

# 10<sup>th</sup> Cycle

**Mohammed Bin Rashid Al Maktoum  
Business Award**

**ANNUAL REPORT 2019**



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives



جائزة محمد بن راشد آل مكتوم للأعمال  
MOHAMMED BIN RASHID AL MAKTUUM BUSINESS AWARD  
AN INITIATIVE BY DUBAI CHAMBER OF COMMERCE & INDUSTRY

غرفة دبي  
DUBAI CHAMBER

For more information regarding the Awards, please scan below



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H.H. Sheikh Mohammed Bin Rashid Al Maktoum  
Vice President and Prime Minister of the UAE and Ruler of Dubai

The UAE's ability to achieve rapid economic transformation was built on a firm commitment to excellence. Guided by the vision of our founding fathers, we have relentlessly pursued the highest standards in every sphere of life.

Exceeding global benchmarks has always been central to our development strategy – whether it is becoming a leader in future technologies or creating a hub for talent and investment.

However, excellence has never been a static concept for us. To keep pace with the rapid changes brought by growth and technological advancement, we have constantly redefined our goals and targets.

This is why innovation is one of the central focuses of our 'post-oil growth strategy'. In the UAE, we seek to create an innovation driven economy where new ideas, cutting-edge research, advanced science and technology and dynamic entrepreneurship can thrive. Our policies today aim to create the right environment for harnessing the innovative capabilities of our people and for both the public and private sector to implement game-changing ideas and technologies.

Our pursuit of the highest standards goes beyond the economic dimension. In our new growth phase, we have adopted unique new measures for development. We today look at happiness as a key way of gauging the quality and effectiveness of government services.

From a broader perspective, we recognise that our people's happiness and wellbeing are inextricably linked to sustainable growth. They are key to tapping the talent and creativity of our people, which is what will eventually shape our future.

I am pleased to see that this vision is being cascaded across the public and private sectors in the UAE. Award programmes like the MRM Business Award have an important role in motivating businesses to strive for the highest quality in every aspect of their operations. At a time when our region is on the cusp of a new economic transformation, we need to work even harder to channel the resources, commitment and leadership necessary to be global frontrunners. We are keen to work with our brothers in the GCC to promote a region-wide culture of innovation, so that we can sustain high growth whatever the global economic climate may be.





**H.E. Sultan Bin Saeed Al Mansouri**  
 UAE Minister of Economy  
 Chairman, Panel of Judges of the Mohammed Bin Rashid Al Maktoum Business Award

The successful conclusion of the 10th edition of the Mohammed Bin Rashid Al Maktoum (MRM) Business Award and the 2nd edition of the MRM Business Innovation Award was an important occasion for business communities across the UAE and GCC, as it cast the spotlight on improving business performance in the region.

The achievements of the winning companies left us truly inspired, while the strong participation of UAE companies in the awards reflect the great progress being made by the country in embracing innovation and future technologies across a wide range of economic sectors.

With the support of the UAE Ministry of Economy, the MRM Business Innovation Award has provided a framework for businesses in the region to integrate innovation into their organisational cultures. The growing participation in this award is a positive sign, which shows that companies in the region are committed to making innovation a top priority in their agendas.

Businesses are increasingly adopting Fourth Industrial Revolution technologies to enhance their efficiencies and gain a competitive edge. I applaud all the winners of the last edition of the awards, who have emerged as role models in their respective fields. These organisations should be extremely proud of their achievements, and I hope to see many more businesses follow in their footsteps in the future.

Going forward, the UAE and its government will continue to support initiatives such as the MRM Business Awards, as they drive healthy competition that will ultimately enhance the competitiveness of the country's private sector. Now, more than ever before, businesses need to rise to the challenge and invest in innovation in order to pave the way for sustainable growth.

As His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, once said: "The rapidly changing world requires us to accelerate our pace of development, for history does not recognise our plans but our achievements."



**H.E. Majid Saif Al Ghurair**  
 Chairman,  
 Dubai Chamber of Commerce & Industry

Since its inception, the Mohammed Bin Rashid Al Maktoum (MRM) Business Award has fostered a culture of excellence within business communities across the UAE and GCC, while it has also celebrated the remarkable achievements of outstanding organisations that contribute to the sustainable development of their economies.

The MRM Business Award, a member of Mohammed Bin Rashid Al Maktoum Global Initiatives, is far from just another business award. It is part of a comprehensive programme designed to support companies throughout their development journey. Through the MRM Business Award Programme, participants adopt best-in-class international business best practices which boost their competitive advantage and nurture them into industry leaders.

At the same time, the MRM Business Innovation Award has complemented our efforts to fulfil the strategic vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into a global innovation hub and knowledge-based economy.

We are incredibly proud of all of the companies that participated in the 10th cycle of the MRM Business Award and the 2nd cycle of the MRM Business Innovation Award. With each new awards cycle, we have an opportunity to take the pulse of business communities in the region and get a real sense of which sectors are innovating and advancing their capabilities. Award applicants and participants fully commit to improving their performance and those who have completed this process come out of the experience stronger, more agile and resilient to a fast-changing business landscape which is increasingly being driven by disruption and innovation.

The MRM Customer Excellence Award is yet another positive step forward in this regard, as the new award will provide companies with a mechanism to enhance their customer approach and adopt best practices in line with international standards. The award stems from our strong belief that customer experience is among the most crucial factors impacting business performance. I look forward to seeing many more companies benefit from the MRM Business Award Program in the future, share their success stories and serve as a source of inspiration for their respective business communities.





**H.E. Hamad Buamim**

President and CEO, Dubai Chamber of Commerce & Industry  
Chairman, Steering Committee of the Mohammed Bin Rashid Al Maktoum Business Award

Ten successful cycles of the Mohammed Bin Rashid Al Maktoum (MRM) Business Award organised by Dubai Chamber have reinforced its reputation as the most prestigious award for business excellence in the GCC, while the 2<sup>nd</sup> MRM Business Innovation Award has shone a spotlight on top-performing companies that are bringing cutting-edge solutions to market.

The MRM Business Awards continue to have a positive impact on business communities throughout the region as they set new standards for business and innovation excellence which companies in the region can use as a benchmark to enhance their competitiveness. The awards continue to serve as a catalyst for enhancing performance and boosting innovation activity within the private sector.

During the last awards cycle, a 46 percent increase in the number of applications was recorded, while a 21 percent increase in participation for the MRM Business Innovation Award alone was observed. These figures signal a stronger commitment on the part of private sector in adopting innovation-focused strategies and best practices. More than 1,800 companies have benefitted from the award programme since its establishment, while more than 181 winning companies have been recognised for their outstanding achievements. Over the years, we have expanded and developed the award programme in line with Dubai's strategic vision and maturing business communities in the region. In 2015, we established the MRM Business Innovation Award in cooperation with the UAE Ministry of Economy in an effort to boost innovation activity within the private sector.

