

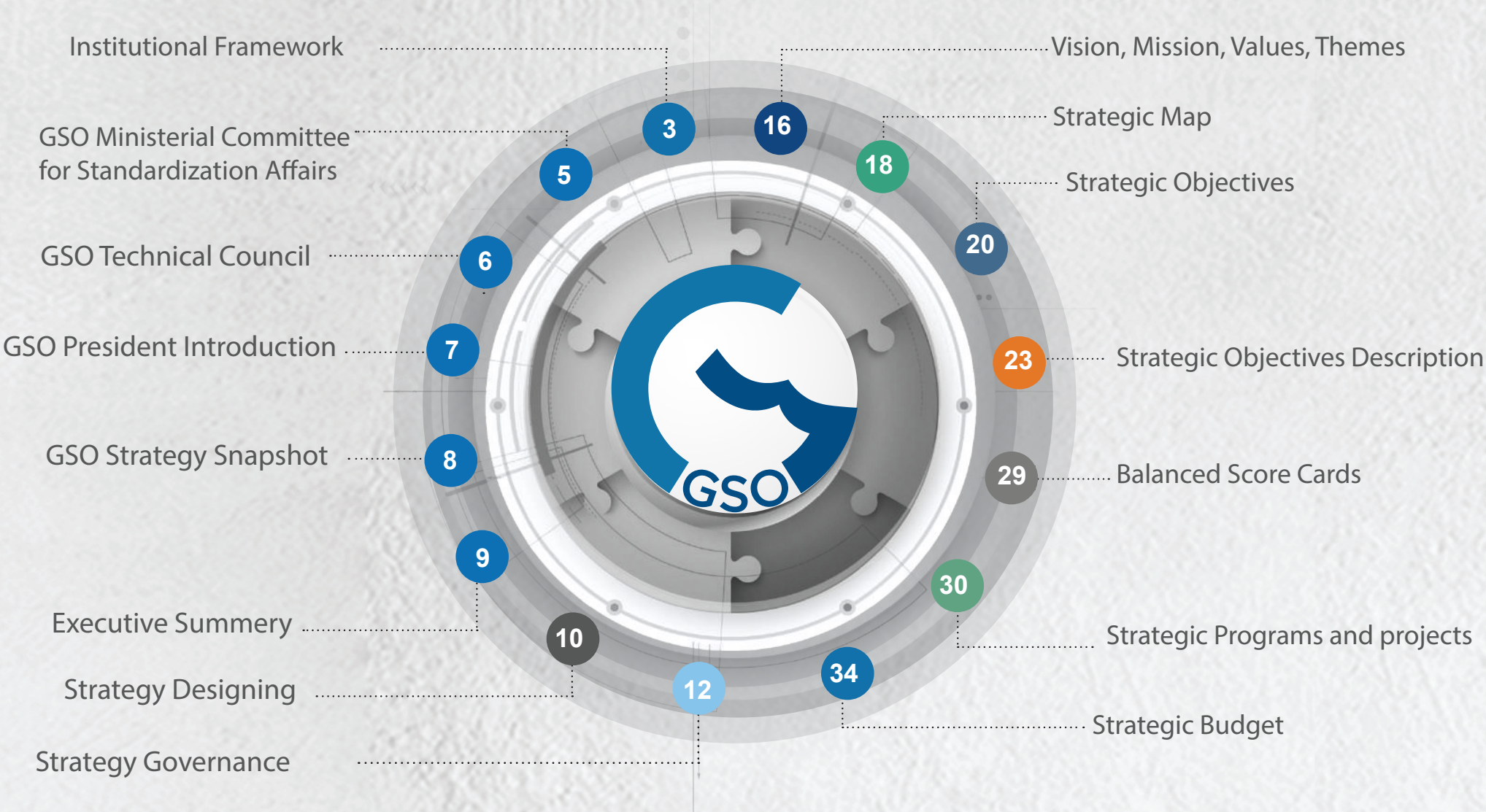


هيئة التقييس الخليجية  
GCC Standardization Organization

# GSO Strategy 2021 - 2025



# Content





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## Institutional Framework



-The decision of the Supreme Council of the Cooperation Council for the Arab States of the Gulf was issued at its twenty-second session, which was held in Muscat, Sultanate of Oman, December 30 to 31, 2001, to establish a Gulf Organization for Standardization and Metrology for the States of the Cooperation Council for the Arab States of the Gulf instead of transforming the Saudi Arabian Standards and Metrology Organization into a Gulf body.

GSO aims to unify the various standardization activities and follow up their implementation and commitment to them, in cooperation and coordination with the national standardization bodies in the member states to raise the efficiency and competitiveness of Gulf industries and develop their production and service sectors in a way that contributes to facilitating trade exchange, consumer protection, environment and public health, supports the Gulf economy and fulfills the requirements of the customs union and the Gulf common market.

