Session Content

01 **About the Award**

Introduction

NAFS Award - Fourth Cycle 2025-2026

The "Nafis Award" is an extension of Nafis Program vision, launched in 2021 under the Projects of the 50 initiatives to support the UAE Vision 2071. The award highlights outstanding examples of establishments and Emirati talent working in the private sector.

With the launch of the award's fourth cycle, we look forward to honoring establishments that have invested in Emirati talent through employment and training, and to showcasing their positive role in creating job opportunities and developing the skills of Emirati professionals. The award also encourages these entities to strengthen their contribution as strategic partners in advancing the UAE's society and economy.

In addition, the award aims to provide an opportunity for all Emiratis working in the private sector and the banking sector to participate and be celebrated for their efforts and professional excellence.

H.E. Ghannam Al Mazrouei
Secretary General – Emirati Talent Competitiveness Council (Nafis)
Chairman of Nafis Award Organizing Committee

Nafis Award Fourth Cycle I 2025-2026

An annual initiative dedicated to recognizing outstanding private sector entities as well as celebrating the achievements of Emirati professionals contributing to their success.

organized by the Emirati Talent Competitiveness Council and aligned with Objectives of the Nafis program.

Supports the UAE's Emiratisation goals by encouraging the private sector to contribute to the development of the national economy

Recognizes the achievements of entities that excel in recruiting and training Emirati talent, develop their capabilities and provide supportive environment that enable their growth and success.

The award highlights and celebrates the success stories of enterprises and individuals who have distinguished themselves through their achievements in advancing Emiratisation.
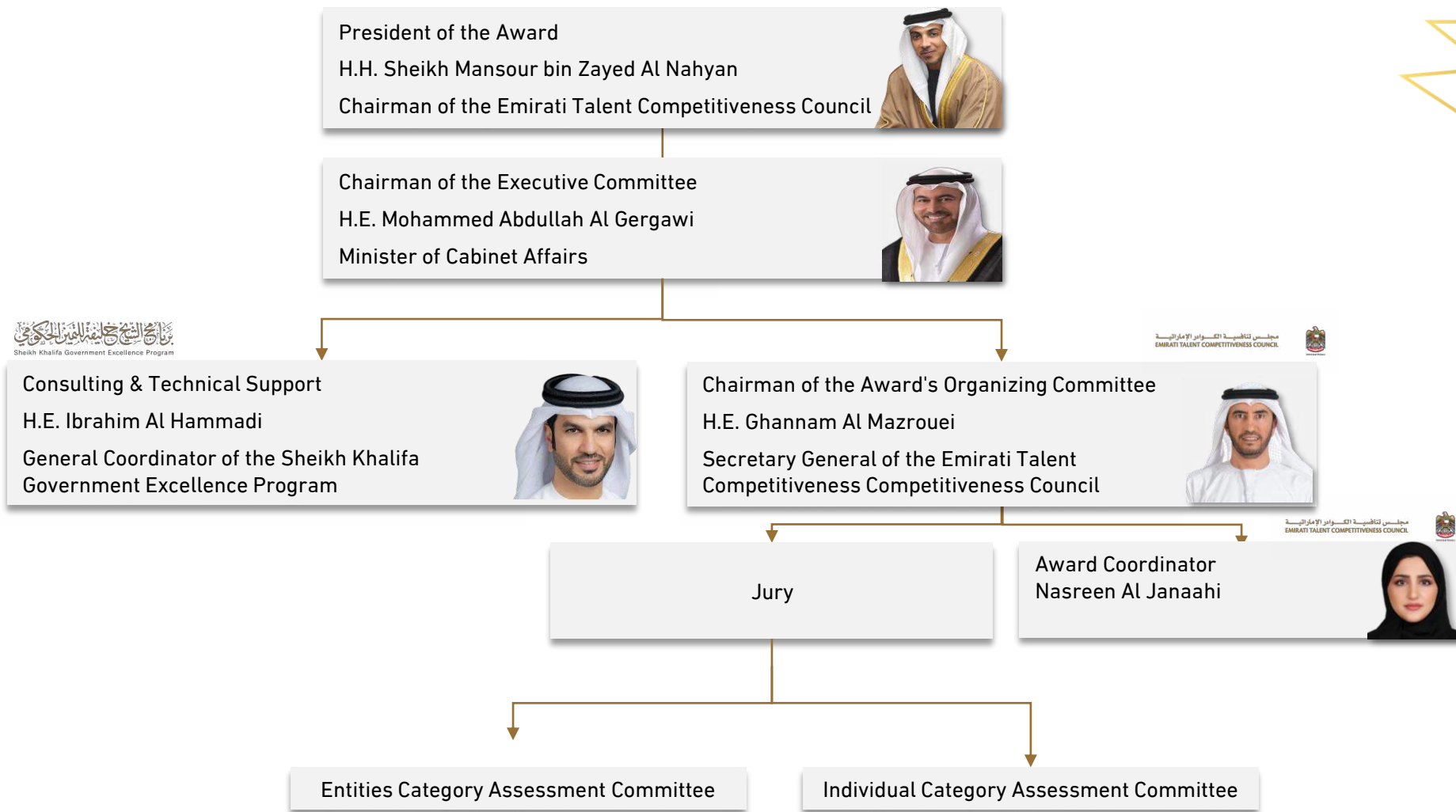
Award's Success Factors