Earlier this year, the Mohammed Bin Rashid Al Maktoum Customer Excellence Award was announced as a new addition to the MRM Awards Program. This new award will recognise the efforts of outstanding companies and organisations in the GCC that are adopting innovative strategies to improve customer experience. I am confident that this award will raise the bar for customer service standards in this part of the world.

I congratulate the winners of the last awards cycle and I encourage all participants to keep innovating and striving for excellence. Through the MRM Business Awards, Dubai Chamber is making great progress in its mission to support the development of business and lead the business community to a brighter future.

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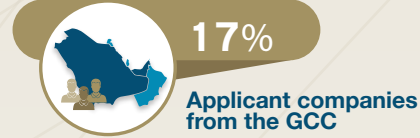
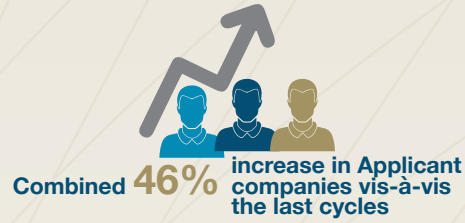
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Recognised as Member of



LAUNCH

10<sup>th</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Award and the 2<sup>nd</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation Award.



LEARNING MODULE

Knowledge sharing sessions over **750** participants



ASSESSMENT



AWARD CEREMONY



TESTIMONIALS

“The application process for the MRM award was a journey of **organizational excellence** and **sustainability development**, encouraging us to review our business performance practices in respect of the MRM business performance framework and **benchmark our achievements** with others.”

“The award process is a **catalyst in the up-gradation of our processes**. The feedback report helps us introspect and highlights **opportunities to improve efficiency.**”

“Participating in the MRM Innovation Award has been a **valuable learning experience** for our organization.”

“The experience leading up to the award has been phenomenal. It has **brought our teams closer together in working towards one goal**, encouraged **greater sharing and collaboration** and forced us to consider in greater detail our own performance.”

## NURTURING AN ENVIRONMENT OF EXCELLENCE

### Fostering Business and Innovation Excellence

The Mohammed Bin Rashid Al Maktoum Business Award (MRM Business Award), a member of the Mohammed Bin Rashid Al Maktoum Global Initiatives, was initiated in 2005 under the patronage of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, to recognize and celebrate the success of organisations that contribute to the sustainable economic development of the UAE and the greater GCC region.

The Award, which is the highest level of recognition of business excellence that an organization can achieve in the region, is supported by the Mohammed Bin Rashid Al Maktoum Business Award Program; an intensive qualification initiative for businesses aiming to implement cutting edge international business best practices to boost performance, with the ultimate goal of providing a robust learning platform to nurture organizations into leading players in the international business arena.

Aligned with the UAE Vision 2021 to move towards a more innovation-driven knowledge economy, the Mohammed Bin Rashid Al Maktoum Business Innovation Award (MRM Business Innovation Award), an initiative of Dubai Chamber of Commerce & Industry in collaboration with the UAE Ministry of Economy launched in November 2015, supports and encourages organizations to focus on innovation excellence and compare, develop and improve their internal capabilities to drive innovation to the next level, sustain growth and create value.

Collectively, the 10<sup>th</sup> Cycle of the MRM Business Award and 2<sup>nd</sup> Cycle of the MRM Business Innovation Award observed a large influx of applicant companies from the UAE & GCC business community with a 46% increase vis-à-vis the last cycles, and with over 17% of applicants stemming from neighboring GCC nations. Throughout the course of the two Award cycles, over 750 people have been engaged and imparted business excellence and innovation know-how through self-assessment, International Business Conference, Seminars, Training Workshops and Roundtable Discussions.



## Award Program Objectives

The MRM Business Award & Business Innovation Award aim to collectively achieve the following objectives:

- Support businesses to implement cutting edge international business and innovation best practices to boost growth and outperform competition.
- Assist businesses to develop a systematic approach, integrating strategy, innovation, customer satisfaction and performance measurement to continuously create value for all stakeholders.
- Assist businesses in transforming their business models to swiftly overcome challenges and becoming prominent active players in the international business arena.

And ultimately to:

- Promote business, innovation and customer excellence across the UAE and the GCC.
- Contribute to the solid and sustainable growth of the UAE and GCC economies.
- Elevate the region’s business reputation worldwide.

