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UAE companies join ranking of elite brands

By Gavin Gibbon | February 17, 2023



Dubai Duty Free

Dubai Duty Free has achieved Superbrand status for the past 22 years

- Brands undergo a strict selection process to be listed
- 74% of consumers surveyed would be more likely to buy a Superbrand

UAE businesses including Adnoc, Dubai Duty Free and RAK Hospital have been recognised by the organisation that ranks elite brands around the world.

Superbrands UAE welcomed its latest cohort of 29 brands, which also included Al Rostamani Group, Aster DM Healthcare, Hamriyah Free Zone Authority, Nando’s and Tabasco.

The chosen few were selected from thousands of brands from across the country.

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Initially launched in the UK in 1994, Superbrands now operates in 92 countries and has been active in the UAE since 2001. It accepts no advertising or sponsorship.

Every brand operating in the country is listed before an initial cull, which eliminates any names that are considered ineligible. The second stage then involves an online voting process from senior marketing directors of all the brands, who are instructed to look at brand quality, reliability and distinction.

“We end up with a voting panel of 3,000-3,500 marketing professionals and they are the ones that actually choose,” said Superbrands UAE managing director Mike English.

Once a brand scores 80 percent or more of the total possible marks, it goes to the council members, who sift through and make the final decision.

“You can’t apply to be a Superbrand, you’re chosen,” said English, who revealed that retail and food and beverage brands were the most common names to make the list.

The chosen are able to display the Superbrand logo, are entered into the annual book of Superbrands and are recognised at an annual gala dinner.

According to research from Nielsen, which measures audience insights, data and analytics, across 48 countries, 74 percent of consumers who recognised the Superbrands name claimed to be more likely or much more likely to buy the products or services associated with the Superbrands award logo.

English added: “Also, in today’s market, where it’s getting more and more difficult to recruit really good people, if you use your Superbrand status it is an indication of the way you treat your staff as well.”

Dubai Duty Free has attained Superbrand status every year since it was launched in the UAE 22 years ago.

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UAE companies join branding Oscars elite – Arabian Gulf Business Insight



SOURCE: Gavin Gibbon | Arabian Gulf Business Insight

UAE brands including Adnoc, Dubai Duty Free and RAK Hospital have been recognised by what is known internationally as “the Oscars of the branding world”.

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This article was originally published on Arabian Gulf Business Insight. You can view the original article [here](#).

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The winners of Superbrands Award 2023 in Dubai.

Gulf Today, Staff Reporter

Superbrands, the independent authority and arbiter of branding, honoured 33 leading brands from the UAE at the 19th annual Superbrands tribute event, which was held recently at the Intercontinental Hotel, Dubai Festival City. Winning this accolade is a powerful endorsement of a brand’s exceptional status, and reinforces its important role in the market. Superbrands has honoured and celebrated the strongest of brands that have stood the test of time.

They were recognised for their quality, innovation, and credibility. Winning the Superbrand status is a testament to the commitment, innovation and consumer loyalty of these brands. Brands that were awarded the Superbrands status will now join an exclusive club of global frontrunners, by gaining recognition as leaders in their fields. By demonstrating an unwavering commitment to excellence and a profound understanding of evolving consumer needs, Superbrands winners have earned their place as true international icons.

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The rigorous selection process involved polling not only by the Brand Council but also by online voting. This further expanded the voting base to almost 2,000 senior managers and marketing professionals. It involved evaluating market presence, customer perception, innovation, and the overall impact created by the brand. The event also witnessed the launch of the 2023 edition of the Superbrands book. The book explains the uniqueness and brief history of each of the 33 brands honoured this year, in addition to celebrating their achievements and milestones. The awards recognize brands that impact the global marketplace.

“It is crucial for brands to stay relevant in an ever-competitive market, where it is often hard to successfully retain brand loyalty. Customers are often easily swayed or overwhelmed by various market options, and are quick to spend on companies that they are not only familiar with, but also feel a lasting value and connection with,” said Mike English, Director, Superbrands Middle East. The event brought together industry leaders, influencers, and visionaries from around the world. It served as a platform for networking, knowledge sharing, and celebrating the achievements of the most exceptional brands.”