- The GSO includes in its membership the GCC countries; namely, the United Arab Emirates, the Kingdom of Bahrain, the Kingdom of Saudi Arabia, the Sultanate of Oman, the State of Qatar, the State of Kuwait, and Republic of Yemen Which Joined in January 2010.



-GSO operated in May 2004, when its first Secretary-General assumed his duties at its headquarter in Riyadh, Kingdom of Saudi Arabia.

- The decision of the Supreme Council of the Cooperation Council for the Arab States of the Gulf was issued at its twenty-fourth session, which was held in the State of Kuwait, December 22, 2003: "In support of the steps of economic integration among the GCC states, and in response to the requirements of the customs union, and to achieve the objectives of the council's statute and the economic agreement, the Supreme Council adopted the unified "law" for anti-dumping and compensatory and preventive measures, and to implement it as a mandatory starting from the beginning of the year 2004.

Also, it has adopted the statute For the GCC GSO, according to which a new Gulf Standardization Organization will be established, located in Riyadh, with the aim of keeping pace with the requirements of the customs union in unifying standardization activities in member states, ensuring the safety and quality of products entering the GCC markets, for the benefit of their citizens and achieving continuous coordination between the existing standardization bodies in each of them".

# Ministerial Committee for Standardizations affairs (MC) Members



**H.E. Dr. Sultan Ahmed Al Jaber**  
Minister of Industry and Advanced Technology  
The United Arab Emirates



**H.E. Abdulla bin Adel Fakhro**  
Minister of Industry, Commerce  
Kingdom of Bahrain



**H.E. Dr. Majid bin Abdullah Al Qasabi**  
Minister of Commerce  
Kingdom of Saudi Arabia



**H.E. Qais Mohammed Moosa Al Yousef**  
Minister of Commerce, Industry, and Investment Promotion  
Sultanate of Oman



**H.E. Sheikh Mohammed Bin Hamad Bin Qassim**  
Minister of Commerce and Industry  
State of Qatar



**H.E. Muhammad Othman Al-Aiban**  
Minister of Commerce and Industry  
State of Kuwait



**H.E. Mohammad Mohammad Hizam Alashwal**  
Minister of Industry and Trade  
Republic of Yemen



# GSO Technical Council (TC) members



H.E. Omar Ahmed Suwaina Alsuwaidi  
Undersecretary of the Ministry of Industry and  
Advanced Technology

The United Arab Emirates



H.E. Sheikh Hamad bin Salman Al Khalifa  
Assistant Undersecretary for Domestic and  
Foreign Trade at Bahrain's Ministry of Industry,  
Commerce & Tourism.

Kingdom of Bahrain



H.E. Dr. Saad bin Othman Alqasabi  
Governor of Saudi Standards, Metrology and  
Quality Organization (SASO)

Kingdom of Saudi Arabia



H.E. Emad bin Khamis Al shukaili  
Director-General for Standardization  
and Metrology

Sultanate of Oman



H.E. Mohammed Saud Al Musallam  
Chairman of Qatar's General organization for  
standards and metrology

State of Qatar



H.E. Eng. Mohammed Eid Aladwani  
Assistant Undersecretary, Deputy Director General  
for Standardization and Industrial Services

State of Kuwait



H.E. Eng. Hadid Muthana Almas  
Director General of the Yemeni Standardization  
Metrology and Quality Control Organization

Republic of Yemen



# GSO President Introduction

I am pleased to Share with you the GSO strategy 2025, which comes as a result of tireless and continuous efforts made by GSO Team in cooperation and coordination with National Standardization Bodies (NSBs), and with the active and responsible participation and sound visions of their Excellencies, members of the Ministerial Committee for Standardization Affairs, and members of GSO Technical Council, who have effectively draw the strategic directions of GSO for the term 2021-2025, approaching continuous achievements to meet the needs and expectations of NSBs in general and the Gulf consumer in particular.

The Strategy 2025 comes to confirm GSO's interest and belief in the necessity of coordination and cooperation with the success partners represented in NSBS, the General Secretariat of the Cooperation Council for the Arab States of the Gulf (GCC), and other organizations concerned with standardization and its various activities. This partnership is based on a strong foundation of the decisions and directions of their Majesties and Highnesses, the GCC leaders - may God protect them - to achieve the goal for which GSO was established, which is to unify the various standardization activities and follow up on their implementation and commitment to them in cooperation and coordination with the NSBs, and in a manner that contributes to developing its production and service sectors, developing the intra-trade, protecting consumers, the environment and public health, and encouraging Gulf industries, products and services in a way that supports the Gulf economy and contributes to reducing technical barriers to trade in line with the objectives of the Customs Union and Gulf Common Market.

