



# AL MASDAR المصدّر

PUBLICATION OF DUBAI ELECTRICITY & WATER AUTHORITY ■ Issue 43 - March 2012

## The launch of Mohammed bin Rashid Solar Park

Hamdan bin Mohammed  
praises DEWA's  
excellent services

### WETEX 2012

An international venue for specialists  
and experts in the power, water  
and environment sectors

**Dubai is selected  
to host World  
Energy Forum 2012**



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

This January, we celebrated the announcement of the Mohammed bin Rashid Al Maktoum Solar Park, which was inaugurated by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. This is a pioneering project in the region for producing electricity from solar energy. The launch of this project is a clear demonstration of His Highness' initiative under the theme 'Green Economy For Sustainable Development.'

The initiatives launched by His Highness in this regard stress the necessity of searching for new sources of energy rather than traditional sources. The ultimate objective is to conserve our natural resources and protect the environment from pollution. The Dubai Integrated Energy Strategy 2030 is a roadmap for achieving this objective by applying cutting-edge technologies and utilizing renewable sources of energy to provide our ambitious development plans with the electricity they need. HE Before this initiative, His Highness announced the 'Green Buildings' initiative and the 'Dubai Environment Strategy,' which are all important steps to support our efforts to achieve sustainable development. This relentless pursuit reflects the considerable concern of our leader to meet all the objectives required to achieve this goal.

DEWA places a high priority on supporting Dubai's competitiveness and spares no effort to achieve Dubai's vision and economic growth, promote its services and protect the environment to consolidate Dubai's position as a global preferred hub for finance, business, tourism and trade.





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An international venue for specialists and experts in the power, water and environment sectors.

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- “We recognize that preserving our energy resources will be one of the greatest challenges in our drive towards sustainable development. This, however, will not materialize unless the different facets of our society adopt energy conservation principles in their core values. The future generations will be the chief beneficiary of our achievements and the best judge of what we accomplish in this field.”
- “The goals are clear, the road is paved and the clock ticks; there is no place for hesitation. There are many who talk...we accomplish.”
- “I love good news filled with prosperity and success and I always love to convey them to people. I wish I could announce a new significant project every day.”
- “My mother, may her soul rest in peace, shaped my personality; thanks to her, I have acquired many values, good traits and skills.”







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**Mohammed bin Rashid,**  
**“We turn the dream into**  
**reality for the benefit of**  
**our present and future**  
**generations.”**





# The launch of Mohammed bin Rashid Al Maktoum Solar Park

## To conserve the environment and natural resources

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, unveiled the Mohammed bin Rashid Al Maktoum Solar Park project in January with an expected investment of AED 12 billion. This solar park will be the largest in the region with a production capacity of 1,000MW by 2030. The Government of Dubai has allotted a 48 square kilometer area for the project at Seih Al Dahl.

This project is under the umbrella of the Supreme Council of Energy (SCE) and is managed by DEWA. The first phase of the project will commence operations in the fourth quarter of 2013, using photovoltaic station with a capacity of 10MW and will be financed by members of the SCE.

During the launch, HH Sheikh Mohammed bin Rashid Al Maktoum, their Highness the Sheikhs, Heads of Departments and Officials watched a presentation on the future vision of





**Al Tayer, "The project is part of Dubai's strategy to utilize sources of renewable energy."**

this landmark project, Dubai's major achievements and its quest for new sources of energy that are eco-friendly and more cost-efficient.

His Highness surveyed a large-scale model of the solar park and was provided with, including other guests, a detailed explanation by HE Saeed Mohammed Al Tayer, Vice Chairman of the SCE and MD&CEO of DEWA, on the phases of constructing and operating the project and its production capacity during different phases. Afterwards, His Highness signed a special plate of the model to announce the initiation of the project.

The project aims to promote resources sustainability through utilizing renewable resources to produce electricity, develop Emirati expertise in the field of renewable and solar energy, build local capabilities, encourage research and involve local universities and colleges in the process of developing the technologies for generating electricity from solar energy.

From right Hussein Lootah, Abdullah Al Shaibani, Qadhi Al Murooshid, and Hadif bin Jawan Al Dhahri.





► HH Sheikh Mohammed bin Rashid with a group of DEWA employees.

- **Cost: AED 12 billion**
- **Production capacity: 1000Megawatts by 2030**
- **Park Size: 48 square kilometers**

Mohammed bin Rashid Solar Park will contribute to achieving Dubai's vision and economic growth, support society and its environment, promoting its position as a global hub for finance, business, tourism and trade, while supporting its Integrated Energy Strategy 2030 aiming to diversify sources of energy.

His Highness also highlighted the advanced position achieved by the UAE in its continuous quest to achieve sustainable development and build a competitive economy in a future that will depend less on fossil fuel energy by utilizing a range of sustainable energy sources.

"Dubai has made great and unprecedented achievements, which has made it one of the world's most competitive countries. This prominent position is the culmination of the efforts of our leadership to create a stimulating business environment, characterized by a cutting-edge and robust infrastructure and world-class, efficient and reliable services. These services have greatly



► During signing on the model of the project

contributed to establishing Dubai's reputation as a globally-preferred hub for finance, business and tourism," said HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the SCE, in his speech during the announcement of the Mohammed bin Rashid al Maktoum Solar Park, which was given on his behalf by HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy and MD & CEO of DEWA.

During the press conference follow-

ing the launch of the project, HE Saeed Mohammed Al Tayer said that this landmark project is part of the Dubai Integrated Energy Strategy 2030, which has adopted a plan to diversify sources of energy. His Excellency also said that electricity production from solar energy can be increased from 5% to 10% out of Dubai's total electricity production due to the expected continuous decrease of producing electricity in the future, taking into consideration the



► During the press conference

low cost of kilowatts per hour from 120 fils in 2004 to 70 fils in 2012 by 48%. This has led to the consideration of increasing solar energy's proportionate output.

His Excellency added that Dubai is currently producing 4.5MW from solar energy in some private sector utilities at Jebel Ali, Jumeirah and the Meydan Project, as well as paid car parking meters under the supervision of the SCE. His Excellency stressed the fact that solar energy is the ideal future method to produce electricity in the UAE. "This step is part of a world movement towards searching for new sources of renewable energy including solar energy to conserve natural resources, mitigate carbon emissions, and create a clean and healthy environment. The first phase involves a 10MW plant using photovoltaic (PV) technology that is due to go live by 2013, while in 2030 the capacity will reach 1,000MW after the different phases of the project have been finished," he said.

The first part of the project is planned to be commissioned by 2013, a PV plant with capacity of 10 MW, self-funded by the members of The SCE, including DUBAL (Dubai Aluminium), Emirates National Oil Company



(ENOC), DUSUP (Dubai Supply Authority), Dubai Petroleum and Dubai Municipality.

The park will be located at Seih Al Dahal on the Dubai-Al Ain road. The first part of the project is planned to be commissioned in 2013, a PV plant with a capacity of 10 MW. DEWA is managing the first phase of implementation for the Project with the support of an experienced consultant. Future projects will be scheduled to achieve the stated targets.

This solar park supports the strategy of energy diversification as part of Dubai Integrated Energy Strategy

2030 to change the desert into a natural and useful source of energy, and promote sustainability and natural resources conservation. Moreover, this project will contribute to developing the applied technology in producing electricity from solar energy, reducing carbon print in Dubai, increasing UAE expertise in the field of solar and renewable energy and raise awareness of climate change and sustainable energy. Furthermore, this project will also streamline the process of research and development by creating a scientific centre for research and development.



► HE Saeed Al Tayer while giving the speech on behalf of HH Sheikh Ahmed bin Saeed Al Maktoum



**Khalifa bin Zayed:**  
**“We are looking forward to increasing research and development programmes in the field of renewable energy.”**

The UAE places a high priority on the matter of diversifying sources of energy, as HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, has instructed that this trend be adopted when he said, “The UAE is striving to develop and boost its rich resources and expertise in the international energy markets and enhance its leading role as a world centre for renewable energy research and development.”

**Mohammed bin Rashid:**  
**“Great Achievements for the benefit of the environment and the prosperity of the coming generations.”**

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has instructed that we conserve our resources and protect the environment when he said, “We recognize that preserving our energy resources will be one of the greatest challenges in our drive towards sustainable development. This, however, will not materialize unless the different facets of our society adopt energy conservation principles in their core values. The future generations will be the chief beneficiary of our achievements and the best judge of what we accomplish in this field.”



