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“GE is a truly global company, with a history of innovation that stretches back to Thomas Edison who was the inspiration for the foundation of the Company in 1878.

For more than 100 years GE has been investing in growing its presence across Europe.

Today we have a footprint that covers every corner of the continent. I invite you to take a look for yourself: We are GE in Europe.”

Nani Beccalli-Falco
President and CEO, GE International
We are GE in Europe

GE is a diversified infrastructure, finance and media company taking on the world’s toughest challenges. Our products and services range from aircraft engines and power generation to financial services, water processing, security technology, medical imaging and television programming.

Our strategy

Be global
At GE, we are working on an approach called “connected and scalable localisation.” We grow business opportunities by innovating, creating and expanding our local product lines, serving new customers and creating strong partnerships with local champions. We then take these local best practices and apply them on a global scale.

GE’s Jenbacher gas engines can run on either natural gas or a variety of other gases (e.g., biogas, landfill gas, coal mine gas, sewage gas, combustible industrial waste gases and site-specific special gases). Jenbacher biogas engines use gas from the anaerobic fermentation of organic waste from agriculture, foodstuff or feed industries instead of fossil fuels. These engines developed in Jenbach, Austria, were initially implemented in plants across Europe, starting in the early 1990s. Inspired by our European success, we now have a chicken manure-biogas plant near Beijing, China, a sugar cane-biogas plant in Jhang, Pakistan, as well as a cow manure-biogas plant in Wisconsin, United States, to mention a few examples. Today, more than 1,300 Jenbacher biogas engines are delivered around the world in over 40 different countries. They generate more than 7.2 million megawatt hours (MWh) of electricity per year without burning fossil fuel—equivalent to the annual electricity demands of more than two million European households.

Drive innovation
GE is first and foremost a technology company. Since 2000, we have invested approximately €34 billion in technology and content development. However, innovation is not just about developing new technologies. Innovation is about finding new ways to better serve our customers and their needs.

In the current economic climate, access to funding is a challenge for the 2.9 million small-and-medium sized enterprises (SMEs) that are the backbone of the French economy. GE stepped in to help support the growth of these companies by offering a new system by which they can request short-term funding online. This solution, developed in partnership with the French public sector and the SME industry association, is the first of its kind in France. Now, more than 680,000 French SMEs can find out within minutes whether they are eligible to receive funding, which ranges from €10,000 to €100,000, depending on their business needs. Although the offering is new and innovative, there is nothing new about GE’s support of SMEs in France—GE has been supporting them for four decades.

We launched the website www.jefinancemapme.com with Global Confederation for SMEs (CGPME) and OSEO, a French factoring firm.

Facts about GE in Europe

- 100,000 employees
- Annual revenues of €30 billion
- Growing in Europe for over 100 years
Build relationships

GE grows business opportunities, as well as diversifies risks, through joint ventures and partnerships. Our multi-business structure makes us a particularly desirable partner for governments and other large investors.

One of the great success stories in aviation history is the creation of CFM International, a 50/50 joint venture between Snecma (SAFRAN Group), a French manufacturer of aircraft and rocket engines, and GE. The partnership was built on the desire to grow in the short-to medium-range aircraft business in 1974. CFM, which celebrated its 35th anniversary in September 2009, builds engines based on Snecma’s fan technology and core technology developed by GE. The engines have been so successful that the Company has delivered more than 20,000 CFM56 engines. The current production engine models, the CFM56-5B and CFM56-7B, power the Airbus A320 and Boeing 737 families respectively, and have been ordered to power a combined total of more than 7,000 of these aircraft.

Leverage strengths

At GE, we offer our customers more complete solutions by leveraging our multi-business structure. We have core processes centred on organic growth, operating excellence and leadership development, which help us to use best practices across the whole Company.

With the “Green Hospital” project, GE and Asklepios Hospital Group have signed an agreement to create their first project in the German healthcare sector to comprehensively address environmental issues. The renovation and expansion of one of the hospitals owned by Asklepios in Hamburg, Germany, will be their pilot hospital in Europe entirely planned and designed on ecological principles leading to significant energy savings and increasing energy efficiency. This “Green Hospital” project is based on a multi-dimensional approach: the combination of ecology, economy and the well-being of people in a hospital. It will thus be laying an important milestone for the future of hospital-building. GE is providing most of the necessary innovative technologies from its different businesses.

