knot extended their thanks and appreciation to His Highness Sheikh Hamdan bin Rashid. They said that this ceremony wouldn't have been achieved without the unlimited and generous support of His Highness Sheikh Hamdan bin Rashid, who strongly believes in making every possible effort to achieve social solidarity and maintain the stability of the community.



Thank- you message to His Highness Sheikh Hamdan bin Rashid from DEWA couples

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عن نواف الذوي الفرج







A Saudi delegation visits Dubai Electricity and Water Authority to get to know its accomplishments in the field of corporate strategy



H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA briefed the Saudi delegation on the expertise, experience and the most up-to-date systems applied by DEWA. Also, the delegation was briefed on implementing the best practices related to corporate strategy including the use of balanced scorecards, which are based on corporate strategic dimension.

Then, a meeting was held between the concerned people at DEWA and the Saudi delegation presided by Eng. Taleeh Al Metrafi – Director of Department of Business Development and Studies at the Saudi Electricity Company, Eng. Hatem Al Ghamidi, President of Technical Support in the Eastern Area, Eng. Ahmed Ba Moussa, Balanced Scorecards Coordinator in the Western Area. From DEWA side, the meeting was attended by Khawla Al Mehairi, Senior Manager – Corporate Strategy, Dr. Abdel Ellah El-Smadi, Planning Expert at MD & CEO Office, as well as DEWA's Corporate Excellence Team.

Dr. Abdel Ellah El-Smadi gave a brief overview

of DEWA's history and achievements in the field of electricity and water along with the salient projects being carried out at the time being.

Afterwards, Khawla Al Mehairi gave a detailed presentation on DEWA's experience in implementing the best practices related to strategic planning. Meanwhile, she elaborated on the methods adopted by DEWA, as well as the framework of strategic planning operations including analysis, research, and strategy implementations aiming at reviewing, improving and developing the Authority. Moreover, Ms Al Mehairi referred to the process of aligning the strategic plan and its developmental sectors with DEWA's plan, objectives, indicators and performance.

At the end of the visit, the Saudi delegation hailed the Authority's achievements and methods expressing their hopes for continuous collaboration and exchange of expertise with DEWA in different fields, especially Corporate Strategy. Finally, the delegation extended their thanks to Dubai Electricity and Water Authority for the warm reception and hospitality.

H.E. Saeed Mohammed Al Tayer Explores Electricity Linking with the Iranian Delegation



H.E. Saeed Mohammed Al Tayer Vice Chairman of Dubai's Supreme Council of Energy (SCE) received at his office a high-level Iranian delegation presided Dr. Amiri Khamkani, Chairman of Energy Commission -Iranian Islamic Parliament.

The discussion dealt with the Memorandum of Understanding (MOU) signed between Dubai Electricity and Water Authority (DEWA) and Iran's Power Generation Transmission and Distribution Management (TAVANIR) regarding electricity linking between Iran and Dubai through a marine cable with the capacity of 400 KV. The length of this line will be 180 Km with the capacity of 1500 MW. In this way Dubai will be a future crossing to

link between the Gulf Cooperation Council, Iran, Turkey and Europe.

H.E. Saeed Al Tayer further stated the agreement which was previously discussed focuses upon collaboration between the UAE and Iran. H.E. also stressed the fact that electricity link between the two countries will apply only to "Direct Current". Preparations and arrangements are being made to commence the second phase of the project. This phase includes setting technical specifications and preparing tenders for selecting the international consultant.

The meeting was attended by Mr. Nejib Zaafrani, Secretary General of Dubai's Supreme Council of Energy, and Mr. Waleed Salman, Acting Vice President – Strategy & Business Development at Dubai Electricity and Water Authority.





H.E. Saeed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy receives UK's Minister of State for Energy & Climate Change



H.E. Saeed Mohammed Al Tayer Vice Chairman of Supreme Council of Energy in Dubai received in his office H.E. Greg Barker, UK's Minister of State for Energy & Climate.

H.E. Al Tayer welcomed his guest stressing the importance of mutual cooperation between DEWA and all the authorities concerned with energy so as to obtain the best expertise and determine the eco-friendly initiatives intended to secure a clean environment.

H.E. Al Tayer gave explanations on the importance of adopting the best international initiatives and giving due care to climate changes especially CO_2 capture and storage technologies, "Clean Development Mechanism" (CDM), concentrating on implementing the best eco-friendly technologies to enhance the productivity of both power stations and water desalination stations. Within this context, H.E. referred to the green buildings project in Dubai which embodies the initiatives and vision of His Highness Sheikh Mohammed bin

Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, aiming to launch eco-friendly projects.

This project will cut down the consumption of electric power in general especially that used for cooling, lighting, heating water, as well as conserving the consumption of water. All this will lead to reducing the emissions of harmful gases and improving the quality of environment inside houses.

Furthermore, H.E. Al Tayer emphasized the great importance of economic and commercial relations between the UAE and the UK.

On his part, the UK's Minister praised the environmental initiatives launched by DEWA saying that his country is seeking to promote these initiatives and take the opportunities provided by Dubai in the field of investments in eco-friendly projects. In addition the UK's Minister stated that his visit falls within the context of close collaboration with the UAE and DEWA.

H.E. Saeed Mohammed Al Tayer MD & CEO meets with Mayor of London

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA received at his office Lord Michael Bear, Mayor of the City of London, who was accompanied by a high-level delegation and other members of the delegation representing 17 UK companies.

The meeting was attended by Mr. Nejib Zaafrani, Secretary General of Dubai's Supreme Council of Energy, and Mr. Waleed Salman, Acting Vice President – Strategy and Business Development, as well as a number of DEWA's EVP's and other top officials.