### **Bidder wins contract for consultancy works and site supervision of Mohammed bin Rashid Solar Park**

DEWA has selected Ms/ ILF Consulting Engineers for the consultancy and engineering works and site supervision of the Mohammed bin Rashid Solar Park to set a development plan for the project, as well as building the first station. In response to the tender, DEWA received six bids from engineering consultancy companies specialized in the field of producing electricity from solar energy technology. The total cost of the 1000MW Mohammed bin Rashid Solar Park project, which will be established at Seih Al Dahl area on Dubai-Al Ain road, is estimated at AED 12 billion.



■ Leader

## Dubai from 13 to 15 March, **WETEX 2012**



**An international venue for specialists and experts  
in the power, water and environment sectors.**

**The 14th Water, Energy and Environment Exhibition 2012 (WETEX 2012) will be held in Dubai from 13 to 15 March, 2012 at Zabeel Hall, and Halls 1, 2, 3 and 4 at the Dubai International Exhibition and Conventions Centre.**

In line with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, WETEX is organized by DEWA under the supervision of The Supreme Council of Energy.

The exhibition will include for the first time the participation of leading international exhibitors in several vital sectors like oil and gas technologies and other related sectors in addition to electricity, water and the environment, hosting a number of experts and specialists from various scientific, engineering and technical disciplines to exchange ideas with government authorities and decision makers to manage the latest technologies in the energy, water and environment and to explore the best solutions and practices to confront challenges facing this sector.

The exhibition focuses in particular on the latest technologies in the field of energy, including fossil fuel and

generating electricity through nuclear energy and renewable energy, highly-reliable and efficient smart grids, in addition to all matters related to water technologies from desalination to water reservation and management of its resources, environment protection, waste management, green building, reducing carbon dioxide emissions, exchanging

experiences, and demonstrating the latest updates and best practices in this sector.

This year's session will be extended over a total area of 33,000 square meters with an increase of 10,000 square meters compared to the last year's session 23,000 square meters and is expected to attract more than







12,000 visitors of which 1,000 national and international companies. Also, the participation of 24 leading companies in the industrial and oil sectors was confirmed including BP,

ENOC, Shell, Siemens, ITA, Mitsubishi, DUCAB as strategic, platinum and gold sponsors. Over three days, the exhibition will host a number of specialists and ex-

perts from different scientific, engineering and technical disciplines to exchange views with government authorities and decision makers to cope with the latest updates in the field of energy, water and environment to achieve integration among various specialized commercial or technical authorities in all matters discussed by the exhibition and creating new and promising commercial opportunities through exchanging thoughts and displaying the latest innovations.



For the second consecutive year, SmarTech, the first event of its kind in the region, will be present in WETEX 2012 and aims to improve communication between business and consumer sectors by displaying the latest technologies and solutions that contribute to energy and water preservation and support the eco-friendly services and products concept.





With the participation of 15 Heads of state, 40 ministers and 200 companies

# Dubai is selected to host World Energy Forum 2012

After a fierce competition with big world cities, Dubai will be the venue for the World Energy Forum 2012 (WEF), which will be organized for the first time outside the headquarters of the United Nations at New York under the theme of 'A Forum for World Leaders.' The event will take place over 22-24 October 2012.

**Al Tayer, "The Forum supports the theme "Green Economy for Sustainable Development"**



HE Saeed Mohammed Al Tayer and Professor Harold Hyun-Suk Oh

It was declared, in an announcement reported from the Supreme Council of Energy, issued by the Media Office of the Government of Dubai, that the event will be held at Dubai International Convention Centre. The announcement added that this event is a good demonstration of Dubai's position as a global hub for conferences, finance, business, trade and tourism.

"This initiative from the SCE is in line with the directives of our wise leadership and supports the initiative



launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, for "Green Economy for Sustainable Development. This is especially the case as The United Nations has designated 2012 as the International Year of Sustainable Energy for All and, as an Energy Access Campaign platform," said HE Saeed Mohammed Al Tayer, Vice Chairman of The SCE, following the signing ceremony.

World leaders from governments and private sectors and institutions from the United Nations Member States will be gathering at this high-level international conference in Dubai, in the United Arab Emirates, to focus on providing universal access to basic energy services that will benefit most nations and peoples and chart the road map for sustainable energy that can fuel global economic and social development.

This important event will witness the participation of over 15 Heads of State, 40 Energy Ministers and more than 200 CEOs of international companies. The conference has proven to be well-attended by international leaders from the private and public sectors, as well as presidents from various member states of the United Nations. Invitations will be sent to 192 global member states of the United Nations

"This high-level international energy conference will seek to chart a road-map for a sustainable energy system that can benefit all nations and peoples and promote a New World Energy Order that can fuel global economic and social development throughout the United Nations Member States and facilitate a Global Movement for a more affordable, cleaner, safer, and sustainable energy for all, Professor Harold Hyun-Suk Oh, Founder and Head of WEF".

## Higher Organizing Committee of WEF 2012 meets headed by Dhaen Al Hamli



The meeting was chaired by HE Mohammed bin Dhaen Al Hamli, Minister of Energy and Chairman of the Committee, in the presence of HE Saeed Mohammed Al Tayer, Vice Chairman of Supreme Council of Energy and Vice Chairman of the Committee, HE Mattar Mohammed Al Tayer, Chairman of the Board and Executive, Director of the Roads and Transport Authority (RTA), HE Ahmed Abdullah Al Sheikh, MD and CEO of Dubai Media Incorporated, Major General Mohammed Ahmed Al Marri, Director General of the General Directorate of Residency and Foreigners Affairs, HE Khalid Bin Sulayem, Director General of the Department of Tourism and Commerce Marketing, Major General Khamis Mattar Al Mazeina, Deputy Commander-in-Chief of Dubai Police, HE Hilal Saeed Al Marri, CEO of Dubai World Trade Centre, HE Nejib Zaafrani, CEO and Secretary General of The SCE and other members of the Committee.

HE Mohammed bin Dhaen Al Hamli, Chairman of the Committee, stressed the importance of combining all efforts and harness all potential human, financial and logistic capabilities so as to make this world event successful and promote Dubai's reputation as a global hub for hosting greatest international events.

HE Saeed Mohammed Al Tayer, Vice Chairman of the Higher Organizing Committee, was selected to preside the Executive Committee, which is subdivided into four committees; Security Committee, Media and Hospitality Committee, Financial Committee and Utilities and logistical Services Committee.





# Dubai Supreme Council of Energy participates in World Future Energy Summit 2012 (WFES)



The Supreme Council of Energy in Dubai participated in World Future Energy Summit 2012 (WFES), which was held in Abu Dhabi from

16th to 19th of January, in line with the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the





UAE and Ruler of Dubai, and also in compliance with the vision of the Supreme Council of Energy in Dubai to provide power supply and improve its efficiency through using renewable sources of energy and sharing expertise and best practices in such international forums, exhibitions and conferences.

The Supreme Council of Energy displayed the model of the Mohammed Bin Rashid Al Maktoum Solar Park at its pavilion

**Saeed Al Tayer, “Mohammed bin Zayed’s patronage of this Summit demonstrates our country’s concern to share with the world quest pursuit to find solutions for international challenges in the field of energy and environment.**

### **MD&CEO receives Vice Minister of the Ministry of Economy, Trade and Industry of Japan**



During the World Future Energy Summit 2012 held in Abu Dhabi, HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy (SCE) for Dubai received a high-level government Japanese delegation presided by HE Mitsuyoshi Yanagisawa, Vice Minister of the Ministry of Economy, Trade and Industry of Japan (METI), who led a large delegation of public sector officials. The Japanese Minister, who also chairs the Fukushima Crisis Response Committee, praised Dubai’s position as a hub for trade, business and logistics and also appreciated the kind gesture of the people of the UAE for their support during the Fukushima crisis to accommodate displaced people after the earthquake.

