Growing in Europe
We are GE in Europe

GE is an advanced technology, services and finance company with the scale, resources and expertise to take on the world’s toughest challenges. Dedicated to innovation in the areas of energy, health, transportation and infrastructure, we are committed to leadership, partnership and human progress.

“For over 100 years, GE has been investing and growing its presence across Europe. Today we employ approximately 84,000 people in Europe with annual revenues of €23.85 billion* and we have a footprint that covers every corner of the continent.

Europe has been key to GE’s growth as a global company and today is home to the headquarters of some of our global businesses as well as one of our Global Research Centres.

I invite you to take a look for yourself - We are GE in Europe.”

Nani Beccalli-Falco
President and CEO, GE Europe

* Based on average USD/EUR exchange rate for 2010
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GE Energy

GE Energy is one of the world’s leading suppliers of power generation and energy delivery technologies. We serve the energy sector by developing and deploying technology that helps make efficient use of natural resources.
Power & Water
GE is one of the world’s leading suppliers of power generation and energy delivery technologies. GE Power & Water work in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as wind, solar and biogas; and other alternative fuels. We also develop advanced technologies to help solve the world’s most complex challenges related to water availability and quality.

Turning Waste into Energy
Whether generating electricity and heat from industrial gases or methane from manure, GE’s Jenbacher engine provides an efficient and cost-effective way to generate energy from waste. The latest, power-dense J920 engine, produced in Jenbach, Austria, has a higher efficiency and output that not only reduces lifecycle costs due to lower fuel consumption, but also simultaneously cuts greenhouse gas emissions. In comparison with commercially available gas engines in the same output range, the operation of one J920 can prevent some 1,500 tons of CO2 emissions annually.

Energy Services
GE’s Energy Services provides cleaner, smarter and more efficient solutions to address the challenges of growing energy use, changing electricity demand, and climate change. In addition to foundational smart grid products and technologies, we also provide a broad array of integrated, customer-focused offerings in asset monitoring and optimisation, equipment repair and enhancement, as well as environmental services.

Expanding Energy Opportunities
In September 2010, Turkey was connected to the European electrical grid for the first time using GE’s smart grid technology. The connection enabled expanded energy and economic opportunities and allowed the Turkish Electricity Transmission Company (TEIAS) to buy and sell power in the European electricity market. As a result, the connection strengthens the reliability and availability of energy across the whole of Europe.

For more information on GE Energy, see: ge-energy.com

Oil & Gas
GE Oil & Gas is a world leader in providing advanced technology equipment and services for all segments of the oil and gas industry. Our offering ranges from drilling and production, liquefied natural gas, pipelines and storage to industrial power generation, refining and petrochemicals.

Balancing Performance with the Environment
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. Our customers in Germany, France and Austria are currently using this technology.
GE Healthcare

GE Healthcare provides 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 is helping our customers to deliver better, faster and more cost-effective healthcare.

At our global headquarters in Chalfont St. Giles, United Kingdom, 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. This work is in line with our healthymagination vision — to reduce cost, increase access and improve the quality of healthcare.

Partnering to Improve Operations

In Edinburgh, Scotland, GE Healthcare’s Performance Solutions business partnered with NHS Lothian to address the hospital’s health productivity challenges. The partnership focused on increasing access to affordable care, training staff on new methods for delivering change and developing a sustainable operations plan. Over 1,000 hospital staff received skill-based training to reduce waste while improving efficiency, quality, and consistency of patient care. This resulted in significantly shorter waiting times for testing, diagnostics and discharge. The hospital has also benefited from a threefold return on investment.

Sub-businesses

- Healthcare Systems
- Medical Diagnostics
- Life Sciences
- Surgery
- Healthcare IT
- Performance Solutions

For more information on GE Healthcare, see: gehealthcare.com/eu
GE Capital

GE Capital is a global financial services operation 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.

In Europe, GE Capital is one of the region’s largest commercial lending and leasing organisations, providing a wide range of services, including accounts receivable financing, leveraged finance, equipment leasing, fleet management and commercial lending to more than 400,000 customers. We help businesses of all sizes to maximise working capital so that they can successfully manage their operations. Uniquely, GE Capital leverages GE’s 133-year asset and industry expertise to provide tailored solutions to customers, partners and governments.

