

ESC BULLETIN

NEWSLETTER No. 1/2009



ESC is starting the New Year off with a major reshuffle of personnel around its global offices.

Kevin Ashdown has taken up the role of Managing Director of ESC Al Sharafi Steel LLC in the Abu Dhabi office to take control of the Middle East region and provide our clients with the best ESC has to offer in Engineering and Construction experience.

Bruce Colson has taken up the role of Managing Director with ESC Pile (China) Co., Limited based in the Shanghai, China office. The importance of China and the region around it has not been lost on ESC and we intend to give it the very best of our attention.

On the Agent front we welcome Nabil Tadros and his team from **Sigma For Int'l Supplies** as the agent for Egypt, Libya & Algeria. Sigma brings with them a wealth of local knowledge in the North African region for sheet piles and steel products in general. We look forward to a long and fruitful relationship between both parties.

The market is shrinking worldwide but ESC is spreading its wings further afield in search of new projects with which to display its engineering and cost advantages. Together with Nippon Steel and other technical partners we are venturing into previously uncharted waters. 2009 will no doubt bring about many new challenges and rewards.

In China, ESC Pile (China) Co., Limited held a well received seminar to introduce ESC's products to many design institutes and contractors. Joining in the full day seminar was our technical partners Nippon Steel Corporation, Polcor Cathodic Protection Company, Dextra Manufacturing Company and Shanghai Trust Machinery. Each of the Companies gave comprehensive presentations to the attendees.



Nippon Steel Presentation



Guests at the Seminar



ESC welcoming attendees



Message from Chief Editor....

Welcome to 2009.
I must say this year will be full of challenges and obstacles to overcome. With the world in a recession ESC will be making every effort to work harder to find economic sheet piling solutions for its clients.
Gone are the heydays of 2008 we have all been brought back to reality with a huge bang.
ESC has implemented many measures to ensure its remaining competitiveness in the markets around the globe.
This year and for the coming years I will be writing to you all from my new home in Shanghai, China. In line with the Companies global aspirations I have moved to China to attack what we know is a huge untapped market for ESC.

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In Malaysia, Nufakaruddin Ikhwan Zainal Abidin (better known as Yan...for obvious reasons) has taken the helm at the factory in Pontian. Since Yan has taken over the production costs have lowered and the output per man has increased significantly. The factory has seen a good first few months of 2009 with the large MMHE and Putrajaya projects creating a very good base work load to complement the production of the Sg. Anak Bukit project and other projects. It is worth noting that the return of Abdul Rashid Buang from his stint on the beach in Fujairah, UAE has also helped with the work coordination in Pontian.

It is great to see that the factory staff has taken it upon themselves to work harder and multitask to ensure that the productivity continues to improve. I'm sure all the staff in all the offices will be taking a leaf out of the same book and all pitching in to do their best to make sure 2009 is a successful year in their respective offices.

In China, sales have begun to flow into the domestic market. Sales have exceeded 4,000 tons in March alone. The China Government's stimulus plan has helped with the inflow of sheet pile orders in particular for the railway works.

In the UAE, the Al Sowah and OT2 Fujairah projects continue to keep the staff well occupied at present. The general downturn in the region has seen the impending workload of ESC Al Sharafi dwindle somewhat but the second quarter of 2009 will see the area upturn and the workload increase.

ESC will continue to innovate and engineer solutions for clients globally to maintain its competitive edge. ESC is determined to meet its client's expectations every time and will work unrelentlessly to do it.

ESC is working hard to ensure the working environment for its employees stays safe and healthy. The family that is ESC needs to stay strong and close knit during these troubled economic times.

Events

Board Meeting – 9th March, Abu Dhabi Office, ESC Al Sharafi Steel LLC.

Board Meeting – 31st March, Shanghai Office, ESC Pile (China) Co., Limited

STAFF ACTIVITIES

New Born Babies at ESC

- Max Colson new son of Bruce and Connie Colson

March Birthdays

Kevin Wu - China
Nigel Cuff – Malaysia
John Yeates – Malaysia
Anusuya D/O
Paramasivam - Malaysia

Things to remember when working at ESC

Remember.....work safe and play safe!

Hard work and multitasking are not bad words...they are merely words that ensure efficient productivity and a cost competitive product and Company.

Prepare yourself before any meeting. Make a professional presentation and make sure your clients and colleagues leave the meeting with their questions answered.