

# SIEMENS

As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, healthcare, industry, and infrastructure and cities. In the UK, Siemens has been operating for 169 years and today employs around 13,000 people. UK revenues for 2011 were £4.4 billion, which includes inter-company revenue.

## Brand History

- ▶ **1843:** The 19-year-old William Siemens arrives in England to sell the rights to his brother Werner's electroplating technique.
- ▶ **1853:** William Siemens takes over the running of the UK business, which primarily involves the selling of water meters.
- ▶ **1858:** The independent company known as Siemens, Halske & Co. is set up with its own workshops. It is renamed Siemens Brothers in 1865.
- ▶ **1873:** The first Atlantic cable is laid by Siemens Brothers, with the Faraday cable steamer built specially for this purpose.
- ▶ **1984:** A Siemens sales company is founded under the name Siemens Ltd.
- ▶ **1989:** The Plessey Company is taken over jointly by Siemens and General Electric Company.
- ▶ **2008:** In London, Siemens and McKinsey publish a study on sustainable infrastructure.
- ▶ **2009:** Siemens helps develop the world's first floating wind turbine, Hywind, enabling turbines to be installed in deeper waters offshore.
- ▶ **2010:** Siemens invests in the UK's first tidal turbine to extract energy from tides around the UK; it is located in Strangford Lough, Northern Ireland.
- ▶ **2011:** Siemens signs an order with Eurostar for 10 Velaro high-speed trains, depot modifications and 10 years of service. The Department for Transport awards Siemens preferred bidder status for 1,200 Desiro City rail vehicles and two new depots for the Thameslink route.



## Market

In the UK, around 5,000 Siemens employees work in manufacturing, with products including superconducting magnets for MRI scanners, industrial gas turbines and variable speed drives – all of which are exported worldwide.

In other sectors the company's performance is also strong. Siemens is the leading supplier of offshore wind turbines in the UK. More than 40 per cent of the electricity from wind power in the UK is generated using its technology. In fiscal year 2011 global revenue generated by the Siemens environmental portfolio contributed around 30 billion euros to the company total. Siemens aims to exceed the 40 billion euros revenue mark with green technologies by the end of fiscal year 2014.

In the healthcare sector, Siemens is an integrated healthcare business with innovative solutions in imaging, workflow and diagnostics. Siemens is also the most experienced managed equipment services (MES) provider in the UK healthcare market. Every working day, 15,000 women in the UK are screened for breast cancer; in excess of 6,000 are screened on Siemens medical equipment.

As part of its newest sector, infrastructure and cities, Siemens manufactures and maintains more of the UK's road traffic infrastructure than any other company, and maintains over 350 electric and diesel trains.

## Product

The Siemens product portfolio – including its environmental portfolio – is divided into four sectors: industry, energy, healthcare, and infrastructure and cities.

Siemens Industry is a leading supplier of innovative, environmentally friendly products for industrial customers. Its solutions include automation technology, industrial controls, drive technology and industrial software.

In energy, Siemens is the only company worldwide with the know-how and technologies along the entire energy conversion chain, from the production of oil and gas, to power generation, the transmission and distribution of electrical energy, and renewable energy technologies.

Siemens Healthcare provides solutions to increase efficiency and improve patient care along the patient pathway. The company is pioneering new innovations

**Did You Know?**

Red Bull Racing uses Siemens PLM software to design its F1 car.

More than one million people cross the road safely every day thanks to Siemens Traffic Solutions technology.



such as the world's first fully integrated PET MR system, the Biograph mMR, and low-dose computed tomography (CT) imaging.

A new era began for Siemens on 1st October 2011, with the launch of its newest sector: infrastructure and cities. Combining the expertise of existing businesses in the industry and energy sectors, it provides cities with joined-up technical solutions for sustainable mobility, environmental protection and energy savings. Infrastructure and cities comprises five divisions – Rail Systems, Mobility and Logistics, Low and Medium Voltage, Smart Grid and Building Technologies – and has a clear market focus on local authorities, airports, harbours, rail operators and utilities. The sector joins up Siemens' capabilities to make buildings and energy distribution grids 'smart'; to enable fast and energy-efficient transport for people and goods; and to make cities sustainable. Siemens' global Centre of Competence for Cities will be based at its sustainable cities initiative – the Crystal (pictured below) – in East London.

## Achievements

Siemens realises that young people are the drivers of economic development and actively demonstrates its commitment to



enthusie young people in science and technology subjects. Siemens plans to recruit 140 apprentices and at least another 140 graduates in 2012.

## Recent Developments

On 1st January 2012 Roland Aurich (pictured above) became the new chief executive of Siemens plc and Cluster North West Europe. Mr Aurich is the former president and CEO of Siemens in Canada, prior to which he served as CEO of Siemens in Sweden.

In the past three years, Siemens has invested £8 million in an Energy Services Centre in Newcastle, which includes £3 million for a Wind Power Training Centre at the same location.

Continuing the company's focus on sustainability, building work is well under way on the Crystal in East London. As part of the Green Enterprise District, the £30 million centre will enable Siemens to explore how to



**Did You Know?**

Siemens makes and maintains Heathrow Express trains, which carry 16,000 passengers each day between Paddington railway station and Heathrow Airport.

More than one-third of the UK's mainland electricity supply is generated using Siemens equipment.

create a better future for our cities. Opening in summer 2012, it will be home to the world's largest exhibition focused on urban sustainability, bringing together city decision-makers and the public.

## Promotion

Siemens is High Performance Partner to the GB Rowing Team. It also sponsors the team's Start programme, a talent identification and development initiative looking for the elite athletes of the future.

Siemens is also a principal sponsor of the Science Museum's climate science gallery, 'atmosphere...exploring climate science' and sponsors the Royal Academy of St Martin in the Fields.

## Brand Values

The Siemens brand values are: responsible, excellence, innovative and zero harm.

▶ [www.siemens.co.uk](http://www.siemens.co.uk)