HE Mitsuyoshi Yanagisawa praised Dubai’s position as a hub for trade, business and logistics. “Japan is working on reestablishing its infrastructure after the earthquake and is reviewing its energy policy based on four pillars, which are: strengthening energy conservation, promotion of renewable energy, clean utilization of fossil fuels and reducing dependence on nuclear power. We look forward also to maintaining our long-term long term partnership with the UAE government,” said Mr Yanagisawa.



HH Sheikh Nahyan bin Mubarak AL Nahyan, minister of Education, while listening to an explanation on the model of Mohammed bin Rashid Al Maktoum Solar Park from Fatima Al Shamsi



## Al Tayer participates in 20th World Petroleum Congress

HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy (SCE), presided over a delegation participating in the 20th World Petroleum Congress, which took place in Qatar National Convention Centre – Doha under the theme “Energy Solutions For All.” The SCE delegation comprised of Nejb Zaafrani, Secretary General of the Council, Jassim Rajab, Dawood Khalid, members of the organizing committee of the 14th Water, Energy, & Environment Exhibition 2012 (WETEX). Among the attendees of the Congress were



35 ministers from major countries in the sector of oil and gas and their respective industries, as well as more than five thousand participants from all over the world.

“This visit aimed to keep up to date with the latest developments in the

world energy market, especial oil and gas, in addition to participating in the Congress’ events and activities. We are really keen to bring in most state-of-the-art technologies, and adopt best practices so as to enhance productivity and conserve the environment. Furthermore, this visit intended to introduce and promote WETEX 2012, as it is one of the most important water, energy and environment exhibitions in the region and it witnesses major global participation and various international pavilions,” HE Stated.

## MD&CEO receives Parliamentary Under-Secretary of State at the Department of Energy and Climate Change to explore more investments in solar energy

HE Saeed Mohammed Al Tayer, Vice Chairman of The Supreme Council of Energy (SCE) received a delegation from the UK Government headed by The Right Honorable The Lord Marland, Parliamentary Under-Secretary of State at the Department of Energy and Climate Change

The two sides focused on ways of promoting and strengthening collaboration, sharing expertise, utilizing best practices and technologies related to reducing carbon emissions, available opportunities as well as the challenges related to utilizing solar energy as one of the alternative sources of energy.

The British delegation included Baroness Symons of Vernham

Dean, The Right Honorable Nicholas Soames, Member of Parliament for the constituency of Mid-Sussex and HE Dominic Jerney, British Ambassador to the United Arab Emirates. The meeting was attended by Nejb Zaafrani, Secretary General and CEO of the SCE and Waleed Salman, Chairman of the Dubai Carbon Centre of Excellence and Board Member of The SCE.

The meeting comes as a continuation of the SCE visit to London last October.







## DEWA launches SAP wave II

**Wave II is part of the Enterprise Resource Planning system, which aims to automate and integrate DEWA's operations so as to deliver top-quality services to its customers, employees and partners.**

The SAP Wave II project is part of DEWA's vision in becoming 'A recognized world-class utility' that aims to attract the best technologies and solutions, and to integrate them to its operations; an approach that is in line with

the objectives of Dubai's strategic plan in attaining sustainable development. "SAP Wave II consists of four projects. These are DARAHIM - Finance budget control and control accounting, BARQ - electricity and water new

connection, MAWAD - Procurement, inventory management and warehouse management, and KAWADER - human capital management," said Engineer Marwan Salim bin Haider, VP-CIO, Information Technology Division at DEWA.

## DEWA hands out eco-friendly Lexus Car Prize

Dubai Electricity and Water Authority (DEWA) handed over the keys an eco-friendly Lexus CT100H to a DEWA customer who has consistently made payments on DEWA's epay and mpay digital channels for consistently from October to December 2011. Marwan bin Haider, CIO and VP-IT at DEWA, handed over the keys to Tahilaramani Anand, whose DEWA account number was randomly drawn to select the winner.

"The objective of this prize is to contribute to protecting the environment and encourage using DEWA's e-services so as to save customers' time and effort. DEWA is committed to providing e-services in line with its vision "A Recognized World-Class Utility," said Engineer Marwan bin Haider.



## Hamdan bin Mohammed honors DEWA for winning Sustainable Transport Award



Under the patronage and in his presence of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council, the winning departments and organizations in the third edition of Dubai Sustainable Transport Award 2010, which is one of Road and Transport Authority initiatives, were honored. This initiative was launched to encourage both private and public sectors to contribute to reducing traffic congestion and preserve the environment.

HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, accompanied by HE Mattar Al Tayer, Chairman of the Board and Executive Director of the Roads and Transport Authority (RTA), has honored Dubai Electricity and Water Authority for winning first place in the category of transport management and also for its positive and effective role in terms of mass transport. HE Saeed Mohammed Al Tayer, MD & CEO of DEWA has received the award.

## For fourth time in a row and the only winner in the UAE in 2011

**DEWA wins Sword of Honor Award - Safety Management from British Safety Council**



DEWA has won the Sword of Honor Award in Safety Management from the British Safety Council for its leading role in the field of health and safety systems. DEWA was the only winner in the UAE in 2011 of the Sword of Honor Award – Safety Management from The British Council of Safety. This award is considered the highest world award in safety, and it is a world acknowledgement of DEWA's distinguished practices in the field of safety and occupational health. DEWA has won this prestigious award for the fourth year in a

row since 2007. DEWA pays great attention to health and safety due to their great importance in protecting people, property and environment, as well as setting rules and disseminating preventive awareness. "DEWA implements best management systems in the field of health, safety and environment, which includes the most up-to-date and best practices. This comes within the framework of promoting the culture of health, safety and environment as part of social responsibility policy, as well as DEWA's relentless pursuit to provide healthy environment and workplace for everyone," said HE Saeed Moham-

med Al Tayer, MD & CEO of DEWA. Al Tayer voiced his happiness and pride in DEWA's unprecedented success, which can be added to its record of distinguished achievements, as it has obtained the British 5-Star Certificate in Safety from the British Safety Council since 2002. DEWA has implemented the highest criteria of health, safety, and integrated systems of management, which has been evaluated by the British Safety Council, and Bureau Veritas, the world-wide French company in the field of providing inspection, approving and testing services.



## DEWA wins “Best e-Project Award” from Tejari



DEWA has received the “Best e-Project Award” for its remarkable progress in procurements made through Tejari, as well as implementing best world practices in e-procurement from Tejari – the leading government organization in the field of contracting, procurement and trade e-exchange.

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, received the award from Suhail Al Bana, CEO of Tejari, during a meeting recently held at DEWA Headquarters, with top officials from both sides in attendance. Abdullah Mohammed Abdullah, Procurement Manager at

DEWA, was also honored.

HE Saeed Mohammed Al Tayer expressed his delight in this award, stressing the fact that DEWA is relentlessly working to implement the standards approved by the Government of Dubai in terms of e-procurement requests.

## Samsung SMART TV



### DEWA receives certificate

of praise for its leading  
and pioneering role  
from Samsung Elec-  
tronics

DEWA has added a new achievement to its record of e-services, as it has received a certificate of praise for its leading and pioneering position from Samsung Electronics. DEWA is the first globally in terms of developing a utility application compatible with Samsung Smart TVs.

“This new achievement falls in line with the vision and directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime

Minister of the UAE and Ruler of Dubai, to establish an efficient infrastructure, and introduce and apply the most up-to-date technologies and solutions for its various e-operations,” said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

“This application enables DEWA’s consumers to check and pay their electricity and water bills, receives DEWA’s latest news and updates without having to go to any branch,

and provides information on customer service centres and over 200 websites for paying bills. A new package of e-services will be subsequently added; such as paying bills and applying for new connections. DEWA’s customers will be able to download these applications free-of-charge from the Samsung Smart Hub, which is available for all Samsung Smart TVs,” said Marwan Salim bin Haider, CIO and VP of the IT Division at DEWA.

## DEWA selects four international pre-qualified bidding consortia for Hassyan-I Project



Waleed Salman, EVP-Strategy and Business Development, and Fatima Mohammed Al Shamsi, Senior Manager- New Businesses, while opening tender envelopes.

