



AL MASDAR

PUBLICATION OF DUBAI ELECTRICITY & WATER AUTHORITY ■ April 2010 ■ Issue 36



► Sheikh Hamdan bin Rashid opens the 12th conference of WETEX 2010



DEWA wins 10 Awards in the "Dubai Government Excellence Program"

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DEWA celebrates the Golden Jubilee



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“If You Are Not Leading then You Are being Led”

Mohammed bin Rashid Al Maktoum

In midst of all the celebrations conducted by DEWA throughout this year, on the occasion of the Golden Jubilee, we would like to assure H.H Sheikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of UAE and Ruler of Dubai, that we would continue to strive for excellence and devote ourselves with complete commitment in giving and accomplishing tasks on various levels and perspectives.

It's with pleasure and pride I would like to mention some of DEWA's achievements over the years. Achieving the high power supply reliability, similar to or better than in advanced countries is one of our major achievements. In reducing Customer Minutes Lost we overcame most Western countries such as UK, France, Italy, Sweden, Finland and Spain among others. Water line Losses in DEWA's network dropped from 42.5% in 1989 to 10.86% in 2009, while the average of Asia is 42% and 15% for North America. We also reduced Electricity Line Losses from more than 7% in the late 90's to around 3.33% in 2009, while the world average is 14% and 6% for the top 10 European Union (EU) percentile.

Amongst our continuous efforts towards excellence HH Sheikh Mohammed bin Rashid Al Maktoum has honored DEWA with 10 awards in Dubai Government Excellence Program for 2009. DEWA was awarded with the Distinguished Government Authority Category Financially. Another Award was The Best Technical Project, wherein DEWA's Generation Division (Mechanical Engineering) executed a scientific experiment for the first time in the world, on Gas Turbines type V94.2 used to increase the turbines capacity and efficiency. The Joint Government Project Category award (The Rationalization Award for a Better Future), which was in association with Dubai Knowledge and Human Resources Authority was among the awards. Additionally, we were also awarded with the Distinguished Government Employee Category, the Distinguished Employees of Specialized Fields, the Creative Employee Category and the Unknown Soldier Category.

This success that has been recognized and renowned is credited to the great efforts and commitments of our Partners, Divisions, Departments and Employees, who have excelled beyond expectations set by their superiors, which was highly reflected on the level of efficiency and reliability in services and on customer satisfaction. For these reasons and on behalf of all the Authority's staff, I would like to congratulate all the winners and distinguished creative teams and individuals for attaining such success and excellence.

Saeed Mohammed Al Tayer
MD & CEO of DEWA



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Our Dear Readers, This magazine was a result of your contribution, and meant to be available for you. Therefore we welcome further suggestions and valuable thoughts, by which we can then achieve our aim, of open dialogue and easy communication. We thank you for your continuous efforts, and cooperation, with our sincere best wishes to you.

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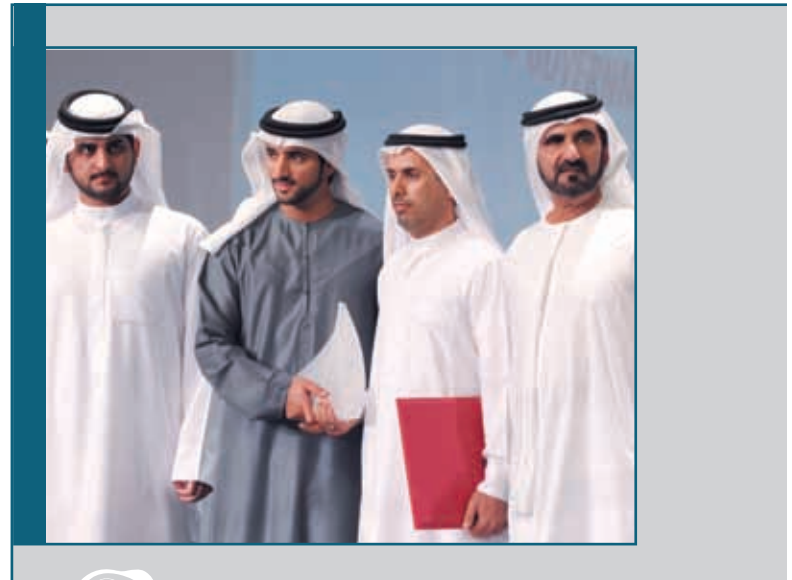
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10- Awards, a new record marked by
DEWA, in the Dubai Government Excel-
lence Program



50 years of Excellence
DEWA celebrates the Golden Jubilee



Sheikh Hamdan bin Rashid opens
the 12th conference of WETEX 2010

H.H Sheikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of UAE & Ruler of Dubai, witnessed the "Dubai Government Excellence Program" Awards ceremony 2009, which took place at Madinat Jumeirah, and His Highness rewarded winning departments, categories, creative groups and individuals.

10



Mohammed bin Rashid visits DEWA's stand
Hamdan bin Rashid Inaugurates
the UAE Careers Exhibition 2010



DEWA launches the cartoon character
"Harees", to enhance awareness towards
Health, safety and environment



Dahi praises DEWA's efforts
Signing a Memorandum of Understanding
with Dubai Police



DEWA organizes a dinner gathering
and rewards 230 of its staff



**DEWA opens an office for General Directorate
of Residency (DNRD) at its Headquarters**



In an aim towards achieving the principle of
distinguished partnership
Organizing the first Mass Wedding 2010



هيئة كهرباء ومياه دبي Dubai Electricity & Water Authority

DEWA celebrates the Golden Jubilee

DEWA, during this year is celebrating the (Golden Jubilee), for marking the 50th anniversary for providing electrical and water services, as fundamentals of a modern civilization movement being witnessed in the nation. They are factors of sustainable development in all sectors of life. The Dubai Government, in this regard, set a complete legislative and executive system for the Energy Sector throughout the Emirate of Dubai, due to its importance to daily life, and to sustain the society's comfort.



Hamdan bin Rashid after unveiling the Golden Jubilee, in presence of Saeed Al Tayer



Hamdan bin Rashid:
We supply electric-
ity to more than 530,000
consumers and water to
470,000 consumers

HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and President of DEWA, asserted that by celebrating the Golden Jubilee, it marks 50 years of hard, continuous and remarkable efforts in serving the constant development of Dubai. On this occasion, the celebration authenticates DEWA being one of the most renowned government bodies, locally, regionally and internationally, as to what it has achieved so far.

His Highness unveiled the DEWA Golden Jubilee during WETEX 2010. His Highness referred to the authority's noticeable development and its leading journey, which contributed to enhancing Dubai's significant position on the international scale. Such recognition is yielded through the provision of international level services to both individuals and organizations in Dubai. His Highness stressed the need for DEWA to continue launching enthusiastic projects, to observe the Emirate's needs for both electricity and water. His Highness added, that after half a century since its inception, DEWA still maintains the dynamics and tendency for development and modernization.

A National Superior Organization

HH Sheikh Hamdan, declared that DEWA is regarded as a national superior organization, that contributed in building a cultural, economical, com-

mercial, architectural and social renaissance, witnessed in Dubai today. That is in addition to what it owns in terms of assets exceeding in value AED 74 billion. And also, due to its projects that are currently being under process, value in costs to around AED 29 billion. This value is divided among several divisions projects, such as the Generation Division (Electricity and Water production), which value around AED 15 billion. Other projects, as well, include The Electricity Transmission Division, which value around AED 10 billion, and the Water Transmission and Storage which value around AED 4 billion.

His Highness declared that DEWA has been achieving turning points in its daily services, quality and quantity wise, day after day, until it became capable of providing electricity to more than 530 thousand consumers. It has been providing water to more than 470 thousand consumers in all areas of Dubai. DEWA plays a significant role in the economical and industrial developments being witnessed in Dubai. With such increase and acceleration in both industries, DEWA works on observing the increasing rates of demand for electricity and water. It is being fulfilled by pre-estimation and therefore adequate planning, to then successfully executing its projects with committing to the environment health and safety.

His Highness added : "Developing and Modernizing are the most important concerns being adopted by DEWA,



and which are being verified through the use of electronic programs. This emphasizes DEWA's commitment to expanding the means of direct communication with the public. After all, DEWA services are dedicated to serving the citizen, resident, investor and property developer in Dubai. These services are being facilitated as to become accessible, which makes DEWA among the first local authorities integrating e-systems, as to be qualified electronically, and therefore enhancing its leading position in today's electronic age."

His Highness added his pride towards the level of services being offered to customers by DEWA, where their satisfaction is a motivational force towards proceeding with upgrading these services. His Highness dedicated his best wishes, saying: "On this occasion, we would like to congratulate and express our gratitude and appreciation to the DEWA team, for their exquisite efforts, which exceeds to more than just being a duty. Such force has contributed in signifying the authority as a highly professional, efficient and distinguished establishment."



Hamdan bin Rashid signs the Guest Book



Committing to the standards of Quality; Environment, Health and Safety (EHS)

His Highness praised the integrated administrative system policies, where DEWA commits to the effective implementation of the HSE systems in the works of power, transmission and distribution. All are essential systems for constant improvement.

DEWA's policy involves pursuing the best practices and highest stan-

dards in the aspects of quality and HSE and responding to all relevant legislative requirements, and others that are linked to HSE standards. By doing so, it avoids any hazards in health issues, accidents and pollution of air, soil and water. It also guarantees the sustainability of natural resources and waste management through recycling and re-use. HSE is also taken into consideration by DEWA in the process of design, construction, operation, maintenance, planning, controlling, monitoring and measuring the system performance within the quality and HSE frame work.

Achievements that placed DEWA in a renowned position

The DEWA staff celebrated along with H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA, and Executives Vice President along with senior officials of DEWA, the Golden Jubilee for marking the 50th anniversary for DEWA, filled with a leading and excel-

lence experience in serving the fanatical growth and development plans.

