



We view sustainability as a strategic task that integrates the three dimensions of our world – social, environmental, and economic – to create long-term value for our company and our stakeholders through ethically sound means.

Pakistan
Sustainability Report 2010



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Message from the MD



I am very pleased to present to you our Sustainability report for 2010. At Siemens, sustainability is the guiding principle for our daily business practices, helping us create business opportunities that will ensure our long-term profitable growth. Both integrity and sustainability are closely linked to our company values - excellent, innovative, and responsible. Sustainability is our contribution of energy-efficient, durable products and solutions for our customers. Sustainability is also the expression of a socially responsible company culture that acts in the interests of its employees and society, and a sign of the integrity that we live out in our business decisions and actions.



The four mega trends that are shaping the world today: Demographic change, climate change, globalization and urbanization provide Siemens - as an integrated technology company - with unique business opportunities which we systematically leverage by doing business in a sustainable way.

In Pakistan we pride ourselves on fulfilling our corporate responsibility. We have always invested in sustainable projects that provide long term benefits to society. Our own apprenticeship scheme that provides a sustainable level of productive growth to young persons is an example of which we can be truly proud. Our sustainable commitment to the welfare of disabled persons and sports in schools combined with our commitment to education and volunteering for enhancement of knowledge and sharing our expertise for welfare of society through organizations like the Sindh Red Cross are some examples of how we walk the talk as far as our values excellent, innovative and responsible are concerned.

Compliance, health safety and environment and risk management are the foundations of our sustainability efforts. We have a truly compliant culture at Siemens Pakistan and a well managed risk management system. In the health safety and environment fields our efforts are recognized internally and externally. For the last seven years we have been awarded the Environment Excellence award by the National Forum for Environment and Health an organization affiliated with United Nations Environment program.

In this report you will find details of all the activities that contribute to sustainability in the community and the company and also our worldwide efforts and I hope this will give you an insight into sustainability at Siemens.

Sohail Wajahat H. Siddiqui
MD and CEO

Sustainability: A Global Perspective



Sustainability is our guiding principle

Integrity is the foundation and the heart of responsible entrepreneurial behavior and is the basis of sustainable action. Sustainability is the guiding principle for our daily business practices, helping us create business opportunities that will ensure our long-term profitable growth. Both integrity and sustainability are closely linked to our company values – excellent, innovative, and responsible. In all its complexity, sustainability is our contribution to a more equitable world economy and the provision of energy-efficient, durable products and solutions for our customers. Sustainability is also the expression of a socially responsible company culture that acts in the interests of its employees and society, and a sign of the integrity that we live out in our business decisions and actions.

Sustainability has long been a fundamental aspect of Siemens corporate policy, and we have now elevated it to an essential element of our business strategy. This means that our strategy and our new company structure are based on the business potential derived from the megatrends of climate change, urbanization, demographic change, and globalization. We have set ourselves balanced and ambitious sustainability goals.

Our Sustainability Goals

Our sustainability goals reflect our company's major challenges and topics. We've developed and defined them in a joint analysis with the relevant specialist departments. Here's a selection of our key goals.

Help customers reduce their CO₂ emissions by 300 million tons



300 In fiscal 2010, products and systems from our Environmental Portfolio reduced CO₂ emissions at our customers by some 270 tons. By 2011, we intend to increase these reductions to 300 million tons annually.

Grow Environmental Portfolio revenue to €40 billion



40 Our goal is to generate revenue of at least €40 billion from our Environmental Portfolio in fiscal 2014. With revenue of some €28 billion in fiscal 2010, we're well on the way to achieving it.

Improve CO₂ efficiency by 20 percent



20% Improving our CO₂ efficiency by 20 percent in fiscal 2011 in relation to emissions from energy use is one of our key targets. In fiscal 2009, we increased our environmental performance to 17 percent from nine percent

Increase water efficiency by 20 percent



20% We've made progress toward achieving our goal of increasing the efficiency of water consumption by 20 percent by fiscal 2011 compared to 2006 on a revenue-adjusted basis.

Siemens Environmental Portfolio

Technology for the Environment

A coal gasification plant. The resulting synthesis gas can be used to produce fuel, chemicals and electricity — including CO₂-free power generation.



In addition to the environmentally compatible design of our products and the energy efficiency of our production facilities, our Environmental Portfolio also plays a major role in protecting the climate. The Portfolio is comprised of outstanding products and solutions that make a direct and verifiable contribution to environmental and climate protection.

In fiscal 2010, the Portfolio generated revenue of about €28 billion. These products and solutions helped our customers reduce their CO₂ emissions by 270 million tons in 2010 – which is a multiple of the amount of CO₂ that Siemens itself produced with its own business activities. Next year, we intend to further increase the contribution of our Environmental Portfolio toward reducing customer emissions – and have set a goal of at least 300 million tons in 2011.



United Nations and Siemens Join Forces:

The United Nations and Siemens joined forces to make cities more livable and promote sustainable urban development. A framework agreement to this effect was signed at the World Urban Forum in Rio de Janeiro. Siemens and the Siemens Stiftung will be partners in the World Urban Campaign (WUC) of the UN-HABITAT program, the United Nation's agency for housing and sustainable urban development. The program brings together representatives of cities, government agencies, the private sector and non-government organizations with the aim of working on solutions for the cities of the future. The agreement will initially be in effect for three years.

"In Siemens, we are pleased to have a partner who already today is helping drive more sustainable development by providing innovative technologies and the necessary understanding of cities' requirements," notes Nicolas You, who is responsible for UN-HABITAT's World Urban Campaign. Siemens will initially provide the campaign with experts in fields relating to various infrastructure challenges. In addition, joint projects are planned. The Siemens Stiftung will be active in the areas of education, basic infrastructure solutions and help for self-help.

Megacities around the globe are presenting humankind with growing problems. Today, more than half of the world's population already lives in cities, and this figure is expected to reach 70 percent by 2050. These people need drinking water and clean air as well as efficient healthcare and transportation infrastructures.

Siemens can make a decisive contribution here. No other company has a similarly broad portfolio for meeting the needs of sustainable cities: from mass transit and mainline rail transportation systems to energy-efficient buildings and energy-saving lighting to power generation and water treatment.

Reduction of CO₂

We also walk the talk. By employing innovative manufacturing methods and maintaining high environmental management standards, we work to overcome environmental challenges all over the world. We are currently administering a company-wide environmental program aimed at achieving a 20 percent improvement in energy efficiency, CO₂ emissions, and water consumption, and a 15 percent reduction in waste volume by 2011. As part of our Energy Efficiency program, 111 sites have

already committed to perform the Energy Health Check in order to mitigate the environmental footprint that we leave behind.

Dow Jones Sustainability Index

Launched in 1999, the Dow Jones Sustainability Indexes are the first global indexes tracking the financial performance of the leading sustainability-driven companies worldwide. Based on the cooperation of Dow Jones Indexes, STOXX Limited and SAM Asset managers are provided with reliable and objective benchmarks to manage sustainability portfolios.