- The commitment and support of the **UAE's wise leadership** toward the Emiratisation agenda

- The commitment and support of **strategic partners** and stakeholders for Emiratisation

- Alignment of the **award model** with local, regional, and international award standards

- Strong **infrastructure** of policies, regulations, laws, electronic systems, and resources

- Availability of accessible **databases and statistics**

- Availability of **government incentives**, including facilitations and reductions

Award Governance Model

President of the Award

H.H. Sheikh Mansour bin Zayed Al Nahyan

Chairman of the Emirati Talent Competitiveness Council

Chairman of the Executive Committee

H.E. Mohammed Abdullah Al Gergawi

Minister of Cabinet Affairs

Consulting & Technical Support

H.E. Ibrahim Al Hammadi

General Coordinator of the Sheikh Khalifa Government Excellence Program

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Chairman of the Award's Organizing Committee

H.E. Ghannam Al Mazrouei

Secretary General of the Emirati Talent Competitiveness Competitiveness Council

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Jury

Award Coordinator
Nasreen Al Janaahi

Entities Category Assessment Committee

Individual Category Assessment Committee

02 Award Framework

Award Model

Fourth Session I 2025-2026

NAFIS AWARD
Compete & Excel

Individuals Category

11 Sub-Categories classified by job functions

1. Leadership Jobs
2. Supervisory Jobs
3. Medical Jobs
4. Healthcare Jobs
5. Specialized Jobs
6. Engineering Jobs
7. Future Jobs
8. Banking & Finance Jobs
9. Educational Jobs
10. Administrative Jobs
11. Retail & Customer Service Jobs

Entities Category

Subcategory I
Entities Supporting Emiratization

1. Business Services Sector
2. Manufacturing Sector
3. Trade Sector
4. Real Estate Activities Sector
5. Energy Sector
6. Health Sector
7. Hospitality Sector
8. Education Sector
9. Transportation & Storage Sector
10. Information and Communication Sector
11. Banking Sector
12. Financial Sector
13. Exchange Sector
14. Insurance Sector and Insurance-Related Professions

Subcategory II
Exceptional efforts in Emiratisation

1. Diamond
2. Golde
3. Silver
4. Bronze

03 **Entities Category**

Sub-categories	Eligibility Criteria	Process	Criteria	Classification	Timeline

Entities Category

Entities Registered at the Minister of Human Resources & Emiratization

Entities Registered at the Central Bank of the UAE

First Subcategory: Entities Supporting Emiratization

- Business Services Sector
- Manufacturing Sector
- Trade Sector
- Real Estate Sector
- Energy Sector

- Health Sector
- Hospitality Sector
- Education Sector
- Transportation and Storage Sector
- Information and Communication Sector

- Banking Sector
- Finance Sector
- Exchange Sector
- Insurance & Related Professions Sector

Note: Entities will be classified according to their economic sector and the size of the workforce under each sector to ensure accurate comparisons and analysis of results.