**DEWA has received bids from four international consortia for constructing and operating the Hassyan 1 IPP (Independent Power Plant) Water and Power Project with a capacity of 1,600MW. The bids were opened on Monday, 12th December, 2011.**

The first consortium comprises Abu Dhabi National Energy Company, Marubeni Corporation, SK E&S Co. Ltd.; the second consortium

comprises GS Engineering & Construction Corp; the third consortium comprises International Company for Power & Water Projects, KEP-

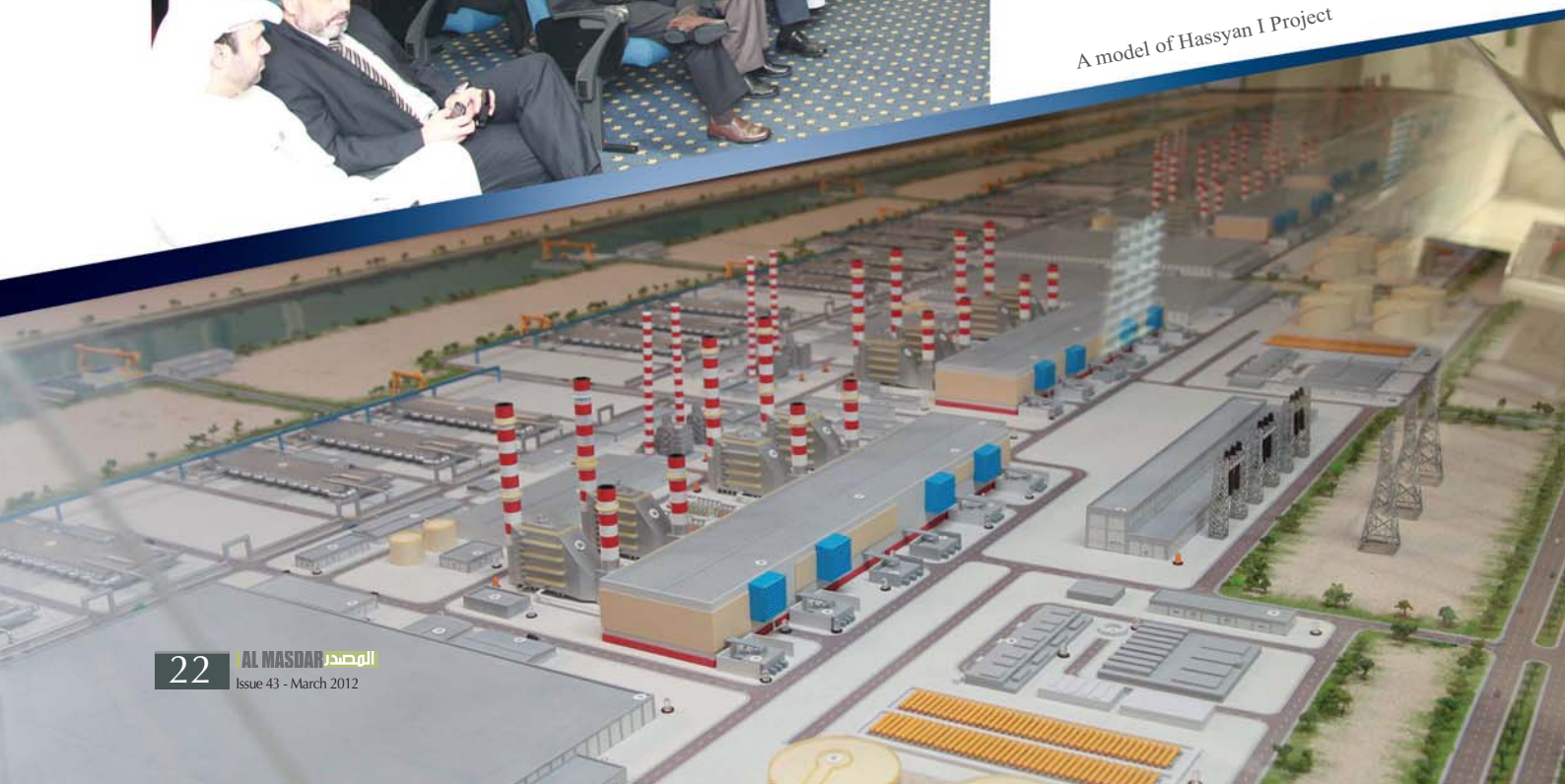
CO, and Samsung C&T; the fourth bid was from a consortium comprising QEWC, QPI, and Siemens Project Ventures.



DEWA had invited 18 bidders, who were selected for participation in Hassyan 1 IPP. The selection process was based on examining qualification documents received from 20 bidders out of 27, who were willing to participate in the project.

The selected bidder will own 49% of the project, whereas DEWA will own 51%.

*A model of Hassyan I Project*







## A new administrative building at **Al QUOZ** in compliance

### with **Green Buildings** specifications

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA has explored the existing works of the new administrative building designated for the Water & Civil Engineering Division, which DEWA has initiated at Al Quoz to increase the number of its offices.

In compliance with sustainable development and conserving resources and environment as per its strategic plan, which is in line with Dubai's Strategic Plan, DEWA's new building will be compatible with Green Building requirements and specifications. This building will implement the Building Management System, which manages cooling, air conditioning, and ventilation units in the building. This will save efforts and electricity consumption and will automate all monitoring operations.

This new building complies with the standards of water and electricity conservation standards, using



solar energy to provide electricity for lighting and heating purposes. Furthermore, this building observes the standard specifications of Green Buildings in terms of building materials, and insulated roofs, so as to protect the environment

"We steadily pursue our developmental projects in order to provide the required sources of electricity and water to meet the ever-increasing needs of the Emirate of Dubai and promote production projects in all fields.

Within this framework, DEWA is constructing this new building, which will comprise customer-designated sections in line with our commitment to deliver quality services to our customers and enhance their

satisfaction," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"This building will be designated for the Water & Civil Division, which comprises Water Operations, Maintenance, Projects & Civil Engineering, as well as

a new centre for controlling water networks (SCADA). This building is located at Sheikh Zayed Road with total area of 133,436 sq.ft. However, the floor built-up area reaches 339,630 sq.ft. It consists of a basement, Ground Floor, and two floors. It will hold 600 employees. Moreover, it includes a water examination laboratory equipped with the most up-to-date apparatus. The building also has car parking," His Excellency added.

"Construction works of the building are in accordance the approved programme and these works are expected to be finished by April 2012."

Accompanying His Excellency on his tour were Abdullah Obeidullah, EVP – Water & Civil Engineering, Mohammed Al Shamssy, Sr. Manager – Civil Engineering Projects, Arif Abdulkareem Julfar, Manager of Media & Marketing at DEWA.





# DEWA Extends reinforced fiberglass water pipeline

DEWA has started a project to supply, extend and launch a new water pipeline made of reinforced fiberglass to maintain an integrated and modernized infrastructure, to promote its services and to meet the growing demand for water.



“The new project is part of DEWA’s strategy to enhance its efficiency and operational capacity, and to maintain an integrated and modernized infrastructure to increase water flow to both new areas and highly-populated areas. This new pipeline will serve various areas along Emirates Road, as it will start before Dubai Investments Park along Motor City and Arabian Ranches to serve the population and various economic utilities in these areas,” said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

The cost of the project, which extends to 23km, is up to AED 127 million and it will take about 13 months to be finished.

DEWA has started to carry out a project to supply, extend, test, and commission a new main water pipeline, which is made of reinforced fiberglass. This 900mm and 1200mm pipeline will be 28 km long.

## Another pipeline to supply Business Bay

The cost of the project is up to AED 96 million and it will take about 24

months to be completed. This new water pipeline will be extended from the main water pumping station at Al Quoz passing the road of Camel Race Course to the Business Bay, between Al Doha Road and Al Khail Road

This project is an addition to DEWA’s water transmission network, as it will enhance its efficiency and operational capacity to carry water to economically-important areas like Business Bay.





## DEWA Organizes World-Class Diploma On Environment For 12 Of Its Employees

DEWA has organized an academic class for its employees to qualify for the International Diploma in Environment. The course took place at Grand Hyatt Hotel, Dubai and was attended by 12 trainees from different departments and divisions. This course aims to enable qualified employees to work on current environment systems and to promote their competitive capabilities to better understand and apply the latest international techniques in the field of environmental conservation and pollution prevention, as well as the application of best international practices in the field of environment management.