H.E. Saeed Mohammed Al Tayer, referred to all the remarkable achievements being attained by DEWA, to H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. It was with his kind guidance and direction, the authority's works shaped the unprecedented accomplishments by DEWA. Al Tayer, also thanked all the staff in this occasion for their significant role through out the five decades of sincere work, in all the services and across all levels and aspects, both locally and internationally.

H.E. Al Tayer added, that in the past years, DEWA achieved remarkable attainments which placed DEWA in a renowned position, locally, being one of the most dynamic and successful government bodies, while internationally, as one of the best Electrical and Water suppliers worldwide. Mr. Al Tayer, continues expressing his happiness and gratification as to the progress and accomplishments being achieved through out the 50 years, and called for the pursuit of such committed efforts

Hamdan bin Rashid:
DEWA's assets exceed AED
74 billion in value
Value of Projects under
execution, reach in value to
AED 29 billion



to offer the best and distinctive level of performance.

On the sidelines of the ceremony, H.E. Al Tayer, joined the staff to cut a cake decorated with DEWA's Golden Jubilee logo. During the celebration, H.E. expressed his fondness to the staff, calling them to sustain such level of activity, which eventually maintains DEWA's position among the pioneers of excellence.

Dr. Yousif Al Akraf, Vice President of Human Resources, congratulated all staff, praising their efforts in serving DEWA's work mission, that aims at excellence and therefore reflects on Dubai's permanent growth. He expressed his pride towards the achievements being attained throughout the past 50 years.

Dr. Al Akraf, stated that DEWA was inspired by the government vision in outlining its strategical plans for excellence. He referred to the great number of awards and recognitions received by DEWA, locally and internationally. Such as; The Dubai Government Excellence Program (Golden Category) and receiving international certificates of appreciation in the fields of Environment, Quality and Safety. Further more, was the recognition entitled through the Hall of Fame, The British Sword of Honor in the professional Safety, Awards for investing in human resources, and receiving the first position internationally in the Call Center services.

Department of Corporate Communications, visits Dubai Hospital

On this occasion of DEWA celebrating the Golden Jubilee, and for enforcing the authority strategy of maintaining constant communication with the various social segments, DEWA's Corporate Communication Department, visited Dubai Hospital, and gave away modest gifts.



Echoes of the Past

Oil lamps were lit in many commercial shops before being introduced to electricity in 1952. There was no water channels at the time, which led to people consuming underground water, by extracting water through wells, in manual primitive means. They were then shifted around in containers being held on the back of animals for household uses. Even though the process of moving around with water was a hard work, people would in such events share news and exchange conversations through out the process of wait



DEWA was inspired by the Government vision in outlining its strategical plans set for leading and excellence



Al Tayer, joined the staff to cut a cake decorated with DEWA's Golden Jubilee logo.



■ Cover Story



the Agency of Kerry Mackenzy for Maritime Freight and Shipment, had constructed the first electricity power generator in Dubai, with a capacity of 2 Kilo watts. As for the second generator, it was built in the Shindagha area, where HH Sheikh Saeed bin Maktoum, Ruler of Dubai, at the time was settled.

In the year 1955, Mr. Nassir bin Abdul Latif Al Serkal, was the first citizen to build an electrical generator in his house, and when witnessed by his neighborhood, the advantages and benefits it generates, they as well requested the same for their households. Eventually, the demand increased and were fulfilled with new generators of high capacities in compare to the first generator. During that time, it was difficult to detect the amount of power being consumed, and therefore a fixed amount of around 5 Rupees would be deducted for every electrical lamp, 10 Rupees for every fan, while using air conditions at the time was prohibited, so was refrigerators and other appliances. But, with the increase of demand for power, Mr. Nassir Serkal, established a company that provides electrical power for consumers. He presented the idea to Mr. Ali bin Abdullah Al Owais, a business tycoon, who presented the idea to HH Sheikh Rashid bin Saeed Al Maktoum, Ruler of Dubai. The project was approved, and a decree

DEWA represents a significant story of success

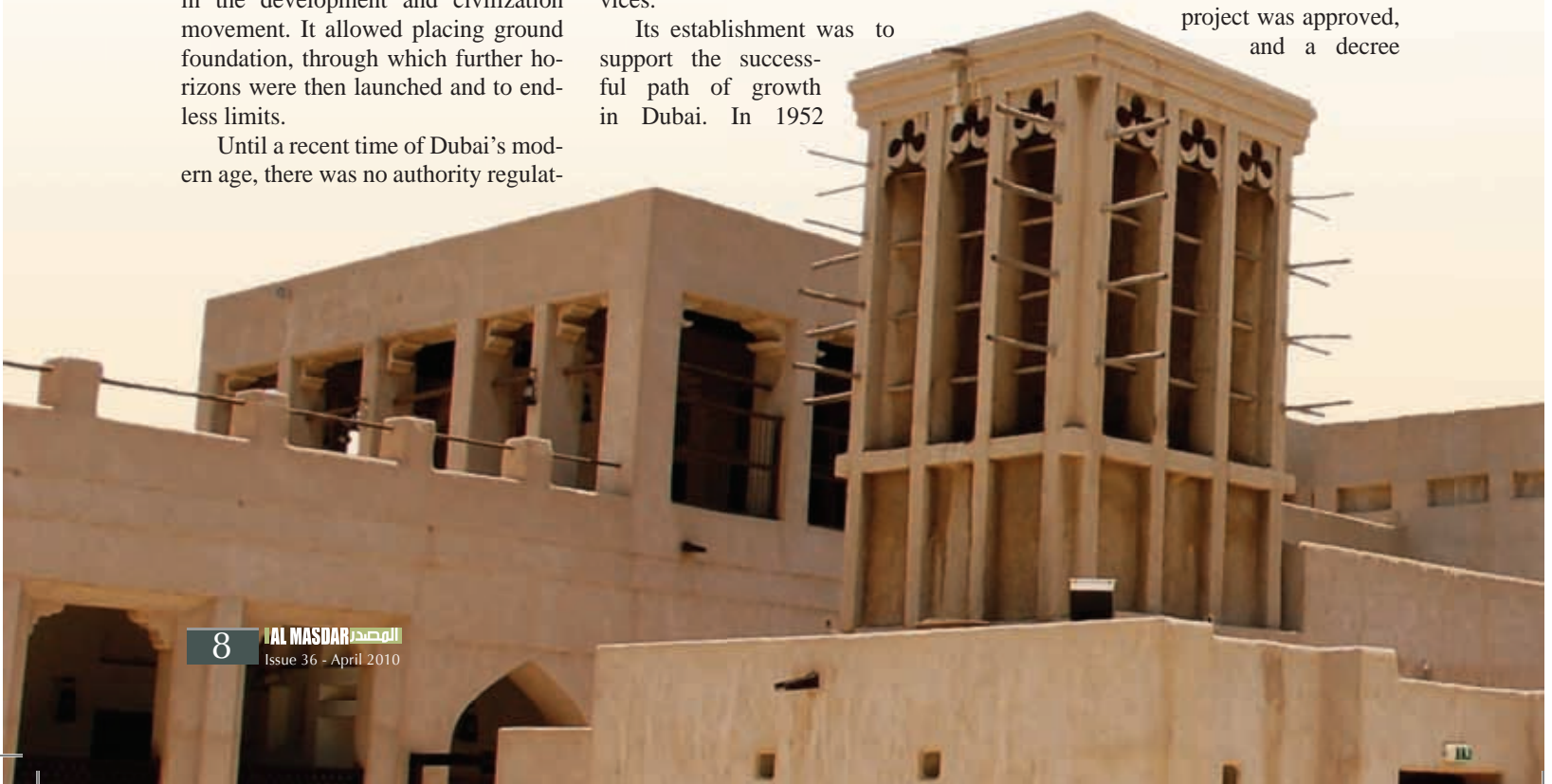
ing, filling and walking. To lessen the burden, they would sing and chant. It was then in the 50s and 60s, that Dubai worked on developing its services and converting to government departments, embodied in local departments of services, which among all, the most reputable was Electricity and Water services. It played a radical role in the development and civilization movement. It allowed placing ground foundation, through which further horizons were then launched and to endless limits.

Until a recent time of Dubai's modern age, there was no authority regulat-

ing neither the production and distribution of drinking water, nor power, until an Electricity Company and Dubai Water Project were established in 1959. Starting from 1961, the supply of water and electricity to the Dubai community, started taking place, through modest channels of transmission.

Dubai's story in shifting from a small village and modest populated area composed of a few thousands of inhabitants to a gigantic regional and international modern commercial center, with around a million inhabitants, currently, reflects a story of success in establishing electricity and water services.

Its establishment was to support the successful path of growth in Dubai. In 1952



was issued in 1959 declaring the establishment of the Dubai Electricity Company. And from then onwards, with a government support and an effective contribution by the citizens, the company's distinguished permanence alleviated.

Different story versions of the people's suffering in Dubai, to get drinking water and especially in summer. And in 1959, the same year in which Dubai Electricity company was built, HH Sheikh Rashid bin Saeed Al Maktoum, Ruler of Dubai issued a decree for establishing an authority specializing in executing a project that provides water supply for Dubai. In the beginning of June, 1992, and as per the decree issued by HH Sheikh Rashid bin Saeed AL Maktoum, Ruler of Dubai, the Dubai Electricity Company, and the Department of Water, Dubai, merged, supported by the Dubai Government as to effectively provide all that is needed

in terms of electrical power and water to citizens and residents, within sustainable conditions.