“It is now more important than ever for brands to forge a lasting bond with their customers, and that is a trait that every one of our Superbrands proudly exhibits. All our Superbrands share the winning combination of a customer-driven attitude and a strong business mindset. This is something that has worked well for each of the brands on our shortlist, and it has led them to enjoy deeper customer satisfaction and meaningful engagement.”

Superbrands has established itself as a respected and impartial entity in the UAE business sphere and has recognised brands across various sectors such as healthcare, food & beverage, consumer products, and retail. A Superbrands Brand Award not only acknowledges past accomplishments but also paves the way for future growth, leading to continued success and innovation.

With over 2,000 leading brands in the UAE vying for the coveted Superbrands title, only 33 scored more than 80% of the total possible marks and were declared as Superbrands by the Brand Council. The complete list of the 2023 UAE Superbrands: A&A ASSOCIATE LLC, AJMS Global, Al Rostamani Group, Aldo,ALL NEEDS GENERAL TRADING, ALPEN CAPITAL (ME) LIMITED, Arakkal Gold & Diamonds, Aster DM Healthcare, AXIOM Global, Captain Oats, Citymax Hotels, Coffee Planet, Crocs, DUBAI DUTY FREE ,Dune London, Foodco, Forest Essentials, GENERAL,Hamriyah Free Zone Authority, Hayatna, Inglot, JAWHARA, Kanz Jewels,Kreston Menon, Levi’s, MCI Middle East, MEDICLINIC , Nando’s, Nine west, Nutridor, Skechers, Tim Hortons and Tommy Hilfiger.



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33 Superbrands celebrated at annual tribute event

Sonia Majumder

The brands were recognised for quality, innovation, credibility and impact in the global marketplace



Superbrands, an independent authority of branding, honoured 33 leading brands from the UAE at the 19th annual Superbrands tribute event.!

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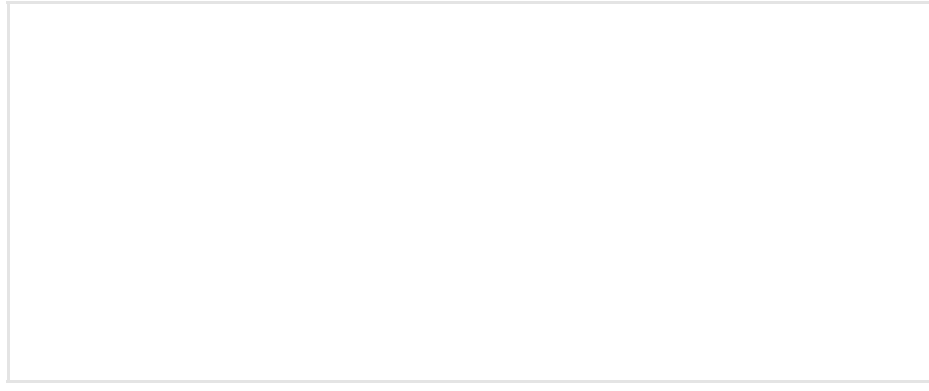
UAE Superbrands 2023

