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Emirate Of Abu Dhabi
General Secretariat Of The Executive Council

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Circular No. (13) of 2011
concerning Abu Dhabi Government's
customer relation management platform

**To all governmental departments and entities in the Emirate of
Abu Dhabi**

Peace and Allah's mercy and blessings be upon you,

Please be advised that Abu Dhabi Systems and Information Centre has completed Abu Dhabi Government's strategy concerning the customer relation service project (CRM TOOLKIT) and also developed the current system to accommodate customer services in a way to clarify the role of the departments and the government, as a whole, to reach the development and improvement service of customers dealing with Abu Dhabi Government.

Accordingly, we enclose a CD containing the customer relation service manual (CRM TOOLKIT) which clarifies the way to benefit from the applicable system, as well as the common points between the overall governmental customer service system and the existing or planned customer service system in each governmental department or entity.

In light of the above, we kindly ask you to work on the following:

- Circulate the customer relation service manual (CRM TOOLKIT) to all relevant customer services system IT specialists in your entity.
- Nominate whomsoever you deem suitable to represent you and be the link between you and Abu Dhabi Systems and Information Centre, given that the said communication will be in the form of maximum periodical quarterly meetings.

For more information, please contact Mr. Khalid Habrout Al Mazrouei, manager of customer relation management department in Abu Dhabi Systems and Information Centre, telephone number 02-6961600.

Thank you for your cooperation.

For your action.

May Allah guide you,

Mohammad Ahmad Al Bawardi
Secretary-General

Date: 03/05/2011

Circular No. (14) of 2011
concerning the participation in
the 8th session of the International
Business Award

To all governmental departments and entities in the Emirate of Abu Dhabi

Peace and Allah's mercy and blessings be upon you,

Out of our concern that U.A.E. occupies an international leader prestigious status , and to promote the State as a distinguished commercial and investment atmosphere linking the East and the West, we invite you to participate and submit your candidacy for the 8th session of the International Business Award which will be held under the sponsorship of the Ministry of Foreign Trade in the capital, Abu Dhabi, on the 11th of October 2011. We invite you to participate in this award as it highlights distinguished candidates, and open before them various doors to globalisation within the numerous competitive fields that it covers, as may be seen on their website: www.ibaabudhabi.com

This session is a continuation of previous sessions held in distinguished capitals around the world; beginning in New York, then Munich, Dublin, Istanbul, and finally coming to Abu Dhabi this year. We, therefore, call all entities to take part in this award, to contribute and participate in supporting the United Arab Emirates' distinguished status at the international level.

Thank you for your cooperation in serving the interest of the
State and its international status.

For your necessary action.

May Allah guide you,

Mohammad Ahmad Al Bawardi
Secretary-General

Date: 18/05/2011

Circular No. (15) of 2011
concerning the National Emergency
Response Volunteer Programme

To all governmental departments and entities in the Emirate of Abu Dhabi

Peace and Allah's mercy and blessings be upon you,

Based on the principle of mutual cooperation among governmental entities and sectors in the Emirate, and to ensure the integration of joint governmental work, we call all entities to give permission to the volunteers working in the "Sanid" project to leave during work hours should they be called by the Security Committee for the events in the Emirate of Abu Dhabi during the events, crises or disasters, as this is considered as an act of national duty which must be fulfilled.

For coordination, please contact Mrs. Maitha Al Habsi on 050 2420202.

Thank you for your cooperation in serving the common interest.
For your action.

May Allah guide you,

Mohammad Ahmad Al Bawardi
Secretary-General

Date: 22/05/2011



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Tel :+ 97126688446 Fax : + 97126688940
Email.: gazette@ecouncil.ae**