Second Subcategory: Exceptional Efforts in Emiratization

Diamond   Gold   Silver   Bronze

Entities Eligibility Criteria

الإمارات العربية المتحدة
وزارة الموارد البشرية
والتوطين

مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.
United Arab Emirates

1 An increase in Emiratisation rates of 2% or more compared to the entity's previous results up to the date of the announcement

Achieving the Emiratization targets by 31 December 2025.

2 The entity's record must be free of any violations related to non-compliance with the laws and regulations governing the labor market.

Establishments are **NOT** required to apply or fill a nomination form for the Nafis Award. The evaluation and shortlisting process will be conducted through the electronic systems approved by MOHRE and CB UAE

Entities Assessment Process

1 **Extraction of Data**

The data will be extracted from the systems of MOHRE, CBUAE and Nafis Platform

2 **Validation**

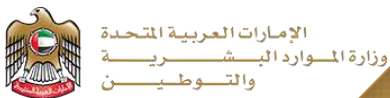The eligibility of Entities will be verified to ensure compliance with the award requirements

3 **Assessment**

Apply weight for each indicator and rank the eligible entities in a shortlist according to sectors and size.

4 **Results approvals**

The results will be presented to the Jury panel and leadership team for final approvals
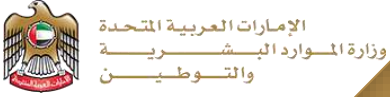
Assessment Criteria

Dimensions			#	Assessment Criteria	Weightage
1	Recruitment and Emiratization	%75	1.1	Emiratization rate for the current year	25%
			1.2	Total number of new Emirati hires for the current year	50%
2	Retention	%10	2.1	Retention rate of Emiratis in the entity up to the current year	10%
3	Wages	%5	3.1	Median salaries of Emiratis compared to the median salaries of expatriates in the same profession up to the current year	5%
4	Utilization of Government Enablement	%10	4.1	The percentage of the entity's job vacancies that were posted on the Nafis Platform during the current year, out of the entity's total targeted vacancies.	5%
			4.2	The percentage of Emirati nationals hired through the Nafis Platform for the vacancies posted on it during the current year, out of the total Emirati nationals employed in the entity	5%
TOTAL					%100

Entities Assessment Criteria

Assessment Criteria for entities registered with MOHRE
Second Subcategory: Exceptional Efforts in Emiratization

وزارة المـــوارد البـــشـــريـة
والتـوطـيـن

الإمارات العربية المتحدة

Assessment criteria

1	Entities' that achieved more than 3 times the required Emiratization rates (with not less than 100 new Emirati)
2	Entities' that achieved 70% or more Emiratization rates of total employees (excluding entities with fewer than 50 employees)
3	Entities' that achieved the highest Emirati hiring rates during the year (with not less than 200 Emirati)
4	Entities' that maintained at least 50% of Emirati employees for 3 years or more
5	Entities' that achieved training rates during the year (with not less than 300 Emirati)

Entities Assessment Criteria

Assessment Criteria for entities registered with CB UAE
First Subcategory: Entities Supporting Emiratization

Dimensions	#	Assessment Criteria	Weightage			
			Banking Sector	Insurance Sector	Exchange Sector	Finance Sector
1 **Recruitment and Emiratization**	1.1	Percentage of Emiratization for 2025	40%	70%	80%	80%
	1.2	Percentage of Emiratization in Critical Roles for 2025	20%	20%	Not applicable	
	1.3	Percentage of Emiratization at the Executive Level – ExCo for 2025.	20%	Not applicable		
	1.4	Percentage of Emiratization in the Voting Committee	10%	Not applicable		
2 **Retention**	2.1	Percentage of retention of UAE Nationals	5%	5%	15%	15%
3 **Career Progression**	3.1	Career Progression of the UAE Nationals	5%	5%	5%	5%
Total			100%	100%	100%	100%

Entities Assessment Criteria

Assessment Criteria for entities registered with CB UAE
Second Subcategory: Exceptional Efforts in Emiratization

CENTRAL BANK OF THE U.A.E.