H.E. Saeed Al Tayer pointed out the efficiency upon which DEWA is based in all its projects and operations referring to the fact that there are under-construction big projects intended to raise the efficiency of the existing stations to 400 MW. Furthermore, HE briefed the UK delegation on the international perfor-

mance indicators and high-level benchmarks where DEWA attains first places such as Generation efficiency, Power T&D losses, and customer minutes loss of electricity.

Besides, HE called upon British companies to invest in independent projects of desalinated water and electricity production. The British delegation showed great interest in.

The delegation was briefed on DEWA's efforts in the field of clean energy, Independent Product Programme (IPP) in Dubai, the initiative of Dubai Carbon Centre of Excellence (DCCE), and applying the latest world technologies in all DEWA's operations and projects.

On his part, the Mayor of London praised DEWA's achievements and the world reputation it has attained due to its successful programmes and projects and its unique performance which surpassed international rates.





DEWA's MD & CEO meets with the president of the French company "ALSTOM GRID"



Saeed Mohammed Al Tayer meets with the president of the French company "ALSTOM GRID" and his delegation

H.E. Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA) received at his office a delegation from the French company "ALSTOM Grid". The delegation comprised Henri Poupart-Lafarge, President - ALSTOM Grid, Wolfgang Voss, Vice President - GIS Product Line, Jean Nakache, Vice President - Systems Business, Mazen Hamadallah, Regional Vice President, Gopi Kesavan, and Country Sales Director. Also a number of DEWA's EVP's and top officials attended the meeting.

H.E. Saeed Al Tayer welcomed the delegation and stressed the importance of collaboration with ALSTOM Grid, which is a world pioneering company in the field of managing transmission grids, automation and technological control rooms.

Furthermore, H.E. pointed out that this meeting is part of fostering strategic collaboration between Dubai Electricity and Water Authority and ALSTOM Grid.

DEWA Explores Cooperation with Chilean Power Companies

H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA received in his office at Dubai Electricity and Water Authority, the Chilean Ambassador in the UAE, H.E. Jean Paul Tarud-Kuborn. The Chilean Ambassador was accompanied by representatives of Chilean commercial companies working in the electricity field.

H.E. Al Tayer welcomed the Chilean Ambassador briefing him on DEWA, its nature of work and the continuous progress it witnesses regarding the services it delivers. Also, H.E. Al Tayer stressed the fact that DEWA is always keen on fostering collaboration and co-ordination with all the concerned parties in the fields of electricity and water desalination. The two sides explored the mutual bilateral relations at all levels and how to strengthen them. Moreover, the two parties tackled the future mutual collaboration opportunities.

H.E. the Chilean Ambassador hailed the facilities and services rendered by DEWA to the operating companies in Dubai, which enable them to achieve continuous and outstanding accomplishments.

The US Consul General in Dubai: Dubai is a strategic hub in the Gulf and the Middle East Region



H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA received in his office at Dubai Electricity and Water Authority, H.E. Justin Siberell, the United States of America Consul General in Dubai. H.E. Justin Siberell stated that the USA is looking forward to strengthening and making the best use of the opportunities available in Dubai as a commercial and strategic hub not only at national level but at the regional and Middle East level as well.

Also, H.E. Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy received Mr. Richard G. Newell, Administrator of the U.S. Energy Information Administration accompanied by Mr. Michelle Barak and Mr. David Carbagal, in the presence of Mr. Abdullah bin Kalban and Mr. Walid Salman, the two members of the Dubai's Supreme Council of Energy, and Mr. Nejib Zaafrani, the Secretary General and Chief Executive Officer of Supreme Council of Energy.

H.E. Al Tayer discussed all related topics in the field of energy and briefed his guests on the efforts exerted by Dubai's Supreme Council of Energy in order to secure the required supplies of energy for different purposes in Dubai. Besides, H.E. Al Tayer shed light on the role played by the Supreme Council of Energy to diversify the sources of energy especially the renewable one, the use of clean coal as a fuel in power stations and water desalinations, as well as the peaceful applications of nuclear energy.

On his part, Dr. Richard G. Newell appreciated

highly the efforts made by Dubai's S.C.E. to provide energy supplies for different sectors and the consideration given to protecting the environment. The American guest praised the use of clean energy and establishing Dubai Carbon Centre of Excellence (DCCE), which is regarded as a good example to follow. All these efforts will definitely conserve the environment and create a healthy environment which constitute a factor of attraction to all economic, financial and tourist activities in Dubai.

Saeed M. Al Tayer:

Clean energy solutions support our renaissance and protect our environment



Saeed Al Tayer during his meeting with USA Consul General

DEWA's MD & CEO receives a delegation from "Morgan Stanley"



H.E Saeed Mohammed Al Tayer MD & CEO of DEWA received at his office Mr. Sarmad Lone, Managing Director, Morgan Stanley Bank accompanied by Klaus Froehlich, Managing Director - Global Capital Markets in the company.

The delegation briefed H.E Al Tayer on the financial services of Morgan Stanley in the field of notes, investment management, credit services, capital markets, sales, negotiations, products and private wealth management.

H.E Al Tayer stated that the strategic and in-

vestment plan of DEWA, which comes in the framework of a Global Medium-Term Note program (GMTN), was greatly welcomed and outpaced the expectations of investors, banks and financing institutions. This is a clear indication of the stability and strength of Dubai's financial and economic position.

Also, the delegation hailed the facilities and services provided by DEWA to US financial companies and institutions operating in Dubai, which will enable them to constantly advance in their work.

رؤيتنا

مؤسسة خدمية متميزة على مستوى عالمي .

