



شركة أبوظبي للتوزيع  
Abu Dhabi Distribution Co.

# DISTRIBUTION

ADDC QUARTERLY INTERNAL NEWSLETTER

Sheikh Diab bags the “Arabian Energy & Water Industry Leadership Award”

Issue gift  
Notepad

- ADDC launches new bill payment methods
- ADDC social get-together a success
- ADWEA presents environment - friendly devices



Dear reader,

The ADDC is committed to excel in the race for distinction. We have set a strategic goal of achieving a pioneering position, compared to other similar utility providers, by 2013.

In our efforts to realize the strategic vision of the Abu Dhabi Government's "Plan Abu Dhabi 2030", we have adopted a short-term strategy that makes it mandatory for all our staff to adopt the highest standards of career excellence, enhance their activities on continuous bases, embrace sustainable development concepts and develop the highest international standards of quality.

To ensure the success of these efforts, we are planning to compete for two of the top-rated excellence awards in Abu Dhabi for the year 2010 – the "Sheikh Khalifah Excellence Award" and the "Abu Dhabi Award for Excellence in Government Performance". These awards apply the EFQM Excellence Model that has been designed for helping organizations worldwide in their drive towards being more competitive through applying the concepts of professional strategic planning to manage personnel, operations, products, services, resources and partnerships.

Since we initiated our drive to attain excellence in performance in 2007, the ADDC has bagged a number of excellence awards, such as the "Sheikh Khalifah Excellence Award 2007" (Service Sector) and the "Abu Dhabi Golden Star Award" of ADWEA.

This year we are facing the challenge of running for the Golden Category of the Sheikh Khalifah Excellence Award that would highlight our position as one of the frontline service providers in Abu Dhabi and our commitment to attain excellence in performance. As soon as the external assessment of our company's performance was conducted as a part of the award's procedures, our Quality Management Team started to follow-up with the performance reports requested by the awards administration and discussed points that needed enhancement. We also started organizing internal workshops to inform all our departments about the award's new standards and to help them evaluate their performance over the last two years.

On its part, the ADDC's top management formed a committee to monitor implementation of the performance excellence plan and compiling entries for both awards. The team shall also arrange intensive programs to educate the company's staff and partners on performance quality standards.

We urge all our employees to acquaint themselves with the concepts and tools of performance excellence, which would not only win us prestigious awards, but also be of great help in improving our capabilities on an on-going basis.

**Eng. Ahmed Saeed Al Muraikhi**  
Managing Director  
Abu Dhabi Distribution Company

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## WELCOME NOTE

## Marching Towards Excellence



# THE CONSTRUCTION DEPARTMENT IN ADDC

## Construction Department Functions

The Construction Department is responsible to secure that all the connections (Power & Water) and the related works such as clearances, diversion and relocation, and internal wiring inspection and installation activities are timely delivered to ADDC customers. This comes in line with ADDC vision and objectives of improving the total company efficiency and customer satisfaction. The following points summarize the main management and control functions undertaken by the Construction Department:

Secure the Power/Water supply for consumers belong ADDC Distribution Network (Abu Dhabi Central Region, Eastern Region, and Western Region), by studying and knowing the nature of required load, deciding the feeding arrangement of supply.

Performs related duties such as relocation of existing services and assets affected by new developments.

Carry out and supervise the installation of new power / water assets and services including the commissioning of assets such as substations taking into consideration all safety measures according to ADWEA/ADDC safety standards and procedures.

Checks and approves Electrical/Water Installation work shop drawings and designs, prepared by consultants/contractors for all new projects and developments in Abu Dhabi according to ADDC Installation and Wiring regulations ,to ensure maximum safety for the consumers.

Carry out Inspection and testing of all internal installations for new projects and developments in Abu Dhabi as per ADDC Installation and Wiring regulations, to ensure maximum safety for the consumers.

Manage and control Construction Department contracts/contractors, and related works such as tendering, technical evaluation and payment approval.



## LATEST NEWS

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### Sheikh Diab bags the “Arabian Energy and Water Industry Leadership Award”



The MEED Arabian Power and Water Summit (APWS) has awarded H.H. Sheikh Diab bin Zayed Al Nahyan, ADWEA Chairman, its debut “Arabian Energy and Water Industry Leadership Award”.

HE Abdulla Saif Al Nuaimi, Director of Privatization Directorate at ADWEA, received the award on behalf of Sheikh Diab in the opening session of the APWS, organized at the Fairmont Bab Al Bahr in Abu Dhabi city on 30-31 March 2010.

The award is MEED’s highest honor and is awarded to those who have exhibited vision, made lasting contributions to the power and water Industry and inspired and directed industry members to accomplish its goals.

