

2017

Annual Report of Ras Al Khaimah  
Department of Economic Development





**His Highness Sheikh**

**Khalifa bin Zayed Al Nahyan**

**President of the United Arab Emirates**





**His Highness Sheikh**  
**Mohammed Bin Rashid Al Maktoum**  
**Vice President of UAE**  
**UAE Prime Minister**  
**Ruler of Dubai**





**His Highness Sheikh**

**Saud bin Saqr Al Qasimi**

**Member of the Supreme Council  
Ruler of the Emirate of Ras Al Khaimah**





**His Highness Sheikh**  
**Mohammed bin Saud Al Qasimi**  
**Crown Prince of Ras Al Khaimah**  
**Head of the Executive Council of Ras Al Khaimah**





**Sheikh**

**Mohammed bin Kayed Al Qasimi**

**Chairman of Ras Al Khaimah Department of Economic Development**

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**Sheikh Mohammed bin Kayed Al Qasimi**

**Chairman of Department of  
Economic Development**

## Chairman Message

The main role of Ras Al Khaimah Department of Economic Development is to facilitate and simplify the business licenses procedures as a part of efforts it exerts to improve and develop the business environment in the Emirate so as become more attractive to investors. This would lead to an increase in the flow of domestic and foreign investments in all economic sectors in the Emirate, particularly manufacturing and tourism.

As a part of its inclusive strategy on the development of its services to customers, the Department exerts its utmost efforts and dedication to provide electronic and smart services in line with the economic strategy of Ras Al Khaimah Government for building a diversified economy, based on knowledge and innovation. It is a flexible and multifaceted strategy leading the efforts of the Emirate towards 2030 vision through steady and deliberate steps so as establish a strong and robust economy.

In this context, the Department of Economic Development has made greater efforts to adopt strategic and operational plans and programs in order to reduce the number of procedures, as well as the cost of commencement of different types of economic activities. Moreover, the Department spares no efforts to support small and medium-sized entrepreneurs, "SMEs", and encourage youth to invest in such projects, which are considered the main pillars of economic growth in the Emirate of Ras Al Khaimah.

This report exemplifies several positive indicators of the efforts exerted by the Department in different fields that cannot go without mention. However, we shall refer here to particular efforts of the Department in electronic and smart transformation for the convenience of customers on the one hand and, on the other hand, the easy extraction of business licenses to save time and effort. In addition, it should be noted that the Department is constantly working to ensure performing its assigned tasks to support and develop the human element and expand its services to consolidate and serve its customers, according to the best regional and global practices and making use of successful expertise and experience in these fields.

We look forward with confidence and persistence to continue maintaining the success story of the Department achieved during the past years, taking advantage of lessons and experiences we have gained. We are also confident of the efforts, abilities and devotion of the employees and surrounded by the unlimited support and assistance of our prudent government, presided over by His Highness Sheikh Saud bin Saqr Al Qasimi , Member of the Supreme Council and Ruler of the Emirate of Ras Al Khaimah.



**Dr. Abdulrahman Al-Shayeb Al-Naqbi**  
Director General of Ras Al Khaimah  
Department of Economic Development

## Director General's Message

To complement the investment that characterized its performance during the past few years, the Department has achieved more remarkable achievements during 2017, which began by winning the first place in the Government Excellence Award organized by the Sheikh Saqr Program for Government Excellence at the beginning of the year, and the Customer Happiness Centre that reflected the role played by the Department in leading the efforts of the Emirate of Ras Al Khaimah to achieve comprehensive and sustainable economic development, based on knowledge and innovation. This award is considered a culmination of the sincere efforts and high professionalism of all employees in the Department.

This report highlights the most important achievements of the Department in 2017 in different fields, especially in the development and improvement of the business environment. A number of initiatives have been implemented that are expected to leave a clear and rapid impact on the business environment, including the adoption of the "Tсахil 1" initiative by the Executive Council. The process of obtaining a license for general trading activity has been reduced from eight steps to only two, without any local financial cost, which will propel the Emirate into the top ten centres in the world to start a business. The Department is also working to develop a range of initiatives to motivate citizens to work and innovate in different sectors and fields through regulating the activity of mobile vehicles, developing e-commerce licenses and expanding the scope of tomorrow's home licenses to include several additional activities, such as consultancy, technical services and other initiatives too numerous to mention here.

Regarding the role of the Department in promoting investment in the Emirate, a number of qualitative and highly value added foreign investments were brought from several states. This was the result of exerting tireless efforts in participating in many foreign trade and investment events and delegations, receiving many of these delegations locally and offering the available investment opportunities professionally. In the upcoming period, we are looking forward to signing more investment agreements with a number of local government bodies in relation to efforts exerted by the Department in this field.

The first global summit of technological and innovative startups was organized in conformity with the commitment to support entrepreneurs and startups in the UAE and within the framework of the cooperation between Ras Al Khaimah Department of Economic Development and Ras Al Khaimah Incubation and Accelerator Business, as well as through direct coordination with the Startup Armenia Foundation. The aim of that collaboration was to provide entrepreneurs with an opportunity to demonstrate innovative business solutions, provide an opportunity to communicate with decision-makers and social networking sites, as well as compete for the opportunity to win funding.

These and other achievements that there is no room to mention here make us more insistent that the investment process will achieve a promising future, thanks to the efforts of all employees in the Department at different levels, according to an approach based on exerting more effort to improve the quality and speed of services to be provided to the business community under a comprehensive vision of innovation, knowledge, continuous improvement and optimum use of available financial and human resources.

# The Strategic Framework of Ras Al Khaimah Government







## About the Department of Economic Development of Ras Al-Khaimah

The Department of Economic Development of Ras Al-Khaimah was established by virtue of Emiri Decree No. 11 of 1981. On 1st January 2007, at the approval of H.H. Sheikh Saud Bin Saqr Al Qasimi, the Crown Prince and Deputy Ruler at that time, its name was changed from 'Economic Department' to 'Department of Economic Development' and, accordingly, the functions and objectives of the Department of Economic Development were reformulated to be more detailed and comprehensive.

The Department provides a variety of services relating to licenses, commercial control and consumer protection with a view to providing facilities to investors in the Emirate. In addition, it provides a great deal of official data and statistics that serve all classes of the society, either for studying the labour market and investment climate in the Emirate or for specialized scientific research.

Under the directives of H.H. Sheikh Saud Bin Saqr Al Qasimi, Ruler of Ras Al Khaimah, the DED's mission, vision, values and strategic objectives were designed in line with the needs and future prospects of various types of customers. DED defines its specializations and activities to customers through publishing its organizational structure, administrations, branches and its relationship with partners and suppliers, in addition to activating its social role by organising events and activities which enhance its strategic values and objectives.

# Organizational Chart



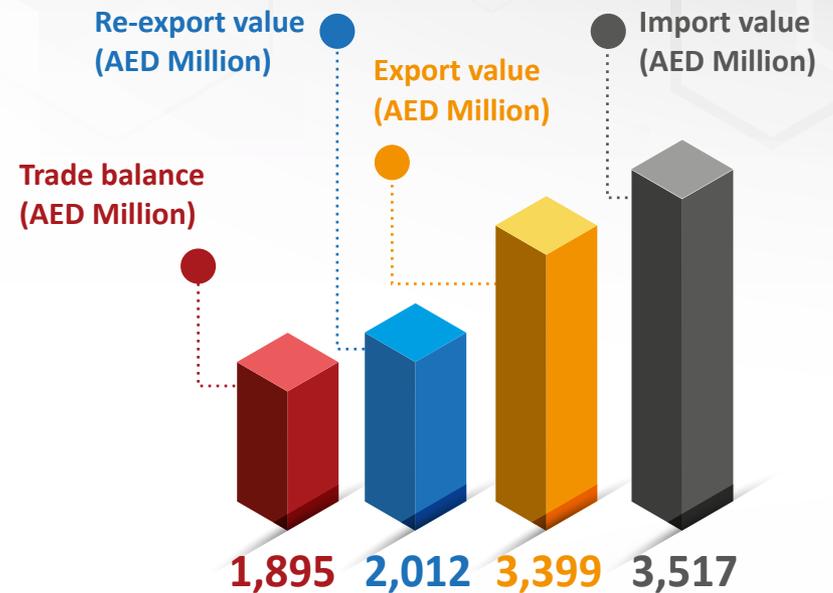


# Major Economic Developments

## Cross-border trade:

The value of foreign trade in 2017 amounted to AED 8.9 billion, with an annual growth rate of 3.0% over the past five years. In addition, the total value of exports amounted to AED 3.4 billion, with an annual growth rate of 7.9% in recent years, reflecting the paramount importance of foreign trade to the Emirate as a global platform for conducting business in many economic projects from around the world, especially in the industrial field. The unique geographical location of the Emirate provides a further incentive for export and import activities for the States of the region.