We, in GSO, look forward, through this strategic plan, to a new phase of constructive and fruitful cooperation with Member States, in which we are proud of what we have already achieved, which we feel its remarkable impact many aspects of our life today. We will work continuously and jointly with our members to reach additional success milestones towards the organizational excellence, strengthen economic integration among the Gulf Cooperation Council countries, and RIYADAH" as a standardization leader at the regional level.

Finally, I would like to do thank their Excellencies members of the Ministerial Committee for Standardization Affairs, Technical Council Members, and GSO Team for their full support and commitment to achieve the GSO Strategy 2025, and the enhance the joint Gulf work.

I pray to Allah - the Almighty - to illuminate our path and direct our steps to achieve the goals that we all aspire to.

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# GSO Strategy Snapshot

## 2021-2025



### Vision

To be the trusted regional center of excellence in standardization activities, and the first enabler for the Gulf common market.

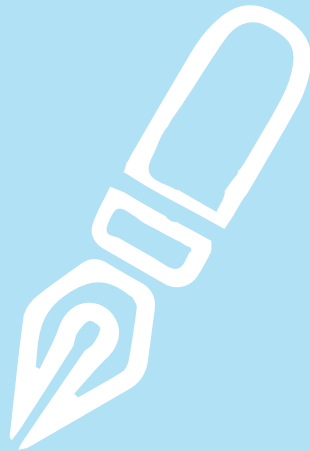


### Mission

Achieving integration among member states through unifying standardization activities and following up effective implementation to ensure product safety, efficiency of services, and their free movement in the Gulf common market, and consumer protection to improve the quality of life in member states and strengthen their economies to compete in global markets.



# Executive Summery



## Institutional Excellence

Providing an attractive and stimulating work environment, achieving corporate governance, raising competitiveness, developing digital infrastructure, professional job performance, and efficient internal operations.



## Economic Integration among GSO Member States

Strengthening partnership with National standardization bodies (NSBs), to support the joint Gulf work system, and at the top of its priorities is the Gulf common market and the customs union.



## Regional standardization organization Leader

Positioning GSO as regional standardization organization Leader and a major and reliable reference in GCC member states for standardization activities and building effective strategic partnerships to support trade, industry and economy in GCC member states.

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# GSO Strategy Designing Methodology