رسالتنا

الحصول على رضا المتعاملين وتعزيز رؤية دبي من خلال تقديم خدمات الكهرباء و المياه بمستوى عالمي من الإعتمادية و الكفاءة والسلامة والبيئة، بكادر مؤهل و شراكات فعالة، داعمين لديمومة الموارد .

شعارنا

"لأجيالنا القادمة"

قيمنا

النزاهة، الإنصاف، الشفافية، العمل كفريق، الريادة الصناعية، الإحترافية، المسؤولية المجتمعية، التركيز على خدمة المتعاملين

Our Vision

A recognized World-Class Utility.

Our Mission

Meeting customer satisfaction and promoting Dubai's vision through delivery of electricity and water services at a world-class level of reliability, efficiency, safety and environment by a competent workforce and effective partnerships; supporting resources sustainability.

Our Mission

"For Generations to Come"

Our Values:

"Integrity, fairness, transparency, teamwork, industry leadership, professionalism, corporate social responsibility, customer focus"

لأجيالنا القادمة For Generations to Come

www.dewa.gov.ae



During the Year 2010

DEWA accomplishes important projects to sustain its infrastructure and to meet the increasing demand

In line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, which aim to consolidate Dubai's leading position and strengthen its role as an international economic and financial hub, the year 2010 witnessed remarkable achievements for Dubai Electricity and Water Authority (DEWA) at various levels especially the field of infrastructure.

These achievements aim to meet the ever-increasing demand for its services and to provide the requirements of the UAE development plan at all levels.

H.E.Saeed Mohammed Al Tayer MD & CEO of DEWA stated that DEWA looks ahead to its future plans according to a strategy based on providing strong and effective infrastructure to satisfy efficiently and reliably the re-

quirements needed by our projects as well as enhancing sustainable development plans in the UAE.

As for cable grids with the capacity of 132 KV, DEWA finished extending 128 Km of these cables through its projects, thus raising the total number to 1596 Km in length compared with 1468 Km in 2009.

H.E.Saeed M. Al Tayer further added that DEWA has installed and commissioned 14 new main transformation substations with the capacity of 132 KV into service during 2010. Now the total number of transformation substations of such capacity has become 153. DEWA recorded a rise in 2010 in com-

153 transformation substations with capacity of 33742 Giga Watt/Hour

parison with 2009 where the number of transformation substations was 139.

H.E Al Tayer also said that the number of distribution transformers with the capacity of 0.4/11 KV and 0.4/6.6 KV has risen from 22224 transformers in 2009 to become 24229 transformers in 2010 with an increase of 2005 transformers.

DEWA's production capacity increased to 7461 MW in 2010 compared with 6997 MW in 2009, while the peak load increased from 5622 MW in 2009 to reach 6161 MW in 2010.

Regarding electricity required for the grid, it reached 33742 Giga Watt/Hour in 2010 in comparison with 31013 Giga Watt/Hour in 2009 with an increase of 2729 Giga Watt/Hour.

The number of electricity consumers increased in 2010 to 580819 in comparison with 49826 consumers in 2009.



9 bids received for the Techno-Economical Study for the First Coal Fired Power Plant in Dubai

In line with the vision of His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, towards promoting sustainable future development for the Emirate of Dubai, the Supreme Council of Energy as part of its strategy has endorsed to implement a fuel diversification program by using different types of fuel stocks.

In this context Dubai Electricity and Water Authority (DEWA) is identifying alternative fuel applications such as coal and other fossil fuel based residues in order to cope with growing electricity demand in Dubai.

Dubai Electricity and Water Authority (DEWA) has received 9 bids in response to the tender, issued on November 1st, 2010 to conduct a techno-economic study for the application of clean coal based electricity generation for Dubai. The high quality bids were received from reputable industry players from across the globe.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "This study is a key step in the implementation

of the energy diversification strategy adopted by the Dubai Supreme Council of Energy, in which coal is set to become part of Dubai's energy portfolio. The strategy is based on Dubai's growing energy requirements and aims to maintain security of supply in the Emirate of Dubai.

DEWA is concerned about the effects of airborne pollution, green house gases, and the impact of global warming.

"The scope of the study is structured in two phases. In the first phase, the selected consultant will conduct a preliminary analysis on the type of technology, the type of coal and sourcing strategy which best suit DEWA's requirements, to include logistics and infrastructure requirements, as well

as environmental and social impact in association with the first coal fired power plant for DEWA. The second phase will cover the development of the conceptual design for the first coal fired power plant for DEWA, along with the RFP, and the assessment and development of new regulatory elements for coal fired power plants." H.E. Al Tayer said.

The assessment of the bids will take place during the months of January and February 2011. DEWA will follow best international practices related to coal fired power plants, and will count on the expertise of a reputable consultant to conduct the project. The successful bidder and award of the contract are expected to be announced in the first quarter of 2011.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA expressed his satisfaction about the number of bids received from world organizations in this vital field. This can clearly reflect investors' trust to invest in such huge projects adopted and supported by Government of Dubai.

**Al Tayer :
Bids reflect investors'
confidence**





Under the Patronage of Crown Prince of Dubai
**Dubai saved a record of 204,000 kW/h
and 122,000 kg of Carbon Emission**



The voluntary solidarity shown during “Earth Hour 2011” in Dubai saved a record of 204,000 kW/h and 122,000 kg of Carbon Emission, according to a statement made by DEWA.

On Saturday 26th March, activities were held in the Emirate in support of the global sustainability movement, Earth Hour which sees people and iconic landmarks across the world turn off their lights and unnecessary electrical appliances between 8.30 p.m. – 9.30 p.m. in a sign of unity to fight against the largest threat to planet earth, global warming.