Today

Today, after 5 decades, DEWA embodies the bright story of success with what it holds in its portfolio as to high efficiency in all fields of its operations. The main philosophy being followed by DEWA is represented in how it looks at the future and how it prepares for it, by adopting scientific planning, that embraces the high demand of consumers for power and water. By executing such policy, DEWA is able then to pursue in serving consumers, and performing its role in contributing to the economic prosperity and growth in Dubai. In DEWA, today, more than 8000 staff members work hardly to guarantee the availability of services, quantity and quality wise, and there-



fore be sufficiently compliant. DEWA today serves more than 530 thousand consumers of electricity and more than 470 thousand consumers of water in Dubai.

And that is how DEWA continues to expand its capacity of support and service as to provide the necessary supply that covers the increasing demand for electricity and water. And based on that, DEWA sustains its efforts in undertaking the most scientific methods, using the most up to date technology to pursue its successful mission throughout the future.



In 1961, distribution of electricity and water in Dubai started through modest distribution networks





An increase in number of participations from 450 to 500 companies, compared to last year

Sheikh Hamdan bin Rashid opens the 12th conference of **WETEX 2010**

H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and President of DEWA, inaugurated the Water, Energy Technology & Environment Exhibition 2010 (WETEX) in its 12th session, in the Zabeel Hall at Dubai Trade Center for Conventions and Exhibitions.



Launching the 2nd phase of the Sustainable Green Buildings standards in Dubai

After the inauguration ceremony and unveiling the Golden Jubilee, H.H. Sheikh Hamdan, toured the exhibition, in the company of H.E. Dr. Hanif Hassan, Minister of Health, Dr. Rashid Ahmed bin Fahad, Minister of Environment and Water, H.E. Mattar Humaid Al Tayer, DEWA Chairman, H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA, along with other Directors of local government departments and high profiles in the society.

His Highness visited different stands and saw the various displays and equipment show cased. His Highness also met groups of participants from various ministries, government bodies, municipalities, national and international organizations, and associations of public benefits dealing with matters relating to water, energy and environment protection.

Organizing WETEX exhibition comes as a result of the directions of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai and H.H. Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and President of DEWA.

H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA, stated that DEWA organized WETEX which is a 3 days event, in which

a number of important topics were highlighted, and it included the most up-to-date solutions for electricity, water and energy, and the latest worldwide in these fields. The Exhibition mainly targets engineers, technicians of various public and private sectors in UAE and GCC, as to reveal to them the all new technical updates.

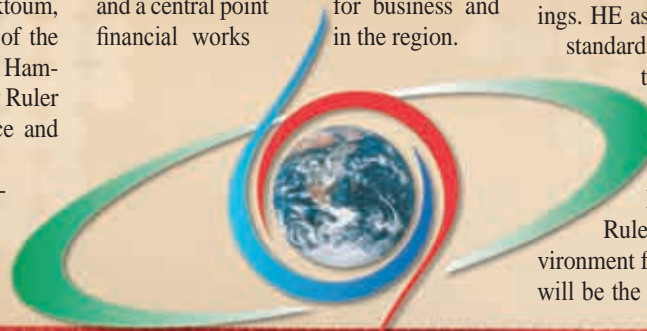
The Exhibition attracted international and regional specialized companies from 32 countries. The exhibition covered a space area of 15,000 sq.m.

In comparison to last year, the number of local, Arabian and international companies participating had increased from 450 to 500, from various continents, ministries, departments and associations.

H.E. Al Tayer said: "The success of the exhibition lies in attracting broad international participations, in the 12th session, in Dubai, a leading destination set for commercial and economical activities, and a central point for business and financial works in the region."

DEWA launched the second phase of the standards and specifications relating to the efficient use of electricity and water, which comes within the Sustainable Green Buildings Project, in association with Dubai Municipality and which coincides with the 12th session of WETEX 2010.

Mr. Al Tayer stated that DEWA would start issuing the procedures related to organizing and implementing the efficiency standards within the Sustainable Green Buildings Project in Dubai, in April 2010. The Project would first include new buildings. HE asserted that implementing such standards in Dubai comes as an execution of the initiations and vision set by H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, which calls for environment friendly projects. By that Dubai will be the first city in the Middle East to



WETEX 2010





Al Tayer with Lord Davies - British Minister of Trade



During signing the contracts

Projects' contracts in the electricity and water sector, as a support to DEWA's infrastructure, and for increasing the efficiency of networks, as to absorb the increase in demand for DEWA's services. This also comes as a result of the wise directions and guidance of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.



The rationalization podium



Al Hajri during the Award withdrawal

the type of internal environment and waste management. The Sustainable Green Buildings' standards and procedures aim at keeping Dubai a healthy city, following the highest standards of sustainable development and to maintain a clean environment free of any pollution.

Focusing on means of consumption rationalization

During the exhibition, DEWA focused on highlighting its efforts that pertained to rationalizing consumption of electricity and water. Its initiatives were generated through the awareness programs and the field projects through which DEWA spread its message, stressing the significant importance of rational consumption of energy in society.

During its participation in the exhibition, DEWA presented its unique project which emphasizes the rationalization of electricity and using it efficiently, as to lessen the carbon emissions which harms the ozone layer. All in line with DEWA's policy of sustainable growth for generation to come.

Reserving 60% of the exhibition area for the 13th session

The exhibition on goings was concluded after successfully showcasing the latest technologies in electricity, water and environment, where it attracted an unprecedented number of distinguished visitors. The success of WETEX 2010 had also encouraged reserving 60% of the exhibition area for the 13th session, as per what DEWA (organizers of the Exhibition) had stated.

Among the exhibition visitors, there was Lord Davies, British Minister of Trade and Investment and Small Businesses, leading a delegation of 70 UK companies representatives. The reason for such visit is to enhance the business opportunities between UAE and UK in all the possible economical fields. Also the importance of WETEX among the European and international market is yet another reason for attracting important visitor profiles.

On the other hand, the Irish Ambassador, in UAE, Mr. Karan Madeen had also visited WETEX heading a huge delegation, where possibility of mutual cooperation in all sorts of fields was discussed between DEWA and the Irish business society. The delegation expressed the importance of such exhibition, where it is a center point in which many companies and decision makers meet to discuss and plan for potential mutual business opportunities.

officially execute the standards of the Sustainable Green Cities, to its housing and commercial units.

Pertaining to this matter, DEWA along with Dubai Municipality determined conditions and standards, both optional and mandatory as well, to make buildings in Dubai meet the environment requirements.

Such criterions involve choosing the location, efficient use of energy and water and the type of materials used in construction, as well as

Signing 6 new Projects' contracts

On the side lines of the exhibition, DEWA celebrated the signature of 6 new



Al Tayer with Karen Madeen - Irish Ambassador in UAE



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“Al Tayer” : The directions of HH Sheikh Mohammed bin Rashid Al Maktoum is the base of our excellence

DEWA wins 10 Awards in the “Dubai Government Excellence Program”

H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, attended the Award ceremony for rewarding the winners of “The Dubai Government Excellence Program” 2009. The ceremony took place in Madinat Jumeirah, where H.H rewarded all the Government Departments, categories, teams and creative individuals.



The Award for Distinguished Government Department Financially

His Highness Sheikh Mohammed praised the efforts of the team of "Dubai Government Excellence Program", who worked sincerely to obtain this fruitful result which lead to eventually upgrading the level of all national departments and organizations.

Attending the ceremony, along with H.H Sheikh Mohammed, was H.H Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Office of Dubai, H.H Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, H.H Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, Chairman and Chief Executive of Emirates Airlines, H.H Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority, H.H Sheikh Hashir bin Maktoum Al Maktoum, Director General of Department of Media, H.H Sheikh Mansoor bin Mohammed bin Rashid, VIP and distinguished profile guests, businessmen, foreign Counselors and a number of staff members at various national government departments.

In a statement made by H.H Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, he asserted that excellence is a result of great efforts and generous giving. Dubai along with its government sector, and in the process of following and adopting the methodology of excellence, will build roofs of knowledge, a firm built-up mechanism for men of tomorrow, advanced intellectual administrative disciplines and specialized practices.

The Awards were then distributed by HH Sheikh Mohammed bin Rashid Al Maktoum, along with HH Sheikh Hamdan bin Mohammed, Sheikh Maktoum bin Mohammed, Abdullah Al Shibanny, General Secretariat of the Executive Council and President of the "Dubai Government Excellence Program".

In a statement presented by H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA, in light of DEWA winning 10 Awards in the Dubai Government Excellence Program, he said: "we dedicate our gratitude and appreciation to H.H Sheikh Mohammed bin Rashid Al Maktoum, for his leadership and unprecedented initiative which involves a long term perspective. It is by such programs that the national government departments started racing with time to achieve the best outstanding performance with highest efficiency and expedite services. That was indeed the case, where the culture of excellence became an important part of the government



The Technical Project Category Award / The Distinguished Technician



Yahya Al Zafeen – The Distinguished Government Employee Category

units' works, leading us by that to the path of distinction and creativity."

Mr. Al Tayer asserted that winning, honors all the great efforts being generated by the administration team staff, which ultimately advance the level of performance and services in DEWA. By achieving all this, it ultimately meets the highest national, regional and international standards. DEWA has even become an example for efficiency and means of services, which sets the path through a new established ground, making the most out of excellence and exclusiveness. His Excellency also referred to the need to adopt latest technology to reach the highest levels of operational efficiency that promotes us to increase the production efficiency of gas turbines, which was marked as a Distinguished Technical Project. With DEWA being represented in the production sector (Mechanical Engineering), it has managed to execute a scientific experiment for the first time, worldwide, related to gas turbines model V2, 94 which increases the

capacity and efficiency of the turbines by using liquid pressure. The project therefore increased the productivity level to a range of 93 watt by an aggregate capital of AED 290 million while annually saving AED 3.1 million of the value of fuel.