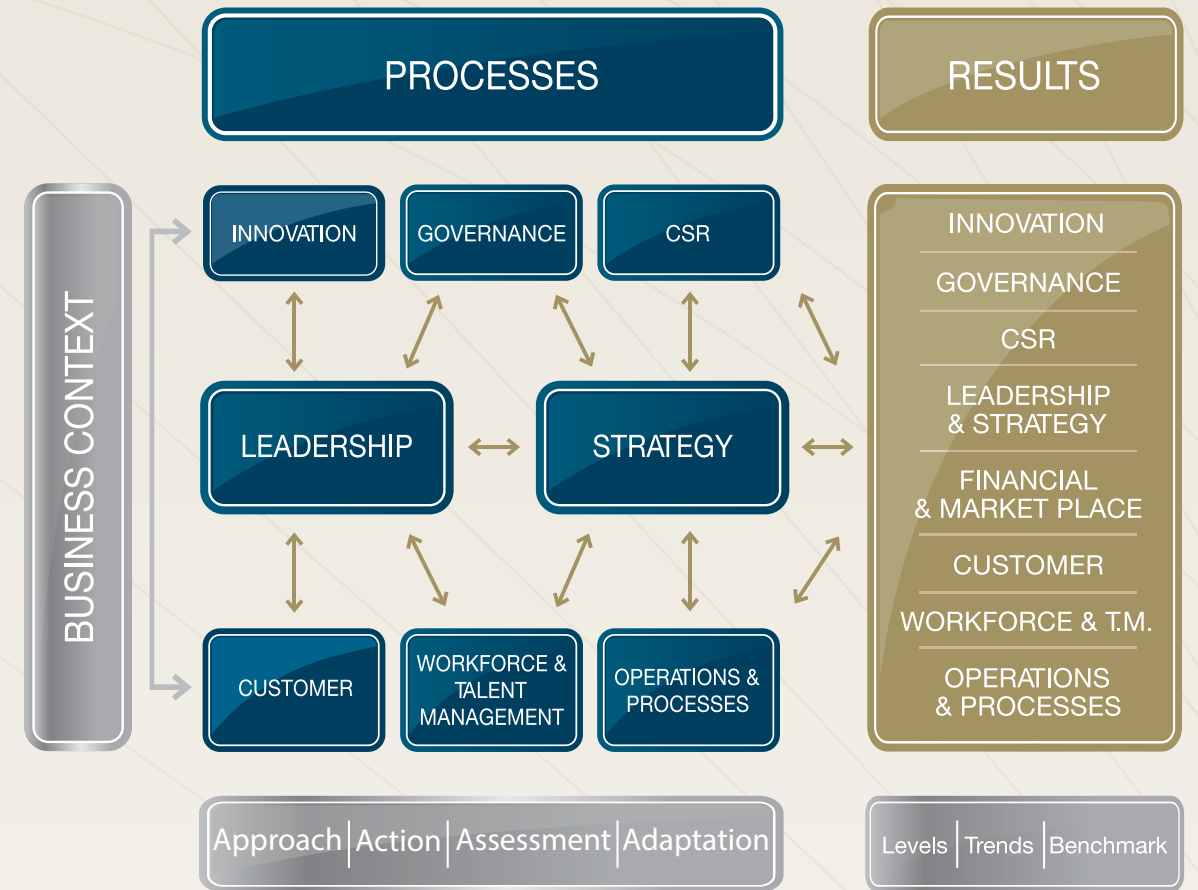
## The MRM Business Award Model

Aligned with fundamental principles of world-renowned excellence programs, the Mohammed Bin Rashid Al Maktoum Business Award Model is recognized as a highly sophisticated and well regarded excellence tool, with the added virtue of incorporating unique elements of the model to cater to the ever-changing needs of the region.

The Mohammed Bin Rashid Al Maktoum Business Award Model is entirely designed to meet future business challenges and global requirements, and forms the foundation of an intensive program geared to assist businesses to adopt cutting-edge business practices in line with international business principles. By adopting the Mohammed Bin Rashid Al Maktoum Business Award Model and its systematic approach, organisations are enhancing their competitiveness and leading the way to become world-class role models.

The structure of the Mohammed Bin Rashid Al Maktoum Business Award Model is based on extensive research founded on the drivers of high levels of performance. As such, it reflects leading-edge strategy and performance management techniques and concepts. The model includes generic widespread practices which are proven to lead to high performance outcomes in all types of organisations.

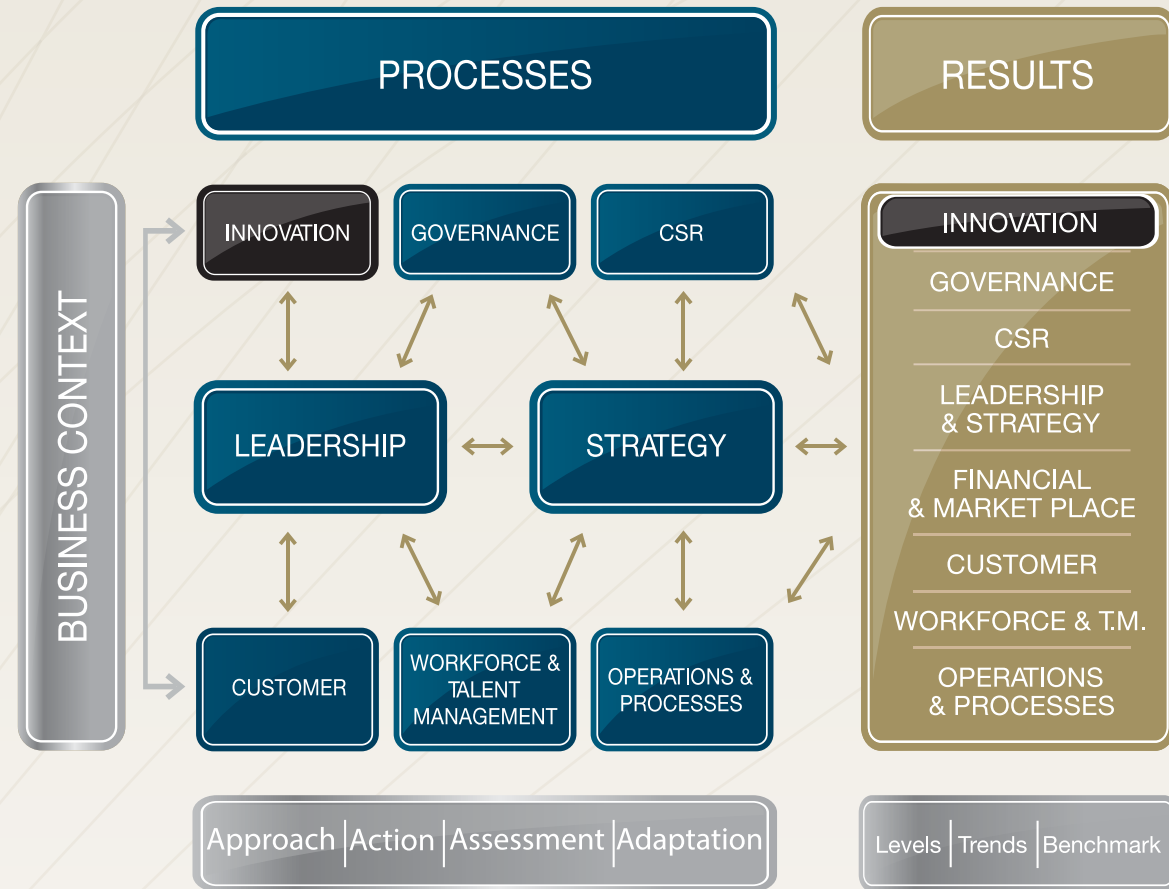
The assessment criteria of the Model focuses on the Processes and Results of key areas of business performance such as Leadership, Strategy, Customer, Workforce & Talent Management, Operations & Processes, Innovation, Governance, Corporate Social Responsibility and Financial & Marketplace.



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## The Mohammed Bin Rashid Al Maktoum Business Innovation Award Criteria

The Mohammed Bin Rashid Al Maktoum Business Innovation Award Criteria is derived from the Innovation assessment area that is embedded in the Mohammed Bin Rashid Al Maktoum Business Award Model. These criteria encourage organisations to focus on innovation excellence and compare, develop, and improve their capabilities to drive innovation to the next level.



THE MRM BUSINESS AWARD PROGRAM  
**IMPACT**

## The Learning Module

The learning module formed the foundation of the Award Program, and consisted of a number of knowledge sharing events to support businesses excel, learn, and develop sustainable business practices through the principles of the MRM Business Award Model.

The Award Program conducted an international business conference, best practice seminars, training workshops, roundtable discussions and customized advisory sessions, catering to both facets of the MRM Business Award & Business Innovation Award.

The 10<sup>th</sup> Cycle of the MRM Business Award and 2<sup>nd</sup> Cycle of the MRM Business Innovation Award brought together a number of local and international experts to impart excellence and innovation know-how to participants. The MRM Award Program continues its path of success with a growing number of participants and overall satisfaction with the Learning Module reaching an outstanding 98%.

Through the support and guidance of the Learning Module, participants of the two Award Programs benefited from the acquisition of strategic knowledge, practical insight into how the criteria are best implemented, an exchange of experiences and knowledge, the development of new ideas and identification of new opportunities to better improve their performance and finally how to prepare a high-quality and comprehensive award application document.