Since 1965 we have been a leader in the field of Mammography, and almost 20,000 systems have been installed worldwide (nearly 4,000 digital units). We develop our technologies and solutions at our Healthcare facility in Buc, France. We are now in our third generation of digital products. Based on the number of systems installed and products used around the world, we estimate that more than 25 million people have been examined by our technologies.

CFM International’s CFM56 series engines power Airbus and Boeing aircraft. A CFM-powered aircraft takes off somewhere in the world every three seconds.
Technology Infrastructure

GE provides healthcare, aviation and transportation technologies and infrastructure in Europe.

Healthcare
GE provides transformational medical technologies and services that are shaping a new age of patient care. Our broad expertise in medical imaging and information technologies (IT), medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and solutions’ services help our customers to deliver better, faster and more cost-effective healthcare. We work with healthcare leaders and policy makers throughout the European Union to support the policy changes necessary to secure a shift to sustainable, high quality healthcare systems in line with our healthymagination vision—to reduce cost, increase access and improve the quality of healthcare.

Aviation
GE is a leading provider of commercial and military jet engines and components as well as avionics, electrical power and mechanical systems for aircraft. Our Aviation business also has a global service network to support these offerings.

Transportation
GE is a global technology supplier to the railroad, marine, drilling, mining and wind industries. We provide freight and passenger locomotives, signalling and communications’ systems, IT solutions, marine engines, motorised drive systems for mining trucks and drills, high-quality replacement parts and value-added services for items and products.

Enterprise Solutions
GE elevates customers’ productivity and profitability with integrated solutions, using: sensors and non-destructive testing; security and life safety technologies; power system protection and control; and plant automation and embedded computing systems. Enterprise Solutions’ high-tech, high-growth businesses include GE Sensing & Inspection Technologies, GE Security, GE Digital Energy and GE Fanuc Intelligent Platforms.

European footprint
- GE Aviation has manufacturing and R&D facilities in Czech Republic, France, Germany, Hungary, Poland and the United Kingdom.
- GE Enterprise Solutions has manufacturing and R&D facilities in Germany, Ireland, Poland, Netherlands, Slovakia, Spain, Switzerland and the United Kingdom.
- GE Healthcare’s global headquarters is in Chalfont St Giles, Amersham, United Kingdom.
- GE Healthcare has significant manufacturing and research and development (R&D) facilities in Austria, Belgium, Finland, France, Germany, Greece, Hungary, Ireland, Netherlands, Norway, Russia, Sweden, Turkey and the United Kingdom.
- GE Security’s headquarters for Europe, Middle East and Africa (EMEA) is based in Diegem, Belgium.
- GE Transportation’s Intelligent Control Systems global headquarters is based in Paris, France.
- GE Transportation has a manufacturing and R&D facility in Italy.
Energy Infrastructure

GE provides a broad range of solutions that power the world. From gas and steam turbines to drilling equipment and water processing systems—our technologies work together to improve performance, to reduce costs and help manage emissions in Europe.

Energy
GE is one of the world’s leading suppliers of power generation and energy delivery technologies. We work in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as water, wind, solar and biogas; and other alternative fuels. Numerous products are qualified under ecomagination, GE’s initiative to aggressively bring to market new technologies that will help customers meet pressing environmental challenges.

Oil & Gas
GE is a provider of advanced technology equipment and services for all segments of the oil and gas industry, from drilling and production, liquefied natural gas (LNG), pipelines and storage to industrial power generation, refining and petrochemicals. We also provide pipeline integrity solutions, including inspection and data management. Our Oil & Gas team leverages technological innovation from other GE businesses, such as Aviation and Healthcare, to continuously improve oil and gas industry performance and productivity.

Water & Process Technologies
GE brings together experienced professionals and advanced technologies to help solve the world’s most complex challenges related to water availability and quality, increased productivity and cost reduction, and environmental regulations. We invest in forward-looking technologies, drawing from best practices learned through the ecomagination initiative, to help customers balance environmental and economic goals. Our innovative team develops partnerships and delivers reliable, long-term solutions for communities, governments and industry that maximise water and energy resources.

Our Integrated Compressor Line (ICL) technology is developed at our Oil & Gas facility in Le Creusot, France. Designed to help compression plant operators meet growing operational and environmental challenges, the ICL is an integrated system with a single casing for the compressor and the motor. Driven by electricity rather than gas, ICL technology saves energy and avoids associated CO² emissions. Compared to a conventional compressor, the ICL’s closed design better avoids the leakage of methane, a potent greenhouse gas. By using active magnetic bearings rather than oil-lubricated bearings, we have also eliminated the need for oil within the compressor. Over the product’s lifespan, this may avoid the consumption of more than 30,000 litres of oil. Our customers in Germany, France and Austria are currently using this technology.