Siemens has already been recognized by the prestigious Dow Jones Sustainability World Index (DJSI), capturing the No. 1 spot in the category of Diversified Industrials. In 2009, Siemens has expanded the leading position it held the previous year in the categories of Compliance and Risk Management, and received the highest points attainable in each of this category. We have also improved our ranking considerably in the categories Environment and Society.

Our goal for next year is to improve even more, and to further position Siemens as a leading sustainability enterprise. The challenge is to reach these targets – with over 300 major production sites and more than 400,000 employees in nearly 190 countries.

The principle of sustainability with its three dimensions – economic, ecological, and social – offers a way for cooperative action to create long-term business value.

Siemens operates in nearly 190 countries in the world, and invariably becomes a part of the local communities – as an employer and client as well as a good "corporate citizen." That is why we actively contribute to forward-looking development at our locations. For us, this includes material and non-material support through our Corporate Responsibility programs as well as open exchanges of ideas with the countries and societies we visit. In doing so, our commitment is focused first and foremost on the issues where our skills and experience can contribute most effectively to sustainable development.

An integrative approach

We hold to the maxim that all of our citizenship programs must be sustainable. In concrete terms, this means that we pursue long-term projects with strategic goals instead of one-time or short-term objectives. However, it also means that, in



Demanding challenges: The four megatrends

Four mega trends are shaping the world today:

Demographic change



Globalization



Climate change



Urbanization



This provides Siemens – as an integrated technology company – with unique business opportunities which we systematically leverage by doing business in a sustainable way.

accordance with our principles of sustainable development, our projects must employ an integrative approach. We have therefore aligned our corporate responsibility activities with three long-term global challenges:

- Combating the consequences of climate change
- Improving the education of young people
- Reducing poverty

These goals are linked to one another – as are the problems from which they stem. For instance, climate change aggravates poverty in many parts of the world – and continuously improving education is an important way to address both issues.

Integrity is the foundation and the heart of responsible entrepreneurial behavior and the basis of sustainable action. The Business Conduct Guidelines provide the ethical and legal framework within which we will maintain our successful business activities. They contain the basic principles and rules for conduct in our Company and in relation to our external partners and the general public. They set out the terms with which we meet our ethical and legal responsibilities as a company and give expression to our high corporate value on being “responsible – excellent – innovative.”

Developing our employees

Helping our employees develop their talents and skills isn't just a priority concern: It is an essential part of what we do, because only well-trained, highly motivated employees meet and exceed the expectations of our customers. Therefore we invest considerable resources in education and training programs for our employees to upgrade their professional qualifications. We assure their health and wellbeing through workplace accident prevention initiatives and health programs. We motivate them by helping them achieve a balance between work and home life.

Diversity is an important success factor for Siemens, and also a competitive advantage. In promoting diversity, we remain the employer of choice wherever we operate, and we are able to attract and retain high-caliber talent.

High environmental standards

Climate change, dwindling raw materials, pollution, and rising energy and raw material prices require that we constantly improve our environmental performance and implement tough environmental standards wherever in the world we operate. For us, protecting the environment is not just sound business practice and a part of our duty as a good corporate citizen – it is also a key success factor for our company. By making more efficient use of resources, we can achieve significant savings. In short, industrial environmental protection also pays off economically. With our innovative manufacturing methods and high environmental management standards, we work to overcome environmental challenges all over the world.



The Siemens Environmental Portfolio

Power plants that generate electricity from the sun, factories and buildings that consume only small amounts of power, fast eco-friendly trains – many of our products are helping make the world a better place to live both today and for our children.



Werner von Siemens

Energy-efficient solutions and environmental technologies from our Environmental Portfolio have a three-fold advantage: they benefit our customers, who boost their own success through low energy costs and higher productivity; they benefit future generations, whose living and environmental conditions we're preserving and helping improve; and they benefit our own company by enabling us to tap attractive markets and generate profitable growth.



Our Environmental Portfolio at a glance

The Portfolio includes solutions in virtually every environment-related field of power generation, transmission and utilization as well as other green technologies such as water purification and air pollution control systems.

A broad spectrum of environmental technologies and energy-efficient solutions

Siemens has a long tradition of supplying products and solutions for environmental and climate protection. Just one example: Werner von Siemens developed a technology to eliminate ash from factory emissions as early as 1873. Today, we're bundling all the technologies that demonstrably help our customers protect the environment into the Siemens Environmental Portfolio. These technologies include:

- ✓ Products and systems such as combined cycle power plants, energy-saving lamps and intelligent building technologies, that are far more energy-efficient than comparable solutions,
- ✓ Renewable energy systems and components such as wind turbines and steam turbines for solar power plants, and
- ✓ Environmental technologies for cleaner water and air.

Once again in fiscal 2010, we added a large number of products to our Environmental Portfolio. These products included energy-saving motors, solar inverters, solutions for efficient, low-emission processes in the oil, gas and metals industries, and selected components for energy-saving building technologies.

Global Rankings, Ratings and Awards



Customers as well as investors are increasingly basing their purchasing decisions on the sustainability activities of the company they are considering. In response, Siemens places great emphasis on transparent and comprehensive reporting regarding social and ecological matters. This commitment is being rewarded with excellent rankings in key sustainability ratings and makes Siemens an attractive company.



Dow Jones Sustainability Index: Measuring Sustainability



Investors making decisions on the basis of Siemens Sustainability activities



Siemens globally known as a sustainability-oriented enterprise

Our company in sustainability rankings

Sustainability is increasingly becoming a criterion for investment decisions. Rating agencies support this trend and have established an array of indices that assess companies in terms of economic, social, ethical and ecological criteria. Company sustainability reporting is also evaluated in various ratings. Siemens is assessed regularly in the most important ratings and achieved very good results in fiscal 2010.

- SAM Dow Jones Sustainability Index:** Siemens AG has once again been named the best company in its class in the prestigious Dow Jones and SAM sustainability ranking, again capturing the No. 1 spot in the sector Diversified Industrials of the Sustainability World Index (DJSI) – a sector that also includes 3M, General Electric and Toshiba. This is the eleventh time in a row that Siemens has been honored by Dow Jones analysts for its sustainable activities. This year's overall result of 86 (prior year 82) points is the best the company has ever achieved.
- Carbon Disclosure Project:** The Carbon Disclosure Project (CDP) awarded Siemens 2010 for the first time as the best company globally within the Carbon Disclosure Leadership Index (CDLI). Siemens achieved within the CDLI ranking 98 of 100 points possible and was the best Global 500 Company. Furthermore Siemens was the the best firm (Grade: A) within the newly created Carbon Performance Leadership Index (CPLI). The amount of greenhouse gases emitted and the strategic evaluation of opportunities and risks play a key role in the evaluation of ecofriendly production. Since 2000, the Carbon Disclosure Project has assessed the carbon strategies employed by the world's 500 largest enterprises and how detailed and comprehensive their reporting is.
- oekom Corporate Rating:** For the year 2010, Siemens was listed as the Best rated company in the category of „Industrial Conglomerates“ carried out by oekom Research AG.
- IÖW/future 2009:** In this evaluation of the sustainability reports issued by the 150 biggest companies in Germany, Siemens was ranked second in the "Large enterprises" category. Siemens Chief Sustainability Officer Barbara Kux accepted the award in November 2009. The ranking is compiled by the IÖW: Institute for Ecological Economic Research in Berlin together with support from the German Federal Ministry for Labor and Social Affairs and the German Council for Sustainable Development.