### International Business Conference

A central tenet to surviving in this world of continuous disruption, where the external environment is propelling forward rapidly, is to harness an organization's core capabilities from within – starting with the human factor. Enabling the workforce to become more agile and responsive to customer needs and market fluctuations, developing a deep-rooted understanding of the new age customer and their requirements, and nurturing unique capabilities to outperform competitors, are all core capabilities that, if reinforced, optimize an organization's adaptive capacity ultimately enabling growth in a time of constant change.

Held under the motto of Happiness and Positivity, and in line with the objectives of the National Program for Happiness and the UAE Vision 2021, the 10<sup>th</sup> Cycle of the MRM Business Award and 2<sup>nd</sup> Cycle of the MRM Business Innovation Award were launched at the high-level International Business Conference entitled "Drivers of Growth in Organisations of the 21<sup>st</sup> Century: Harnessing The Human Factor".

Addressing key drivers of growth for businesses in today's dynamic market, with a focus on the importance of nurturing the human factor, this conference brought together a number of experts in the field to impart actionable and real-world insights, practical tools, and invaluable knowledge on how to thrive as a resilient, agile, and modern organisation in today's ever progressive realm.

The high-level conference included speakers such as H.E. Ohood Al Roumi, UAE Minister of Happiness and Wellbeing; Mr. John Hagel, Co-Chairman, Center for the Edge and Managing Director, Deloitte Consulting LLP, Silicon Valley, USA; Mr. Sushant Upadhyay, Senior Client Partner, Korn Ferry Hay Group, UAE; Mr. Morris Pentel, Customer Experience Designer and Chairman of the Customer Experience Foundation, UK and Mr. Simon Walker, Future of Work and Leadership Expert, UK.



- 1 International Business Conference
- 190 Attendees
- 5 Speakers
- 100% Satisfaction

### Best-Practice Seminars

Garnering an esteemed group of excellence and innovation champions and previous winners of the prestigious MRM Business Award & Business Innovation Award, the seminars' speakers shared their experiences in achieving exceptional organizational performance by showcasing exemplar best practices and results. Three Best-Practice Seminars were successfully conducted, with previous excellence and innovation champions taking the stage and sharing their reasons for success on their journey to excellence, including winning entities such as Axiom Telecom, DP-World UAE Region, Aon Hewitt, NMC Specialty Hospital, Doka Gulf and Network International.



- 3 Best-Practice Seminars
- 315 Attendees
- 9 Speakers
- 97% Satisfaction



## Training Workshops

The Training Workshops for the MRM Business Award & Business Innovation Award were conducted to support participant companies in adopting the MRM Business Award & Business Innovation Award model and criteria within their organisations. Dedicated Training Workshops for the MRM Business Award & Business Innovation Award provided an in-depth practical learning about the holistic Mohammed Bin Rashid Al Maktoum Business Award Model and its applicability and it also provided guidance on how to prepare a high quality award application document, enabling participants to achieve high scores and raise the chances to become winners of the MRM Business Award & Business Innovation Award.



- 6 Training Workshops
- 171 Attendees
- 98% Satisfaction

## Roundtable Discussions

The Roundtable Discussions were custom-tailored sessions exclusively held for the awards' applicants to provide them with the opportunity to discuss and address requirements regarding the application document preparation process and final submission. Participants were given the opportunity to discuss the challenges faced in the application process, exchange ideas, and share experiences encompassing excellence best practices.

The ultimate goal of the discussions was to prepare and assist applicant companies in improving the quality of their applications for the MRM Business Award & Business Innovation Award before the submission.



- 3 Roundtable Discussions
- 76 Attendees
- 98% Satisfaction

## Assessment Process

The Assessment phase followed the learning module, where participants, who had attained fundamental excellence and innovation excellence principles at this stage, completed and submitted their final application document for assessment. The objective of the assessment is to evaluate the organizations' current business practices and last 3 years' performance in line with the MRM Business Award Model and compare these with leading business practices and benchmarks in order to verify their compliance with the targeted excellence standards.

The assessment was divided into three phases. In the first phase (Desk Assessment), the assessors evaluated the application document of the applicant organisations, and in the second phase (Site Visit Assessment) they conducted site visits for those applicants whose applications met the required site visit threshold score. The purpose of the site visit was to discuss more details about the organization's practices and performance as well as ascertain the accuracy of its practices and results as presented in the application document. The third and last phase is the draft of the Feedback Report which, based on the assessment findings, is a roadmap apparatus to assist the organizations to recognize the areas where they are excelling at, as well as addressing areas with opportunities for improvement.

Outperforming organizations that proved to have a sustainable performance system in place that ensured progressive development towards business & innovation excellence were then shortlisted as proposed award winners and presented to the Panel of Judges.

The MRM Business Award & Business Innovation Award collectively garnered a robust assessment team that included a growing number of highly experienced assessors. This year, the two Awards expanded their assessment team by 19% in order to meet the changing needs of the program and the growing number of participant companies.

The independent and seasoned MRM Award assessors were selected from the private sector, both locally and internationally, and were trained by Dubai Chamber to conduct the assessment according to both the MRM Business Award & Business Innovation Award principles and criteria.

Monitored by supervisors from Dubai Chamber, each assessment team consisted of two assessors (one local and one international) to review the assigned application documents and conduct on-site visits for qualifying organisations. The independent assessors' key tasks also included shortlisting and proposing potential winners who have shown outstanding performance, as well as preparing comprehensive Feedback Reports for all applicant organizations, winners or otherwise.

## Panel of Judges

The esteemed Panel of Judges for the 10<sup>th</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Award and the 2<sup>nd</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation Award included:



**H.E. Sultan Bin Saeed Al Mansouri**

UAE Minister of Economy  
Chairman, Panel of Judges of the Mohammed Bin Rashid Al Maktoum Business Award



**H.E. Mohammed Ahmed Bin Abdulaziz Al Shehhi**

Undersecretary for Economic Affairs  
UAE Ministry of Economy



**H.E. Hamad Buamim**

President and CEO, Dubai Chamber of Commerce & Industry  
Chairman, Steering Committee of the Mohammed Bin Rashid Al Maktoum Business Award



**Dr. Ang Hak Seng**

Chairman  
Singapore Quality Award Management Committee



**Dr. Belaid Rettab**

Chief Economist  
Senior Director, Dubai Chamber of Commerce & Industry  
Lead, Steering Committee of the Mohammed Bin Rashid Al Maktoum Business Award

The Panel of Judges, chaired by H.E. Sultan Bin Saeed Al Mansouri, UAE Minister of Economy, reviewed and endorsed the final proposed winners during the Panel of Judges Meeting which took place two days prior to the Award Ceremony. The Chairman of the Panel of Judges issued the final decision and named the winners to be announced during the Award Ceremony, for both the MRM Business Award & Business Innovation Award.