Assessment Criteria

#	Criteria	Description	Weight
1	**Exceeding Emiratization Targets**	Achievement versus Target of 2026/2027	30%
2	**Empowerment of Emirati Women in Leadership Roles**	Minimum 30% representation in middle management and above.	20%
3	**Total Number of UAE Nationals Hired in Remote Areas**	Areas with a highest amount of Job Seekers such as Al Dhafra, Al Ain, Ajman, Ras Al Khaimah and Fujairah	20%
4	**Total Number of UAE Nationals Enrolled in Training Programs**	Trainings in Emirates Institute of Finance – EIF and other Institutes, Internal Assignment, Leadership, International Certification, Secondment	20%
5	**Implement Emiratization initiatives**	Present documents that include the entity's initiatives, highlighting recruitment strategies, innovative programs - such as apprenticeships and partnerships, budget and resource allocation, employer branding, participation in career fairs, and separate policies for UAE nationals	10%

Winning Entities Classifications

First Sub-Category : Emiratisation Supporting Establishments

- - - -Economic Sectors- - - -

1. Business Services Sector
2. Manufacturing Sector
3. Trade Sector
4. Real Estate Sector
5. Energy Sector
6. Health Sector
7. Hospitality Sector
8. Education Sector
9. Transportation and Storage Sector
10. Information and Communication Sector
11. Banking Sector
12. Finance Sector
13. Exchange Sector
14. Insurance & Related Professions Sector

- - - - Size of the workforce- - - -

Large Entities

Medium Entities

Small Entities

Micro Entities

Second Subcategory
Exceptional Efforts in Emiratization

-Meeting the award requirements -

1. Diamon
2. Gold
3. Silver
4. Bronze

Timeline

Fourth Cycle I 2025-2026

Launch of the award	→	Awareness Sessions	→	Assessment	→	Validation	→	Jury meeting	→	Leadership Approval	→	Award Ceremony
Nov 2025		Dec 2025 to end of Jan 2026		Jan - Feb 2026		March 2026		April 2026		April 2026		May 2026

04 **Individuals Category**

| Sub-categories | Eligibility Criteria | Process | Criteria | Assessment | Timeline |

Individual Category

The award targets all distinguished Emirati talents working in the private sector

Individuals Category

1 Leadership Jobs Category

2 Supervisory Jobs Category

3 Medical Jobs Category

4 Healthcare Jobs Category

5 Specialized Jobs Category

6 Engineering Jobs Category

7 Future Jobs Category

8 Administrative Jobs Category

9 Banking & Finance Jobs category

10 Educational Jobs Category

11 Retails & Customer Services Jobs Category

Eligibility Criteria

1 Must be a UAE national

2 The applicant record must be free of any legal, behavioral, or professional violations, and this must be confirmed by attaching a No Objection Letter endorsed by the HR manager of the organization where the applicant works.

3 The applicant must remain in their position during the evaluation period and until the results are announced.

4 The applicant must be registered on the Nafis platform.

5 The applicant job title must align with the award category for which they are applying.

Self-nomination Process

Visit the Award's website
Learn more about the award through the award guide nafisaward.etcc.gov.ae

Apply for the Individual category
Log in to the award nomination platform using your UAE Pass and activate the account of the Nafis platform

Complete the self-nomination application form
Complete the online nomination form and attach all supporting evidence, you can contact us for any clarification by email: nafisaward@etcc.gov.ae

Attend the virtual interview
The top 10 applicants will be contacted via email and phone to attend a virtual interview and provide supporting evidence

Jury Selects Top 5 Candidates
The top 5 applicants will be selected for the approval of the jury

Self-nomination Process

Features of the platform

- Select/Switch Subcategory
- Technical Support Tickets
- Frequently Asked Questions
- Download Supporting Evidence
- NOC template
- Compatible with smartphone
- Tracking Indicator
- Export Reports