## DEWA records an increase in production capacity

DEWA has recorded an increase of 8718 Megawatts (MW) in installed capacity for 2011 in comparison with 7361 MW in 2010, with desalinated water production capacity increasing in 2011 to 400 million gallons per day (MIGD) in comparison with 330 MIGD in 2010.

Power production has now reached 34606 Gigawatts per hour (GWh) with an increase of 2.6% in comparison with 33742 GWh in 2010.



DEWA focus on the availability, reliability and efficiency of our delivered electricity and water services. We review key performance indica-

tors, compare them with best world practices, and work to improve and develop all operations to achieve excellence at all levels.



## A workshop to identify the latest updates and **measure the successes** at DEWA



The Higher Committee of Excellence at DEWA, today has organized a workshop in Jumeirah Beach Hotel, Dubai in the presence of HE Saeed Mohammed Al Tayer, MD and CEO of DEWA and President of the Supreme Committee of Excellence, members of the Higher Committee of Excellence and a number of senior managers to identify the latest updates and measure the successes of both the Executive Committee's plans and the main Corporate Executive Teams to achieve government excellence.

The workshop included a review of achievements in assessing and assigning methodologies, drawing opportunities from feedback reports on implementing plans to improve performance, collating evidence and documents to lay unified criteria and scope of work for the working teams and to align their operations amongst them. These all aim to achieve the objectives for excellence within government as laid out in Dubai Strategy 2015.

DEWA embraces a strategy that aims

to enhance excellence in correlation with the ambitious vision of the Emirate of Dubai to position itself as an international hub for finance, business and excellence.

This initiative is part of DEWA's strategy to achieve corporate performance assessment operations, to identify points of strength and opportunities for improvement and necessary steps to promote and develop the level of corporate performance to best levels and achieve sustainable development.





# DEWA organizes Process Optimization Forum 2011

DEWA has organized the Process Optimization Forum 2011 at Grand Hyatt Hotel- Dubai. This forum has seen wide participation from all DEWA's departments and other government authorities.

The forum aimed to polish participants' skills in process optimization, which is based on a range of best methods and diagnostic tools to identify, refine and improve existing practices to improve them. This is a core requirement for DEWA to ensure delivering the highest possible world standards.

"At the beginning, I recall the words of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice

President and Prime Minister of the United Arab Emirates and Ruler of Dubai, who is continually looking to promote Dubai as the global hub for trade, business and finance and seeking new ideas and opportunities to create positive change for Dubai, when he once said, "The changing times and the nature of the challenges prompt us to think in a different way and to adopt international best practices in the area of public administration," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"At DEWA, there are three keywords that we closely manage, monitor and maintain at the highest levels possible and these are the



Availability, Reliability, and Efficiency of our electricity and water delivery services. We review these key performance indicators internally and benchmark them with world-class practices and look to improve our practices and processes to achieve excellence at all levels," His Excellency added.



At the conference of World of Smart Grids

## MD & CEO of DEWA: **Smart Grids** constitute an effective response to the modern-day challenges faced by utilities



**At the World of Smart Grids conference, HE Saeed Mohammed Al Tayer, MD & CEO of DEWA stated that Smart Grids constitute an effective response to the modern-day challenges faced by utilities**

“Utilities in the region face three major challenges: firstly, rising demands for energy and water, secondly the need to move towards a low carbon, environmentally-friendly, diverse and secure energy supply mix, and, lastly, volatile fuel prices.”

“Smart Grids constitute an effective response to deal with some of these challenges. When we speak about Smart Grids, the European Technology Platform speaks about a grid that can intelligently integrate the actions of all users connected to it, generators, consumers, and those that do both, in order to deliver electricity supplies in a sustainable, economic, efficient and secure manner. Smart Grids are multidirectional grids that enable the flow of both electricity and data in order to realize real-time management of supply and demand,” added His Excellency. “At DEWA, we are aware of the advantages of Smart Grids for energy producers, networks, consumers, utilities and government policy makers. We target reliability, efficiency, conservation and demand management, more efficient management of infrastructure investments and grid operations. We are facilitating the integration of renewable resources, new technologies and customer participation in these Smart grid developments,” His Excellency added.

Commenting on Smart Grids progress at DEWA, His Excellency said: “DEWA is building on several major achievements in our Smart Grid journey. We are implementing smarter solutions at almost every layer of the power sector, from the power generation and desalination end to the

consumer end, thereby generating numerous benefits across each level of the value chain in the electricity sector. For example, we had executed an initial pilot project on Smart Metering between 2005 and 2008. Based on this experience, a Phase-1 Intelligent Metering System Project is under execution. The ultimate objectives of this project include upgrading and automation of DEWA’s electricity and water metering with interoperable communication systems, remote operation, tamper detection, multiple tariff options, maximum demand control and monitoring, and so forth. DEWA’s IMS installation is intended for future integration with other Smart Grid applications.”

“However, for utilities, there are still barriers to overcome, such as the need to change consumer behaviour patterns, ensuring cost-effectiveness, overcoming financial constraints, perceived grid complexity, maintaining grid reliability and cyber security. Policies, legislation, regulations and international technical standards are still being formulated and are continuously evolving,” His Excellency added.

“The security of supply and environmental challenges facing societies are complex and interrelated but are very real. We are convinced that embracing the Smart Grid revolution will help utilities meet these challenges,” concluded His Excellency.



## MD & CEO of DEWA receives delegation from Siemens Energy

HE Saeed Mohammed Al Tayer MD & CEO of DEWA received at DEWA's headquarters a delegation from the German company Siemens Energy. The two sides discussed collaboration between DEWA and Siemens, especially in the field of power generation through clean-

coal technologies, solar power, gas turbines, power solutions and related technologies.

The Siemens Energy delegation was led by Dr. Roland Fischer, CEO-Fossil Power Generation, Peter Voiclc, SVP-Fossil Power Gen-

eration, Dietmar Siersdorfer, CEO-Siemens Middle East FZ-LLC, Energy Sector Cluster MEA, Marcus Brueckner, SVP of GT Power Plant Solutions Middle East and South Africa, Basim Akkawi, Corporate Account Manager, and from DEWA Waleed Salman, EVP-S&BD.



## Delegation from Dubai Bank praises DEWA's services and smart technologies



**A delegation from Dubai Bank has paid a visit to DEWA's Headquarters with the purpose of closely looking at its achievements in the field of e-services, especially the stages of innovating and developing iPad applications.**

Marwan bin Haider, CIO and VP of IT Division, and the IT work team have given a visual presentation on DEWA's experience in the applications of smart phones, devices and services. The presentation provided a detailed

explanation of the stages of innovating, developing, registering, launching and assessing iPad applications. The presentation also shed light on DEWA's activities, development, and the continuous improvement of its services,

in addition to DEWA's latest achievements in the field of smart phones and device applications. The delegation praised DEWA's achievements in the field of IT and implementing best practices either locally or internationally.

## DELEGATION FROM SAUDI ELECTRICITY COMPANY VISITS DEWA



HE Saeed Mohamed Al Tayer, MD & CEO of DEWA welcomed a delegation from Saudi Electricity Company (SEC). The delegation reviewed best practices adopted by DEWA and identified the work environment in which DEWA has achieved its global reputation for applying best standards in the fields of corporate excellence, quality and leading change. The Saudi delegation was headed by Abdelrah-

man Mohammad Al Obaid, Head of Human Resources Organization

and Planning at SEC and Saad Al Qahtani, Director of Continuous Changing and Improvement. The meeting was also attended by a number of DEWA's senior management members including Hussain Issa Lootah, EVP-TP, Khawla Al Mehairi, VP-M&CC, Dr. Abdel-Elah El-Smadi, Planning Expert, Fahmi Abdeen, SM-CE, Nejib Al Yousef, M-QS.

## MD & CEO of DEWA welcomes a delegation from Bahraini Electricity and Water Authority

His Excellency Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority has received a delegation from Electricity and Water Authority – Kingdom of Bahrain, presided by Engineer Adnan Mohammed Fakhro, Vice Chief Executive – Distribution & Customer Services, Engineer Khalid Khalil Almuhanadi, Director – Customer Services, Ms Nada Youssef Al Sahaf, Acting Director – Finance Resources & Services, Mr. Ali Mohammed Al Jamri, Director – Revenues & Accounts Control.