The Supreme Council of Energy and DEWA encouraged residents and businesses to participate in Earth Hour, which was organized under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and the Supreme Council of Energy. This event was attended by the Major

General Mohammed Ahmed Al Merri, Director General of General Directorate of Residency and Foreigners Affairs, Dr. Sheikh Abdul Aziz bin Ali Nuaimi Executive Manager of Ehsan Charity Center, Major-General Abdul-Rahman Mohammad Rafi, Director of the Community Service Department – Dubai Police Headquarters, Dr. Tayeb Al Kamali, Director of Faculty of Technology, Nejeeb Zafarani, Secretary General of Dubai Supreme Council of Energy, Eng. Abdullah Al Hajri, EVP – Customer Service Division, and Dr. Youssef Al Akraf, VP – HR Division.

The event was followed by the spectacular Earth Hour walk between 8.30 p.m. – 9.30 p.m. when residents and

businesses came together across the globe to turn off the lights and unnecessary electrical appliances to reduce carbon emission and combat climate change. In a march of solidarity, people walked across the Burj Plaza to the island and alongside the magnificent Burj Khalifa, whose lights were all turned off during that hour. Reaching the roundabout at the entrance to the Burj Khalifa, the walkers retraced their steps back towards the fountains to continue celebrations at Burj Plaza. Commenting on the success of Earth Hour, HE Saeed Al Tayer, Managing Director and CEO of DEWA stated; “Held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, Earth Hour 2011 was organised in line with DEWA’s judicious leadership in participating and sharing the whole world its relentless pursuit to conserve the environment

and reduce the carbon emissions in order to curb the climate change. The interest of the Dubai Supreme Council of Energy and Dubai Electricity and Water Authority in the environment constitutes a pivotal aspect of Dubai's environment strategy and through the many initiatives undertaken by the Authority to create educational and environmental programmes for the community we seek to encourage the responsible use and conservation of resources."

HE Al Tayer added: "Residents participating in the Earth Hour initiative show the importance of conservation and the good work that DEWA has undertaken over the years to raise the importance of conservation in the Emirate." He also expressed his happiness concerning the solidarity of all residents to turn off lights and unnecessary electric appliances during the earth hour, stating that the attraction of all these people beside Burj Khalifa for this noble goal cause symbolises the development of human behaviour towards the environment, the culture of civilization and social awareness. "For the fourth consecutive year, Dubai is insisting on raising the awareness and showing its interest in preserving resources and the environment. All parties are competing to achieve the aim of the Earth Hour," HE Al Tayer further added.

Earth Hour is the world's largest climate-related community action on the planet. Started in 2007 in Sydney, Australia when 2.2 million individuals and more than 2,000 businesses turned off their lights to take a stand against climate change, Earth Hour has grown to become a global sustainability movement where hundreds of millions of people from every continent join together to acknowledge the importance of protecting our planet.

On her part, Amal Koshak, Senior Manager, Demand & Tariff Management, DEWA said; "DEWA has been keen to bring to the Earth Hour

Saeed Al Tayer :

we collaborate with the international Society to protect the Environment , the Planet and conserve our Resources.



event the traditional Arabic heritage village spirit and present to the whole world the unique spiritual mix between Burj Khalifa, one of the most luxurious and elegant towers in the whole world and our traditional Arabic Heritage. This unique mix strengthens the relationship between the people and the past. By doing so, we hope that people do not forget the past challenges and find the spirit and solutions of future challenges concerning energy conservation and life, and to save the future of our planet for the generations to come".

"I am sure that many people will continue the passion and spirit of conservation which they showed during the event by going beyond the Earth Hour and make a pledge, large or small, to preserve natural resources in their daily lives," Amal Koshak added.

DEWA is one of the first authorities to have adopted and supported Earth Hour since 2008, and is also one of the first authorities to launch initiatives to educate its customers and the community on the responsible use of electricity and water, conservation of the environment and the protection of our planet.

In 2008, DEWA realized good results, as there was a decrease in electricity consumption at the amount of 100,000



KW/H and a decrease in carbon emission at the amount of 60,000 Kg, while in 2009 consumption decreased at the amount of 146,000 KW/H and carbon emission was decreased at the amount of 88,000 Kg, and in 2010 there was a decrease in electricity consumption at amount of 170,000 KW/H and consequently carbon emission reached 102,000 Kg.

Saeed M. Al Tayer: We collaborate with the international society to protect the Environment, the Earth, and conserve our resources



To promote consumption conservation as a culture and a way of life

DEWA launched the prize of “Conservation For A Better Tomorrow”

The Prize includes all governmental and private educational institutions



On the occasion of the call for candidacy for the educational sector, in partnership and collaboration with Knowledge and Human Development Authority, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA pointed out that DEWA works in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. These directives stress the necessity of power conservation in order to conserve our natural resources. In this regard, DEWA adopts ambitious plans in the field of power and water conservation and in the meanwhile measuring how far these campaigns are reacted to.

H.E. Al Tayer stated that DEWA has launched, in partnership with Knowledge and Human Development Authority, since the year 2005-2006 the prize of “Conservation For A Better Tomorrow” in order to appreciate the practi-

cal achievements and consumers’ response to the devised ways and techniques applied with the purpose of minimizing electricity and water consumption in Dubai. This prize was highly praised by the Government of Dubai and consequently

won the Award of “Distinguished Government Joint Project” – the category in which more than one Government Department cooperate to encourage team work.

This prize of “Conservation For A Better Tomorrow” aims to promote individuals’ awareness level so as to help them cut down their electricity and water consumption in educational institutions in Dubai.