The Distinguished Government Department in the Financial Category

DEWA achieved great revenue returns in 2009, as it adopted a financial strategy that involves a strategic performance management tool; "Balanced Score Card"

(BSC), which entails providing needed financial resources for funding projects per its requirements and based on priorities. As for planning the human resources budget, three authenticated mechanisms were used; Capital budget, Administrative costs and Project funds and Operating Budget. DEWA has also taken all the investing opportunities and implemented

■ Excellence

programs for generating financial income by increasing the efficiency of projects and providing diversified and facilitated channels through which consumption bills can be collected. Further DEWA adopted programs to rationalize the operating budget and administrative costs, and formed a High Committee for monitoring and controlling costs.

The Joint Government Project Award

The Rationalization Award for a better Future, was awarded to a joint project between DEWA and the Knowledge and Human Development Authority (KHDA). The project originated due to both parties' concern in disseminating knowledge among students towards rational use of resources. The project contributed in granting Dubai a reliable image in rationalizing consumption of resources and therefore increase the rate of saving wastes in the educational premises. The Rationalization Award achieved aligned level of responsibility among individuals towards environment and society. All that was illustrated by the solidarity of school managers with teachers, parents and students as to encourage intellectual incentive and creativity towards this matter.

The Distinguished Government Employee Category

Yahya Abdullah Al Zafeen – Vice President – Power Station Center (1)

An employee with leadership skills and capacity to prepare strategic plans and detail oriented operational plans to manage the Mechanical Maintenance. A good example and a role model to his team, in terms of performance and duty commitment.

Mr. Zafeen had equipped the Mechanical Maintenance Management (1), with all the needed requirements of spare parts and maintenance services, by fulfilling more than 500 requests for proposal and purchasing orders, with values exceeding AED 1400 million. He accomplished long term contracts for spare parts and equipment maintenance which observed the additional works, and therefore saving AED 800 million. Such achievement was attained without extra use of human



The Award for Joint Government Project



Noora Ahmed bin Askar – The Distinguished Government Employee Category

resources.

The Distinguished Government Category in Special Field

Dr. Faraj Ali Hamad Al Sheikhy – In the Power Transmission Sector

He was reputed for his express and adequate service in concluding matters, and the first on the regional level to implement the maintenance concept (RCM). By implementing its standards, it saved a lot of money, summing in value to AED 2.32 million. Its idea is based on repairing equipment when needed while focusing on running its functions according to its importance. He also took into consideration the consequences of any error or break down by researching and studying the damages that maybe caused to the network, professional health and safety, as well as the economical and social effects on workers.

The Creative Female Employee Category

Sara Abdul Aziz Rafee – Graphic Designer - Customer Services Department

She offered a number of creative suggestions, of which 85% of them were executed. She designed the e-payment campaign which led to increasing the number of electronic transactions to 53%, and increasing the proceeds of the collection process to reach AED 5.5 million annually.

The Distinguished Government Employee

Noora Ahmed bin Askar Al Naqbi – Mechanical Engineer in the Department of Connection services – Distribution Department

She contributed in changing and improving the department's performance, by lessening the costs and simplifying the operations and procedures to guarantee customer satisfaction. Her suggestions contributed severely in protecting the environment from pollution. She also presented, executed and designed an innovative design to unify the stations into one, which can observe all types of generators.

The Creative Employee Category

Mohammed Ibrahim Manoj – Senior Technician – Mechanical Maintenance Department (Production Sector)

He saved DEWA more than AED 14 million , by designing and developing Steam Turbines codes, as well as a portable device for thermal handling . He also designed a device to tighten and release screws in the steam turbines, as he did design a platform to transport and fix high pressure pumps. During his experience of 26 years, he was able to gain great amount of knowledge through exchange of information with the maintenance specialists in the manufacturing companies. He, by that has also contributed to increasing the customer satisfaction by making the networks be highly reliable and efficient.

The Unknown Soldier Category

Mohammed Abu Zafir Ahmed Husain- Cashier in the Financial Department

Since he was first assigned to his job 26 years ago, he has always proofed competence at work. He is named the super employee, where he knows by heart all the systems and instructions related to the financial department. He helps new employees and guides them in solving any work problems.

Abbas Ali Barakat – Mechanic – Production Sector

During his service of 38 years, he has shown great level of familiarity with all Health and Safety regulations at the Power stations. Such matters are essential in his line of work. He is known to being punctual in his timings and has a very impressive record, clear of any violations. Despite his old age, yet he always strives to perform his duty efficiently in a way that exceeds his superiors' expectations.



Dr. Faraj Al Sheikhly - The Distinguished Employee in Special Fields



1-Mohammed Abu Zafir 2-Abbass Ali Barakat - The Unknown Soldier Category



Sara Rafee – The Creative Female Employee Award



Mohammed Ibrahim Manooj - The Creative Employee Award

Al Tayer: Customer satisfaction is a very important aspect of our success

DEWA Rewards the "Stars" of Customer Relations

H.E. Saeed Mohammed Al Tayer, MD&CEO of Dubai Electricity & Water Authority praised the Authority's efforts in enhancing customer satisfaction, and expressed his

satisfaction over the high standards met by customer service staff.

During a luncheon held last week, eleven Customer Relations employees were selected and honored as "Nojoom DEWA" (DEWA Stars) for their distinguished customer service during 2009.

This recognition came as part of the Authority's strategy to develop customer satisfaction, which followed a comprehensive assessment of 200 employees from Frontline, Cash and Customer Care Centre.

During the luncheon, Al Tayer stated that rewarding these distinguished Customer Relations employees symbolises the Authority's commitment towards achieving the highest levels of customer satisfaction, saying: "Customer satisfaction is a very important aspect of the Authority's success".

"Nojoom DEWA" was a result of assessments conducted by the Authority in cooperation with

Quest Consultancy which consisted of interviews, online assessments, one to one training and mystery shopper. Employees were assessed for their customer communication skills, efficiency, productivity, personality, work ethics, catering to customer satisfaction among a list of other qualities.

"Nojoom DEWA" is a new initiative launched by Customer Relations Department with an aim to encourage employees to enhance their work talents and work towards customer satisfaction.

Amal Al Suwaidi, Vice President of Customer Relations, DEWA said: "The Authority continuously engages in encouraging its employees to achieve excellence through various training programs, and to uphold a working environment that is motivating, inspiring and rewarding."

The stars of "Nojoom DEWA" are: Badria Mohammed, Noora Ruwaila, Shamma Al Tamimi, Arif Ahmed, Abdul Hamid Khan, Ahmed Al Awadhi, Mohsin Raza, Tahani Laiwad, Faisal Hafez, Shamsa Al Towainja, and Khalifa Rashed.





DEWA receives the "Deal of the Year Award" for 2009

DEWA received the "Deal of the Year Award" for the year 2009, for its US\$ 1 billion ECA (Export Credit Agency) backed loan from the British "Global Trade Review" magazine, an internationally recognized body for global trade finance. Our nomination was one among the thousands of submissions from every sector and every continent representing the achievements in the trade, export and commodity finance market across the globe in 2009.

DEWA turned out to be the winner due to the size, complexity and competitive pricing. The deal also achieved a number of first, including the first ECA supported financing for DEWA, the first major multi ECA financing for a quasi-sovereign entity in the GCC and UAE, while the long tenor broke all records for a foreign currency financing in UAE.

H.E Saeed Mohammed AL Tayer - MD & CEO of DEWA says that "it is indeed remarkable that the ECAs

and banks had reposed their faith in DEWA as a strong and dependable business entity in these challenging times of global financial crisis and the highly volatile market environment faced specifically by Dubai entities".

H.E Al Tayer, also praised the efforts put in by the "Treasury Team of DEWA" to bring such innovative and diversified financing options to DEWA and in fact to the region, thus opening up opportunities for such transactions to local companies.

GTR
Global Trade Review

GTR Leaders in Trade Awards 20 Best Deals of 2009



Saeed Al Tayer (second from left) during the award ceremony with Abdul Nassir Abbas and Khalid Al Khaja.



Dahi praises DEWA's efforts Al Tayer: DEWA's programs of rationalization saves AED 97 million

DEWA signs a (MoU) with Dubai Police



In an aim towards enhancing the strategical partnership between the government organizations and departments in Dubai, a Memorandum of Understanding (MoU) was signed between DEWA and Dubai Police.

Such cooperation comes in light of the coordination efforts aiming at increasing adherence to environment awareness and entrenching the rationalization culture in electricity and Water.

The signing of the agreement was attended by Lieutenant General Dahi Khalfan Tamim, the Dubai Police Commander-in-Chief and H.E Saeed Mohammed Al Tayer, MD and CEO of DEWA, along with a number of high ranks and senior officials from both parties. The signing ceremony was held at the headquarters of the Dubai Police.

In a speech given by H.E Saeed Mohammed Al Tayer, MD and CEO of DEWA, he said: "This memo is a result of the directions of H.H Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister, Ruler of Dubai, where he asserts the need to collaborate efforts between all authorities and departments to achieve best government performance".

The agreement entails generating efforts that aim

at increasing the environment awareness and disseminating the rationalization culture in both electricity and water usage, in all Dubai Police facilities.

His Excellency hoped the MoU serves in increasing the coordination and cooperation with Dubai Police in all fields especially the rationalization awareness, through exchange of expertise and studies relating to each party's specialty, within the frame work of environment protection and sustaining its resources. By doing so it all leads to the continuity of development and supports the creative and innovative skills of both authorities' employees.

Mr. Al Tayer further added some statistical clarifications, where he indicated that the rationalization programs of consumption being executed by DEWA in 2009, led to downsizing the level of consumption to 201 million Kilowatt / hr. and 1,38 billion gallons of water, which sums up in value to AED 97 million. As for Dubai Police, their savings since last year reached in value to more than 1,715 million, and DEWA foresees with the signing of the MoU, a noticeable fallback will be marked, which ultimately will support the vision of serving the general public.