European footprint
• GE Energy’s European headquarters is based in Belfort, France.
• GE Energy’s Jenbacher gas engines headquarters is based in Jenbach, Austria.
• GE Energy has manufacturing and R&D facilities in Austria, France, Germany, Hungary, Netherlands, Poland, Russia, Spain and the United Kingdom.
• GE Oil & Gas’s global headquarters is located in Florence, Italy.
• GE Oil & Gas has manufacturing and R&D facilities in France, Germany, Italy, Spain and the United Kingdom.
• GE Water & Process Technologies’ European headquarters is located in Heverlee, Belgium.
• GE Water & Process Technologies has manufacturing and R&D facilities in Belgium and Hungary.
GE Consumer & Industrial

GE spans the globe as a provider of major appliances, lighting and integrated industrial equipment, systems and services.

Lighting
GE was born from the invention of the world’s first affordable incandescent lamp. More than a century later, our Lighting business still brings light to the world, helping advance new technologies such as fluorescents and light-emitting diodes (LEDs), that operate with more efficiency, less cost and less environmental impact than ever before.

With more than a century of experience inventing cutting-edge products and services, we are committed to making life better, more convenient and more efficient for consumers, as well as commercial and industrial customers. In Europe, Middle East and Africa (EMEA), we are present in 34 countries, with eight manufacturing locations in Hungary and Spain.

Power Protection
GE offers integrated power protection and energy efficiency solutions to partners through a high-quality range of electrical distribution components, general-purpose control devices, enclosures and switchboards.

We are a prominent European supplier of low-voltage products including wiring devices, residential and industrial electrical distribution components, automation products, enclosures and switchboards. Our customers are wholesalers, installers, panel-board builders, contractors, original equipment manufacturers and utilities worldwide.

Appliances
GE manufactures and sells home appliances globally, including refrigerators, freezers, ranges, dishwashers, washing machines, dryers, microwave ovens, speed cooking ovens, room air conditioners, and water filtration, softening and heating systems. We also offer the largest manufacturer’s service organisation in the appliances industry.

European footprint
• GE Consumer & Industrial’s EMEA headquarters is located in Budapest, Hungary.
• The Global Technology Centre for GE Consumer & Industrial is also located in Budapest, Hungary.
• A total of 19 manufacturing plants in Europe.

NBC Universal

NBC Universal is one of the world’s leading media and entertainment companies. It is 80% owned by GE, with 20% controlled by Vivendi.

CNBC
CNBC provides real-time financial market coverage and business information to millions of homes worldwide.

Universal Pictures International (UPI)
UPI owns and operates direct theatrical marketing and the distribution of feature films in Austria, Belgium, Germany, Ireland, Italy, Netherlands, Russia, Spain, Switzerland and the United Kingdom.

Focus Features International (FFI)
FFI makes original and daring films that deliver global commercial success.

Working Title Films
Working Title Films has produced over 90 films grossing over £3.1 billion in worldwide box office receipts.

Universal Pictures International Entertainment (UPIE)
UPIE distributes new release, catalogue, local content and non-film titles on DVD, via operations in Belgium, Brazil, Denmark, Finland, France, Germany, Italy, Mexico, Netherlands, Norway, Portugal, Russia, Spain, Sweden and the United Kingdom.

NBC News
NBC News is a leading 24-hour source of quality global news in key cities around the world.

iVillage UK
iVillage.co.uk is the United Kingdom’s leading website for women, providing information, advice and support across different content channels.

Universal Parks & Resorts—International
Universal Parks & Resorts owns three entertainment theme parks in the United States and Japan.

European footprint
• NBC Universal’s European distribution hub is based in London, United Kingdom, comprising headquarters for CNBC, UPIE, UPI, Global Networks and NBC News.
• CNBC reaches 110 million homes, 1,400 banks and financial institutions and leading hotels across EMEA.
GE Capital

GE is a global financial services business providing a wide range of financing products and services to businesses, consumers and markets worldwide. We also develop strategic partnerships and joint ventures to share our industry-specific expertise and capitalise on market-specific opportunities.