As for the prize, H.E. Al Tayer stated: “We are seeking to spread conservation as a societal culture among the educational institutions in Dubai – either governmental or private. This prize will enable us to have partners in one of the most



important sectors which we have always been trying to reach. If the coming generations believe in the importance of conserving our Natural resources, we'll definitely succeed in building up a brighter future for them."

On his part, Dr. Abdullah Al Karam, Chairman of the Board and Director General of Knowledge and Human Development Authority, praised the efforts exerted by DEWA to spread the culture of conservation, as well its adopting the prize of "Conservation For A Better Tomorrow". Also Dr. Al Karam hailed the prize team whose efforts led to the success of the prize during the past years.

"This continuous partnership between DEWA and Knowledge and Human Development Authority regarding the prize of "Conservation For A Better Tomorrow" for three straight years has resulted in the project's winning the award of Dubai Government Excellence Programme in its last year's session. He also expressed his appreciation of the growing active participations of the different educational institutions during the past years, and also the positive results achieved by the prize year after year. The results included a high rise in the rates of conservation at the level of the educational institutions. Besides, the prize's societal role to disseminate the culture of conservation in the society," Dr. Al Karam added.

Amal Koshak, Senior Manager – Demand & Tariff Management at DEWA and Manager of Conservation Campaigns and Head of the "Conservation For A Better Tomorrow" Team, stated: "DEWA exerts tremendous efforts to consolidate the value of rational consumption as one of the most important values in society. Such prizes contribute to encouraging individuals to effect change, and in the meanwhile they brief us on how far in-



AED 30.000
was
allocated to
6 winners

dividuals react to awareness programmes which we provide all the year round. This prize enabled us, during last year, to achieve around 22% of water consumption and 11% of electricity consumption. It is for this reason that we are keen on its continuation. Moreover, we have added new categories to it so that we can reach all educational facilities."

In a bid to encourage all educational sectors to participate in this prize, DEWA, in its session of this year, has added the category of educating teachers, students and educational facilities staff in Dubai while assuring them that their efforts can make a difference as they are a model to the coming generations. Through this new addition, all the educational sector can participate and play a role through simple efforts and some instructions and directives which can strengthen the concept of proper consumption within their educational facilities. Anyone who wishes to participate

can fill out the application form in the website: www.dewa.gov.ae or download the application form and send it to cs.dtm@dewa.gov.ae. Also they can contact customer service centre on 04-6019999 for more details about the prize.

The basic criterion for the prize of "Conservation For A Better Tomorrow" is the reduction of the electricity and water consumption in the various educational facilities. The prize is divided into three main categories: The Category of Governmental and Private Educational Facilities, The Category of other Educational Facilities (such as Special Needs Centers, Child care centers, Old People's Educational Centres), and The Category of Domestic Consumer – Administration, Teaching Staff and Students.

cash prizes are offered to the first three winners for each category. For the first two categories mentioned above, the first winner gets 10,000 AED, the second winner 8,000 AED, and the third winner 6,000 AED. Concerning the third above-mentioned category, the first winner gets 3,000 AED, the second winner 2,000 AED, and the third winner will get 1,000 AED.

Dubai Electricity and Water Authority calls upon all educational facilities to participate in this prize. Those who wish to participate, have to apply the programme of conservation in facilities properly. They should fix all leakages, turn off water faucets tightly, switch off all lights and air conditioners while not being in use. All facilities participating in this prize have to save not less 7% of electricity consumption and 7% of water consumption. All methods adopted to reduce the consumption of electricity and water must be documented to be submitted to the arbitration panel, in addition to taking part in all initiatives and events organized by DEWA so as to foster the concept of conservation.



In the presence of 220 experts and specialists DEWA organized and sponsored The 3rd Best Practices Forum on Quality, Health, Safety & Environment

The 3rd Best Practices Forum on Quality, Health, Safety & Environment which was held and sponsored by Dubai Electricity and Water Authority was opened at Al Bustan Rotana Hotel for two days. This third session of the Forum was characterized by the participation of experts from the GCC countries who have given lectures on best practices and experiments. This year, 15 participants have spoken in the Forum; each of them submitted a research paper. Also this year's Forum was attended by 220 experts and specialists

This forum is part of Dubai Electricity and Water Authority's strategy to apply the best and highest criteria of quality, health, safety and environment. DEWA has provided its employees with a health workplace. As a result, DEWA has won so many world prestigious awards including the 5 Star Certificate as well as the Sword of Honor Award from the British Safety Council for many successive years. Moreover, DEWA had won Dubai Government Excellence Programme

Award – Gold Category in 2008 in recognition of its relentless efforts in promoting health and safety in workplaces.

H.E.Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "It has been an overwhelming ride and equally supportive response since 2007; wherein an initiative began

with elite group of professionals sharing knowledge on "Electric Shock Protection", we moved to Health & Safety, and today the umbrella has broadened with inclusion of Environment & Quality.

"The commitment does not end linearly to this Forum, it is multi-fac-

المنتدى الثالث لأفضل الممارسات في
Quality, Health, Safety & Environment
2 Feb 2011



Al Tayer delivering his opening speech



eted and the bug has been positively induced within the mindset of our esteemed employees and coveted senior management thru corporate HSE Week and Public HSE Weeks over the last few years. Not to forget, I should mention here that DEWA's credibility was further proved with the achievement of "Social Accountability 8000" certification in the year 2009, and further to add, the HSE Aspect was far beyond commendable attributes," H.E. Al Tayer further added.

H.E. Al Tayer also added: "We focused on different organizations within the UAE in 2008, we reached to various utilities in 2009, and in 2011, with proud I present and welcome the international utilities from Saudi Arabia, Qatar, Bahrain, and last but not least our hand-in-hand partners, the elite panel of British Safety Council, UK."

