GE Energy

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Company Overview:

GE Energy, , a leading supplier of power generation technology, energy services and energy management systems, is a subsidiary of General Electric and is headquartered in Atlanta, USA. GE serves the energy sector by developing and deploying technology that helps make efficient use of natural resources. With 90,000 global employees and 2010 revenues of $37.5B, GE Energy is one of the world's leading suppliers of power generation and energy delivery technologies.

GE Wind Energy is a branch of GE Energy, a subsidiary of General Electric. The company manufactures and sells wind turbines to the international market. In 2009, GE was the second largest wind turbine manufacturer in the world.

GE´s Wind Business started in May 2002 and today it has production facilities in Germany, China, and the USA. It employs more than 3.200 people, of which about 800 work at the company's European headquarters in Salzbergen. Its product and services portfolio includes wind turbines with rated capacities between 1.5 to 4 megawatt as well as project management, support services and maintenance. Worldwide, more than 16.000 turbines are installed by GE Wind Energy.

Key Facts:

Head Office	4200 Wildwood Parkway Atlanta GA 30339 USA
CEO	John Krenicki
Web Address	http://www.gepower.com
No of Employees	90,000
Turnover (US $M)	37,514
Financial Year End	December

Revenues

(In $M)	**2010**	**2009**	**2008**
GE Energy Revenues	37,514	40,648	43,046
Segment profit	7,271	7,105	6,497
Revenues break up			
Energy	30,854	33,698	36,307
Oil & Gas	7,561	7,743	7,417
Segment profit break up			
Energy	6,235	6,045	5,485
Oil & Gas	1,205	1,222	1,127

Divisions

GE Energy has the following divisions:

1. GE Energy Services
    1. GE Digital Energy
    2. GE Electrical Distribution
    3. GE Measurement & Control Solutions
2. GE Oil & Gas
3. GE Power & Water
    1. GE Hitachi Nuclear Energy (Joint venture with Hitachi, 60% ownership)
    2. GE Jenbacher
    3. GE Water & Process Technologies
    4. GE Wind Energy

Orders Backlog

GE's total backlog of firm unfilled orders at the end of 2010 was $66.7 billion, a decrease of 1% from year-end 2009, reflecting decreased demand at Energy Infrastructure, partially offset by increased demand at Technology Infrastructure. Of this backlog, $46.0 billion related to products, of which 59% was scheduled for delivery in 2011. Product services orders, included in this reported backlog for only the succeeding 12 months, were $20.6 billion at the end of 2010. Product services orders beyond the succeeding 12 months were approximately $108.7 billion, which combined with the firm unfilled orders described above resulted in a total backlog of approximately $175.4 billion at December 31, 2010.

SWOT Analysis

GE Energy is a leading supplier of technology, products and services to the global energy industry. The company is a part of GE Infrastructure, an operating segment of General Electric (GE). GE Energy's strong market position gives it significant bargaining power. However, the company could be threatened by rising steel prices which could impact its profitability.

Strengths	Weaknesses
Strong market position Support of parent company Technology and innovation	Weak operating performance
Opportunities	**Threats**
Commitment to new technologies Growth in aerospace industry Increase in demand for natural gas	Rising steel prices Interest rates Environmental regulations

Latest News

1. Lake Erie Becomes Site for GE's First Ever Freshwater Wind Farm in the U.S. BY Addy DugdaleMon May 24, 2010 http://www.fastcompany.com/1651481/ge-lake-erie-leedco-freshwater-wind-farm
2. GE Wind Service IT Platform Selected for InfoWorld's Annual Green 15 Award Posted May 5th, 2011. http://www.pressreleasepoint.com/ge-wind-service-it-platform-selected-infoworld%E2%80%99s-annual-green-15-award ..
3. Reaching Toward the Sky: GE Energy Introduces Taller Wind Turbine Towers. April 04, 2011 http://www.windturbines.net/news/Reaching-Toward-the-Sky-GE-Energy-Introduces-Taller-Wind-Turbine-Towers-aqj

Addresses of GE Energy in Other Countries

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