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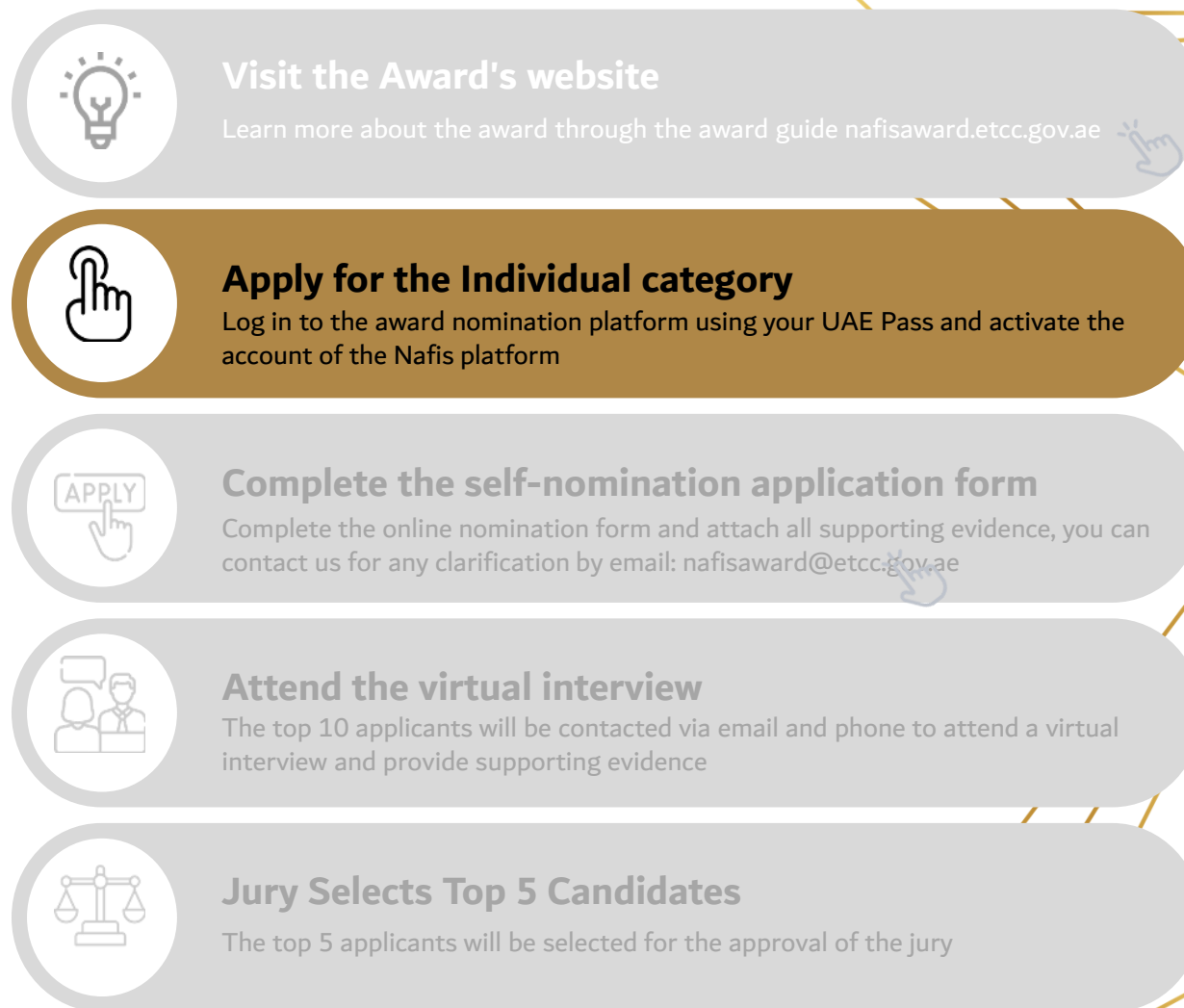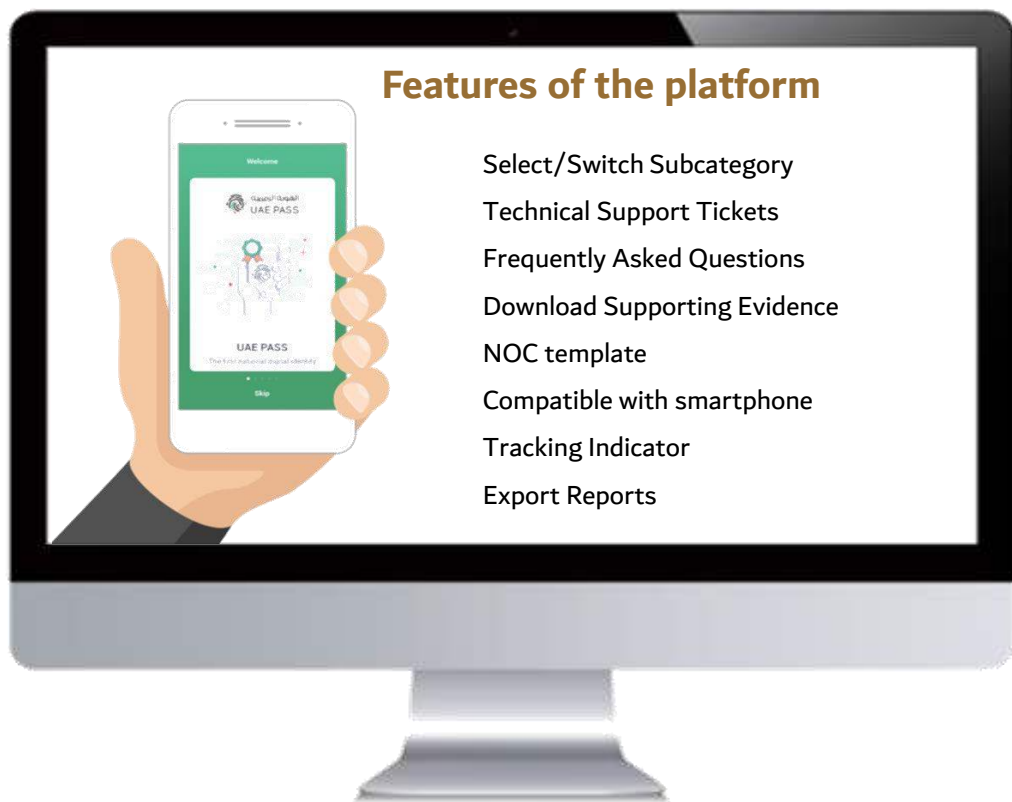