

# AL MASDARالمصدر

PUBLICATION OF DUBAI ELECTRICITY & WATER AUTHORITY ■ July 2010 - Issue 37

**Hamdan bin Rashid Al Maktoum**

## Hails DEWA's Projects and Achievements



**Saudi Minister of Water and Electricity applauds DEWA's achievements**



**Dubai strengthens the Cooperation with China & South Korea**



**Dubai's Supreme Energy Council discusses the "Energy Strategy 2030"**





## March of excellence is going on



Dubai Electricity and Water Authority continues its celebrations of the Golden Jubilee (the 50th Anniversary) this year undertaking to go on with its persistent march to achieve excellence at all levels. We are accountable to H.H. Sheikh Mohammed bin Rashid Al Maktoum – Vice-President of UAE and Prime Minister and Ruler of Dubai - for exerting great efforts and strategic planning which aim at excellence and aligning the Authority's strategy with Dubai Strategic Plan.

In this context, I'd like to refer to the honorable visit paid to the Authority by H.H. Sheikh Hamdan bin Rashid Al Maktoum – Deputy Ruler of Dubai and Minister of Finance and Chairman of Dubai Electricity and Water Authority. During this visit, H.H. listened to a demonstration of the march of excellence as well as the awards won by the Authority, the thing which H.H. praised and exalted.

Besides, I would like to mention some of these recent achievements, the most important of which are; the implementation of the strategic plan 2010-2014 and the increase of 8.91% in electricity production and 4.58% in water production in Dubai; taking over a new unit in Station (M) with power production of 234 MW during the first quarter of the present year; taking over the last unit of Station (L) – Phase II with power production of 226 MW. In addition to these, the Authority has reserved six Arabic domains on “امارات” for its official website on the internet. As part of its efforts to exchange expertise and knowledge in the fields of using nuclear energy, clean coke technology, and manufactured gas in electricity production and water desalination, and also to keep abreast of the latest world practices in the fields of sustainable energy and varying sources of energy, the Authority has made visits to both People's Republic of China and Republic of South Korea.

In its constant march towards excellence, DEWA has honored some of its distinguished employees who won excellence awards and Employee Estimation Programme awards for the first quarter of the current year. The main aim of this is to urge and motivate employees to pursue their efforts promoting the Authority both locally and internationally.

On the environment, DEWA has celebrated World Environment Day and has held, in collaboration with Dubai Land Department, an exhibition to promote the concept of green buildings. Also, in accordance with the guidelines set out by Dubai's environmental plan, Dubai Electricity and Water Authority spares no effort to protect and preserve natural resources through efficient, outreach and conservation initiatives and programmes.”

Finally, I extend thanks to all DEWA employees for their industrious and sincere efforts to realize success and excellence in enhancing customer satisfaction.

**Saeed Mohammed Al Tayer**  
MD & CEO of DEWA





## Contents



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.

**DEWA MD& CEO**  
**Editor in Chief**  
 Saeed Mohammed Al Tayer

**Editing Team**  
 Arif Julfar  
 Mahmoud Mohammed  
 Khulood Khalid Al Ali  
 Fatma Salim Al Shamsi  
 Shahla Ahmad bin Sulaiman  
 Ribal Dayekh  
 Mabel Rasquinha  
 Gehad Abdelkadir Elsayed  
 Shiraz K Patel

**Design and Layout**  
 Media Commercial Department  
 Dar Al Sada for PRESS, PRINTING,  
 PUBLISHING, DISTRIBUTION  
 AND ADVERTISING  
 Tel.: 04- 4264707 Fax: 04- 4264764

Dubai Electricity and Water  
 Authority  
 Main Office - P.O.Box: 564  
 Tel.: 04- 324 4444  
 Direct: 04- 307 2633  
 Fax: 04- 324 8111  
 Email: [media@dewa.gov.ae](mailto:media@dewa.gov.ae)  
 Website: [www.dewa.gov.ae](http://www.dewa.gov.ae)



## Hamdan bin Rashid Al Maktoum Hails DEWA's Projects and Achievements



## 50 Years of Excellence and Pioneering



## DEWA BAGS THE "15th Middle East eGovern- ment & eServices Excellence Awards"

HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, the Minister of Finance and President of the Dubai Electricity and Water Authority (DEWA) toured the Authority's headquarters, HH was received by HE Matar Humaid Al Tayer, Chairman of the Board of Directors, and HE Saeed Mohammad Al Tayer- Managing Director & Chief Executive Officer of DEWA, Board members, the Executive Vice-Presidents, Vice Presidents and DEWA's senior staff.

6



22

**Dubai strengthens the Cooperation with China & South Korea**



28

**DEWA aims to reduce the Carbon output per capita**



16

**DEWA signs a Memorandum of Understanding with Dubai Health Authority**



32

**Majid bin Mohammed honors Dubai Electricity and Water Authority at the closing of the Family Forum**



19

**During a visit to Dubai Electricity and Water Authority Saudi Minister of Water and Electricity applauds DEWA's achievements**



38

**Jassim Rajab: We have a financial strategy based on balance scorecard.**



## Some of His Highness Sheikh Mohammed Bin Rashid Al Maktoum's quotes

### Quotes of H.H. Sheikh Mohammed Bin Rashid Al Maktoum - Vice-President of the UAE and Prime Minister and Ruler of Dubai



**"To be innovative, you have to be adventurous. You will not be at the cutting edge if you are a mere follower."**

- Innovation is the quest for the new. That's why, it involves risk. An Innovation-seeker should anticipate the consequences of the situation, be ready to cope with and go ahead to pursue his objective. If it weren't for adventure and risk, these innovations, that can help and promote humanity, wouldn't be realized."



**"We are not racing only against others but against ourselves and time as well."**

In the race for excellence and pioneering, we have to be fully aware that the honor of the participation is not an unplanned or haphazard opportunity that is open to anyone to participate whenever they wish. On the contrary, it is a serious race governed by regulations and standards. All participants should have all the necessary constituents of participation and success, the most important of which are self-discipline and rapidity of achievement.



**"The UAE knows nothing but going ahead at top speed".**

The first and most important step of national strategic planning is identifying the end that a country is seeking to realize. Our country is applying a scientific and rapid method in a well-timed manner so as to realize this end which is the source of these objectives, strategies and public policies.



**Quotes of**

**H.H. Sheikh Mohammed Bin Rashid Al Maktoum**  
**Vice-President of the UAE and Prime Minister and Ruler of Dubai**



# Dubai Electricity & Water Authority is Closer to You

at General Directorate of Residency & Foreigners Affairs - Dubai

Division of Entry Permits & Residency

Entry Permits Department

Services Provided	الخدمات المقدمة
Bill Payment	تسديد الفواتير
Customer Services:	خدمات المتعاملين:
Registration of New Customer (Move IN)	تسجيل المتعاملين الجدد
Change of Customer Information	طلب تغيير البيانات
Security Deposit Refund	استرجاع التأمين
Clearance Certificate	طلب شهادة براءة الذمة
Final Bill (Move OUT)	طلب الفاتورة النهائية
High/Low Consumption Complaint	شكاوى ارتفاع/انخفاض الاستهلاك

Working Hours: Sunday to Thursday from 7:30 a.m to 2:00 pm



04 6019999

[www.dewa.gov.ae](http://www.dewa.gov.ae)



## **Hamdan bin Rashid Al Maktoum Hails DEWA's Projects and Achievements**



HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, the Minister of Finance and President of the Dubai Electricity and Water Authority (DEWA) toured the Authority's headquarters, HH was received by HE Matar Humaid Al Tayer, Chairman of the Board of Directors, and HE Saeed Mohammad Al Tayer- Managing Director & Chief Executive Officer of DEWA, Board members, the Executive Vice-Presidents, Vice Presidents and DEWA's senior staff.

During the visit, His Highness listened to DEWA's latest achievements in the field of electric power generation and water desalination. DEWA's MD&CEO gave a detailed presentation shedding the light on the projects under implementation.

His Highness also attended a demonstration explaining the steps taken by the Authority in its rise to Excellence. DEWA won ten awards within the categories of the Dubai Government Excellence Program Awards 2009.

After that, HH toured DEWA's

headquarters and visited all the Departments and divisions, and the Customer Centers, and was briefed on the most important services provided.

During his tour, HH Sheikh Hamdan praised the efforts of the Authority and the great achievements that have been made, emphasizing the importance of continuing with its excellent strides and activities in several areas.

HE Saeed Mohammad Al Tayer expressed his delight to HH visit, stressing that the success of the Authority is in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, and His Highness Sheikh Hamdan bin Mohammed Bin Rashid Al Maktoum - Crown Prince of Dubai, President of the Executive Council and His Highness Sheikh Hamdan bin Rashid Al Maktoum - President of the Authority.

"DEWA's strategy was translated on the basis that an enterprise service-unique drive benchmarking on a global level through short-term and long-term

operational plans and large-scale projects added to ambitious, efficient and reliable services accompanying the development taking place in Dubai," HE said.

HE stated that the increase in production of electricity and water comes in response to consumers' needs and the development projects in various economic and social sectors in Dubai.

HE also noted that the development achieved by DEWA in its projects is consistent with the development of human resources while providing programs and courses and all that would enhance the capabilities of its staff and their talents and improve the work environment.

HE indicated that the Emiratization in all the jobs of administrative and technical sectors increased by more than 500% since 1995. The rate of Emiratization in senior and leadership is 71.43%, and reached 40.82% at the executive and supervisory levels and 33.25% on non-supervisory levels, >>>

**H.H. Sheikh Hamdan bin Rashid,**  
– «Excellence is the Authority's motto, and this led it to universality.

**H.E. Saeed Mohammed Al Tayer,**  
– "Our strategy aims at making the Authority a recognized world class utility"





concluding that DEWA is seeking excellence and aspiring to achieve greater success and achievements.

It should also be noted that the installed production capacity of the Authority in 2009 increased to 6997 MW, compared with the year 2008, which reached its production capacity to 6676 MW. DEWA also increased the production water desalination capacity in 2009 to 330 million gallons per day, com-

pared with 275 million gallons per day in the year 2008.

The total installed capacity of the current production is 7596 MW for power and 330 million gallons for desalinated water per day.

It is noteworthy that the Authority has an administrative future outlook and devotes its efforts to support coming generations and protect environment. Also it is keen on the availability of resources and sustainable development. The Authority has entered into many partnerships in order to reach these goals and it keeps an eye on both national and international excellence, in addition to adopting the concept of the economy of knowledge in performing its work. Also, it works in line with the concept of the

strategic dimension utility and applies the third generation of balanced scorecards. DEWA is the first Authority in the Middle East area and North Africa to have won the world Award of Hall of Fame, which is considered the highest award world-wide in the field of Strategic Corporate Planning. In 2009, the Authority received special honor from the Dubai Government Excellence Program Awards due to its winning of the above-mentioned award of the Hall of Fame. The Authority has applied different scenarios which helped it to overcome the global crisis and to efficiently tackle the potential changes.

