Building Excellence in the UAE & the Middle East
First Stage on UAE Journey to Excellence:-

The Launching of Dubai Quality Award DQA in 1994:-

• HH Sheikh Mohamed Bin Rashid Al-Maktoum, the then Crown Prince of Dubai, Defence Minister and Chairman of the Department of Economic Development, Dubai Calls for Change through Quality and Excellence Principles.

• HH Established the Dubai Quality Award as a blue Print and a world Class Road map towards Continuous improvement and Competitiveness

• DED suddenly became a Centre for Quality and Excellence attracting all businesses and people.
Setting up of **DQG: Dubai Quality Group 1995**

- Excited by H H Call, the Private Sector responded by getting together to set up the first Voluntary, non for profit Group in the UAE, the Dubai Quality Group initially sponsored by DED and Patroned by HH Sheikh Ahmed Bin Saeed Al Maktoum.

- The theme of the Group was and still is For the Business Community and to the Business Community

- DQG grew to become one of the largest Quality organizations in the Middle East acting as a vital organ in pushing forward the frontiers of Excellence across the UAE and beyoud.
Third Stage on the Journey:

The Establishment of the Dubai Government Excellence Award which later became DGEP - 1997.

Dubai Government Excellence Program and Government Re-invention!

- Excited by the movement and development in the Private Sector the Government of Dubai decided to have its own framework for success.
- Started as a small office at DED, DGEP quickly evolved into a major force behind change management in the Government sector.
- Inspired by HH Sheikh Mohamed Bin Rashid, Crown Prince of Dubai and the supreme commander in chief of the Excellence Ceremony now and then, Excellence became
Launching Sheikh Khalifa Excellence Award in Abu Dhabi SKEA - 1999

- Launched by the ADC as the first fully fledged model of Excellence for the Private sector

Developed by a team of Experts drawn from the wider business community in the UAE

Aimed at raising the awareness level of Quality and excellence models in both private and public sector

Again the ADC become the Centre of Excellence for all businesses and people
Fifth Stage in the Development of the Quality Journey

Abu Dhabi Quality Forum & Emirates Quality Association EQA:

• The Private sector encouraged and motivated by the Chamber initiative, decided to follow suit and establish it’s own forum to network and share what works – the Abu Dhabi Quality Forum

• Going Federal, the ideal of the EQA the Emirates Quality Association was set up as part of the Ministry of Social affairs to support all like minded organizations in the UAE and facilitate its journey.

• Other UAE Chambers willingly opened the door for EQA to open local offices in all other Emirates.
Launching the Abu Dhabi Government Excellence Award ADAEP 2006


- Both ADC technical team supported by the General Secretariat of the Executive Council, one of the major programs of Excellence in Abu Dhabi and indeed the UAE was born to have the most positive impact on organizational performance of all public organizations of all sizes and specialization.
Seventh Stage

The setting up of the Shiekh Khalifa Government Excellence Program SKGEP 2007/
Launching of the Abu Dhabi International Centre for Organizational Excellence ADICOE:

• The Abu Dhabi International Centre for Excellence was the first specialized Government owned consultancy and training organization established by the Abu Dhabi Chamber to work with companies in the private sector as well as government departments in Abu Dhabi and the whole of the UAE...

• It helped establish other specialized awards programs in collaborations with other organizations such as FDO, Emiratization Council etc...
Establishment of the 4G model for the Government Sector in UAE

- First Generation was DQA version based on the Malcolm Baldridge Framework
- Second Generation was DQA, SKEA aligning fully to the EFQM model
- Third Generation was DGEP, ADAEP, etc. Developing a Government Sector version based on the EFQM with individual and projects’ categories
- Fourth Generation is a major leap ahead of international models developed by the UAE Federal Government to focus on new ways of thinking in Government performance Innovation, Future Sighting, etc...
Thank You