In addition, GE Capital also provides flexible financial solutions to more than five million consumers across Europe. In fact, in Central and Eastern Europe, Bank BPH (Poland), Budapest Bank (Hungary), and GE Money Bank (Czech Republic) are market leaders. Our 1000+ branches provide competitive, innovative credit and savings deposit products to meet our customers’ needs.

Real Estate
Serving global markets for more than 30 years, GE Capital’s Real Estate business is an experienced commercial real estate investment, financing and management company. With assets of €51 billion, we are present in 31 markets across the globe.

Commercial Aviation Services
GE Capital’s Commercial Aviation Services, the commercial aircraft financing and leasing business of GE, manages a fleet of over 1,800 aircraft with approximately 245 airlines in over 75 countries. We offer a wide range of aircraft types and financing options, including operating leases and secured debt financing. We also provide productivity solutions including spare engine leasing, spare parts financing and management.

Energy Financial Services
GE Capital’s Energy Financial Services experts invest globally with a long-term view in essential, capital-intensive energy assets that meet the world’s energy needs. Our investments are backed up by the best of GE’s technical know-how, financial strength and rigorous risk management. We help our customers grow through new investments, strong partnerships and the optimisation of our €15.75 billion in assets.

Financing for the Future
For Alcan Engineered Products, the French business unit of Rio Tinto plc, GE Capital created a unique $500 million factoring and asset-backed financing deal to support the company’s future working capital requirements following its sale to Apollo Management and Fonds Stratégique. The new joint venture company, Rio Tinto Alcan, is a global leader in the aluminum industry.

The financing included a €300 million accounts receivable (factoring) facility in France, Germany and Switzerland, as well as $100 million asset-based lending arrangement in the United States. Very few businesses have the scale, technology or capability to provide such a large cross-border solution. In Europe alone, GE Capital has provided more than €375 billion in factoring over the past 10 years.

For more information on GE Capital, see: gecapital.eu
In recent years, over half of the world’s large commercial jet engine orders have been awarded to GE and CFM International – a 50/50 joint venture company between GE and Snecma (SAFRAN). This partnership has resulted in more than 24,000 GE and CFM jet engines operating at airlines around the globe. In fact, an aircraft powered by GE or CFM engines takes flight every two seconds.

Future of Flight
After a successful trial in Sweden, GE’s TrueCourse® Flight Management System (FMS) achieved lower fuel costs, reduced emissions and cut noise pollution through optimising flight descents. GE, Scandinavian Airlines and other partners are participating in the AIRE (Atlantic-Interoperability Initiative to Reduce Emissions) Green Connections project. The project demonstrates how existing technology can be better utilised and how ground-based operations can be improved. It is predicted that this will reduce flight distances, provide fuel savings of around 100kg and cut CO₂ emissions by more than 300kg per flight.

For more information on GE Aviation, see: geaviation.com

GE Transportation
Established over 100 years ago, GE Transportation is a global technology leader and supplier to the railroad, marine, drilling, mining and wind power industries.

First in Freight
The PowerHaul™ Series is GE’s most technologically advanced, fuel-efficient and low-emissions diesel-electric freight locomotive to date. It is GE Transportation’s first locomotive designed to operate in both the UK and European markets. Combined with other technologies, the engine is projected to reduce PowerHaul locomotive fuel use by approximately 9%, compared to current operating fleet averages. This fuel saving will also reduce greenhouse gas emissions over a typical duty cycle.

For more information on GE Transportation, see: getransportation.com
GE Home & Business Solutions

GE Home & Business Solutions division offers world-class solutions for customers, increases their efficiencies and energy use and improves their productivity through innovative appliances, lighting, embedded control systems and software platforms.

Lighting
GE was born from the invention of the world’s first affordable incandescent lamp. A century later, GE’s Lighting business is still bringing light to the world, developing new technologies such as fluorescents and light-emitting diodes, that operate with more efficiency, less cost and less environmental impact than ever before.

