

EFQM presents model to boost organisation performance

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THE European Foundation for Quality Management (EFQM), in partnership with Averroes Business Advisory firm, held an event to present the new model of EFQM 2020 in Doha recently.

The event aimed to introduce the new model which aims to build a better future for people and communities, and a distinguished organisations outstanding performance in Qatar.

The EFQM assist organisations to progress to the next level performance and continue to build and evolve with innovation.

During the event, key speakers have added few words in this regard as such;

The forum was attended by a group of experts and specialists headed by Samir Ahmed, regional director of Business Development and Marketing at Intertek; Mustafa Ismail, excellence specialist at ORYX GTL; Rawhey El-Dabagh,



CEO of Averroes Business Advisory; and Gianluca Mule, COO of EFQM; Ahmed al Mansi, CFO of Al-Taadhod; Alexis Willems, in-charge of business development at EFQM; and Ahmed Abu Nahia, managing director of Averroes Business Advisory.

In his welcome speech, Dabagh said the event was the second of its kind organised by EFQM in Doha in partnership with Averroes Business Advisory and Services during which the organisation presented a completely new model.

He said, "It is our responsibility as a society to always transfer knowledge, promote organisational excellence and develop a community that is keen on continual improvement, share emerging ideas and innovative thinking, where EFQM becomes the reason of this event to take in place."

On his part, Willems introduced the new '2020 EFQM Excellence Model', which is specially designed to assist organisations and institutions in achieving their direction and goals in order to become more developed



and prosperous.

He stressed that the most important changes that occurred in this new version is the shift from a maturity level and compliance to an outstanding performance of an organisation that is accompanied with innovation and sustainability.

He also explained how the model rose from being a tool for continuous development to a sustainable and an integrated leadership model linking its three elements - the direction of the institution, Implementation and results.