DEWA is fully aware that manpower is its real capital and wealth, that's why it has been giving due care to them, the thing which led to its winning of several awards and certifications such as the Certificate of Investor In People from the UK in 2003 and 2007, and Dubai Award for developing human resources in 2003 and 2009 because it succeeded in developing world-level manpower especially from the nationals.

Technically, in 2009 the Authority won the two awards of the best e-service and the best e-Government project in the first gulf conference for e-Government. Recently the Authority has won the ISO 27001 in the field of information safety. Also it has won the

**H.E. Saeed Mohammed Al Tayer,**

**– “Production capacity in 2009 reached 6997 megawatt per day for electricity and 330 million gallon per day for water”**

**– Our staff are our real wealth.**

**– The Authority is the first Institution in The Middle East and North Africa to win the World Award of Hall of Fame, which is the highest award in the corporate strategic planning**



His Highness while listening to a demonstration from H.E. Saeed Mohammed Al Tayar



H.H. Sheikh Hamda while looking at customer services

15th Middle East award for e-government and e-services – category of e-pay excellence, in addition to winning the Arab e-Government Award Shield - Optical Creation Category – for the UAE in 2010.

It is noteworthy that DEWA pays great attention to social responsibility as clearly show through the continuous services it renders and social activities

it performs.

Finally, the Authority embodies the march of excellence since its early beginning because it has always been deriving from the vision of the leadership and their directives and following their path. The figures that the Authority adds to the series of its achievements year after year demonstrate well its commitment to excellence.



H.H. Sheikh Hamdan bin Rashid during his visit to the Authority with Khulood Al Ali, Fatma Al Shamsi, Fatima Deemas, and Shahla bin Sulaiman



H.E. Matar Al Tayar, H.E. Saeed Al Tayar, Majed Al Shamsi, Hilal bin Dhaher, Abdullah Al Hashemi with H.H. Hamdan bin Rashid while standing in front of the Golden Jubilee motto of the Authority



## 50 Years of Excellence and Pioneering





Dubai Electricity and Water Authority has shouldered the responsibility deservedly and seriously since its emergence. It has worked hard to set plans to develop, maintain and establish the infrastructure, including but not limited to power stations, stations for water desalination, grids for transmission and distribution of electricity and water all over the Emirate of Dubai. Moreover, it has set plans to meet the needs for economic development and constructional expansion.

The annual rate of electricity consumption per capita is considered an important indicator which signifies how high the standard of living in a country is. This rate has reached a five-fold increase in Dubai than the world rate. This makes DEWA one of the most important elements of development in Dubai due to its continuous success in meeting the rates of world growth for electricity and water demand. Moreover, the Authority managed to reduce the loss to 50% during the past ten years. Consequently, loss was reduced to only 3.33% in 2009 which is one of the lowest rates world-wide. There are other figures that demonstrate resounding success made by the Authority year after year. So, how did it attain this success during a half-century march only?

The Authority's bright history can be reviewed through six stages each of which has its own conditions and unique features. However, the year 1992 has its prominent position and is of paramount importance as it witnessed the issuance of the decree by H.H. late Sheikh Maktoum bin Rashid Al Maktoum to merge Dubai Electricity Company with Dubai Water Department. The Board of Directors has appointed H.E. Saeed Mohammed Al Tayer as a General Manager of the Authority. This process of merge was accomplished within two consecutive years (1992 – 1994), and the outage of electricity and water loss was reduced at good rates. Also, government subsidy was cut down.

During this stage, some obstacles like the controversy of views and priorities between the persons in charge of Dubai Electricity Company and Dubai Water Department, which were linked with the merge, were successfully overcome. The resistance for change was contained, and the feeling of job security among employees was restored.

### Stage of Formation (1994 – 1996)

Following the stage of merge, the Authority went on with persistent work, as it was necessary to exert great efforts to overcome obstacles and provide the nationals and other residents of Dubai with the uninterrupted and reliable supply of power and water. All efforts were devoted to realize the updated strategic objectives that became:

- Realize high reliability of power supply
- Minimize water loss as compared with world levels
- Realize financial self-dependence without resort to government subsidy
- Emiratizing jobs especially at the managerial level.
- Enhance the efficiency of services to be proportional to the aspirations and endeavors of Dubai Government to make Dubai a world focal point of trade and business.

The team had to deal with these objectives in a balanced way as they were contradictory as. For example, realizing reliability on electricity required the investment of huge amounts of money, the thing that contradicted financial self-reliance. Besides, emiratizing leading posts contradicted enhancing the efficiency of services due to national employees' need for qualification. So, the MD consolidated the concepts of costs and quality effectiveness which gradually expanded to embrace the national young men. During this stage both Department of Training & Department of Research and Development were established and supported by world expertise.

These strategic objectives were accomplished in an amazing time.

H.H. Late Sheikh Maktoum bin Rashid Al Maktoum passed a law to protect the public grid of electricity and water. This law provides that whoever performs works near the public grid or

near pipelines of the

Authority has to take all necessary actions and procedures so as to prevent harm to the grid. And, whoever intends to carry out any work near the public grid or near pipelines or the utilities of the Authority must get a No-Objection Certificate from the Authority prior to starting the intended work and must strictly comply with the guidelines stated in this certificate.

If any intended work required an intersection with the public grid or with any pipelines of the utilities, the Authority must be informed of this, and the work won't be allowed unless a representative from the Authority attends and supervises the work. It is prohibited for anyone to interfere with the grid or any pipelines of the utilities in a way that leads to destroying, cutting or exposing it. If something like this is to occur, the Authority must be informed.

### Stage of development and improvement (1996 – 1998)

This stage is a complementary to >>>

#### Stages of strategic development up to 1998

The merge stage	1992 : 1994
The stage of Formation	1994 :1996
The Stage of development and improvement	1996 :1998

**The team had to tackle these objectives with great balance as they were poles apart.**



Jebel Ali Station



Quality Certificates won by the Authority



the stage of formation. Following are the strategic objectives that characterize this stage:

- Realize profits through enhancing the efficiency of operations by adopting a sound economic method.
- Adopt and apply concepts of quality especially in serving customers and society.
- Comply with international standards as for quality of supply (electricity & water)
- Enhance the efficiency of employees especially the nationals to ensure the Authority's technical self-reliance.
- The Authority has adopted ambitious plans to train and prepare national human resources capable of bearing the burdens of work in different administrative and technical specializations. From this perspective, the Authority is preparing and implementing various activities along with qualifying, training and educational programmes in different utilities of the Authority and also in different educational and training institutions both inside and outside the country.

The most remarkable feature of this stage is the declaration of the Authority's vision, mission and strategic objectives with full transparency. Furthermore, the base of teamwork was expanded and all efforts collaborated for the purpose of realizing strategic objectives.

These strategic objectives have been realized through continuous development and improvement of all fields in the Authority. This included updating organizational structure, creating the

Human Resources Division and Quality Section, as well as adopting modern technology like GPS and Systems of Control. Therefore, the Authority has qualified to certifications of world quality and improving customer service.

An office for environmental affairs has been established in the General Management of the Authority following the honorable visit paid by H.H. Sheikh Hamdan bin Rashid Al Maktoum – Deputy Ruler of Dubai and Minister of Finance – in the first quarter of the year 1997. Upon His Highness' instructions, an environment expert in the field of power stations and water desalination and the collateral activities was brought in.

### Excellent performance, quality services

In the following stage of the Authority's existence, which can be called Total Quality Stage (1998 – 2000), the Authority went ahead robustly for realizing quality. Over a relatively short span, the Authority could get many ISO certificates with their different categories. This would not have been realized if it hadn't been for the Authority's excellent performance and quality services rendered to society at world standards.

As part of the Authority's efforts to promote excellent performance and high quality services along with conserving environment, which has become the topic of the hour and the most important issue of the age, the Authority has got two groups of Quality Certificates; the first group is ISO



14001 for Environmental Management, and the second group is ISO 9002 and ISO 9001.

In mid 1998, the Authority's Division of Water Transmission and Distribution got ISO 9001 / 1994 in quality for the operations of design, development, structures, and the services of water networks and their transmission and distribution.

Since water is a basic nutrient, all the stages and operations of water transmission and distribution are being carried out through pipe networks with different diameters meeting all the health requirements. Therefore, the Authority is keen on transmitting water to the consumer according to standard health conditions that can match the highest world specifications in the field of potable water.

As for conserving the environment, the Authority has been keen on this through counting and studying environmental monuments that can be related to water networks. The Authority is using special materials that do not have any side effects for its networks. In addition to this, examinations are being carried out around the clock on water specimens from different locations of

the network. These specimens undergo biological and chemical analyses using state-of-the-art technology and laboratory equipment.

The Division of Field Services was the first division of the Authority to get the ISO in quality in 1998 for its constructions and operations which included the design and construction of stations for power distribution. These works include civil works, electrical installations, cables extension, connections for customers, maintenance for the electricity grids up to the capacity of 400 kv, and checking the quality of the equipment used in the grids and in turnkey projects.

In recognition of the remarkable accomplishments realized in the field of professional and industrial safety, Dubai Electricity and Water Authority won, for successive years, The British Safety Award presented by The British Safety Council because the Authority's accident rate was 3-fold lower than the international accepted standards.

The Authority managed to set growth records in the full sense of the word. For instance, electric peak load in Dubai has increased from 0.8 megawatt in 1962 to 5622 megawatt in 2009

(that's the equivalent of a 700-fold increase). As a result the number of electricity users in Dubai has greatly increased. Needless to say that in 1993 the number was 65100 users, while in 2009 the number reached 564640, bearing in mind the fact that average use per capita during the same year reached 15000 kilowatt/hour which is of the highest world rates. Meanwhile, we can see that the world rate does not exceed 3000 kilowatt/hour.

Nowadays, the Authority's assets have exceeded AED 74 billion, apart from the under-construction projects at the cost of AED 29 billion. During the previous years, the Authority has gone a long way on the bumpy road to success. The Authority reached the peak of these achievements due to the guidance and instructions from the wise leadership, the proper management and the dedication of its staff. All these above-mentioned factors have made the Authority a good example to follow as for the continuous administrative and professional success along with the sustainable development that the emirate of Dubai witnesses.



During the ceremony in which the Authority won The Sword of Honor Award in the area of Occupational Health & Safety



## DEWA BAGS THE “15th Middle East eGovernment & eServices Excellence Awards”

The Dubai Electricity and Water Authority won "The 15th Middle East eGovernment & eServices Excellence Awards" awarded by the "Institute for Middle East Award for Excellence", which chose DEWA according to its stringent criteria tracking the best achievements and innovations in the field of government, electronic trading, information technology and telecommunication.

The Electricity and Water Authority Dubai has also received several awards over the past months, most notably the “GCC e-Government Award 2009” in December of last year, for the category of the best electronic service for its “ePay” system.

The Authority also competed on international awards in various fields as it thrives for global challenges while relying on its solid base of achievements and practices in various business activities as well as the application of the highest international standards.