## The Award Ceremony

The MRM Business Award & Business Innovation Award cycles were successfully concluded with a prestigious Award Ceremony held at Dubai Opera on February 26<sup>th</sup> 2019. Host to over 1,700 attendees, the Award Ceremony was graced by H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, and Chairman & Chief Executive of Emirates Airline & Group, who recognized winners of the 10<sup>th</sup> Cycle of the MRM Business Award and the 2<sup>nd</sup> Cycle of the MRM Business Innovation Award.

Following the opening remarks by H.E. Hamad Buamim, President and CEO of Dubai Chamber of Commerce & Industry and Chairman of the MRM Business Award Steering Committee, the inspirational speaker and best-selling author Tommy Spaulding, shared his insights and lessons on heart-led leadership that he has acquired over the last 25 years. He stressed the importance of developing authentic and lasting relationships that build businesses and brand loyalty.

The event was concluded with the ceremonial gesture in which winners of the MRM Business Award & Business Innovation Award were recognized on stage by H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, and Chairman & Chief Executive of Emirates Airline & Group.



- Over 1,700 Attendees
- 31 Award Winners, 2 Outstanding Award Winners
- 18 MRM Business Award Winners
- 13 MRM Business Innovation Award Winners
- 5 Award Winners from GCC



## Distinguished Winners

10<sup>th</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Award

**10<sup>th</sup> Cycle MRM Business Award Outstanding Winner**  
Gulf Petrochemical Industries Co. (GPIC) - Bahrain

### 10<sup>th</sup> Cycle MRM Business Award Winning Companies

Abu Dhabi Islamic Bank  
Abu Dhabi National Insurance Company (ADNIC)  
Al Khaleej Sugar Co.  
All Food For Food Stuff - Bahrain  
Apparel Group  
Arabian Automobiles Co.  
ASGC Construction  
British Orchard Nursery  
China State Construction Engineering Corporation (Middle East)  
Doka Gulf  
Gulf Extrusions  
Gulf Petrochemical Industries Co. (GPIC) - Bahrain  
Jindal Shadeed Iron & Steel - Oman  
Network International  
RAK Hospital  
Tablix Technology  
TASC Outsourcing  
Transguard Group

2<sup>nd</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation Award

**2<sup>nd</sup> Cycle MRM Business Innovation Award Outstanding Winner**  
ENOC Retail

### 2<sup>nd</sup> Cycle MRM Business Innovation Award Winning Companies

Al Ansari Exchange  
ALEC Engineering and Contracting  
Almajdouie Logistics Company – Saudi Arabia  
ASGC Construction  
Aster Pharmacy Group  
DuBox  
ENOC Retail  
Gulf Petrochemical Industries Co. (GPIC) - Bahrain  
Jebel Ali Free Zone  
Network International  
Samsotech  
Sharjah Islamic Bank  
Transguard Group

Note: the above winning companies are presented in alphabetical order.

## Testimonials

10<sup>th</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Award



شركة الخليج لصناعة البتروكيماويات (ش.م.ب.)  
Gulf Petrochemical Industries Co. (BSC)

### Gulf Petrochemical Industries Co. (GPIC)

It was an honor and privilege to participate and win the H.H. Shaikh Mohammed Bin Rashid Al Maktoum Business Excellence Award in the Manufacturing Sector. Taking part in such a prestigious award process has motivated us to follow a path of continuous learning and enhancement of our business performance and leadership.

The application process for the MRM award was a journey of organizational excellence and sustainability development, encouraging us to review our business performance practices in respect of the MRM business performance framework and benchmark our achievements with others.

We sincerely thank H.H. Shaikh Mohammed Bin Rashid Al Maktoum for his wise leadership in promoting business innovation in the GCC. We also take this opportunity to congratulate Dubai Chamber for their ongoing professionalism in managing the process so skillfully and for being a strong and dedicated support to companies striving for excellence.



### Abu Dhabi Islamic Bank (ADIB)

The Mohammed Bin Rashid Al Maktoum Business Award offers one of the highest levels of recognition for business excellence in the UAE. Receiving this award comes as a testament to ADIB's relentless efforts to provide its customers with world-class products and services.

Our customers have always been at the center of our work, and it is a proud moment for all of us and a clear demonstration that we are on the right track to continue leading and contributing to this industry. We would also like to thank Dubai Chamber of Commerce and Industry for this generous recognition.





#### Abu Dhabi National Insurance Company (ADNIC)

The experience leading up to the award has been phenomenal. It has brought our teams closer together in working towards one goal, encouraged greater sharing and collaboration and forced us to consider in greater detail our own performance. It has helped us define and recognize our successes as well as consider our shortcomings for the future benefit of the whole company.

To be awarded with Mohammed bin Rashid Al Maktoum Business Excellence Award, is a matter of great pride for us. We have had an excellent year, built on our strong results. We have maintained our position as one of the region's leading insurers, achieving strong year-on-year growth across key metrics, including exceptional customer service, financial discipline, technical excellence, product and service innovation and commitment to the community. This win highlights the fact that our customer-first strategy is proving effective and this award spurs us on to create even greater value for our customers in the future.



#### Al Khaleej Sugar Co.

We are pleased to receive the Mohammed Bin Rashid Al Maktoum Business Award for the second time, in recognition of Business Excellence in the Manufacturing category. The Award application process in itself provided an opportunity for participating companies like us to objectively assess our strength and areas of improvement and as a result, helped to adopt international best practices as part of core philosophy in pursuing excellence.

Understanding the MRM Business Performance Model Framework and its components did help in developing and strengthening the management systems and processes. The MRM Award Framework helped AKS to convert the fundamental concepts into practice. We have been on our journey to excellence for years and we are now a much different organization than when we started. The MRM Award Framework is an essential foundation of achieving sustainable Excellence for any Organization. Our Managing Director Mr. Jamal Al Ghurair commits full support to the Dubai Chamber of Commerce and Industry (DDCI) in fulfilling the objectives of the MRM Award.

Riad El Ferkh, General Manager



#### All Food for Food Stuff

Since its establishment, All Food for Food Stuff has been steadily growing by utilizing the industry's best practices and applying efficacy in all aspects of business operations. Winning the Mohammed Bin Rashid Al Maktoum Business Award was and is a lawful endorsement and recognition on the fact. It had not only been a monumental honor being evaluated, judged, and selected by a panel of highly qualified jury, it had been a once in a life time experience that enabled us to reflect on our company's past and present as well.

We are tremendously proud of our team, which, with an unwavering determination, work ethics, and teamwork, had made the company what it is today. Ensuing the acquirement of this respected award, we have become aspired to follow the vision of His Highness the Vice President of UAE, aiming at an even higher levels of business excellence.