From the DEWA side, Abdullah Al Hajri, EVP – Customer Services, Jassim Ali Rajab, Financial Controller, Mohammed Al Mana, VP – Billing Services, Ahmed Abdullah, Director – Events & Public Relations, and Arif Abdulkarim Julfar, Manager – Media & Marketing were in attendance.

Discussions focused on looking at the successful expertise and experiences of DEWA, as well as briefing on customer services, while stressing the applied structure and its administrative subordination to the unit respon-



sible for following up and collecting receivables from customers.

His Excellency further demonstrated DEWA's achievements in the fields of customer services, and collecting bills and receivables. Moreover, H.E. briefed them on DEWA's applicable slab system and its positive effects on consumption conservation, protecting the environment and resources sustainability.



# Al Tayer receives US Consul General

As part of visits made by diplomatic missions to DEWA, HE Saeed Mohammed Al Tayer, MD & CEO of DEWA received in his office HE Justin Siberell, the US Consul General in Dubai, and Shahrazad Seyoud, head of administration, at the US Consulate General in Dubai.

The two sides explored the opportunities to upgrade their mutual relationship in the field of energy and future collaboration as the United States is one of the key commercial partners with Dubai.



## Al Tayer explores volunteer programmes and social responsibilities with an Australian delegation

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA has explored with an Australian delegation

the opportunities provided by Australian Business Volunteers (ABV) in business sector, sharing expertise and best practices in the field of social responsibility programmes of companies.

The delegation comprised of Kym Hewett, Consul General & Senior Trade Commissioner, Amanda M. Hodges, Deputy Consul-General



& Trade Commissioner, and Ms Quinita Braggs – Business Develop-

ment Manager, Austrade, ABV. Mr Michael Lynch – CEO, ABV, Ms Helen Bird – International Partnerships Manager. Australian Business Volunteers (ABV), a non-profitable organization, was established in 1981, and is specialized in international voluntary campaigns and social responsibility programmes of compa-



# Two weeks of health, safety and environment to provide a model workplace



In compliance with its objectives to provide a healthy, safe and ideal workplace for its employees, customers and contractors, and in line with the strategy of the Government of Dubai to apply the best world practices in the fields of health, safety and environment, DEWA has organized the Week of Health, Safety and Environment for its employees and customers at its headquarters.

The first week lasted from 27th November to 1st December 2011 and encompasses various events at Children Hall – 1st floor at Festival City including drawing and painting workshops, safety carnival competitions, discussions on safety topics, blood check-ups for the visitors of the event, as well as distributing free





ers. We aspire through such events to consolidate the culture of occupational health, safety and environment and instill it into the minds of DEWA's staff so that activities, such as conserving the environment and protecting it from pollution along with preserving our natural resources against waste will become a way of life," added His Excellency.

Dr Yousef Al Akraf, EVP – Business Support and VP – HR, has launched the week of health and safety of employees, which started on 18th and ended on 22nd of December 2011, in the presence of Nasser Al Shaiba, VP- Business Development, as well as a number of DEWA's top officials and employees.

of charge check-up coupons to detect different diseases like diabetes and cholesterol.

"DEWA applies the best and state-of-the-art practices in the field of health, safety and environment through a strategy that includes the best and most up-to-date practices in this field

aiming at maintaining the highest standards of health, safety, environment and sustainability," said HE Saeed Mohammed Al Tayer MD & CEO of DEWA.

"DEWA's mission and vision aim to provide a safe workplace not only for all staff but also for all custom-

"DEWA dedicates a special attention to management of health and safety due to its role in protecting lives, properties and environment while setting the rules and disseminating the preventive awareness measures. Also, DEWA monitors all developments in all matters related to occupational health and safety and is guided by the best practices for the development of technical instructions to ensure the safety of personnel, the premises and the environment as well as the development of rules, whether in training, education and awareness. These measures can improve the performance of workers and the level of occupational safety and health to reach an advanced level in this segment," said Dr. Yousef Al Akraf.





# Mohammed Al Hashemi

## Branch Manager, Customer Services Centers

**“Our Services are provided 24/7  
Through Two Working Shifts”**

With 35 years of professional experience, during which Mohammed Nour Al Hashemi, Branch Manager, Customer Services Centers at Dubai Electricity and Water Authority managed to learn and develop, he has held many positions since 1975, through his love for work and his continuous efforts to achieve success and team work.

Al Masdar Magazine interviewed Mohammed Al Hashemi to talk about his work in DEWA and the Customer Services Centers.

### **What are your daily duties and how they are important?**

My duties as a manager of the Burj Nahar, and Eyal Nasser Centers are represented in following up the activities of the Customer Services Centers on a 24/7 basis (covering morning and evening shifts) by visiting of these centers to check everything is okay, following up on employees' work, verifying their achievement are at the required levels, monitoring staff daily attendance, regulating staff leave to ensure a good level of coverage, replying to customers' enquires and complaints, replying to letters and circulars, following up on assigned duties to centers through supervisors, and submitting daily, weekly, monthly and annual reports. These duties require high levels of performance in providing quality services to customers and handling complaints immediately as soon as they received by close follow-up through distribution of tasks over supervisors.



When was Burj Nahar Center opened?  
The Center was opened in the early 1980s to provide emergency electricity and water services to customers.

### **What are the reasons for selecting this location and its importance?**

It was because of Dubai's historic Tower and its high elevation over the other neighboring residential areas. Water

tanks were installed to provide Deira with water and it was selected as a second site for providing services beside Head Office. Therefore, a cabin was established as an Emergency Administration centre. In the 1990s, the Customer Services Center was added after the removal of the water tanks from the location and a special building was established for the Department's Employees to provide services to the public.

### **What are the services provided by the Customer Services Center?**

In the past, Burj Nahar Center was providing emergency services only, however, after the establishment of the new building, the work was expanded to include customer services including: Bills Collection, Final Bill Applications, New Connection Applications, applications to update account and landlord information and Water and Electricity Complaints.

As the numbers of customers were increasing, the Emergency Services were moved to Al Warqa'a and a large number of





employees were hired to provide quality services for customers.

**What are the developments witnessed by these Centers during the past years in terms of services, number of employees or capacity?**

There are noticeable developments in the provided services, which in the past were documented manually, and by a limited number of employees who were mainly technicians. However, after the introduction of computers, major improvements were introduced on the methods of work and procedures were simplified and time for transactions was decreased as the computer replaced the manual system. Work has been developed and organized through electronic systems, and Customer Services systems were introduced in all centers as well as the services were provided 24/7 and on two shifts per day in order to achieve accuracy and save time.

**How have you progressed in your career and what difficulties do you face in your department?**

I joined DEWA as a general clerk after I worked as a summer trainee during my study in high school. Then, I pursued my education as a high school student and worked at the same time, and attended computer courses in the British Council. Also I attended special courses and seminars held in DEWA. Throughout my career, I held many positions starting from working as a Supervisor, Department' Assistant Manager and currently I'm holding the position of

Branch Manager.

**How do you handle daily work difficulties?**

As long as employees are working as a team and according to a certain plan, the results will be great and the work will be done properly. This is my style at work and it helps me achieving the set goals in a short time and enables me to overcome the difficulties of the work. In addition, I maintain continuous communication with other department's supervisors and directors to follow up and solve problems facing the employees.

**How do you apply at your work Al Hadith, 'Every one of you is a shepherd and is responsible for his charges'?**

I consider both male and female employees as my sons

and daughters and accordingly I treat them and care for them, not only professionally but also their moral conduct and give them the motive to the best they can. To them, I'm the source of power to get their rights and duties.

**DEWA adopts the values of transparency, integrity and team work, and being customer-focused, how are these values applied in your Department?**

Working as a team, helping each other and motivating each other have greatly contributed to improving our work-

**"Noticeable  
Development in  
services, infrastruc-  
ture and equipment"**





## ■ Face to Face

load and cooperation among the team members has made the three centers as one center. Our theme is "To be distinguished center among all centers". Our employees meet outside work and participate in difference events and occasions. Also, our Department honors distinguished employees continuously and in different ways, in kind and cash. This makes our employee do their best to provide the highest levels of customer service and achieve customer satisfaction as one of the key objectives of DEWA.