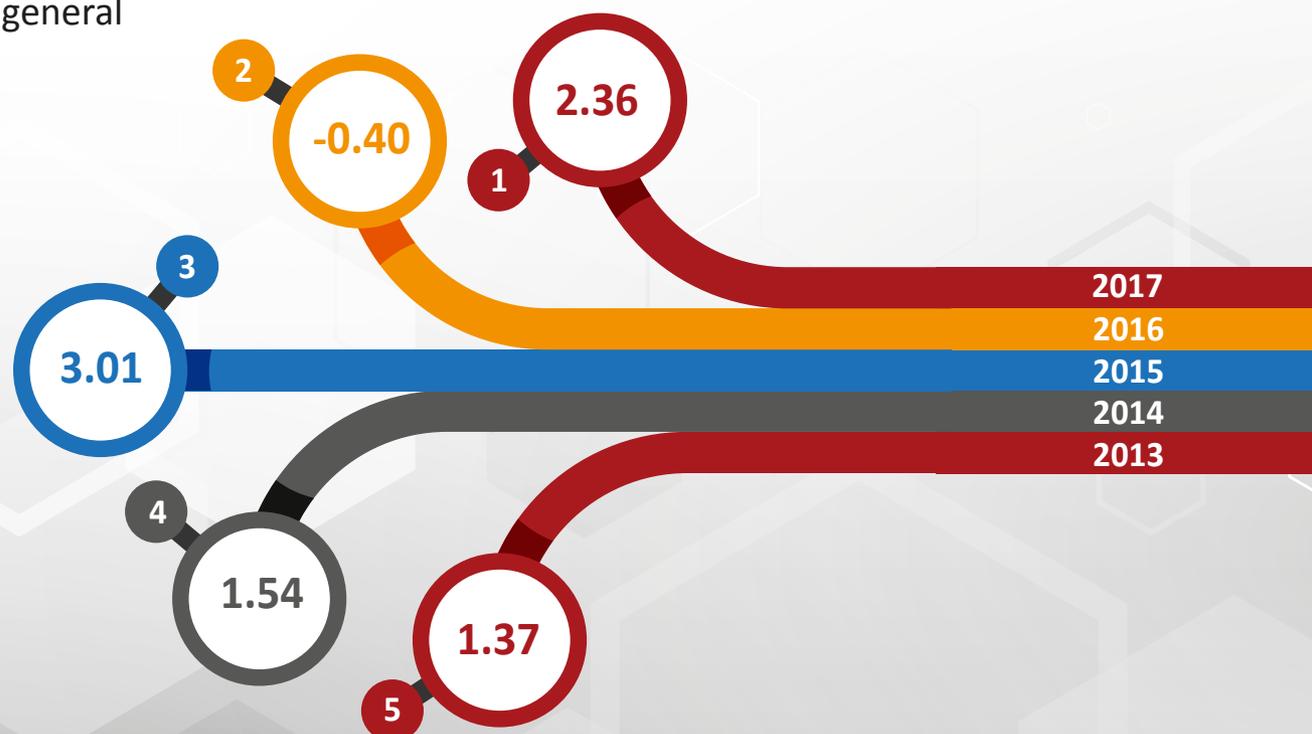
## Foreign Trade Statistics in 2017



## Inflation:

Within the framework of the stability of the Emirate's economy, inflation rates maintained their stability in 2017, reaching around 2.36 %; maintaining a similar average from 2010 to 2016. This represents a normal rate of inflation that doesn't pose any challenge to the general standard of living in the Emirate.

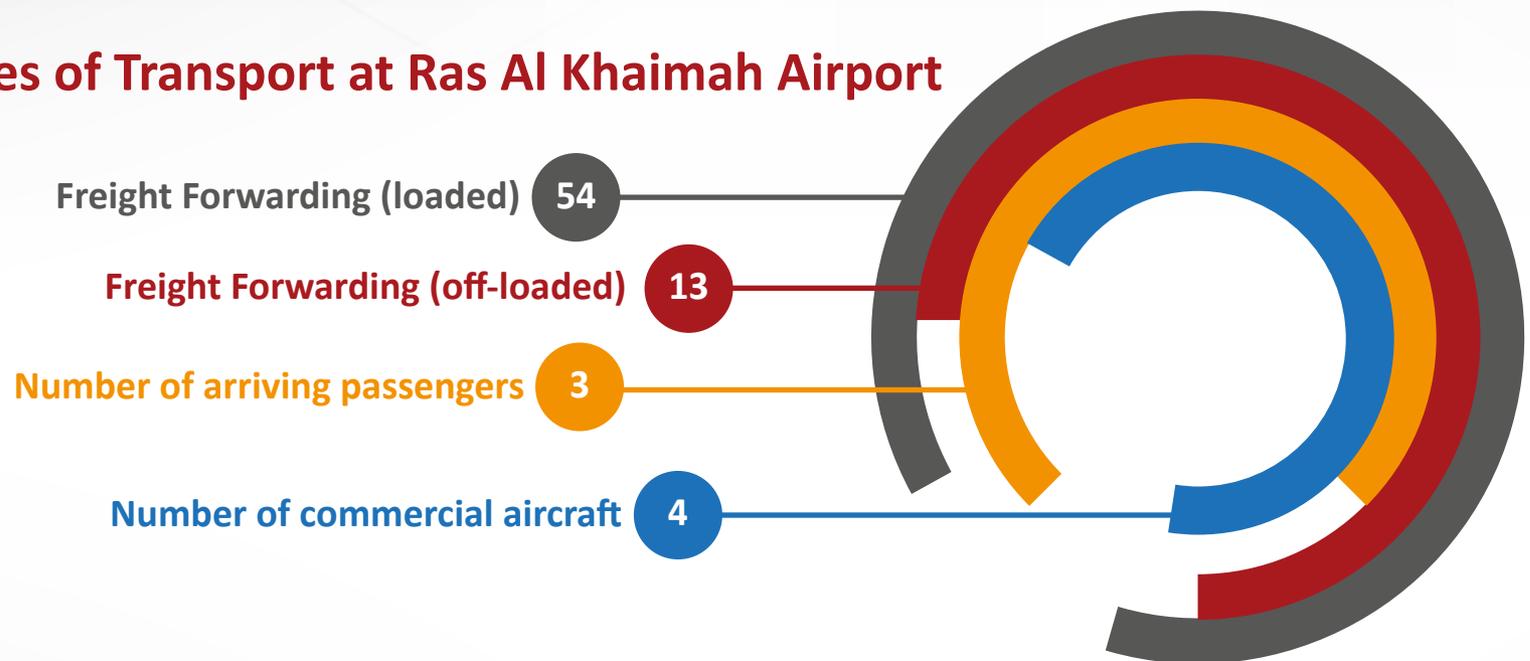
## Annual Inflation Rates



## Air Transport

Freight transport witnessed positive growth rates in 2017, with 54% of loaded cargo and 13% of off-loaded cargo, while the number of departing passengers increased by 4% and arriving passengers by 3%, reflecting the positive traffic growth at the airport during the year.

### Growth Rates of Transport at Ras Al Khaimah Airport



## Tourism:

Ras Al Khaimah has continued to score record numbers of tourist arrivals, as the number of arriving visitors in 2017 grew by 19% amid a significant increase in the number of visitors from emerging markets. The local tourism market remained the main destination of tourists in Ras Al Khaimah, receiving 50% of the total visits in 2017. Germany, Russia, UK and India, respectively, were the largest markets of the Emirate, as the number of arriving visitors from Russia grew by 79% compared to 2016. The number of visitors from the UK grew by 16.8%.

Tourism from emerging markets recorded a remarkable growth in 2017, especially the countries of Eastern Europe, as Polish tourist numbers grew by 160% compared to 2016, and the number of visitors from the Czech Republic increased by 51%.

# License and Business Environment Report

## First: Number of Licenses:

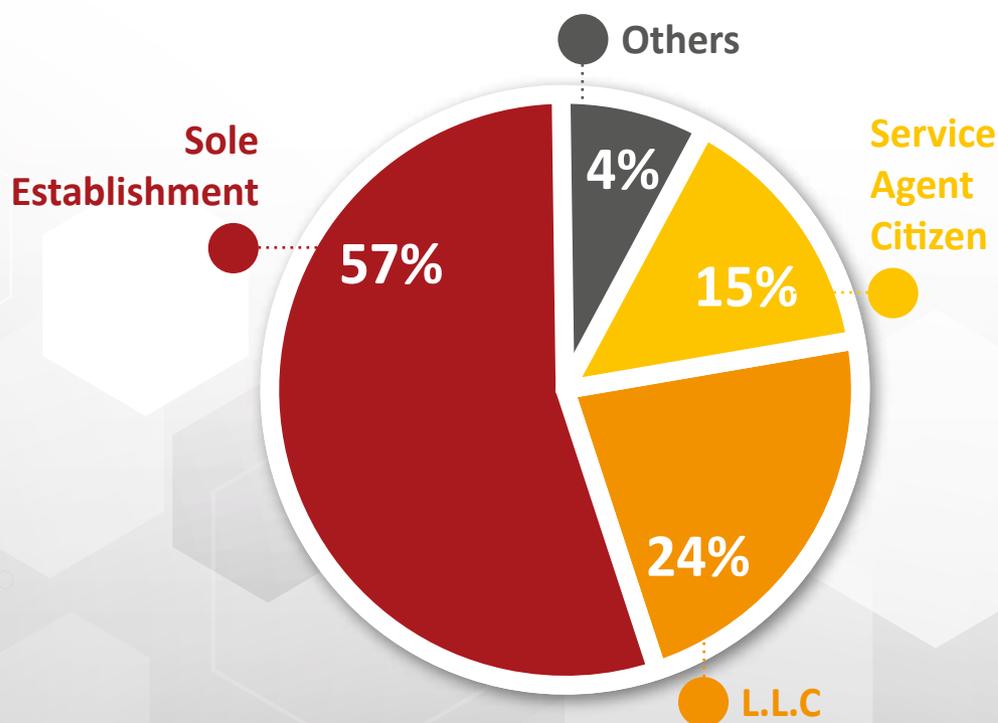
During 2017, the number of business license renewals reached about 15.1 thousand, whereas the number of new licenses amounted to about 1,613 licenses, raising the total number of valid licenses in Ras Al Khaimah to 16.8 thousand.

Professional licenses accounted for about 48% of the total number of licenses in the Department, whereas business licenses accounted for 47%. At the end of 2017, sole establishments and foundations in which the citizen is a service agent reached about 72% of the total numbers of licenses in the Department.

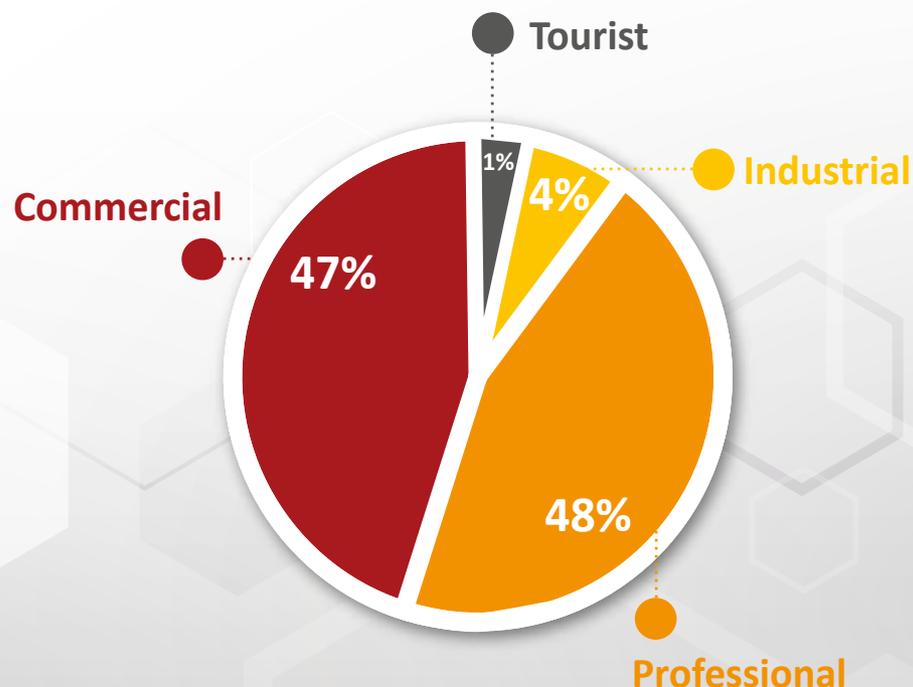
In order to improve the business environment, the Department has issued a number of new regulations to control commercial activity in an effort to reduce the numbers of phantom and non-activated licenses, including the cancellation of licenses which are not renewed for more than 3 years, according to the law, and non-issuance of new licenses for non-activated or non-renewed licenses.