In an aim to accomplish staff's and public's transactions **DEWA inaugurates an office for Department of Residency and Foreigners Affairs at its Headquarters**

DEWA inaugurated an office for General Directorate of Residency and Foreigners Affairs (DNRD) at its headquarters. The inauguration came as a result of signing a Memorandum of Understanding (MoU) between H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA and Major General Mohammed Al Marri, General Director of the Residency and Foreigners Affairs. The MoU states the opening of the DNRD at DEWA's headquarters, as to serve in accomplishing several transactions pertaining to entry permits, residency and renewal of residency for staff of DEWA and the public visiting the authority's' offices. Simultaneously, an office representing DEWA will also open at the DNRD headquarters, serving its staff and public customers.

In this occasion, Mr. Al Tayer said: "The signing of the MoU comes in light of the authority's policy which intends on stimulating government excellence in performance and services. This also comes in light of executing the directions of H.H Sheikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of UAE & Ruler of Dubai, and his assertion as

to the need to collaborate efforts and integrate with the various authorities, companies and organizations in the national business sector.

General Major Mohammed Al Marri, praised the fruitful cooperation between both national government departments, where he clarified that the Residency Office at DEWA aims at serving the staff of the authority, as well as the neighboring areas, during the official working hours, which facilitates convenience and saves time and effort.

Mr. Al Marri affirmed that the external centers following the department, along with the new inaugurated office, reaches 23 centers in all. They all play a significant role in serving Dubai residents, with high level of quality and competence, which meets Dubai's position on the international scale in all fields.

Another statement issued by Major Khalifa Matar Balkobaa', Assistant Manager – External Services Offices, he asserted that DNRD derived its methodology from a wise leading vision of the Dubai Government, which emphasizes on facilitating and providing the best services to all users.

On the other hand, Ms. Mariam Al Mutaiwei, Senior Manager of Human Resources, declared from her side, that the office will be operating its services of work permits , residences, transfer of sponsor, cancellations and many others. This achievement exemplifies yet another step articulated by DEWA in its efforts to offer the best services to its customers and staff as well.

During H.E, Al Tayer's visit to DNRD, he discussed with General Major Al Marri, means of developing cooperation between both parties and importance of emerging constant communication between them.

During the visit, the electronic services being offered by the DNRD, were showcased, such as "Tabadul" and "Barq" services. The visiting delegation were also briefed on the mechanism of the "Takamul" system for transferring data relevant to medical check ups, between specialized parties and the department of (DNRD). Such systems operate in a way that guarantees confidentiality and adequacy through the shared e-link connecting the Health Authority with Dubai Health care entities.



In line with DEWA's strategy and its effective role towards society service, the authority launched a blood donation campaign, which was supported by its staff employees. The campaign was organized in cooperation with the Department of Blood Transfusion Services and Research Center. The Corporate Communications Department organized this campaign, in an aim to authenticate the humanitarian works that

In line with the Authority's strategy and its effective role towards society

DEWA constantly supports blood donation campaigns

ultimately generates a lot of benefits to blood cancer (Leukemia) patients.

By DEWA taking such action, it enhances its responsibility as a government organization towards the local society, by offering a helping hand to patients and all those in need of blood transfusions.

The Authority was keen to involve its team of staff in this humanitarian campaign, which calls for contributing in saving people's life and without doubt contributes to the blood bank across the nation, whom supplies hospitals for various surgical operations.

DEWA extended its efforts towards encouraging its employees by sending emails and urging them towards such a noble doing. Blood donation has generated further benefits, which promot-

ed donors to periodical check ups, allowing them to detect their blood pressure levels, hemoglobin, avoiding by that increase of iron levels in blood, as it also rejuvenates the bone marrow, which due to that produces new cells.

DEWA's efforts in nourishing the sense of humanity in this matter, has generated many responsive reactions from both the Authority staff as well as DEWA customers, who took part in showing great deed.

DEWA will continue organizing several campaigns through out the year as to encourage such noble initiative and therefore supply the blood bank with bigger amounts that can be sufficient in emergency cases in the future.

Another achievement added to its Records

DEWA was Awarded with the "Pan Arab e-Government – Award"

DEWA added a new achievement to its records by winning the "Pan Arab e-Government – Visual Creativity Category" Award - United Arab Emirates for Government Authorities and Official Organizations for the year 2009, from the Arab Organization for Administration Development - Arab Countries League and the Internet Awards Academy.

Eng. Marwan bin Haider (VP-CIO) and Ms. Moza Al Akraf (Specialist in Governance and Strategic Planning – DEWA) received the award on behalf of DEWA.

This award aims to highlight the efforts of Arab Governments that have established websites, and is offered for distinguished websites. The e-Government Award for Best Arab Website in Visual Creativity Category provides information and government services on the Internet effectively 24/7.

DEWA was one of the first UAE government authorities that had launched its website since 1998. Moreover, DEWA launched Online Services for Electricity and Water bills payment since 2001 keeping up with the directives and initiatives of H.H. Sheikh Mohamed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai in the field of e-government.

The DEWA's transformation towards e-services ratio reached 100% and 97% for the electronic completeness (GeSS) according to the e-Transformation Measurement System adopted by Dubai e-Government.

The total number of DEWA customers enrolled in e-services reached more than 163,000 clients, where DEWA



provides online 118 e-services covering several interactive, informative and procedural types around the clock.

Noting that the number of online transactions through DEWA's website exceeded 470,000, with an increase of 35% compared to the year 2008, with 28.3 million of browsing hits during 2009.



13 winners in DEWA's Best Consumer Award

Dubai Water & Electricity Authority (DEWA) announced 13 of its customers who have won cash prizes summing in amount to AED 22,000 for their environment-sensitive good behaviour, by reducing their electricity and water consumption and usage at their homes, in response to DEWA's initiative; calling upon customers to conserve energy and natural resources for a sustainable future.

DEWA "Best Consumer Award" was handed out at a ceremony held at the Water, Electricity and Environment Technologies, WETEX 2010 exhibition, amidst a diversified gathering of eco-centric audiences, comprising of environment specialists, green-business vendors and trade visitors.

The three top cash awards went to Hameed Khan, who won AED 5,000; D. Silva Valentine Adrian, who won AED 4,000 and Inayat Husain, who won AED 3,000. The other winners, who each won AED 1,000 were Haider Baig Chughtai; Wassim Abou Shaar; Syed Shahzad Ahmad Rizvi; Girish Nedumtharayil Vasavan; Jayakumar Chockanathan; Prakash Kumar; Gavin Nicholas; Athiyarathu Lohithakshan; Vidya Jyothi and Samer Kelani.

Registration for the next edition of the "Best Consumer Awards", for 2009 – 2010, is now underway and would run until August 31, 2010.

The "Best Consumer Award" is a DEWA initiative to encourage and motivate its customers to rationally consume electricity and water and reduce their

wastage levels. According to DEWA figures, the household sector constitute 78% of water consumer base, and 70% of electricity consumer base.

Saeed Mohammad Al Tayer, Managing Director and CEO, DEWA said: "Higher demand for water and electricity is correlated with the population increase. However, it is imperative to encourage everyone to rationalise consumption in order to reduce water and electricity usage."

"Summer time marks the highest consumption levels of electricity and water. There is no doubt that "The Best Consumer Award" is going to boost customers awareness about their vital role in preserving natural resources by rationalising their consumption". He added that the "Best Consumer Award", would contribute in increasing awareness towards protecting the environment and following the best means of power resources usage, without waste.

Eng. Amal Koshak, Senior Manager – Slab & Tariff Management, DEWA said: "Every person spurred to participate in the DEWA 'Best Consumer Award' is a winner, because even if participants do not win an award, still they will benefit from significant savings in their bills."

This is the sixth year the "Best Consumer Award" has been run by DEWA. The award is part of a broader energy conservation programme that includes schools, hotels, Dubai government departments, commercial and industrial sectors.

Amal Koshak Honors the Winners





Mohammed bin Rashid visits DEWA's stand Hamdan bin Rashid Inaugurates the UAE Career Exhibition 2010

H.H Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance visited on the first day of the Career show, dur-



Mohammed bin Rashid in a dialogue with Saeed Al Tayer



Hamdan bin Rashid with Dr. Yousif Al Akraf



Majid bin Mohammed with Saeed Al Tayer

ing the opening ceremony and visited DEWA's exhibition stand. Representatives of DEWA presented to His Highness the types of training programs and services being provided by human resources, while Engineer/ Amal Koshak, Senior Manager of Demand and Tariff Department at DEWA, explained the nature work opportunities available for local citizens at DEWA in the Demand and Tariff Department, and in which they can play a role through in disseminating the culture of rationalization.

H.H Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority in Dubai, also visited the Authority's stand at the exhibition and observed how DEWA invests its efforts in local human resources and the types of programs and courses they organize to increase the staff efficiency and upgrade their skills.

H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and

Ruler of Dubai, also visited the DEWA's stand at the exhibition, where His Highness was received by H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA and Dr. Yousif Ibrahim Al Akraf, Vice President of Human Resources and Engineer Marwan bin Haider, Vice President CIO at DEWA, along with other DEWA recruitment officials.

His Highness was given a brief about the nature of recruitment and the process of nationalization, as well as DEWA's future trends in obtaining the highest rates of nationalization at the authority, by encouraging and attracting fresh graduates and especially those who hold technical credentials. The brief presented to His Highness had also included the attractive benefit packages, and training that DEWA offers to facilitate the beginning of careers for fresh graduates.



Mohammed bin Rashid listening to Eng. Marwan bin Haider.



