

Welcome

**Quality Movement
in United Arab Emirates**

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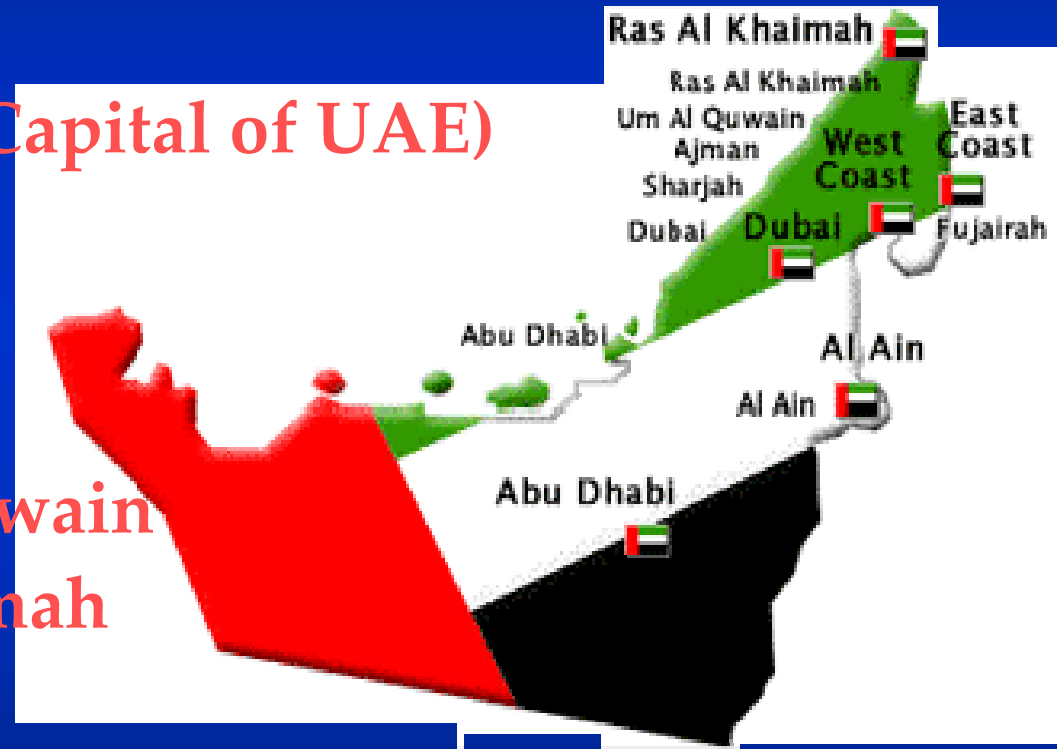
Hong Kong Society for Quality

August 2006

United Arab Emirates - Overview

- One of the 6 Countries of GCC
- 7 Emirates

1. Abu Dhabi (Capital of UAE)
2. Dubai
3. Sharjah
4. Ajman
5. Umm Al Qaiwain
6. Ras Al Khaimah
7. Fujairah



- Population 4.1 million (80% are Expats)
- 3rd Largest Oil Production in the World

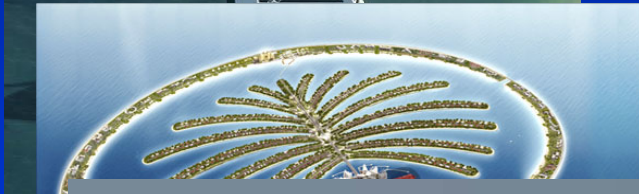
Major Industries in United Arab Emirates

- Construction
- Financial
- Oil & Gas
- Hospitality
- Retail Service Industry
- Trading