During the ceremony which was held for the occasion in the presence of Anwar Ibrahim, former Deputy Prime Minister of Malaysia, HE Dr. Rashid Bin Fahad, Minister of Environment and Water and many dignitaries, HE Saeed Mohammed Al Tayer - MD & CEO of DEWA stressed that the Authority continues to build on its successes by winning consecutive awards, while bearing in mind the need for the continuous improvement of the services and performance of all operating facilities, and achieving excellence scientific methods and sound approaches in collaboration with Dubai eGovernment and as part of its the electronic services strategy aligned with “Dubai Strategy 2015”.



H.E. Saeed Mohammed Al Tayer while receiving the prize from H.E. Dr. Rashid bin Fahd, Minister of Environment in the presence of Anwar Ibrahim, Malaysian Ex. Vice Prime Minister

"We can witness the success of DEWA through the figures. Since the launch of the "Save Your Time, Save Your Energy" ePay campaign, in July 2009, electronic transactions increased by 42%, at a rate of 800 transactions per day. The registration increased by 54%, while collection rate increased by 57%," He added.

"DEWA also contributed via its electronic payment services in the protection of the environment, and succeeded in 2009 in preventing the emission of 1000 tons of carbon dioxide in one year, that is the equivalent of 5000 trees, or 10 football stadiums," he added.

"The ePay campaign was a major success and we provide 11 free methods of electronic payment without any extra charges. The campaign knotted strategic partnerships with several agencies, such as the Dubai eGovernment, banks, and Etisalat. It included the usage of text messages and direct withdrawal from the bank accounts, and payments

through the Drive Thru at the main DEWA's branches" he explained.

"The campaign included prizes to encourage participants, such as a daily draw on a laptop, a car every 3 months, and tickets to attend the World Cup in soccer, Beach Soccer and the FIFA Club World Championship," HE concluded.

The Dubai Electricity and Water Authority launched its website in 1998 and completed the electronic payment gateway in a short period of 6 months before the official date set by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, in 2001. DEWA is periodically and continuously developing its processes and services. The Authority is first government department to launch smart phones applications (iPhone and BlackBerry), and intends to launch services dedicated to the “iPad”, while achieve excellence and customers' satisfaction.

## As part of the programme for “Honoring Employees”, DEWA honors 74 of its distinguished employees

Dubai Electricity and Water Authority has honored a number of its employees and work teams totaling 74 employees winning the awards of “Excellence Program”, 11 of them are female, during a ceremony held at the Authority’s Headquarters. H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA, and Dr. Yusef Al-Akraf – Vice President – HR, have honored those distinguished employees in the presence of a number of EVPs and senior staff of DEWA.

The winners of the Authority’s Excellence Awards (for individuals) are: Jassim Rajab – Financial Controller – Category of Distinguished Employee, Ayub Al Awadhi – Category of Distinguished Administrative Employee, Hind Al Tamimi – Category of Distinguished Financial Employee, Mohammed Khalid Warada Krishnan Nir – Category of Distinguished Employee for specialized jobs, both Walid Abdelazeem and Verotha Gheri Natarjan – Category of Distinguished Technical/Engineering Employee, Mahmoud Hassan – Category of Distinguished Field Employee, both Oaima Mohammed and Wafa

Mohammed for the Category of Distinguished Female Employee, Mohammed Abdulsalam – Category of Distinguished Employee for Supervisory jobs, Monette Milar – Category of Distinguished Employee for Secretary works, both Shahla Ahmed and Badrya Al Mehairi – Category of Distinguished new national Employee - both Basma Shawqi and Mahmoud Yusef – Category of new employee, both Enrike Fernandez and Menzo Al Haq – Category of Unknown Soldier, Zafi Sbastian and Aysha Abid – Category of creative employee, and Asmaa Ahli – Customer Service Category.

Also, distinguished teams have been honored for their special contributions in their departments. The Authority has honored the team of reliability-based maintenance under the sector of power transmission for its distinction at the Authority’s level. In addition to this, the Authority has honored the team of water desalination in Station (E), and the team of the station’s maintenance (G and H 2) under power sector – Category

of the best administrative experiment. As for the winners of special achievements, they were 6 people.

Meanwhile, the Authority has honored six employees from different departments and divisions whose suggestions were applied in Tawasol Suggestion Scheme.



H.E. Saeed Mohammed Al Tayer while honoring Ayub Al Awadhi & Henda Al Tamimi



## Dubai Electricity and Water Authority honored its 10 employees winning “Dubai Excellence Program”, all the nominees, and the employees working on the application amounting to 92

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA has honored both individual and team winners in “Dubai Excellence Program” in its 13th session for 2009 during a ceremony held at the Authority’s Headquarters

attended by Dr. Yusef Al-Akraf – Vice President – HR, and a number of EVPs and senior staff of DEWA.

All the winners in the program, all the nominees for the awards of the program, all the nominated teams and

the employees working on the applications amounting to 92 were honored for the efforts they exerted. Also H.E. has honored the main committee in the Authority, which considers all applications for the program.



H.E. Saeed Mohammed Al Tayer while honoring Saeed Khamis



H.E. Saeed Mohammed Al Tayer while honoring Ghinwa Krayem





## DEWA signs a Memorandum of Understanding with Dubai Health Authority

In the framework of supporting and strengthening the relations between Dubai's Government Departments while contributing to the improvement of public services and continuing its Jubilee celebrations, DEWA signed a Memorandum of Understanding with the Dubai Health Authority (DHA) to coordinate the cooperation between the two bodies and exchange the experience in the fields of Information Technology, Government Excellence Performance and medical consultations.

The agreement was signed at DEWA's headquarters by H.E. Saeed Mohammed Al Tayer MD & CEO of Dubai Electricity and Water Authority (DEWA) and H.E. Qadhi Saeed Al Murooshid Director General of Dubai Health Authority, in the presence of a number of senior officials from both sides.

In his speech during the occasion, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated that the agreement is the embodiment of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai for concerted efforts from all departments to achieve the strategy of the Government of Dubai in promoting a sustainable development and international standing for the city of Dubai as a premier knowledge, finance, economy, and tourism hub.

"The MoU stems from the strategic plan of DEWA, and its desire to develop and strengthen partnerships especially with DHA to improve the working environment and provide quality services to the public," HE noted.

"The MoU will support the exchange of knowledge, expertise and institutional

experiences at all levels, especially in the area of information technology and Government Excellence Performance, in addition to the exchange of information and studies related to both parties, and supporting the efforts of modernization and institutional development by leveraging the performance of joint operations and streamlining of procedures contributing to the development of services," HE said.

"The MoU aims also to support the creative skills and innovation of the staff and to raise the awareness in conservation and the environmental impact of electricity and water consumption to those working in Dubai Health Authority, as well as to strengthen the cooperation mechanism and coordinate the actions at all times and especially in emergency situations, thus providing the best levels of services to the public," HE said.

Following the signing ceremony of the memorandum, HE Al Tayer, praised the agreement with the DHA from the services and cooperation with the Dubai Electricity and stressed the importance of continuing to develop partnership relations from the text and spirit of this note to serve the blessed march of the Dubai government leadership.

HE ended his speech by thanking Dubai Health Authority represented by its Director on the existing cooperation between the two organizations, stressing on the fact that the DEWA is sparing no effort to promote this cooperation and to develop partnerships with various departments to serve the development process.

In line with the clauses of the MoU, DHA will provide medical consultation to DEWA staff through the establishment of educational seminars

to raise awareness on health issues as well as providing health care services in the fields of child-care and maternity services

vices and medical examinations.

For his part, His Excellency Qadhi Saeed Al Murooshid, Director General of Dubai Health Authority hailed the agreement that aimed at promoting the cooperation between the two government bodies and to improve the level of services provided in Dubai, which has gained as an international reputation thanks to the wise guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai and follow-up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and President of the Executive Council and His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and President of Dubai Health Authority.

"The multiple objectives of this MoU reflect the keenness on both sides to enhance the level and quality of the services provided to their customers and create an effective strategic partnership between them and lay the foundations for joint action and exchange of experiences that serve both parties," H.E Al Murooshid added.

"Dubai Health Authority in accordance with this agreement will provide medical consultations to DEWA's staff through the establishment of educational seminars to raise awareness on health issues as well as providing health care services, and especially childcare and maternity services and medical examination" H.E Murooshid noted.

H.E Al Murooshid stressed the tireless efforts undertaken by Dubai Health Authority to improve the level and quality of health services provided to its customers by establishing local, regional and international strategic partnerships that enable the establishment of highly advanced and competitive programs that benchmark with those offered by international medical institutions.

"Dubai Health Authority will continue its efforts aiming at strengthening and accelerating the health care sector's growth and development and to achieve a high level of medical care that matches global standards," H.E Al Murooshid concluded.







## DEWA signs a Memorandum of Understanding with Dubai Courts

Dubai Electricity and Water Authority (DEWA) signed a memorandum of understanding with Dubai Courts in line with Dubai Government's vision to establish the city as a premier knowledge, finance, economy, and tourism hub. The MOU aims to disseminate the environmental awareness and the culture of conservation in the electricity and water consumption between the two concerned parties.

The agreement was signed at Dubai Courts headquarters by H.E. Saeed Mohammed Al Tayer MD & CEO of Dubai Electricity and Water Authority (DEWA) and HE / Dr. Ahmed Saeed bin Hazeem, Director-General of Dubai Courts, in the presence of a number of senior officials from both sides.

HE Al Tayer said that the signing of the agreement is in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, to improve the performance of government departments and institutions by simplifying procedures and laws that contribute in raising public services performance levels.

"The MOU will concentrate the efforts on raising environmental awareness and the culture of conservation in the electricity and water consumption among Dubai Courts' staff and its customers, and support their innovative and creative exchange of knowledge, experience and studies related to environmental activities and the conservation of natural resources by means of lectures, seminars, distribution of brochures, publications and testing the consumption of electricity and water

technically," HE noted.

"DEWA has implemented several energy conservation programs with different categories of clients during 2009 and we achieved good results in reducing the electricity consumption by more than 201 million kWh, in addition to one billion and 38 million gallons of water, with a total amount of AED 97 million. We expect, after this MOU goes into effect, remarkable energy savings at Dubai Courts' in a way that serves our common aspirations," HE Al Tayer added.

"The MOU will promote the cooperation with the Dubai Courts and the joint efforts to improve the performance of operations at its facilities to achieve the greatest possible savings in the consumption of electricity and water as well as implementing an integrated system of communication between the parties," HE concluded.

Dubai Courts, from her end will follow-up action to achieve the greatest possible savings in the consumption of electricity and water, and wasted water resulting from the misuse of water resources, as well as the dissemination of legal knowledge among DEWA's employees by all available means which include the activation of an electronic link to exchange information and knowledge in order to streamline procedures comprising the legal principles approved by the Dubai's Court of Cassation and family counseling.

In his turn, HE / Dr. Ahmed Saeed bin Hazeem, Director-General of Dubai Courts hailed the significant role played by the Dubai Electricity and Water Authority in disseminating the conservation culture

among the community members.