In statement read on his behalf at the meeting, Sheikh Diab said: “ I am pleased to accept the honor and receive this high accolade which I consider an indication of the success of the

Government of Abu Dhabi’s strategy in adopting the privatization of water and power sector as a strategic choice; the success of the privatization program comes as a result of the directives of HH Shaikh Khalifa Bin Zayed Al Nahyan, UAE President, and the continuous follow up of HH Shaikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi Deputy Supreme Commander of the UAE Armed Forces and Chairman of the Abu Dhabi Executive Council”.

MEED’s APWS is the largest and most important gathering of business people and government officials in the region addressing the challenge of ensuring the countries of the GCC have sustainable long-term capacity to deliver electricity, water and water reuse services.

### Abu Dhabi Distribution Company. Contact Center honors staff members



ADDC Contact Center has recently organized a ceremony to honor seven of its staff members for their outstanding performance and adherence to the rules and regulations set by the company, with the attendance of H.E Engineer Ahmed Saeed Al Mureikhi, ADDC’s Managing Director.

Addressing the ceremony, Al Mureikhi applauded the great efforts of the honored staff members in promoting the ADDC’s image through their professional and prompt response to the customers’ calls and enquires. He also urged the Contact Center staff members to stick

## ADWEA presents environment - friendly devices



to their teamwork spirit to ensure the success of the center in particular and the company in general in achieving its strategic objective of occupying a pioneering position as utilities provider in the UAE and worldwide.

Musabah Al Mazroui, Contact Center Manager, said; "The core duty of the Call Center is to extend support to the ADDC customers on issues of settling their water and electricity bills and responding to all their enquiries and complaints. The center also receives emergency calls and follows them until they are finally resolved and refers customers' feedback and comments on services provided to the company's concerned departments for further action.

Mr. Mazroui pointed out that: "Following the Center winning of the Middle East Award for the best 3 contact centers in the region for the years 2007, 2008, and 2009 respectively, we are currently preparing to take part in the 2010 award for the best call center in the Gulf area and the Middle East. We are also planning to enroll our staff for specialized training courses at the ADWEA Academy to hone their skills further.

Mrs. Nafisa Salah, Contact Center Operations Manager, said that the event was aimed at honoring some of the center's staff members for their outstanding performance and to set them as a role model for their colleagues. She also added: "The criteria of the honorees selection have been focused on quality of performance, output, good attendance record in addition to the results of a monthly test set to identify staff awareness of the various circulars updating the rules & regulations issued from time to time by ADDC and/or ADWEA Group of Companies".

As the main facade of the company, the Contact Center staff plays an active role round the clock in responding to callers of varying behavior and personalities. In view of these difficult conditions, a sort of motivating environment would set the basis for healthy competition among the staff and ultimately reflect positively on the customers' convenience and satisfaction, she said.

The honored staff expressed their deep gratitude for the constant support extended to them by the company's management, which gives them the impetus for creativity and exertion of additional efforts in dealing with the many challenges they are facing.

ADWEA and its Group of Companies unveiled a number of up-to-date and environment-friendly devices through their participation in the 3rd World Energy Summit, organized on Monday 18, 2010, at the Abu Dhabi International Exhibition Centre (ADNEC).

The one-day summit was inaugurated by His Highness General Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces and Chairman of the Abu Dhabi Executive Council, with the attendance of a number of the GCC head of states and ministers.

The Abu Dhabi Distribution Company (ADDC) presented the all-electric sports car Tesla car, named after Nicola Tesla, one of the most important contributors to the birth of commercial electricity. The car is powered by lithium-ion batteries similar to the ones used in cell-phones and laptops. The company also unveiled its intentions of setting up stations for charging electricity powered cars in all areas of Abu Dhabi city and suburbs. Abdulrahman Obaid Al Dhaheri, ADDC Deputy Managing Director, said that: "This

project would be put in place as soon as we complete all feasibility and technical studies".

The company also presented direct pressure enabled chargers to be placed under footpaths and roadsides to convert pressure exerted by pedestrians' treads to a significant number of electric charges that can be used to meet a considerable power demand within the city thus reducing fossil fuel consumption.

The exhibition visitors have been acquainted with the a new device for the collection of water and electricity bill payments, that resembles prepaid mobile phone lines recharge devices, to be distributed in more than 3500 groceries and 25 shopping malls in the emirate.

Al Dhaheri said that the company's participation in the exhibition-cum-conference was a very successful and fruitful one and paved the way for further convergence with experts, researchers and investors in the field of sustainable and renewable energy.