H.E. Al Tayer also stated: "DEWA successfully achieved a 5 star rating with a score of 97.8 %, a pinnacle of highest attainment within

the GCC countries, over past five years. To add to the above, OSHAS 18001:2007; ISO 14001:2004; ISO 9001, they all further compliment our achievements."

On his part Dr Yousef Al Akraf, A-EVP of Corporate Support added "In implementing the integrated administrative systems, DEWA has complied with providing all the requirement of implementation through disseminating awareness of QHSE as well as closely monitoring the process of implementation. This enabled DEWA to attain the highest levels and to win several awards in recognition of its efforts» .

Dr. Al Akraf, further added that DEWA adheres strictly to the different matters related to QHSE and works on improving them through promoting total quality, health, safety and environment making the best use of the best practices in these fields.

Saeed M. Al Tayer while delivering the opening speech



DEWA organizes its annual dinner ceremony and honors 37 of its senior employees



Mattar Humaid Al Tayer and Saeed Mohammed Al Tayer while honoring Dr. Yousef Al Akraf

Dubai Electricity and Water Authority organized yesterday its annual dinner under the theme of “Golden Jubilee”. This dinner was attended by H.E. Mattar Humaid Al Tayer, Chairman of the Board, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA, members of the Board, around 700 employee, EVP’s, VP’s, long- service employees as well as other DEWA’s officials



This ceremony is part of a plan based on honoring and awarding distinguished employees who spent long years working at DEWA

This dinner was held at Al Jawhara Hall in Madinat Jumeirah to celebrate DEWA’s achievements through 2010. This ceremony is part of DEWA’s initiatives aiming to strengthen job loyalty and enhance the relations between DEWA’s staff.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: “Our gathering this year coincides with DEWA’s celebrations of its Golden Jubilee – the 50th Anniversary of leadership and excellence in serving the ambitious plans of development in the UAE. These achievements, which aim at consolidating Dubai’s leading position in the region as a world economic and financial hub, are the fruits of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, as well as the great efforts exerted by the all DEWA staff either current or retired.”

DEWA’s achievements during the past five decades are stunning. At first, the take-off was modest, but now it has become a significant landmark, and a good example to follow. We all take pride in what we have reached either at the national or international levels.

There is a close relation between employees’ efficiency, skills, creation, and persistence and between the qualities of work outputs. As a

result, DEWA spares no effort to provide ongoing training and learning as well as bringing in and applying the best practices in order to serve our mutual tendency towards more promotion and progress.

On his part, Dr. Yousef Ebrahim Al-Akraf, Vice President of HR stated: “DEWA’s human resources are its drive towards leadership and excellence. Consequently, we care for each individual at DEWA – this is the core and spirit of our strategy. And our method has become a good example to follow. We regard our staff as our real wealth and pillar of different activities and business. They promote performance, support services, secure our customers’ satisfaction and attain the highest levels of efficiency and reliability.”

“This ceremony is part of DEWA’s plan based on honoring and awarding distinguished employees who spent long years working at DEWA. But for those sincere employees who worked hard, DEWA wouldn’t have achieved success,” Dr. Al Akraf added.

At the end of the ceremony, H.E. Mattar Al Tayer, Chairman of the Board and H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA honored 37 employees who spent 10, 20, and 30 years working at

DEWA calling upon them to continue their relentless efforts and loyalty throughout their remaining march.”

The honouring also included employees who participated in Tawassol Suggestion Scheme, departments and sections which attained the highest levels of internal job satisfaction, and one of DEWA’s retired employees who is considered to be one of the leaders who played a role in establishing it, spent years working at it and helped in its success and achievements.

Also the honouring encompassed 21 of DEWA’s trainers who exerted great efforts in training employees and providing them with expertise so as to properly serve DEWA.

Objective: Fostering job loyalty, strengthening relationships among staff and providing motivating work environment

DEWA’s success has been achieved because of its staff’s efforts, efficiency and loyalty

Women's Committee at DEWA visits Dubai Foundation For Women and Children (DFWAC)



DEWA's Female Employees while visiting Burj Khalifa

Within the framework of its efforts to empower working woman and encouraging her by setting up a common platform for positive interaction and enhancing her social role, Women's Committee at Dubai Electricity and Water Authority has paid a visit to Dubai Foundation For Women and Children (DFWAC)

The visiting delegation was headed by Khawla Al Mehairi, Chairperson of the committee along with the members of the committee and a number of DEWA female staff. This delegation was received by Afra Al Basti - the Chief Executive Officer of DFWAC, and Dr. Muna Al Bahr – Vice President of Social services.

On her part, Afra Al Basti hailed this approach and said: "We take pride in the initiatives taken by women at DFWAC. These initiatives contribute to empowering women at different levels and walks of life, rendering her more effective and stable in her social and family contributions – the thing which our judicious

Leadership is most keen on.

Khawla Al Mehairi stressed on the fact that the target behind this visit concretizes the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum – Vice President and Prime Minister of the UAE and Ruler of Dubai – regarding activating women's role and supporting them at all levels, fields and sectors, as well as consolidating DEWA's social responsibility for the different bands of society and exchanging ideas and expertise to promote the cognitive side and social awareness of the members of the committee regarding family violence issues which afflict women and children."

Women's Committee at Dubai electricity and water Authority organizes a lecture by Dr. Ahmed Al Kubaisi

As part of its strategy to support and



Fatima Deemas, vice chairperson of Women's Committee while honoring Dr. Ahmed Al Kubaisi

empower DEWA's staff and enhancing their role and effective participation in all fields, Dubai Electricity and Water Authority organized a lecture by Dr. Ahmed Al Kubaisi under the title "Education and Work – An Islamic View"

During the lecture, Dr. Al Kubaisi tackled Islamic thought as a basic element in the process of administration, and how to stimulate and guide DEWA's staff to realize set objectives through tireless work.