"The MOU reflects DEWA's responsibility and confirms in return Dubai Courts engagement with its community members while educating them on legal matters to facilitate their work," HE pointed out.

"In line with the clauses of the MOU Dubai Courts will organize of a series of educational sessions in various legal fields that take into account the needs of the staff in order to familiarize them with the legal issues. In addition we will hold meetings on a regular basis with representatives from DEWA to raise awareness on the legal subjects" HE added.

Dubai Courts' Director General stressed on the common goals and objectives of both parties which need concerted efforts.

"We need to join forces in order to realize Dubai's Government vision to establish the city as a regional center of money, business, tourism and knowledge in and ensure customers' satisfaction. This MOU will also strengthen the principle of community partnership to achieve our common strategic objectives" he added.

H.E bin Hazeem thanked DEWA for its cooperation throughout this MOU by raising the conservation and environmental awareness among Dubai Courts' employees in various ways.

"We consider that a common responsibility that every community member should abide by it to achieve a conservation in expenditure and consumption, thus ensuring resources conservation in the UAE and contributing in the reduction of the excessive wastage and striking an environmental balance," HE concluded.

## As part of HH Sheikh bin Rashid directives DEWA signs MOU with TRA to Enhance Online Security

As the rapid growth of information network and the increasing demand of the Internet has caused an evolution of risks and threats to information network security which need to be recognized and carefully studied in order to find means and ways to address these threats, prevent their occurrences, as well as limiting the scope of their impact once they occur, Dubai Electricity and Water Authority (DEWA), represented by Eng. Marwan bin Haider – VP CIO at DEWA, signed a Memorandum of Understanding (MOU) with Computer Emergency Response Team (aeCERT) which is an initiative of UAE Telecommunications Regulatory Authority (TRA), and was represented by Mr. Majid Sultan Al Mesmar, TRA Deputy Director General.

The MOU defines the means of collaboration between the two parties in the fields of information security and the mechanism of coordination for the sharing of information and the provision of early warnings and notifications of threats and vulnerabilities in order to facilitate the detection, prevention and respond to the broader set of cyber security incidents such as hacking, viruses and corruption on the Internet.

H.E. Saeed M. Al Tayar, MD & CEO of DEWA, in this respect, said: "Signing this MoU comes as part of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, VP and PM of UAE and Ruler of Dubai, for the importance of enhancing valuable cooperation among national departments and entities to lead to government services enhancement."

Al Tayar added: "Information security is one of our top priorities, and it is always imperative for us to ensure our stakeholders, customers and staff benefits. So we consider signing this MoU



Marwan bin Haider and Majed Sultan Al Mesmar while signing MOU

between DEWA and TRA as a result of the continuous cooperation to enhance DEWA's services performance toward our customers in regards of e-services exchange and information security."

In this respect, Eng. Marwan bin Haider said: "We at DEWA, continuously, develop our systems for the sake of securing our information network against any possible threats, so in this regard aeCERT shall provide DEWA with consultation and awareness on the preliminary threats for better system and electronic data protection enhancement against any cyber attack."

"aeCERT will issue preliminary alerts and advisories to DEWA based on the information they provide regarding incidents within its own operating environment", bin Haider added.

He added "aeCERT will provide proactive services to measure the quality of DEWA information security and will conduct risks analysis and assessment, research and analysis on new and existing technologies together with their

related services, as well as researching potential and emerging threats in order to provide DEWA with the relevant information and consultation."

From his side, Mr. Majid Al Mesmar said: "TRA, as it comes in tandem with the purpose from establishing the aeCERT, is seeking to provide a safer electronic environment for the parties concerned, and aeCERT will aim at providing DEWA with a comprehensive protection scheme for information against the risks associated with the electronic network, while maintaining the safety of the information infrastructure and data confidentiality."

"The TRA introduced "SALIM" last month, the Emirati Cyber Security Advisor, to provide IT and Internet end users with tips that will protect them against cyber threats and guide them towards a safe cyber culture in the UAE; especially to students", Al Mesmar concluded.

The event took place at DEWA head office.





## During a visit to Dubai Electricity and Water Authority Saudi Minister of Water and Electricity applauds DEWA's achievements



During the visit to Burj Khalifa

H.E. the Saudi Minister of Water and Electricity – Abdullah Abdelrahman Al Hussein – applauded the achievements realized by Dubai Electricity and Water Authority through its march. Also he expressed his admiration of the technologies applied by the Authority to reduce the wastes from water networks in Dubai.

The Saudi Minister was received by H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA, a number of EVP's and senior officials in the Authority, and H.E. Ali Abdullah Al Oweiss – CEO of Electricity Affairs in the UAE Ministry of Energy. The Saudi Minister was accompanied by Abdelrahman Fahd Al Salim – the minister's financial consultant, and Abdullah Abdelrahman Al Deaig – the minister's secretary and a number of the Authority's senior officials.

After the formalities of reception of the minister and his guests, H.E. the minister congratulated H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA on the 50th Anniversary of the Authority and on winning the 10 awards from Dubai Government Excellence Program.

Afterwards, H.E. Saeed Mohammed Al Tayer gave the Saudi Minister a hint about the Authority's projects and achievements in the two sectors of electricity and water, among them are the projects of electricity production and water desalination, grids and networks of transmission and

distribution along with their respective utilities, as well as the role undertaken by the Authority in supporting the strategy and infrastructure of Dubai in order to consolidate its position as a world focal point for finance and business.

Moreover, H.E. Saeed Mohammed Al Tayer pointed out to the Saudi Minister the performance indicators of the Authority and its corporate distinction in different areas, as well as the standards adopted by the Au-

thority to evaluate its services by using benchmarks and comparing them to the best world practices applied and executed by world specialist consultants.

Then, Eng. Abdullah Obeidullah reviewed the efforts exerted by the Authority to produce, transmit and distribute water, and the systems used to automate these operations. After that, Obeidullah stressed the significance of the efforts made to conserve the consumption of electricity and water, as well as the restructuring of Dubai water networks and the wonderful results achieved by this project as the percentage of water waste through leakage was reduced from 42% before executing the project to 10.86% after its execution, which is one of the best world percentages.

Also, Eng. Marwan bin Haider pointed out to the Saudi Minister the systems of automation, electronic transfer, and the use of the best computer technologies in different activities and procedures in the Authority. In addition to this, Eng. Marwan showed to H.E. how much progress and advancement the Authority has achieved as electronic transfer has reached 100%, and electronic completion has reached 97% as per the system of electronic transfer measurement applied by Dubai e-Government.

H.E. the Saudi Minister expressed his admiration of the systems used in the Authority and praised the brilliant results achieved in different activities. The Minister also applauded the results of the conservation campaigns adopted by the Authority, which realized huge savings in both electricity and water.

At the end of his visit, H.E. the Saudi Minister Abdullah Abdelrahman Al Hussein extended his thanks and appreciation to H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA for the wonderful reception and hospitality stressing the deep relationship between Ministry of Water and Electricity in the Arab Kingdom Of Saudi Arabia and Dubai Electricity and Water Authority for the common good of both parties.



Al Tayer and Al Hossein in Burj Khalifa



## Dubai Electricity and Water Authority looks at the experience of both Dubai Municipality and Dubai Courts in enhancing national identity

In the framework of making use of the experience and knowledge of other government authorities especially the best practices, a delegation from Dubai Electricity and Water Authority paid a visit to both Dubai Courts and Dubai Municipality to explore and look at their experience and efforts in the area of enhancing national identity. The members of the delegation have praised these efforts and expressed their admiration for the initiatives that can strengthen the bonds of national identity and enrich its dimensions especially these efforts are in line with the requirements of the status quo both nationally and internationally. This current stage necessitates hard work to



At Dubai Courts

enhance and motivate the values of national identity and keeping it viable by the hands of its sons.

It is noteworthy that the Authority spares no effort to exchange experience with the purpose of exploiting and applying the best practices that can promote and upgrade the Authority's work such as social practices and initiatives, especially the ones related to national identity.

## Dubai Electricity & Water Authority Conducts Benchmarking Visits to RTA & Dubai Customs

The Service Feedback & Effectiveness Unit of Dubai Electricity & Water Authority conducted two benchmarking visits to RTA and Dubai Customs to share best practices and discuss issues related to handling customer complaints and suggestions.

The team met up with various officials of both organizations where DEWA introduced various mechanisms adopted by the Authority, and discussed ways to enhance procedures related to the processing and solving of customer complaints and suggestions.

A group of five representatives from DEWA attended the sessions, headed by Assistant Manager-Service Feedback & Effectiveness Shuaa Al Darwish and her team: Waheeba Reqaqi, Ayesha Ali, Hana Juma and Hamda Mubarak.

Commenting on the visits to both organizations, Al Darwish said: "The sessions proved to be very fruitful as we managed to gain an insight into the methods adopted by both entities in the effort of enhancing work methodologies and its results".



During the Authority's delegation visit to Dubai Customs



## DEWA receives delegations from Abu Dhabi Department of Finance, Dubai Police and Stuttgart University

**Within the framework of knowledge and expertise exchange between Government Departments**

In a pursuit of its continuous endeavor and initiatives aiming at exchanging expertise between UAE's departments and institutions, Dubai Electricity and Water Authority (DEWA)'s Business Support Division received a number of delegations including Abu Dhabi Department of Finance.

The discussions between Abu Dhabi Department of Finance and DEWA focused on the importance of supporting the culture of excellence among the officials and departments in order to promote an excellent work environment.

The Business Support Division's Excellence Department, gave a detailed presentation highlighting DEWA's main stages and phases of excellence. The presentation also shed the light on the most advanced practices in the field of corporate excellence and processes management.

Commenting on the expertise exchanges among government departments, H.E. Saeed Mohammed Al Tayer MD&CEO of DEWA stated: "We aim at enhancing the exchange of knowledge and corporate expertise at all levels. The exchange of relevant information and studies, between different departments comes within the framework of business cooperation and joint efforts targeting technical and administrative capabilities' development".

DEWA also received a delegation from the General Department of Community Services at Dubai Police General Headquarters. The visit aimed at reviewing community services and CSR initiatives of DEWA.



A delegation from the University of Stuttgart during their visit to the Authority.



A delegation from Abu Dhabi Finance Department with the Authority's employees

During the meeting, DEWA presented its community services and highlighted "Tawasul" suggestions program and its contribution in developing work environment, TAKAFUL social program, and MAWAHEB Exhibition that nurture DEWA's creative employees.

DEWA showcased its services provided in enhancing environmental awareness, establishing the culture of rationalization in electricity and water consumption, developing the capabilities and exchanging knowledge and expertise in work environment, as well as conserving resources and the continuing its sustainable development path.

DEWA delivered a presentation on the role played by its respective the department in promoting its services and liaising with between the community and employees. The presentation elaborated DEWA's responsibilities in organizing different events such as "WETEX" (Water, Energy, Technology, and Environment Exhibition), Group Wedding, and the Pilgrimage Campaign for its officials.

