



مدينة الفجيرة للإبداع - المدينة الإعلامية الحرة
CREATIVE CITY FUJAIRAH - MEDIA FREE ZONE

QUALITY POLICY

CCFZ -GEN-PY-01-01

Building on the vision of Fujairah Creative City – Free Media Zone to become a leading global hub for supporting and empowering entrepreneurship, creativity, technology, and digital media, and in line with its mission to develop and manage an integrated free zone that provides a flexible and attractive business environment supporting the growth and expansion of companies through smart services and strategic partnerships, the Senior Management is committed to implementing an integrated Quality Management and Institutional Excellence System that delivers sustainable value to customers, investors, and partners.

Fujairah Creative City strives to foster a culture of quality, innovation, and excellence in support of the United Arab Emirates' vision to build a competitive knowledge-based and digital economy, while strengthening the position of the Emirate of Fujairah as a regional and global hub for digital media, technology, creativity, and entrepreneurship.

Fujairah Creative City is committed to the following principles:

First: Excellence in Service Delivery and Customer Experience

Providing integrated, proactive institutional services characterized by efficiency, flexibility, and accessibility, ensuring an exceptional customer experience, enhancing investor and partner satisfaction, and strengthening the City's attractiveness as a global investment destination.

Second: Building a Sustainable and Competitive Business Environment

Developing a flexible and integrated business ecosystem that enables companies and entrepreneurs to establish and operate their businesses efficiently in accordance with international best practices, thereby enhancing the City's competitiveness and supporting sustainable economic growth.

Third: Supporting Innovation and the Creative and Digital Economy

Strengthening the City's role as a hub for creativity, digital content, and technology by providing an environment that stimulates innovation and enables startups, creative enterprises, and technology companies to grow and expand.

Fourth: Digital Transformation and the Adoption of Future Technologies

Committing to the development of a smart service model driven by data, advanced technologies, and artificial intelligence to improve operational efficiency, enhance service quality, and strengthen future readiness.

Fifth: Corporate Governance, Risk Management, and Business Continuity

Applying the highest standards of governance, transparency, risk management, and business continuity to ensure operational reliability, protect the interests of customers and partners, and strengthen institutional trust.

Sixth: Human Capital Development and a Culture of Quality

Investing in the development and empowerment of human capabilities, enhancing knowledge as well as leadership and technical skills, and fostering an institutional culture based on quality, responsibility, innovation, and continuous improvement.

Seventh: Strengthening Partnerships and Local and International Presence

Building effective strategic partnerships with government entities, private-sector organizations, and international institutions, while strengthening the City's presence at global platforms and events to support the attraction of high-value investments and facilitate knowledge and expertise exchange.

Eighth: Continuous Improvement and Institutional Excellence

Applying a data-driven continuous improvement approach based on performance analysis, periodically reviewing the effectiveness of the Quality Management System, and continuously developing processes and services to achieve the City's strategic objectives and maintain its leading position.

The Senior Management further confirms its commitment to:

- Implementing an effective Quality Management System in accordance with the requirements of ISO 9001:2015 and international best practices.
- Providing the necessary resources to achieve quality and institutional excellence objectives.
- Ensuring that this policy is understood and implemented across all organizational levels.
- Periodically reviewing this policy to ensure its continued suitability and alignment with the vision of Fujairah Creative City and the national strategic directions of the United Arab Emirates.

General Manager
Fujairah Creative City – Media Free Zone
Salem Marshood Al Hafiti

