

RAS AL KHAIMAH TOURISM DEVELOPMENT AUTHORITY (RAKTDA) PARTNERS WITH BUREAU VERITAS, A GLOBAL LEADER IN TESTING, INSPECTION & CERTIFICATION, TO REINFORCE SAFETY MEASURES WITHIN THE HOSPITALITY SECTOR



- This Partnership marks one of the first of its kind between a Tourism Board in the Middle East and a global leader in testing, inspection & certification
- The “SafeGuard Assurance Program” will amplify RAKTDA’s ‘Stay Safe’ Hotel Certification to further support the Authority’s hospitality partners in resuming operations safely and efficiently
- Through this collaboration, Bureau Veritas will support the Authority to implement best practice health, safety and hygiene procedures, in-line with Government regulations, across the Emirate’s hospitality sector

21 May 2020, Ras Al Khaimah, UAE: Ras Al Khaimah Tourism Development Authority (RAKTDA) has announced a strategic partnership with Bureau Veritas Certification (Bureau Veritas) to launch the ‘Safeguard Assurance Program’ – an initiative to ensure that all operations within the hospitality sector resume safely and efficiently. The renowned world leader in testing, inspection and certification services will support the Authority in implementing stringent health, safety and hygiene measures across all Ras Al Khaimah hotels to mitigate any possible risks for employees and guests and provide complete peace of mind.

The partnership will see Bureau Veritas conduct an independent audit, with all costs covered by RAKTDA, under its ‘SafeGuard Assurance Program’ for 45 hotels, as part of the RAK ‘Stay Safe’ Hotel campaign. The additional audit process serves to further validate the safety and hygiene measures and processes already put in place by the Authority in partnership with Government Authorities, and takes its ‘Stay Safe’ Hotel Certification to the next level.

Having operated in the field of risk management for more than two centuries, Bureau Veritas has developed its SafeGuard Assurance methodology in collaboration with experts in the field, ideally suited to organizations looking to restart their business efficiently.

The auditing process will involve sharing a checklist of measures to be implemented across the properties, an onsite inspection and an unannounced visit. Individual properties will be assessed on factors including: commitment to the program; respect for social distancing guidelines; compliance with hygienic practices and measures; as well as surveillance and management of any issues. To further emphasize the safety measures to guests, when all inspection criteria are met, Bureau Veritas will issue a physical label valid for six months and include the hospitality company on its publicly accessible website, dedicated to attested establishments.

Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority, comments, “The Authority looks forward to working with Bureau Veritas, marking a first of its kind partnership between the entity and a tourism board in the region, as hotels in Ras Al Khaimah begin to welcome guests and visitors back. We have embarked on this partnership to support Ras Al Khaimah’s hospitality providers and assist them in protecting and building trust among their employees and clients to be able to restart their business efficiently. The aim of Bureau Veritas’s ‘SafeGuard Assurance Program’ is to ensure our partners adopt



adequate health, safety and hygiene procedures and that they are effectively implemented, resulting in a certificate and compliance label to reassure guests.”

Marcel Hochar, Senior Vice President Middle East and Central Asia, at Bureau Veritas shares, “For almost 200 years, Bureau Veritas’ mission has been to shape a world of trust. Adapting to the current sanitary crisis, we have developed the “Safeguard” label designed to certify that appropriate safety standard, training and cleaning protocols are achieved to allow businesses in general and the hospitality sector in particular, to reopen with confidence. With this label, today we have the ability to address the new expectations of our society in terms of health and safety.

We are very honored to be partnering with Ras Al Khaimah Tourism Development Authority in their proactive endeavor to make a difference for their employees and guests and demonstrate their readiness to receive them in a healthy and safe environment throughout the emirate.”

Current hospitality standards and procedures being implemented across the Emirate include the testing of all hotel staff for COVID-19, provision of masks and gloves for all guests, allocation of separate entrances and exits for guests and staff, reduced capacity in public areas and restaurants, and mandatory thermal screening at all entrances on arrival. Ras Al Khaimah Tourism Development Authority’s inspectors will be undertaking daily spot checks to ensure the measures are being adhered to and will provide support from Government Authorities to help hoteliers enforce the protocols designed for guest wellbeing.

-ENDS-

Notes to Editors:

[About Ras Al Khaimah](#)

Ras Al Khaimah (RAK) is the northernmost of the seven Emirates that make up the United Arab Emirates. It is known for its rich history, dating back 7,000 years, and diverse landscape, from 64km of pristine beaches, to terracotta deserts and an imposing mountain backdrop. The Emirate is home to the highest peak in the UAE, Jebel Jais, standing at 1,934 meters and featuring the world’s longest zip line, at almost 3km.

Ras Al Khaimah is also centrally located at the modern crossroad between Europe, Asia and Africa, with one third of the world’s population within four hour’s flying time, making it an ideal location for businesses to expand into the UAE, the Middle East and Africa and beyond. Indeed, the World Bank’s Doing Business report ranks Ras Al Khaimah 30th out of 190 economies for ease of doing business.

At the Emirate's economic heart lies multiple major companies and diverse sectoral interests, including manufacturing and tourism. Major companies include: RAK Ceramics, RAKBANK, Julphar Pharmaceuticals, RAK Ports, RAK Rock, Stevin Rock, RAK Economic Zone, RAK Gas. Supporting these industries is a modern infrastructure, state-of-the-art industrial areas and business parks and world-class hotels, facilities and attractions for tourists.

For the past decade, Ras Al Khaimah has been consistently rated 'A' by international rating agencies (Fitch and Standard & Poor’s) and already the Emirate is home to more than 38,000 businesses from 100 countries representing over 50 industries.

Ras Al Khaimah Government adopts an institutional approach to governance and business procedures and it is committed to reducing red tape and improving the ease of doing business. RAK Courts is a prime example of this as it is the fastest court in the world at enforcing contracts in commercial disputes.

Ras Al Khaimah is also a cultural melting pot with a growing population, currently at about 375,000, 31% of which is local Emirati. It is considered an extremely safe place to live, consistently ranked highly in global surveys.

With year-round sunshine, straightforward business set-up and a competitive and affordable cost of living, Ras Al Khaimah is the informed choice for business, lifestyle and travel.



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About Ras Al Khaimah Tourism Development Authority (TDA)

The Ras Al Khaimah Tourism Development Authority (TDA) was established in May 2011 under the government of Ras Al Khaimah. In order to attract 1.5 million visitors by 2021, and 3 million visitors by 2025, the Ras Al Khaimah TDA aims to develop the Emirate's tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Ras Al Khaimah TDA has a government mandate to license, regulate and monitor the Emirate's tourism and hospitality industry.

About Bureau Veritas

Bureau Veritas is a world-leading provider in testing, inspection and certification. Created in 1828, the Group has more than 78,000 employees located in more than 1,500 offices and laboratories around the globe. Bureau Veritas helps its clients to improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility. Bureau Veritas has been present in the Middle East for more than 50 years and currently has more than 4,000 employees across the region in more than 50 offices and laboratories located in 18 countries. For more information, visit <https://middle-east.bureauveritas.com>, and follow us on [LinkedIn](#).

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