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King Abdullah award — an incentive for excellence
27 firms competing for the award in 2002

By a staff reporter

AMMAN — The competition for “The King Abdullah Award for Excellence” has provided an incentive for industrial, banking and service firms to improve their operations, and the products and services they offer, sources said.

“It is not merely a distribution of trophies among the winners. It is a recognition of their performance in their respective sectors,” Wafa Aranki, director of the Industrial Development Directorate Services at the Jordan-United States Business Partnership (JUSBP), said.

In 2001, 49 firms applied for the award, which was introduced for the first time in 1999. This year, 45 companies entered, of those 27 made the short-list from which the winners will be selected.

Aranki said the award is co-sponsored by the Ministry of Trade and Industry and the United States Agency for International Development (USAID) through JUSBP.

She said the competition seeks to create better awareness among industrial, financial and service firms about the value of providing quality products.

The award is part of the government endeavour to enhance the competitiveness of locally manufactured products as well as the country's services industry in the international market, especially in Europe and North America.

Mohammad Abu Zaid, assistant director general of the Housing Bank for Trade and Finance (HBTF) which won the award in 2001 for large services, said the award was clear evidence of the progress his bank had achieved.

“We are proud to win this award which has enhanced the image our bank inside and outside the country. It is a step towards the excellence which we are looking for. It also boosted the credibility of our institution,” Abu Zaid told The Jordan Times.

“It also affirms the quality management process our bank is following in terms of strategic planning and improvements in our customer services,” Abu Zaid told the Jordan Times.

He noted that after giving advance notice some of the members of the award panel visited the bank and inspected the day-to-day activities on different occasions, before his bank was selected among the winners.

Secretary General of the Ministry of Trade and Industry Samer Tawil said the panel of judges who review the award applications also look for whether the company has upgraded its standards, both qualitatively and quantitatively, and whether it has improved management practices and performance.

According to the award's entry criteria, firms entering the competition should be financially sound and maintain standard operating procedures in tackle their activities.

The competition is not open to public sector companies, tobacco manufacturers, alcohol producers and firms that manufacture military equipment.



The board of examiners focus their evaluation on the strategic planning and operations management of the competing firms. As part of the evaluation, the examiners conducted a visit to the companies for an on-site inspection of their operations.

The award winners are to be announced in June at an event to be patronised by His Majesty King Abdullah.

Other winners were of the 2001 competition were: Nuqul Group (a hygienic paper manufacturer) and the Modern Aluminium Company (MODAL) for the large manufacturing category: Pro-Tech Establishment, in the small manufacturing category and the Arab Centre for Engineering Studies and Citibank in the small services category.