GE Lighting has its EMEA headquarters and the Global Technology Centre based in Budapest, Hungary, where international teams are working on the light sources of the future.

For more information on GE Lighting, see: gelighting.com/eu

Innovation in Lighting
GE Lighting launched the new generation CMH StreetWise™ range, specially designed for outdoor lighting applications. In Budapest, this ground-breaking range of lamps provides the best bright, white, ‘natural’ light and significantly reduces energy costs with long-lasting 16,000 hours life and outstanding lumen maintenance.

Intelligent Platforms
GE’s Intelligent Platforms business is a global provider of software, hardware, and services with an expertise in automation and embedded computing. We provide our customers with a sustainable advantage in a variety of industries, including energy, water, oil and gas, consumer packaged goods, government and defense, and telecommunications.

For more information on GE Intelligent Platforms, see: ge-ip.com

Appliances
GE’s Appliances business manufactures a myriad of home appliances 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 provide the largest manufacturer’s service organisation in the appliances industry.

For more information on GE Appliances’ products, see: geappliances-europe.com

Optimising Luggage Sorting
With the help of GE Proficy software, the fully-automated luggage-handling systems at Copenhagen Airport are more efficient resulting in shorter waiting times for passengers. The system, which currently handles between 20,000 – 25,000 items of luggage each day, is owned and maintained by Københavns.
Headquarters

Austria
- GE Power & Water’s Gas Engines headquarters, Jenbach
Belgium
- GE Power & Water’s European Water & Process Technologies headquarters, Heverlee
Czech Republic
- GE Energy’s headquarters for Eastern Europe, Prague
France
- GE Transportation’s Intelligent Control Systems global headquarters, Paris
- GE Energy’s headquarters for Western Europe, Belfort
- GE Capital Real Estate’s European headquarters, Paris
Hungary
- GE Appliances & Lighting’s EMEA headquarters, Budapest
Italy
- GE Oil & Gas’ global headquarters, Florence
- GE Energy Services’ European headquarters, Milan
United Kingdom
- GE Healthcare’s global headquarters, Chalfont St. Giles
- GE Capital’s European Mortgage and Restructuring Group headquarters, London
- GE Capital’s EMEA 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
- Locations in red are both Centres of Excellence and manufacturing sites

Austria
- Jenbach, Power & Water (Gas engines)
- Salzburg, Healthcare
- Zipf, Healthcare

Belgium
- Diegem, Healthcare
- Haasrode, Power & Water
- Ghent, Energy Services
- Herentals, Power & Water

Czech Republic
- Prague, Aviation

Finland
- Turku, Healthcare
- Helsinki, Healthcare

France
- Belfort, Energy (Centre of Excellence)
- Le Creusot, Oil & Gas
- Vélizy, Healthcare
- Buc, Healthcare
- St Nazaire, Aviation
- Condé sur Noireau, Energy Services

Germany
- Ahrensburg, Energy Services
- Alzenau, Energy Services
- Huerth, Energy Services (Centre of Excellence)
- Odenthal, Energy Services
- Schwerin, Power & Water (Renewable Energy, Centre of Excellence)
- Wunstorf, Energy Services
- Augsburg, Intelligent Platforms
- Darmstadt, Intelligent Platforms
- Munich, Global Research Europe (Centre of Excellence)
- Regensburg, Aviation
- Stutensee, Oil & Gas
- Braunschweig, Healthcare
- Passau, Healthcare
- Dornstadt, Healthcare
- Freiburg, Healthcare
- Neumunster, Energy Services
- Wendelstein, Healthcare

Greece
- Athens, Healthcare

Hungary
- BudáCS, Healthcare
- Budapest, Lighting
- Oroshánya, Power & Water (Centre of Excellence)
- Tatabánya, Power & Water
- Fót, Energy Services
- Hajdúböszörmény, Lighting
- Kisvárda, Lighting
- Nagykanizsa, Lighting
- Özd, Energy Services
- Veresegyház, Aviation (Service facility)
- Veresegyház, Energy Services
- Zalaegerszeg, Lighting