Commercial Lending and Leasing
In EMEA, GE’s Capital business is one of the region’s leading commercial lending organisations, providing a wide range of services, including factoring, leveraged finance, leasing, fleet management and commercial loans to more than 500,000 customers. GE Capital leverages GE’s more than 130-year asset and industry expertise to differentiate from typical bank lending and works with customers, partners and governments to provide customised solutions to their needs. For example, GE is a premier provider of healthcare financing with deep expertise in every sector of the industry. We create business and financial solutions that help meet the individual needs of our healthcare customers. The EMEA organisation also includes the exciting €5.4 billion commercial finance joint venture between GE and Mubadala, based in Abu Dhabi, which is exclusively focused on high-return investment opportunities throughout the region.

Consumer Finance
GE provides consumers with financial products and services through retailers, dealers and other business entities.

Global Banking
Offering flexible financial solutions to over 25 million individuals and businesses worldwide, GE’s Global Banking, through wholly owned banks, finance companies and joint ventures, has a rich history of helping clients and partners meet their business goals and achieve their dreams across the European continent. In Central and Eastern Europe, our banks in Poland, Czech Republic and Hungary are among the leaders in their respective markets, and we have a very successful joint venture with one of the top banks in Turkey, Garanti Bank. Our 1000+ branches open their doors to provide competitive, innovative credit and savings deposit products to meet our customers’ needs.

European footprint
• GE Capital has been present in Western Europe since the early 1960s, offering a wide range of simple and clear consumer financing solutions.
• GE Capital Global Banking is headquartered in London, United Kingdom.
• Headquartered in London, GE Capital’s commercial lending and leasing business has operations in 13 European countries, and will have a significant presence in the Middle East through its joint venture with Mubadala Investment Corporation.
• In Central and Eastern Europe, four of our banks hold Top 5 market positions.
• GE Capital Real Estate was recognised as the “New Powerhouse on the Block” by IPE Real Estate Europe in October 2008.

Real Estate
Serving global markets for more than 30 years, GE’s Real Estate business is an experienced commercial real estate investment company. We have €54 billion in assets and a presence in 31 markets throughout the world.

Industry Finance and Services
Relying on our global expertise in aviation, energy, infrastructure, healthcare and media, we provide the financial solutions our customers need.

Commercial Aviation Services
GE is a leading global provider of commercial aircraft leasing and financing. With over 1,800 owned and managed late model aircraft, we serve more than 250 customers in 80 countries.

Energy Financial Services
GE helps customers meet the world’s growing energy demands. We offer structured, common, second- and third-stage venture equity, debt, including arranging services; leases; partnerships; project finance; and broad-based commercial finance.
Headquarters

Austria
- GE Energy’s Jenbacher gas engines headquarters, Jenbach

Belgium
- GE International headquarters, Brussels
- GE Security’s headquarters for EMEA, Diegem
- GE Water & Process Technologies’ headquarters for Europe, Heverlee

France
- GE Transportation’s Intelligent Control Systems global headquarters, Paris
- GE Energy’s headquarters for Europe, Belfort

Hungary
- GE Consumer & Industrial’s headquarters for EMEA, Budapest

Italy
- GE Oil & Gas global headquarters, Florence

United Kingdom
- GE Healthcare’s global headquarters in Chalfont St Giles, Amersham
- CNBC European Broadcast headquarters, London
- NBC Universal’s European distribution hub, London
- Universal Pictures International Entertainment headquarters, London
- GE Capital Global Banking headquarters, London
Major innovation and manufacturing locations

- Locations in orange are both R&D centres and manufacturing sites
- Locations in blue are R&D centres only
- Locations in green are manufacturing sites only

Austria
- Jenbach, Energy
- Salzburg, Healthcare

Belgium
- Diegem, Healthcare
- Haasrode, Water & Process Technologies
- Ghent, Consumer & Industrial (C&I)
- Herentals, Water & Process Technologies

Czech Republic
- Prague, Aviation

Finland
- Turku, Healthcare
- Helsinki, Healthcare

France
- Belfort, Energy (Centre of Excellence)
- Le Creusot, Oil & Gas
- Velizy, Healthcare
- Buc, Healthcare
- St Nazaire, Aviation

Germany
- Alzenau, Enterprise Solutions
- Ahrensburg, Enterprise Solutions
- Huerth, Enterprise Solutions (Centre of Excellence)
- Odelzhausen, Enterprise Solutions
- Wunstorf, Enterprise Solutions
- Augsburg, Enterprise Solutions
- Darmstadt, Enterprise Solutions
- Munich, Global Research Europe (Centre of Excellence)
- Regensburg, Aviation
- Stutensee, Oil & Gas
- Braunschweig, Healthcare
- Neumunster, C&I

