

JANUARY 2012

switched on

Engineering brilliant solutions



Lucy Electric takes first step in China

- Also in this issue
- Lucy Switchgear awarded major contract in Sudan
 - Focus on environmental responsibility
 - Lucy Switchgear tours UK DNO sites

www.lucyswitchgear.com

Welcome

Happy New Year to all our employees, partners and customers around the world! It is true to say that 2011 was tough in many respects, but we dug in and came through in a very healthy position with a record order book. This year promises to be one of growth: we have ambitious and exciting plans both for new and emerging markets and more efficient product development. We have recently opened our first Chinese office and we are now looking to expand the sales teams there, in Malaysia and in South Africa.

In this edition we highlight some of our recent activities in Africa, the Middle East, China and the UK. In the Middle East, Lucy Switchgear goes from strength to strength and we have recently been recognised as a key-supplier for DEWA.

Thank you all again for your continued dedication and support; as we enter another important phase in the company's development, we can look forward, with great optimism, to 2012 and beyond!

Carl Sellick, Global Sales & Marketing Director.

Lucy Electric (Beijing) Co Ltd.



We are delighted to inform the rest of our colleagues within the Lucy organisation that Lucy Electric has just taken its first step in China, one of the biggest markets in the world – no doubt a once-in-a-lifetime opportunity. Though there will certainly be challenges ahead of us, we believe that with Lucy Switchgear's world class engineers and experience, in addition to the long history and reputation of our products, we will have yet another success to add to our already impressive record.

News from Beijing: in June 2011 Lucy Electric (Beijing) Co Ltd started the registration process which will last until the end of November 2011. By then it is expected that Lucy Electric (Beijing) Co Ltd will be fully up and running and Lucy Switchgear's products will start to penetrate into the biggest market in the world.

Background

The Chinese Market

The size of the potential market in China was highlighted by The Telegraph in July when it reported that - 'China will top-out a new skyscraper every five days for the next three years as it continues to embark on the biggest building boom in history...' <The Telegraph> 8th June 2011. To support this phenomenal rise in urban construction, power plants are being constructed at an unprecedented rate and scale.

Our efforts to maximise Lucy Switchgear's potential: Since 2010, we have paid a number of visits to China to explore the unique opportunity to advance the company's development in this market. Thanks to this we have been able, not only to study the business models and market shares of our competitors, but also develop our own relationship

with the local experts. As a result of their feedback we became convinced of the potential for success for Lucy Switchgear in China and decided to set up Lucy Electric (Beijing) Co. Ltd.

We exhibited at EP China 2011, which is the biggest electric power distribution equipment and technology exhibition in China. There we demonstrated our Aegis and AX equipment, as well as other products to the Chinese consumer. These generated great interest which demonstrates the business potential for Lucy Switchgear in China.

Strategy and Structure of Lucy Electric (Beijing)

In the early days of our presence in Beijing, we will mostly focus on understanding the market, exploring sales opportunities, establishing sales channels and promoting the Lucy brand. At the same time, we will work on getting Lucy Switchgear products through the Chinese Standard type test and we aim to be generating sales by June 2012.



To achieve our targets, we will begin with 5 members of staff at Lucy Electric (Beijing) Co Ltd. Dr. Zhenhui Gou has relocated from UK to Beijing as the General Manager, whilst Mr. Chen Wang has joined us as the North Region Sales Manager. Mr. Wang previously worked for Eaton as the Regional Sales Manager, and his experience with RMUs and other similar products will allow us to build on his existing contacts and establish new sales channels in the near future. Chen Tian Xu will join us as a Sales Executive in November, and we are currently looking for a Technical Application Engineer and an office assistant to join our team.

Lucy Switchgear awarded a major contract in Sudan

for the supply of various electrical equipment

Lucy Switchgear ring main units (RMUs) have been used in Sudan for decades, beginning with fused-switch oil-insulated RMUs, followed by SF₆ insulated fused-switch RMUs until the most recent SF₆ RMUs with 'T'-off vacuum circuit breakers. Throughout this supply history, Lucy Switchgear RMUs have proved to be ideal for outdoor installations, as their robust construction can withstand all the conditions of the harsh weather in Sudan; dust, rain and extreme temperature variations.