#### Apparel Group

Apparel Group continually strives to create a culture of excellence and implement best practices. The principles of Mohammed Bin Rashid Al Maktoum Business Award are like a compass on this journey. Through the award cycle, we get a framework to re-examine effectiveness of policies and improve efficiency.

As a successful retailer, we have always focused on exceptional customer service, improving efficiency through technology and using traditional and digital media to engage our customers. The award process is a catalyst in the up-gradation of our processes. The feedback report helps us introspect and highlights opportunities to improve efficiency.

It is an absolute honour to be recognised for our efforts and receiving the Mohammed Bin Rashid Al Maktoum Business Award during the 10th cycle. To borrow the words of H.H. Sheikh Mohammed Bin Rashid Al Maktoum "in the journey to excellence, there is no finish line". Winning this award will only propel us to strive harder on our journey to excellence.

Nilesh Ved, Chairman, Apparel Group



### Arabian Automobiles Co.

It gives us immense pleasure and honor to achieve the prestigious Mohammad Bin Rashid Al Maktoum business award twice – first in 2015 and now in 2019 and it re-instates our commitment for continuously delivering excellence to our stakeholders. One of the key factors for defining our success is the strong execution of strategy combined with the unparalleled commitment of our workforce to deliver excellence across the organization.

Being a part of the MRM Awards Program has enabled the organization to establish a strong foundation based on quality & excellence which has been an ideal launchpad for our success. Even during challenging years, the best practices that were introduced as a part of these excellence programs have enabled us to gain market share and establish the organization as the most preferred partner to our OEMs while we continue to enrich the lives of our customers through innovative products & services.

Michel Ayat, CEO, AWR Automotive Group



### ASGC Construction

The Mohammed Bin Rashid Al Maktoum Business Award is a very prestigious honor that recognizes the application of best practices across organizations today. Being involved in the cycle is also a very rewarding experience for the participants. It is a remarkable opportunity to bring together experts from all areas of your business to benchmark their processes and systems against the very highest standards.

In doing that, we at ASGC are grateful to have been honored in both awards this year, the 10<sup>th</sup> Cycle of the Business Award as well as the 2<sup>nd</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation Award. Such recognitions motivate us even more to continue our pursuit of excellence and innovation on behalf of our customers.

Emad Azmy, President and Executive Director of ASGC



### British Orchard Nursery

Teaching is in itself a rewarding experience, and when the efforts are recognized and awarded at such prestigious platforms, we are encouraged to perform even better.

The UAE is a land of opportunities for all. I would like to thank H.H Sheikh Mohammed Bin Rashid Al Maktoum, H.H Sheikh Ahmed Bin Saeed Al Maktoum and H.E. Hamad Buamim the President and CEO of Dubai Chamber of Commerce and Industry for presenting the award.

We have won this coveted award twice in the last few years. This credit to quality also goes to the British Orchard Nursery team and the parents of our children at the schools, who entrust us to provide a conducive educational environment where the children can bloom.

Dr. Vandana Gandhi, the founder and CEO of British Orchard Nursery



### China State Construction Engineering Corporation (Middle East)

It is a great experience to participate in the 10<sup>th</sup> Cycle of MRM Award, which is of great help for us to set up clearer strategies and plans to further improve our company management in all aspects in the long run.

The award is certainly a strong recognition from His Highness Sheikh Mohammed bin Rashid Al Maktoum and Dubai Government for the achievements over the past 15 years in the sector of construction and development which is of the greatest honor to all of staff and CSCEC as the group.

We believe that winning the award will encourage us to commit ourselves even more to produce better quality of works under One Belt One Road initiative and strategic relationship set by the leaders between two countries.



#### Doka Gulf

To first win this prominent award at the 9<sup>th</sup> Cycle was indeed an honour, but to win on a successive occasion illustrates our clear commitment to consistently pushing ourselves to achieve higher standards and to better serve our clients.

Having utilised the insightful feedback from the 9<sup>th</sup> Cycle, we were able to benchmark our performance and further improve our internal processes for the betterment of our teams and clients resulting in a consecutive award during the 10<sup>th</sup> Cycle.

I would like to thank the Mohammed Bin Rashid Al Maktoum Business Award team, Dubai Chamber and of course all members of our Doka Gulf family, without whose tireless dedication this award would not be possible.

Michael Arnold, Managing Director, Doka Gulf



#### Gulf Extrusions

We are honoured to win the 10<sup>th</sup> cycle of the Mohammed Bin Rashid Al Maktoum Business Award for the Manufacturing Category. Receiving this prestigious award recognizes Gulf Extrusions efforts to adopt the best international standards in our business to become a leading player in the Aluminum industry.

This win is an inspiration that comes from the perception of creating a brighter tomorrow, which the wise leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai adopted as a base for business excellence. We honor our commitment to quality, our vigorous involvement in the community, our continuous investment in technology, and above all, we celebrate the lively spirit of innovation that has proven to be the binding thread that makes Gulf Extrusions what it is today.

We would like to take this opportunity to thank Dubai Chamber of Commerce and Industry and MRM Business Award organizers for their continuous support and encouragement to Gulf Extrusions.



#### Jindal Shadeed Iron & Steel

Jindal Shadeed is honored to win the prestigious Mohammed Bin Rashid Al Maktoum Business Excellence Award. This award is a recognition of our efforts to become the best integrated Steel Plant in the world by adopting the best international practices.

This prestigious award will always be a source of motivation for us to continue our efforts for the development of Oman and regional economy. We have incorporated the elements of MRM Business model in our management systems and we are observing the benefits of the MRM business excellence model in our day to day performance.

We express our sincere gratitude to the MRM Award Office who extended full support to the participants right from the training programs to the award ceremony in highly professional manner. They enabled us to understand the MRM Business Excellence Model effectively. We are looking forward to participate for this award in future so that we can further improve upon our various management systems and performance.



#### Network International

Network International gained more than just prestige and recognition by winning the Mohammed Bin Rashid Al Maktoum Business Award. The nomination and assessment process was a valuable learning experience that enabled us to identify and improve critical areas for business excellence and benchmark our performance against first-rate business practices.

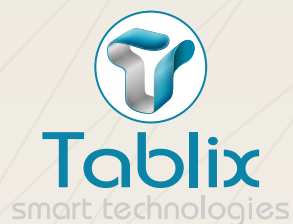
Using the Mohammed Bin Rashid Al Maktoum Business Performance Model as a guide to understanding how effectively and efficiently our organization functions has given us a better perspective of how to maintain our leadership in enabling digital commerce across the Middle East and Africa.





### RAK Hospital

We are delighted to receive the prestigious Mohammed Bin Rashid Al Maktoum Business Award which is about business performance and excellence in the management of processes, and procedures that generate results. The passion of our people and the must get attitude which prevails everywhere in the organization keeps us ahead. RAK Hospital participation in the Mohammed Bin Rashid Al Maktoum Business Award has added value in developing a culture of excellence, performance management, customer focus and access good practices and drives innovation. It also improved the culture of quality within our organization that strives to continually improve patient care processes and results. Our sincere appreciation to Dubai Chamber of Commerce and Industry efforts initiating the award and in turn promoting a culture of excellence, positive learning and higher standards of service.



