



## Others



JCB is set make its Middle East debut

### EVENTS

#### Firms set to showcase innovations at MEE

Four leading companies are gearing up to display their innovative products at the upcoming exhibition for the power industry

March 2019

Germany-based Phoenix Contact, a digital industrial company, will showcase its latest innovations at the upcoming Middle East Electricity (MEE) 2019, to be held next month in Dubai, UAE.

The event will take place from March 7 to 9, at the Dubai World Trade Centre.

The company will display innovations from smart connectors, through to the control platform for the digital future, and easy access to the cloud, said a company statement.

Some of the products include surge protection for power supplies, AC and DC electrical vehicle charging inlets, highly compact signal conditioners, full range of relay modules, cloud-based remote communication, industrial ethernet, power supplies leading in technology and Intelligent UPS for superior availability, it said.

Dania Liswi, marketing communication services manager at Phoenix Contact Middle East, said: "Middle East Electricity is one of our main exhibitions targeting the energy and infrastructure industries within the region, and is one where we have been regularly participating for several years."



"It remains our main event to meet with our partners and customers, and network with other manufacturers in our industry. Our products impress with their high quality and innovative technology. This year, we encourage customers to engage with us physically at the booth, but also digitally through the various digital channels." Liswi concluded.

### ALCAD'S NEW VANTEX

Alcad is promoting its nickel-technology batteries at MEE. Alcad's New Vantex, block batteries and PV range for solar photovoltaic applications all have a long track record of success. This provides certainty and reduces risk for electricity transmission and distribution (T&D) operators, the company said.

Batteries in T&D provide essential backup power to operate switchgear, reconfigure networks to clear faults and ensure continuity of power for Scada systems. Lead-acid batteries have traditionally been used in these applications but have the drawback of a limited service life in elevated temperatures and the potential for 'sudden death' syndrome. Nickel technology batteries offer a longer life, reliability in the heat and low maintenance requirements, leading to low Total Cost of Ownership (TCO).

Alcad technology experts will be on Alcad's stand in Hall 5, Booth A10 to explain how the latest New Vantex battery can be used as a direct replacement for time-served lead acid batteries. Replacing lead-acid with nickel technology would usually require an upgrade or replacement to the battery charger with 'dropping diodes' for two-level charging. However, the New Vantex has a narrow voltage window to enable it to charge fully on a single voltage level, like lead-acid batteries.

Apart from New Vantex, Alcad can also talk about recent successes. For example, Alcad's supply of PV batteries to power a cathodic protection system for Qatar Petroleum's Dukhan Gas Field, and an anti-seismic backup power system at the Megalopolis B power Station in Greece.



Alcad's New Vantex batteries

#### JCB'S MIDEAST DEBUT

UK-based JCB Power Products, a leading provider of robust and reliable power solutions to the construction industry, is all set to make its debut at the MEE exhibition.

A leading manufacturer of power generators, JCB Power Products has been working closely with large contractors, and rental companies, such as Rental Solutions and Services, in the UAE – which has already taken more than 700 JCB rental generators to build its business, said the company in a statement.

Demand for power generators has been growing steadily throughout the Middle East, with JCB Power Products recording a 30 per cent increase in sales over the last three years, it added.

During the expo, JCB will showcase its broad portfolio of products including the generators from eight to 2,750 kVA alongside a range of lighting towers.

A major highlight is that these JCB generators can be supplied with a variety of engines, including the JCB Dieselmax, to suit individual customer requirements, said a top company official.

All benefit from the same market-leading levels of support from JCB's 13 world-class power dealers in the territory; as well as support from the JCB Middle Eastern Office and Parts Distribution in Dubai and JCB's UK headquarters, remarked Adam Holland, the managing director of JCB Power Products.

On its debut show, Holland said: "The Middle East Electricity exhibition is a brilliant platform for JCB to meet many potential new customers from across the Middle East, as well as neighbouring regions. We have some exciting new products to showcase to the region and we will be launching these on the stand in March," he stated.

Adam Snelson, the general sales manager, said: "Our flagship QS generator range has had fantastic success around the world, particularly in the Middle East and Africa. We've seen sets, powered by the JCB four-cylinder and six-cylinder ranges, double in sales over the last two years."

#### EATON'S SOLUTIONS

Eaton, a leading power management company, will demonstrate an array of practical applications which will enable the commercial and residential industry operators to take advantage of the latest smart solutions at the MEE.

Under the theme of reliable, efficient and safe, Eaton will showcase its latest low-voltage NZM circuit breaker, the xEnergy low-voltage switchboard system fully design verified and tested under the most onerous conditions, and the Arc Fault Protection devices (AFDD) – an all-in-one solutions that is cost-effective, compliant, robust and reliable, said a statement.

Anouar Ouali, regional business unit director, Eaton Middle East, said: "Our company provides smart solutions that help the world distribute and consume electrical power more intelligently."

The NZM is significantly easier to install and operate, thanks to the use of the Power Xpert Release (PXR) technology, which allows for enhanced connectivity and a broad range of integrated measuring features. As a result, machine and system builders benefit from reduced installation costs. At the same time, additional features such as the integrated Arcflash Reduction Maintenance System (ARMS) or the zone selectivity ensure above-standard protection for man and machine.