



Announcement of TAD-BEER Service Center Opening at

Unique Location in Abu Dhabi

The Ministry of Human Resources and Emiratisation announces the opening of application for “Tad-beer Service Centers” franchise, where the ministry grants a license to provide its services by corporate partnerships with the private sector according to the standards of the UAE Government Service Excellence Program.

The ministry has specified a unique location in Mussafah district in Abu Dhabi to be a HUB that contains the Dealer’s Happiness Center in Abu Dhabi along with the following trademarks licensed by the ministry: TAS-HEEL, TED-BEER, TAQ-YEEM, TAW-JEEH, and TAW-FOUQ. This HUB is special for being the only of its kind in the UAE to gather all the entities needed by the dealers in one place.

TAD-BEER Service Centers are specialized in providing integrated services to the dealers who wish to bring assisting labor according to the regulations and provisions set by the ministry. The assisting labor category includes the following without limitation:

<ul style="list-style-type: none">• Assistants• Cookers• Baby-sitters• Private drivers• Gardeners• Private guards• Private nurses• Private tutors	<ul style="list-style-type: none">• Farm supervisors• Farmers• Tamers• Hostlers• Jockeys
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Services of TAD-BEER Service Centers:

- Printing, receiving and sending application electronically to the Ministry.
- Providing assisting laborers according to the needs of employers whether they are resident or temporary workers (weekly, monthly or yearly).
- Allocating a PR manager to handle dealers' files (employers) and assisting laborers.
- Providing additional services (medical check-ups, residency permits issuance, ID cards, picking up laborers from the airport, delivery of laborers to work locations, medical insurance, etc.)
- Guiding dealers to be aware of nationalities allowed for recruitment and jobs for such nationalities
- Providing interviewing services before joining work
- Training and preparing laborers for work
- Providing a specialized support center to ensure relationship balance between employment parties
- Providing accommodation to laborers categories

Licensing Criteria for TAD-BEER Service Centers:

1. License Applicant (Owner):

- The applicant must be 21+ years old and of legal capacity;
- The natural person or any partners of the corporate entity must not be criminally condemned with a crime of honor or honest, or a crime of human trafficking, or any crime referred to in the Law of governing employment relationships or its bylaws; unless acquitted or one year has lapsed after judgment if the judgment is only a fine;
- Not an employee of the Ministry or a first degree relative of one of the Ministry's employees;
- The applicant must not previously held a license of a private recruitment agency that was closed dues to applicable legislation;
- The applicant shall provide a bank guarantee to the Ministry of no less than 500,000 AED at all time of the license validity;
- The licensee's register at the Ministry of Human Resources & Emiratisation is void of any defaults requiring closure of the establishment file;
- Has experience in the field.

2. Geographical location:

- The center should be easily accessible to dealers.
- Public transportation should be available at the service center.
- Population density.

(All geographical standards should be available at the distinguished location)

3. Building:

- A suitable place should be chosen at a ground floor so that it would be accessible to individuals with special needs, seniors and visitors of the center.
- The space of the building should be suitable for the approved internal decor.
- The total space of the service center should be 4000 square feet.
- The infrastructure should be of good quality for the building in general and for the center in particular.
- Availability of parking areas

(All geographical standards should be available at the distinguished location)

4. Center Manager:

- Must be an Emirati national
- Must not be criminally condemned with a crime of honor or honest, or a crime of human trafficking, or any crime referred to in the Law of governing employment relationships or its bylaws; unless acquitted or one year has lapsed after judgment if the judgment is only a fine

5. Accommodation:

- Accommodation provision for laborers recruited through the center according to the housing standards approved by the Ministry.

Operational Standards for TAD-BEER Service Centers:

TAD-BEER Service Centers is committed to providing its services according to the operational standards that have been developed based on the UAE Government Service Excellence Program, and which include the following:

Quality of services rendered to dealers:

- The existence of a comprehensive employee for serving customers (One and Done).
- A transaction shall be completed in one visit and in three steps at maximum.
- An acknowledgment program should be established to reward employees, such as "Employee of the Month".
- Employees should be polite, humble and should be trained in the art of dealing with customers and how to render services to them. They should be able to communicate skillfully with visitors of the center and should be holders of training certificates from training institutes approved by the Ministry of Human Resources and Emiratisation.
- The employees of the center should be speaking both Arabic and English fluently.
- The manager of the center should be an Emirati citizen.

Dealers:

- There should be a clearly placed regulation setting the obligations of the center towards its visitors.
- There should be a classification for the center's visitors according to their needs and expectations.
- There should be a system to receive suggestions and remarks from the visitors, and such system should be approved by the Ministry of Human Resources and Emiratisation.
- There should be mechanisms to educate visitors about resolutions and procedures set by the ministry; such as Booklets and display monitors.
- There should be a special entrance for individuals with special needs.
- There should be enough and comfortable seats for visitors that are equivalent to service rendering outlets in number (the counters inside the center).
- Commitment to participation in press and marketing campaigns that are held.
- The happiness level of visitors should be not less than 70%.

Services:

- There should be a service catalog.
- There should be a quick service counter for rendering services in short period of time.
- All the services and information of the center should be available on the electronic website of the ministry.
- There should be a service grouping.
- There should be enough parking lots whether free or charged, enough for the center's visitors.
- A complimentary free of charge hosting service should be available for visitors (a cafeteria).

- The waiting time for any visitor should not exceed 15 minutes till the visitor gets the service.
- Working times set by the ministry should be observed (from 8:00 am to 8:00 pm six days a week).
- The guide for trademarks should be followed.
- There should be a list of all the services, their fees, and relevant documentation required.
- There should be toilets for men and women

Channels:

- There should be other channels for rendering the services of the center, such as the electronic website, communication center, smart kiosks, etc.)
- There should be an information desk and an electronic system for queuing visitors (Q – Matic System).
- Features and specifications set as per the specification guide should be followed, and a high-quality infrastructure should be provided.
- The building should be easily accessible by clearly placing guiding signs leading to the center.
- The center should have an approved comprehensive banking facility covering the needs of visitors.
- A scheduling system should be established to render services timely and smoothly.
- There should be a business center for the visitors inside the Center.

Internal Design for TAD-BEER Service Centers:



Required Documentation:

- The CV of the applicant and an overview of the entity requesting a license.
- Passport copy and civil registry extract.
- Copy of commercial licenses for the same activity (if any).
- Map of the suggested location for the center.
- Detailed plan for the center's internal design.
- Letter of initial approval for the lease of center location from the landlord.

Application Evaluation Mechanism:

The applications' assessment committee shall review all applications, inspected and evaluate proposed locations, and refer the results for approval according to the following standards:

- The CV of the applicant and an overview of the entity requesting a license.
- Applicant's records at the Ministry are void of defaults.
- A previous experience in rendering laborers recruitment services.
- Experience in management and operation.

Right to Reject Applications:

- The ministry has the right to reject submitted applications and shall not be liable to any fees paid by the applicant.

Important Dates:

Announcement of Application Tendering:	6 November 2017
Final Date of Tendering:	19 November 2017
Applications Review & Evaluation:	23 November 2017
Announcement of Results and Initiation of Licensed Centers:	24 November 2017
Opening of the First AD-BEER Service Center:	5 March 2018

Application Submission Mechanism:

Applications shall be submitted via email at: domestic.workers@mohre.gov.ae

For inquiries, please call the following number: 04-7023487 – 3335 - 3365