



Press release  
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## **TIME Hotels labeled CSR leader by Dubai Chamber for fourth consecutive year**

*Hospitality group's strengths included their support for community causes, having an active Employee Welfare Committee and its commitment to environment protection*

UAE-headquartered hospitality company, TIME Hotels, has added to its growing list of accolades with the Dubai Chamber of Commerce & Industry (Dubai Chamber) CSR Label Award for the fourth year in succession.

Launched in 2010 to reward corporate commitment to Corporate Social Responsibility (CSR) initiatives, the CSR Label is awarded based on performance scores across seven different criteria including human resources (training, development, welfare, Emiratisation), client relations, business development, procurement, environment, health and safety, innovation and community; with Dubai Chamber also measuring the resulting impact in four key areas, namely workplace, marketplace, community and environmental.

Mohamed Awadalla, CEO, TIME Hotels, said: "We are very much a community-focused company and receiving this official label for the fourth year in a row highlights our commitment and consistency.

"It also allows us to benchmark our own initiatives against those of other forward-thinking companies in Dubai, for whom CSR is an integral part of their overall business strategy."

According to the report from Dubai Chamber, TIME Hotels witnessed a 3% increase on last year's score.

TIME Hotels' particular strengths included their support for community causes, commitment to environment protection, its participation in a third-party salary survey to ensure competitive remuneration packages for employees and having an active Employee Welfare Committee which encourages workers to participate in dental and hair check-ups as well as clean-up beach initiatives and walkathons to name a few activities.

"With a corporate mandate which focuses on adding value to people's lives, our community outreach programme has seen TIME Hotels initiate and take the lead on a number of projects in Dubai, and internationally, including its support for a Children's

Cancer Hospital in Egypt, as well as a marine conservation programme in collaboration with EWS and various other education and employee engagement activities,” added Awadalla.

Already this year the company has executed a range of CSR initiatives, including a blood donation day at Latifa Hospital in Dubai; a Quench Your Thirst day where TIME team members distributed bottles of water to taxi and bus drivers; an Appreciation Day which saw TIME General Managers and Head of Departments serve lunch to all team members as a thank you for their hard work; and an Iftar box distribution to mosque visitors prior to prayer.

Further plans this year include a walk to support breast cancer awareness and diabetes, a community clean-up campaign, the annual waiter race, a can collection day and several team-building events.

Majid Saif Al Ghurair, Chairman of Dubai Chamber, said: “Over the years, the response to the CSR label and its overall significance has grown significantly. Companies that receive the label are not just gaining recognition, they are also setting an example for the rest of the business community in Dubai.”

For more information, please log onto <http://www.timehotels.ae/>

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**Photo caption:** Eddie Ignatius, Corporate Director of Quality & Business Excellence, TIME Hotels receives CSR Label award from Majid Saif Al Ghurair, Chairman of Dubai Chamber.

### **Media contact**

**ASHLEIGH MCGINLEY**  
Senior Account Manager



Tel: +971 4 365 2715 | Mob : +971 56 787 3577  
E-mail: ashleigh.mcginley@shamalcomms.com  
Office 106, Arjaan Office Tower, Dubai Media City  
PO Box 502701 | Dubai, United Arab Emirates

Website: [www.shamalcomms.com](http://www.shamalcomms.com)



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