### Tablix Technology

Tablix has clearly demonstrated a strategic approach to successfully improving business performance and achieving goals, with a focus on the following three key performance areas: Delighted Customers; Engaged Employees; and Innovation. The key to our success lies in our corporate culture, which is based on our core values, Knowledge, Responsiveness and Honesty. It all starts with our people, and we've been so lucky to assemble such a special group. It's no secret that we're engaged, and that's why our customers are delighted, and we're finding innovative ways to solve problems. The key selection criteria for this award fit our team and our priorities perfectly.

We demonstrated through surveys and supporting documentation that they meet or exceed the required minimum scores in all the criteria for receiving the award. This award & subsequent detailed feedback report, which is based on the Excellence Standards and Requirements, has helped us produce better management model for continual improvement and to achieve better operational results. We're truly grateful to be honored with this Award, and to be recognized by MRM Assessment team & Awards Committee for our hard work.

Gopu Nair, CEO, Tablix



### TASC Outsourcing

The concept of continuous improvement & holistic business excellence in our pursuits has been part of TASC Outsourcing 'way of life'. Our customer focused approach to ensure stakeholder satisfaction has been ensuring that we are able to meet our commitments made both to the internal and external stakeholders.

Having crossed key milestones over the past 10 years, our leadership decided to part take in the region's excellence journey showcasing best practices. Hence while TASC Outsourcing's strategic plans for 2018 was drawn, we set our eyes on the prestigious Mohammed Bin Rashid Al Maktoum Business Excellence program. The program has helped us become more focus on sustainable growth, streamline our innovation framework, channelize individual performance to organizational long-term strategy and develop teams with engaged people. Across the organization, departments have been able to piece together data efficiently building a common sense of purpose for both leadership and employees. It has accelerated our desire to drive future improvements. Winning the award and bringing it home to TASC Outsourcing has been a proud moment for every TASC employee.



### Transguard Group

Our journey to winning both the Mohammed Bin Rashid Al Maktoum Business Award and the Mohammed Bin Rashid Al Maktoum Business Innovation Award has helped to validate what we're doing in terms of continuous improvement, including rolling out Lean Six Sigma at every level of Transguard Group to achieve business excellence.

The experience has allowed us to celebrate not only our accomplishments in this area but also the dedicated team who are behind these initiatives. I'm extremely proud of the work my team has done to enable us to win these prestigious awards and for the example they're setting for business in the region.

Greg Ward, Managing Director, Transguard Group

## 2<sup>nd</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation

### Award



#### ENOC Retail

We are honoured with our recognition in the second cycle of the Mohammed bin Rashid Business Innovation Award. This recognition is a testament of our efforts to develop innovative solutions and digital technologies that enhance operational efficiency, improve customer experience and optimise consumption of resources.

Since 2017, we've taken continuous strides to introduce novel and sustainable ideas; from the launch of the UAE's first solar powered service station and introducing a compact relocatable fueling station, to deploying smart technologies across our retail network. We take pride in our accomplishments and remain committed to invest in transformative infrastructure that will contribute to our country's vision to become a competitive knowledge based economy.

H.E Saif Humaid Al Falasi, Group CEO of ENOC



#### Al Ansari Exchange

This award is an indicator that our company Al Ansari Exchange has once again proved that we firmly believe in our core values of being "Innovative" in the market thereby giving the world-class experience to both internal and external stakeholders. The MRM Business Innovation Award from Dubai Chamber has added an additional feather in our cap and another milestone in the list of achievements of Al Ansari Exchange. Moreover, the award is encouraging us to accelerate and enhance newer methods and technology to ensure we remain the pioneers in the ruthless competitive market.

This award will also help us venture in the endless world of technology and to further enhance our processes and procedures. Furthermore, this award serves as a continuous journey for us to stay competent in different frontiers of business and would help us face global challenges with more confidence. Once again we thank Dubai Chamber for this great opportunity.



#### ALEC Engineering and Contracting

Participating in the MRM Innovation Award has been a valuable learning experience for our organization. Going through the submission helped structure our thoughts while going through the rigorous assessment helped us identify gaps in our approach.

Being challenged and benchmarked with the best practices can only boost our journey towards attaining innovation excellence. We have to thank Dubai leaders for being at the forefront of Innovation and setting high expectation for the public and private sectors.

We are also proud being distinguished winners of 2019, this is a recognition for the work we have done over the years and this can only motivate us to work harder. Innovation is part of our DNA and we must ride on the wave of consistent and innovative development moving forward. It is exciting and fulfilling to be part of this journey.



#### Almajdouie Logistics Company

The Mohammed Bin Rashid Al Maktoum Business Innovation Award is a benchmark for business excellence and sets a high standard for organisations across the region to aspire to. The award submission process was incredibly straight-forward and we value the independent, objective assessment from the international team of assessors. Furthermore, the award ceremony was well organised from start to finish, which reflects the professionalism and efficiency of the on-site team as well as the meticulous planning leading up to the event.

Baheej Al Biqawi, CEO, Almajdouie Logistics



### ASGC Construction

At ASGC, being a responsible UAE business means promoting best practices while also seeking new ways to add value to the marketplace. This kind of innovation is only achieved by sharing knowledge with others, investing in cutting-edge technologies, utilizing resources responsibly, and cultivating the potential of every person within the organization.

The Mohammed Bin Rashid Al Maktoum Innovation Award is a unique forum for celebrating this commitment. Also, having competed for the award with companies from all industries, as well as large international organizations, was very fruitful. We believe that innovation, as well as business excellence, are not bound by the frontiers of an industry.

We learn and gain knowledge, ideas and expertise from all industries and not only construction, this is our state of mind. We at ASGC are incredibly proud to have been honored during the 2<sup>nd</sup> Cycle. Our customers can continue to expect more from ASGC as we raise the bar in project management in the years ahead.

Abdul Aziz Mohamed Bin Shafar, Vice President and Executive Director of ASGC.



### DuBox

DuBox is proud to be a distinguished winner of the 2<sup>nd</sup> cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation Award. Striving to align with the continuous aspirations of the UAE Government for pioneering and innovation is the leading element behind our success.

While the culture of modernization prevails in our world today and technology is the foundation to evolution, the biggest challenge to businesses that have always committed to conventional norms is to innovate. Inspired by Henry Ford who transformed the automotive industry, Amana Group created DuBox to transform the construction industry by disrupting methods and changing how the world builds.

DuBox would like to thank the Dubai Chamber for its trust and support, and in particular the professional team throughout the process. It was a great honor to have participated in this Award. The contribution of the experts in providing valuable advice is highly appreciated and will be incorporated within DuBox's DNA and culture of innovation.