## CNIA and ADDC cooperate in the media sphere

A delegation from the Critical National Infrastructure Authority (CNIA) has discussed on February, 10, 2010, with officials at the ADDC's Media Office methods and ways for promoting cooperation between the two parts.

The visiting delegation, headed by Swedan Khalifa Al Noaimi, Head of the Interdepartmental Coordination Unit of CNIA's PR Department, got first-hand knowledge about the systems and procedures adopted by the ADDC's Media Office pertaining to interdepartmental and external coordination with the different public and private organizations.

The Media Office team also briefed the visiting delegation on the office's duties and responsibilities that include handling the company's media publications, compiling news and managing website and internal portal.

The two parts agreed to enhance cooperation and exchange of expertise between them in the different fields of interest.

## ADDC launches new bill payment methods

The Abu Dhabi Distribution Company (ADDC) has launched new, hassle-free and timesaving water and electricity bill payment methods. For that purpose, the company has kicked-off a wide-range media campaign under the slogan "Various payment methods to get closer to you".

The new methods feature paying water and power bill by using credit or debit cards through logging in to ADDC's website; [www.addc.ae](http://www.addc.ae), the Abu Dhabi Government Portal; [www.abudhabi.ae](http://www.abudhabi.ae), IVR system by dialing toll-free; 8002332, ATMs of some authorized banks and kiosk electronic payment systems located in the company's customer services centers.

They have been aimed at giving the company's customers the convenience of paying their water and electricity bills from their homes, offices and even streets, therefore saving them the need for showing up at the company's customer services centers.

The new payment systems are expected to reduce crowd in the service centers by 43 per cent.

The campaign would cover the company's customer services centers, shopping malls and the local media outlets.

## The Career Development Team organizes a workshop for H.R personnel



The ADDC's Career Development Team organized, on Monday March 1, 2010, a workshop for the company's HR Department staff to help them share lessons they have learnt from their recent visit to the Careers UAE 2010 Exhibition in Dubai, organized in the period from Sunday 28 to 30 March, at the Dubai International Convention and Exhibition Centre (DICEC).

The one-day workshop comprised sessions on different topics related to career development and personal skills enhancement.

Ahmed Al-Suwaidi, Career Development Officer, presented a paper on Emotional Intelligence explaining the different definitions for Emotional Intelligence and the related skills that can help to improve personal performance at workplace. Mohamed Al-Hameli, Career Development Officer, shed light on coaching skills and its importance in improving career performance.

Hessa Al-Marzouqi, Career Development Officer, spoke about leadership, its different definitions and styles and the relationship between leadership and followership.

The participants also conducted some group activities aimed at improving their leadership skills.

## ADDC social get-together a success



The ADDC's family get-together day, organized on Friday 19 February 2010 at the Armed Forces Officers Club, was marked with an atmosphere of joyfulness for the company's staff as well as members of their families.

In a sign of keenness to share the pleasure with his staff and bridge the gap between the company's different rankings, HE Ahmed Saeed Al Mureikhi, ADDC Managing Director, attended the event alongside his family. Commenting on the event, Al Mureikhi expressed his delight to see all the company's staff members present in a day in which "All grades and positions considerations were disregarded amid an atmosphere of pure intimacy and pleasure". The official added: "This event is a token of gesture for the dedication and commitment of our staff members and to help cement social ties between them that would ultimately reflect on improving their performance". Is-

mail Al Hashimi, Head of the Public Relation Section, attributed the success of the day to the unlimited support given by the company's senior management and the great efforts exerted by the organizing committee.

The event included a variety of edutainment, cultural, quiz competitions and sports programs.

## ADDC firm on addressing social issues



The ADDC reiterated its commitment to participating actively in addressing various social issues and to cooperate in this regards with the different public and private institutions. This has come in the forum organized by Al Musafah Police Station, in association with the Community Police Department, on Monday, April 5, at Mazyed Mall with the participation of a number of public and private institutions to discuss ways to enhance the partnership between the two parties in

tackling the different security and social challenges that face the area's residency.

Suliman Al Shihi, of ADDC Customer Services Directorate, shed light on the company's water and electricity services and its keenness to provide fast response to accidents and emergency cases. He also pointed out that the company has recently introduced e-payment and IVR systems as a part of its efforts to provide its customers with hassle-free services. Mohammed Hilail, of the Business Development Department, spoke about the company's vision and mission and efforts to be one of the pioneering global utility providers.

The forum has been attended by representatives of a number of public and private institutions, such as Abu Dhabi Municipality, Higher Corporation for Specialized Economic Zones (ZonesCorp) and ICAD. The participants highlighted the importance of enhancing mechanisms of cooperation between them and called for the forum to be held on regular basis.

