

Mohammed Bin Rashid Al Maktoum

# BUSINESS AWARD PROGRAM



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 about the Awards, please scan:



To participate and general enquiries, kindly contact:  
+971 4 2028 258/203/267  
businessaward@dubaichamber.com  
www.dubaichamber.com



## Fostering 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.

The Award Program stipulates an improvement approach of business strategies, processes and overall performance, and has been the fundamental structure of Dubai Chamber's quest to foster excellence within its business community and that of the GCC.

## The MRM Business Award Program Objectives

- Support businesses to implement cutting edge international business 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 Learning Module

The learning module forms the foundation of the Award Program, and consists 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, namely:

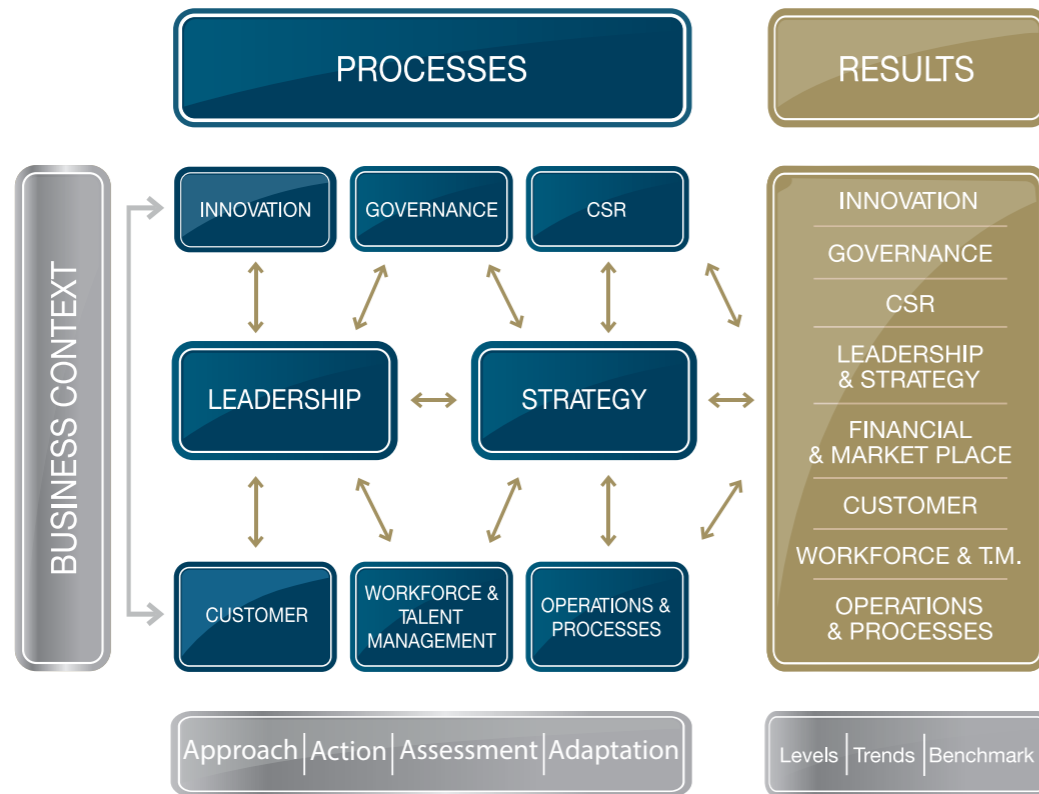


# The MRM Business Award Model

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

The structure of the MRM 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 organizations.

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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# Mohammed Bin Rashid Al Maktoum Business Innovation Award

The role of innovation is essential to gain a competitive edge, shift productivity and output upwards and is a unique and necessary capability to sustain a firm' foothold in the market and competitiveness worldwide. In a globalized economy, only the most prepared companies will assert their positions in the market and take an active and leading role in the business arena.

The MRM Business Innovation Award, a niche award created in 2015 under the holistic Mohammed Bin Rashid Al Maktoum Business Award and in collaboration with the UAE Ministry of Economy 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.

## Benefits of participation include:

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Develop and implement a robust system of innovation and drive breakthrough performance.
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Transform the business model to overcome current and future challenges and manage risks.
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Foster a culture of innovation, creativity and value creation.
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Local and international recognition for outstanding practices and achievements in innovation excellence.



## Mohammed Bin Rashid Al Maktoum Customer Excellence Award

Today's market dynamics has pushed organizations to re-evaluate their customer processes and strategies in order to create differentiated value and achieve higher competitive edge. Businesses are not anymore safe by just meeting customer's expectations, they must exceed them by optimizing their customer's experience.

The Mohammed Bin Rashid Al Maktoum Customer Excellence Award, a niche award created in 2019 under the holistic Mohammed Bin Rashid Al Maktoum Business Award, aims at encouraging companies to optimize their customer-oriented practices and recognize the outstanding efforts of companies that deliver exceptional customer experience at all levels and have a proven customer-centric approach to success.

### Benefits of participation include:



Create an exceptional and unique customer experience leading to increased customer satisfaction, trust and loyalty.



Optimize internal and external customers' relationships and engagement.



Foster a customer oriented culture.



Local and international recognition for outstanding practices and achievements in customer excellence.

## Why Participate?



### LEARN

An organizational learning experience through self-analysis and by comparing performance against leading international business best practices.



### BENCHMARK

Ability to compete and benchmark performance against leading organisations in the region.



### ASSESS

An independent, objective assessment of Strengths and Areas for Improvement from an international team of seasoned assessors.



### PROGRESS

Ability to document achievement and plan progress through a comprehensive Feedback Report.



### RECOGNIZE ACHIEVEMENTS

Local and international recognition of outstanding achievements in business, innovation and customer excellence and an opportunity to celebrate and showcase achievements.



### IMPROVE CREDIBILITY

Enhance reputation in the marketplace through recognition by a rigorous assessment process and reputable Panel of Judges.



### OUTPERFORM

Set the foundations to become a strong player in the regional and international business arena by incorporating high-caliber and sustainable business best practices, and witness exceptional improvements in performance as a result.



# The Award Application Process

The Award Application process consists of 5 main stages:

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 Eligibility Criteria:

- 1. Private and For-Profit Organization.
  - 2. Valid operating license from any GCC country
  - 3. Operating for at least 3 years
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## PREPARATION & SUBMISSION

## ASSESSMENT & RECOGNITION

## FEEDBACK



# Testimonials

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“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.”

Apparel Group, UAE – Winner of the MRM Business Award

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“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.

Abu Dhabi National Insurance Company (ADNIC), UAE – Winner of the MRM Business Award

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“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.”

Gulf Petrochemicals Industries Company, Bahrain – Winner of the MRM Business Award, Outstanding MRM Business Award and MRM Business Innovation Award

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“The MRM Innovation Award gave us a practical framework to align all our efforts towards the execution of our Innovation strategy.”

Sharjah Islamic Bank, UAE – Winner of the MRM Business Innovation Award

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“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 the core philosophy in pursuing excellence.”

Al Khaleej Sugar, UAE – Winner of the MRM Business Award

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“Participating in the MRM Innovation Award has been a valuable learning experience for our organization. Being challenged and benchmarked with the best practices can only boost our journey towards attaining innovation excellence.”

ALEC Engineering and Contracting, UAE – Winner of the MRM Business Innovation Award

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“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.”

Jindal Shadeed Iron & Steel, Oman – Winner of the MRM Business Award

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