Continuing its Golden Jubilee celebrations and within the framework of cultural exchanges with different educational institutions and organizations, DEWA received a delegation comprising 22 students from Stuttgart University in Germany accompanied by a group of professors and technicians. The delegation had a field visit to DEWA's power station in Jebel Ali (Production Sector) to take a close look at the achievements in the fields of power generation and water desalination.

DEWA made a detailed presentation about Jebel Ali Power Stations and their functions, production, and the strategy adopted in their development. Afterwards, the delegation had a field visit inside the power stations to inspect the process of electricity and water desalination. It expressed its admiration for DEWA's efforts and achievements in this regard.

It is noteworthy that Stuttgart University in Germany is one of the most well-known European universities. It possesses a worldwide reputation in the educational field related to mobile phone products, information technology, scientific engineering, natural and humanitarian sciences.





In the framework of experience and knowledge exchanges in the area of peaceful uses of nuclear energy

## Dubai strengthens the Cooperation with China & South Korea



During the visit to China

In the framework of experience and knowledge exchanges on the usage of coal technologies (Coal & Synthetic Gas) to generate electricity and produce desalinated water, a high-level delegation representing the energy sector in Dubai visited the People's Republic of China, then to South Korea to look at the latest global practices in the area of sustainable energy and the diversification of its sources.

The delegation was headed by H.E. Saeed Al Tayer, Vice-Chairman of the Supreme Energy Council, MD&CEO of Dubai Electricity and Water Authority (DEWA) along with other members and representatives of the Supreme Council for Energy and DEWA.

The delegation conducted field visits to closely look at the best standards and technologies used in the plants that work on coal & synthetic gas in the People's Republic of China. The delegation held a meeting with the Chinese representatives Mr. Zimin Gao, Chairman of the Board of Directors of «Shenzhen», and Mr. Huilong Wang, its CEO as well as a number of senior officials. The two delegations agreed on several areas of cooperation and identified the initiatives that will be considered in the coming period.

Moreover, the delegation visited

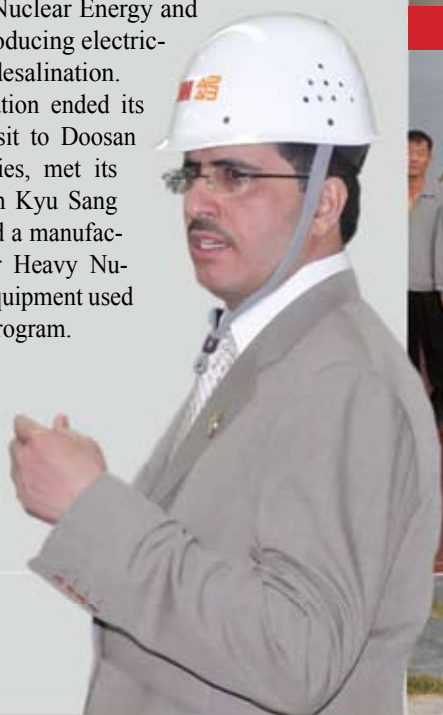


some Chinese cities as well as a coal dependent station for electricity generation that uses the most accurate and efficient technology and has a production capacity reaching 1200 megawatts.

### The delegation looks at energy projects in South Korea:

The delegation also visited the Republic of South Korea to cooperate and explore latest technologies and practices used in the field of nuclear energy. In addition to this, the delegation met with KEPCO President and CEO Mr. Ssang Su Kim along with Senior Officials and conducted a field visit to a Nuclear Power Plant. The two parties discussed the possible cooperation areas as well as recent available technologies in the field of Civil Nuclear Energy and its usage in producing electricity and water desalination.

The delegation ended its tour with a visit to Doosan Heavy Industries, met its CEO Mr. Shim Kyu Sang and also visited a manufacturing firm for Heavy Nuclear Energy equipment used in NPP Civil Program.



During the visit to South Korea







## The meeting tackled the contingency plan for the marine pollution control **Dubai's Supreme Energy Council continues its discussions on the "sector's effective planning and discusses the "Energy Strategy 2030"**

Dubai's Supreme Energy Council held its 5th meeting at DEWA headquarters in the presence of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Council, along with Council members to discuss and develop Dubai's energy strategy.

HE Saeed Al Tayer, Vice-Chairman of the Supreme Energy Council said that the meeting is a follow up to the previous special workshop which focused on securing fuel sources, diversification of energy resources to include civil nuclear technology and clean coal technology as well as production of oil and gas and petroleum products.

"The Council discussed several energy related topics in the Emirate of Dubai which aim to ensure a sustainable energy supply to the Emirate, effective planning for the energy sector and cooperation at all related energy levels" HE added.

The meeting tackled the results of Dubai's Energy Sector recent visit headed by HE Al Tayer, to People's Republic of China and the Republic of Korea.

"The visit aimed to exchange experience and knowledge on the usage of conventional power plant technologies (using Ultra Super Critical Power Plant-Coal & Synthetic Gas) to generate electricity and produce desalinated water, as well as the latest global practices in the area of sustainable energy and the diversification of its sources" HE pointed out.

The meeting also hosted, His Excellency Major General / Khamis Mattar Al Mazeina, Deputy Commander of Dubai Police, who gave a detailed presentation on the functions and responsibilities of the marine pollution control center and the safety procedures taken on all levels as well as the formed rescue team and equipments.

"Dubai police is ready to handle the pollution caused by oil spills from the first levels as they occur. It is important to rely on our present experience

and capabilities in place to train others, in addition to the organization of training courses and joint exercises for local government departments to enable them to deal with oil leaks in cases of emergency," His Excellency Major General added.

Dubai's Supreme Energy Council held a two-day workshop in the presence of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Council, along with Council members and representatives from McKenzie & Co, the international advisory group at Le Méridien Al Aqah Beach Resort in Fujairah to discuss and develop the energy strategy of Dubai.

The workshop focused on securing fuel sources, diversification of energy resources to include civil nuclear technology and clean coal technology as well as production of oil and gas and petroleum products.

H.E Saeed Mohammed Al Tayer, Vice-Chairman of the Supreme Council of Energy in Dubai said that the workshop focused on several issues, including the development of a strategic plan (short, medium and long term) for the energy sector in Dubai. The Supreme Energy Council of

Dubai also shed the light on the initiatives aiming to diversify energy resources and sustainable energy (electricity generation through plants coal-fired and civil nuclear technology). In addition, the Council will follow the latest international practices in the areas of sustainable energy and diversification of energy resources. The workshop discussed the development of a strategy related to the preservation of the environment and reducing carbon emissions, sustainable energy applications in various areas, and the usage of renewable energy resources.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai has issued law No.19 of 2009 establishing the Supreme Energy Council as an independent legal entity.

The Council aims to diversify energy sources in the emirate, including alternative and nuclear energy, and create ongoing sources of sustainable energy to meet the requirements of future development. The Council was established in response to the global changes and the expansion in the search for unconventional sources of energy.



Supreme Energy Council while tackling the contingency plan for the marine pollution control



During the Supreme Energy Council meeting in Al Fujairah

## DEWA finalizes 2010-2014 strategy

Dubai Electricity and Water Authority (DEWA) has completed a management workshop for the annual review of its five-year strategic plan. H.E. Saeed Al-Tayer, Managing Director & CEO of DEWA gathered with top management to agree and endorse the strategy. The workshop, held at the Atlantis Conference Center on the Palm, involved an intense day's work developing the 2010-2014 strategy for DEWA.

The workshop is part of DEWA's Strategy Planning Framework to ensure continuous adherence to best practices in strategic planning and implementation and marked a major milestone in the growth and evolution of DEWA as a Strategy Focused Organization. DEWA has developed its strategy based on its continuous focus on excellence and has aligned its strategy to Dubai's Strategic Plan, which is part of DEWA's strategy planning process.

"The commitment of DEWA's top management to Strategy underpins the importance it plays," said Mr. Al-Tayer. "The top management has contributed to the planning of DEWA's strategy.

DEWA's Vision is to be, 'A recognized world class utility' and it's vital that all of us continue our combined efforts to create the synergy to achieve this vision."

DEWA is the first organization in the Middle East to have been induct-

ed into the Hall of Fame in 2008 for its implementation of the Balanced Scorecard and adherence to the five principles of the Strategy Focused Organization which was appraised by the creators of the Balanced Scorecard, Drs. Kaplan and Norton.



H.E. Saeed Mohammed Al Tayer and the EVP's during the workshop



## DEWA launches its first applications compatible with "Apple iPad"

In its thrive to provide a wide variety e-services

Dubai Electricity & Water Authority (DEWA) launched during a press conference held at its headquarters, the first applications compatible with "Apple iPad". These applications have been completely developed by DEWA's IT department in order enlarge the list of e-services provided by the authority. This achievement comes in line with DEWA's constant thrive to deliver the best e-services to its customers in order to save their time and efforts.

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

On this occasion, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "This step is integral to DEWA's strategy in order to establish a balanced and effective electronic infrastructure that can enhance our electronic shift. DEWA has put on top of its priorities the acquisition of state-of-the-art technologies in order to use them in its various electronic services in line with Dubai strategic plan's objectives to maintain a continuous development trend".

"The iPad modern applications target DEWA's customers and provide them with a quick and easy access to our available services. These applications include many services such as GPS to locate customer's centers, information pertaining to these offices including telephone numbers and working hours, and the ability to save and send data in "Business Card"

format. Moreover, these applications allow them to communicate with DEWA through e-mails or by visiting DEWA's website," HE added.

"DEWA's customers who are using "Apple iPad" applications will be able to send their complaints and suggestions in addition to the capability of attaching photographs containing the geographical coordinates of locations. Besides, customers will be able to enquire on the consumption bills for the services provided by DEWA including Electricity & Water, drainage and housing fees and settle them through the ePay system provided in collaboration with Dubai e-Government," H.E. explained.

Engineer/ Marwan Salem bin Haider – Vice President – Chief of IT in DEWA said: "DEWA's IT team exerted enormous efforts to enable customers to acquire our latest news and information. These applications help in disseminating DEWA's news and achievements, publishing its latest services and broadcasting its recent activities and events with the possibility of viewing online videos aiming to enhance society awareness on the rationalization of electricity and water

consumption".

"DEWA's customers will be able to download these free applications from "Apple Store" and we will start notifying them through e-mails and SMS within the coming weeks," he added.

This new service is considered part of DEWA's strategy aiming to give its customers a wide variety of services already available for iPhones and Blackberry.