In this regard, about 1,110 licenses were cancelled during the year, 47% of which were concentrated in wholesale and retail businesses and 85% represented micro-projects in which there were five workers or less.

## The Legal Form:



## License Type:



## Second: Confidence benchmark in business environment

The Department issued a new benchmark in 2017 that measures confidence in the business environment in Ras Al Khaimah. The results of this indicator reflected a relatively stable and positive level of confidence in the business environment during the year. Its value for this period was about 57 percentage points, or 14%, higher than the neutral level of 50 percentage points, reflecting a significant stability in the evaluation of the local community's various sectors and activities of general economic conditions in the Emirate.

The Department also continued to improve its services to the business community in order to enhance the role of the private sector in supporting sustainable economic development based on competitiveness, knowledge and innovation. Customer satisfaction is one of the most important objectives that the Department is determined to achieve and the Department strived to develop the business environment to serve investors, achieve the highest levels of profitability and improve the economic policies of the Emirate to be flexible and keep pace with uncertain economic conditions.

A number of initiatives have been implemented that are expected to leave a clear and rapid impact on the business environment, including the adoption of the "Tsahil 1" initiative by the Executive Council. The process of obtaining a license for general trading activity has been reduced from eight steps to only two, without any local financial cost, which will propel the Emirate into the top ten centres in the world to start a business. The Department is working to develop a range of initiatives to motivate citizens to work and innovate in different sectors and fields, through regulating the activity of mobile vehicles, developing e-commerce licenses and expanding the scope of tomorrow's home licenses to include several additional activities, such as consultancy and technical services.

### Confidence benchmark in business environment

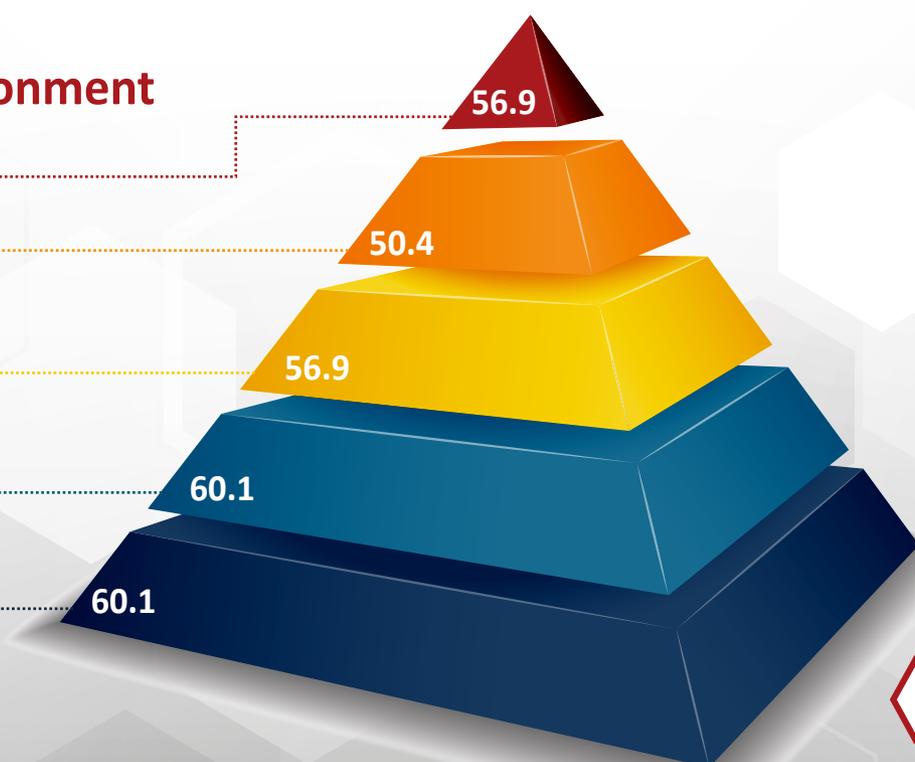
2017

Fourth Quarter

Third Quarter

Second Quarter

First Quarter



1

# Strategic Document of Ras Al Khaimah Department of Economic Development

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## Vision

Pioneer in performance to build a competitive and sustainable economy

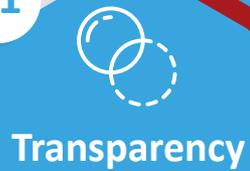


## Mission

To regulate, monitor, support and promote economic activity in order to boost competitiveness and creativity and stimulate comprehensive and sustainable economic development, embracing transparency and mutual respect in the way we deal with our partners, and relying on qualified national cadres and efficient systems and techniques.

# Our values

01



Transparency

02



Collaboration

03



Respect

04



Excellence

05



Responsibility

06



Creativity and  
Innovation

# Strategic goals



Contribute to building a balanced and diversified knowledge-based economy.



Facilitate and improve Licensing and permitting procedures.



Provide service excellence and promote customer experience



Enhance business monitoring and consumer protection



Build the ties that bind the relationships between the Department and the relevant stakeholders



Improve the efficiency of the organizational support services and consolidate the culture of innovation and creativity.



## Target (3)

### Enhance business monitoring and consumer protection

01

Rate of investor's awareness campaigns users

02

Rate of beneficiaries from the consumers' awareness campaigns

03

Satisfaction rate of awareness campaigns organized by the management

04

Supervisory visits rate for each establishment

05

Rate of economic facilities compliance to laws

06

Rate of trade control coverage for organizations in the Emirate

## Target (2)

### Facilitate and improve licensing and permitting procedures

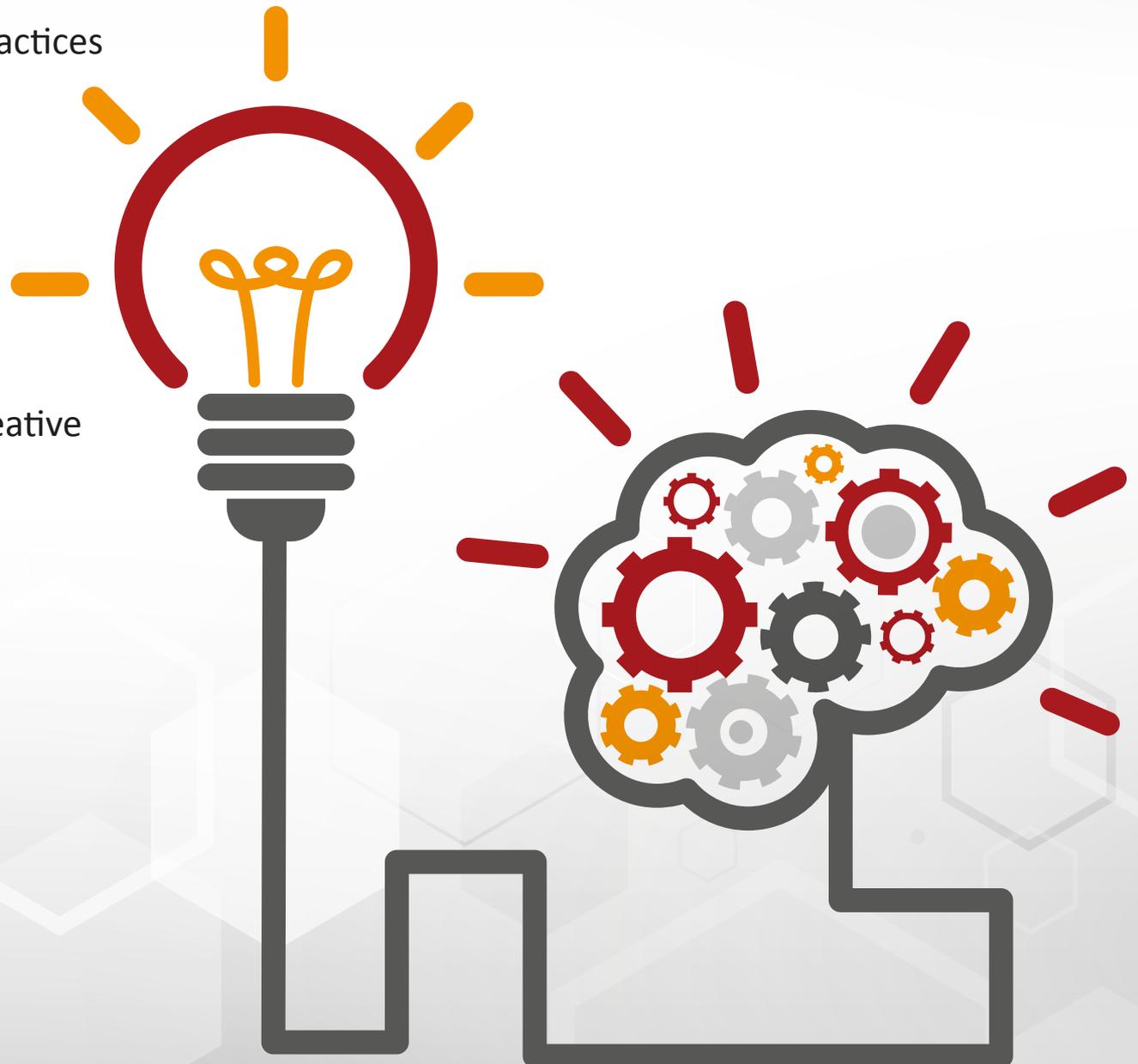
- ◆ Increase the number of new licenses
- ◆ Growth rate of business activities
- ◆ Business continuity indicator
- ◆ Cancelled licenses rate
- ◆ Marketing permits growth rate