Our reputation as a sustainability-oriented enterprise

SAM assessment: Performance (in percent)

	FY 2006	FY 2007	FY 2008	FY 2009
Economic dimension	65	48	91	90
Environmental dimension	61	73	68	80
Social dimension	69	70	71	79
Total assessment	66	66	75	82

Sustainability at Siemens Pakistan



For us at Siemens Pakistan and globally at Siemens, sustainability means acting responsibly on behalf of future generations to achieve economic, environmental and social progress- as an employer, a contractor, an investor and a provider of innovative technology solutions and as an integrated technology company, we're seizing unparalleled opportunities to promote the sustainable development of our customers and our own organization.



At Siemens Pakistan we feel that compliance is the foundation of responsible conduct. Corporate responsibility can achieve its full social potential only if everyone involved first complies with external and internal company rules and regulations. Our decisions and actions must always be in line with moral principles and our values. This is what integrity means to us. We measure ourselves by this standard, and we hope that our stakeholders will measure us by the same. Compliance with all external and internal rules is an essential part of integrity, and fundamental to our business. Our Compliance Program instills this awareness in all of our managers and employees.

Diversity enriches the company in many ways. Our success depends on the variety of ideas that only diversity can produce. We are committed to not only respecting but integrating diversity as a cornerstone of our policies. We work across all barriers of race, religion, color and backgrounds and our only yardstick is merit based on competence. This is the only way to create a sound society and fulfill our social responsibility. In a society where women often face difficulties at the workplace, Siemens offers an exemplary environment that is recognized and acknowledged by leading women organizations.

We view corporate responsibility as a strategic, management-driven task that integrates our business, environmental and citizenship activities to create sustained tangible and intangible value for our company and our stakeholders by ethically sound means. Despite the financial and economic crisis in the country, the company has maintained its high level of commitment and involvement for the good of society and lived up to all its prior commitments for projects running in health, education, culture and sports. Corporate Social Responsibility at Siemens is a well thought out process that seeks sustainable projects with long term benefits e.g. the Aga Khan Hospital new emergency centre or the workshop for the disabled.. The emphasis is on making Pakistan a cleverer, healthier and enjoyable place. This says it all from support to educational institutions, art, culture and sports to volunteering by Siemens employees and their families. We are among those few companies whose sustainability efforts are well documented and are driven by a vision, mission and strategy. We are among the few companies whose annual report is accompanied by a sustainability report that documents in detail the activities of the company nationally and internationally that serves to create a sustainable culture of growth and progress. This year is no exception and you will find the accompanying sustainability report a document that will give you an insight into the projects that are changing lives and helping to create a sustainable society based on solid foundations of health, education, art & culture.

Corporate Responsibility



A sustainable society is only possible if all stakeholders carry out their share of responsibility. In countries like Pakistan where the government is already hard pressed for resources to develop, the private sector can play a vital role in lending a sharing hand so that the fragment of society is sustained. Siemens Pakistan has been a partner in the progress of Pakistan since its inception and feels it must invest back in society so that both society and business can be sustained over a long period of time. Our corporate responsibility is based on three pillars. Making Pakistan a cleverer, healthier and more enjoyable place. On the surface it might seem a frivolous statement but if you examine the wordings closely you will realize that this mission by Siemens Pakistan encompasses all the founding principles of good corporate citizenship.



Floods in Pakistan:

To date, Siemens with its worldwide efforts and funds collection drives has contributed 2.5 million Euro towards flood relief

Floods in Pakistan:

Sustainable efforts reflected in long term projects.

As the mighty river Indus flexed its muscles spreading to over 30% of the land area of Pakistan destroying whatever came its way the global Siemens family rose to the challenge organizing fund collecting drives and donating cash and equipment for the flood affected people of Pakistan.

Communications department at Siemens Pakistan was flooded by calls and e mails from colleagues across the world wanting to know how they could help the country in its hour of crisis. Within the first few days Siemens AG had already donated 100,000 Euro to the German Red Cross to set up mobile clinics in the affected areas and Siemens Pakistan had established a flood relief committee with top officials from all concerned departments to spearhead relief efforts by the company. A camp was set up at the sprawling Siemens Industrial complex to collect relief goods and a special bank account was created where employees could deposit cash donations. The company announced that it will match every donation with equal amount. Since Siemens Pakistan is in cluster Middle East our cluster colleagues also outdid each other to collect funds for the flood victims coordinated by cluster communications the donations came from nearly every country in the cluster.

Relief Work

In the first phase of relief work food hampers, bottled water, juices, and tarpaulins worth approx Rs.7 million were handed over to Pakistan Army in Karachi, Lahore and Islamabad for distribution in flood affected areas. Pakistan Army was the logical partner for these activities as they have the reach through helicopters, boats etc to the remotest corners of the affected areas and they also have the man power and discipline to carry out these activities in a sustainable manner. A truck load of such goods was also handed over to SITE association the

representative body of the Industrial Estate in which Siemens Industrial complex is located. After thorough discussion it was decided to set up a "Siemens Tent Village" for 100 families. Again we contacted Pak Army who pointed out to us a suitable location in Sehwan Sharif in Sindh. A list was provided to us for the basic necessities of 500 people including utensils and medicines for a medical camp that will cater to the medical needs of these 500 men, women and children. It took a few days but everything was in place finally and two truck loads were handed over to Pak army for setting up this camp in Sehwan Sharif.

Rehabilitaiton Work

As the Indus meets the Arabian Sea water is now receding and people are returning back to their devastated lands. Siemens flood relief efforts have also switched gears and we are now preparing for the rehabilitation phase of relief work. Siemens main concern has always been sustainability and what better way to sustain society than by enhancing its knowledge level through investment in education. Siemens has teamed up with an internationally renowned NGO Citizen Foundation <http://www.thecitizensfoundation.org> to help rebuild the schools washed away in floods. Negotiations are underway not only to rebuild schools but also install water purification plant in these schools to supply drinking water not only to the children but the surrounding community as well.

Donation of Diesel Generating sets

Siemens Pakistan also donated more than 30 Diesel Generating sets of various ratings worth Rs.30 million (Euro 273, 686) to Pakistan army. These sets are to be used to supply power to medical camps and help provide power to pumping motors to pump out water still stagnating in some areas.

Brig.Sohail Safdar Director Operations South of Pak Army speaking at the hand over ceremony thanked Siemens Pakistan for this generous donation which according to him will go a long way in providing facilities in flood relief camps especially in medical care and other infrastructure needs.