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- Arakkal Gold & Diamonds
- Aster DM Healthcare
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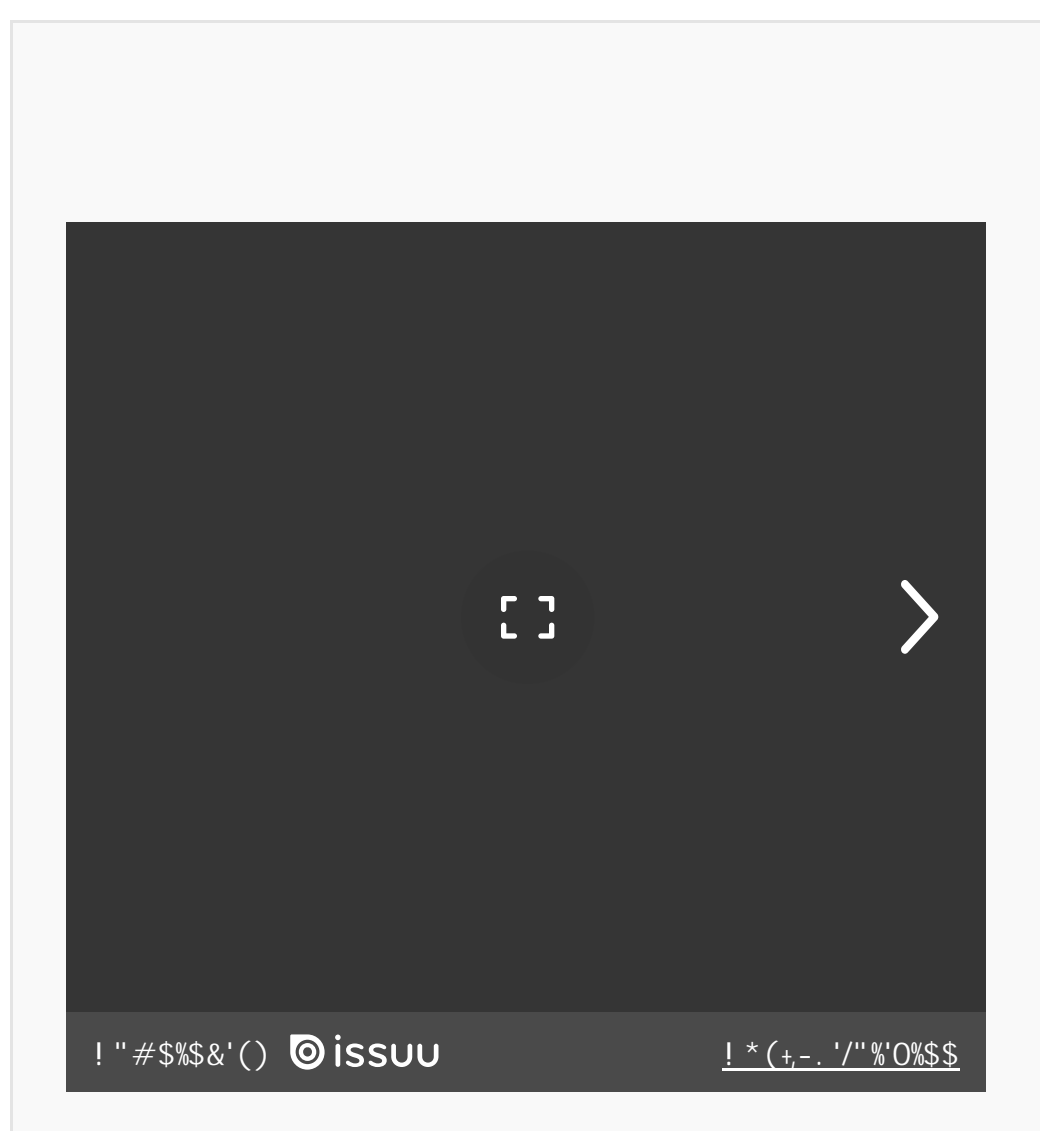
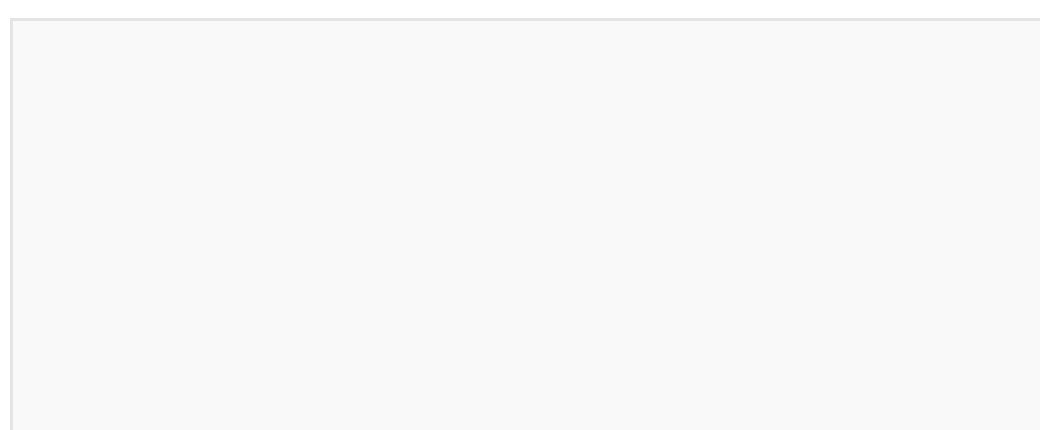
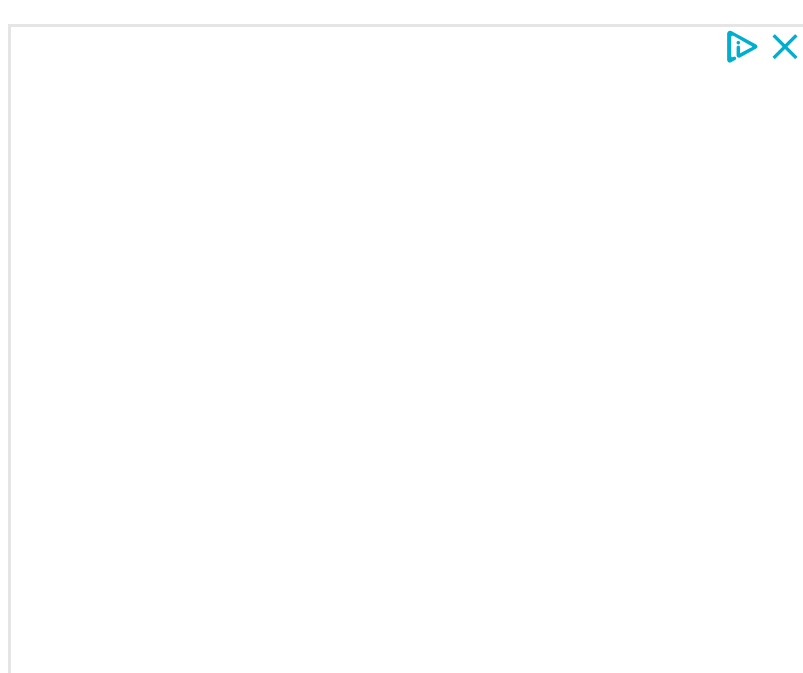
UAE Superbrands Council

