



ADNEC Group innovation team worked closely to achieve global recognition of their efforts with the BSI Kitemark™ for Innovation Management System.



ADNEC Group is part of ADQ\*, one of the region's largest holding companies. ADNEC Group is a leader in sustainable tourism growth and operates across seven different clusters: events, venues, hotels, f&b, services, tourism and media to support long term economic impact and diversity for Abu Dhabi's economy.

- Demonstrates commitment to value and quality to our customers and stakeholders.
- Validates ADNEC Group's commitment to innovation and recognises the innovation journey.
- Helps to instil innovation culture and thinking among our employees across ADNEC Group with the support of our leadership.
- The management system enables us to introduce new products and services related to the core business in response to customer demand and/or business challenges using the appropriate standards.
- As the first in the international business tourism industry to achieve this Kitemark, it gives us a competitive advantage.

*Certification Scope: Provision of Innovation Management System for Exhibitions and Events Management*

*\*ADQ is an Abu Dhabi-based investment and holding company established in 2018 with a broad portfolio of major enterprises with investments span key sectors of the UAE's diversified economy. As a strategic partner of Abu Dhabi's government, ADQ is committed to accelerating the transformation of the Emirate into a globally competitive and knowledge-based economy.*

Find out more: [bsigroup.com](https://bsigroup.com)

**ADNEC**  
مجموعة أدنيك GROUP



**“This certification is a testament to ADNEC Group's efforts in adopting the best practices to ensure the achievement of outstanding results that exceed the expectations of partners, visitors, and exhibitors. It also comes in line with our commitment to strengthen Abu Dhabi's position as the capital of sustainable business and leisure tourism in the region.”**

**Humaid Matar Al Dhaheri Managing Director and Group CEO of ADNEC Group**

## Client challenge

ADNEC Group started its innovation journey in 2015 with an internal Innovation team in line with the launch of the government's UAE innovation agenda.

The initial focus was participation in ADAEP – Abu Dhabi Excellence Award Programme with participation from 2016 (ranked on top 10 of Abu Dhabi government entities) and winning our category in 2017.

Innovation has long been a core value for ADNEC Group however this win provided a renewed focus on our innovation journey and inspired a formal innovation strategy.

With a well-defined strategy we were able to achieve:

- Opening of ADNEC Innovation Lab
- Innovation pledge signed by the MD & Group CEO
- Launching employee's ideation platform “Our idea”
- Annual Innovation Acceleration Program “Tanfeeth”
- Release of ADNEC Innovation Index
- Obtaining CEN/TS 16555-1 Innovation Attestation Certification
- Opening of “The Hive”: commercial product that was an outcome of Tanfeeth accelerator program.

- Won two EFQM Innovation Challenge awards in 2019

## BSI Solution

After extensive research, the innovation team recognised the BSI solution as being the most appropriate to validate our systems and recommended this to management. The BSI Kitemark™ is an internationally recognized symbol of excellence, offering the following benefits for ADNEC Group:

- An independent certification that enhances global reputation.
- Competitive advantage in the business tourism industry.
- Assurance of the quality of services and products provided to customers.
- Increased confidence in ADNEC Group and the integrity of our internal innovation and quality practices.

## Why BSI?

**BSI and the BSI Kitemark™ are internationally recognized as the gold standard for business practices and as ADNEC Group continues to grow its footprint internationally, it is the most appropriate for our business.**