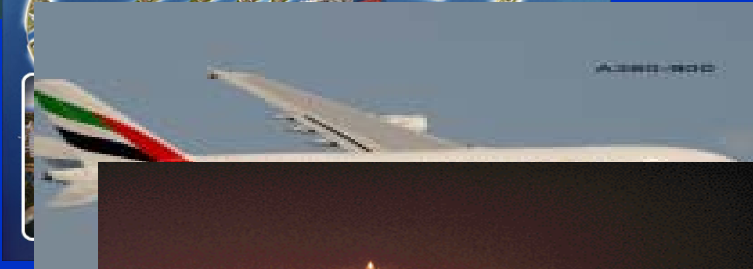
United Arab Emirates - Major Landmarks



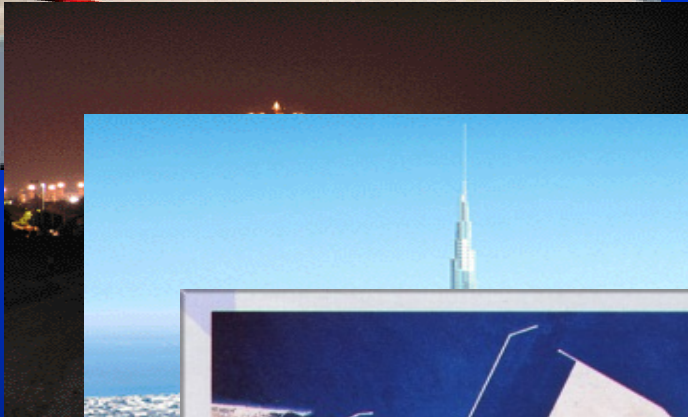
- Burj Al Arab (World's Tallest Hotel in sea)



- Palm Island (Property in sea)



- Emirates Airline



- Emirates Palace Hotel



- Burj Dubai (Tallest Tower)



- Jebel Ali Sea Port (Free Zone)

Impact of Quality Movement in United Arab Emirates

- Pioneered Quality Movement in the region
- Enhanced competitiveness of industries and nation.
- Created a major pool of Quality Professionals (like DQA/SKEA Assessors, Auditors)
- Triggered quality movement:
 - ASQ Certification
 - Formal qualifications in Quality (MBA in TQM)
 - Communities / User Group
 - e-TQM College
 - Jobs
 - Conferences
 - Self-learning

Quality Movement in United Arab Emirates

Started early 1990s with Dubai's Drive for Quality

- Dubai Quality Group (www.dgq.org)
- Dubai Quality Award (for Private sector)
- Sheikh Khalifa Excellence Award
- Dubai Government Excellence Program
- Dubai Human Development Award
- Dubai Service Excellence Scheme of Retail
- MRM Business Award
- Sharjah Economic Excellence Award
- ISO:9000
- ASQ Activities



Dubai Quality Group

- Started in February 1994, with more than 1,500 individuals representing over 300 prominent organisations from both the private and the public sectors.
- Non profit business organisation by the Department of Economic Development under the patronage of H.H. Sheikh Ahmed Bin Saeed Al Maktoum.
- Aims to develop a well-educated and skilled workforce and to raise the general performance level of the local business environment.
- Organises activities aimed at developing the professional and managerial expertise of individuals.



