

## DMC gears up for world stage

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**Dubai Maritime City {DMC}** has joined several other companies in Dubai that are gearing up for more prominent international business recognition through the ISO certification programme.

**DMC**, along with its regulatory arm Dubai Maritime City Authority (DMCA), has received ISO 9001:2000, ISO 14001:2004 and OHSAS 18001:2007 certifications for their strong focus on quality, health and safety, and environmental management practices. **DMC**, part of the Dubai World Group of companies, aims to become the world's first purpose-built maritime centre upon completion in 2012.

**DMC** and DMCA have also been awarded a certificate of compliance for PAS 99:2006 in recognition of the integration of their management systems and adopting a single integrated management system. They are the first and currently the only organisations in the Middle East to be awarded the PAS 99 compliance certificate by DNV.

"Most of our customers operate internationally, therefore it is easier for them to relate to a service provider that talks the international language," said Amer Ali, CEO of DMCA.

"The process, however, does not stop here. **DMC** and the DMCA will embark on continual improvement of performance as required by the certified management systems and we will make sure that they are harnessed and translated into organisational excellence and business sustainability. This will be the target," he said.

The DNV audit team performed an extensive verification process of compliance with the standards and found high levels of compliance and commitment throughout the organisation, according to DNV CEO Henrik Madsen. "The certification represents the leadership values and focus on the integrated management of quality, health and safety and the environment that **DMC** and DMCA are committed to fulfill," he said.

**DMC** is progressing ahead of schedule with the development of the world's largest multi-dimensional maritime hub. The 227-hectare city will offer a mixed-use environment covering every aspect of industrial, commercial and leisure requirements for maritime businesses.

According to Madsen, certification is a milestone but is not a goal in itself. The challenge, he said, is to develop the system to continuously improve the work processes.

{Zawya}