

About ABB North America

Our Businesses

Building on core strengths of technology leadership, pioneering spirit and a sustainable approach to business, ABB helps customers to become more profitable while lowering environmental impact.

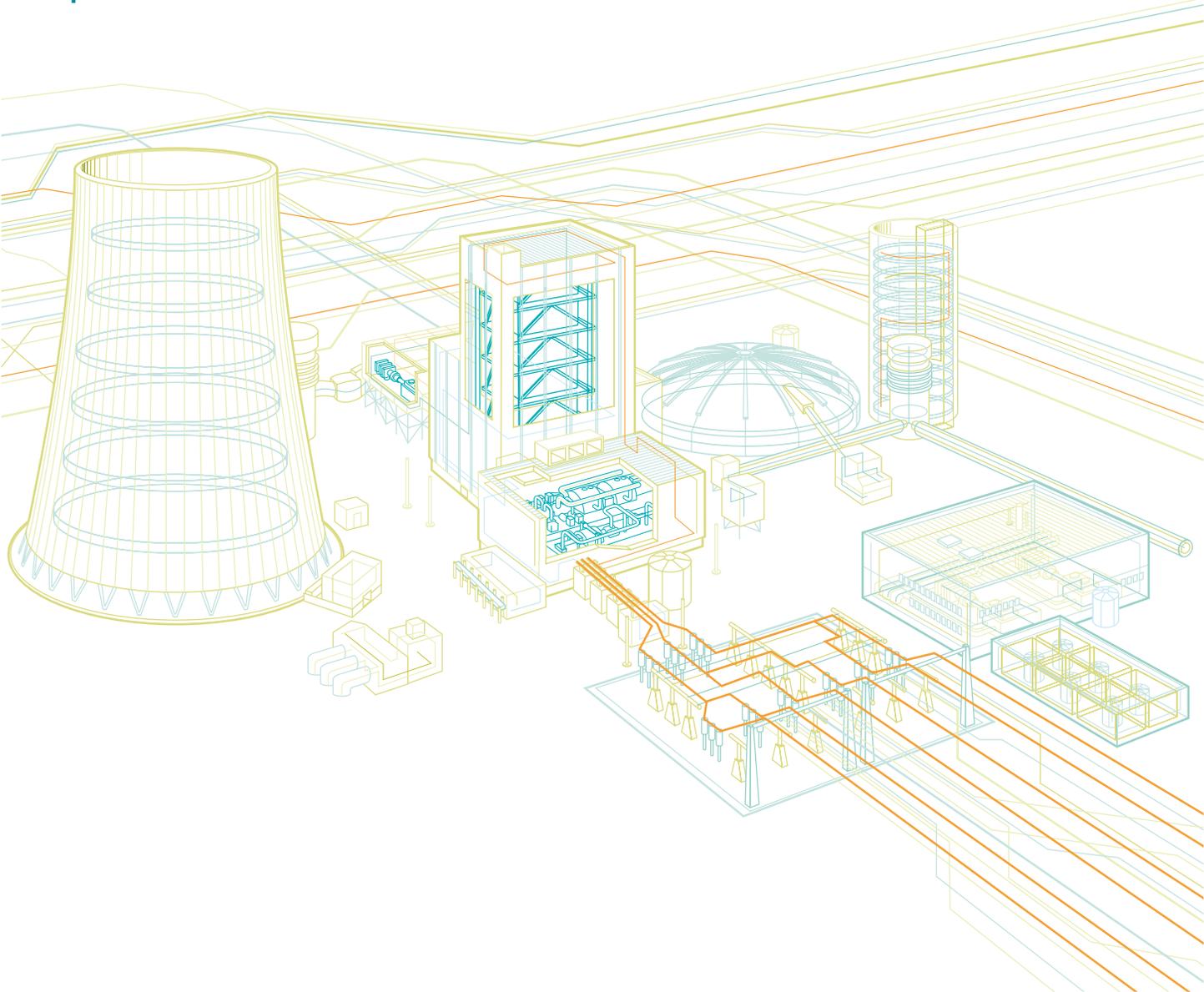


ABB is a technology-based provider of power and automation products, systems, and services.

Power Products

Power Products are the key components to transmit and distribute electricity. The division incorporates ABB's manufacturing network for transformers, switchgear, circuit breakers, cables and associated equipment. It also offers all the services needed to ensure products' performance and extend their lifespan.