It is noteworthy that DEWA provides regular payment channels through its offices from 7:30 a.m. to 8:00 p.m. except Fridays, and also through petrol stations such as ENOC and EPPCO, Emirates Post Offices, Etisalat and Banks' payment machines, mpay through the website: mpay.dubai.ae, and through DEWA's electronic portal (www.dewa.gov.ae)





FOR IMMEDIATE RELEASE

## DEWA registers its website on the Arab Domain .Emirates

[www.dewa.gov.ae](http://www.dewa.gov.ae)

Dubai Electricity & Water Authority has booked six Arabic domains for its official website within the internet domain for United Arab Emirates in Arabic language “.Emirates” to be the first government department to use the Arabic domain. These domains will take effect shortly giving the chance to write e-mail addresses in Arabic language for the first time.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA states, “Using the Arabic domain emphasizes DEWA’s vision which embodies pioneering and excellent services. Besides, it reflects DEWA’s unceasing efforts to apply the best unprecedented practices and systems to provide government services in compliance with the highest standards of quality and excellence to be in alignment with Dubai’s strategic plan 2015 and its objectives for building knowledge-based economy.

H.E. explains, “This accomplishment is in conformity with the vision of H.H. Sheikh Mohammed bin Rashid Al Maktoum Vice-President, Prime Minister and Ruler of Dubai to

stress on the genuine Arab identity of UAE. Also, it sheds light on UAE efforts to encourage all initiatives that can project the value of Arabic Language and giving it strong force and support”.

This step taken by DEWA is the result of Telecommunications Regulatory Authority’s obtaining the approval from the “ICANN” (Internet Corporation for Assigned Names and Numbers) for registering domain names and its approval of the domain’s name “.Emirates” in Arabic language to be the distinguished domain name on the internet for United Arab Emirates. Consequently, UAE is one of the first four countries of the world to have the right to register domain names in their native languages as Latin letters were the only used letters in the world in writing domain names.

It is worthy of notice that “ICANN” classifies Arabic language in 7th class amongst the most widely used languages on the internet as there are 60 million internet Arab users assuring that it is one of the most fast-growing

languages.

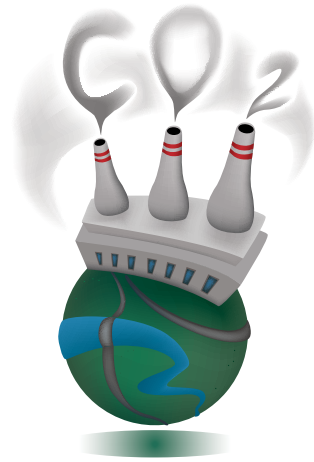
DEWA’s website, being launched in 1998, is considered one of the most distinguished government sites as it won several awards including the 5th Middle East Award for Government and e-services by the Middle East Excellence Awards Institute and Arab e-Government Award Shield - Optical Creation Category by the Arab Organization for Administrative Development and the Arab Internet Awards Academy and the Best e-Service Award for e-pay system of bills by the e-Government Award of GCC Countries.

DEWA provides its services electronically (118 services) with all its various kinds (information, procedural, interactive) around the clock. It is estimated that number of visitors of DEWA is approximately 434801 per month at the rate of 14295 visits per day. In 2009, number of visitors exceeded more than 27% reaching 2.17 million visits compared with 1.7 million visits in 2008.





# DEWA aims to reduce the Carbon output per capita



The Dubai Electricity and Water Authority (DEWA) aims to reduce the Carbon output as part of its strategy to minimize the environmental impact and to lessen the carbon footprint. An initiative established jointly in November 2009 by DEWA along with investors from different sectors and with the collaboration of the United Nations Development Program (UNDP), Dubai Carbon Centre of Excellence (DCCE) offers expertise as well as carbon technical & knowledge support to firms trying to adopt cleaner technologies that help them to assess and reduce their emissions of carbon dioxide.



“The DCCE, the first of its kind in the Middle East in term of specialization in Carbon Emission Reductions, will provide the public and private sector with the highest level of expertise to quantify and operationalize environmental upgrades,” said Saeed Mohammad al Tayer, the DEWA’s Managing Director and Chief Executive Officer.

Carbon offsetting has gained significant appeal and momentum among consumers who have become aware and concerned about the potentially negative environmental effects of energy-intensive lifestyles and economies.

“We are establishing a leading knowledge repository on Carbon matters in the region, which will be accessible to all concerned parties in order to create a Climate Change Venture Capital Fund to provide capital and incentives and to attract global leading technology companies to Dubai”

he added .

“We aim to create a portfolio of Environmental credits, structuring, investing and advising emission reduction projects, to meet the needs of Dubai and regional institutions and achieve “Carbon Neutrality”, he stated.

DEWA focuses on adopting eco-friendly technologies to increase the efficiency of its electricity production and water desalination plants.

The Dubai Carbon Centre of Excellence (DCCE), established jointly with investors from different sectors, would establish a formal framework to address carbon emissions in the emirate.

The DCCE has three confirmed strong founding shareholders, namely; DEWA, DUBAL, and ENOC. Further alliances are currently under discussion with different Governmental parties & other industries.







# Challenges facing GCC Utilities



**GCC utilities comprise the largest industry sector in terms of growth. The installed capacity in GCC Countries is more than 85 GW, and an annual 9.5% increase in demand means an additional 55GW needs to be installed by 2015, according to Business Intelligence Middle East**

In order to meet this demand, it is important to define policy goals before moving onto issues of industry structures, regulation and ownership.

Significant progress has already been made; following early initiatives such as GCC grid codes and access, joint studies and cooperation regarding nuclear potential for the region, and other measures.

Similar results can be obtained when looking at long-term stable gas supplies. This is helped by the fact that the GCC is sitting on 40% of the world's gas reserves.

The GCC electricity sector has performed well in its principal function of providing secure, reliable energy to fuel the GCC's rapid economic

growth. The constraints and challenges that are emerging are understandable in a rapidly-growing economy that has become increasingly-sophisticated and globalized.

country	Installed Capacity
Kuwait	11,000 MW
Saudi Arabia	46,000 MW
Oman	33000 MW
UAE	20,000 MW
Qatar	33000 MW
Bahrain	41000 MW

This has meant that informal and flexible arrangements that have served the region very well so far now need to be updated; given the increasingly-

demanding challenges that lie ahead.

In doing so, we must be careful not to overreact. We must develop new arrangements that reflect long-term goals and not short-term ones not borne out of the crisis or the fashion of the moment.

The process of sector reform is a difficult one but is greatly enhanced by open discussion and consultation with all stakeholders.

The GCC demand for electricity and water per capita is among the highest world wide with an average growth rate of 10% over the past couple of years.

## The challenges facing GCC Utilities:

- Security of fuel supply
- Profit of revenue with Low tariffs

- Rapid decline in stable gas supply
- Environmental regulations
- Need to align technologies to these changes
- Inherent perception issues associated with alternative supply sources
- Large amounts of capital expenditure needed to meet new markets & regulations
- Owners need large amounts of project and corporate finance at a time of limited borrowing capacity
- Bankers keen to avoid lack of regulation in financing the power sector, seeking securities and guarantees

### SECURITY OF SUPPLIES

There is a common concern amongst GCC utilities today, about long-term feedstock availability. When we say long-term, we mean the next 20, 30 to 40 years, with annual electricity growth percentages conservatively estimated at 6-8%.

### Profit of revenue with Low tariffs

We realize that if there is sufficient oil and gas to fulfill these demands, electricity generation and water desalination will solely depend on fossil fuels. This is feasible, and presents the lowest cost per KWH produced. This sounds very attractive; making it relatively easy for utilities to plan and set tariffs. From an economic standpoint it also makes a lot of sense, with a guarantee of highly-competitive tariffs.

Supply options are to be designed to offer flexibility and phased-ability supply, in line with capex expansion, to better manage future growth and demand planning.

However, it is easier said than done; oil price increases and the rising demand for LNG signals the end of a low-cost era for many utilities and, consequently, tariffs have to rise.

This seems a paradox, when 40% of the world's gas reserves are in, or surrounding the gulf region!

Nevertheless, the process will require diverse sets of contracts, sources and fuel types to ensure that the system is adequately supplied.

## Clean Energy Project:

### 1 -AFFORDABILITY & NEED FOR NEW FINANCIAL CAPITAL

Investment conditions throughout the GCC countries are very similar, such as climate conditions, environment, cost of labor, fuel pricing and OEM equipment: resulting in identical capex & opex. Consumer pricing will determine the level of subsidies required. The move toward alternative and clean energy therefore depends on two factors: (i) how much of a tariff increase is the consumer prepared to pay, and (ii) how much subsidy can be expected.

### 2- TECHNOLOGY CHOICES

That these issues play a key role in the decision-making process on investing in clean energy is certain. The large quantities of electricity required for the region, thousands of MW per year, makes fossil fuels and nuclear energy the best source for generating the required power. Solar, wind and biomass represent a minor portion of the overall growth scenario in the region. The nuclear approach has seen its first success in the region and it is strongly believed to be the only clean and viable option; offering large quantities of electricity, generated under a proven technology with zero CO<sub>2</sub> output. This is an ideal scenario, given the demand forecast for the region. Alternatively Clean Coal Technol-

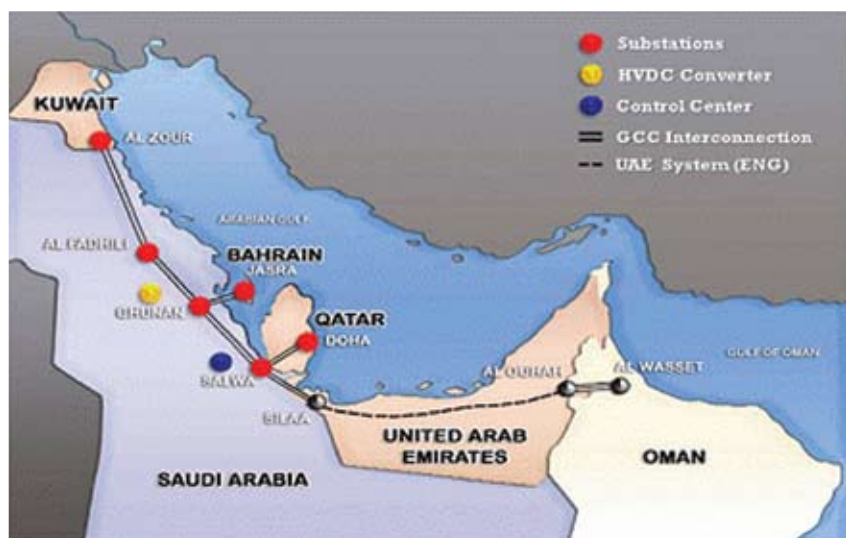
ogy (CCT) with Carbon Capture & Storage (CCS) may perhaps come closest and is certainly a very good alternative, and is being studied by a number of regional utilities.

Enforcement in the GCC grid with interconnecting Water Pipeline network will continue to support the most optimum way of using this commodity.

Private Public Partnership (PPP) and IWPP models will be the future direction (project investment).

### WHERE POWER SHOULD BE HEADING

Can capital expenditure be justified in terms of incremental profitability? From a banker's perspective, this is a fair question. Tariff settings and the large amounts of capital expenditure needed within a tight borrowing market makes this a valid issue at any time. The market dictates investment levels, while the environment brings tighter controls. However, environmental initiatives often go at the expense of profitability. So, it is important to eliminate all loss-making activities, and move toward ever increasing efficiency and use of fuels. Utilities must upgrade to survive, with benchmarking remaining the industry watchword.