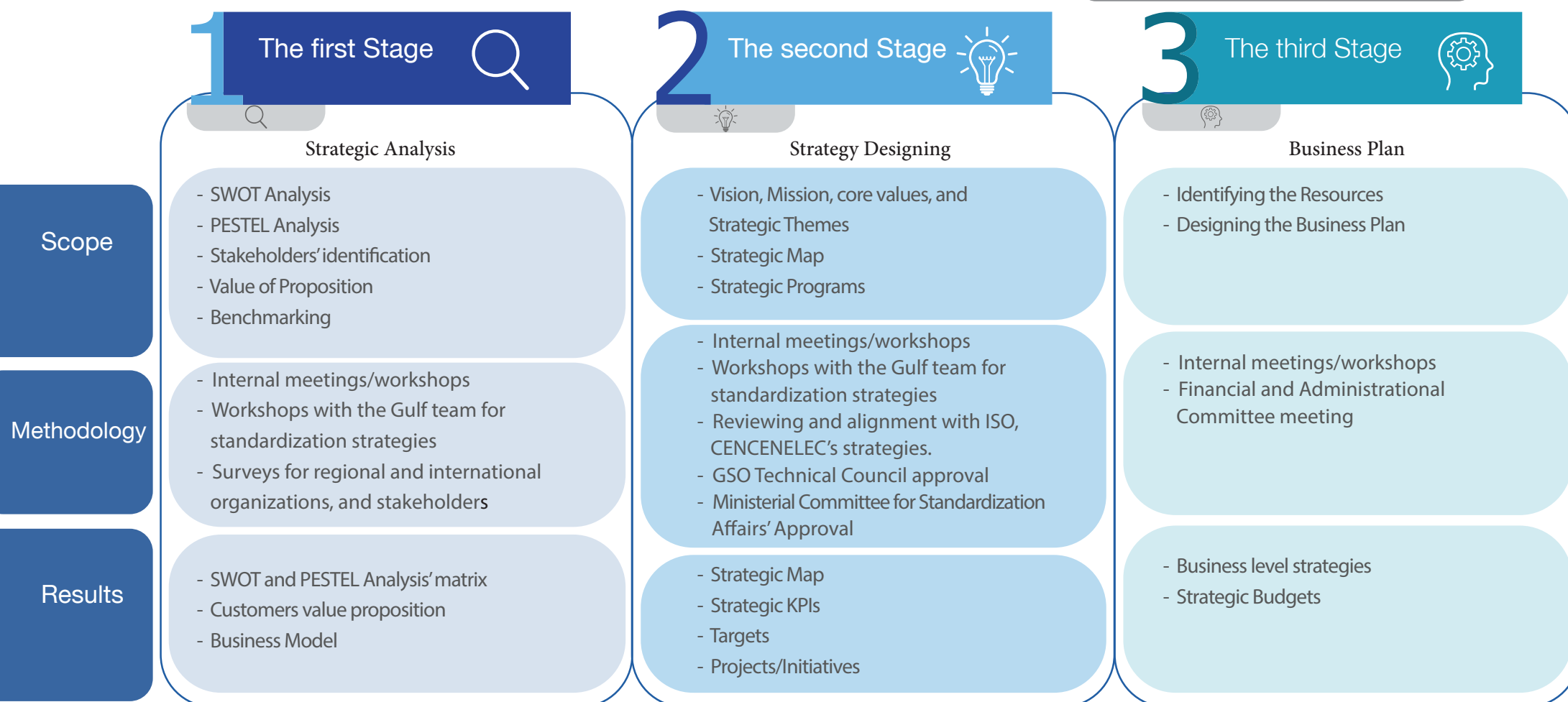




# GSO Strategy Designing Methodology

GSO has designed its strategic plan (2021-2025) using the balanced scorecards methodology based on the principle of enhancing the participation of NSBs, stakeholders, and partners in the process of developing the strategic plan. GSO signed an agreement with a leading consultancy company specialized in designing strategies. The Gulf team for standardization strategies and GSO specialists worked jointly through a series of specialized meetings and workshops, in addition to distributing on line surveys to GSO's partners from regional and international organizations; Steps, all of which emphasized the principle of partnership and alignment of the strategic plan with the directions and needs of member states and international standardizations organizations. Through which the goals, strategic map and strategic objectives were crystallized, and included performance indicators (KPIs), strategic programs, projects that GSO will work on during the strategy term.

The strategic plan project was presented to Their Excellencies, members of the GSO Technical Council, who had clear fingerprints in reviewing and approving the GSO's strategic plan (2021-2025), and recommending be submitted to the Ministerial Committee for Standardization Affairs, which in turn approved it.



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## GSO Strategy Governance





In the process of governing the strategic plan of the Standardization Organization for the Cooperation Council for the Arab States of the Gulf, the GSO relies on the following pillars:

- Sponsorship and support of the higher leadership: represented by their Excellencies members of the Ministerial Committee for Standardization Affairs, the Technical Council, and the GSO President.

- Determining responsibilities: Clearly defining responsibilities and tasks, through which reports, the implementation path, and the contribution of the GSO's team and employees of standardization bodies (NSBs) in the member states will be monitored.

- Strategic implementation Following up: through an integrated electronic system that helps analyze performance according to the strategic KPIs. GSO will make periodic reviews of the indicators and targets taking into consideration the internal and external factors.

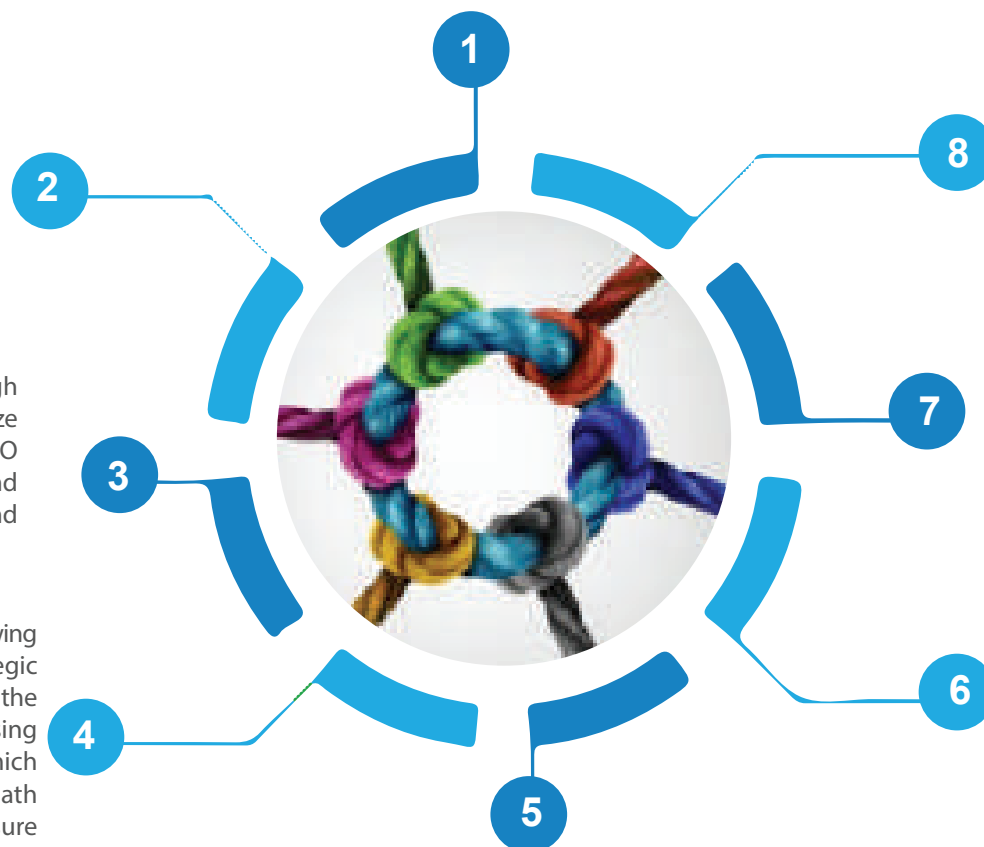
- Reviewing the strategic plan: periodically reviewing of the progress level in implementing the strategic plan, evaluating achievement reports, studying the obstacles facing implementation, and proposing solutions and corrective measures: during which deviations in the strategy's implementation path are corrected in order to overcome them and ensure the achievement of strategic results, and raise it to the Technical Council and the Ministerial Committee for Standardization Affairs if necessary for guidance on and approval on required updates.