Protected against the merciless sun and provided with the essentials of life; Siemens Tent Village provides aid to flood victims



✓ Camps pitched at Sehwan Sharif for 500 flood affected people with the help of Pakistan Army



✓ Camp catering to the immediate medical needs of the flood affected people



✓ Families sheltered in the camps provided with tents, food, utensils, water and medicines



✓ As life goes on at the camps



✓ Aid from Siemens providing relief to more than 100 families



✓ A camp devoted to a small learning center for flood affected children

Siemens Family joined hands for immediate relief to the flood affected people. These donations were utilized towards food items, water and shelter. A Tent Village was also set up for 100 families at Sehwan. The army was involved in providing the logistics for these relief activities. Generators amounting to approximately 30 million were also donated through the army for power supply to flood affected regions.



A Global Response



The global response to floods in Pakistan has demonstrated the close knit nature of our Siemens global family. Recently the donation campaign ended in Germany with an astounding amount of 2.2 million Euro including matching by the company. This is in addition to the 100,000 Euro already given to German Red Cross. The same enthusiasm has been the hallmark of this campaign globally with countries like Canada, Sweden and others contributing for flood relief in Pakistan. The spirit of this endeavor can be gauged from the fact that Mr.Nauman Gul Business Development Manager Siemens Qatar called to offer his vacation time in Pakistan to flood relief activities. He on his own motivated employees in Qatar and through donations has been sending relief supplies to Pakistan. Siemens Pakistan former Managing Director Mr.Sulger donated 10,000 Euro for the flood victims demonstrating his unbroken ties with Pakistan. Siemens donation for flood relief in Pakistan as this report is being written stands at 2.5 million Euro or 267.5 Million rupees.

Globally and locally the reaction of Siemens employees and management has demonstrated that we believe in our slogans and we walk the talk. In this case we demonstrated our commitment to our slogan

“One world, one life – we care!

At Siemens Pakistan, we realize our vision of Corporate Social Responsibility by supporting causes that lead to a

“Clever, enjoyable and healthy Pakistan”



Making Pakistan Cleverer



Education has been a prime concern not only for the policy makers in Pakistan but also the donor agencies and international institutions. Lack of education has set back Pakistan in various fields and given rise to problems that have endangered the very existence of the country. It is just not the need to extend education to those that are so far deprived of this vital tool for attaining full potential but also to raise the level of education because a society in order to sustain itself must move ahead with the world and be able to excess current knowledge and technology.

Siemens Pakistan has been endeavoring to contribute in both fields, contributing to existing educational opportunities with emphasis on only supporting the highest standards available e.g. providing complete support to one student at the premier medical institution of the country the Aga Khan Hospital or establishing a chair with an amount of 1 million Euro at LUMS (Lahore University of Management Sciences). This year, we are also embarking upon an ambitious project to enhance technology standards at the two oldest and most respected engineering universities of Pakistan - the N.E.D. University in Karachi and the University of Engineering and Technology Lahore. This project will be called “Project Pakistan” and after consultation with the Vice Chancellors of both universities and the faculty, the program is now in the ordering phase with the required equipment expected to reach Pakistan early next month to be installed at both universities. Here is brief outline of Project Pakistan.



Project Pakistan, enhancing education by creating highly equipped engineering labs



Project Pakistan guaranteeing a promising partnership between Siemens and educational institutes



Promoting education to nurture Siemens future workforce

Project Pakistan

Project Pakistan has been initiated by Siemens in line with Siemens global strategy of enhancing education and assisting universities in their aim to expand the quality of education. Siemens has always had close ties with educational institutes, especially engineering colleges, to not only provide a bridge for competent students to step up and be acquainted with the practical world of engineering but also, to provide a niche for Siemens' own future workforce to get properly nurtured.

This project provides a unique opportunity to create a platform between universities and Siemens Pakistan. The focused institutes are NED in Karachi and UET in Lahore, two of Pakistan's most esteemed engineering Institutes

Project Pakistan will focus on the following as it's initial aims:

- Development of state of art engineering labs in the universities
- Train and support engineering faculty members at universities through train the trainers programs
- Conduct periodic events/seminars for students to update them about the upcoming trends in the field of engineering
- Supporting in R&D activities at the universities

The facilities which will be provided by Siemens Pakistan to NED-UET will without any doubt lay a foundation into making the university labs the best equipped yet in Pakistan. The labs will be provided with:

- Programmable Logic Controllers
- Field Instrumentation
- Human Machine Interface devices

These facilities provide Factory Automation Solutions, Process Control Solutions, and Energy Efficiency Solutions.

The faculty members and specific lab staff will also be trained to help them learn about the equipment.

Siemens Training Centre helps Educational Institutions

The training center of PLC's and drive solutions now further modernized; with resources that are enhanced by bringing in state of the art training equipment in the center is becoming a useful resource for fulfilling Siemens' commitment towards sustainability in the country in general and engineering and academic resources in particular. Siemens concerned business unit supervises the final year students of various educational institutions in their projects as well as during their internship at Siemens.

Special Assistance Fund

Siemens Pakistan has constituted a Special Assistance Fund Trust with the aim to provide assistance to the children of our permanent employees (staff and workers) for pursuing higher education after completion of intermediate / A level studies.

Accordingly, applications were again invited this year from eligible employees for grant of financial assistance .In response, a total of 24 applications were received in HR from staff members and 11 from the workers. The submitted applications were duly checked, considering the merit criteria set by the Trustees and the Trustees of the Fund approved a total amount of Rs. 4'697,000.00 as financial assistance for education of the children, to 12 staff members and 9 workers

This grant is approved considering the educational fees for the duration of the course of studies and the total amount of grant per employee will not exceed Rs. 300,000.00 or the actual expenses, whichever is lower. Payments shall be made in annual installments and the progress of the students will be monitored through the annual / half-yearly results. In case of failures or unsatisfactory reports, the approved grant would be withdrawn.



Workshop to provide and develop basic skills for rural journalists; Mr. Zia Zuberi, Director Communications was the trainer on this occasion



During a session of Pakistani Youth Organization conveying a message of peace and brotherhood



Giving back to the community through education of the underprivileged

Siemens Holds Presentations For Leading Engineering Universities

At NED Engineering University Karachi and University of Engineering & Technology Lahore, Siemens held technical presentations for students and faculties of both the leading Universities in Pakistan on high voltage products and their importance in enhancing the capability of the transmission of electricity in Pakistan. Training, knowledge sharing and skill development of young talents are corner stones of Siemens sustainability efforts.

Basic Skills Development Workshop for Rural Journalists

Director, Communications Mr. Zia Ul Islam Zuberi a former journalist teamed up with famous Pakistani journalist and author of several books Mr.Asif Noorani to conduct a basic skills development workshop for journalists in rural areas organized by Rural Media Network Pakistan (RMNP) with the collaboration of UNESCO in Ahmad Pur near Bhawalpur in rural area of Punjab province of Pakistan. Mr.Asif Noorani and Mr.Zia Ul Islam Zuberi conducted this three day workshop. Mr.Ehsan Ahmad Sehar a well known local journalist coordinated the entire workshop. 17 journalists participated hailing from four press clubs of Bhawalpur district (Ahmedpur East, Chanigoth, Mubarakpur and Uchsharif)

In the three days the attending journalists were given presentations on basic skills such as gathering news, skills for conducting interviews and attending press conferences. A special session was conducted on freedom of press and ethics in journalism. Director, Information Bahawalpur Division Nazir Khalid also delivered a lecture during training.

