

Title : Dubai to simplify Quality Award criteria

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Some of the Dubai Quality Award (DQA) criteria will be simplified next year to enable participants to get a better understanding of its requirements, according to Mohammed Alabbar, director-general of Dubai Department of Economic Development and member of Dubai Quality Awards Supreme Committee.



Sheikh Mohammed with some of the members of the jury. © Gulf News

Some of the Dubai Quality Award (DQA) criteria will be simplified next year to enable participants to get a better understanding of its requirements, according to Mohammed Alabbar, director-general of Dubai Department of Economic Development and member of Dubai Quality Awards Supreme Committee.

Last night, the 2001 Dubai Quality Awards, DQA Gold Category and Dubai Quality Appreciation Programme certificates were presented by General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and UAE Minister of Defence.

2001 Dubai Quality Award winners

- Company of the Year (Services)
Dubai Electricity and Water Authority
- Company of the Year (Tourism)
Ritz Carlton
- Company of the Year (Tourism)
Kanoo Travel
- Company of the Year (Financial)
First Gulf Bank

Essa Kazim, DQA coordinator-general, said some minor criteria in the DQA participation requirements would be simplified so that participants can understand it better.

"For example, there are several requirements under the submission of a company's results. These must cover all the operational aspects of an organisation for five consecutive years," said Kazim.



Sheikh Mohammed presenting the award to Ahmed bin Brek of Citibank. © Gulf News

Alabbar said more than 900 private and government establishments have benefited from the programmes of Dubai Quality Award and its services through training, self assessment and healthy competition.

DQA, Dubai Award for Government Excellence and Dubai Quality Group worked together to spread quality and excellence awareness in the society and to introduce the latest concepts and practices in management, said Alabbar.

"In its seventh year, Dubai Quality Awards has endeavoured to present additional programmes and creative projects to support quality. These projects aim at making Dubai the regional symbol of quality and the centre that spreads concepts and principles of excellence in the region," he added.



Sheikh Mohammed presenting the award to Colm McLoughlin of Dubai Duty Free. © Gulf News

Category	Company of the Year
Services	Al Waha Travel Agency LLC
Trade	Arabtec Construction Co.
Trade	Machinery Division
Services	Oman Transport Est.
Services	Emco Express Laundry
Services	United National Development Co.
Services	Dubai Transport Corp/Training Centre
Services	Deira Tower
Professional	American Hospital - Dubai
Financial	Habib Bank AG Zurich
Financial	National Bank of Abu Dhabi

"The new programme, Dubai Service Excellence Scheme, was therefore launched. It aims at spreading the culture of excellent services among retailers and services companies."

Alabbar said this programme and the series of creative initiatives were aimed at improvement and development. Dubai Quality Awards Secretariat also works with government organisations on presenting extra programmes and projects that support quality.

"The essence of quality is to take the right action at the right time. Dubai Quality Awards is a method and a tool to improve performance and practices of its participants.



Sheikh Mohammed presenting the award to David Wild of DHL. © Gulf News

"Dubai Quality Awards sets standards for companies and allows them to compare their performance, services and working methods with international counterparts.

"The award provides companies with an international model that leads and guides them to meet the requirements for developing quality and services," said Alabbar. "They are the basic measurement for customers and employees' expectations, increase of profitability and market share," he added.

Dubai Quality Award Gold Category Winners	
Company of the Year (Financial)	- Citibank
Company of the Year (Services)	- DHL Worldwide Express
Company of the Year (Commercial)	- Dubai Duty Free

Dubai Quality Appreciation Programme Winners	
Category	Company of the Year
Tourism	Al Waha Travel Agency LLC
Trade	Ambian Automobiles Co.
Trade	Kanoo Group - Commercial / Machinery division
Services	Oman Transport Est.
Services	Emco Express Laundry
Services	United National Development Co.
Services	Dubai Transport Corp/Training Centre
Services	Deira Tower
Professional	American Hospital - Dubai
Financial	Habib Bank AG Zurich
Financial	National Bank of Abu Dhabi

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