Automation was introduced to Sudan in 2004 by successfully executing a pilot project for the National Electricity Corporation (NEC). This consisted of retrofitting 6 RMUs for automation in 2 different loops which communicated to the SCADA system via Remote Terminal Units using GSM communication. The NEC realised the importance of introducing automation to the distribution network and started working on a plan to enhance the performance by increasing the number of the automated points.



Left to right: Ali Abdulrahman, SEDC Managing Director
Ghalib Mohamed Ahmed, SEDC/ElMostagbal General Manager
Ahmed R. Abdallah, LME Regional Sales Manager
Bassam Hakim, LME Area Sales Manager

As part of this plan, the Sudanese Electricity Distribution Company released an open tender for the supply of Automated Ring Main Units and Overhead Line equipment which was recently awarded to Lucy Middle East FZE. Lucy Switchgear's proposal underwent a thorough evaluation and was found to be the best offer, both technically and commercially.

The tender scope covers various types of equipment: Ring Main Units, Load Break Switches, Sectionalizers, Autoreclosers and Air Break Switch Disconnectors; all associated with relevant Remote Terminal Units (RTU). The contract, which will be executed over the span of a year, is expected to cover all of Sudan's current needs for automated equipment.

Lucy Switchgear rewarded as key supplier for DEWA



H.E. Saeed Mohammad Al Tayer, DEWA, MD & CEO Bassam Hakim, Lucy Middle East, Area Sales Manager.

In line with DEWA's vision and mission to communicate with key suppliers and consultants and in order to achieve their common strategic objectives, DEWA invited their key suppliers and consultants to attend a meeting at the Grand Hyatt Hotel, Dubai.

At the end of the meeting, DEWA's Chief Executive Officer H.E. Saeed Mohammad Al Tayer rewarded Lucy Switchgear and other partners by offering commemorative trophies as a gesture of recognition to the longstanding relationship that exists between them.

Focus on environmental responsibility

Lucy Switchgear's increasing focus on environmental responsibility has been cemented through partnerships with companies heavily



For many of their latest projects, G2 Energy have relied heavily on Lucy Switchgear products, particularly on their most recent site, a £12m solar PV farm completed in July 2011. Trefullock Farm in Cornwall is one of the largest photo-voltaic sites in the UK, and it is hoped that the 5MVA installation will provide enough energy to power 1,450 four-person homes each year.

Like many of G2's other recent projects, the Trefullock Farm installation had an extremely tight deadline, as the final commissioning



works were completed on July 28th, just days before the cut off date for projects hoping to benefit from government enhanced Feed-in Tariffs. With only 6 weeks to specify, procure and install the 11 kV equipment and associated G59/2 Relay panel, G2 Energy were working against the clock,

but Lucy Switchgear's short lead time and rapid response meant that the client was able to complete the installation without delays.

To achieve the shortest turn-around time, Lucy Switchgear drew on the extensive range of industrial units that are now kept in stock at the Thames headquarters. A bespoke solution was then created by customizing these to meet the UK standard requirement for Embedded Generation schemes (G59/2) and to meet the Western Power Distribution (DNO) point of connection requirements. Examples from both the extensible and non-extensible ranges of Sabre Ring Main Units were used, which were then being housed in a containerized substation, providing a very robust, reliable and compact solution.

G2's Operations Director, Kelvin Ruck, commented;

"We were very pleased with the service and commitment demonstrated by Lucy Switchgear and in particular their sales manager, Jonathan Hopkins, who dealt with our enquiries and orders and progressed them through the system in an exceptional manner, ensuring we received the switchgear in the very tight timescales that the projects demanded and to the appropriate bespoke specification."

We thank Lucy Switchgear for their support and very much look forward to working with them again on our future projects".

involved in the renewable energy sector, such as G2 Energy. This Milton Keynes-based company is Lloyds Register NERS accredited, and specializes in the design, procurement and installation of package solutions for Distribution Network Operator (DNO) points of connection and associated civil & electrical balance of plant works. They are particularly orientated towards renewable energy schemes, especially wind and PV farms, especially in light of the government's target of generating 15% of the UK's energy needs from renewable resources by 2020.