### **You have both female and male members of your staff. How can you deal with them? Are there any difference in terms of treatment?**

As I already mentioned, all employees in the centers are my sons and daughters, but sometimes the treatment may differs at the human level, however, there is no difference between a female and male employee when it's related to work. Everyone needs encouragement, supervision, training, advice, and reminders that all of them are employees who are working hard to give their best, while as for customer it's the same.

### **What is your most distinctive achievement?**

The print of success at any work represents in achieving customer, management and employees satisfaction. My greatest achievement is to see the smile of satisfaction on the faces of customers after completing their transaction.

### **What would you like to see happen on a professional and a personal level?**

At the professional level, I would like to see customer services and procedures simplified and more accuracy as quickly as possible and to allow National employees the right opportunities and training and to enhance their skills to be distinguished employees.

At the personal level, I have accomplished all my goals, thanks to the guidance of the All Mighty Allah, and what I'm really concerned about is how to do my best to provide the necessary treatment for

my son Ahmad, who is suffering from Autism. Thanks to Allah, and with the joint efforts of all my family members, we managed to develop his behavior and to send him to school with other students, and he is now in the 9th grade.

### **Who has the credit for your success? Who is your role model?**

The thanks is all to All Mighty Allah, then to the cooperation of my family members, my role model is our Prophet Mohammed (PBUH) in addition to the biography of every successful person.

### **Can you talk about your family and their role in your life?**

My family consists of my wife and three daughters and two sons. I have been bestowed with a patient, optimistic and dedicated wife and my sons, daughters and their husbands and my grandsons and the feelings of love and cooperation overwhelming our family, thanks to Allah. This is the atmosphere where I live in. It encourages me to work hard and to go on an exciting work journey every day.

### **What is the advice that influenced you most?**

It's not advice, but a Hadith of the Prophet Mohammed (PBUH) "Work for your life as you won't ever die, and work for your hereafter as you'll die tomorrow."







## DEWA recognizes distinguished students participating in scholarships program

DEWA held a ceremony to honor 17 distinguished students participating in Intelraq and the UAE University Programme targeting distinguished students from colleges and universities specialized in engineering, finance and law studies. Those talented students will be recruited to be part of DEWA after finishing their graduation requirements.



HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, accompanied by Dr. Yousef Al Akraf, Vice President – Human Resources Division and Executive Vice President-Business Support Division, honored distinguished students

from the DEWA Scholarship Program, in the presence of a number of DEWA's top officials, employees and students and parents. DEWA provides scholarships, huge rewards and job opportunities for national talents. Intelraq provides three

programmes for students; Bachelor of Electrical and Mechanical Engineering Programme, Diploma of Electrical Engineering Programme, and Intelraq Programme. Every year, DEWA recruits 100 applicants for these programmes.

## DEWA visits Rashid Hospital patients and offers them gifts



As part of promoting and strengthening its social responsibilities, a delegation from Marketing and Corporate Communication Division at Dubai Electricity and water Authority (DEWA) visited Rashid Hospital and presented gifts to mothers, children and patients.

“As part of its social role, DEWA places top priority on supporting humanitarian cases, whether organizations or individuals, and it gives them the greatest attention and care. DEWA also interacts with the communities of the UAE on different occasions, whether they are social, cultural or national,” said Khawla Al Mehairi, VP-Marketing and Corporate Communications Division.





# Hamdan bin Mohammed praises DEWA's excellent services

## at Government Achievements Exhibition

HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and President of the Executive Council, has praised DEWA's achievements during his visit to DEWA's stand at the Government Achievements Exhibition 2011, which was organized by Dubai Government Excellence Program at Dubai World Trade Center last December.



During the visit to the stand, HH Sheikh Hamdan was accompanied by HE Saeed Mohammed Al Tayer MD & CEO of DEWA, Dr. Yousef Al Akraf, EVP – BS and VP – HR at DEWA and Chairman of the Organizing Committee of the exhibition, as well as a number of EVPs and top officials of DEWA.

HE Saeed Mohammed Al Tayer MD & CEO of DEWA gave a presentation about services and projects in the power and water sectors, and briefed HH Sheikh Hamdan bin Mohammed about the new projects including the control centres at Warsan and Al Qusais, as well as Hassyan Project I, which is considered to be the first project to produce electricity in partnership with the private sector.

His Highness was briefed on DE-

WA's achievements and its most up-to-date technologies, which it seeks to implement, including clean coal technologies in power generation, and the establishment of the Dubai Carbon Centre of Excellence which is regarded as a landmark in preserving the environment through carbon credits, which contribute to reducing carbon emissions into the atmosphere. Also, the MD & CEO briefed His Highness on the international awards presented to DEWA, including the Hall of Fame Award for strategic planning, the Sword of Honor in Safety and Health, and many other prestigious honors. His Highness was

also briefed on some social activities carried out by DEWA.

During the exhibition, DEWA signed a Memorandum of Understanding (MOU) with Awqaf & Minors Affairs Foundation. This MOU







Signing an MOU with Awqaf & Minors Affairs Foundation

**Al Tayer:** “we are spreading the culture of quality and excellence standards among our partners from government departments.”



Dr. Yousef Ibrahim Al Akraf

aims to foster collaboration and the existing strategic partnership among all government departments and entities in the Emirate of Dubai.

Both HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and

Tayeb Al Rayes, Secretary General of Awqaf & Minors Affairs Foundation signed the MOU.

HE Saeed Mohammed Al Tayer said that this MOU is part of DEWA's policy to share its expertise and experience, related to government excellence in the field of performance and services, with different government bodies for the common good. His Excellency praised the humanitarian services provided by Awqaf & Minors Affairs Foundation, which serves important segments of society, leading to strong ties among individuals of society.

This MOU aims to spread awareness of excellence criteria and assessment methodologies among employees of both parties, promote

initiatives of development and business support, as well as setting action plans, including holding special training courses and workshops to promote all scopes of collaboration. “This MOU can help form a co-operative working team to explain the criteria of excellence and assessment methodologies, conduct self-assessment of the performance of participating entities, set and follow up an action plan to develop scopes and opportunities of development, carry out a final assessment of corporate performance, as well as holding a number of specialized training courses, workshops, educational visits,” said Dr. Yousef Ibrahim Al Akraf, EVP – BS at DEWA.

“DEWA has a lot of successful accumulative expertise and experiences and it is always ready to share them with other departments and organizations for the common good,” Dr Al Akraf concluded.



**DGEP honors DEWA for sponsoring exhibition**

The Dubai Government Excellence Program has honored DEWA for its support and participation in making the exhibition successful as the gold sponsor. HE Abdullah Al Shaibani, Secretary General of the Executive Council and Chairman of DGEP presented the award to Khawla Al Mehairi, VP—M&CC at DEWA.



## Ministry of Social Affairs honors DEWA for driving **“Support Your Father”** initiative

During the ceremony held by Ministry of Social Affairs under the sponsorship of HE Maryam Al Roumi to honor sponsors, the Ministry of Social Affairs has honored DEWA for sponsoring the Support Your Father initiative, which aims to encourage and promote the role of fathers in bringing up their children and supporting family cohesion.

Khawla Al Mehairi, VP—M&CC, was presented with the award by Naji Al Hai, Assistant Under-secretary-Social Development Affairs on behalf of the Minister, in the presence of representatives of many sponsors and supporters of the initiative.



### DEWA receives special recognition from Dubai Women's Association



During a ceremony to honor sponsors and volunteers held under the patronage, and in presence, of Sheikha Amina bint Humaid Al Tayer, President of the Dubai Women's Association, Dubai Electricity and Wa-

ter Authority has been honored for sponsoring the activities and events of the association. Muna Al Suwaidi, Office Director of the President of the Association, presented the award to Khawla Al Mehairi, Chairman of

DEWA's Women's Committee, and Ameena Al Raeesi, member of the Committee. Amal Koshak, Senior Manager, Demand and Tariff Management at DEWA, was honored for DEWA's efforts in conservation.



# Dubai Cares praises DEWA's role and social responsibilities



دبي العطاء  
Dubai Cares

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA welcomed at his office a delegation led by Tariq Al Gurg, CEO of Dubai Cares. During their visit to DEWA they expressed their appreciation to DEWA for its support to Dubai Cares, which is working on highlighting the importance of the role of elementary education for children in developing countries and enhancing awareness of the challenges that prevent their receiving a good education.