Ireland
- Shannon, Energy Services
- Cork, Healthcare

Italy
- Florence, Oil & Gas
- Florence, Transportation (Centre of Excellence for railway signaling)
- Massa-Carrara, Oil & Gas (Centre of Excellence for testing)
- Bari, Oil & Gas (Centre of Excellence for pumps and valves)
- Milan, Healthcare
- Naples, Energy Services
- Vibo Valentia, Oil & Gas
- Milan, Healthcare

Netherlands
- Rheden, Energy Services
- Eindhoven, Healthcare
- Haaksbergen, Energy Services

Norway
- Horten, Healthcare
- Oslo, Healthcare
- Stavanger, Oil & Gas
- Lindesnes, Healthcare
Innovation

Driving Innovation
Innovation is at the very heart of GE’s DNA. Across Europe, some 36,000 employees at over 60 centres are devoted to research and development (R&D), engineering and manufacturing. Our innovation focuses on solving customer problems, forging partnerships that extend our capability and designing a wide range of products. Each year, GE invests approximately €4 billion in R&D - often in partnership with other companies, institutions and individuals. GE is committed to helping Europe become an “Innovation Union”. This commitment can be seen in our recently launched “Innovation Barometer” and GE’s ecomagination Challenge - a €160 million fund to promote open and collaborative innovation.

Innovation Barometer
The inaugural “EU Innovation Barometer”, an independent survey of 240 Brussels opinion leaders on innovation policies in the European Union, was launched in September 2010. Key findings include:

• 90% of respondents believe innovation is the main lever to create a more competitive and greener economy
• 86% of respondents believe investing in innovation is the best way to create jobs in the EU
• 91% of respondents would like the EU to use structural funds to speed up the uptake of innovation products and services

The first-ever “GE Global Innovation Barometer” was released in January 2011. The independent survey of 1,000 business executives in 12 countries, found that innovation in the 21st century will be driven by addressing local needs, marshaling the creativity of individuals and smaller organizations, and forging strategic partnerships.
GE Global Research – Europe

GE Global Research – Europe, based near Munich, Germany is part of our worldwide network of multidisciplinary Research and Development centres that are driving innovation across our businesses. Current research at the facility is focused on renewable energy technologies, including automated manufacturing of composite parts, waste heat recovery for industrial and power applications, and grid integration of green energies. Molecular imaging for cancer diagnostics and advanced compressor technologies for the oil and gas industry are also research priorities.

Aviation Engineering Design Centre

The Engineering Design Centre (EDC) was established in Warsaw, Poland as a partnership between our aviation business and the Warsaw Institute of Aviation. EDC also works with GE’s Energy and Oil & Gas businesses. The Centre sees our engineers designing a whole host of products including aircraft engines, gas and steam turbines, filters and elector filters and gasification systems and compressors.

Power & Water Centre of Excellence

The Global Centre of Excellence for the ZeeWeed ultrafiltration (UF) membranes based in Oroszlany, Hungary, is our hub for the development and manufacturing of waste water treatment solutions. The ZeeWeed UF helps address communities’ water needs by filtering wastewater into safe and reliable water for drinking or industrial use. The membrane module design adds 33% more filtration surface area without increasing system size. This results in smaller treatment plants, reduced construction costs and lower energy consumption.
Ecomagination is a business initiative to drive growth and solve the world’s energy and environmental challenges. It brings together technology, innovation, investment and partnership to deliver a sustainable future for generations to come. Our valuable products and solutions can help European governments meet the European Union’s 2020 targets.
Since the launch of ecomagination in May 2005, GE has remained true to our five main commitments and made significant progress.