Tim Spearing new Business Development Manager for Automation

We would like to welcome Tim Spearing to Lucy Switchgear in the role of Business Development Manager for Automation. Tim brings with him a wealth of experience and extensive knowledge of automation and protection from a succession of blue chip companies.

Tim comes with a pedigree background in control and protection. After graduating with a BSc in Information Technology in 1988, Tim started his career working on control and protection designs at GEC Measurements. He brought a new skill set to the company which complemented the development of numerical control and protection relays. After having worked on several developments and applications for SCADA, auto-reclose and protection relaying, Tim took a slightly different direction with technical marketing and helped define and scope out the requirements for new protection and control products, and to manage these products throughout their life cycle.

The next turning point in Tim's career was as Sales Manager for Automation & Control at VA Tech Reyrolle. This was a UK position responsible for selling SCADA, RTUs, substation control systems and protection and control panels. Tim was exposed to, and learnt a great deal from, offering solutions to the market, which complemented his knowledge and experiences in a product business.

Prior to joining Lucy Switchgear, Tim was Business Manager at ABB for the Distribution Automation business in the UK. Although this was focussed on marketing and selling products, the understanding of the overall system concept and solution was essential in moving this business forward. Whilst at ABB, as well as managing the sales and marketing for the Distribution Automation business, Tim was also the senior ABB representative on a major IFL smart grid project involving two DNOs and eight universities.



Throughout his career, Tim has always aimed to improve his knowledge and has delivered several technical papers on protection, communications, sensors and smart grids at IET and CIRED conferences. Tim is currently on the technical committee for the IET Developments in Power System Protection, and is Secretary to the IET Midlands Power Group.

"I wanted to join Lucy Switchgear because I felt I could add greater value to a more dynamic company", reported Tim. "I know I've made the right decision because I am working with a great bunch of technically and commercially competent people. I am really looking forward to helping the automation business at Lucy Switchgear with their continued success and to become the robust and sustainable business they deserve to be".

Lucy Switchgear tours UK DNO sites



It has been a busy year for Lucy Switchgear – as well as participating in numerous exhibitions across the globe, sales staff have been involved in an extensive road show in the UK. A 28ft truck equipped with products toured the length and breadth of the UK from the beginning of September until the end of October, bringing our knowledge and solutions directly to the DNOs.

The road show was extremely well received by all involved, as everyone from installation engineers to specifiers welcomed the opportunity to try out our new products, ask questions and raise specific issues relative to their particular application. Prominent among the display items was the AcuLok TMO which is being rolled out across the DNO networks. Many people had the chance to find out that the patented AcuLok handle has a number of new features which add appreciably to operator safety. It locates the fixed fuse contacts first time thanks to the wide overlapping skirt which the handle slides over. Furthermore, closing the operating handle locks the whole unit into place whilst automatically applying the correct pressure to both contacts in one safe movement.



The Cut Out Metering Chamber which provides a compact solution in one easy-to-install package also caused something of a stir, and led a number of people to contact the sales office for more details and to discuss the product further.



There were also ample opportunities to increase general awareness of developments in the Rapier AX, as well as demonstrate the considerable attributes of a Sabre VRN2a and the updates to the Gemini RTU 2.5. Additionally, a number of new house service cut out variants were on display. Customers were consequently exposed to a broad cross section of Lucy Switchgear products, some of which they would not ordinarily come across.

Despite some rainy days and occasional biting cold gale force winds, the staff who manned the trailer through the weeks pronounced the road show to be a great success. Not only did it allow Lucy Switchgear to communicate directly with those on the front line and gain a useful insight into what end users expect from our products, but also demonstrated a real commitment to working in partnership with clients to create bespoke solutions. The overriding message was that Lucy Switchgear are *"big enough to perform, small enough to care"*.