- Efficiency and effectiveness: by providing services in various standardization activities that achieve the goals and needs of GSO Member States, according to the available resources and capabilities.

- Ensuring the provision of human resources and the sustainability of the budget for the implementation of the strategic plan projects for the term 2021-2025.

- Transparency and clarity: early notification to the GSO's presidency of the observations or aspects of improvement that the member states deem to be.

- Effective partnership: so that the GSO president can discuss the strategic plan with the national standardization bodies in the member states to find the necessary solutions to overcome any obstacles in its implementation.



# Strategy Governance



## Ministerial Committee for Standardization Affairs

- Approval of the strategic approach
- Approval of the strategic projects and annual budgets
- Approving the corrective measures for the strategic path
- Reviewing & approving the progress reports on the implementation of the strategic plan

## Technical Council

- Approval of the strategic plan and a recommendation to submit it to the Ministerial Committee for approval
- Proposing the corrective measures related to the strategic objectives and performance indicators
- Proposing the corrective measures related to strategic objectives and performance indicators
- Reviewing the achievement reports and the level of progress in implementing the strategic plan

## Gulf Team for Standardization Strategies

- Participation in the design and development of the strategic plan to harmonize the standardization strategies in the Member States and GSO
- Studying the strategic projects and providing feedback
- Studying achievement reports and challenges facing the implementation of the strategic plan
- Following up on recommendations and decisions related to the GSO's strategic plan

## GSO CEOs

- proposing projects and initiatives for translating the strategy into implementation programs
- monitoring the implementation process
- Study the obstacles and risks of implementing the strategic plan and propose appropriate solutions

## SMO

- Management of the designing strategy process
- Following up initiatives and business plans implementation
- Submit periodic reports on the level of strategy progress implementation



# GSO strategic plan 2021 - 2025



The Standardization Organization for the Cooperation Council for the Arab States of the Gulf (GSO) aims to unify the various standardization activities and follow up their implementation and commitment to them in cooperation and coordination with the National Standardization Bodies in the member states, in a way that contributes to the development of their production and service sectors, the development of intra-trade, consumer protection, environment and public health, and the promotion of Gulf industries, products and services in order to support the Gulf economy, preserve the gains of member states, and contribute to reducing technical barriers to trade, in line with the objectives of the GCC Customs Union and the Gulf Common Market.

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Vision  
Mission  
Values  
Strategic  
Themes





## Vision

To be the trusted regional center of excellence in standardization activities, and the first enabler for the Gulf common market.



## Mission

Achieving integration among member states through unifying standardization activities and following up effective implementation to ensure product safety, efficiency of services, and their free movement in the Gulf common market, and consumer protection to improve the quality of life in member states and strengthen their economies to compete in global markets.



## Core Values

Beneficiary Service

Transparency

Professionalism and Excellence

Partnership

GSO's contribution to achieving a common Gulf market and economic growth for member states through standardization activities, conformity procedures, and unified and effective control over products, as the first enablers of the Gulf common market

GSO becomes a major and reliable reference in GCC member states for standardization activities by positioning with in the global map of standardization organizations and bodies and building effective strategic partnerships to support trade, industry and economy in GCC member states

Accurate implementation of GSO's activities and operations with high efficiency, lowest costs and on time, to provide value-added services to GCC member states.