## Majid bin Mohammed honors Dubai Electricity and Water Authority at the closing of the Family Forum

Under the patronage of HR.H. Haya bint Al Hussein, the wife of H.H. Sheikh Mohammed bin Rashid Al Maktoum - UAE Vice-President, Prime Minister, and Ruler of Dubai, H.H. Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority (DCAA) honored the participants in the Family Forum at Al Baraha Hall at Intercontinental Hotel in Festival City during the celebration held by Islamic Affairs & Charitable Activities Department at the closing of the forum. H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA received a recognition certificate as well as a commemorative shield in recognition of the Authority's efforts and contri-



bution to the forum's success for the second consecutive year. Dr. Hamad Al Shibani, Director General of Dubai Islamic Affairs & Charitable Activities

Department attended this occasion.

It is noteworthy that DEWA is going to sponsor this forum for the coming five years.

## DEWA Celebrates the Victory of Al Wasl

On the occasion of continuing festivities of its golden jubilee, The Dubai Electricity and Water Authority organized a special event to honor Al Wasl Sports Club on the occasion of winning the "25th Gulf Clubs championships for football teams".

On this occasion, H.E. Saeed Mohammad Al Tayer- MD&CEO of welcomed a delegation headed by H.E. Dr. Mohamed Ahmed Bin Fahad, Chairman of the Board of Al Wasl Sports Club, accompanied by the club's administrators and players.

Al Wasl's championship trophy was displayed during the celebration which came in response to a prior invitation extended by the Authority to the club members. The event was attended by Mr. Abdullah Jasim

bin Kalban-CEO of DUBAL, Mr. Saeed Khoury - CEO of the Emirates National Oil Company (Enoc) as well as Vice-President Executives and the senior staff from DEWA.

H.E. Al-Tayer congratulated Al Wasl Club for winning the 25th Gulf Clubs championships for football teams" which was achieved due to the unlimited support and encouragement of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai for all athletes and youngsters, and under the successful management of H.H. Sheikh Ahmed

bin Rashid Al Maktoum, Chairman of Al Wasl, which contributed in the success achieved during the tournament.

H.E. Al Tayer praised the continuous supervision and support given by H.H. Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Vice-President of the Club who helped in promoting the club at all levels.

H.E. Al Tayer and Dr. Mohamed Bin Fahad jointly cut the cake prepared for this celebration which displayed the club's logo. A series of commemorative photos with the trophy and players were also taken during the occasion.



H.E. Saeed Mohammed Al Tayer and Dr. Mohammed Ahmed bin Fahd during the winning celebrations of Al Wasl Club

## Conservation for a better Tomorrow' award



DEWA and KHDA honoured 15 educational institutions, students, faculty members and administrators with awards, for their outstanding performance in electricity and water conservation.

Savings recorded during the campaign period were as follows: Electricity 14 million kWh, water 117 million gallons and 8.469 tons of carbon dioxide; it's about 22% in water consumption and 11% in energy consumption compared to that of their previous academic year.

Al Tayer emphasised in his speech during the ceremony that encouraging and promoting rational consumption is an inherent part of the strategic plan of the Authority. "Everybody should work to achieve environmental security and natural resource protection,

not for ourselves alone, but for our future generations," he said.

"The genuine partnership between DEWA and Knowledge and Human Development Authority resulted in the winning of the coveted Dubai Government Excellence Program Award, for the best collaborative effort amongst government departments in Dubai. It is an affirmation of the 'moral obligation' undertaken by the Authority in targeting an important part of the society, which is the children," he added.

Al Karam stressed that the award succeeded in attracting school and college students to a better energy conservation and utility consumption behaviour, resulting in achieving distinct energy consumption savings.

"This is what we precisely desire from all members of the educational institutions, to compete among each other to achieve a high-value goal for the great cause of sustaining our precious resources," he stressed.

In Amal Koshak, charged with steering the consumption sustainability and conservation campaigns at DEWA, emphasised "there is a lot ahead for all of us in order to keep millions of gallons of water and millions of units of energy from being wasted. Consequently, this can help in enormous financial savings for consumers and corporations alike. In the process our planet remains the prime winner while preserving the environmental conditions for a healthy peaceful life for all mankind," she added.





## KIDZANIA

DEWA-KidZania, the role-play establishment in Dubai Mall, offers the youth excellent edutainment! It allows children to play out their aspirations in electricity generation and water desalination while learning about the tasks and responsibilities that DEWA's engineers and technicians undertake on a daily basis. It also provides details on how a power station operates and how to fix simple water pipe leakages and electricity disruption. The pavilion is getting busier by the day with added attractions to match, the little ones will just want more and more at KidZania!



## DEWA & Visa Award Winners of FIFA South Africa World Cup Hospitality Packages

As part of the "Save Your Time, Save Your Energy" ePay campaign, Customer Relations & IT Departments awarded winners of the FIFA South Africa World Cup hospitality packages at the Head Office.

The prize-giving presentation was held in the presence of Eng. Marwan Bin Haider, VP-CIO, and Visa officials Maysara Ghadban, Visa's Head of Marketing Communications and Gups Jutla, Visa's Marketing Acceptance Manager.

4 winners each won two hospitality packages to the FIFA South Africa World Cup, courtesy of Visa. Custom-

ers who paid their DEWA bills online or through mPay using their Visa credit cards automatically entered the raffle draw to win hospitality packages to this tournament. Previously, lucky customers also won tickets to other FIFA World Cup tournaments (FIFA Beach Soccer World Cup and FIFA Club World Cup) which took place last year.





Under the patronage of  
**HH Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum**  
Crown Prince of Dubai & Chairman of Dubai Executive Council



جائزة دبي للنقل المستدام  
DUBAI AWARD FOR SUSTAINABLE TRANSPORT  
الدورة الثالثة  
Third Edition

## The Roads & Transport Authority is proud to announce the Third Edition of Dubai Award for Sustainable Transport (DAST)

### DAST CATEGORIES

The Mobility Management Category  
The Transport Safety Category  
The Environment Protection Category  
The Special Needs Category  
The School Transportation **NEW**

### DAST SPECIAL AWARDS

The Media Coverage Category  
The Academic Research Category



GOVERNMENT OF DUBAI

An initiative of

هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY



Facebook: Roads and Transport Authority Dubai - Group Youtube: [www.youtube.com/rtadubaigov](http://www.youtube.com/rtadubaigov) [infodast@rta.ae](mailto:infodast@rta.ae) Call center 8009090 [www.rta.ae](http://www.rta.ae)

This advertisement is to be published as part of the exchanged advertisements initiative launched by Al Massar Magazine.





## Prevent Home Fire

### The Overall Fire Picture - 2008

- There were 3,320 civilians that lost their lives as the result of fire.
- There were 16,705 civilian injuries that occurred as the result of fire.
- There were 118 firefighters killed while on duty.
- Fire killed more Americans than all natural disasters combined.
- 84 percent of all civilian fire deaths occurred in residences.
- There were an estimated 1.5 million fires in 2008.
- Direct property loss due to fires was estimated at \$15.5 billion.
- An estimated 32,500 intentionally set structure fires resulted in 315 civilian deaths.

Source: National Fire Protection Association Fire Loss in the U.S. 2008 and USFA's Firefighter Fatalities in the United States in 2008.

### Fire Do's and Don'ts Throughout The House

- DO install a smoke detector on every floor.
- DO plan your escape routes in case fire does strike.
- DO keep matches and lighters out of the reach of children.

### Living/Family Room/Den

- DON'T put ashtrays on chair or sofa arms.
- DON'T run electrical cords under rugs, over nails.
- DON'T leave unattended cigarettes burning in ashtrays.
- DON'T staple electrical cords to walls or otherwise pierce the insulation.

### Bedroom

- DON'T smoke in bed.
- DON'T place heaters within three feet of flammable materials.

- DON'T use heaters to dry clothes.
- DON'T use extension cords with portable heaters.
- DON'T leave heaters unattended or go to sleep while they are on.
- DON'T overload electrical outlets or extension cords.

### Kitchen

- DO purchase a cooking timer that will ring until you shut it off. Use it to remind you if you leave the room.
- DO keep combustibles away from the cooking area.
- DO keep appliance cords out of reach of children.
- DO regularly check for worn cords or damaged plugs.
- DO keep an ABC rated fire extinguisher in your kitchen.
- DO check the kitchen before going to bed. Oven off? Coffee pot unplugged?