# Target (4)

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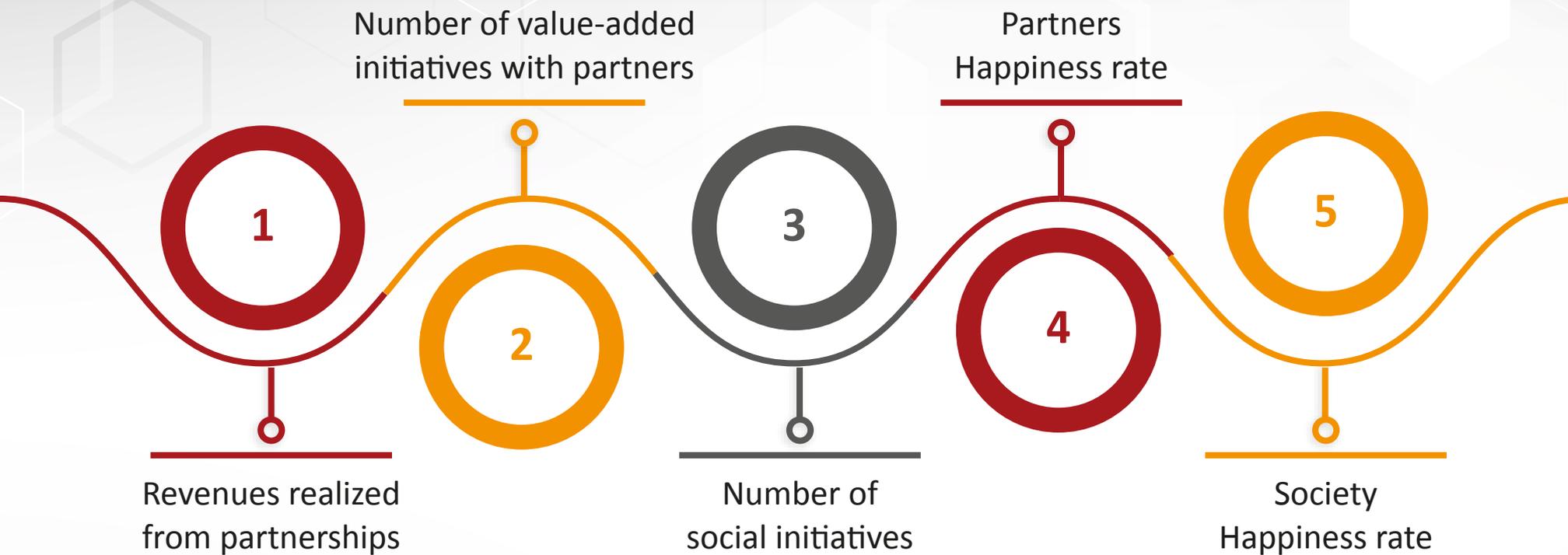
## Improve the efficiency of the organizational support services and consolidate the culture of innovation and creativity

- ◆ Number of domestic and foreign awards won by the Department
- ◆ Rate of applied innovative ideas
- ◆ Budget discipline rate
- ◆ Number of the applied practices
- ◆ Job satisfaction rate
- ◆ Turnover rate
- ◆ Emiratization rate
- ◆ Rate of innovative and creative training program users.
- ◆ Improved processes rate



## Target (5)

Build the ties that bind the relationships between the Department and the relevant stakeholders



## Target (6)

Service excellence and promoting customer's experience

- Customer satisfaction rate
- Customer Happiness rate
- Mystery shopping results rate
- Applied smart and e- services rate
- Completed smart and electronic transactions rate

