



برنامج الإمارات للخدمة الحكومية المتميزة  
Emirates Government Service Excellence Program



UNITED ARAB EMIRATES  
MINISTRY OF CULTURE &  
KNOWLEDGE DEVELOPMENT

# Customer Happiness Formula

Proud  
Employee

+

Dedicated  
Entity

+

Positive and  
Proactive  
Customer

=



We pledge to make you happy



We work to make you happy



Help us make you happy

## Customer Happiness



**Spreading happiness and positivity are the pillars that societies have stood by for generations. From this point of view, we strive in the ministry to create a suitable environment to achieve this great leadership and governmental commitment. This can be attained through fulfilling the needs and interests of our customers by providing an array of services that enrich their knowledge and culture.**

**Noura Al Kaabi**

The Minister of Culture and Knowledge Development

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