“DEWA’s Social Responsibility Strategy falls in line with the objectives of Dubai Cares campaign launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime

Minister of the UAE and Ruler of Dubai, which aims to highlight education as one of the most effective means of reducing poverty. This reflects His Highness’ sincere desire to help children to be positive individuals in their society – regardless of their race or religion,” said His Excellency.

“DEWA considers social responsibility to be very important and works to build a more consolidated and harmonized community with the ability to accept positive changes and effectively participate in achieving development at educational, health, social, economical, and environmental levels in line with the directives of the Government of Dubai,” he added.



## DEWA honors mothers in response to HH Sheikh Mohammed bin Rashid's initiative

Coinciding with the sixth anniversary of the Accession of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and in response to the initiative of His Highness to honor mothers, DEWA has organized several activities and events to honor mothers in recognition of their roles in shaping future generations.



On this occasion, HE Saeed Mohammad Al Tayar, MD & CEO of DEWA praised the occasion and offered his highest congratulations to HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, congratulating the peoples of the UAE on the great accomplishments achieved by His Highness in various fields.

The MD & CEO of DEWA indicated that the initiative of His Highness to focus the celebrations for the anniversary of his sixth accession on mothers is based on the importance of the role played by mother in building the nation.

'Honouring mothers, who are blessed by God Almighty, is recognition for their devotion and sacrifice in rearing their children and comes within the interest of His Highness,' HE added.

'It's not surprising that His Highness



launched such initiatives to achieve prosperity for all Nationals and residents, to secure a progress that surpassed developed countries. During the past six years, the UAE witnessed strategic achievements which have reflected the vision and insights of His Highness,' added His Excellency.

'In coincidence with the anniversary of His Highness' accession and in recognition of His Highness' initiative to honor

mothers, DEWA has launched several events and activities; such as honoring the mothers of distinguished employees and organizing a religious lecture on mothers and their great dignified position in Islam," said Khawla Al Mehairi, Chairwoman of DEWA Women's Committee.

"To promote social interaction among working mothers and their children in the workplace, DEWA organized a 'Fun Hour' activity to provide working mothers with an hour to spend with their children at the Childcare Centre with the participation of popular cartoon characters," added Al Mehairi.





# DEWA PARTICIPATES IN BLOOD DONATION CAMPAIGN FOR THALASSAEMIA PATIENTS



DEWA has organized a campaign for blood donation for Thalassaemia patients, under the slogan Donation, in cooperation with the Dubai Health Authority (DHA), which dispatched a mobile blood unit to DEWA's Head Office. A large number of employees from DEWA have also participated in the Donation campaign.

DEWA has organized this campaign in response to the call of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to donate blood for Thalassaemia patients.

"Through its social responsibility strategy, DEWA has developed strategic partnerships with the community through various activities, events and occasions. This has established a close relationship between DEWA and various branches

of society, other government organisations, as well as private groups and public-interest organizations," HE Al Tayer added.

"This campaign is organized out of DEWA's commitment to both our role in society and our efforts to help by donating blood for patients, urgent cases, surgical operations and especially children with Thalassaemia who need blood transfusions. This puts the spotlight on our culture of voluntary work and the virtue of altruism. It also demonstrates

the solidarity of DEWA's employees with our community, as we are also a part of this community," said Dr. Yousef Al Akraf, EVP-Business Support.





## DEWA honors innovative, distinguished, senior and long-service employees In the presence of 800 staff



HE Humaid Al Tayer, HE Saeed Mohammed Al Tayer, Obeid bin Mis'har, Hilal Khalfan bin Thahir, Nabil Abdurrahman Arif, Nejb Zaafrani, Waleed Salmann and Nasser Lootah

**DEWA has organized its annual gala dinner, which was attended by the MD and CEO of DEWA, board members and around 800 DEWA employees, in addition to EVPs, VPs, long-service employees and other DEWA officials.**

This annual gala dinner, held at Al Johara Ballroom at Madinat Jumeirah, was attended by HE Matar Humaid Al Tayer, Chairman of DEWA, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, and board members including Obeid bin Mes'har, Hilal Khalfan bin Zaher, and Nabeel Abdurrahman Arif.

"DEWA's progress and achievements are the result of the support of our

wise Government, who have driven our success so that it has become a landmark and an example to follow for other organizations. Nonetheless, we must maintain our efforts to reach future milestones to achieve sustainable development," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, in a speech given on this occasion.

"We should encourage communications among all employees with different grades. Without such communication and interaction, we will not be able to achieve our aspirations. Such occasions promote communication and approach between management and employees to lay the foundations for constructive communication and participation from all. Therefore, we





Abdullah Obeidullah, Arif Julfar, Abdullah Al Hajri, Marwan bin Haider, Rashid Humaidan, Hussein Lootah, Nasser Al Shaiba

are committed to encourage all social practices in this regard. We urge all employees' participation to achieve our aspirations and implement their constructive suggestions and ideas to be part and parcel of DEWA's strategy," His Excellency added.

During the speech, His Excellency called for employees to consolidate national identity, which HH Sheikh Mohammed bin Rashid Al Maktoum,







## ■ Employees



Jamal Kherbash - Best Response



Mahmoud Sadiq Al Ansari, Manager of Key Accounts-Business Improvement and Quality, a graduate of Leaders' Programme – Pioneers



Yousef Jebri, Best Division in customer satisfaction



Khalifa Mofthah, Assistant Sr. Manager, Inspection and Operation, Leaders Programme-Pioneers



Late Mohammed Nassib, Retired Employee Category – His son received the award.



The Late Abdullah Ali Hassan Ameri, Retired Employee Category – His son received the award.

Vice President and Prime Minister of the UAE and Ruler of Dubai highlighted when he said, "We have a rich heritage that we are proud of, and a cultural legacy that frames our na-

tional identity, a source of pride and honor." HE further called for employees to make much more efforts, work as one team, manage time properly, and relentlessly pursue DEWA's aspi-

rations towards more excellence and efficiency.

"Such annual meetings strengthen relations between employees and general management as they are part





HE Matar Humaid Al Tayer and HE Saeed Mohammed Al Tayer with Members of DEWA's Women Committee



Fatima Deemas, Senior Manager Employee Relations – Long Service



Amani Rashid Al Mehairi – Long Service

of DEWA's continuous initiatives to establish communications amongst its employees of all grades, so as to create a positive workplace that can enhance efficiency, productivity and innovation," said Dr. Al Akraf.

"DEWA's employees, to which we give top-priority and due care, are the main drive towards leadership and excellence. They are DEWA's real wealth and the backbone of its various activities that play a vital role for DEWA in promoting performance and services; to meet customer satisfaction and achieve the highest levels of efficiency and reliability," Dr. Al Akraf added.

At the end of the ceremony, HE Matar Humaid Al Tayer and HE Saeed Mohammed Al Tayer honored 22 DEWA's

senior employees, who spent 10, 20, and 30 years in service respectively, calling for them to pursue their dedicated and appreciable efforts at DEWA.

Employees who submitted their viable suggestions through Tawasol Suggestion Scheme, departments and divisions that achieved the highest levels of internal job satisfaction, three DEWA retired employees who spent long years of service and contributed to its progress, twelve of

DEWA's Women Committee who spent two years in the committee, as well as a number of local media people were recognized for their efforts and support. The Sustainable Transmission Team won a national award as well as an international award from the 25th UK Ideas conference. Ten DEWA graduates of the Mohammed bin Rashid Programme for Leadership Development and twenty-nine of DEWA's female employees, who graduated from Women Leadership Programme, were also recognized. DEWA also honored various Members of the Press from local newspapers and



Ameena Al Raessi - Women Committee







## ■ Employees



Abdel Majeed Al Awr , Mansour Behrozyan, Omar Sahoo, Mohammed Al Hashimi



Fadl Ahmed Mohammed Sheikh, Operations Manager - L Station,  
Long Service Category



Matar Suhail Al Mehairi, Senior Manager - Assets Department,  
Government Leaders Category



Maha Al Masoum, Assistant Manager - Orientation and Induction,  
Promising Leaders Category



Abdullah Mohammad Abdullah-Local Purchase Manager- a graduate of Leaders'  
Programme – Pioneers