2

## Key findings of the Department 2017





جائزة التميز الحكومي 2017  
الدائرة الحكومية الملتزمة بالابتكار

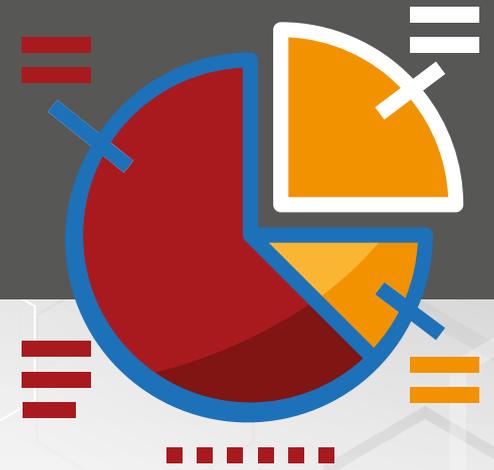


برنامج الشيخ صقر للتميز الحكومي  
SHEIKH SAQR PROGRAM FOR GOVERNMENT EXCELLENCE



برنامج الشيخ صقر للتميز الحكومي  
SHEIKH SAQR PROGRAM FOR GOVERNMENT EXCELLENCE

# Strategic objectives and indicators/ the relative measures

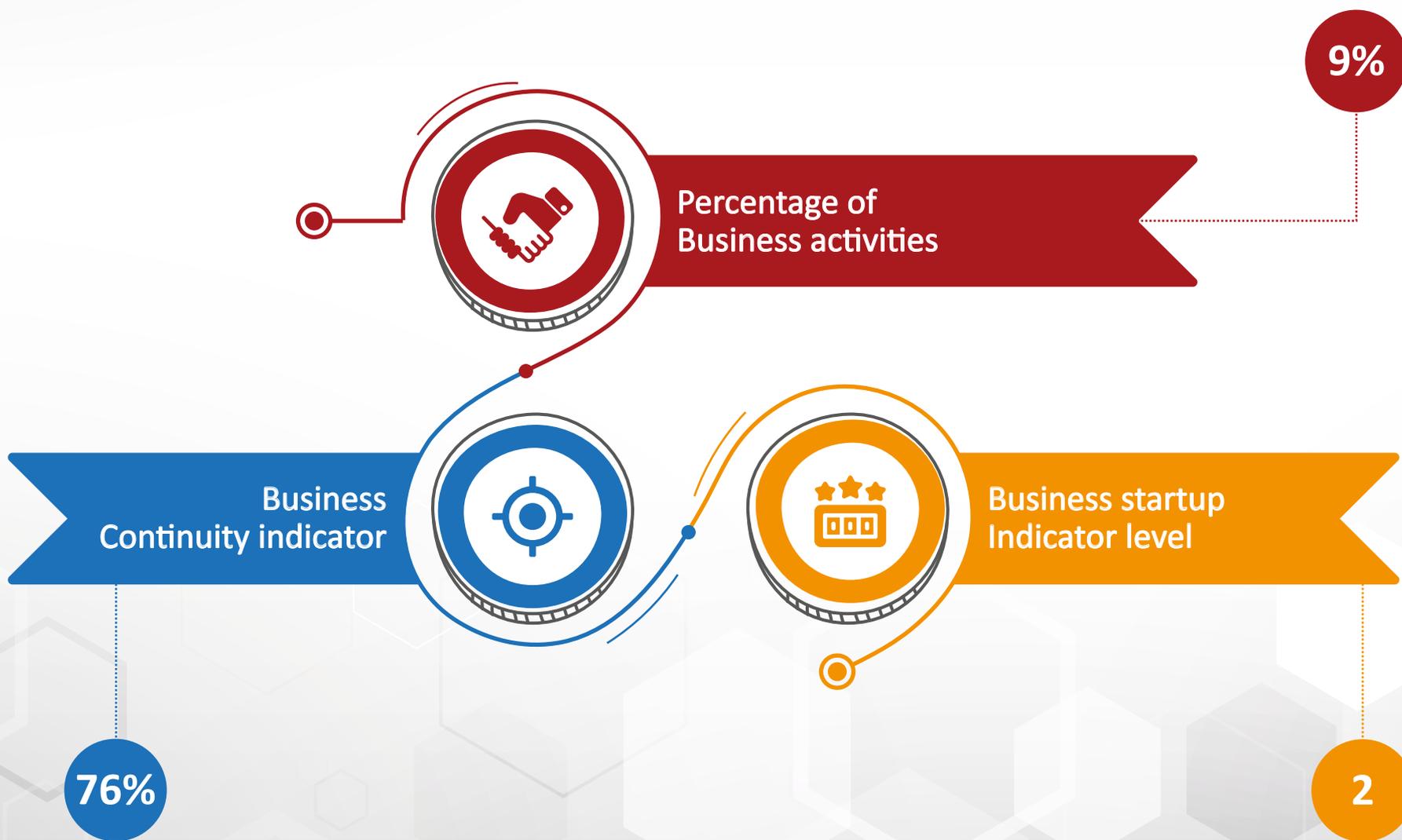


## Contribution to building a balanced and knowledge-based economy



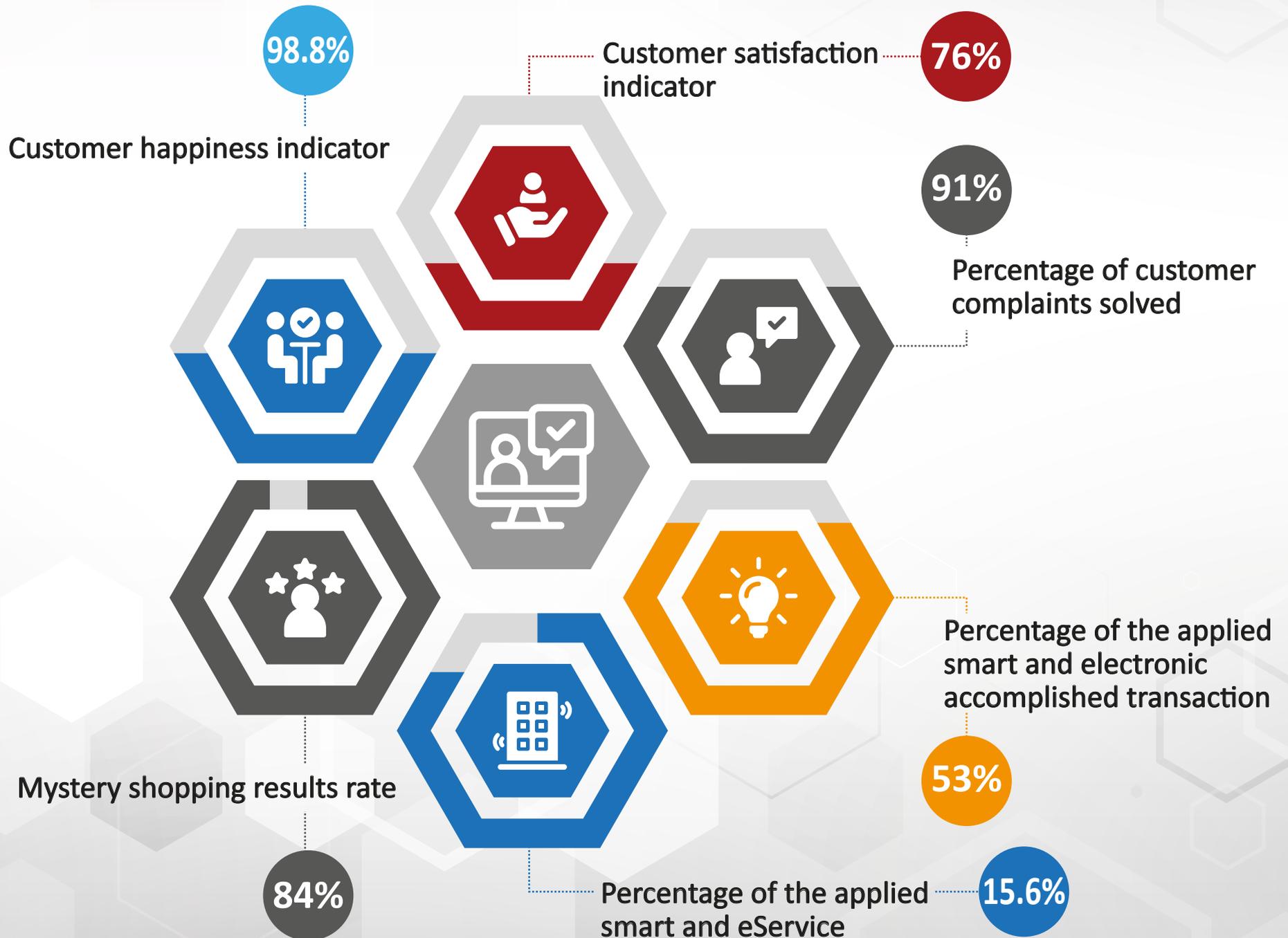


## Develop and facilitate license procedures





## Excellence in customer services and enhancing their experience





## Enhancing trade control and consumer protection

45%

Percentage of the consumers benefited from the investor's awareness campaign

92%

Satisfaction rate with the awareness campaign organized by the Department

78.75%

Percentage of administrative control companies for establishments in the Emirate

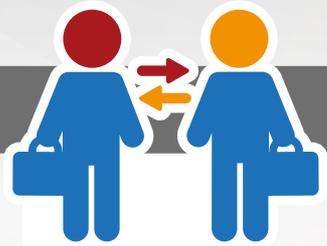


Percentage of the benefited consumers from customer awareness campaign

Percentage of the commitment of the economic establishments to the laws

87%

82%



## Enhance relationship with partners and society





## Improve the efficiency of the organizational support services and consolidate the culture of innovation and creativity

Level of institutional excellence achieved by the Department

409

89%

Budget discipline rate budget

Percentage of creative ideas applied

25%

52%

Revenue growth

Number of internal and external awards achieved by the Department

13

23

Number of practices applied

Percentage of major operations enhanced

27%

Percentage of job satisfaction

77%

Percentage of beneficiaries from creativity and innovation training program

48%

Rate of employee turnover

7%

Percentage of Emiratisation

76.6%

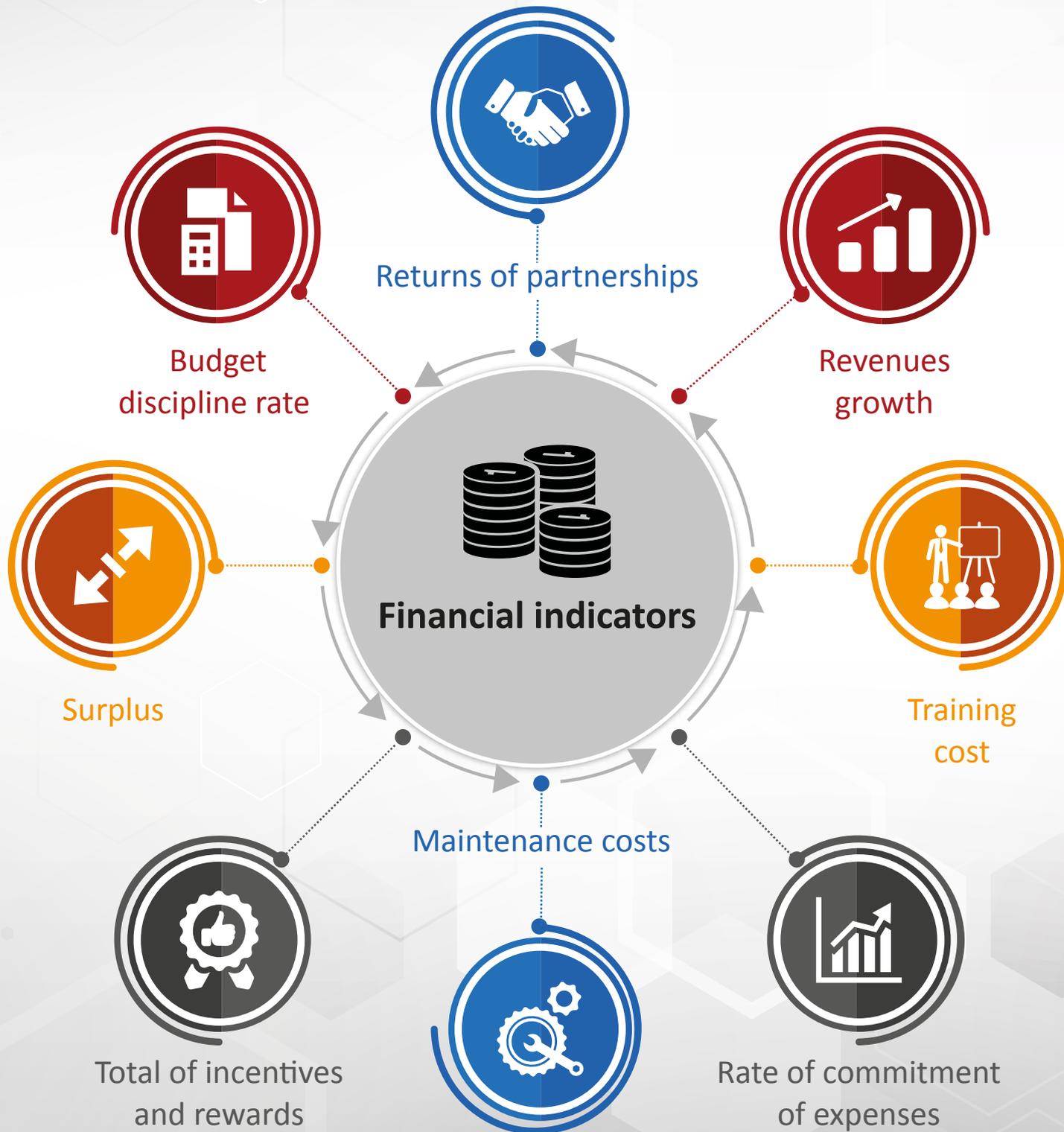
# Key Performance Indicators

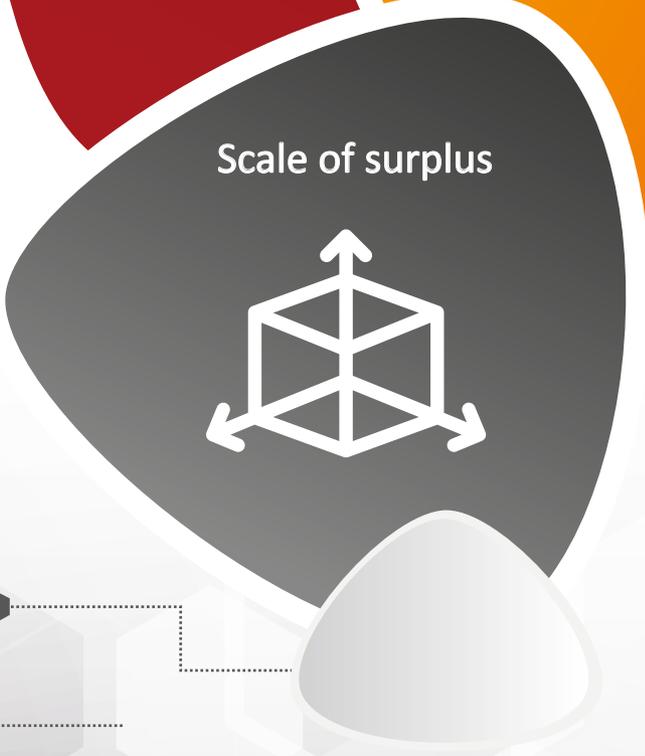
- 1 Financial Indicators
- 2 Non - financial Indicators