1. Increase revenues from ecomagination products
   Grew ecomagination revenues by 6% to $18 billion in 2010 (€13.5 billion)

2. Double investment in clean technology R&D
   Doubling our commitment to $10 billion (€7.5 billion) by 2015, which will bring the total R&D figure to $15 billion (€11.25 billion)

3. Reduce greenhouse gas (GHG) emissions and improve the energy efficiency of GE
   Reduced operational GHG emissions from operations 24% from the 2004 baseline

4. Reduce water use and improve water use
   Reduced water use by 22% from the 2006 baseline

5. Keep the public informed
   Visit the ecomagination.com website for public engagement activities and to view the annual report

Championing Open Innovation

In July 2010, GE announced a €160 million ecomagination Challenge that would fund the best clean energy ideas. The Challenge was one of largest initiatives of its kind with a myriad of investment partners including the UK’s Carbon Trust, RockPort Capital, Foundation Capital, Kleiner Perkins Caufield & Byers and Emerald Technology Ventures. The Challenge has generated some 3,800 ideas on accelerating smart grid and home energy technologies and created a community of 70,000 people in over 150 countries.

For more information on ecomagination, see: ecomagination.com

Building Sustainable Cities

By 2050, it is estimated that cities will hold over two-thirds of the world’s population and will be responsible for 80% of the world’s GDP. GE is dedicated to creating sustainable cities and transforming the world’s infrastructure with cleaner, healthier, more efficient systems that will ensure a more sustainable future for generations to come. We believe this is possible and our mission is to work with cities, city planners, local authorities and the community in partnership, to help them meet their own specific challenges.

For more information on Sustainable Cities, see: ge.com/cities
GE Initiatives

healthymagination

Globally, we will invest $3 billion (€2.25 billion) in healthymagination products by 2015. We will also provide $1 billion (€750 million) in financing for advancing healthcare IT and spend $2 billion (€1.5 billion) over the next five years on partnerships, media content and services related to healthymagination.

Our 2015 targets

- **Launch 100 healthcare 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.

For more information on healthymagination, see: healthymagination.com

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.

**Improving Quality of Infant Care**

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 requires 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. To eradicate the problem, GE donated medical equipment, including fetal monitors, incubators and magnetic resonance scanners to the hospital. It is hoped this donation will improve the situations of premature and sick babies and help further reduce infant mortality rates in the Borough.
Citizenship

We believe that 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 with our business strategy.

GE Volunteers
GE coordinates volunteer efforts company-wide by keeping a close eye on societal needs and inviting all employees to build stronger communities where we live and work. There are 175 GE Volunteer councils located in 47 countries around the world. In Europe, over 20,000 registered volunteers are regularly working on community projects.

GE Foundation
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 living and involvement in GE communities around the world.

Investing in the Future
GE Foundation Scholar-Leaders Scholarship Programme is designed to develop student leadership skills. The programme also contributes to the creation of a globally competitive new generation of leaders and a regional network of Central European intellectuals. It is the first university programme in both Hungary and Central Europe that has been implemented through funding from the GE Foundation. Due to the programme’s success, the GE Foundation enabled the European Office Institute of International Education in Budapest to extend it to the Czech Republic, Poland, Hungary, Slovakia and Romania.

Over its nine year history, the GE Foundation has donated over €1 million to the programme, benefiting nearly 400 university students from the Czech Republic, Poland, Hungary, Slovakia and Romania.

For more information on GE Citizenship, see: ge.com/citizenship
The London 2012 Olympic and Paralympic Games.

As a worldwide partner of the Olympic Games, GE is the exclusive provider of a wide range of innovative products and services that are vital for a successful Games.

London 2012 sees us working closely with the organising committees, host cities and other partners to understand their needs and deliver solutions that only GE can, including power, lighting, water treatment and transportation as well as ultrasound and MRI equipment to treat athletes.

GE Jenbacher co-generation technology will power three innovative natural gas energy centres located at the London 2012 Olympic Park and Stratford City development. They will help London 2012 increase the use of alternative energy, water conservation and recycling.

The British Triathlon Federation

Our partnership with the British Triathlon Federation teams GE with the fastest growing Olympic sport in the UK. In keeping with previous Games, GE’s Healthcare technology will help to optimise and improve the performance of the team in the events leading up to and including the Olympic Games.

For more information on GE’s sponsorship of the London 2012 Olympic and Paralympic Games, see: ge.com/uk/olympicgames