On the final day of the workshop the participants were given certificates by Political Assistant to Chief Minister Punjab Engineer Mohd Balighur Rehman MNA who appreciated the efforts of trainers from Karachi and thanked them for giving their valuable time to the workshop. During the workshop the people of Ahmad Pur rolled out the red carpet for the trainers from Karachi and lauded their efforts to enhance the knowledge level of rural journalists.

Volunteering to educate

Pakistani Youth Organization provides Pakistani youth an intellectual platform to inform and educate the masses about varied scenarios related to youth in Pakistan. Its objective is also to convey message of peace, brotherhood through media and various interactive dramas with a particular focus on the issues being faced by the youngsters in Pakistan.

Siemens employee Aliya Taqi working in communications department is associated with PYO as a guest member since March 2008. She has been attending discussion forums in person as well as providing ideas through email correspondence to PYO President; she also participates in "Education Project for underprivileged children" being a volunteer and guest youth member of "PYO" beside her job at Siemens.

This Education project is named as "TMC", Tauseef Memorial School after a dedicated friend Tauseef who lost his life in an accident at the age of 23. He was so much dedicated that he used to travel long distances on self basis just to initiate projects on education.

About her role in PYO Aliya says "My drive in joining hands with PYO was intended to give back something to my community, nation and country as well as for my self-satisfaction. I personally believe in doing any work with utmost dedication and sincerity, especially when it comes to serve underprivileged humanity. I firmly believe that we all can make a difference, if we start thinking out of our own self interests".

Siemens awards 'Diversity Gold Medals' to Top Engineering Students

The position holders of five engineering universities in the country were decorated with gold medals at the Gala Awards Night on the occasion of Siemens Annual Business Conference 2009. Sindh Minister for information, Ms Shazia Marri was the chief guest at the ceremony.

Of the five position holders conferred the gold medals, three were girls including Anum Abid of NWFP University of Engineering & Technology Peshawar with a percentage of 99.14. Her specialization was electrical engineering.

Ms. Mehjabeen Dar of Mehran University of Engineering and Technology Hyderabad with specialization in telecommunication and a percentage of 90.16 was also conferred gold medal.

The third female was Hura Masroor of NED University of Engineering & Technology Karachi also received a gold medal. Her specialization was electrical engineering with a percentage of 88.83.

Saad Omar of Lahore University of Engineering & Technology had proceeded to the United States to pursue further education. His gold medal was received by his mother.

Mubashir Khan of Balochistan University of Engineering & Technology was also conferred a gold medal.

Speaking on the occasion, Shazia Marri congratulated the gold medalists especially the girls who out numbered the boys. She also lauded the role of the mothers in molding the personalities of their children & providing the guidance. The Minister also called for undertaking concerted efforts for the progress and development of the country. "We have to ensure that Pakistan wins at the end of the day. That's the goal we all are looking at", she remarked. Ms. Shazia Marri also appreciated Siemens Pakistan Engineering Limited for ably performing their corporate social responsibility.

In his welcome address, Sohail Wajahat H. Siddiqui, Managing Director and the Chief Executive Officer of Siemens Pakistan, said that the gold medals are being conferred to the top five engineering students from across the country. "We have named these gold medals diversity gold medals because they represent talent and excellence from the four provinces of Pakistan thus it is a celebration of excellence in diversity", he added.

Top awards were also conferred on the occasion to some of the employees of Siemens in recognition of their performance in various fields. The Consul General of Federal Republic of Germany in Karachi also attended the ceremony. The top position holder from Peshawar Ms. Anum Abid received a standing ovation at the awards.



▲ Mr. Sohail Wajahat Siddiqui awarding gold medal to engineering topper Mubashir Khan of Balochistan University of Engineering & Technology.



▲ The then Minister of Information Shazia Marri awarding gold medal to mother of engineering topper Saad Omar's mother, of Lahore University of Engineering & Technology.



▲ The then Minister of Information Shazia Marri awarding gold medal to engineering topper Mehjabeen Dar of Balochistan University of Engineering & Technology.



▲ The then Minister of Information Shazia Marri awarding gold medal to engineering topper Anum Abid of NWFP University of Engineering & Technology.



▲ The then Minister of Information Shazia Marri awarding gold medal to engineering topper Hura Masroor of NED University of Engineering & Technology, who is now a Siemens employee.



Renewable Energy Harvesting System: A project undertaken by students from Sir Syed University with guidance from Siemens Pakistan



Renewable Energy Harvesting System: The efforts of young engineers an example of sustainable production



5th Annual Comprehensive Protection Training Program on sustainable businesses

Siemens guidance leads to sustainable wind and solar project

Siemens employees guided young engineering students Ayesha Rab, Hammad Sadruddin, Naeem Ansari, Saquib Shaikh & Muhammad Jalal Uddin of the batch of 2006 from Sir Syed University to design and install a project comprising of wind and solar energy. The project was named "Renewable Energy Harvesting System Using HMI Monitoring and Control". The system is able to automatically switch between wind and solar energy or to combine the two. The efforts of these young people guided by Siemens is an example of sustainable production and use of energy in a city starved for power.

Siemens expertise helps government organizations select the right advertising agencies

A few years ago the government of Pakistan requested some senior PR and advertising professionals to join a panel to help government organizations select advertising agencies. Director Communications Mr. Zia Zuberi was one of those invited to join the panel. For the past several years he has been using his expertise to help government organizations in selection of advertising agencies. This is another example of Siemens contribution is sharing of expertise for the benefit of society.

Siemens 5th Annual Comprehensive Protection Training Program held in Lahore "Imparting knowledge for sustainable business"

Siemens Pakistan was the first to start a regular System Protection Training Program for Private Companies and Industrial Engineers in Lahore and Karachi on annual basis

The training program has been integrated into different modules to acquaint the participants with different System Protection Techniques and associated Protection Relays. Among the topics covered, Over Current Protection, Sub Station Layout Designs, Sub Station Earthing Mesh Design, Transformer Life Management, Transformer Protection Schemes, HV Transmission Lines Protection Schemes, Medium Voltage Switchgear and Motor Protection and Sub Station Automation Systems are worth mentioning.

A very intensive and ambitious program is covered in 3 days.

This program is run based on the Siemens global philosophy of dissemination of knowledge to our valued customer's to support their business sustainability.

Forty six engineers from twenty two different organizations participated in this years program.

Making Pakistan Healthier



Promoting health by sponsoring inter school cricket tournaments



Promoting health of the disabled by looking after their welfare



Promoting health by administering blood donation camps

Siemens sponsors cricket tournament

Cricket is the favorite game of the country. An outdoor sport that contributes to the health of the nation. Siemens for the past six years has been sponsoring the inter school cricket tournament organized by Pakistan Veterans Cricket association. Every year more than a dozen schools participate in this tournament which is hugely popular in the schools in Karachi. The children learn not only to be competitive but also accept victory and defeat with grace. The final match and prize distribution attract a lot of well known cricketers and sports lovers of the city and the winning team is rewarded by a number of prizes.