Women's Committee at Dubai Electricity and Water Authority paid a visit to Khalifa Tower

As part of Dubai Electricity and Water Authority's efforts to empower the working women and encouraging them through setting up a common platform of positive interaction as well as enhancing their societal role, Women's Committee at Dubai Electricity and Water Authority organized a trip for DEWA's women employees to Khalifa Tower (The highest tower in the world and one of the most important land-

marks in Dubai).

A number of 50 female employees in addition to 10 members of the women's committee participated in the trip which was presided by Khawla Al Mehairi, Chairwoman of the Committee, and Fatima Deemas, Vice Chairwoman.

On her part, Khawla Al Mehairi, Chairwoman of the Committee, stated: "Such social activities are part of DEWA's strategy which aims at enhancing women's role and supporting them at all levels. These pleasure trips constitute an important feature of societal activities, which the committee is keen to put on its agenda and organize on a monthly basis. The importance of these activities lies in consolidating corporate loyalty, which in turn will reflect positively on female employees' productivity and dedication to work."

It is worthy of notice that since its in-

ception, Women's Committee endeavored to promote awareness of women's issues through its programs and activities and in the meanwhile focusing on disseminating awareness of the importance of reaching a balance between working life and social life pertaining to dealings in DEWA. Also, this trip aimed at consolidating equality within workplaces, supporting women's role and contributing to empowering them through knowledge, learning and self-development

Women's Committee disseminates awareness of the importance of achieving balance between working and social life.

First Organization in the Middle East to enter Strategy Hall of Fame **DEWA Maintains Leadership in Strategy Workshop and Recognizes Strategy Champions**



In line with the vision and directives of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, towards promoting sustainable development for the Emirate of Dubai, and supporting and consolidating Dubai world position as a hub for finance, business and tourism, Dubai Electricity and Water Authority has demonstrated its leadership in the field of strategic planning and execution with a Strategy Review Workshop followed by its Annual Corporate Strategy Excellence Award to recognize and reward the efforts of individuals and divisions to drive strategy

This workshop, which was attended by H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA and top management of DEWA at Bab Al Shams

Hotel in Dubai and lasted for one day, comes as part of DEWA's intensive efforts to review and update its strategic plan.

H.E. Saeed Al Tayer, MD and CEO of DEWA, met with top management of DEWA to assess and review the progress made in implementing DEWA's five-year Strategic plan. This involved an intense day's work reviewing the cascading and alignment of DEWA's Strategy Map and Balanced Scorecards to Divisional Strategy Maps and Balanced Scorecards.

H.E. Al Tayer stated: "DEWA's Vision is to be, 'A recognized world



class utility' and it's vital that all of us work together to create the synergy to achieve this vision. Strategy fuels success and this is why it is essential that strategy is both well-planned and actually implemented within any organization. This requires the taking the time to think strategy and develop it."

H.E. Al Tayer said that the workshop ensured DEWA's continuous adherence to best practices in strategic planning and implementation and marked a major milestone in the growth and evolution of DEWA as a Strategy Focused Organization as part of its efforts to support Dubai's strategic direction.

DEWA is the first organization in the Middle East to have been inducted into the Hall of Fame for its implementation of the Balanced Scorecard and adherence to the five principles of the Strategy Focused Organization, developed by creators of the Balanced Scorecard, Drs. Kaplan and Norton.

The workshop was followed by the Corporate Strategy Excellence Award which gave out trophies to the top three most Strategy-Focused Divisions in DEWA and to the Divisions with the Highest Awareness of Strategy. Three top strategy representatives were also rewarded



with certificates and cash prizes for their hard work and efforts to develop, communicate and implement strategy within their respective divisions.

Saeed M. Al Tayer: We work together to keep DEWA a recognized world class utility

Al Tayer : We work together to keep DEWA a recognised world class utility

Saeed Bel Jafla : "Teamwork is the secret of my success"

In each issue, we interview elite employees at DEWA, who are working in silence and heading towards success in their career.

The next lines bring us a rich experience which we will explore in details to extract lessons to guide those who are looking for creativity and excellence in all walks of life.

Saeed Beljafla, Manager of Key Accounts, Customer Relations Department, Customers Services Division .

When was the Key Accounts Section established?

Key Accounts Section was established on 5/10/2009 pursuant to the directions and vision of the MD & CEO for Customer Relations Services to serve government department and authorities, and major private companies within the UAE.

Can you introduce yourself in a few words?

My name is Saeed Ali Saif Beljafla. I'm the Manager of Key Accounts at Dubai Electricity and Water Authority. I hold English literature Certificate from (Cambridge University, UK). I'm married with one child "Zayed". I like contemporary arts and pursue artists' works such as Claude Monet, Kandinsky & Van Gogh, in addition to documenting the history of Al Maktoum, traveling and exploration.

Can you tell us about your career progression?

I was appointed by the concerned committee. Also, my previous 11-year experience in all aspects of administrating some projects within the UAE helped me a lot.

What's the nature of your work? How important is it especially if we take into consideration the fact that it is a new section which provides quality services?

In general, my duties include the daily follow-up through visits and corresponding, receiving all applications from major institutions' representatives, to build strong relationship and expedite the completion of any previous applications related to DEWA after studying them thoroughly.

Furthermore, I work on establishing trust between DEWA and its customers as well as communicating with them via the section's email KAM@DEWA.GOV.AE.

What are the challenges faced by this section?