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



Supported By World Wild Fund

DEWA takes Initiatives and cooperates with Government Departments to organize Earth Hour – 2010 event

Dubai Electricity and Water Authority - DEWA - invited all government institutions, private companies as well as individuals to participate in the global Earth Hour event, which was organized by the World Wide Fund for Nature 27th of March 2010. The organization of the activities took place during the meeting of the Authority with Dubai government departments to coordinate and unify the efforts of all government institutions while participating in the event.

DEWA urged the government departments to turn off the lights and unnecessary electrical appliances for one hour from 8:30 to 9:30 pm, which in turn will contribute in saving energy, therefore proving the Emirate support to the largest global call to protect the planet from climate changes.

On this occasion, H.E. Saeed Al Tayer, MD and CEO of DEWA, said «As the provider of energy and water to the society DEWA participates in this

event leading other government departments that reflects Dubai's support to the global event and aims to promote the rationalization of electricity consumption. This participation would reduce the level of harmful carbon emissions, as well as reduce the phenomenon of light pollution. »

Amal Koshak, Senior Manager - of Demand and Tariff Department, stated that «... the Authority will organize a massive march between 8:30 and 9:30 pm on Saturday, March 27, 2010 in front of Jumeirah Beach Hotel. Everyone is invited, school students, university students and all workers in the Authority and other government departments in Dubai will participate in this march. This shall show their support to the global event in a symbolic gesture expressing participants keenness to preserve the environment and to curb climate change».

She added, we are competing with ourselves every year to save as much as we can from our consumption of electricity. DEWA statistics and results indicated that Dubai's participation in Earth Hour in 2008 saved 100.00 KW and reduced 60.000 KG

of carbon dioxide emissions. In 2009 the percentages increased, where we were able to save 146.000 KW and reduced 88.000 KG of carbon dioxide emissions. It's our genuine appeal for all parties to participate effectively this year in order to achieve better results».

It's worth mentioning that Dubai is the first Arab city to join this pilot initiative, also The Emirate contributed in reducing the electricity consumption in various parts of the Emirate and the power cut-off of some landmark buildings such as Burj Al Arab.





MD & CEO Welcomes the Spanish Ambassadors



H.E Saeed Mohammad Al Tayer – Managing Director & CEO of DEWA, welcomed H.E Gonzalo De Benito - Spanish Ambassador to the UAE, with Mr. Manueil Faby, Trade Consultant in the Spanish Consulate, Dubai and Ms. Manueilla Garcia Spanish Assistant Commerical Atatche along with a delegation including five representatives of the leading Spanish companies in the field of Energy, Water and the Environment.

The meeting was attended by Mr. Khalid Al Khaja Executive Vice President - Projects & Engineering, Mr. Waleed Salman – Vice President Business Development & Regulation, Mr. Ahmed Abdullah Manager-Events and Public Relations and Mr. Arif Julfar Media & Marketing Manager.

Both parties exchanged ideas and views as to strengthen the relations and cooperation between

DEWA and the Spanish companies specialized in the field of energy, water and environment.

H.E explained that all the international companies are welcome to participate in the major tenders, which are disclosed within international tenders. His Excellency simultaneously invited the Spanish companies to submit their offers for the future projects and specified the tenders should meet the technical specifications as to insure the optimal reliability and efficiency to its operations, while taking into consideration the environment sustainability and safety.

Finally, the delegation expressed their sincere gratitude to Mr. Al Tayer and his team for meeting them and expressed their interest to enhance the mutual co-operation in the energy, water and environment sector. They are expressed their keenness in participating in WETEX 2011.

Consisting of 30 Individuals

A new batch of employees at DEWA

To be trained in the "Al Talaye'e" program for preparing Leaders



DEWA renewed its agreement with Dubai College for Government Management, to train 30 local employees in various leadership positions at the authority. This step was taken in light of "Al Talae'e" program for preparing leaders, and which graduated 30 participants of DEWA's staff, last May. DEWA had signed a Memorandum of Understanding (MoU) with the Dubai College for Government Management in May 2007, to make use of the "Al Talaye'e" training

program, which aims at developing the high leadership skills at DEWA, within a two years time period.

The MoU for the second set of group was signed in a ceremony held at DEWA's head-quarter.

H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA, asserted during a press conference at DEWA headquarters, that the authority is totally aware of the importance of preparing its employees as future leaders, as to be able to delegate responsibilities to them and enable them in undertaking their duties towards their nation, as per the directions and guidance of UAE wise leadership.

His Excellency affirmed that renewing a second term of the agreement is a clear evidence on the program fulfilling its purpose, as it is a chapter in the series of acts initiated by the authority to develop its national leading resources.



Mansoor Bin Mohammed Bin Rashid visits DEWA

HH Sheikh Mansoor bin Mohammed Bin Rashid Al Maktoum visited the Dubai Electricity & Water Authority and was welcomed by HE Saeed M. Al Tayer MD & CEO, EVPs and senior staff of DEWA.

During the visit, HH was briefed on DEWA's under executed projects, of the total cost value is AED 29 billion approximately. These costs are divided among several projects of several divisions, such as Generation division (Electricity and Water) which its cost value is AED 15 billion, and Electricity Transmission projects, which its cost value is (AED10 billion) as well as Transmission and Water tanks projects, which cost value is around AED 4 billion.

HH Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, listened to a detailed explanation on the DEWA strategic plan, initiatives, strategic projects and milestones of excellence, presented by HE Saeed M. Al Tayer, and the senior staff of DEWA.

HH was also briefed on Hassyan Station project, which production capacity is 9 thousands MW and 600 million gallons. At the end of his visit, HH Sheikh Mansoor bin Mohammed expressed his appreciation and gratitude to Mr. Al Tayer and DEWA staff for the valuable efforts that have been delivered to enhance the sustainable development in the region.

In an aim to establish its position as an international stimulus lead

DEWA signs a Cooperation Agreement with the German Company RWA

In line with DEWA's strategy to exchange experiences and knowledge with leading electrical and water companies around the world, DEWA settled a cooperation agreement with the German Company "RWA". This agreement comes in light of strengthening DEWA's position as an international stimulus lead.

RWA, German company is one of the major international companies, of which its number of employees reached 66,000. Its electrical capacity produced exceeds 50,000 Mega Watts.



The agreement was signed by H.E Saeed Mohammed Al Tayer, MD and CEO of DEWA and Sam Warborton, representing RWA. The signing ceremony was held at DEWA's headquarters.

In this occasion, H.E Mr. Al Tayer, asserted that the agreement with RWA is a remarkable turning point in terms of strategical partnerships, set to exchange mutual information and activities in the field of generating, transmitting and distributing electrical power and water. Adding to all that, the benefit of providing the best services in this discipline to all its customers.

It is to be noted that, DEWA's production capacity reached 7000 Mega Watt of electricity and 330 million gallons of water. It has been decided that the capacity would increase after accomplishing the projects under construction, in the current time, whether in the field of electrical production or water desalination.

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Concluding the seminar held to underline the importance of Information Technology

DEWA organized a seminar addressed, "The added value and important role of IT", where IT managers at various government departments and organizations in Dubai were invited. The event took place at the Shangri-La Hotel, and was organized in association with Gartner Technology Business Research.

Engineer Marwan Salim bin Haider - Vice President - Chief Information Officer - DEWA stated that the successful impact and volume of works in the seminar, provided by IT managers, encouraged us to proceed further in this direction. He added, the aim behind setting up such seminars for decision makers, is intended to accomplish business results, and to assess available efficient and flexible opportunities and solutions,

which in return contributes in upgrading the IT systems of organizations.

Bin Haider thanked all departments for taking part, including Dubai Customs, Dubai Courts, Dubai Development and Investment Authority and Knowledge and Human Development Authority (KHDA). He asserted that such conventions contribute in the exchange of expertise between various departments



and therefore upgrades offered services.

In a statement made by Mazen Baloot - In charge of the Government Sector at Gartner -he said, that it was through such eminent strategical partnership with DEWA , the aim for setting up this seminar, came to light. It enhances the exchange of ideas with the IT managers which signify the real added value being offered by IT and its influence on the type and work performance at the government departments. By emphasizing on such importance, it also highlights the commercial aspects of IT projects.

On the other hand, Richard Hunter, a speaker from Gartner, dedicated his gratitude and appreciation to the Authority for its support, and stressed the need for all specialists in the IT business to consider the added value being generated to the works sector, and the means of achieving them with best possible schemes.

H.E Saeed Al Tayer addresses the "Russell 20 -20" - Dubai at the Dubai International Financial Center (DIFC)

In the presence of H.H Sheikh Ahmed bin Saeed Al Maktoum - President of the Department of Civil Aviation and H.E Ahmed Humaid Al Tayer Governor of DIFC, along with a group of senior officials, financial executives and bankers, H.E Saeed Mohammed Al Tayer MD & CEO of DEWA presented DEWA's latest developments and new projects. The progress was clearly highlighted in the presentation and the aim of making a difference in the areas of generation, transmission and distribution of power and water sector. This helps in shaping the assets of a modern infrastructure.

The importance of this presentation comes in light of the distinguished role being set by DEWA as a service provider, and its two main elements of investment in Power and Water. It is due to the DEWA's position and

its segregation among other similar organizations, which ranks it as an investment destination, especially with its strong financial status, huge assets and the transparency in its financial structure.

It is to be noted that Russell Organization is one of the most important international non profit organizations, and which underlines leading international financial companies, and assesses the investment opportunities across diverse markets internationally.



With the participation of 30 national female employees

DEWA launches a program for "Developing Women Leaders"



In cooperation with the Dubai College for Government Management, DEWA launched a program for preparing women leaders at DEWA.