Dubai Quality Award Sectors

1. Construction
2. Education
3. Financial
4. Healthcare
5. Manufacturing
6. Professional
7. Service
8. Tourism
9. Trade

DQA: Summary of Rules

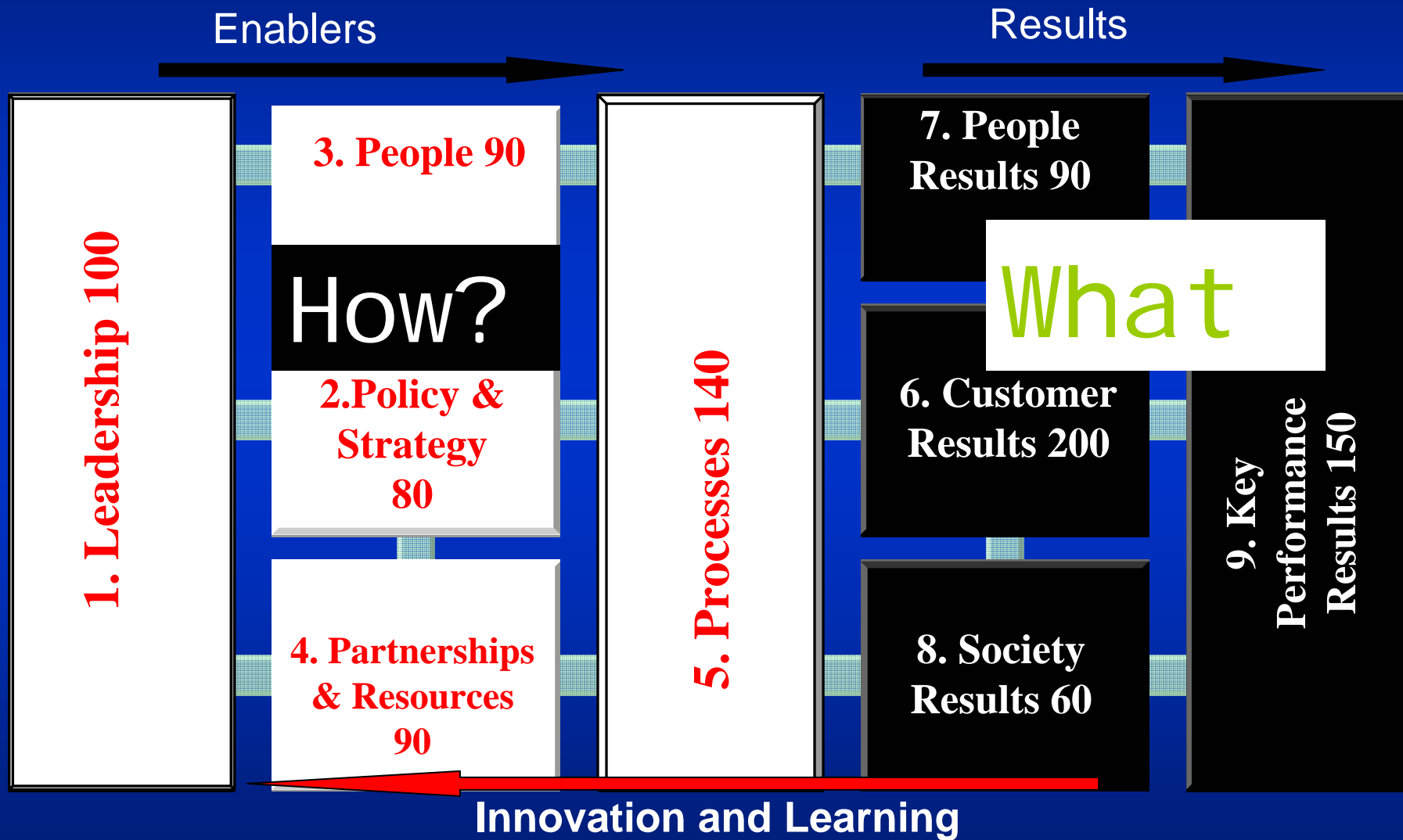
Award Category	Award Validity	Basic entry requirement	Focus	Next Category to apply for	Winners may reapply after	Non-Winners may reapply after
GOLD	3 years only	GOD or DQA Winner	Showing sustained improvement since last submission & international benchmark, with results stretching for at least 5 years	2 nd GOLD, 3 rd , 4 th , etc.	3 years	2 years
DQA	3 years only	None	Showing sustained improvement since last submission & national benchmark, with results showing favourable trends for 3 years or above.	1 st GOLD	3 years	2 years
DQAP	3 years only	None	Good practices and approaches that are systematically deployed, e.g. ISO 9000, 360o evaluation, Balanced Scorecard, QFD, Kaizen, etc. With some results stretching for at least more than one year.	DQA	2 years	2 years



Journey to World Class



DQA/ SKEA Model & Assessment Process



Quality Awards Winners History (2000 – 2005)

Year	DQA	DQA Gold	SKEA	SKEA Gold	EQA
2000	<ul style="list-style-type: none"> • Jumeirah Beach Hotel • Emirates Transport • Oman Insurance Company 	<ul style="list-style-type: none"> • FedEx • Dubai Aluminum Co. Ltd 	<ul style="list-style-type: none"> • Advanced Pipes & Cast Co. (W.L.L.) • Al Bawardi • FedEx 		<ul style="list-style-type: none"> • Nokia Mobile Phones Europe & America • Inland Revenue, Account Office Cumbernauld • Burton-Apta Refractory Manufacturing Ltd.
2001	<ul style="list-style-type: none"> • Dubai Electricity and Water Authority • Ritz Carlton • Kanoo Travel • First Gulf Bank 	<ul style="list-style-type: none"> • Citybank • DHL Worldwide Express • Dubai Duty Free 	<ul style="list-style-type: none"> • National Bank of Abu Dhabi • Al Mashreq Bank 		<ul style="list-style-type: none"> • St. Mary's College Northern Ireland • Zahnarztpraxis
2002	<ul style="list-style-type: none"> • Emirates Abela Catering Co LLC • Gulf Seafood LLC • Emirates Driving Institute • Commercial Bank of Dubai • Dubai Ports Authority 		<ul style="list-style-type: none"> • Beach Rotana Hotel • Bin Hafeez Establishment • Citibank • DHL • First Gulf Bank • Union National Bank 		<ul style="list-style-type: none"> • Springfarm Architectural Mouldings Ltd