## MY ELECTRONICS

### Air Conditioner; Windows AC 1.5 ton

Power Consumption; from 1500 to 2000 Watts.

As the continuous use of ACs during summer period increases power bill considerably, we introduce here some guidelines to help you keep your place cool with the minimum expenses;

- Ensure that the AC filter is clean.
- Read the AC manual thoroughly.
- Adjust AC temperature to 25°C.
- Don't use AC in case the room temperature is 25°C.
- Put AC off in case you leave the room for a long time.
- Keep curtains always down to maintain the room cool.
- Note that using fan is quite enough to maintain room temperature cool during some days in summer.
- When buying a new AC try to figure out the full year operation cost, approximately.
- Don't leave windows or doors open in case AC is on.



## DISTINGUISHED EMPLOYEES

### Al Braiki steals the limelight in the IEEE competition



The UAE national Eng. Atif Al Braiki, of the ADDC's Maintenance Section in the Eastern Region, bagged the first place in the UAE annual student software design competition, organized by the Institute of Electrical and Electronic Engineers IEEE, for developing software program for Power Quality Simulation and Analysis by LabVIEW.

The new program utilizes a National Instrument program to simulate and analyze common power distribution parameters and problems. It also demonstrates and analyzes power related disturbances in LabView software program, in addition to simulate the different disturbances in real time.

As for his objectives for participating in the competition, Al Braiki said: "I took part in this competition so as to enhance my skills throw IEEE, to do more studies and research and to participate in future competitions".

Al Braiki is planning to participate in the common design category of the 2010 edition of the IEEE competition.

He voiced his thankfulness to his colleagues, Mazen Ahmed Mahmood and Ahmed Mohammed Eessa for their support and encouragement that helped him to win this prestigious award.

## New ADDC Graduates



### Mrs. Yasmin Mufid Ibrahim

HR Specialist  
Masters in Business Administration (MBA)  
Abu Dhabi University



### Ms. Fatema Al Marzouqi

Media Designer/ Brand Officer  
Masters in Business Administration (MBA)  
New York Institute of Technology



### Ms. Alyazia Rashed Al Darmaki

Consumption Analyst  
EMBA Program  
Higher Colleges of Technology



### Mr. Hesham Ameen Ali

Quality Assurance Engineer  
M.Sc Degree in Business Administration  
Higher Colleges of Technology



### Mr. Ahmed Abdulla Al Maysary

Maintenance Planning Engineer  
Master in Business Administration (MBA)  
Abu Dhabi University

## Reminiscences: The youngest and longest serving employee



He was "The youngest serving employee" and today he is the "longest serving employee". He joined the Abu Dhabi's electricity sector since it was under "Abu Dhabi Electricity Office" (ADEO) then the "Water and Electricity Department" (WED) and finally Abu Dhabi Water and Electricity Authority (ADEWA), this is the story of Dahi Matter Al-Badi.

Al-Badi joined the ADEO in 1968 when he was only ten-year-old, thus he was the youngest serving employee. And since he is still working with Abu Dhabi Distribution Company (ADD), he is also the longest serving employee.

He has a memory like an elephant, hence he recalls many details of his long career: "I came to Abu Dhabi from Sultanate of Oman in 1968", and then recanted with a big smile; "I came without a passport". He also added: "I worked with a private company for around one month and then heard that ADEO is looking for temporary labors where I enrolled myself". He also recalls: "The ADEO was in a small wooden building with small storehouse and office for Cable Termination Section attached, in the location of

the Fish Market and Sheikh Khalifah Mosque of today”.

The ADEO's total staff comprised around twenty people; ten of them were labors, some technicians, meter readers and headed by Saeed Ateeq. As for the nature of his job: "As labors we were assigned with laying cables of the first electricity network in Abu Dhabi". He also added with a big smile: "My first salary was only AED300 that has been increased to AED700 when I got permanent job of assistant electrician in 1971 with the WED and later on I have been promoted to the post of electrician". He said that every four or five labors used to hire a makeshift house in the vicinity of the powerhouse, which was located in the area of the Shappyah Police Station of today, for not more than AED50 including food!! The powerhouse was consisting of two generators and it has been expanded and shifted to the seaport area in the 1980s. As for electricity distribution, he said: "There were no meters, as water and electricity were distributed freely to homes, and since the electric appliances were very few, most of them were small frigs, fans and lamps, no ACs at all, electricity to homes were provided with from 2.5 to 4.0 mm diameter cables”.

