



# General Electric

## MARKET

GE is Imagination at Work - a diversified global infrastructure, finance and media company that is built to meet essential world needs. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and industrial products, we serve customers in more than 100 countries and employ more than 327,000 people worldwide.

GE is made up of four businesses, each of which includes a number of units aligned for growth. Our businesses fuel the global economy and improve people's lives. Our four global research centers attract the world's best technical minds. With more than 3,000 researchers working toward the next breakthrough, GE is positioned to continually innovate, invent and reinvent.

Since we first began our partnership with Egypt more than 30 years ago, we've collaborated on countless projects with government agencies as well as private organizations. Whether concentrating on new forms of energy, key healthcare initiatives, or ecologically-conscious transportation solutions, our collaborative efforts are helping shape the future of this enterprising country.

## ACHIEVEMENTS

- World's most admired company - Fortune Magazine 1998, 1999, 2000, 2001, 2002, 2006 and 2007
- World's most respected company - Financial Times 1998, 1999, 2000, 2001, 2002, 2003 and 2004
- Number One Company for Leaders - Fortune Magazine 2007
- Dow Jones Sustainability Index - 2005, 2006, 2007

- Best U.S. Corporate Governance - 2007 Investor Relations Magazine
- Best in Leadership Development - 2007 Leadership Excellence Magazine
- World's most respected company - Barron's Magazine 2005 (#1), 2007 (#3)
- World's most ethical company - Ethisphere Magazine 2007 and 2008

## HISTORY

The year was 1876, America's centennial and, for most Americans, a time for looking backward with pride. For others like Thomas Edison it was a time to look forward to the possibilities that lay ahead. The electrical exhibits at the Centennial Exposition in Philadelphia marked the beginning of a productive new era of harnessing our imagination.

1876 was also the year that Thomas Alva Edison opened a laboratory in Menlo Park, New Jersey, where he could explore the possibilities of the dynamo and other electrical devices that he had seen in the Exposition. Out of that laboratory was to come perhaps the greatest invention of the age - a successful incandescent electric lamp.

By 1890 Edison established the Edison General Electric Company by bringing his various businesses together.

During that period a competitor emerged. The Thomson-Houston Company became a dominant electrical innovation company through a series of mergers led by Charles A. Coffin, a former shoe manufacturer from Lynn, Massachusetts.

As both businesses expanded it had become increasingly difficult for either company to produce complete electrical installations relying solely on their own patents and technologies. In 1892 the two companies combined. They called the new organization the General Electric Company.

Several of Edison's early business offerings are still part of GE today including lighting, transportation, industrial products, power transmission and medical equipment. The first GE Appliances, electric fans, were produced at the Ft. Wayne electric works as early as the 1890s while a full line of heating and cooking devices were developed in 1907. GE Aircraft Engines, the division's name only since 1987, actually began its story in 1917 when the US government began its search for a company to develop the first airplane engine "booster". Thomas Edison's experiments with plastic filaments for light bulbs in 1893 led to the first GE Plastics department, created in 1930.



GE's leaders through the years have built a diverse portfolio of leading businesses; a stream of powerful company-wide initiatives that drives growth and reduces cost; financial strength and Controllorship that allow it to capitalise on opportunities through numerous cycles and a set of common values that allows it to face any environment with confidence.

## PRODUCT

The reach of GE's businesses is reflected in their expansive line of products and services that span many industries and customers worldwide. GE businesses all share one important trait in common - each harnesses the power of imagination to make life better for their customers and consumers all around the world.

**Appliances:** GE is one of the largest manufacturers of major appliances in the world, producing Monogram®, GE Profile™ and many more brands.

**Aviation:** GE is the world's leading provider of aviation services and the leading producer of jet engines. They supply the world with engines for commercial, corporate, military and marine industries.

**Consumer Electronics:** Built with reliability and usability in mind, GE products use the best of technology making life easier every room of the house.

**Electrical Distribution:** GE provides a wide assortment of integrated equipment and systems to ensure safe and reliable power delivery. Electrical distribution and control solutions manage power in a variety of residential, commercial and industrial applications.

**Energy:** GE electrifies the world by providing energy products and services to more than 120 countries. With their coal, oil, natural gas, nuclear energy, water and wind technologies they can deliver solid productivity returns and significant environmental benefits.

**Finance – Business:** GE Commercial Finance serves clients in over 35 countries by providing loans, operating leases, financing programs, commercial insurance and



equipment leasing to help global business grow.

**Finance – Consumer:** GE Money is a leading provider of credit services, offering credit, loans, mortgages and more. We serve consumers, retailers, auto dealers and mortgage lenders worldwide

**Healthcare:** GE provides medical technologies and services that are shaping a new age of patient care. From medical imaging and information technologies to diagnostics and drug discovery, they help clinicians around the world re-imagine new ways to help their patients live longer fuller lives.