30 national participants took part from different departments with high leadership designations, which took place at the Address Hotel in Dubai.

H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA looked at the program courses, during his visit to the participants, at the Address Hotel. This act was in light of His Excellency's interest and concern in providing all means of education and development to the employees.

DEWA had signed a Memorandum of Understanding (MoU) with Dubai College last November, to establish this developing program, which would pursue for 18 months. Such efforts are results of DEWA's keenness in applying standards of quality and excellence, through developing national leaders.

Al Tayer gave a speech in which he praised the participants, where he said: "Training you and enhancing your skills and capabilities and experiences, as DEWA employees consume a great deal of concern within the authority's strategy. Due to our interest in establishing reliable national female resources, able to perform their duties and therefore achieve the visions set by our leading government towards further achievement, ultimately adds up to our major cultural attainment and progress.

Mr. Al Tayer added that, launching this program is a step in a chain of other series of pro-

grams being adopted by DEWA, and which aim at developing the managerial and leadership capacities of employees, promoting them to pursue their career and take it along to higher levels.

On the other hand, the Vice President of Human Resources, Dr. Yousif Al Akraf, referred to the efforts being generated to extend female employees' skills through an environment rich in training opportunities, which motivates creativity, allowing DEWA to be a model looked up to.

As for the Senior Training Manager / Fatma Al Marzouqi, she referred to the start of program with the contribution of special professors from Harvard University, USA and Dubai College, along with special experts in this field and those working in international organizations as well as local.

Ms. Al Marzouqi added that the program involves 13 intense courses and workshops, which qualify employees to handling leadership roles for a long term. She as well asserted that the program will provide opportunities in taking part and being introduced to the up to date methods of management and leadership, which are all essential to face challenges in and outside their work.

First Government Department DEWA, Assimilating the QR Barcodes « A two dimensional code with instant response »

Simplifies and facilitates the Authority's services and enhances the communication channels

With DEWA's tendency towards exerting a pull on the latest technology and techniques, and deploying them within its electronic services, the usage of QR Barcodes was elevated. This new technique allows accessibility to DEWA's services, electronically.

DEWA is considered among the first government departments adopting and implementing such advance technique, which entails placing the authority's services on a barcode, while consumers can then use a free program compatible with most mobile phones. It then operates easily by accessing the needed

services without having to enter any information manually.

H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA asserted that the authority always strives to adopt the latest and best techniques in order to save time and effort off its customers, which makes its services more efficient, express and reliable.

H.E explained how the new service operates, where he illustrated in the case of using a mobile camera, it enables the user to photograph the code, taking him through from there to a group of DEWA's electronic services, e.g. : DEWA's website, the Recruitment site, email communication, the contact customer service section and others.

The main objective of providing

such service is to facilitate the delivery of required services from customer service to end users, through enhancing the means and channels of communication. Adopting such modern technique, eliminates the errors occurred while typing the website addresses, phone numbers and others.

H.E Al Tayer, also referred to the reader program identifying the QR Barcode being available and free of charge when using certain mobile phone brands, e.g. I- Phone, Blackberry, and others which can be obtained through the mobile software shops. DEWA is to integrate this technique in all its communication channels, publications, printed materials and electronic websites.



DEWA provides new service to the customers through iPhone

Within its continual efforts spent to provide the best e-services and introduce them to the customers, to save their time and efforts and to facilitate their transactions, DEWA has launched its first application, compatible with the «Apple iPhone», which was fully developed by the IT working team at DEWA, a new service to be added to DEWA series of electronic services. This was announced during the press conference held by DEWA, in its headquarters in Eastern Zabeel.

The conference was attended by H.E. Saeed Mohammed Al Tayer, MD&CEO of DEWA, a number of EVPs and senior staff of DEWA.

In this context, H.E Saeed Mo-

hammed Al Tayer, stated that, at the top of its priorities, DEWA has set attraction of the latest technologies and solutions, introducing the same in its various e-Processes and continuously update them in line with the latest programs and solutions available in the international market.

MD & CEO added that, the iPhone modern applications, targets a large section of DEWA customers, and will also provide a quick and easy means to benefit from the services provided by DEWA. The applications will include many services, including: a service to find the geographical locations of the customers service offices, the information related to offices, such as phone

numbers, work hours for each center with the ability to save and send the communication data in a (Business Card) format. The application also allows different options to communicate with DEWA by telephone, by sending e-mail, or by visiting DEWA website.

H.E Saeed M Al Tayer, mentioned that by using the applications in Apple iPhone, DEWA customers will be able to send complaints and proposals, enclosing a photograph with the geographical directions of the place, they can also enquire about the bills of the services provided by DEWA, such as Electricity & Water bills, drainage and housing fees thru mPay, provided in cooperation with



Eng. Marwan bin Haider
VP CIO

the Dubai E government.

Engineer/ Marwan Salem bin Haider - Vice President - Chief Information Officer – DEWA stated: «The information technology work team, has spent a considerable effort to enable the customers to receive the latest news and information related to DEWA through the transfer of DEWA news and achievements and publication of the latest services, reveal its latest events with a chance to see the education video shots to enhance the society awareness with regard to rationalization of electricity and water consumption.» Eng./ Marwan added «DEWA customers, will be able to download these applications for free, from Apple stores

and DEWA will notify its employees thereof, via e-mails and SMS, during the coming weeks.»

This new service is considered as part of DEWA strategy which aims to give customers the opportunity to benefit from various services.

It is noteworthy that, the e Service will be provided in conjunction with continued use of regular payment channels, through DEWA offices from: 7:30 a.m. to 8:00 p.m., except for Fridays, through petrol stations, such as EPPCO, ENOC, Emirates Post offices, Etisalat & banks payment machines, mpay, thru DEWA website: mpay.dubai.ae, and in addition to payment via DEWA electronic portal (www.dewa.gov.ae)



The applications offer a variety of options to communicate with DEWA through phone

This new service is part of DEWA's strategy

Launching the Health, Safety and Environment (HSE) Week, for the 6th year at DEWA

DEWA launches the cartoon character "Harees" (Vigilant/Cautious) to entrench awareness of Health, Safety and Environment



Dr. Taufik Omeish - Sr. Manegar - OHS during the HSE week

DEWA organized a week for Health, Safety and Environment (HSE), for a 6th consecutive year, and which lasted five days. The week was inaugurated by H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA, in the presence of senior officials and staff. His Excellency gave a speech in this occasion, where he stated that HSE week is an important event and a platform through which its values are entrenched and disseminated, as to be a regular practice among all staff, contractors and other stakeholders' performances.

H.E asserted that DEWA achieved accomplishments on international scales in the field of Occupational Health and Safety. It remarkably ob-

tained 5 stars international awards for safety, for several consecutive years. That was in addition to the British Sword of Honor, received for a third respective year. By such recognition, it had placed DEWA in a leading position as to generalizing and embedding the professional and industrial health and safety culture.

The HSE week agenda included several activities, awareness seminars and competitions in relation to the various job levels, in all work sectors at DEWA, including its contractors. DEWA joint forces with various departments and government organizations, to promote this event and bring it to success.



Launching the cartoon character "Harees"

H.E Al Tayer, launched during the week of HSE a new cartoon character; "Harees". The character was designed to communicate a message through media. The message involved following procedures, advises and instructions in the matters pertaining to work and household environments.

The cartoon character features were described as being a joyful and friendly character, favored by all age categories, which would then have an influential impact while delivering the message objectives, especially to children.

The character was designed to be a crescent shape as it symbolizes health, which should be a point of concern and maintained, and its four colors represent different meanings; where red refers to health, yellow to environment, green to safety and white to precaution and safety measures.

After the launching ceremony of the HSE week, Mr. Al Tayer requested all participants to abide by the special regulations related to HSE, and to join in spreading its culture so we can stay in lead.



DEWA's Department of Maintenance, in the Power Transmission division, organized diversified lectures specializing in the field of Health and Safety. These lectures took place among several other activities in the Health, Safety and Environment (HSE) week, which aims at spreading awareness among staff, and help them avoid any hazards.

The lectures revolved around different perspectives, such as the (Al Ameen) service, drugs and its harms, heart diseases, strokes, food poisoning, hazards of gas and electricity, maritime environment and dermatological diseases.

Many parties were involved in the organization of these lectures; Dubai Police, Ministry of Health, Dubai Municipality, Civil Defense Department, Ministry of Environment and Water and Dr. Suaad Lotfy Dermatology Clinic.

A number of staff members from various divisions and departments at DEWA took part in these lectures.

Safety Belt



An evacuation drill at the Headquarters

The Department of Engineering and Civil Projects in DEWA, organized a fire evacuation drill at DEWA headquarters office, in cooperation with Department of Civil Defense, Dubai Police and the Ambulance unit.

The entire building was evacuated and cleared from all staff, who reached in total to 1,266. The evacuation was accomplished in a record time; in 5 minutes.



DEWA Rewards 230 Employees during the Annual Dinner Gathering

In the presence of H.E Matar Humaid Al Tayer, Chairman of DEWA, and H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA, the First Annual Dinner gathering was conducted by DEWA and 230 employees were rewarded. The occasion was attended by more than 900 of DEWA Senior Officials and employees who were rewarded during the evening. The gathering was organized to interact closely, appreciate employees' efforts and achievements and to reward distinguished creative employees at DEWA.

The dinner gathering, which was held at Madinat Jumeirah, is considered as one of the initiatives reflecting DEWA's concern towards human resources, and its intention in maintaining a direct communication with the employees and a sign of appreciation and rewarding their efforts.

The rewarded people were 140 employees. There were 28 graduates of the "Al Talae'e" program as well, 51 retired

employees and 11 were winners of the "Tawasol" Program – new creative suggestions.