## Strategic Theams

Institutional Excellence

Economic integration among  
GSO Member States

Regional Standardization  
Organization Leader



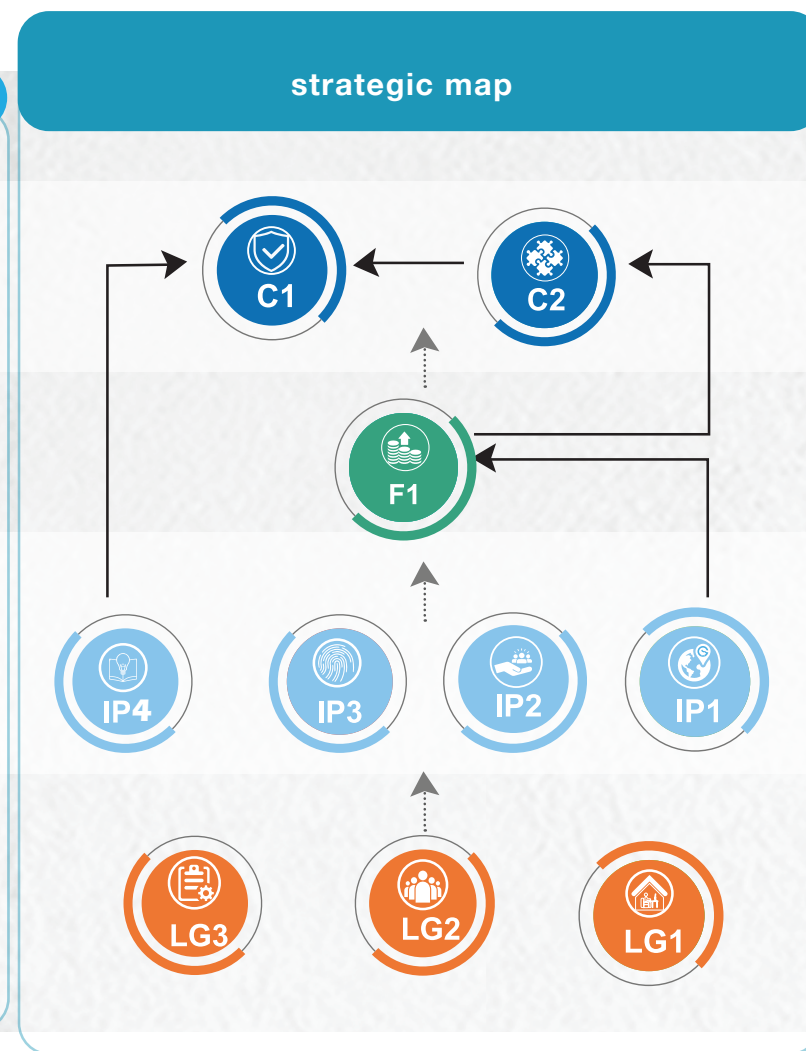
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# Strategic Map



# Strategic Map

Perspectives	Strategic Themes	Strategic Objectives	
Customers	Economic Integration among GSO Member States	<b>C1</b> Improving the quality of goods and services in the GCC common market	<b>C2</b> Consolidation of integration in standardization activities among Member States
Finance		<b>F1</b> Developing and diversifying sources of income for the GSO financial sustainability	
Internal Process	A Regional Standardization Organization Leader	<b>IP1</b> Strengthening the GSO's leading role in standardization regionally and internationally	<b>IP2</b> Increasing the technical capacity building for Member States
		<b>IP3</b> Enhancing the GSO identity and Brand	<b>IP4</b> Encouraging research to support standardization in Member States
Learning and Growth	Institutional Excellence	<b>LG1</b> Providing an attractive and stimulating work environment	<b>LG2</b> Empowering the GSO Team members
			<b>LG3</b> Achieving Organizational excellence