Power Systems

Power Systems offers turnkey systems and services for power transmission and distribution grids, and for power plants. Substations and substation automation systems are key areas. Additional highlights include flexible AC transmission systems (FACTS), high-voltage direct current (HVDC) systems and network management systems. In power generation, the Power Systems division offers instrumentation, control and electrification for power plants.

Automation Products

This ABB business serves customers with energy efficient and reliable products to improve customers' productivity, including drives, motors and generators, low voltage products, instrumentation, analytical devices, and power electronics. More than one million products are shipped daily to end customers and channel partners, spanning a wide range of industry and utility operations, plus commercial and residential buildings.

Process Automation

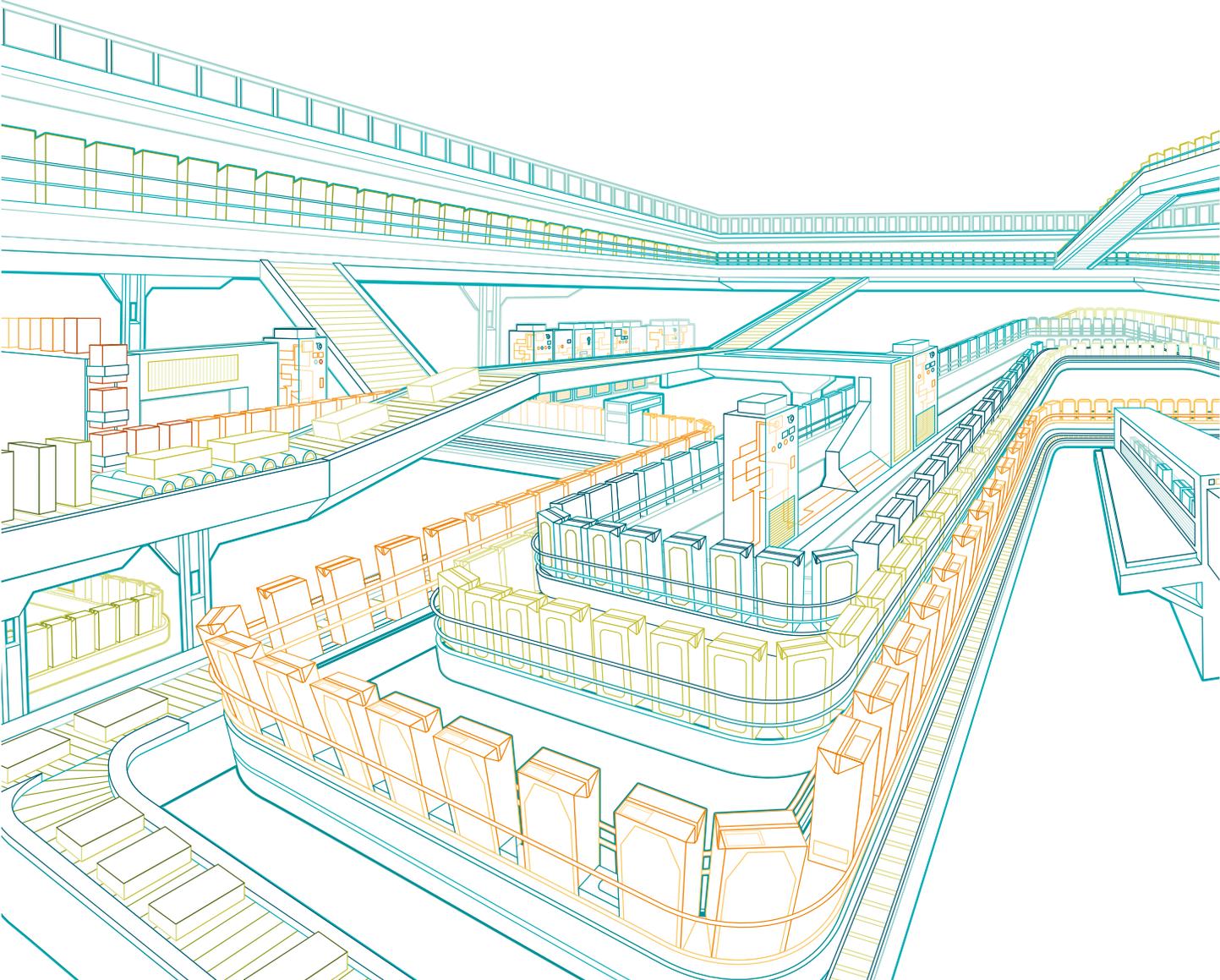
The main focus of this ABB business is to provide customers with integrated solutions for control, plant optimization, and industry-specific application knowledge. Industries served include oil and gas, power, chemicals and pharmaceuticals, pulp and paper, metals and minerals, marine and turbocharging. Key customer benefits include improved asset productivity and energy savings.