The gala dinner had several programs that included the rewarding of the graduates of "Al Talae'e" program for preparing Leaders. DEWA did not ignore the role of the national, local retired staff for their long services and those who completed 10 – 40 years of service at DEWA. The evening also had several other programs throughout the ceremony.

H.E Al Tayer welcomed all the attendees and expressed his profoundness in enhancing the mutual relations with staff and the opportunity of communicating with them which in turn builds a positive environment for staff members and leads to increase the efficiency levels and productivity.

H.E Mattar Humaid Al Tayer, Chairman of DEWA, rewarded the graduates of the "Al Talae'e" program for preparing



Leaders, who reached 51 graduates. He then rewarded the retired employees, jointly and in the presence of H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA, and Dr. Yousif Al Akraf, Vice President of Human Resources at DEWA.

Long Service Awards were presented to employees for their devote services, and were rewarded by His Excellency Mr. Al Tayer and other Divisions & Departments' Managers. Additionally, the 3 top winners of the Tawasool suggestion scheme were rewarded for their outstanding roles.

DEWA Inaugurated "Social Solidarity Fund"

Amongst the efforts of enhancing work environment, DEWA established the "Social Solidarity Fund" which will act as an aid provider to staff and their relatives of the first degree. Its proceeds are generated by an optional monthly deduction. Ms. Fatima Deemas - Senior Manager Employee Relations said: "Inaugurating the fund was as a result of the directions of H.E Saeed Mohammed Al Tayer, MD& CEO of DEWA, and also amongst one of the latest chain of initiations undertaken by the management, and aims at providing the highest standards of job security and incorporating the principles of care and social responsibility towards our staff and their relatives.

Ms. Deemas added that the fund would be supervised by DEWA staff, and those who are granted its proceeds are subject to the laws and regulations set for the fund. Relatives who can be



Fatima Deemas
Senior Manager Employee Relations

accepted are those of first degree, such as father, mother, son, daughter, husband or wife.

She further explained, the registering for the fund is optional, where the fees are to be deducted from the monthly salaries in 3 categories; the First with monthly fees of AED 100, the Second with value of AED 50 and Thirdly with value of AED 25.

And as for the resources financing these funds, Ms. Deemas affirmed that the main source would be DEWA staff fees along with an annual contribution set by DEWA. She also stated that the Fund Committee reserves the right to accept other external contributions from third parties, as it is entitled to allow other organizations subsidize the Fund's activities and proceeds pursuant to the approval of the Higher Authorities and with a recommendation from

the committee.

In regards to the proceeds and benefits of the Fund, Ms. Deemas referred to the beneficiaries being entitled, are subjected to 4 eligibility constraints, which vary in accordance to the category and time length of participation, with the condition of having the registration not being less than 1 year.

Many of DEWA staff members expressed their happiness towards such initiative, which entails executing a vision dictating a suitable environment for staff, leading by that to increasing the level of performance and job loyalty.





**Under the Patronage of H.H Sheikh Hamdan bin Rashid Al Maktoum
In line with principle of distinguished partnership**

"Afrah Dubai" First Joint Mass Wedding in 2010

Under the Patronage of H.H Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance, DEWA along with Dubai Municipality and the Department of Islamic Affairs and Charitable Works, organized the first joint Mass Wedding for 2010. The ceremony was held for the local citizen employees, in Zabeel Park in Dubai.

The ceremony was attended by H.H. Sheikh Rashid bin Hamdan bin Rashid Al Maktoum, H.H. Sheikh Saeed bin Hamdan bin Rashid Al Maktoum, H.E Mattar Al Tayer, Chair-

man of DEWA and H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA and a number of directors and senior officials of various government departments, along with families and friends of the wedded grooms. The total number of grooms was 79 and 43 of them were from DEWA.

The event was celebrated by folkloric and traditional bands, along with several program activities. The wedded grooms then received their guests who came to congratulate them in this sensational occasion.





Built with the highest standards of education and health Inauguration of Nursery for DEWA staff's children

Dubai Electricity and Water Authority (DEWA) has launched a model nursery for the children of DEWA staff (mothers & fathers) at head office, in accordance with the highest international standards applicable in sound education and healthy upbringing, in order to provide motivational work environment to all employees and to encourage innovation and excellence.

The nursery was inaugurated by H.E. Saeed Mohammed Al Tayer, MD&CEO – DEWA, in the presence of Chairperson of board - Dubai Women Establishment Ms. Mona Al Marri, Vice President of Human Resources of DEWA

Dr. Yousuf Al Akraf, and Ms. Fatima Deemas, Senior Manager at the Employees Relations Department, along with a number of senior staff of DEWA and representatives of the media.

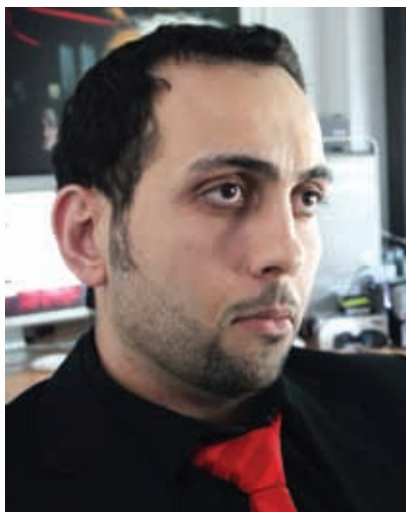
In this occasion, H.E. MD & CEO of DEWA, stated that “the nursery was inaugurated pursuant to the vision and directions of HH Sheikh Mohammed bin

Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, with respect to establishing care centers for children of working women in all Authorities and Ministries of UAE and the various Government institutions and departments, under the law enacted in this regard.”

On her part, H.E. Mona Al Marri, Chairperson of the Dubai Women's Establishment stated, “This step comes to form a new leap towards achieving our objectives at the Dubai Women's Establishment.

While Dr. Al Akraf stated, “We at DEWA appreciate the efforts of working Mothers, and it was from this point onwards that we considered a working environment in which the social and physiological sense have their positive impacts by Mothers being close to their children. We are confident, by implying such environment, it would reflect positively on their performance and therefore be an incentive while joining work at the authority.

The Nursery has an area of 322 square meters in DEWA headquarters. Characterized by a model design based on the highest international standards and specifications, as well as providing the necessary requirements such as games, educational and recreational means, health and education care requirements.



Farooq Al Kabareety: Developing the character of Sparky and Splashy is my most significant achievement

digital printings, designing promotional gifts, covers, and monthly and annual report statements.

As I also design cartoon characters, that symbolize a message in consumption rationalization, as they are the means through which one can approach children. What I have done so far in this field, is draw awareness children comics and design posters for many periodical magazines. I also print all the huge collaterals and execute them internally, where our management had renovated the printing department to associate the design department.

What Awards have you received so far?

I have received the Creativity Award for drawing children cartoon back in 2002 in Jordan. Also the New employee Award in the fourth quarter of 2007 from DEWA, Award for best team in DEWA for the year 2008 and was nominated twice for the Dubai Government Excellence Program by the administration.

Which work is the closest to your heart?

Designing a group of booklets that emphasize on rationalizing consumption in hotels, factories, house kitchens and others. I had also designed stories through which teachchildren how to rationalize power consumption, as I did supervise and execute the booths' and stands' design at various exhibitions, such as WETEX, GITEX, UAE Careers Exhibition and others.

I also founded the rationalization cartoon characters; Saeed Family, which is composed of Abu Saeed, Umm Saeed, Saeed, Moza and Waleed.

I further came up with the characters Sparky and Splashy and animated them, as to represent electricity and water. I was involved as well with designing and directing all special editions and materials related to rationalization.

Who are your most furious enemies?

Time is, where its constraints always have impact on producing work quality, where my job as a designer and artist requires additional time to execute the idea and obtain approvals. All that later on was controlled after managing my time, ranking my priorities and working long hours, that could reach 10 – 17 hours daily,

Which personalities influenced you the most in your line of work?

Engineer Amal Koshak had great influence on me, where she brought together goodness, strength, flexibility, intellectuality, creativity, education and self confidence to all those working with her. I would like to thank all those working on Al Masdar Magazine; editors and designers for the ideas, preparation and finalizing layout and its contents.

What are your most unique participations?

Taking part in local and international events that are concerned with children cartoon, comics and design in general. I also favor the rationalization campaigns and the efforts set towards spreading knowledge among individuals of the society.

Art of creativity can do miracles, and it is not a mysteries power or special supremacy that is monopolized by one rather than others. Creativity is an energy owned by every individual, yet it varies in levels. What signifies creativity, that it is far away from being boring or routine, rather enjoyable and an opportunity to learn new things, as well as a problem solver. Every person can attain this skill and become a creative person.

Al Masdar magazine organized this interview with Farooq Saado Rashid Al kabareety, where he discusses the nature of his work, activity and his enthusiasm in DEWA.

What is the nature of your work?

Graphic Designing for Advertising pages, posters, brochures, booklets, emails,





- Determination, strategy and vision for the future are our real resources in the quest for excellence and success.
- From crises emerge men determined to succeed.
- The global financial crisis, despite its temporary effects, will not dissuade Dubai from its ambition of development; it will not topple Dubai from its leading position; it will not distance Dubai away from playing an integral part in the global economy; and it will not break the determination of our people to continue the process of development.
- We encourage our young citizens and direct them to work; from time to time we give them power and boost their morale so that they may embark on their lives with strength.
- A mother is a man's first school, where he learns morals, ethics and manners. She follows her child through all life's stages.
- The best time for a man is the time he spends with his family
- I punish not those who work and make mistakes, quite the opposite; I support and encourage them to be more creative, even if they err some more.
- With a little extra effort you can harvest much; the value of a horse who wins by seconds is a lot more.



Sayings of

HH Sheikh Mohammed bin Rashid Al Maktoum