

Dubai Civil Defense Partners With aswaaq To Host Fire Safety Workshop For Second Consecutive Year (15 August 2010)

Training program part of larger aswaaq strategy to ensure highest level of customer care through knowledge-exchange initiatives with DCD

Building on its reputation for exceptional customer care, aswaaq has recently concluded a fire awareness and prevention workshop in cooperation with Dubai Civil Defense (DCD), marking the second consecutive year that the two organizations have come together in support of greater employee and customer safety. The partnership follows a MoU signed between aswaaq and DCD earlier this year in which both organizations recognized their mutual interest in promoting public safety campaigns in high population areas throughout Dubai.

Focusing on fire safety, the most recent workshop was led by corporals Mohammed Kalil and Shehab Badawy from the DCD and requested by aswaaq as the company updates its fire safety guidelines. More than 55 employees from various departments at aswaaq attended the day-long course, which included practice drills on responding to emergency situations, different types of fires, evacuation procedures, as well as key information that must be relayed to DCD in case of an emergency.

“These courses are very important as we continue to instill a sense of responsibility amongst our staff that we can all play an active role in taking care of our valued customers,” says Yousuf Sharaf, Deputy CEO at aswaaq. “We have built a great relationship with DCD through these kinds of workshops and look forward to further developing initiatives outlined in the MoU shared earlier this year.”

To maximize safety, Sharaf says that aswaaq will continue knowledge-sharing programs with DCD to provide aswaaq with expertise on a number of security and emergency-response measures. Part of that includes new employee training initiatives and licensing aswaaq facilities with voluntary building-safety guidelines. Sharaf indicated that aswaaq would even look into extending these programs to local customers and residents in the future.