Greece
- Athens, Healthcare

Hungary
- Budapest, Healthcare
- Budapest, C&I
- Oroslány, Water & Process Technologies (Centre of Excellence)
- Veresegyház, Energy
- Nagykanizsa, C&I
- Fót, Energy
- Hajdúbőszörmény, C&I
- Özd, C&I
- Tatahát, Water & Process Technologies
- Vác, C&I
- Veresegyház, Aviation
- Zalaegerszeg, C&I

Ireland
- Shannon, Enterprise Solutions
- Cork, Healthcare

Italy
- Florence, Oil & Gas
- Florence, Transportation
- Massa-Carrara, Oil & Gas (Centre of Excellence)
- Bar, Oil & Gas (Centre of Excellence)
- Milan, Healthcare
- Vibo Valentia, Oil & Gas
- Torino, C&I

Netherlands
- Eindhoven, Healthcare
- Rhenen, Energy
- Weert, Enterprise Solutions
- Haaksbergen, C&I

Norway
- Keller, Healthcare
- Oslo, Healthcare
- Lindesnes, Healthcare

Poland
- Dzierżonów, Aviation
- Warsaw, Engineering Design Centre
- Gdańsk, Enterprise Solutions
- Bielsko-Biała, C&I
- Klodzko, C&I
- Lodz, C&I

Russia
- Moscow, Energy Technology & Engineering Centre
- Moscow, Healthcare
- St. Petersburg, Energy

Slovakia
- Nove Mesto, Enterprise Solutions

Spain
- Mostoles, C&I
- Noblejas, Energy (Centre of Excellence)
- Barcelona, Enterprise Solutions
- Barcelona, Oil & Gas
- Bilbao, Enterprise Solutions
- Getafe, C&I
- Sant Vicenç, C&I

Sweden
- Uppsala, Healthcare

Switzerland
- Riazzino, Enterprise Solutions (Centre of Excellence)

Turkey
- Ankara, Healthcare
- Gebze, Aviation
- Istanbul, Aviation

United Kingdom
- Aberdeen, Oil & Gas (Centre of Excellence)
- Cardiff, Healthcare
- Cheltenham, Aviation
- Grove, Enterprise Solutions (Centre of Excellence)
- Taunton, Wales, Enterprise Solutions

- Cambridge, Energy
- Cramlington, Oil & Gas
- Eastleigh, Aviation
- Livingston Scotland, Energy
- London, Healthcare
- Luton, Enterprise Solutions (Centre of Excellence)
- Nailsea, Oil & Gas (Centre of Excellence)
- Towcester, Enterprise Solutions
- Amersham, Healthcare
- Burnley, Aviation
- Gloucester, Aviation
- Gloucester, Healthcare
- Hambolr-le-ric, Aviation
- Lisburn, Energy
- Oxford, Healthcare
- Tycseley, Aviation
- Wolverhampton, Aviation
Innovation in Europe

“I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent it.”

Thomas A. Edison
GE’s founder and inventor of the electric light bulb

In Europe we have more than 36,000 employees working in Research & Development (R&D), engineering and manufacturing, turning imagination into products. Globally, GE invests €4 billion per year on R&D.

Energy

Our Energy business’s European headquarters in Belfort, France, is also the international Centre of Excellence (CoE) for the manufacturing of heavy-duty gas turbines. A new Technology Centre at the facility focuses on developing efficient and cleaner technologies. At the European Renewable Energy CoE in Salzbergen, Germany, we develop and manufacture wind turbines including the 2.5 megawatt (MW), which is our most advanced wind turbine technology. In addition, at our Jenbacher gas engines headquarters in Jenbach, Austria, we develop and manufacture gas-fuelled reciprocating engines, packaged generator sets and cogeneration units for power generation. The world’s first commercial 24-cylinder gas engine, which can generate enough energy to power 9,000 European households, was developed here.

Global Research Europe

Our Global Research Europe, which opened in June 2004 near Munich, Germany, is part of GE’s worldwide network of R&D centres that are redefining what’s possible. The facility specialises in power and propulsion systems, technologies for the oil and gas industry, systems for inspection and security applications and diagnostic imaging for healthcare. A number of key technologies for renewable energy are being developed at the centre, including wind and solar, metabolic imaging, waste heat recovery and composite manufacturing.
Our Enterprise Solutions business has several R&D centres and CoEs across Europe. Our GE Digital Energy Protection & Control Centre in Bilbao, Spain, develops technologies that protect and control electrical power systems and automate and monitor electrical substations. Also in Spain, GE Security has its EMEA CoE for fire detection technologies in Barcelona. In Riazzino, Switzerland, the Uninterruptible Power Supplies CoE designs and develops technology providing mission critical facilities with alternative backup power. At our Sensing & Inspection Technologies CoE in Huerth, Germany, we design and manufacture Ultrasound Testing Machines to inspect metals used in industrial applications in oil and gas and power generation. Our CoE in Groby, United Kingdom, develops Air Data Test Systems used for the precision calibration/verification of aircraft pitot-statics, enabling vital flight instrumentation to be accurately tested. GE Fanuc Intelligent Platforms CoE in Luton, United Kingdom, focuses on engineering for oil and gas and process safety systems.