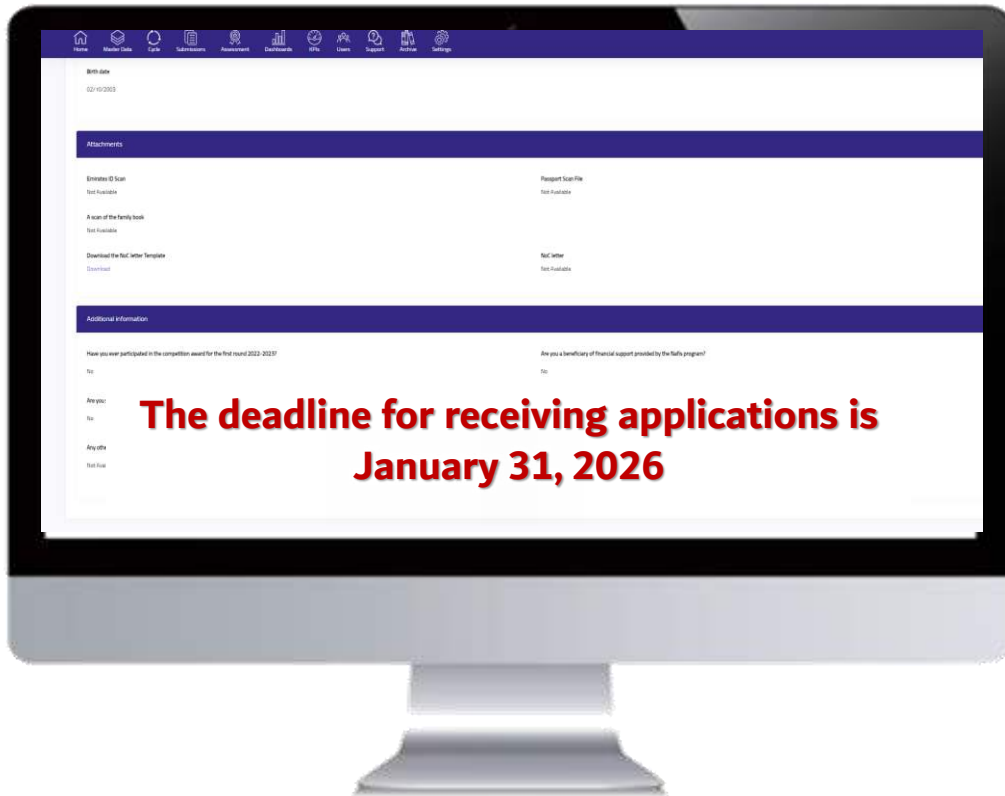
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The deadline for receiving applications is January 31, 2026