شركة الخليج لصناعة البتروكيماويات (ش.م.ب)  
Gulf Petrochemical Industries Co. (BSC)

### Gulf Petrochemical Industries Co. (GPIC)

It was an honor and privilege to participate and win the H.H. Shaikh Mohammed Bin Rashid Al Maktoum Business Innovation Award. Taking part in such a prestigious award process has motivated us to follow a path of continuous learning and enhancement of our business performance and leadership. The application process for the MRM Business innovation award was a journey of organizational excellence and sustainability development, encouraging us to review our innovation methodology and practices in our workplace and compare them to the MRM business innovation performance framework and benchmark our achievements with others.

We sincerely thank H.H. Shaikh Mohammed Bin Rashid Al Maktoum for his wise leadership in promoting business innovation in the GCC. We also take this opportunity to congratulate Dubai Chamber for their ongoing professionalism in managing the process so skillfully and for being a strong and dedicated support to companies striving for excellence.



### Jebel Ali Free Zone

Mohammed Al Muallem, CEO and Managing Director, DP World, UAE Region, said:

With regards to DP World, there are numerous benefits of rewarding business excellence. One provides the ability to compare benchmarks with other leading organisations, as well as allowing the opportunity to evaluate our strengths while marking the areas that need further development.

In addition, we continuously build our internal culture of improvement over maintaining the status quo. We do so by motivating our teams as we recognise their accomplishments, and help encourage employees to go above and beyond their designated roles to develop new and groundbreaking ideas such as the DP World Cargospeed, our Hyperloop based transportation system which in turn will revolutionise cargo movement.





### Network International

For over 20 years, Network International has been delivering innovative solutions to boost the revenue and profitability of our customers. Innovation underpins the way we do business as well and is one of our main value propositions.

As a candidate for the Mohammed Bin Rashid Al Maktoum Business Innovation Award we had the opportunity to receive a comprehensive feedback on how we tap innovation across our organization and in which areas we can plan for further improvements. This will help us nurture a stronger innovative spirit and outline clear mechanisms for putting innovation at the fore of our operations.

Winning this award has motivated us to pursue more firsts in organizational excellence and in the exciting field of digital payments.



### Samsotech

Samsotech is honored to be the winner of the 2<sup>nd</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation Award. Innovation has helped Samsotech to come up with innovative products and supply them across 117 countries. Winning this award has further boosted our efforts towards to thinking out-of-box, dare to come up with new products & venture to address potential in new countries.

The whole award application process and the feedback report that was shared after we won was a great learning experience. We are now even more energized and charged up to take up new challenges which would work in the benefit of our organization, customers, society and the environment.



### Sharjah Islamic Bank

The MRM Innovation Award gave us a practical framework to align all our efforts towards the execution of our Innovation strategy. The framework helped us to integrate innovation goals in products and services, key processes as well as marketing approaches into one end to end undertaking leading to better synergies and efficiencies.

“Creativity and Innovation” is one of our core values. The award helped us in highlighting this value and identifying aligned projects and targets. As a bank, we have always been at the forefront of embracing technology and introducing new products and services. Our experience with the award will help us to strengthen our initiatives in this space. Our vision is to become the bank of choice and Innovation is the philosophy that will take us there.

# THE WAY FORWARD

## The Way Forward

Since their inception, over 1,800 organisations across a variety of economic sectors have applied for the Awards, with a total of 181 organisations being awarded and recognized for leading the way in business and innovation excellence and whose continuous and outperforming achievements serve as an inspiration for all like-minded organisations in the UAE and GCC.

From the beginning, the Awards have greatly contributed to the business community by enhancing sustainable business practices, competitiveness and providing the tools and the knowledge for organisations to become respected by local and international competitors.

The Mohammed Bin Rashid Al Maktoum Business Award has gone from strength to strength; from expanding its reach to cater to the greater GCC region, to launching stand-alone Awards. The evolution of the Award programs will continue to push forward with fervor, in alignment with the UAE's trajectory towards 2021, and with the aim of advancing business and innovation excellence across the business community, and sustaining our position as the leading business awards in the region.

# WINNERS' PHOTOS

10<sup>th</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Award



شركة الخليج لصناعة  
البتروكيماويات  
Gulf Petrochemical  
Industries Co. (GPIC)  
- Bahrain



مصرف أبوظبي الإسلامي  
Abu Dhabi Islamic Bank  
(ADIB)



شركة أبوظبي  
الوطنية للتأمين  
Abu Dhabi National  
Insurance Company  
(ADNIC)



شركة الخليج للسكر  
Al Khaleej Sugar Co.



أيه أس جي سي للإنشاءات  
ASGC Construction



أوول فود للمواد الغذائية  
All Food For Food Stuff  
- Bahrain



حضانة اوركارد البريطانية  
British Orchard Nursery

مجموعة أباريل  
Apparel Group



شاينا ستيت كونستراكتشن  
انجنيرينغ كوربوريشن  
(ميدل ايست)  
China State Construction  
Engineering Corporation  
(Middle East)



الشركة العربية للسيارات  
Arabian Automobiles Co.



دوكا جلف  
Doka Gulf





شركة الخليج للسحب  
Gulf Extrusions



مستشفى رأس الخيمة  
RAK Hospital

شركة الخليج لصناعة  
البتروكيماويات  
Gulf Petrochemical  
Industries Co. (GPIC)  
- Bahrain



تبلكس للتكنولوجيا  
Tablix Technology



جندال شديد للحديد والصلب  
Jindal Shadeed Iron & Steel  
- Oman



تاسك اوتسورسینگ  
TASC Outsourcing

نتورك انترناشونال  
Network International



ترانسجارد جروب  
Transguard Group





# WINNERS' PHOTOS

2<sup>nd</sup> Cycle of the Mohammed Bin Rashid Al Maktoum Business Innovation Award



شركة المجدوعي للوجستيات  
Almajdouie Logistics  
Company – Saudi Arabia



اينوك للتجزئة  
ENOC Retail



آيه أس جي سي للإنشاءات  
ASGC Construction



الأنصاري للصرافة  
Al Ansari Exchange



مجموعة صيدليات أستر  
Aster Pharmacy Group



أليك للهندسة والمقاولات  
ALEC Engineering and  
Contracting



دوبكس  
DuBox





اينوك للتجزئة  
ENOC Retail



سامسوتك  
Samsotech

شركة الخليج لصناعة  
البتروكيماويات  
Gulf Petrochemical  
Industries Co. (GPIC)  
- Bahrain



مصرف الشارقة الإسلامي  
Sharjah Islamic Bank



المنطقة الحرة لجبل علي  
Jebel Ali Free Zone



ترانسجارد جروب  
Transguard Group

نتورك انترناشونال  
Network International