A familiar face returns to Lucy Switchgear UK

Following a period of sustained growth and development, Lucy Switchgear is pleased to announce the following restructuring initiative:



Andrew Evans has been appointed to the new role of General Manager – Sales, based from Lucy Switchgear's head office in Thame. He has returned to the UK after spending a number of years at our Sales Office in Dubai where he focused on developing sales and new regional offices in Asia Pacific. In his new role, he will be responsible for overseeing LEUK sales activities and maintaining ties between all the regional offices.



Phil Lonsdale's role has expanded, from European Sales Manager, to cover a larger area in his new position of Export Manager. He will lead initiatives to develop opportunities in new and existing markets, as he has already shown with recent trips to Cyprus and Ghana. He is also responsible for providing support to the global sales team during the initial stages of new strategic product launches.

Lucy Switchgear makes its mark at the ASK show



Lucy Switchgear recently exhibited at the Agricultural Society of Kenya show, held in Mombasa, which ran from 31st August to 4th September 2011.

The show was attended by Senior Government officials including the President, and Regional Senior Managers for Kenya Power.

The purpose of Lucy Switchgear's attendance was to highlight the importance of the recently awarded Mombasa Automation Project for Kenya Power (formally KPLC – Kenya Power and Lighting Company). The project will cover most of Mombasa Island, its surrounding areas & includes several key 11KV and 33 KV sites. It involves the supply and installation of several GX switches, RMUs and a SCADA system (Supervisor Control And Data Acquisition). Following a detailed planning and design phase, project implementation is due to commence before the end of 2011, with the majority of items being shipped by December 2011.

A demonstration system replicating the control centre features, designed by Lucy Automation, was the centrepiece of the Lucy Switchgear stand and was extremely well received, not only by the public and local industry, but also by Kenya Power.

In addition to the ASK show demonstration, a press conference held at the Regional control centre at RABAI on the 8th September saw the project formally launched by both the Chairman of Kenya Power, Mr Eliazar Ochola and the Managing Director of Kenya Power, Eng Joseph Njoroge.

Both the Kenya Power directors expressed their delight at Lucy Switchgear's offering, and went on to highlight its importance in Kenya Power's overall strategy of system improvement & investment for the coming years.

The launch was formally covered by regional and national press, and served to confirm Lucy Switchgear's presence in Kenya for future projects.

Lucy Switchgear worldwide offices

Lucy Electric (UK) Ltd.

Howland Road, Thame, Oxfordshire,
OX9 3UJ, United Kingdom

Tel: +44 1844 267 267 General

Tel: +44 1844 267 222 Sales

Fax: +44 1844 267 223

Email: salesuk@lucyswitchgear.com

Lucy Middle East FZE

PO Box 17335, Jebel Ali, Dubai, United Arab Emirates

Tel: +97 148 129 999

Fax: +97 148 129 900

Email: salesme@lucyswitchgear.com

Lucy Switchgear Arabia Co. Ltd.

Novotel Business Centre,
P.O. Box 35340, Dammam 31488,
Saudi Arabia

Tel: +966 3 8147 910

Fax: +966 3 8147 914

Email: salessa@lucyswitchgear.com

Lucy South Africa Pty. Ltd.

Suite 117 & 118, Fourways Business Centre,
Design Quarter, Nicole Grove Office Park, Leslie Road,
Fourways, 2055, South Africa

Tel: +27 115 133 415

Fax: +27 866 783 418

Email: salesza@lucyswitchgear.com

Lucy Asia Pacific Sdn Bhd

E-9-9, Amcorp Business Suite, Menara Melawangi,
Pusat Perdagangan Amcorp,
18 Jalan Persiaran Barat, 46050 Petaling Jaya,
Selangor, Malaysia

Tel: +60 379 317 775

Fax: +60 379 601 050

Email: salesmy@lucyswitchgear.com

Lucy Electric (Beijing) Co. Ltd.

卢西电器(北京)有限公司
北京市朝阳区东三环北路霞光里
18号佳程广场A座1122室

邮编: 100027

电话: +86 1059 231 176

传真: +86 1059 231 177

电子邮件: salescn@lucyswitchgear.com

To find out more about us, visit

www.lucyswitchgear.com