Our Healthcare business has a long history of R&D in Europe and maintains considerable R&D activity in 14 European countries. This work, together with collaborations and partnerships generated 450 new patents in 2008. New diagnostic imaging agents and biomarkers are being developed at centres in Norway, Sweden and the United Kingdom. Novel MRI magnets are developed in Abingdon, United Kingdom, and radiopharmaceuticals in Belgium. Other centres in Finland, Germany and France are developing life-support and monitoring systems, clinical and radiological information systems and mammography and X-ray technologies. In Hungary, with several partners, we are developing new technologies and computer software to monitor and assess patients in their home environment.

Our Oil & Gas facilities in Florence and Massa, Italy undertake design, R&D and manufacturing for turbomachinery. These plants have the largest and most complete testing capabilities in the industry to perform tests under actual site load and pressure conditions. Through the acquisition of VetcoGray in 2007, we added the Nailsea facility in the United Kingdom, a worldwide CoE for subsea production control systems. The facility is being equipped with a world-class hyperbaric test centre to simulate operational conditions encountered at the seabed. This allows detection of fault conditions before a subsea module is installed on the sea floor. This extensive capacity allows us to take testing out of the theoretical realm and into the practical world of our customers’ business.

The Engineering Design Center (EDC) was established in Warsaw, Poland in 2000 as a partnership between our Aviation business and the Warsaw Institute of Aviation. EDC also works with our Energy and Oil & Gas businesses. From airplane engines to gas and steam turbines, filters and elector filters and gasification systems and compressors, engineers design various products as well as support manufacturing. Walter Aircraft Engines, a part of our Aviation business, develops and produces small engines for commuter, agricultural and trainer aircraft in Prague, Czech Republic.

At our Transportation business’s innovation centre in Florence, Italy, we develop technologies for complete signalling and train control systems, inspection systems, and metro solutions. An automatic train protection system, SSC—Sistema di Supporto alla Condotta—developed at this centre is being installed by Trenitalia in Italy. By continuously monitoring train speed, this system will guarantee that the maximum speed limit is not exceeded, increasing safety while maximising safe traffic density.

Oroszlány, Hungary, is home to the Global CoE for ZeeWeed reinforced membrane fibre development and manufacturing. The yearly production of this facility can provide enough ultrafiltration membranes to treat over 150 million litres of water and wastewater per day. The plant also develops more efficient and cost-effective designs for ZeeWeed membrane systems. A newly-introduced membrane module design adds 33 % more filtration surface area without increasing system size—resulting in smaller plants, reduced construction costs and lower energy consumption.
Launched in 2005, ecomagination is a business initiative that reflects GE’s focus on addressing the world’s energy and environmental challenges. It is a commitment to developing innovative products and services that can meet these needs while generating profitable growth for the Company.

We have committed an investment of €1.1 billion in clean technology R&D by 2010. Our total investment has reached more than €2.7 billion since we started the initiative, and continues to grow.

Our products and solutions can help European governments meet the European Union’s 2020 targets of cutting greenhouse gas emissions by 20% by 2020, increasing the share of renewables in the energy mix and cutting energy consumption by 20%.

Our five commitments
1. Increase revenues from ecomagination products
2. Double investment in clean technology R&D
3. Reduce greenhouse gas (GHG) emissions and improve the energy efficiency of our operations
4. Reduce water use and improve water reuse
5. Keep the public informed

Product qualification
To ensure that product introduction is met with the highest degree of integrity, we employ a rigorous process prior to a product’s inclusion in the ecomagination portfolio. Our selection is based on two main criteria:

- Products that significantly and measurably improve customers’ operating performance and
- Products that significantly and measurably improve customers’ environmental performance or services that substantially enable such improvements.

These criteria work in tandem. At the heart of this standard is our belief that “green is green”—that by investing in and developing environmentally advanced products and services, GE will deliver solutions that increase customers’ ability to compete and win.