- Mike English, Director, Superbrands Middle East & North Africa
- Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free
- John Brash, Founder & CEO, Brash Brands
- Dr. Ram Buxani, Chairman ITL Cosmos Group
- H.E. Saud Salim Al Mazrouei, Director of the Hamriyah Free Zone Authority and the Sharjah Airport International Free Zone Authority
- Raju Menon, Chairman and Managing Partner, Kreston Menon
- John Deykin, Branding Expert
- Alisha Moopen, Deputy Managing Director, Aster DM Healthcare!
- Rohit Walia, Executive Chairman and CEO, Alpen Capital ME Limited
- Niranjan Gidwani, Consultant Director Charter Member – TIE Dubai
- Dr. Raza Siddiqui, Executive Director, RAK Hospital and Chief Executive Officer, Arabian Healthcare Group
- Paras Shahdarpuri, Chairman, NIKAI Group of Companies
- Waseem Al Halabi, Board Member, Abu Dhabi Chamber of Commerce and Industry
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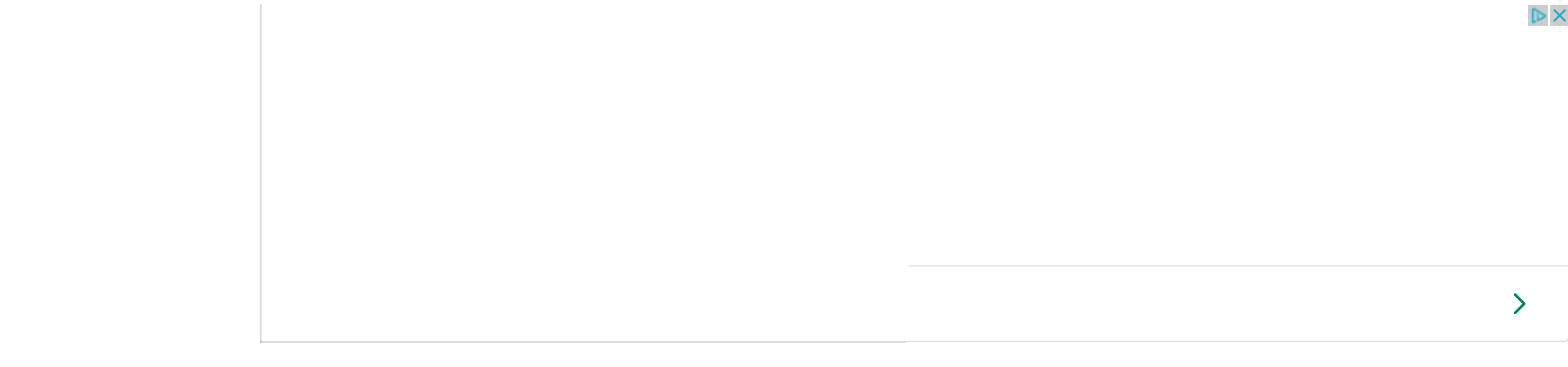
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A&A Associate: Leading the way with superbrands status and multiple awards in 2023