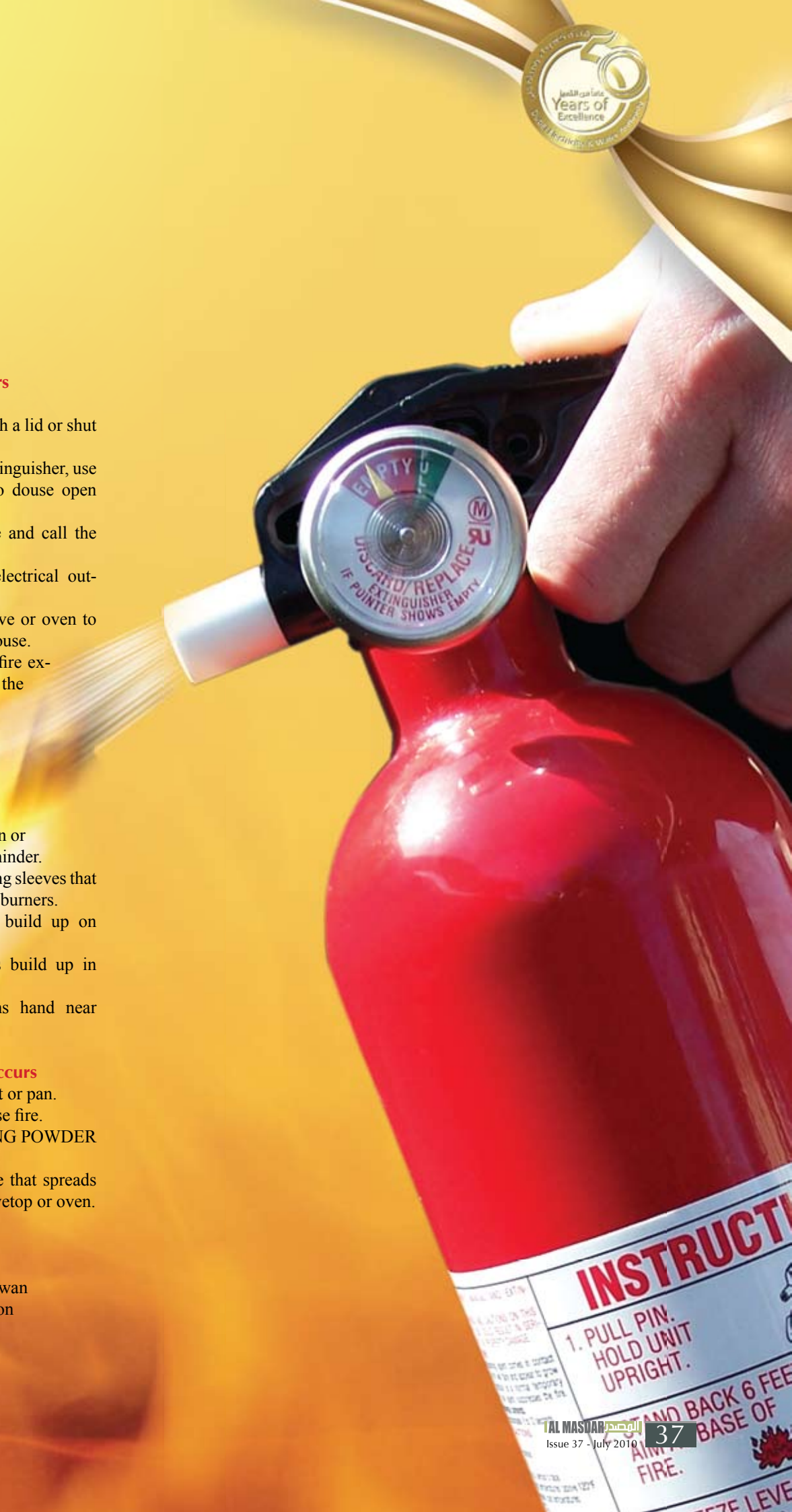
### DO - If a fire occurs

- Turn off the burner.
- Smother the fire with a lid or shut the oven door.
- If there is no fire extinguisher, use BAKING SODA to douse open flames.
- Evacuate the house and call the fire department.
- DON'T overload electrical outlets.
- DON'T use the stove or oven to warm yourself or house.
- DON'T store your fire extinguisher above the stove or oven.
- DON'T leave food unattended on the stove.  
If you must leave the kitchen, take a wooden spoon or a potholder as a reminder.
- DON'T cook wearing sleeves that can dangle near the burners.
- DON'T let grease build up on your stove or oven.
- DON'T let crumbs build up in your toaster.
- DON'T let curtains hang near your range.

### DON'T - if a fire occurs

- Risk moving the pot or pan.
- Put water on a grease fire.
- Use flour or BAKING POWDER on any fire.
- Try to fight any fire that spreads further than the stovetop or oven.

Mohammed Azam Awan  
HSE –Training section  
HSE Department  
DEWA





Pioneering in the Dubai Award for Excellence in Government Performance, Category of "Distinctive Government Department financially"

## Jassim Rajab: We have a financial strategy based on balance scorecard.

Jassim Ali Abdullah Rajab, Financial Controller in the Dubai Electricity and Water Authority, confirmed during an interview with him, that the Authority always aspires for the best through the policy of constant development set by the High Management in the Authority. As for the Finance Department of the Dubai Electricity and Water Authority, he explains that the Authority is seeking to use everything new for financial operations as its accounts were altered to match the International Financial Reporting Standards (IFRS).

The following text of the interview:

### At the beginning, what is your personal data?

My name is Jassim Ali Abdullah Rajab, Financial Controller at the Dubai Electricity and Water Authority, married with five children. I love reading, voluntary work, sports and community services.



### When did you join and work in the Authority?

I'm working in the Authority since 1987. I began as a trainee graduate and now I hold the post of Financial Controller.

### As Financial Controller, what is the nature and functions of your career in the Dubai Electricity and Water Authority?

My work involves planning and setting strategies and accounting policies to ensure maintaining the funds and property of the Authority, control its expenses, increase its revenues, and develop these strategies through meeting with existing work teams in the financial department and other departments. Also, I have financial powers for signing including for example signing contracts, preparing and controlling budgets- the protection of the properties of the Authority by insurance, and approving final accounts before submitting them to H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA, setting computer programs, developing policies derived from international accounting standards.

### Could you tell us how the Authority won the award of "Financially Distinctive Service" which is offered for the first time in the Dubai Government Excellence Program?

The Authority always aspires to be the best, and our ambition is limitless. The award is not our main aim, but we aim to approach the continuous development policy stated by high management in the Dubai Electricity and Water Authority represented by H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA. We, in the Authority, implement the quote of

His Highness Sheikh  
M o h a m m e d

bin Rashid Al Maktoum, "In the race for excellence, there is no finish line".

Of course, we have got the award due to the outstanding performance of the Financial Department's qualified employees, who are always provided and kept informed of the new in the financial and accounting matters, strategies and leadership programs, through up-to-date courses arranged by Personnel Management.

The Authority adopted a financial strategy based on the balanced scorecard, which ensures providing necessary financial resources to fund the planned for projects and needs according to the priorities.

Who was behind this outstanding achievement, in your opinion?

There is no doubt that H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA and the Board of Directors chaired by H.E. Matar Humaid Al Tayer, as well as the cooperative staff are the essential factors that led to this award.

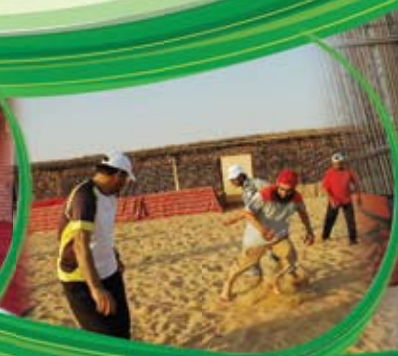
Today, the Financial Department is the outcome and result of all departments' work. We do not attribute this award to the Financial Department only; it is the fruit of hard work of all the other departments of the Authority.

### Can you tell us about the Financial Department's Strategic Plan in the Authority?

We derive our strategic plan from that of the Authority, which in turn derives its strategy from Dubai 2015 strategy.

As part of this strategic plan, the Financial Department provides the necessary funds for the operations "daily expenses such as fuel, salaries, maintenance, etc." as well as the funds for infrastructure such as establishing stations for generation, conversion and distribution along with stations for water desalination and distribution.

As a service utility, we pay great attention to our consumers in the whole sectors of the Authority. As for the departments, we provide them with the



financial information they request, as well as caring for employees and their families through providing them with health insurance services, because we do strongly believe that “Our staff are our real wealth”.

The Finance Department is sourcing 100% of the finance which amounted to more than 20 billion Dirham, through (collecting money from customers - loans – issuing bonds (sukuk) - export agencies), which we consider a great achievement.

As for Suppliers: We pay all their dues as per the terms of contracts in order to maintain our customers’ satisfaction.

As for consumers: We provide them with the necessity facilities in the process of collecting money as we have more than 200 channels including the internet, Dubai e-Government, banks with different branches, our offices, Emirates Post, Petrol stations like EPPCO and ENOC. We are always developing the process of money collecting by adding new channels.

Concerning work development, we have a team, which follows up the processes of the development to ensure realizing our objective the soonest and at the least effort and cost.

The Finance Department aims that Emiritization in the department will reach 75%, however, the Emiritiza-

tion of the senior staff already reached this percentage.

In the field of education and knowledge acquisition, we learn from each other and the staff is sent on training courses, and we have added objectives to measure the participation of employees in disseminating knowledge among employees.

### **What administrative method do you adopt in dealing with your employees?**

The leader should have the spirit of teamwork, ethics and be good at planning, management, shouldering responsibility, having the necessary patience and quietness.

### **What are the challenges and difficulties, which you faced in your career, and how could you overcome them?**

One of the most important difficulties is the automation of financial operations. At present, we have an up-to-date computer system as for financial matters, and we are keeping pace with the latest systems in the field of financial accounting. Currently, the Administration has agreed to apply a new world system called “SAP.”

Also, providing finance for our expansion projects is one of the dif-

ficulties we are currently facing as Dubai has developed greatly and rapidly and we should keep pace with this development. This development (infrastructure) needs finance which is getting difficult because of the global financial crisis.

Through the diversification of finance programmes and the efficiency of the employees of Financial Department, we could win several awards such as the award of Sukuk Programme for Islamic Rent as the best Islamic Funding Programme, and the award of Funding Program from Exporting Agencies; however, the Financially Distinguished Government Department (within the Dubai Government Excellence Programme) is the most important award for us because it is issued for the first time and we are the first department to obtain it under financial crisis.

We in turn present this award to H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, and to H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, and to H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and Chairman of the Authority.



## 5% of its proceeds were allocated to charity DEWA Honors 18 of its Creative Participants in the “MAWAHEB” Exhibition



Dubai Electricity and Water Authority (DEWA) honored 18 of its employees for their active contribution and participation during “MAWAHEB” exhibition organized recently and for the first time by the authority.

This comes in a series of events commemorating the authority’s golden jubilee celebrations, and in recognition of the efforts of its employees during the exhibition days, and within DEWA’s strategy to encourage and develop talent and creativity.

HE Saeed Mohammed Al Tayar, MD& CEO of DEWA honored the participants in the presence of his Executive Vice-Presidents and Vice-Presidents as well as a number of executive officials and staff.

HE also honored Mrs Mariam Othman, Director General of “Rashid Paediatric Therapy Centre” and Mr Mohammed Al Emadi, Director General of “Dubai Autism Center” for their participation in the exhibition under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai stipulating the community service support, as well as the dedicated care for the persons with special needs.

“DEWA has a role in the commu-

nity in serving all segments of society with a priority allocated especially to those with special needs who are the focus of our attention and care. We are keen to invite them to participate in various events in order to vitalize their community role” HE added.

DEWA’s Employee Relations distributed a questionnaire to get feedbacks on the participants satisfaction during the show, and also to identify their views and suggestions. HE stated that based on these findings the authority intends to study and discuss the possibility of organizing the exhibition annually in order to involve all its employees,” HE concluded.

“We are proud of our creative participants, who have proven through the show, their need for proper channels to disseminate and develop their creativity, and therefore we are working on to provide them with ways and means to ensure that .Our commitment stems from the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum , Vice President, Prime Minister and Ruler of Dubai who stressed on the importance of innovation’s deployment as a culture that must prevail in our societies. “ stated Dr Yousef Al Akraf, vice presi-

dent of Human Resources at DEWA.

“The promotion of our creative talents is a refined proof of DEWA’s excellence in several areas and levels, and we are considering the inclusion of this event within next year’s plans to ensure the highest rates of employees’ satisfaction,” he added.

“The exhibition witnessed a wide participation from our gifted employees who displayed handicrafts and traditional designs, photography, paintings, poetry and other activities,” said Fatima Dimas, Senior Manager of Employee Relations which is the main organizer of the “MAWAHEB” exhibition.

It is noteworthy that the exhibition, opened by H.E. Saeed Mohammed Al Tayar MD & CEO of DEWA and attended by senior staff of DEWA as well as a number of its employees, lasted for three days. They all praised the exhibits and the accompanying activities.

It should be noted that the idea of the exhibition was a suggestion raised by one of DEWA’s employees through Tawasol Suggestion Scheme. This idea was developed to include the participation of and Rashid Centre for pediatrics and Dubai Autism Centre.