Blood Donation Camp at Siemens Industrial Complex

A blood donation camp was set up by Siemens and Umair Sana Foundation, a well known organization which is also working for Thalassemic children in various institutions including NICH (National Institute of Child Health), NIBD (National Institute of Blood Diseases) and even outside Karachi in various areas of Pakistan.

Siemens employees donated blood making this camp a huge success. This camp was symbolic of our global slogan **Siemens One world .. One Life ... We Care**

Siemens participates in special day for the disabled

The members of Disabled Welfare Association (DWA) celebrated International Day of Persons with Disabilities (PWDs) in December at Beach luxury hotel Karachi. It was a memorable evening in which 300 PWDs and their families participated. A special message from President of Pakistan was also read on the occasion.

Mrs.Nabila Sohail wife of the MD Mr. Sohail Wajahat Siddiqui was the guest of honor. At the end of the program Mr.Zamrud Khan MD & CEO of Bait-Ul-Mal presented a memento to Mrs. Nabila Sohail . Siemens Pakistan has been involved in the welfare of the disabled on a sustainable level. Few years ago the company established a state of the art workshop for repair of vehicles and also provided a vehicle for disabled people transportation in case they were stranded when their vehicles broke down.

Making Pakistan More Enjoyable



Siemens Pakistan donated giveaways to PNWA charity fund raiser



Support to the Central Institute of Art and Craft is evidence of Siemens' aim to make Pakistan more enjoyable

GSWC Fund Raiser

Siemens Pakistan contributes to culture and arts and programs aimed at providing some moments of leisure but with a purpose. The German Speaking Women's Club Karachi (GSWC) holds a fund raiser each year to raise funds for projects like SOS Children's Village, Flame. Child Aid foundation and other charitable projects. Siemens is usually happy to be part of this annual fund raiser which not only provides many hours of entertainment but also invaluable resources for the underprivileged in society. It is only by helping the underprivileged and assisting them to become useful members of society can we lay the foundations of a sustainable society in Pakistan.

Siemens Donates to Pakistan Navy Women Association

Pakistan Navy Women Association (PNWA) established in 1970, has been providing vocational support to low paid naval personal, retired sailors and Jawaans who died in the service of the country. The organization has also upgraded and expended industrial homes in various locations including Lyari and Maripur, In order to sponsor these welfares, project funds are raised through charity fund raising events. In one such event held this year Siemens donated giveaways to be given out in the lucky draw at this event.

Central Institute of Art and Craft

Central Institute of Arts and Craft is one of the oldest institutes of the city founded in 1966 by renowned artists, sculptress, designers, media and advertising personalities some of whom are considered legends in their own right. CIAC aims to prepare talented young people for careers in the field of Visual Arts, Graphic Design and Textile Design.

CIAC is a non-profit institution with a highly subsidized fees structure which makes its education accessible to a large section of society .Siemens Pakistan Managing Director and CEO on the request of this institution accepted the position of honorary Chairman thus in keeping with Siemens global philosophy volunteered his spare time to address the issues facing the institution. Known for his keen administrative abilities and a penchant for methodical work Mr.Sohail Wajahat has been instrumental in streamlining the working of this institute and helped organize a fund raiser to raise the standard of this institute and its premises. Siemens Pakistan also on the request of CIAC volunteered to upgrade the electrical systems of the institute which were in a state of near collapse. The volunteering efforts by our MD and our help to the institute reaffirms our commitment to the policy of making Pakistan cleverer by providing opportunities to young men and women in attaining their full potential in creative arts.

Awards and Accolades



Siemens efforts for sustainable growth and commitment to the community are recognized and rewarded by several organizations each year. Here is a brief of the awards and accolades received in 2010.

Siemens Pakistan received award for Annual Report 2009

Siemens Pakistan's Annual Report 2009 was selected as the best annual report in the Engineering Sector category by the Institute of Cost and Management Accountants of Pakistan and the Institute of Chartered Accountants of Pakistan. For the last 9 years, the joint committee of these two institutes has organized a competition for the best corporate reports of companies listed in Pakistan, which has led to a significant improvement in the quality of the reports. The reports are judged in the two main categories, "Financial" and "Non-Financial." In the non-financial sector there are a further five sub-categories. Awards are presented to the top five companies in each of the six categories. The award ceremony was attended by numerous CEOs and CFOs of local and multinational companies and Dr. Ishrat Hussain, Dean and Director of the Institute of Business Administration and former Governor of the State Bank of Pakistan, was the guest of honor.



Siemens Pakistan wins Best Corporate Report 2009 in the Engineering sector. The award was received by our CFO Mr. Murtaza Abbas Mooman.

Best place to work Survey

Siemens secured 2nd place amongst peers in the Manufacturing industry in the best place to work 2010 survey announced by the PSHRM (Pakistan Society of Human Resource Management) HR Awards ceremony. The results were based on the number of highly engaged employees within each company, measured by the percentage of responses received in the "Strongly agree" category for 40 statements in the questionnaire. The survey aimed to highlight the internal rather than the external perspectives of companies and their operations, Siemens winning 2nd prize demonstrates the credibility of the organization and satisfaction of employees amongst its peers.



'Best Place to Work' survey was carried out where Siemens Pakistan secured 2nd place amongst peers in the manufacturing industry. The award was received by Mr. Amin Bandhani, Director HR.

Environment Excellence Award for the 7th time

The National Forum for Environment and Health, a non-government and non-profit organization established in June 1999 instituted this award seven years ago with the aim to facilitate, promote and help create environmental, healthcare and educational awareness among the masses in general, youth and children in particular. The organization is affiliated with the United Nations Environmental program (UNEP) and supported by the Ministry of Environment government of Pakistan. The Annual Environmental Excellence awards have now become the benchmark for industry in Pakistan. Siemens Pakistan maintained its winning streak by winning the coveted Environment Excellence Award for the 7th year in a row.

These awards over the last many years have been made possible by pursuance of Siemens AG guidelines and environmental policies and concerted efforts and dedication of our Corporate Quality and Process Excellence Department headed by Mr. Mansoor Iqbal Khan.



Siemens Pakistan wins Environment Excellence Award 7th year in a row. The award was received by Mr. Mansoor Iqbal Khan, Director Corporate Quality & Process Excellence.

Top 25 companies Award 2008 and 2009

The Karachi Stock Exchange holds the top 25 companies Award each year to recognize and appreciate the best performing companies listed on the Karachi Stock Exchange.

Siemens Pakistan once again maintained its winning streak by securing 1st position amongst the 25 companies chosen for these awards for the years 2008 and 2009. A fixed criterion is set for these awards which focus on the optimization of shareholders wealth and company's best possible services provided to its shareholders. The awards are expected to be presented in a befitting ceremony in the near future.



^ Siemens Pakistan secures first position for the years 2008 and 2009 at the Top 25 Companies award organized by Karachi Stock Exchange.



^ Siemens Pakistan wins 4th CSR National Excellence Award for best CSR Report 2009. The award is received by Mr. Zia ul Islam Zuberi, Director Communications.

