

Group Chairman & CEO

Dr Kanak Madrecha
Principal Consultant / Managing Director
Dr Kanak Madrecha & Associates FZ LLE
P. O. Box 116810
Dubai, UAE

9 May 2017

Dear Dr Kanak Madrecha,

You supported DP World for Dubai Quality Award (DQA) 2016 Project during the following stages from October 2014 – January 2017: -

1. Conducting self-assessment of DP World against Dubai Quality Award (DQA) Criteria and recommending excellence initiatives to meet DQA requirements
2. Working with each DQA Criteria Owner/ functional heads at Head Office/ Regions in implementing the excellence initiatives during 2014 to 2016
3. Supporting DP World in measuring & improving satisfaction of all stakeholders
4. Supporting DP World in conducting benchmarking of result parameters.
5. Reviewing all financial & non-financial results of 2011-2016 against targets & benchmarks and suggesting continual improvements
6. Reviewing all best practices in place across all regions/ terminals in the world
7. Preparation of various drafts of DQA Submission to ensure best accuracy
8. Finalization of DQA Submission with inputs from all personnel at HO/Regions
9. Conducting DQA Awareness Training for DP World Top & Senior Management personnel
10. Conducting DQA Mock Assessment covering Top & Senior Management across the organization

Your understanding of DQA Excellence Model was excellent. You had a special eye on customer satisfaction, timeliness of deliverables, maximizing value addition to DP World.

We thank you for supporting DP World in its journey towards excellence leading to success in winning the prestigious Dubai Quality Award (DQA) 2016 award.

We have no hesitation in recommending your consulting & training services for other DQA applicants.



Sultan Ahmed Bin Sulayem
Group Chairman & Chief Executive Officer
DP World

