

Muslim Excellence Competitiveness Corporations' Award

Meeting Minutes

10:30am 9 April 2012

I. Call to order

Dr. Mohammad Nahavandian, the MECCAward President, called the MECCAward meeting to order at 10:30am on 9 April 2012 in the room 23, Restaurant Floor, Conrad Hotel, Istanbul, Turkey.

II. Attendees

The following persons were present:

- 1-Dr. Mohammad Nahavandian, Iran
- 2-Dr. Abdel Rahim Jallad, Jordan
- 3-Dr. Hassan Forouzanfard, Iran
- 4-Mr. Atamane Erik, Turkey
- 5-Mr. Hasnain Reza Mirza, Pakistan
- 6-Mr. Farshid Shokrkhodaei, Iran
- 7-Mr. Farzin Entesarian, Iran
- 8- Mr. Moustapha Baghdadi, Iran
- 9-Mr. Alireza Bahrami, Iran
- 10-Mr. Khashayar Ataie, Iran

The following persons were absent:

- 1-Mr. Mohammed Buhannad, UAE
- 2-Mr. Mohammed Buheji, Bahrain
- 3-Mr. Samuel Beshay, Egypt
- 4-Ms. Sahar Almesri, Jordan
- 5-Mr. Mohammed Baraa Reda, Saudi Arabia

III. Approval of minutes from last meeting

Mr. Mustafa Baghdadi presented the minutes from the last meeting held at 10:00am 13 October 2011 in Ankara, Turkey. There had been a series of issues addressed in the previous expert committee meeting, as well as the meeting held with Mr. Buhannad, and Mr. Beshayat 18:00pm on 7 March 2012 in Festival City, Dubai. The main titles included the need to change the name of the award, relocation of the main secretary office, pros and cons of proposing a new model, and the need to review and customize it, if required. The minutes were unanimously approved as an accurate record.

Afterwards, there was a review on MECCAward structure, the evening's event agenda, and the members made some suggestions on the order of the items in the program, as well as the points to be addressed in the discussion panel.

IV. Open issues

- a) MECCA excellence Model: Mr. Entesarian emphasized on the EFQM model acceptance in Turkey, as well as the other countries within the region, yet it was pointed that the model has not been successful for SMEs. He also brought up the question that how Quality can be improved in Islamic countries, and what specific services MECCAward can provide for its applicants. Then he came up with a conclusion that in order to gain a mature model, we need to

define a task group in the shape of a forum of professionals in the Islamic countries to revive the adequacy and suitability of the MECCAward model, and cover other areas such as ethics.

However, Dr. Jallad urged the EFQM model is convenient, previously tested, has market credit, and can be applied with some adaptations, which will not be challenging. He added MECCAward should avoid confusing the interested parties by any radical changes. Nevertheless, he agreed it could be modified by adding details or weights to certain criteria differently, since the model itself is not a sacred vow. New methodologies can be explored for assessment in a frame that applicants can realize the award adds value to their overall performance and image.

b) MECCA Business Excellence Program:

All the members agreed they believe in the vision and value of MECCAward, but the main issue is how to deploy a model in a way that raises the chance of acceptance, and attract enough applicants. Dr. Forouzanfard also admittedly mentioned the need to change the way MECCAward looks, and form a network of trainers, experts, consultants, and companies to promote it. He also revealed EFQM has officially reflected MECCAward is not allowed to use EFQM model although Dr. Jallad asserted these comments should not be taken into account.

It was agreed that in order to involve more people, there needs to be some moral incentives, such as appreciating national award winners as well as attractions for the member countries with no national award. These incentives and attractions will form the MECCA excellence program with the award as one of its modules.

Then, it was reviewed whether the focus should be on quality or business excellence, resulting to an agreement on business excellence as the more inclusive and proper term.

c) ICCI Support:

Finally, Dr. Nahavandian mentioned his concerns about the applicability of the model considering current economic situation. He also drew the members' attention to the significance of ethics in the design of a new model. He also clarified ICCI will support such Business Excellence programs by recognizing the technical committees, and holding the event within its general annual assembly.

d) Conclusion:

It was decided to establish "MECCA Business Excellence Program" in support of MECCAward to investigate, identify, evaluate, and recognize Quality and Business Excellence Awards among ICCI members, and hold ceremonies to gather the winners together to promote MECCA Technical Committee in the form of Business Excellence Experts Club. It was also decided to monitor successful companies and review the effectiveness of EFQM for SME's in the member countries.

V. Adjournment

Mr. Baghdadi adjourned the meeting at 1:00pm.

Submitted by: Khashayar Ataie

Approved by: Dr. Hassan Forouzanfard