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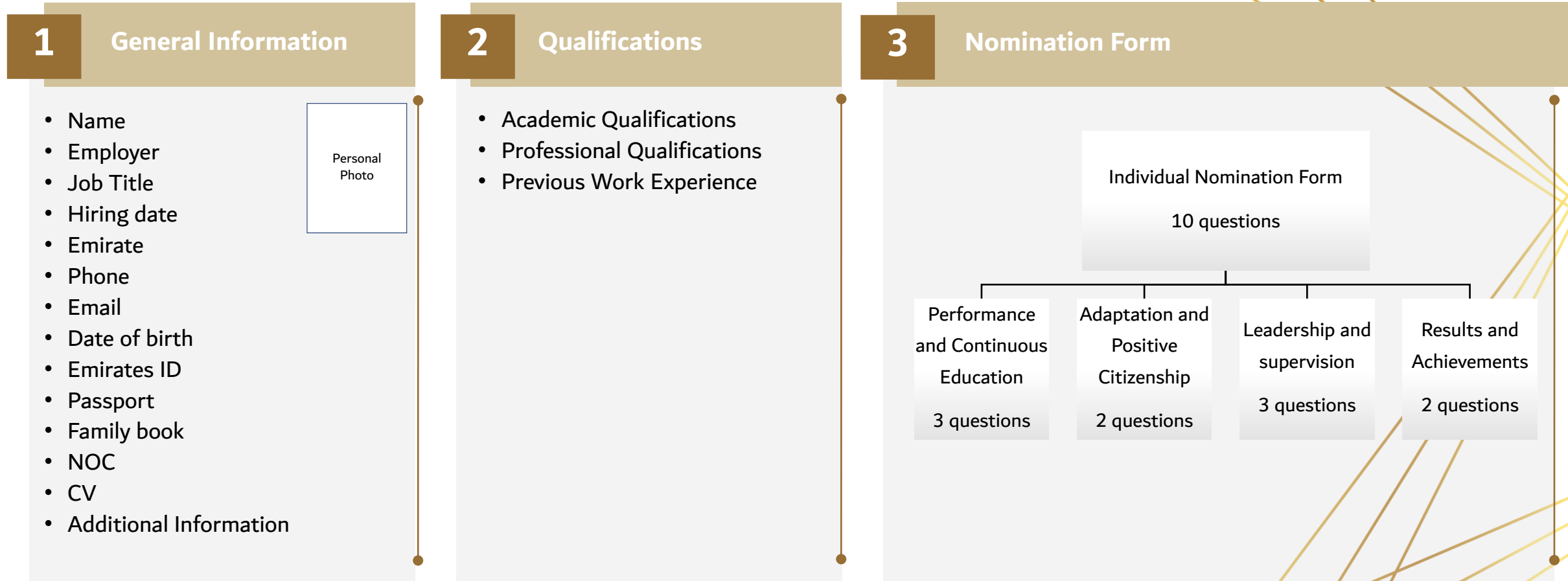
Jury Selects Top 5 Candidates
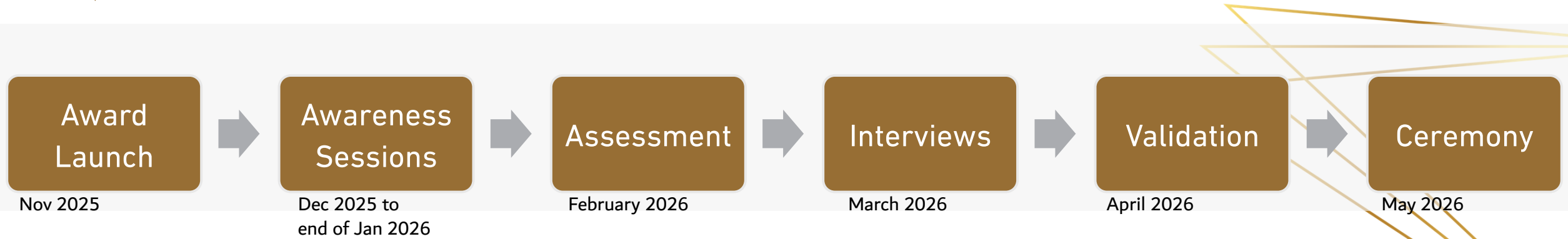The top 5 applicants will be selected for the approval of the jury