Robotics

ABB has the world's largest installed base of industrial robots and also provides robot software, peripheral equipment and modular manufacturing cells for tasks such as assembly, painting and finishing, and machine tending. Key markets include automotive, foundry, packaging, material handling and consumer industries. A strong solutions focus leverages thousands of successful applications for manufacturers worldwide.

Key Facts & Figures

North America is the world's largest market for ABB products and services and is growing at a rate of 4.2 percent annually.



Growth in North America

- ABB has the largest installed base of power transmission and distribution equipment in North America (\$13 billion). The region is also the largest market for power plant automation and process automation (\$21.4 billion), and is the single largest market for robotics and manufacturing industries.
- In North America, the company employs around 12,000 people in 20 major manufacturing and other facilities. North American operations had revenues of \$4 billion in 2007.
- Ten of ABB's 36 key global accounts are based in North America.
- ABB operates in around 100 countries and employs approximately 115,000 people in a truly a multinational organization. The company's eleven-member executive committee, for example, is made up of individuals from eight countries.
- ABB's global headquarters is in Zurich, Switzerland and its North American operations are headquartered in Cary, North Carolina. The company's stock is traded publicly on the Swiss and New York stock exchanges.

Technology Innovation in North America

- U.S. Corporate Research Center (CRC): A multinational group of PhD and MS level engineering researchers
- Close ties to leading universities and research organizations: Massachusetts Institute of Technology (MIT), Stanford, Carnegie Mellon, Penn State and Case Western Reserve universities.
- System 800xA, along with ABB instrumentation and variable speed drives is part of a unique biotechnology training program at Raleigh's North Carolina State University. The first-of-its-kind facility will be used to train pharmaceutical students on how to use good manufacturing processes with commercial-grade technology.
- R&D and new product focus in both power and automation:
 - Energy efficiency (e.g., advanced transmission systems, high-efficiency motors and drives)
 - Flexibility and productivity (e.g., automation and control software, wireless communication systems)

Sustainability in North America

- Sustainability at ABB means balancing economic success, environmental stewardship and social progress to benefit all our stakeholders.
- ABB is committed to helping customers reduce greenhouse gas emissions through its portfolio of energy efficient products. ABB recently reduced its own energy consumption by 5% over two years and is now working to realize a further 5% reduction.
- All ABB manufacturing sites are required to have an environmental management system in place to ensure continual improvement with respect to the site's environmental footprint.
- ABB's supply chain managers are working to ensure suppliers comply with environmental regulations and support basic human rights.
- ABB is a member of the 3C Initiative, a group of companies whose goal is to promote global awareness of climate change issues.

North American Executive Team



Enrique Santacana
President and
CEO ABB Inc.



Roger Bailey
Head of Process
Automation



Greg Scheu
Head of Power Products



Martin Gross
Head of Power Systems



Kirk Goins
Head of Robotics



Richard Hepperla
Head of Automation
Products

Enrique Santacana

President and CEO ABB Inc.

Enrique Santacana is President and Chief Executive Officer of ABB Inc.,
Region Manager of ABB North America

Enrique first joined ABB in 1977 and has held a variety of management positions within the company. Most recently, Enrique has been Region Division Manager for Power Products in North America, and a member of the North American Executive Committee. He has also served as the Vice President and General Manager of Medium Voltage Products for ABB's Power Technologies division in North America.

A licensed professional engineer in North Carolina and Puerto Rico, Enrique is a member of the Institute of Electrical and Electronic Engineers and the National Society of Professional Engineers. He holds a Bachelor of Science in Electrical Engineering from the University of Puerto Rico, a Masters of Engineering in Electric Power Engineering from Rensselaer Polytechnic Institute, and a Masters of Business Administration from Duke University.

Enrique sits on the Board of Governors of the National Electrical Manufacturers' Association (NEMA), and is a member of the Business Roundtable. In 2008, he was appointed to the U.S. Department of Energy's Electricity Advisory Committee.

ABB Footprint in North America



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