Quality Awards Winners History (2000 – 2005)...*continued*

Year	DQA	DQA Gold	SKEA	SKEA Gold	EQA
2003	<ul style="list-style-type: none"> • Wild Wadi Water Park • Dubai Cooperative Society • Al Naboodah Engineering Services LLC • Total Lubricants Blending UAE Company Limited • Thomas Cook Al Rostamani Exchange Company • National Bank of Abu Dhabi • Jebel Ali Free Zone Authority 	<ul style="list-style-type: none"> • Oman Insurance Company (PSC) • FedEx 	<ul style="list-style-type: none"> • Oman Insurance Company – AD Branch • The Kanoo Group Machinery Division Abu Dhabi Branch 	<ul style="list-style-type: none"> • FedEx 	<ul style="list-style-type: none"> • Bosch Sanayi ve Ticaret AS • Runshaw College • Maxi Coco-Mat SA • Edinburgh International Conference Centre
2004	<ul style="list-style-type: none"> • Kanoo Group (Machinery Division) • Emirates Petroleum Products Co. (EPPCO) LLC • Al Ansari Exchange Co. • The Jumeirah Beach Club Resort and SPA • Burj Al Arab 	<ul style="list-style-type: none"> • Dubai Cable Company (Private Ltd.) 	<ul style="list-style-type: none"> • Grand Stores • Intercontinental, Abu Dhabi 	<ul style="list-style-type: none"> • National Bank of Abu Dhabi 	<ul style="list-style-type: none"> • YELL • Kocaeli Chamber of Industry

Quality Awards Winners History (2000 – 2005)...*continued*

Year	DQA	DQA Gold	SKEA	SKEA Gold	EFQA Award
2005	<ul style="list-style-type: none"> • Union National Bank • National Bank of Dubai • Xerox Emirates 	<ul style="list-style-type: none"> • The Ritz-Carlton, Dubai 	<ul style="list-style-type: none"> • Al Noor Hospital • Al Mansoori Specialized Engineering LLC • Condor Medical Waste Management Company • Al Ain Dairy Farms • Al Ain Poultry Farm • Excellent Pipes Company • Al Salama Hospital • Crown Plaza Hotel, Abu Dhabi • Gulf Technical & Safety Training Centre LLC 	<ul style="list-style-type: none"> • Union National Bank 	<ul style="list-style-type: none"> • TNT Express Information and Communication Services United • FirstPlus Financial Group Plc



Dubai Government Excellence Program

- Aims at effecting a qualitative leap forward in the performance of the Dubai Government departments.
- Spreading the concept of excellence, innovation, quality, best management and professional practice and ensuring the implementation of the most developed and efficient work methods in the Government Sector
- Ensuring that the Government Sector carries out its duties and functions well, providing high quality, efficient and professional service



Dubai Human Development Award

- Encourages local organisations to focus on Emiratisation for Dubai-based establishments that invest in national human resources in their organisations and facilitate their growth and development
- Also encourages close co-operation between the government and private sector and encourages Dubai-based companies and establishments to evaluate and reiterate their commitment to national human development



DUBAI
SERVICE EXCELLENCE
SCHEME

Dubai Service Excellence Scheme

- As part of an on-going effort to raise the customer service standard in Dubai, the Department of Economic Development has initiated the establishment of the Dubai Service Excellence Scheme (DSES).
- The DSES is designed to gain customers, confidence and to make the experience of buying in Dubai a pleasurable one. This scheme binds all participating businesses to a common code of business ethics and core criteria for customer service excellence.
- The scheme is designed to differentiate businesses through a reputation of service excellence based on customer-focused and quality driven culture.



جائزة محمد بن راشد آل مكتوم للأعمال
MOHAMMED BIN RASHID AL MAKTUUM BUSINESS AWARD

Mohammed Bin Rashid Al Maktoum (MRM) Business Award

- Introduced to recognize and celebrate the success of firms that have contributed and continue to contribute to the economic development of the United Arab Emirates
- Specifically created to help businesses analyse their current practices, and provides an excellent opportunity for local organisations to align their management techniques with world-class practices.

Sharjah Economic Excellence (SEE) Award

- In pursuit of continuous improvement, the year of 2003 witnessed the innovation of a new model for Sharjah Economical Excellence.
- Based on values and summarizes international experiences in the field of TQM.
- Aim to help the economical establishments to work for continuous improvement, raise their ability for competition, and achieve the conditions of permanent quality through following guidelines and standards enabling them to test the effectiveness of their systems.



Growth in No. of ISO:9000 Certifications

Country	Dec. 1997	Dec. 1998	Dec. 1999	Dec. 2000	Dec. 2001		Dec. 2002	
					Total	of which 9001:2000	Total	of which 9001:2000
United Arab Emirates	314	632	1045	1007	747	112	1424	407
Hong Kong, China	1637	1940	2150	2570	3814	547	3865	1338

Source: The ISO Survey of ISO:9000 and ISO 14001 Certificates
www.iso.ch



ASQ in United Arab Emirates

- Started in 1998
- About 60 members
- Activities
 - Networking
 - Presentations, Discussions on Technical topics
 - Debates
 - ASQ examinations
 - MOU with Dubai Institute of Human Resources

Q & A

Thank You



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