**Lighting:** Since the day Thomas Edison discovered a better filament for the incandescent lamp, GE has been lighting up the world. 128 years later, we still provide a range of innovative products for consumer, commercial and industrial markets.

**Media and Entertainment:** NBC Universal is a leading media and entertainment company in the development, production and marketing of entertainment, news and information worldwide.

**Oil and Gas:** GE provides global technology-based products, services and complete solutions to the oil and gas industry.

**Rail:** GE is the leading supplier to the world's railroads, pioneering locomotive and railroad management technologies that are economically advantageous and ecologically sound.

**Security:** With operations in more than 30 countries, GE is focused on security, safety and lifestyle enhancements, helping their customers protect people, assets and communities.

**Water:** For over 100 years, GE has been a leading global supplier of water treatment, wastewater treatment and efficient process systems solutions

**Research:** It started



later ignite the world's imagination.

One of the earliest projects of the new lab was to defend the company's primary asset — incandescent lighting — through innovation. In 1908 GE scientist William Coolidge invented the ductile tungsten filament that made the GE incandescent lamp significantly more durable than the original design. The invention secured GE's technological leadership in the market and

## RECENT DEVELOPMENTS

GE's Developing Health Globally programme started in 2004 as a \$20-million product donation investment in rural African communities and has since expanded to a five year, \$30 million commitment across twelve countries and more than 70 sites in Africa, Latin America, and Asia. The programme draws on GE products, expertise and employee engagement to provide sustainable 'enterprise solutions' to bridge gaps that exist in developing-world healthcare facilities today.

The Women's Network is another GE community organisation active in Africa aimed at nurturing women's professional development and career growth within the company. The Women's Network has been successful in encouraging gender diversity within GE's leadership team and incorporating an increasing number of women into senior management positions in GE's organisation worldwide.

**ecomagination:** ecomagination is GE's bold commitment to imagine and build innovative solutions that solve today's environmental challenges and benefit customers and society at large. ecomagination puts into practice GE's belief that financial and environmental performance can be integrated to accelerate profitable growth for the Company, while taking on some of the world's biggest challenges. To date over 60 products from GE's portfolio have been certified as energy-efficient products.

## BRAND VALUES

At GE they challenge their spirit of innovation and dedication to integrity to produce benefits that extend beyond building their business and their bottom line.

They approach Citizenship with the same discipline, strategy and accountabilities that drive any part of their business. As they expand in developed and emerging markets, they will be continually challenged to invest in a sustainable way that leverages their financial, technical and intellectual resources to the benefit of their investors, customers, employees and communities.

How they deliver results is as important as the

epitomized the role of the GE research lab — bringing innovation to the marketplace.

Over the years, the research lab has brought many new technologies to GE's customers and GE scientists have amassed thousands of patents, and two Nobel prizes: Irving Langmuir won the Nobel prize in Chemistry in 1932 and Ivar Giaever won the Nobel Prize in Physics in 1973.

Today, GE Global Research consists of more than 3,000 employees working in four state-of-the-art facilities: Niskayuna, New York, Bangalore, India, Shanghai, China and Munich, Germany.

While Steinmetz and Whitney might not recognise the facilities today, they would feel very comfortable with the lab's mission — spurring GE's growth by bringing innovative technology to the world.

results themselves. GE seeks to lead in workplace and marketplace integrity by respecting the human rights of everyone touched by their business and by enforcing legal and financial compliance.

These commitments are detailed in their integrity policy, The Spirit & The Letter, which every employee supports with a signed pledge. They are further enabled by their ombudsperson process, which encourages any employee to report integrity concerns without fear of reprisal.

**Work and Life Balance:** Naturally, the passion that their people bring to their work extends to their own private worlds, and GE is committed to enabling a healthy balance between the two. GE encourages their people to meet their work commitments while balancing their own life responsibilities.

To support this balance flexible work arrangements are an integral part of the way they conduct business. The Company also offers many programmes and resources to support employees including financial management, family counseling and more.

More than 50 years ago GE Foundation began making grants to non-profit organizations for charitable, scientific, literacy and educational purposes. Today GE Foundation provides broader impact support for solutions to some of the world's toughest problems.

[www.eaec.com.eg](http://www.eaec.com.eg)

## Things you didn't know about General Electric

1878: Thomas Edison establishes the Edison Electric Light Company.

1889: Edison has, by this date, consolidated all of his companies under the name of the Edison General Electric Company.

1892: Edison's company merges with the Thomson-Houston Electric Company to form General Electric Company (GE); company's stock begins trading on the New York Stock Exchange.

1894: Edison sells all his shares in the company, remaining a consultant to GE.

1900: GE establishes the first industrial laboratory in the United States.

1906: The first GE major appliance, an electric range, is introduced.

1918: GE merges with Pacific Electric Heating Company, maker of the Hotpoint iron, and Hughes Electric Heating Company, maker of an electric range; company forms Edison Electric Appliance Company to sell products under the GE and Hotpoint brands.

1938: GE introduces the fluorescent lamp.

Superbrands