Team A&A after winning the Superbrands award for excellence in branding

In a glittering ceremony that celebrated excellence in the business world, A&A Associate LLC stood out as a true champion. The UAE Superbrands Council has recognised A&A Associate as a deserving recipient of Superbrands status for Dubai Business Setup companies, placing it among other prominent brands in the UAE.



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Remarkably, A&A Associate is the only consulting company in the UAE to have achieved both the Superbrands and Great Place to Work awards in a single calendar year. In the past year, the company has received several awards, including the prestigious GBO Award from Global Business Outlook, a renowned UK publication, which named A&A as the fastest growing consulting firm in the world.



Robin Philip, founder and CEO of A&A Associate

Superbrands is awarded to the most outstanding brands in their fields. Having Superbrands status strengthens a brand's position and adds prestige while reassuring consumers and suppliers that they are buying the best brand.

Over the past 29 years, Superbrands has evaluated brands in 90 countries around the world and is the world's largest independent arbiter. Customers willing to pay a premium for Superbrands have a strong perception of the brand. It provides companies with a significant competitive advantage, both emotionally and physically.

A&A Associate has long been recognised as a pioneer in the field of business setup services in the UAE. In addition to being a leading Dubai business setup company, A&A Associate houses chartered accountants, lawyers, and consultants that offer a variety of legal, auditing, accounting, and management consulting services tailored to meet the needs of different businesses.

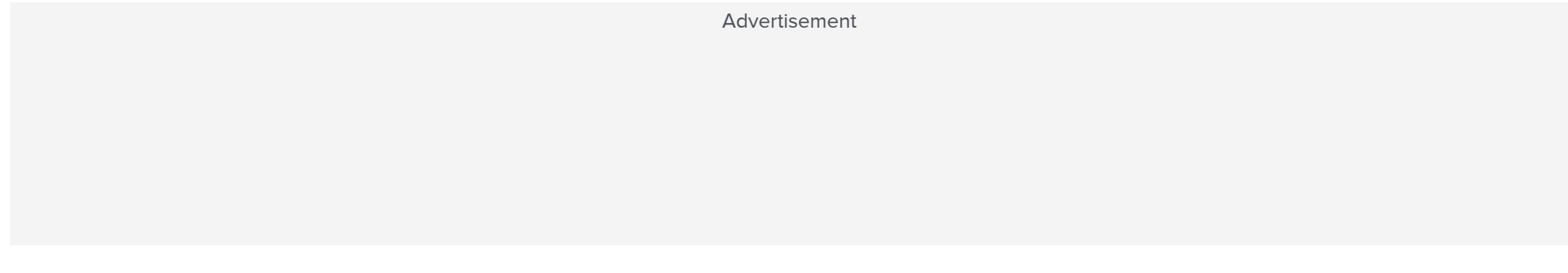
"Having achieved the Superbrands award for business setup services is more than a milestone, it is a pledge of continued excellence," said Robin Philip, founder and CEO at A&A Associate.

With each passing year, business volumes have also increased. A&A closed 444 businesses in May and 539 businesses in September. Additionally, they were awarded top channel partner status by RAKEZ, SHAMS, and Meydan Free Zones.