4th CSR National Excellence Awards

The 4th CSR National Excellence Awards organized by Help International Welfare Trust and the CSR Association of Pakistan recognized Siemens Pakistan as amongst the top companies which emphasize on CSR activities as part of their corporate strategies.

The awards were initiated to encourage the companies who have already been active in the field of CSR to have higher aspirations in making the community a better place through their business.

Siemens Pakistan won the award for the 'Best CSR report' 2009 which highlighted the different projects envisioned and executed by Siemens Pakistan including the "Light for Life" project and the "Apprenticeship program".



^ Rashid Qutub wins 3rd prize in the Siemens Sustainability Ideas Contest where Siemens employees from all around the world participated.

Siemens Sustainability Ideas Contest

The much awaited results of the Siemens Sustainability Ideas contest were announced with Mr. Rashid Qutub, of Siemens Pakistan winning the 3rd prize in the "Sustainable Portfolio Idea" category. The Siemens Sustainability Idea Contest was a joint project of Corporate Sustainability and Corporate Technology to advance sustainability at Siemens using a proven open innovation approach.

The contest focused on generating great ideas to advance the sustainability of Siemens portfolio as well as the sustainability of Siemens overall; relying on the power of creativity and expertise of all Siemens employees worldwide.

5th Consumer Choice Awards:

The Consumer Choice Awards 2009 were 5th of their kind which conducted extensive surveys across consumers in the market to identify the best products and services provided by companies in various categories. These awards are the project of Consumers Association of Pakistan and Siemens Pakistan was honored in consumer's first choice category with Motors and Diesel Generating Sets.



^ Siemens Pakistan wins 5th Consumer Choice awards in the "Motors & DG sets" category. The award was received by Mr. Khurram Mehdi and Mr. Naushad Alam.

Brands of the Year Award

Brands of the Year Award 2009 was presented to Siemens Pakistan Engineering Co. Ltd. in the category of Transformers. The award is organized jointly by The Exhibitors, Government of Pakistan and several related government agencies.



^ Siemens Pakistan wins Brands of the Year award 2009. The award was received by Ishtiaq-ul- Haq, DD BU Transformers from Prime Minister of Pakistan, Mr. Yusuf Raza Gilani

Best Corporate Newsletter Award

Siemens Pakistan for the fourth year in a row won the "Best Corporate Newsletter Award" from NCCA Pakistan. At the 41st annual awards of the organization. National Council of Culture and arts is a well known organization which has been holding these awards for past 41 years without a break.



^ Siemens wins Best Corporate Newsletter for the fourth time. The award was received by Ms. Farzana Hussain of Communications.

All these awards demonstrate endorsement of our adherence to Siemens values of innovative, excellent and responsible.

Environment, Health and Safety



Our values guide us in our every day work. For us, excellence means combining the highest performance with the highest ethics. This mindset is reflected in our ambitious goals and our company-wide programs that are helping us to achieve them. We are creating lasting value for our shareholders and customers while providing answers to the toughest questions of our time on environment, health, safety.



Corporate responsibility is integrating business with environmental and social performances



Excellent growth in green markets through Environmental Protection Program



Environmental Management System: Rigorously implementing energy conservation projects

At Siemens, corporate responsibility is a strategic managerial process aimed at integrating business, environmental and social performance to create greater value and enduring benefits within a framework of ethical practices.

Siemens has introduced a Corporate Environmental Protection Program (Environmental Program) in order to be best in class in corporate responsibility and to achieve growth in "green" markets.

The key components of the Environmental Program are:

- ✓ The company-wide introduction of an environmental management system
- ✓ The improvement of resource and energy efficiency in production
- ✓ The rigorous implementation of environmentally-compatible product design
- ✓ An expansion of our environmental portfolio.

We have an Established Environmental Management System based on Siemens guidelines and fully compliant with ISO 14001 and applicable company wide regulations on environment. Our commitment to the environment starts from the design of our products and we take all possible steps in the elimination of environmentally hazardous materials and ensure that all steps are taken in their safe disposal.

As a part of our Environmental Management System, rigorous implementation of energy conservation project, various projects were taken up. We have already implemented a system, whereby use of hazardous chemicals are restricted

and can only be used where absolutely necessary after thorough assessment and developing mitigation plans to control their environmental impacts. Siemens, according to internal guidelines, voluntarily monitor and report Green House Gases (GHG), which are regulated under Kyoto Protocol, under (Siemens Environmental & Technical Safety Information System) SESIS.

SEGIS is a very comprehensive reporting system developed to address the environmental information management requirements of Siemens and its organizational units. This systematically collected environmental information on a worldwide basis helped Siemens to create a benchmark and Best Practice exchange with internal and external partners. SESIS is not only a new reporting system, but also a tool that help define the environmental performance of Siemens worldwide. This reporting also encompasses the contribution of all inputs and outputs of each process which contribute to the environment including VOC emissions, water, primary and secondary energy chemicals, cooling & lubricating oils and greases, metals, plastics, OEM products, waste, emission into air, waste water, packaging etc. SESIS helped us to identify areas which contribute the most to the environment and to take evasive actions to bring down the levels subsequently.

In recognition of these, we have been once again given the coveted Annual Environment Excellence Award 2010 by the National Forum of Environment & Health. This is the sixth year in a row that we have received this honor and the management is committed to promote such activities and policy implementations for fulfilling our commitment to the society.

Siemens Pakistan has received certification under Environmental Management Standard ISO 14001:2004 this year.

We continue to view the protection of environment as one of the key factors in the development of the national economy. By our actions, we continue to demonstrate our strong sense of responsibility to the society and environment.

Health and Safety of our employees as an integral part of business management and endeavor to ensure it through supervision, awareness and motivation and in consonance with Siemens Global Guidelines we therefore, subscribe to our Corporate Slogan

One world, one life- we care!

Risk Management



A company that carries out major long-term projects in almost every country in the world, that continually brings technical innovations to the market, and that offers financing concepts and operator models is exposed to many business risks. Systematic and comprehensive risk management is necessary to identify these risks, assess them, and ensure the appropriate controls.



Planning your strategies to control risks



Effective risk management entails a strong internal control system



Detecting risks that threaten the system through risk management

Risk management at Siemens is required by the Managing Board and is integrated into the planning and implementation of the company's business strategies. The risk management policy specified by the Managing Board reflects the goal of growing sustainably and increasing the value of the company while attempting to control unreasonable risks or avoid them whenever possible.

We use a series of coordinated control and risk management systems that support the early detection of any developments that could threaten the continued existence of Siemens. The processes used throughout the company for strategic corporate planning and internal reporting are of particular importance in that regard. Our Internal Auditing Unit also monitors the adequacy and efficiency of our risk management system at regular intervals.

Our risk management system is based on a comprehensive interactive and management-oriented Enterprise Risk Management (ERM) approach that is integrated into the company organization and that looks at risks as well as opportunities. The purpose of the ERM process is to identify, assess, and control as early as possible any risks and opportunities that could materially affect achievement of the company's strategic, operational, financial, and compliance-

relevant objectives. Risks and opportunities are identified as part of a structured process that provides an overall view of our business activities.

