



DUBAI QUALITY GROUP

PROFILE 2025

WHO WE ARE

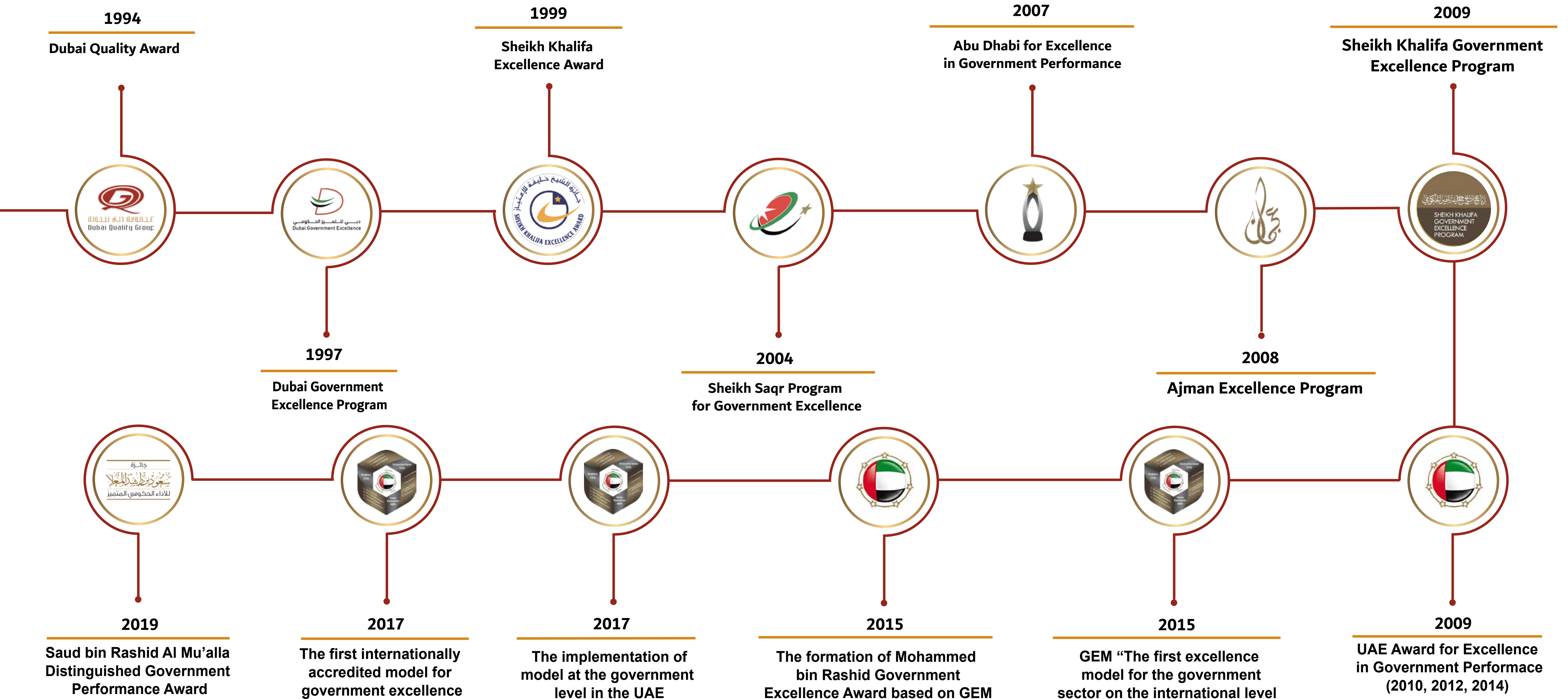
Guided by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, Dubai Quality Group was established by the Department of Economic, Dubai under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, as a non-profit organization in 1995, committed to developing and enhancing a culture of quality and business excellence in the UAE.

We organize various training programs, conferences & awards throughout the year with the objective of improving the Quality of Service & Business Excellence in the Region.

Dubai Quality Group initiated the journey of excellence in the UAE in 1994 by launching the Dubai Quality Award in collaboration with Dubai Economic Department, to enhance the quality and excellence.



JOURNEY OF EXCELLENCE



BOARD OF DIRECTORS (1994)

The Founding Members & First Board of Directors (1994/1996) meeting with H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of the UAE & Ruler of Dubai.



BOARD OF DIRECTORS (2022-2024)

The current Board of Directors (2022-2024) meeting with His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airline, Emirates Group, and patron of Dubai Quality Group.

CHAIRMAN'S MESSAGE



Dr. Hazza Khalfan Alneaimi
Chairman of Dubai Quality Group

To keep Dubai Quality Group committed towards leading quality, excellence, and innovation in the Region, and in line with the “50-year Development Plan” of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President of the U.A.E., Ruler of Dubai, we have planned a new strategic direction to leverage technology by transferring Dubai Quality Group to a digital platform, which will help us to reach broader markets.