Self-nomination form content

The application for nomination of individuals is divided into 3 main pages that must be completed and click on "Submit Application" after making sure that all the required fields are filled in and the required attachments are added:

1 General Information

- Name
- Employer
- Job Title
- Hiring date
- Emirate
- Phone
- Email
- Date of birth
- Emirates ID
- Passport
- Family book
- NOC
- CV
- Additional Information

Personal Photo

2 Qualifications

- Academic Qualifications
- Professional Qualifications
- Previous Work Experience

3 Nomination Form

Individual Nomination Form

10 questions

Performance and Continuous Education	Adaptation and Positive Citizenship	Leadership and supervision	Results and Achievements
3 questions	2 questions	3 questions	2 questions

Assessment Criteria		Sub-Criteria	Leadership and Supervisory Jobs	Retail and Customer Service Jobs	All Other Categories
Criterion 1 **Performance and Continuous Learning**		This criterion focuses on the candidate's professional and personal goals, performance level, and pursuit of continuous development of skills and knowledge, as well as the ability to learn new skills and apply them in the workplace. Evidence must be provided for the following points:			
	1.1	The applicant's ability to set their professional and personal goals and the efforts made to achieve them.	10	20	15
	1.2	The applicant's dedication to advancing their education, acquiring new skills and experiences, and the impact on their performance.	5	20	15
	1.3	The applicant's innovative and creative initiatives (ideas, studies, projects, etc.) and their efforts in sharing and disseminating knowledge.	5	5	5
Criterion 2 **Adaptability and Positive Citizenship**		This criterion measures the Emirati ability to adapt to changes in the workplace, and to contribute effectively and positively to their team and community, in alignment with the UAE values and culture. It also focuses on commitment to national and professional ethical behavior and taking initiative to support a positive work environment and a responsible society. This criterion reflects the individual's flexibility, sense of responsibility, and active citizenship, contributing to sustainable development and social cohesion in the UAE.			
	2.1	The level of challenges faced by the applicants and their ability to overcome these challenges, turning them into opportunities for success and achieving goals.	10	15	15
	2.2	The applicant's familiarity with the UAE vision and their commitment to embodying national identity values and positive citizenship through effective communication, tolerance with diverse cultures, and voluntary participation both inside and outside the workplace.	10	15	15
Criterion 3 Leadership and Supervision		This criterion is only applicable to Leadership and Supervisory Job Categories, to assess the candidate's ability to guide and lead employees and manage teams effectively. Individuals are evaluated based on leadership and motivational skills, decision-making capability, and the ability to direct the team toward achieving shared objectives, according to the following points:			
	3.1	The applicant's ability to define a clear strategy for the organizational unit/team they supervise and develop comprehensive plans to achieve it efficiently and effectively.	10	0	0
	3.2	The applicant's ability to monitor and evaluate the performance of the organizational unit/team using objective and positively motivating methods, and the application of reliable performance measurement techniques.	10	0	0
	3.3	The applicant's ability to develop and train human resources under their supervision, prepare the next generation of employees, and delegate responsibilities effectively.	10	0	0
Criterion 4 **Results and Achievements**		This criterion focuses on the tangible results and achievements accomplished by the applicant at both the professional and personal levels. Individuals are evaluated based on specific sub-criteria that measure the extent to which they have achieved work-related objectives and other accomplishments in their professional and personal domains:			
	4.1	The extent to which the applicant has achieved outstanding performance results according to a proofed performance evaluation system.	15	15	20
	4.2	Significant achievements of the applicant at the professional level, such as contributing to the organization's profit margins, improving processes, or attracting UAE nationals to the private sector (including all organizations where the applicant has worked).	15	10	15
Total			**100**	**100**	**100**

Individual Assessment timeline

Award Launch	→	Awareness Sessions	→	Assessment	→	Interviews	→	Validation	→	Ceremony
Nov 2025		Dec 2025 to end of Jan 2026		February 2026		March 2026		April 2026		May 2026

Thank you for listening, for more information, please scan the QR Code to visit the award website

For inquiries, please email us at nafisaward@etcc.gov.ae