We created the Ecomagination Product Review process utilising a detailed scorecard that quantifies a product’s economic and environmental benefits relative to other products. To ensure the accuracy of the scorecard, we receive third-party quantitative environmental analysis and verification for GE’s product claims.

Wastewater becomes resource
Water resources are significantly strained in the coastal town of Benidorm, Spain during the tourist season. To cope with the added demands on its limited resources, the regional government of Valencia decided to upgrade the Benidorm wastewater treatment plant with GE water reuse technology. GE’s ZeeWeed ultrafiltration membranes produce high-quality treated effluent for a reverse osmosis system. This recycled water is used for irrigation and reduces demand on the potable water needed by residents and visitors.

GE’s ZeeWeed ultrafiltration technology is an approved ecomagination product.

Investing for the future
At GE, we invest in projects that are paving the way for a greener present and future. In 2006, GE Energy Financial Services collaborated with an American global provider of large-scale solar systems—PowerLight Corporation—and a Portuguese renewable energy company—Catavento—to build the Serpa Solar Power Plant in Portugal. At the time, this was the world’s largest solar photovoltaic power project, designed to produce electricity sufficient to power 8,000 homes and save more than 30,000 tonnes a year in GHG emission when compared with equivalent fossil fuel generation. GE helped finance this project in a €51 million transaction.

Advancing today’s electrical grid for tomorrow’s needs
Our 21st century society is built on 19th century electrical infrastructure, which functions with little integrated intelligence. Across GE, we are working on a variety of smart grid technologies to deliver real-time information within the grid. This information will help to optimise renewable energy generation, enable grid support for plug-in electric vehicles, improve operational productivity, and lower associated emissions—all while helping consumers to manage their energy use and save money without compromising their lifestyles.

GE has one of the broadest portfolios of Smart Grid solutions available today. In Britain, 13 of the 14 energy utilities are now using GE software to help optimise network control and management. We are also involved in the Energy Demand Research Project, a smart meter trial sponsored by the U.K. Government. This study examines whether providing additional information on energy consumption changes household energy consumption and acts as a platform to promote energy-saving awareness to citizens.

In Sweden, we have already provided 90,000 GE smart meters to Gothenburg Energy, a leading Swedish energy company. This will help the utility meet the Swedish government mandate that all utilities implement an advanced metering infrastructure.
Reducing aviation costs and emissions

An airline’s choice of engines is important to its ultimate performance—but its flight management system (FMS) can also make a dramatic difference. The biggest airline in Scandinavia, Scandinavian Airlines (SAS), installed GE’s FMS and achieved lower fuel costs, reduced emissions and less noise. SAS estimates that from a potential 36,000 FMS optimised descents yearly into Stockholm alone, annual benefits could reach €4.1 million in fuel saving with an additional €3 million in cost avoidance due to increased efficiency. GE’s Flight Management Systems (FMS) Optimised Descent is an approved ecomagination product.

Energy treasure hunts

At more than 250 sites around the world our employees have conducted “Treasure Hunts”, an audit to identify energy inefficiencies and opportunities for energy savings. In Budapest, Hungary, the local employees audited the lighting-manufacturing site. As a result of several audits, the steam heating system was replaced by a decentralised heating system where the waste heat of air compressors is now utilised for heating buildings. A series of separate but related projects were also carried out at the time including one project, where heat generated from biogas from converted animal waste and other agricultural organic materials was also used into the plant’s heating system. The results speak for themselves—thanks to the efforts of the local employees and management, 95% of the site is now heated with renewable and waste heat energy and has achieved a 30% savings in heating costs.

We designed the 2.5 megawatt (MW) wind turbine in Europe to meet the European Union’s immediate requirements. Driven by their success in creating greater energy output and increased efficiency, they can now be found not only in Europe but also in Asia.
Healthymagination

Healthymagination is GE’s global commitment to reduce costs, increase access and improve quality of healthcare for millions of people. It is a business strategy that seeks to help people live healthier lives while helping the Company grow.

Globally, we will invest €2 billion in R&D spending on healthymagination products by 2015. We will also provide €1.4 billion in financing for advancing healthcare IT and spend €700 million over the next five years for partnerships, media content and services related to healthymagination.

Product validation
To ensure that our products and services meet healthymagination standards, Oxford Analytica, an independent, Oxford-based international research and consultancy firm, is reviewing our innovations. At healthymagination’s launch in May 2009, Oxford Analytica validated seven GE Healthcare products that yielded 15% improvement in cost, access and quality. GE’s goal is to have 100 healthymagination innovations by 2015.