# Financial Indicators

1







2017



497,610 AED



Maintenance expenses



2017



336,000 AED



Training cost



2017



Percentage of discipline: 90%



Rate of expenses discipline



2017



Percentage: 52%

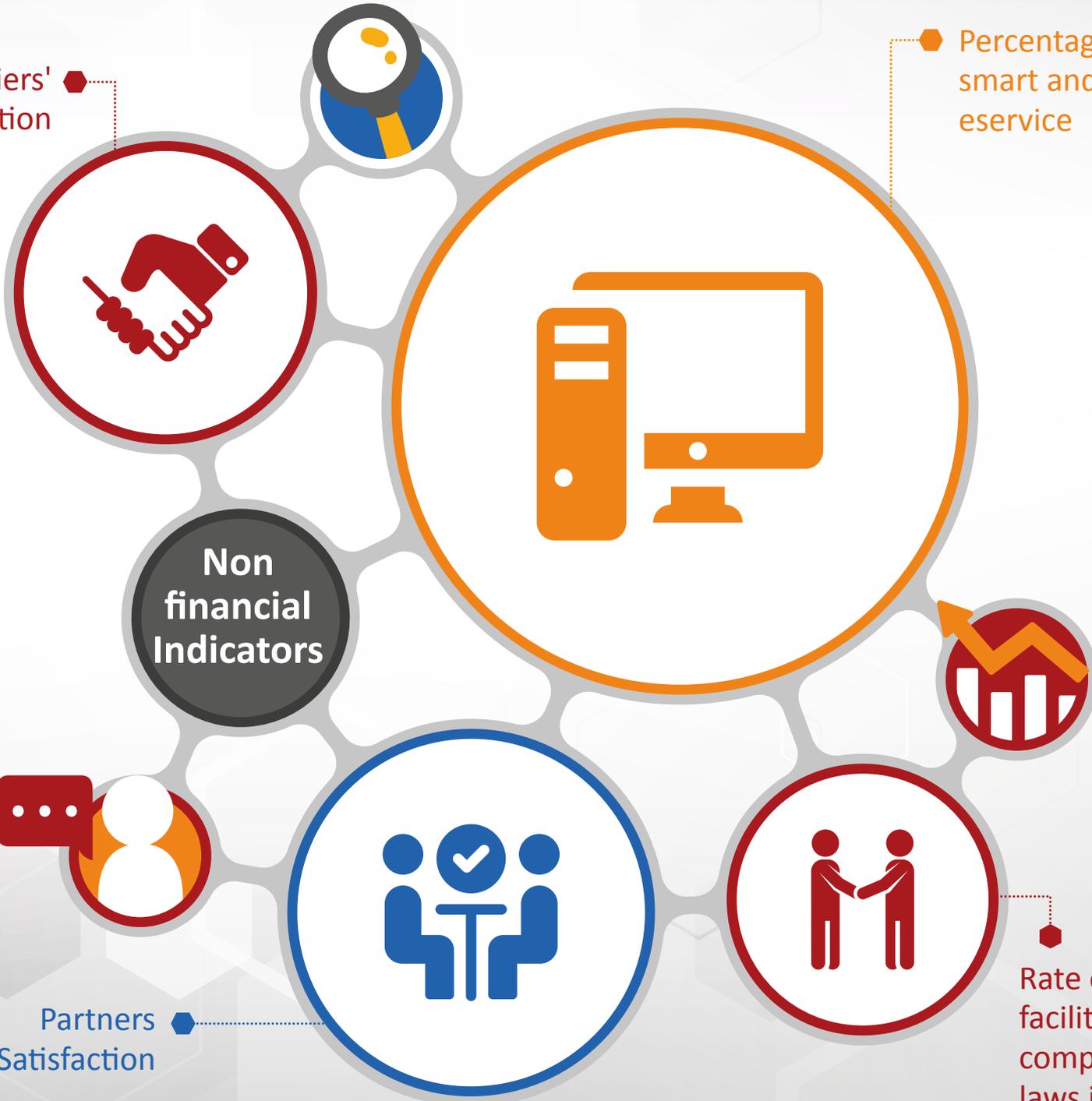


Revenue Development

# Non - Financial Indicators

2

Suppliers' satisfaction





Percentage of compliance of economic establishments with laws



2017



Satisfaction rate  
81%



Partners' satisfaction



2017



Satisfaction rate  
86%



Suppliers' satisfaction



2017



Satisfaction rate  
98%



Percentage of electronic and smart services applied



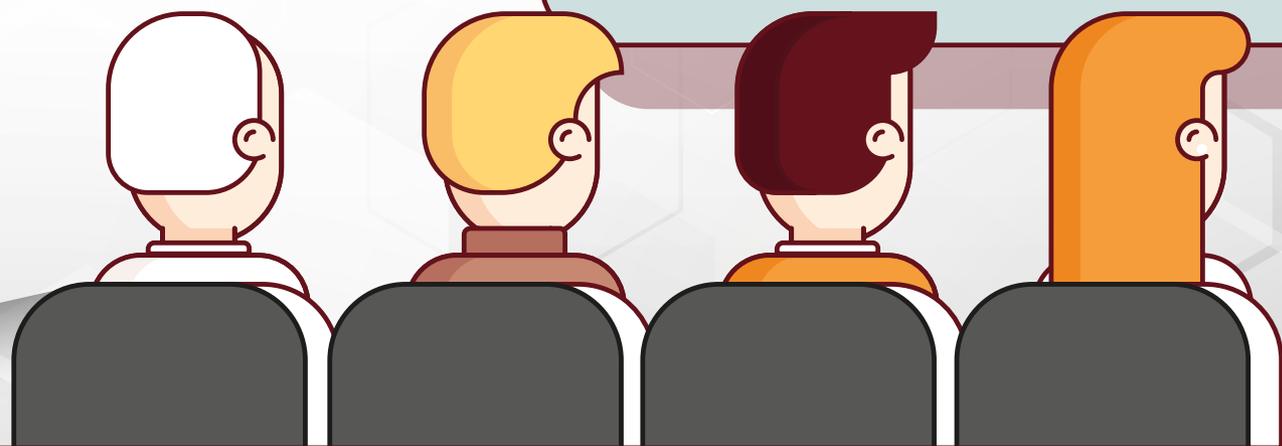
2017



15.6%

# 3

## The Department in Figures







# Business Performance results

Indicator	Results of 2017
<b>Number of new economic activities</b>	<b>4</b>
Number of updated and reviewed economic activities	4
<b>Number of new economic activities</b>	<b>2</b>
Number of "to whom it may concern" certificates	8575
<b>Number of contracts publicized in the Customer Service Centre</b>	<b>302</b>
Number of reserved economic names	3432
<b>Number of modified economic names</b>	<b>162</b>
Number of renewed licenses	14145
<b>Number of new licenses</b>	<b>1550</b>
Number of amended licenses	2815
<b>Number of licenses cancelled by owners</b>	<b>1125</b>
Number of licenses cancelled administratively	14
<b>Number of applied initiatives</b>	<b>7</b>
Waiting time rate for license completion	0:17:13
<b>Number of completed transactions</b>	<b>20810</b>
Number of issued permits	6926
<b>Waiting rate for license completion (peak time)</b>	<b>0:37:14</b>
Waiting rate of the customers ratio in a maximum time of 25 minutes for license completion (peak time)	40.76%
<b>Rate of waiting time over the day</b>	<b>0:35:45</b>
Rate of license registration duration	0:19:09
<b>Rate of license renewal duration</b>	<b>0:09:11</b>
Rate of economic name reservation	0:16:21
<b>Rate of waiting time of issuing permits</b>	<b>0:11:58</b>

# Human resources performance results

Indicator Results of 2017

Training hours rate per employee

34

Percentage of trained staff

98%

Percentage of commitment to the human resources development plan

96%

Number of new delegated authority

63

Percentage of staff participating in teams and committees

49%

Percentage of staff benefiting from incentives and rewards system

100%

Staff number

125

Number of staff benefiting from training courses

124

Total training hours for employees

5040

Number of training hours conducted by staff

57

Number of trainers and volunteers in the department

50

Number of trained staff

8

Numbers of alerts, warnings, investigations and human resources penal

9

Staff number (resignations, transfer, and employment)

32

Cost of training courses distributed by departments and sections

140868

Number and type of rewards and promotion

16





# Media performance results

Indicator	Results of 2017
Number of news items published in media	150
Number of news items in the social media	1434
Number of promotional videos	58
Number of awareness-raising videos	8
Service-related videos	96
Number of participants and internal coverage	106
Number of participants and external coverage	678
Number of improvements made under "Explore" initiative	194
Number of communication channels in the Department	12
Satisfaction with communication channels	98%
Number of agreements concluded with partners	11
Percentage of activated activities under concluded agreements	94%
Number of community-based initiatives	93
Number of honoured suppliers	10
Number of partnerships	54
Partners' happiness	85.50%

# Results of control and commercial protection performance

Indicator Results of 2017

Percentage of customers satisfied with handling consumer complaints	93%
Percentage of handling intellectual property complaints (trademarks):	100%
Percentage of customers satisfied with handling intellectual property complaints(trademarks)	100%
Number of awareness-raising workshops for the consumer	20
Number of awareness-raising campaigns for the consumer	20
Number of commercial protection issues (electronically)	124
Number of collective campaigns	15
Number of individual campaigns	10
Percentage of monitored new licenses	80%
Number of complaints addressed and percentage of consumer satisfaction	878
Percentage of non-renewed 2017 licenses visited	62%
Number of breaches and its seriousness according to classification adopted	10442
Number of examined sites	5604
Number of closed facilities	842
Number of accommodated facilities	4457
Number of facilities under regular supervision for repeated violations	1354
Number of complaints addressed and percentage of consumers satisfaction	883
Number of complaints referred to courts (other authorities)	85
Number of consumer complaints via communication channels	981
Number of beneficiaries from consumer awareness-raising campaigns	7925
Percentage of satisfaction with consumer awareness-raising campaigns	92%
Number of applied initiatives	18
Number of trademark complaints	3





# Fiscal performance results

Indicator	Results of 2017
Total general maintenance expenses of the Department	497,610.00
Satisfaction of suppliers with procurement service	98%
Number of maintenance requests required for the building	202
Number of requests for vehicle maintenance	127
Energy, electricity and water consumption	265,300.00
Percentage of fiscal surplus	46%
Accuracy of fiscal planning of revenues	99%
Percentage of Amortization	5%
Number of rationalization of expenditures initiatives	3
Rewards & incentives and its cost	320,000.00
Number of applied initiatives	2
Percentage of satisfaction of procurement section with suppliers	87%
Number of concluded contracts for asset maintenance	3
Total expenses	30,433,151.00

# Results of business development

Indicator

Results of 2017

Number of internal participants

16

Number of external participants

8

Number of connected investors

453

Number of distributed farms

14

Number of registered farms

155

Number of participants in the promotional activities

11

Number of Alghad licenses added (new)

76

Number of applied initiatives

5

Number of SME support activities

5





# Results of office of legal affairs

Indicator	Results of 2017
Number of policies and decisions issued	43
Number of legal responses to authorities	49
Number of participants in legislation and laws	39
Number of decisions on grievances	1638
Number of applied initiatives	7
Number of contracts formed	18
Number of memoranda of understanding formed	16
Number of disputes settled	52
Number of legal counsels provided to customers	180
Number of reviewed laws and legal studies	25
Number of complaints addressed legally	654
Number of meetings attended inside or outside the Emirate	40
Number of prosecution correspondence and court services	36
Number of amended laws	6
Number of internal memoranda to the Director General	29

# Results of the economic performance

Indicator

Results of 2017

Confidence indicator in business environment

56.90%

Indicator of company performance development

45.80%

Indicator of assessment of Department performance by business community

68.90%

Indicator of assessment of government services by business community

65.90%



# Results of strategic and operational performance

Indicator	Results of 2017
Number of employees involved in internal excellence awards	41
Number of employees involved in external excellence awards	6
Number of applied initiatives (listed in operational plan of revenues)	47
Number of new initiatives apart from the operational plans	69
Number of risks	69
Percentage of risk treatment	55%
Percentage of proposals implemented	59%
Number of creative ideas	8
Percentage of achievement in strategic plan results	58%
Number of meetings held	8
Percentage of understanding and comprehending the strategic plan	89.40%
Number of administrative complaints received	1
Number of indicators achieved	24
Number of developed methodologies	3
Number of modified methodologies	14
Number of non-conformity cases	15
Number of updated processes	25
Number of issued processes	30
Number of adjusted records	58
Number of references counted	28
Percentage of non-conforming services addressed	100%