In 1980 Al Badi has been shifted to Bani Yas area, in which a powerhouse with a number of small generators has been established, "Since the generation capacity of this powerhouse was insufficient to provide all homes in Bani Yas with electricity at once, we used to divide them into groups we provide electricity to some of them for one hour and then shift it to other group". The WED provided its employees in Bani Yas with land plots to build their own homes that have been removed in 1990.

Through Al Badi's long career, the WED has been shifted from Abu Dhabi Corniche, Khalidyah, port area and final to current site of ADDC headquarters and he is working today in Mussffah area. He recalls: "The WED witnessed a big jump, in terms of staff number and business expansion, when it was in the Khalidyah area”.

In his fifties, Al Badi looks at his long career with ADWEA with great satisfaction and expressed his appreciation to its higher management, headed by Sheikh Zyab bin Zayed Al Nahayn and Eng. Ahmed Saeed Al Miraikhi, ADDC Managing Director. The ADDC has recently honored him for his long excellent career, commitment and dedication.

Al Badi has seven sons and daughters, one of them has recently joint ADCC as telephone operator, others have finished secondary school and the youngest one is in the primary school.

## Congratulations



To ADWEA team on winning the first place in Quintessentially Night Race 2010, Endurance Go-Karting Race, held at Al Ain Sportplex on 16 April. We congratulate all the team members on this fantastic win and achievement, wishing them the best in their future sports career.



# ENTERTAINMENT



## My grandfather's spoiled goats

By El Sadig Abdel Salam

My late grandfather, May his soul rest in peace; Amen, was a wise man, as he used to keep a number of goats within the boundaries of our house and held them as dear to himself as we are, and sometimes even more.

Looking after his goat herd by day and night represented a great pleasure for him. He used to pat affectionately on the back of each of them. In case a goat gives birth, his face shines with joy as if the one who gave birth was my grandmother and not a sheer goat. As an expression of love, my grandfather built an enclosure for the goat herd just next to the main gate, and seemed as if he wanted our visitors to show respect and loyalty to his goats and bucks before meeting any of the family members.

He also issued us strict orders to clean this enclosure twice daily, in the morning and evening, which we used to do on five-star hotel cleaning standards! Whoever dares to attack these goats or even commits any childish unruly behavior against them, would face stern corporal, economic and social penalties that might sometimes exceed those imposed by the UN Security Council against certain countries.

Taking advantage of my grandfather's kind treatment and protection, the goats used to roam all parts our house freely and peacefully. Nevertheless, we found no way but to tolerate them, not only for the sake of my grandfather, but also because they provide us with milk which we take either as a fresh drink or with tea and occasionally as a dinner meal with homemade bread "Gorasa". The surplus quantity of milk is processed by my grandmother into a variety of dairy products, such as cheese, yoghurt and butter.

My illiterate grandfather realized through his wisdom the importance of maintaining a balance between the fodder resources of his limited farm area and number of herd to be kept. When the number of goats and bucks exceeds the available fodder resources he used to give some of them to his friends or slaughter them to feed us. He was really the engineer of the Arabic proverb "Men are doomed to go to the guillotine and women to the dresser".

The slaughter day was a fiesta for all our family members, as besides eating plenty of meat, my grandmother used to take out the fat and roll it into small balls which were then left to dry and used by the village women as skin and hair moisturizer that excel all kinds of creams and moisturizers displayed on today's TV commercials...

## Wisdom:

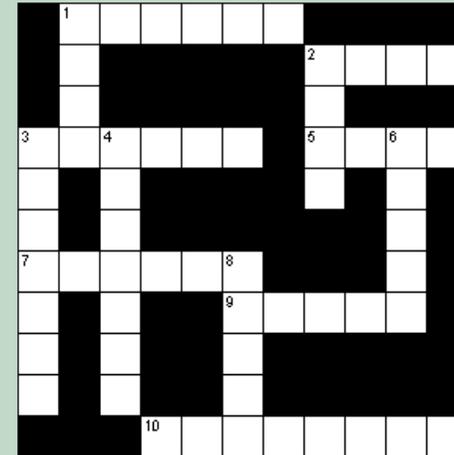
A smile is brighter and cheaper than electricity

## Crossword Puzzle

### Clues - Business

#### Across:

- 1- Obtained if you do good
- 2- A place to deposit
- 3- A war cry
- 5- If you have collateral
- 7- Much better than loss
- 9- You won this
- 10- Willing to purchase



#### Down:

- 1- Cold, hard
- 2- Short for William
- 3- 3's a crowd, 2 in this
- 4- To take note of
- 6- Review
- 8- This and death are certain.

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1. Air Fares on selected airlines with taxes
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