Managing risks in all business processes is a top priority at Siemens.

The Managing Board has created the Corporate Risk and Internal Control Department and the Corporate Risk and Internal Control (CRIC) Committee to monitor the ERM process and ensure the integration and standardization of existing control activities in accordance with statutory and operational requirements. Information on risks and opportunities from the Risk Committees – compiled at the sector, cross-sector business, and cluster levels or from the heads of the corporate departments – is reported to the CRIC Committee. The information is then used to evaluate the risk and opportunity situation throughout the company. The CRIC Committee reports to the Managing Board and supports it in the implementation, completion, and monitoring of the ERM process and when reporting to the Auditing Committee of the Supervisory Board.

Effective risk management goes hand-in-hand with a strong internal control system, because the two systems are in fact complementary. Identified risks, for example, may reveal gaps in the internal control system that could be closed by implementing new controls and closely monitoring them. Conversely, monitoring the internal control system could show that certain risks are not being controlled as effectively as was originally assumed.

Siemens is also required by U.S. law, which is more comprehensive than German law in this area, to establish and maintain adequate internal controls for financial reporting and review their effectiveness every year. The Siemens Managing Board has determined that the internal controls for financial reporting were effective as of September 30, 2009.

Compliance

Collective Action fights corruption collectively



Seminar on Good Governance Defeats Corruption held at Mohammad Ali Jinnah University



Collective Action; working together to synergize efforts against corruption



A session at the NAB Seminar for the future leaders of the society

Menace of widespread and affluent corruption engulfed in world economy affects society at large, government and their procuring authorities and the private sector in particular. Drive to significant ethical changes and transparency of business processes seems unlikely to be achieved by individual efforts.

That is where Siemens' Collective Action becomes indispensable:

'Collective Action' enables corruption to be fought collectively by engaging various interests groups, working together to synergize efforts against corruption. An alliance created via Collective Action aids to approach and address the corruption from multiple angles. The ultimate goal is thereby to create fair and equitable market conditions, that is a "Level Playing Field", for all marketplace participants and to eliminate the temptation of corruption for all those concerned.

The advantages of Collective Action:

- ✓ Collective Action describes various methods of combating corruption.
- ✓ Collective Action helps to set up the conditions for fair competition within a corrupt environment.
- ✓ Collective Action promotes innovation, as the bidder is selected solely on the basis of price, quality and capacity to innovate.
- ✓ Collective Action can, if necessary, cover gaps in legislation or replace or augment inadequate local law.

For a sustainable fight against corruption it is critical to get the buy in from all stakeholders and to have even more stakeholders join the coalition against corruption.

In this effort Siemens Pakistan joined hands with Metro Cash & Carry Pakistan (Private) Limited and signed a "Multiparty Compliance Declaration" based on PACI principles, landmarking their strong commitment towards prevention of unfair competition, corruption, money laundering and other criminal acts in the area of white collar crime. In addition to this Siemens Pakistan is in close contact with its major

customers for forming collaboration in furtherance of the Collective Action Project. As a foundation step the company is striving for entering into a Multiparty Agreement with significant number of industry players.

The Managing Director of Siemens Pakistan also addressed future leaders of the society at Mohammad Ali Jinnah University explaining the devastating impact of corruption on the society at large. 'Good Governance defeats Corruption' was the slogan of the day.

With a clear objective of becoming a respectable international partner in the fight against corruption we are striving to extend the commitment even further in future.

Can one technology sustain our entire way of life?



Sustainability is more than a single technology. It's the philosophy behind everything Siemens is doing around the world.

In 1884, our founder made a simple vow: "I will not sell the future for temporary gain." That's the philosophy we still live by today. In Ontario, our wind turbines generate clean, renewable power. Our smart building technologies dot the skyline in New York and Dubai. Our commuter trains reshape cities like Paris and Kuala Lumpur. And our affordable healthcare solutions help hospitals cut costs in Cairo and Colombia. We're building answers to today's toughest questions – and we're building them to last.

[siemens.com/answers](https://www.siemens.com/answers)

SIEMENS

Are we Green enough?

Which is the greenest city in Asia?

Siemens Pakistan and Economist Intelligence unit to provide the answer.





Over the coming months 22 leading Asian cities will be compared in terms of their environmental sustainability. The Asian Green City Index is the first known attempt to analyse and compare the environmental performance of Asian cities and their efforts to improve sustainability. Publication of the study is planned for the end of 2010.

Siemens and the Economist Intelligence Unit, an independent and objective research partner are to rank the greenest cities in Asia. The intent of this index is to build on developing an analysis that focuses uniquely on the environmental challenges and success stories of Asian cities.

The ranking will cover cities from 11 Asian countries - China, India, Indonesia, Japan, Malaysia, Pakistan, the Philippines, Singapore, South Korea, Thailand and Vietnam. Pakistan is to be represented by its Mega City Karachi. The final selection of cities will be based on data availability.

"With the Asian Green City Index, the Economist Intelligence Unit and Siemens are covering new ground. So far, no other study of this scope has been done for Asia," said Stefan Denig, who is leading this project at Siemens. The study will be part of the Green City Index series, which sets out to compare the environmental performance of cities in different regions of the world. Following the success of the European Green City Index, a study comparing the environmental performance of 30 major cities from 30 European countries, Siemens is now sponsoring similar studies for Asia, Africa and Latin America.

Siemens intends to build on developing an analysis that focuses uniquely on the environmental challenges and success stories of Asian cities.

"The results of the study will help the cities to better understand and tackle their specific environmental challenges," said Mr. Sohail Wajahat Siddiqui CEO & MD Siemens Pakistan. "It will enable city stakeholders to make more informed decisions about how to reduce their environmental impact by for example, making their power supplies, traffic systems and buildings more energy-efficient and eco-friendly".

The cities will be assessed in the following eight environmental categories:

- v Energy supply and CO₂ emissions
- v Transportation
- v Buildings and land use
- v Water
- v Sanitation
- v Waste
- v Air quality
- v Green governance

At the same time the study will highlight best-practice projects to enable cities to learn from one another. As an independent partner, the Economist Intelligence Unit will ensure the objectivity of the research.

Cities must take a leading role in climate protection. They are responsible for 80 percent of the world's CO₂ emissions and consume three-quarters of its energy. "Urbanization and climate change are two megatrends we can help address with our valuable and innovative solutions", explained Sohail Wajahat. Siemens' has the world's largest environmental portfolio of energy-efficient and climate-friendly technologies. In fiscal 2009, the company generated about €23 billion in revenue from products and solutions in its environmental portfolio - approximately 30 percent of the company's total annual revenue.

The Green City Index Europe was a huge success in naming Copenhagen as the greenest city in Europe in 2009. The index aimed to give statistics to analyze the achievements and objectives in the areas of environmental and climate protection. Through the Green City Index, not only cities were ranked according to their environmental position in Europe; the index gave substantial basis for cities to work and recover from the less eco-friendly aspects of their environmental performance.



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