We have now leveraged our offerings to our stakeholders by moving forward with new digital reforms that focus on innovation and support the modernization of business processes. We are enthusiastic about creating and sustaining a culture of excellence by providing our members with the best experience in our services, catering to their needs and current business developments.

To build future resilience and innovation capacity among the organizations, Dubai Quality Group organizes virtual international and local awards, conferences, certified trainings, workshops, webinars, benchmarking and consulting services to our stakeholders. Further, we have established new subgroups to provide our members with a platform for exchanging thoughts, ideas and expertise in specific areas towards competitive excellence.

Wishing the upcoming period to embrace the change, stand above the adversity and lead the way to excellence.

I encourage the individuals and the entities to participate in our endeavour and spread impactful innovation and excellence in the region



دبي جود
Dubai Quality Group

VISION

To be a leading partner for people, organizations, and the community in the field of quality & excellence.

MISSION

Create & Sustain the culture of excellence and innovation to all our stakeholders.

VALUES

- Excellence
- Integrity
- Teamwork



DIGITAL TRANSFORMATION OF DQG

New Subgroup of Artificial
Intelligence, Futuristic and Digital
Transformation



Virtual Consultant Services

Transform DQG Events
to virtual platform



Digital Platform via
Telecommunication Network for
Quality & Excellence services



Digital transformation to
all Marketing &
Communication activities

OUR ACTIVITIES

10 
SUBGROUPS

800 
SEMINARS

650 
TRAINING

100 
CONSULTATIONS

63 
AWARDS

40 
CONFERENCES

OUR SUBGROUPS



Continual Improvement Subgroup



Ideas Arabia Subgroup



Emirates Women Subgroup



UAE Innovation Subgroup



Change Management Subgroup



Futuristic Subgroup



Artificial Intelligence Subgroup



Medical Excellence Subgroup





AWARDS & CONFERENCES



**21ST YEAR JOURNEY (2003 - 2025)
EMIRATES WOMEN AWARD**



- Emirates Women Award was launched in 2003.
- To recognize the UAE Nationals & Residents women.
- To empower women in corporate entities.

**18TH YEAR JOURNEY (2006 - 2025)
IDEAS ARABIA INTERNATIONAL AWARD**

- The Ideas Arabia International Award has been launched in 2006.
- Aims to bring to the Middle East, the latest developments in the Suggestion & Rewarding Scheme.
- Create a platform to share their best practices in this area.



**14TH YEAR JOURNEY (2008 - 2025)
GLOBAL CONTINUAL IMPROVEMENT AWARD**



- The Global Continual Improvement Award has been launched in 2008.
- To facilitate sharing, recognizing and learning from best practices and actual case studies in continual improvement by organizations from various sectors globally.

**12TH YEAR JOURNEY (2014 - 2025)
UAE IDEAS AWARD**



- The UAE Ideas Award was launched in 2014.
- Aims at encouraging, empowering & recognising UAE national talents for their achievements & innovations.
- Promoting UAE culture & identity.

**6TH YEAR JOURNEY (2017 - 2025)
UAE INNOVATION AWARD**

- The UAE Innovation Award has been launched in 2018.
- Award targets UAE private sector companies operating across 15 industries and sectors.
- The winners will be classified as platinum, gold, silver, and bronze categories.



**2ND YEAR JOURNEY (2024-2025)
GLOBAL ARTIFICIAL INTELLIGENCE AWARD**



- The Global Artificial Intelligence Award has been launched in 2024.
- The award criteria blend several prestigious international award models.
- The winners will be classified as platinum, gold, silver, and bronze categories.



2ND YEAR JOURNEY (2024-2025) MEDICAL EXCELLENCE MENA AWARD



- Medical Excellence MENA Award has been launched in 2024.
- The award promotes quality, excellence, and innovation culture of the healthcare sector.
- The award accepts submissions from government and private-sector hospitals/clinics in the UAE, GCC, and MENA.
- The winners will be classified as platinum, gold, silver, and bronze categories.

CHANGE MANAGEMENT CONFERENCE

- The Dubai Quality Group's Change Management Subgroup and the Association of Change Management MENA region (ACMP MENA) are organizing this unique annual conference in Dubai.



Dubai Quality Group Award Ceremony - 2023



Dubai Quality Group Award Ceremony - 2024



CONSULTATION SERVICES



OUR SERVICES

CERTIFIED Public / In-House Training & Benchmarking

- DQG offers certified training in Arabic and English, equipping attendees with knowledge and tools for implementing effective management theories.
- They organize international training programs, share best practices, and facilitate benchmarking visits for organizations such as the United Nations.
- International Bank, General Secretariat of Ministers Council in Iraq, and the Central Bank of Iraq based on specific criteria and requirements.