A&A Associate's Superbrands award reflects their unwavering commitment to excellence in business setup services. As a result of their dedication to simplifying the process for entrepreneurs and businesses, they have set a standard for excellence in the UAE, and they are well-positioned to continue their success.

Visit <https://www.aaconsultancy.ae/dubai/business-setup-dubai/> if you are someone looking to set up a new business anywhere in the UAE and need assistance.

Watch the highlights of the Superbrands 2023 awards video:



<https://youtu.be/DiNZ4Vc5ZLI>

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Tim Hortons wins Superbrand status at Superbrands Award 2023



Tim Hortons has won Superbrand status at the Superbrands Award 2023

In a spectacular celebration of branding excellence, – AG Café, in collaboration with Apparel Group, celebrates a defining moment for Tim Hortons in winning the illustrious Superbrands status. Along with other 9 brands, Tim Hortons received this recognition at a grand ceremony held on 28th at the Intercontinental Hotel, Dubai Festival City.

The Superbrands organization, renowned globally as an independent authority and arbiter of branding brilliance, is dedicated to honoring exceptional brands and fostering the discipline of branding. The accolade is a testament to the relentless pursuit of quality, innovation, and customer satisfaction that each of the winning brands epitomizes.

Neeraj Teckchandani, CEO of Apparel Group, shared his strategic perspective on the recognition, stating, “Receiving this prestigious Award is both an honor and a valuable affirmation of our strategic commitment to excellence and innovation. This recognition underscores our relentless pursuit of delivering unparalleled quality and value, reflecting the strength and resilience of our brand portfolio. I am immensely proud of our dedicated team, whose consistent efforts enhance our brand’s reputation and strategically position us for continued growth and success in the competitive global market.”

This award bear witness to Tim Hortons’ exceptional ability to grow and exceed in the competitive market, reinforcing its status as a leading brand in F&B industry. The award demonstrates Tim Hortons’ unique ability to resonate with consumers, offering products and experiences that stand out in the marketplace.

This recognition capitolises Apparel Group’s exceptional ability to nurture and grow brands in the competitive market, further solidifying their position in the global market.

About Apparel Group LLC

Apparel Group is a global fashion and lifestyle retail conglomerate residing at the crossroads of the modern economy – Dubai, United Arab Emirates. Today, Apparel Group caters to millions of eager shoppers through its 2100+ retail stores and 80+ brands on all platforms while employing over 20,000+ multicultural staff.

Apparel Group has carved its strong presence in the GCC and expanded thriving gateways to market in India, South Africa, Singapore, Indonesia, Thailand, Malaysia, Pakistan, and Egypt. Additionally, clear strategies are in place to enter emerging markets such as Hungary and Philippines.

Apparel Group has created an omni-channel experience, operating brands originating from the USA, Canada, Europe, Australia, and Asia. The brands include leading names in fashion, footwear, and lifestyles such as Tommy Hilfiger, Charles & Keith, Skechers, Aldo, Nine West, Aeropostale, Jamie’s Italian, Tim Hortons, Cold Stone Creamery, Inglot, and Rituals.

Apparel Group owes its amazing growth to the vision and guidance of its dynamic Founder and Chairwoman, Mrs. Sima Ganwani Ved, who has taken the company from strength to strength since its inception in the last two decades.

TH Middle- East

In 2011, the iconic Canadian brand Tim Hortons made its way to the Middle East, opening its first Café & Bake Shop in Dubai, UAE. The brand has quickly expanded throughout the GCC, through a master franchise agreement with AG Café, the master franchisee of Tim Hortons brand in the Middle East.

Over the years, Tim Hortons has captured the hearts and taste buds of not only Canadians, but people all over the world, with classics like our Original Blend coffee and the signature Iced Capp®, along with a variety of inspired donuts including our ever-popular Timbits®. Guests can now enjoy our premium coffees, delicious baked goods, made to order sandwiches and wraps, and many other beverages and food products at locations throughout the United Arab Emirates, Saudi Arabia, Qatar, Oman, Bahrain, India, and Kuwait.

Tim Hortons strongly believes in delivering superior quality products and services for its guests and communities through leadership, innovation and partnerships. The restaurant chain is known for its freshly brewed coffee and food; its tagline, “Always Fresh, Always Delicious” rightly explains the brand policy.