We face daily challenges; among them is how to handle applications related to key accounts in record time

along with high rates of customer satisfaction.

Can you give us an example on how you can manage to overcome daily work challenges?

I do this by organizing and coordinating with other concerned divisions within DEWA and allocating a committed work team in following up all applications around the hour and proposing suitable alternatives.

Surely! Everyone of you is a guardian and is responsible for his charges.

How far does this Hadith affect your work?

I feel responsible for my staff. The success of the Section relies on the success of the work team. Therefore, we have built the credibility of highly and fruitful communication to break the ice between us- as a guardian and charges – as we are all partners in responsibilities.

Could you tell us about a project or decision that resulted in great success in your career? What was the most important award you have won?

The most important success was processing the largest number of applications within a short period of time, only 4 months. We have accomplished 170 applications from 34 institutions, government and semi-government authorities and private sector companies. It is considered the greatest achievement ever for our hardworking team and an honor for all of us.

Some of DEWA's values are transparency, integrity, teamwork, customer-focused services, etc. How far do you apply them in your career?

I would like to mention that these values are part and parcel of our work and DEWA's strategy. Transparency means eliminating the barriers between the customers and the employees. Integrity is taking well-examined decisions and devotion at work. While teamwork means, to us, doing each job in time - "Never delay till tomorrow what ought to be done today."

As for customers, we pay them great attention as they are the core of our work, and customer satisfaction means the success of our work.

You have both male and female members of your staff. How can you deal with them? I mean to say, are there any differences in terms of treatment?

I deal with all employees as if we are one family aiming to achieve success and progress for DEWA. I never dif-

ferentiate between them as long as they all do their utmost best for the interest of DEWA.

Do you think that female employees have an effective role in your section?

Of course, they have significant roles, no matter how small these roles are.

Would you mind briefing us on your relationship with your superiors?

It's based on mutual respect, communication. We adopt open-door policy.

What are the factors of your career success? And how do you identify your success?

My success stems from quick involvement with the work team, effective communication with all categories, and building the spirit of comradeship.

Do you have any ideas or suggestions that you want to achieve?

I have a lot of new ideas which I aspire to get the opportunity to present to people in charge at DEWA.

Do you have a personal wish of your own?

In fact, I look forward to developing the section and enhancing its performance so as to be a model to follow at

the level of all the UAE government departments. Personally, I beseech Allah the Almighty to instill the spirit of modesty and love of people into me.

What's the role of your family in your success?

My family has a great influence on my career success especially my parents who raised me to be distinctive at all levels.

What is the advice that most influenced you and you like to share it with us?

There are a lot of events that influenced me, I recall some verses of the Holy Quran" And behold God will say: Jesus the son of Mary didst thou say unto men, worship me and my mother as gods in derogation of God? he will say: glory to thee never could I say what I had no right (to say). had I said such a thing, thou wouldst indeed have known it. thou knowest what is in my heart, though I know not what is in thine. for thou knowest in full all that is hidden"

I take this verse as my motto in life and as a way of communication with others. I depict the glory in the dialogue between Allah Al Mighty and his prophet, in which the means of success are clarified. Therefore, I always converse with others and prefer to listen more than I talk, in a way that can maximize the benefit of us all.



"A rare photo which was taken during a visit to Al Aqsa Mosque with the UAE delegation".

"Organization, Coordination and Allocation of work teams are the key factors to overcome the challenges of daily work"

DEWA Kicks Off the Third Phase of “Beyond Customers Expectations” Program

Al Tayer:

**Superior services are the core of our work
in a competitive environment**

In the framework of Dubai Government Excellence Program and Dubai Electricity and Water Authority's Strategic plan, the Customer Relations and Human Resources Departments at Dubai Electricity & Water Authority launched Phase 3 of their “Beyond Customers Expectations” development program. This program was launched in 2006 to enhance and refine the skills of staff who serve customers, to provide them with the appropriate opportunities for development and training to enable them to build up their capabilities and responsibilities, deliver a positive customer service experience, and to boost customer service culture within the Authority.

H.E. Saeed Mohammad Al Tayer, Managing Director and Chief Executive Officer of Dubai Electricity and Water Authority stated: “In line with the vision and guidance of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, DEWA is aiming to achieve Dubai Government's strategy to promote sustainable development and to consolidate Dubai's position as

a global hub for finance, business and tourism. “ He further added : “Effective customer service delivery is a key component of the competitive advantage of any organization responsible for the delivery of critical public services such as electricity and water.”

160 Frontline & cash employees, 34 Customer Care Centre employees and 32 supervisors are part of this extensive 2-month long training program which kicked off in November. The program has been divided to target the aforementioned employee categories and provide specialized training related to each field.

The training program will cover effective handling of customers, managing customer service, effective time management, effective team work and communication strategies. Amal Al Suwaidi, Vice President-Customer Relations said :“We have a clear commitment towards provid-

Al Akraf:

**Customers' satisfaction is everyone's
objective at DEWA**

ing services of the highest standards, which is why we find the need to constantly improve ourselves in every aspect and hence exceed the expectations of our customers. The continuation of this development program is a strong indicator of our goals and pledge towards this cause.”

Dr. Yousef Al Akraf; Vice President – Human Resources said that Customers are the life-blood of any business; so providing great customer service is critically important. “Your customers expect to receive the same quality of customer service as what they perceive they are giving. Keeping your customers satisfied needs to be the goal of everyone in your organization.

DEWA is about to launch other initiatives to enhance relations between customer service employees and the management including the “Al Multaqa” gatherings, which was launched earlier this year. These gatherings present a platform which enables the management to listen to employee needs, discuss and brainstorm ideas and involve employees in Customer Relations action plans and development processes.