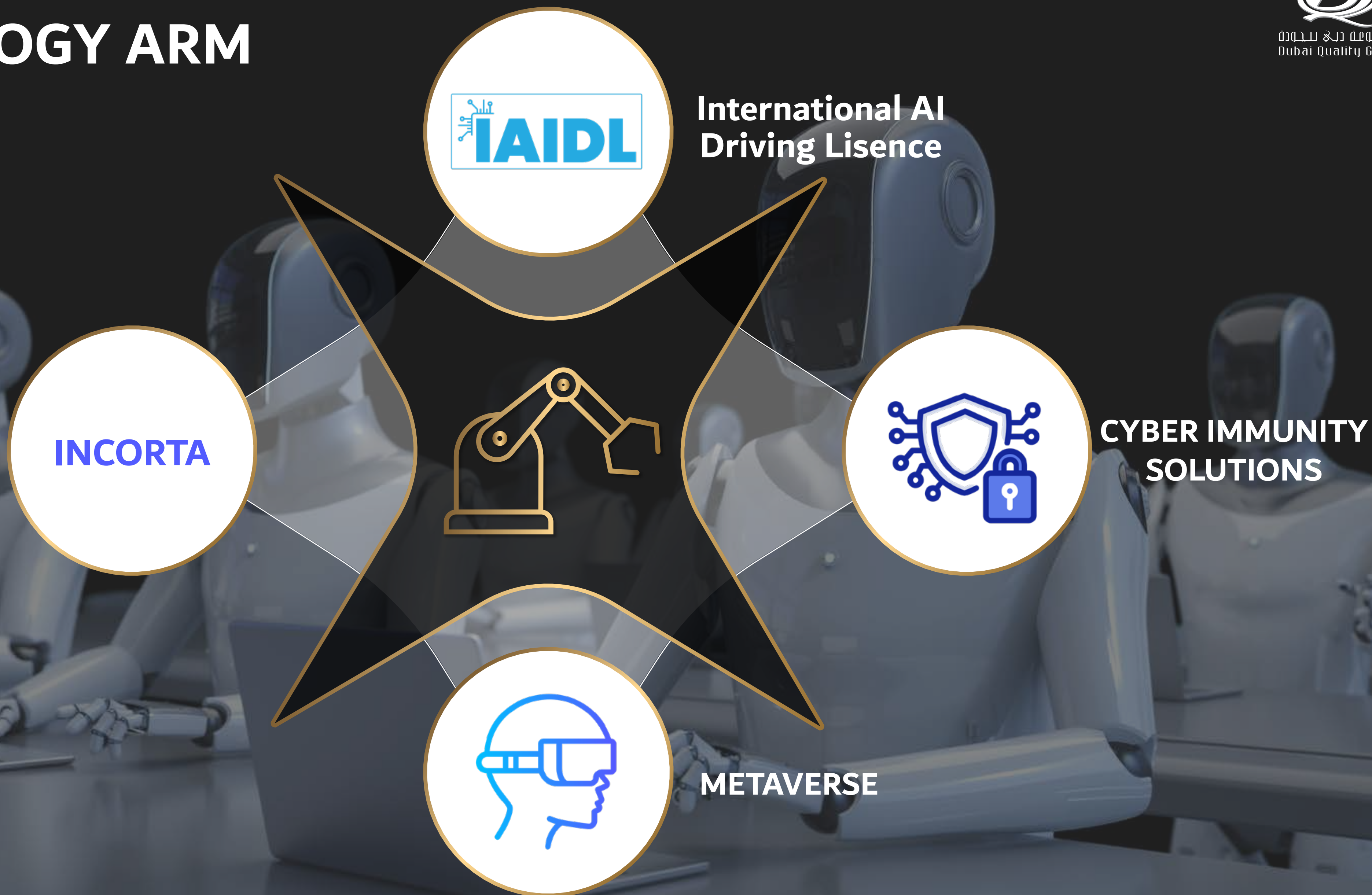
OUR SERVICES

QUALITY Advisory Services

- DQG provides strategic advisory services for local entities, offering expertise in areas such as Business Excellence, ISO Standards, and Suggestion & Rewarding Schemes.
- They assist in pursuing prestigious awards like DQA, MRMBA, SEKA, TAQDEER, EWA, and UAEIA. Additionally, DQG arranges benchmarking visits, conducts internal auditor training for various ISO standards.
- They offers training in quality methodologies like House of Quality, Failure Mode and Effect Analysis, as well as Lean Six Sigma Green Belt and Black Belt training.



TECHNOLOGY ARM



Technology Arm

IAIDL (UAE Chapter)

- Dubai Quality Group is now officially certified by the International AI Driving License (IAIDL), as an Accredited Center that complies with IAIDL manuals, exam, and evaluation standards as well as AIMA certification standards.
- Through its Authorized Provider, it brings together Artificial intelligence and future management tools experts to share knowledge and develop voluntary, consensus-based, market relevant International AI and FMT Standards that support innovation, adopt changes, and provide solutions to global challenges.



OUR CLIENTS





THANK YOU!



مجموعة دبي للجودة
Dubai Quality Group