## Indicator

## Results of 2017

<b>Total corrective actions</b>	<b>15</b>
Percentage of coverage of administrative audit clauses	100%
<b>Number of certified operations</b>	<b>67</b>
Number of major operations	15
<b>Percentage of duplications resolved</b>	<b>32%</b>
Number of applied practices	23
<b>Total staff suggestions</b>	<b>484</b>
Percentage of staff participation in the system	36%
<b>Percentage of administrative complaints handled</b>	<b>100%</b>
Percentage of satisfaction with handling of administrative complaints	100%
<b>Number of statistical reports</b>	<b>55</b>
Number of questionnaires prepared	32
<b>Number of effective proposals</b>	<b>94</b>

4

## Leading Achievements for a Promising Future

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# Commercial Affairs Department



**Moza Hassan Al-Shamili**

**Director of Commercial Affairs Department**

# Commercial Affairs Department Objectives



- ◆ **Facilitating and improving licenses and permits' procedures**
- ◆ Excellence in providing services and improving customer experience
- ◆ Build the ties that bind the relationships between the Department and the relevant stakeholders

## Department Objectives:

Contribute to the organization of the economic activities in the Emirate

Enhance the Emirate's competitiveness in the international indicators

Improve the level of services and provide the best services to the business community



# Commercial Affairs Department Initiatives

## Unified Licensing System Initiative

Completion Rate 40%



7 Stars Initiative

Completion Rate 60%

In cooperation with the Business Development Department

Tsahil Initiative

The Single-Window project for the new Licensing System

Number of entities: 14



Data Cleaning Project

Completion Rate 70%

Initiatives and Projects

Completion Rate 100%

Development of call centre



Transfer of tourist license services to Ras Al Khaimah Tourism Development Authority using the licensing system of the Department



Issuing 22 resolutions and administrative circulars

Accuracy Level: 98%

Archiving System Development

Completion Rate 100%



Waiting System Development

Completion Rate 100%



Number of languages:  
2 languages  
(Arabic/ English)



Completion Rate: 100%



Number of  
beneficiaries of  
health insurance:  
406



Completion Rate:  
100%

Department  
Website  
Development

Customer  
Happiness  
Charter  
Adoption

Developing  
policies related  
to the internal  
system of the  
Department

Sehteq  
Initiative  
Launching



Number of  
new services:  
14



Satisfaction: 91%



Completion: 100%



22 Resolutions  
and circulars



Accuracy Level: 98%

# Business Development Department



Mohammed Almahmoud

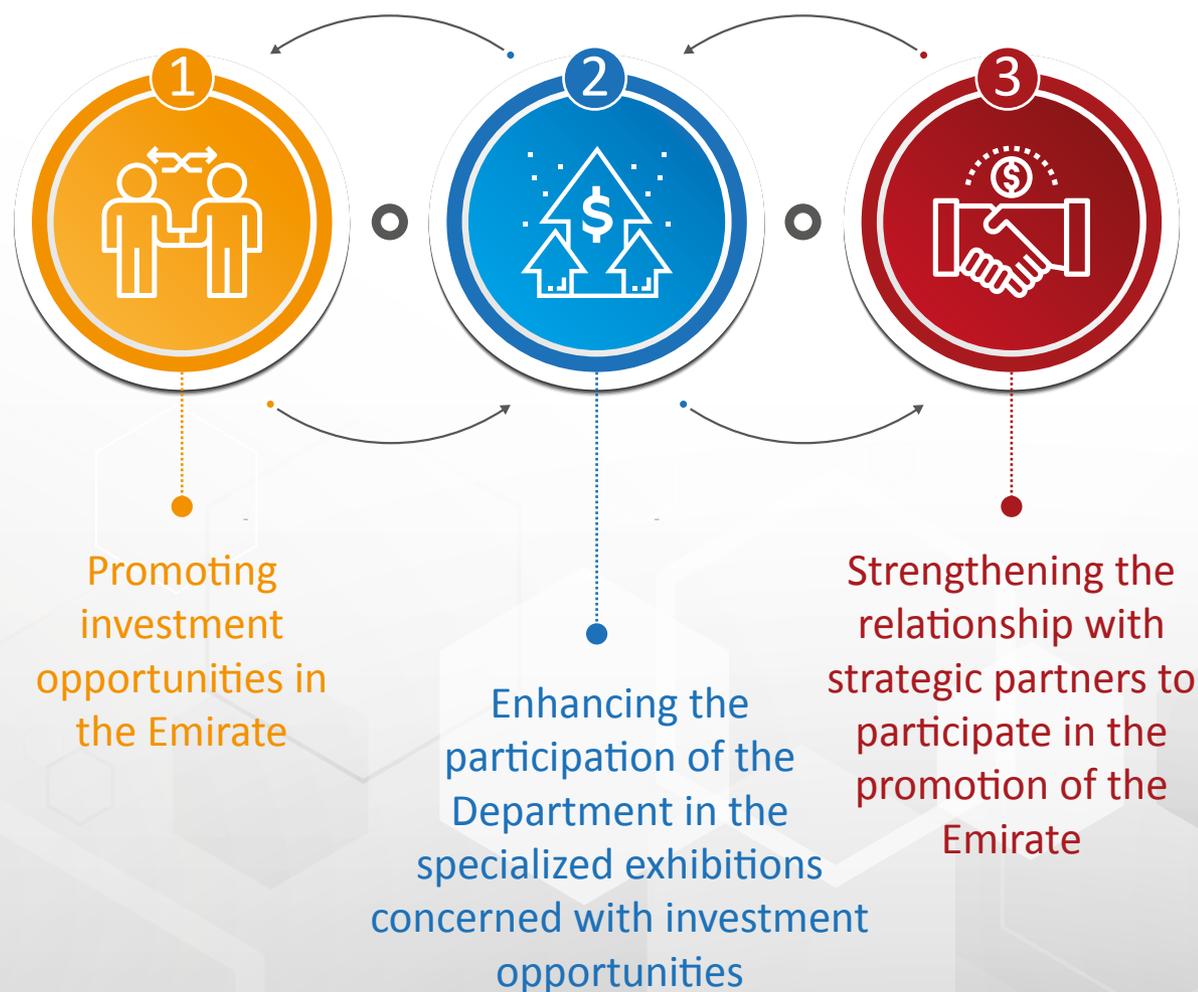
Director of Business Development Department

## Objectives of Business Development and Support Department

- ◆ Contribution to building a diversified and balanced knowledge-based economy



### Department Objectives:



# Team formation initiatives for enhancing business environment



No. of initiatives: 8



No. of team meetings:  
6 meetings during the  
last quarter of 2017



Initiatives of  
Business  
Environment  
Promotion Team



No. of public  
commerce licenses  
approved in  
December 2017: 8



Completion: 100%

Tsahil Initiative  
Launching



Terms & conditions  
for licensing business  
centres in the  
Emirate



Issuance of General  
Manager Resolution



No. of commercial  
licenses: 1



Completion: 100%



Mobile Vehicles  
Initiative



No. of meetings:  
3



No. of approved  
activities: 16



Completion: 80%

## Reyadah Initiative



No. of commercial licenses: 4



Completion: 100%

## Activation of unlicensed activities



No. of initiatives: 1300



Completion: 40%

## E-commerce Initiative



Developing the initial perception of the initiative

No. of classifications: 3

Completion: 40%



## Home License Initiative "Tomorrow's License"



Completion: 60%



No of Awards: 3



Completion: 100%



No. of promotion activities: 11



No. of beneficiaries: 453



No. of sold and renewed farms: 167

No. of new and renewed shops: 9

No of field visits: 107

# Control and Commercial Protection Department

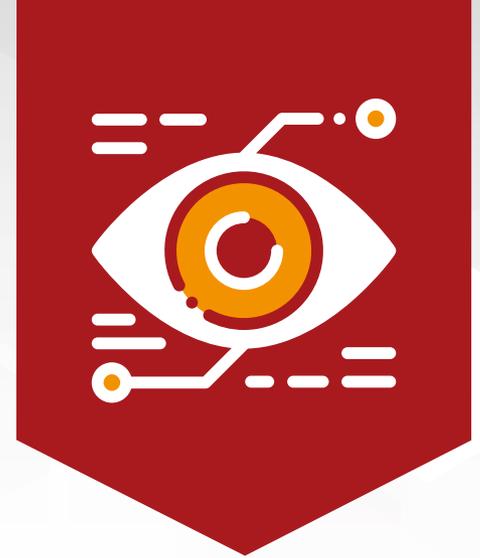


**Ahmed Ali Al Baloushi**

**Director of Control and Commercial Protection Department**

## Control and Commercial Protection Department Objectives

- ◆ **Enhance business monitoring and consumer protection**
- ◆ Facilitate and improve Licensing and permitting procedures
- ◆ Service excellence and promoting customer's experience



### Department Objectives:



# Control and Commercial Protection Department Initiatives

## Shop with Confidence Initiative



No. of beneficiaries: 317



Satisfaction with the initiative: 98%



Completion: 100%



## "Your Right is Reserved" Initiative



No. of beneficiaries: 798

Satisfaction with the initiative: 98%

Completion: 100%

## "Pleased with Your Commitment" Initiative



No. of beneficiaries: 456

Satisfaction with the initiative: 67%

Completion: 100%

## TRUSTae initiative



No. of beneficiaries: 10



Satisfaction with the initiative: 98%



Completion: 100%



No. of beneficiaries: 6



Satisfaction: 100%



Completion: 100%



No. of beneficiaries: 94



Satisfaction: 95%



Completion: 100%



No. of beneficiaries: 267



Satisfaction: 97%



Completion: 100%



No. of beneficiaries: 193



Satisfaction: 96%



Completion: 100%

"Watch With Us" Initiative

"Warn" Initiative

Traffic Week Event

"Just be comfortable" Initiative

"Your Voice is Heard" Initiative

"Protect Your Child" Initiative

"Hello My School" Initiative



No. of beneficiaries: 195



Satisfaction: 95.4%



Completion: 100%



No. of beneficiaries: 34



Satisfaction: 100%



Completion: 100%



No. of beneficiaries: 37



Satisfaction: 90.2%



Completion: 100%

# Support Services Department



**Fatma Ahmed Al Motabei**

**Director of Support Services Department**

## Support Services Department Objectives

- ◆ Improve the efficiency of the organizational support services and consolidate the culture of innovation and creativity