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# Strategic Objectives



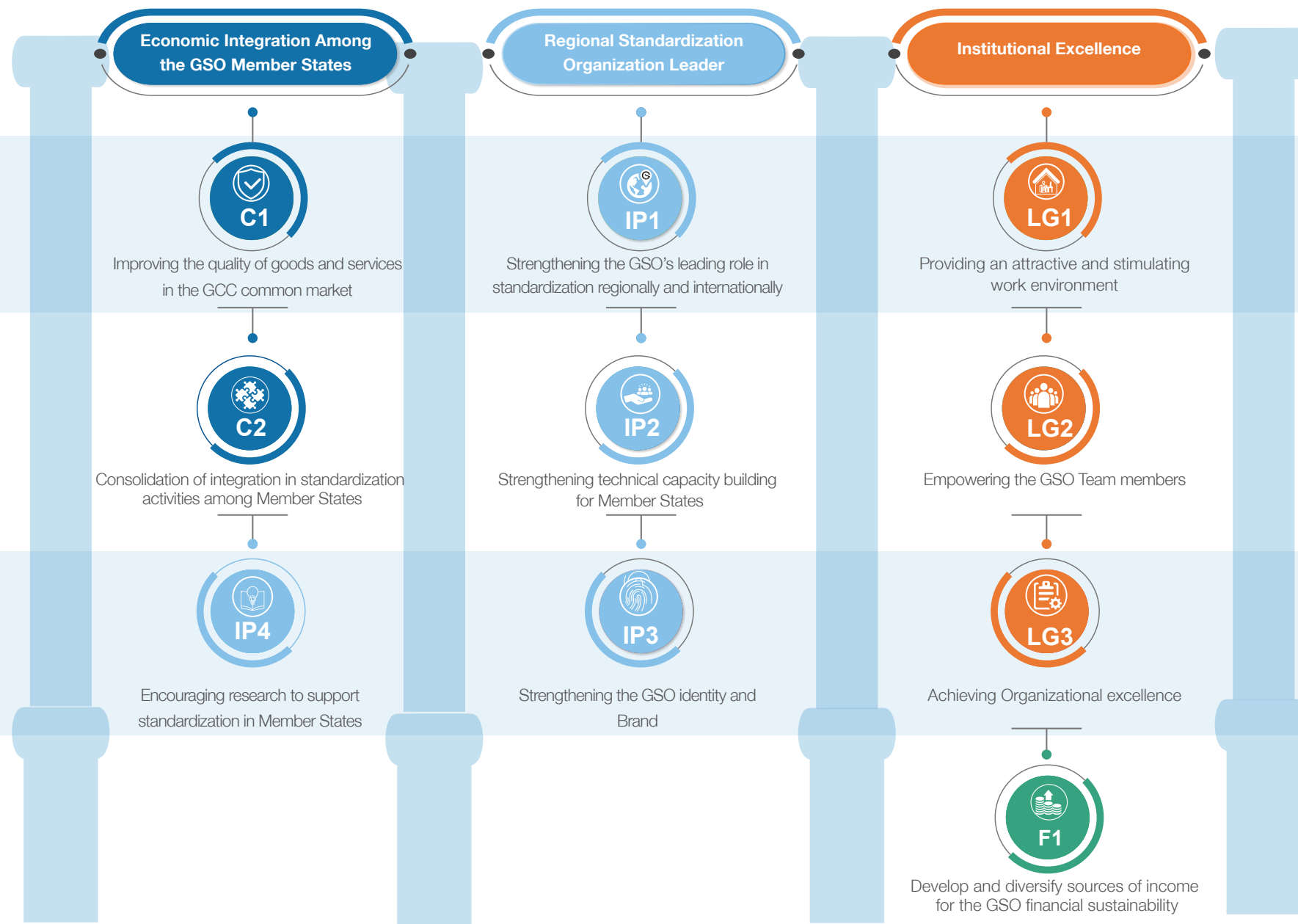


## Strategic Objectives

The GSO's strategy (2021-2025) clearly describes the planned and desired results to be achieved during the strategy term. The strategic objectives were set based on the three strategic pillars (Themes) to embody the cause-and-effect relationship within the targeted strategic results. This will assist GSO in setting priorities during the process of implementing initiatives. From the early stages, the national standardization bodies contributed to the development of strategic goals and worked to define them and indicate their performance indicators in order to reach the desired vision; Ten (10) interrelated and integrated strategic goals emerged within the Balanced Score Cards four perspectives (BSCs), namely, the beneficiaries, finance, internal process, and learning and growth). Six (6) strategic programs have been designed and developed as well, which serve as a basis for implementing the strategy 2025.

Perspectives	Code	Strategic Objectives
Customers	C1 	Improving the quality of goods and services in the GCC common market
	C2 	Consolidation of integration in standardization activities among Member States
Finance	F1 	Develop and diversify sources of income for the GSO financial sustainability
Internal Process	IP1 	Strengthening the GSO's leading role in standardization regionally and internationally
	IP2 	Strengthening technical capacity building for Member States
	IP3 	Strengthening the GSO identity and Brand
	IP4 	Encouraging research to support standardization in Member States
Learning and Growth	LG1 	Providing an attractive and stimulating work environment
	LG2 	Empowering the GSO Team members
	LG3 	Achieving Organizational excellence

# Strategic Themes & Strategic Objectives



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## Strategic Objectives Description





C1



## Improving the quality of goods and services in the GCC common market

### Description



This strategic objective contributes to reducing and removing technical barriers to trade in line with the objectives of the Customs Union, and encouraging Gulf industries, products, and services to support the Gulf economy and preserve the gains of the Gulf Cooperation Council countries.

### Desired Results



- Safe and sound goods and products in the Gulf common market
- Safety and health practices in line with international practices
- GSO becomes a house of expertise and a trusted reference in the field of standardization, regionally and internationally
- A reliable and required GCC conformity Mark

C2



## Consolidation of integration in standardization activities among Member States

### Description



The GSO seeks to support and enhance integration among the GCC member states by unifying the various standardization activities and following up their implementation and commitment to them in cooperation and coordination with the standardization bodies in the GCC countries, which contributes to reducing technical barriers to trade between the GCC countries, developing their production and service sectors, developing intra-trade, consumer protection, environment and health. public, and supports the realization of the common Gulf market

### Desired Results



- Unified standardization activities among the GCC member states
- Facilitating trade exchange between the GCC member states
- Supporting national industries
- Permeability and competitiveness of GCC products and services in foreign markets

F1



## Develop and diversify sources of income for the GSO financial sustainability

### Description



GSO works on developing the sources of funding necessary for its activities and operations through the development and expansion of the services it provides in the field of standardization, and through the efficiency of budgets and financial planning in accordance with best practices to achieve financial sustainability. This strategic objective is also the result of continuous improvement to benefit from funding sources, continuous improvement and the development of a unified financial system.