Our commitments by 2015
Launch 100 innovations that lower cost, increase access and improve quality by 15%.
Work with partners to focus innovations on four critical needs. Our initial focus is on efficient technologies, healthcare IT, underserved populations and consumer-driven health and prevention.
Drive employee health efforts to a new level through an aggressive programme that supports employee wellness while lowering healthcare costs.
Engage and report on our progress. We will engage experts and leaders on policy and programmes. We have created a GE Health Advisory Board, composed of healthcare leaders from around the world.

GE equipment helps improve infant care at Homerton University Hospital in East London

As part of GE’s commitment to healthymagination and as a 2012 Olympic and Paralympic Games sponsor, GE is working with Homerton University Hospital in Hackney, East London to enhance its maternal infant care.

Approximately one in nine newborn babies require some form of specialist hospital care in the United Kingdom equating to around one every six minutes. In the Hackney area, which will host the 2012 games, infant mortality rates are improving, but remain above the national average at 6.5 per 1,000 live births. Every day, one baby is born weighing less than 2.5 kg.

GE decided to partner with the hospital to help address maternal infant care. GE supplied medical equipment, including foetal monitors, incubators and magnetic resonance scanners to the hospital in Hackney, that will enhance its care of premature and sick babies and help further reduce infant mortality rates across the Borough of Hackney.

Venue 40 compact ultrasound system is part of the healthymagination line of products. It allows clinicians to more easily perform real-time rapid diagnostics, ensuring earlier, more accurate diagnosis at the point-of-care.
Citizenship

At GE, citizenship is not merely a programme or a set of good intentions, but a set of behaviours and actions that are integrated with the business strategy of the Company. Our citizenship framework—make money, make it ethically and make a difference—enables us to create value for society in ways that are aligned to our business strategy.

Our approach involves setting accountabilities just as we do in other parts of our business. We highlight our citizenship performance through metrics, initiatives, actions and progress made on issues material to GE’s business and in relation to global trends in these key categories: public policy, environment, health and safety, customers, suppliers, products and services, employers, communities and philanthropy and human rights.

Operating with integrity

How we deliver results is as important as the results themselves. The dedication GE shows to profitability and competitiveness is matched by our dedication to run the Company with operational excellence, including strong compliance, good governance, and transparency.

GE Volunteers

Around the world, GE employees demonstrate a tireless personal commitment to work together and deliver impactful outcomes for communities where they live and work. There are 175 GE Volunteer councils located in 47 countries around the world. In the Belgium chapter, we have over 60 registered employees. Our activities include painting walls and ceilings of children’s hospitals, cleaning gardens of boarding schools and training students with CV writing for interviews.

Empowering disadvantaged women for financial independence

Our Global Banking business’s “Banking on Women” programme provides financial knowledge and resources to empower disadvantaged women around the world. In Poland, we provide financial education through workshops, handbooks and a dedicated website to women in need. We have invested over €85,000 in developing these teaching tools. We have also made a three-year €1 million commitment to FINCA, an international micro-finance organisation, to support one million of the world’s lowest-income entrepreneurs by 2010 with small loans, insurance and savings’ products.

Robert Archer, Executive Director, International Council on Human Rights Policy, Geneva

“Most very large companies now acknowledge that they have human rights responsibilities outside as well as inside the workplace, and many have developed policies that address the human rights impacts of their activities and relationships. It is welcome that GE is among them. Numerous factors lie behind the greater emphasis on human rights: strong ethical convictions of some leading executives; sober calculation of reputational risk; public opinion; catastrophic policy errors; the behavior of peers and competitors; and new international policies. The mix of motivation matters less than the fact of change.”

The GE Foundation, the philanthropic arm of GE, works with partners to support educational programmes, the environment, public policy, human rights, disaster relief and community success around the globe. The GE Foundation also supports GE employee and retiree giving and involvement in GE communities around the world.

The GE Foundation provided support to those affected by the earthquake in central Italy in April, 2009. The GE family, consisting of GE employees, retirees, GE businesses and the GE Foundation, provided approximately €410,000 and donated 10 compact ultrasound systems and three mobile movie theatres for use by local residents.

The GE Foundation also provides grants to support international education, including:
- Opening Doors Talent Development Programme in Hungary.
- Project ENTHUSE—a professional development programme for teachers in the United Kingdom.
- Grants to the Institute of International Education to support students in 14 countries.