### Department Objectives:



# Support Services Department Initiatives



No. of beneficiaries: 56



Satisfaction : 83%



Completion: 100%



“Information Package” Initiative



No. of beneficiaries: 56



Satisfaction : 81%



Completion: 100%

“Compare and Develop” Initiative



No. of beneficiaries: 56

Satisfaction : 81%

Completion: 100%



“Knowledge Academy” Initiative



“Know Me” Initiative



No. of beneficiaries: 56

Satisfaction : 83%

Completion: 100%

  
No. of beneficiaries: 56  
Satisfaction : 83%   
Completion: 100% 

“Knowledge Space” Initiative



“Department Employees Under Microscope” Initiative



No. of beneficiaries: 55

 Satisfaction : 81%

 Completion: 100%



“Falek Tayeb” Initiative



No. of beneficiaries: 56

 Satisfaction : 62%

 Completion: 100%

“Acquiring Knowledge” Initiative



  
No. of beneficiaries: 56  
Satisfaction : 80%   
Completion: 100% 

# Experts and Consultants Office



## Experts and Consultants Office objectives

- ◆ **Contribute to building a balanced and diversified knowledge-based economy**
- ◆ **Service excellence and promoting customer's experience**



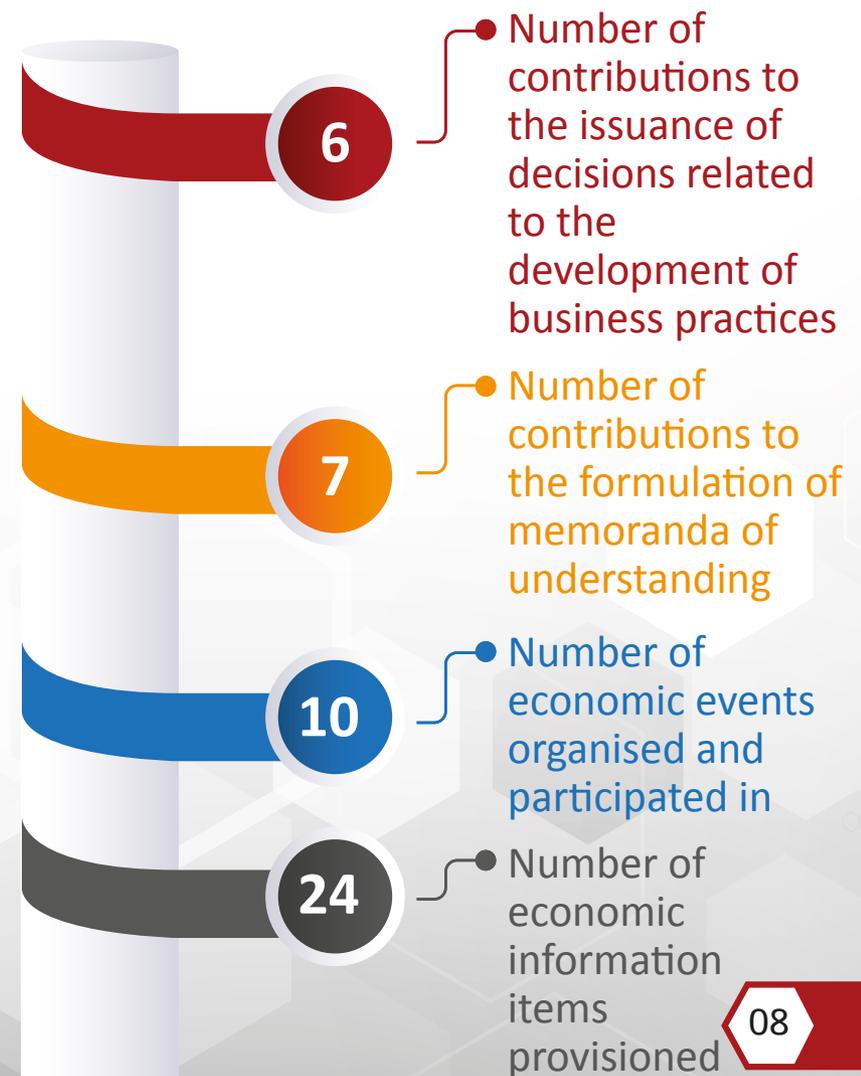
### Office objectives:



## Experts and Consultants Office



**Abdelhalim Mohaisen**  
**Economic Consultant**



## Experts and Consultants Office



**Nathan Smith Hunter**  
**Business Development Consultant**



## Experts and Consultants Office



**Ihab Al Kuni**  
**Legal Counsel**

**Ahmed El Masah**  
**Legal expert**

Grievance Committee

824

● Number of legal advices: 800

● Number of internal and external conflict settlements

42

● Number of policies developed concerning the internal system of the department

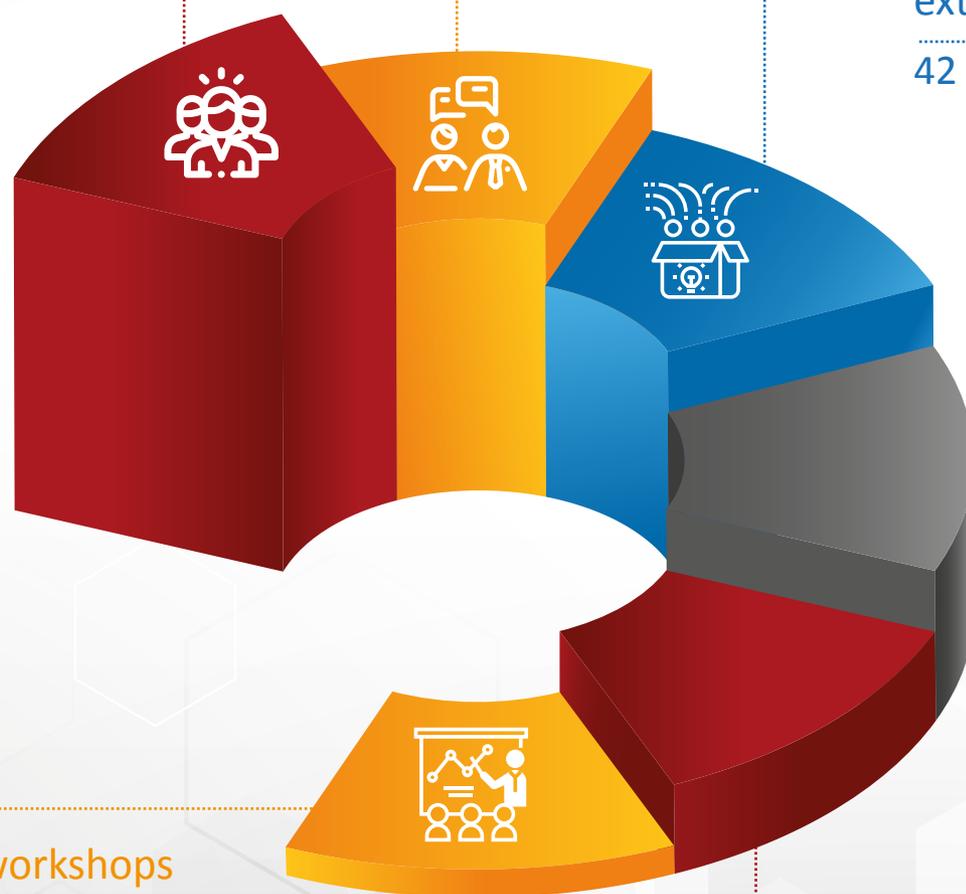
16

● Number of workshops conducted on Corporate Law

2

● Number of legal studies and policies reviewed

12





**Moza Hassan Saeed Al Shamaili**  
**Manager Corporate Development Office**

## Corporate Development Office Objectives

- ◆ Improve the efficiency of the organizational support services and consolidate the culture of innovation and creativity.



### Office Objectives:

Promote the culture of creativity, innovation, and excellence in the Department to achieve its Vision and Objectives



Contribute to participation in local and international awards

Enhance the Department's commitment to international standards

# Corporate Development Office Initiatives





No. of beneficiaries: 92



Satisfaction: 94%



Completion: 100%



No. of team and committee managers: 18



Satisfaction : 86%



Completion: 100%



Overseeing Future Session



"Ahd" Initiative



"On the Covenant We Meet" Annual Meeting



"Be Special" Initiative



No. of beneficiaries: 91



Satisfaction: 91%



Completion: 100%



No. of beneficiaries: 93



Satisfaction: 80%



Completion: 100%

## Corporate Communications Office

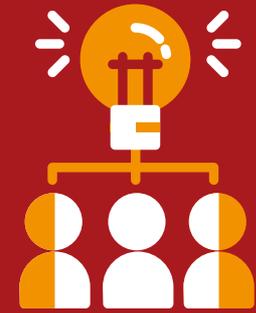


**Aisha Obaid Alayyan**

**Manager Corporate Communications Office**

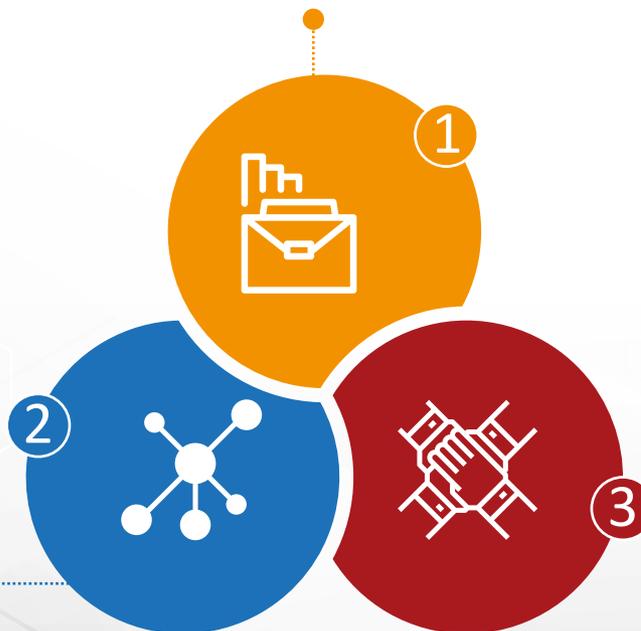
## Corporate Communications Office Objectives

- ◆ Build the ties that bind the relationships between the Department and the relevant stakeholders
- ◆ Improve the efficiency of the organizational support services and consolidate the culture of innovation and creativity.



### Office objectives:

Boost the economic knowledge of the Department locally and internationally



Clarify the economic role of the Department

Enhance the strategic partnership with the local and federal entities

# Corporate Communications Office Initiatives



# Teams and Committees Initiatives in the Department



No. of initiatives: 10

Satisfaction: 91%

Completion: 100%



No. of initiatives: 22

Satisfaction: 85%

Completion: 100%



No. of initiatives: 12

Satisfaction: 88%

Completion: 100%

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