### Desired Results



- Various additional financial sources
- Financial sustainability and financial stability for the GSO based on efficient spending
- Supporting standardization activities to develop quality infrastructure in member states

## IP1



## Strengthening the GSO's leading role in standardization regionally and internationally

## Description



This objective includes developing a strategy for external communication, building regional and international partnerships, work programs and technical support, and increasing the effectiveness of external participation in relevant fields, in a way that achieves and protects the interests of member states, and contributes to enhancing the image of GSO and its strategic vision.

## Desired Results



- Expanding the effective regional and international partnerships and agreements
- GSO is an expert house and a trusted reference of standardization
- Sustainable relationships with standardization bodies and stakeholders
- Support and protect the interests of member states

## IP2



## Strengthening technical capacity building for Member States

## Description



This objective includes developing the specialists in the national standardization bodies in the member states through planning, designing and implementing technical capacity building programs, specialized professional certificates, transferring knowledge and successful practices, and providing technical advice that meets the needs and requirements of national standardization bodies, to be reflected in the quality of professional performance and technical work results.

## Desired Results



- Professional competencies specialized in the areas of standardization
- Quality of technical works and results
- Sharing experiences, transferring knowledge, best practices, and experiences

## IP3



## Strengthening the GSO's identity and Brand

## Description



This objective includes a long-term communication strategy to measure and evaluate the GSO's reputation and image, raising the awareness of the importance of its role for the beneficiary. The corporate identity is considered one of the most important tools to enhance the confidence of national standardization bodies, regional, and international stakeholders in GSO.

## Desired Results



- Expanding the effective regional and international partnerships and agreements
- GSO is an expert house and a trusted reference of standardization

## IP4



## Encouraging research to support standardization in Member States

## Description



Conducting research and studies aimed at providing appropriate solutions that contribute to supporting standardization activities and meet the needs of national standardization bodies.

## Desired Results



- Quality infrastructure
- Raising the quality of the GSO's outputs.
- Contributing to overcome the challenges facing the implementation of quality infrastructure



## LG1

### Providing an attractive and stimulating work environment

#### Description



GSO works to provide a stimulating, attractive, and healthy work environment that contributes to improving and developing work, raising employee productivity, efficiency, professional connection and institutional loyalty. This also includes improving and automating GSO's services to empower the TEAM members, facilitate and expedite their tasks, thus raising their productivity and contributing to the development of the level of services, in a manner that meets the needs of GSO and Member States, and enhances its ability to keep updated to the latest developments related to and supportive of standardization activities.

#### Desired Results



- Organizational Loyalty
- Business Continuity
- An attractive and motivating work environment for talents intelligence
- Workforce productivity
- Effective participation in implementing the strategy

## LG2

### Empowering the GSO's Career Personnel

#### Description



GSO works to hunt, maintain and develop qualified technical competencies, and update them with the latest international and regional knowledge, skills, practices, and specialized professional certificates to meet the requirements of standardization activities, and effectively contribute to achieving institutional excellence and enhancing the competitiveness of GSO as a leading regional organization.

#### Desired Results



- Skilled, qualified, and professional Team to meet the GSO's business, working in an attractive environment and functional loyalty, feeling responsible for the job tasks.
- Consolidating professional practices within the (GSO's workflow
- Trusted Standardization Experience House

## LG3



## Achieving Organizational excellence

## Description



Governance of internal processes, operational procedures, the total quality management manual, functional and organizational structures, harmonizing business between departments, increasing coordination and enhancing transparent communication, in order to ensure the effectiveness and rationalization of decision-making, performance management and risk monitoring, and a clear definition of powers and responsibilities, enabling GSO to reach institutional excellence and achieve its vision In the regional leadership for standardization

## Desired Results



- Improve operational efficiency
- Maturity and quality of work procedures in the GSO.
- A sustainable culture of institutional excellence in the GSO
- Quality of services

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# Balanced Score Cards

Available on the E-system for Strategy  
implementation (Spider Impact)





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## Strategic Programs

The 2025 strategic programs have been identified to serve the achievement of strategic objectives, considering the outcomes of the GSO's workshop with specialists in member states. GSO will implement these projects in accordance with its priorities and resources' availability. A list of strategic projects has been designed to achieve these programs in order to achieve the strategic themes and the strategic objectives.



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