



*International Copper Association, Ltd*

## **International Copper Association (ICA) to strengthen presence in GCC**

*‘Asia Copper Forum’ in Dubai on 5<sup>th</sup> May*

**UAE, 5<sup>th</sup> May 2010:** The International Copper Association (ICA) organized the ‘Asia Copper Forum’, on 5<sup>th</sup> May 2010 in Dubai to provide a platform for stronger collaboration between various stakeholders in the copper value chain including global producers, fabricators, wire & cable manufacturers, equipment manufacturers, end users, policy makers and other stakeholders in Asia. This event underscores ICA’s commitment to strengthen its presence in the Gulf Co-operation Council (GCC) countries as well as the broader Middle East & North Africa (MENA) region.

**Francis J Kane, President, International Copper Association,** said the GCC, with its ambitious growth plans in energy, building construction and infrastructure, is an important market for copper. The annual ‘Asia Copper Forum’ held in Dubai for the first time has provided representatives of the global copper industry and the local downstream industry in the GCC an unique opportunity to identify areas for co-operation in the sustainable use of copper in the region.

Kane said, “ICA initiated its activities in the GCC in 2008 with the signing of a memorandum of understanding with Emirates Authority for Standards and Metrology (ESMA) to provide technical assistance for the development and implementation of energy efficiency labels & standards. The adoption of higher energy efficiency standards and the display of energy labels on all energy consuming appliances will help to reduce carbon foot-prints in the UAE. The program was formally launched on April 14, this year, initially covering room air-conditioners.”

Kane further added, “ICA has also been active in the broader MENA region. In 2008-09, it leveraged its global experience to assist the Energy Efficiency and Greenhouse Gas Reduction project in Egypt with the development of Minimum Energy Performance Standards ( MEPS ) for Distribution Transformers and Industrial Motors.

“Looking ahead, ICA plans to build on its experiences so far to expand its promotional efforts for the sustainable use of copper across the GCC in the Energy, Building Construction, Appliances and Public Health sectors, in alliance with policy makers, building construction professionals, appliance and equipment manufacturers, end-users and other stakeholders.” concluded Kane

### **About Copper**

Copper is an essential metal for human health as well as for improving the quality of human life. Copper is used in wires and cables to transmit power and information, in

plumbing systems for potable water and in architectural and industrial applications. And now scientists are discovering more about coppers' vital role in the environment and human health.

Copper is possibly the greenest commonly used architectural metal today. It plays an essential role in the modern building, from recycled cladding and roofing systems, to high-tech plumbing and heating systems using tube and fittings which are manufactured from recycled copper. Even the wire and cable systems and monitoring equipment depend on upsized copper wire to maximize system efficiency, eliminate power quality issues, and play a key role in green power systems. Copper and copper alloys are also used in the manufacture of interior design fixtures and decorative objects. Handles, door knobs and lock cylinders are current hardware items found in homes around the world. As the most frequently used processing methods, copper sheeting, tubing and wiring produce most of the copper objects around us. Copper sheet is light in weight, easy to work and join, visually attractive and extremely durable. It resists attacks by air and moisture. Copper alloys, such as bronzes and brasses (Copper, alloyed with aluminium and zinc principally) are also used in architectural design, offering a variety of colours and finishes, combined with copper's exceptional characteristics.

Before it was recognized that micro organisms existed, citizens of the early Roman Empire used copper piping to improve public hygiene. They observed that water delivered through copper was safe to drink and that copper utensils and cookware helped to prevent the spread of disease. Much later, after microbes were discovered and the germ theory of infection linked bacteria and other micro-organisms to infection and disease, scientists began to understand how copper's antimicrobial properties could be harnessed to provide additional benefits. It has been researched that microbes on copper surfaces do not survive as opposed to other metals. Today ICA globally creates awareness on the need to use Copper touch surfaces in public and commercial buildings.

Amongst all commercial metals, kilogram for kilogram, copper is the best conductor of heat and electricity. All electrical and thermal equipment benefit from copper's superior thermal and electrical conducting properties. By using copper instead of less energy-efficient materials, energy is saved and carbon emissions are reduced.

### **About International Copper Association, Ltd.:**

Headquartered in New York, the International Copper Association (ICA) is a leading not for profit organization for promotion of Copper worldwide ICA is dedicated to advancing copper as the material of choice for current markets and use in new applications based on its superior attributes. This objective is attained by guiding policy makers, strengthening the supply chain, and funding of international initiatives which enable end-users to better exploit the many strengths of mankind's most useful metal - Copper. ICA maintains four regional offices and its 36 members companies (as of 31 Dec 09) comprise the majority of the world's significant copper producers, smelters/refiners representing a majority of mined and smelted/refined copper production, as well as nine of the world's largest fabricators. The ICA is active in more than 60 countries on six continents.

## **Strategic Initiatives of ICA**

### **Building Construction Initiative**

Because of its excellent electrical and thermal conductivity, corrosion resistance, anti-microbial properties, malleability and beautiful appearance, copper is widely used in the building construction field. The various BC programs across the globe focused on copper products such as tubes and low voltage wiring are at the core of the ICA network and have significant human and financial resources invested within them.

### **Sustainable Electrical Energy**

The Sustainable Electrical Energy (SEE) aims to maximize copper's contribution to saving energy, as well as the environment, during the processes of power generation, transmission, distribution and utilization. This initiative is to support the formulation and enforcement of relevant regulations and accelerate the adoption of new energy-efficient technologies. Furthermore, through active communications with customers, SEE helps raise awareness about the valuable role that copper plays in creating safe, efficient products that help enable the sustainable development of the electric energy industry.

### **Original Equipment Manufacturing (OEM) Initiative**

The OEM Initiative aims to optimize the proper application of copper in household appliances. Through consumer education, cooperating with key manufacturers, supporting and facilitating the activities of relevant government departments and industry organizations, ICA aims to support favorable standards and codes, and enable the development and application of energy-saving, anti-microbial and healthy products and technologies.

### **Technology Initiative**

The Technology Initiative utilizes a global copper R&D network to develop and articulate a copper technology roadmap, which will align technology projects with market opportunities and find ways to accelerate the commercialization of products developed through these programs.

### **Health and Environment Initiative**

The ICA Health and Environment Program develops and uses sound science to foster product stewardship and sustainable development through the entire life cycle, assuring worldwide market access for copper products. The project objective is to provide favorable policy and regulatory decisions, recognized contribution to improved products and markets, successful issue management and successful unanticipated issue identification and management.

ICA is represented in the GCC by TPS Management consultants