

May 21 – 2025

## RAK CERAMICS HONORED WITH PRESTIGIOUS ICV EXCELLENCE AWARD AT MAKE IT IN THE EMIRATES AWARDS 2025

**RAK**  
CERAMICS



**Ras Al Khaimah, United Arab Emirates, May 21, 2025** – RAK Ceramics, one of the largest ceramics brands in the world, has been awarded the In-Country Value (ICV) Excellence Award at the Make it in the Emirates (MIITE) Awards 2025, hosted by the UAE's Ministry of Industry and Advanced Technology (MoIAT). This prestigious accolade recognizes the company's outstanding commitment to local manufacturing, procurement, and talent development – key pillars of the UAE's ICV Program aimed at enhancing national economic resilience.

The ICV Excellence Award is a distinguished honor presented to organizations that exemplify leadership and dedication in driving local value creation. RAK Ceramics' win underscores its strategic alignment with the UAE's long-term vision of industrial growth and sustainability, as well as its unwavering investment in Emirati capabilities, supply chains, and innovation.

The award was presented during the fourth edition of Make it in the Emirates (MIITE) – an event that has grown exponentially in scale and impact. Hosted by MoIAT and organized by ADNEC Group, in strategic partnership with the Ministry of Culture, Abu Dhabi Investment Office, and ADNOC, MIITE 2025 is being hailed as the region's foremost industrial platform. Held at the Abu Dhabi National Exhibition Centre (ADNEC), this year's edition spans over 68,000 square meters, making it five times larger than the previous year. It features over 720 exhibitors from across the globe—a sixteen-fold increase from 2024.

Commenting on the award, **Mr. Abdallah Massaad**, Group CEO of RAK Ceramics, said:

"We are extremely proud to receive the ICV Excellence Award at MIITE 2025. This recognition echoes our continued commitment to investing in local capabilities, developing local talent, and strengthening the national supply chain. As a company deeply rooted in the UAE, we remain focused on contributing to the country's industrial growth and long-term economic resilience."

RAK Ceramics' recognition at such a pivotal gathering of global and regional industry leaders affirms its role as a pioneer in the UAE's industrial transformation. The company continues to champion sustainable business practices while strengthening the nation's economic fabric through meaningful local partnerships and innovation-driven operations.

For more information about RAK Ceramics Visit: <https://www.rakceramics.com/>

### NOTE TO EDITORS

#### About RAK Ceramics

RAK Ceramics is one of the largest ceramics' brands in the world. Specializing in ceramic and gres porcelain wall and floor tiles, tableware, sanitary ware and faucets, the Company has the capacity to produce 118 million square meters of tiles, 5.7 million pieces of sanitary ware, 36 million pieces of porcelain tableware and 2.6 million pieces of faucets per year at its 23 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Europe.

Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves clients in more than 150 countries through its network of operational hubs in Europe, Middle East and North Africa, Asia, North and South America and Australia.

RAK Ceramics is a publicly listed company on the Abu Dhabi Securities Exchange in the United Arab Emirates and as a group has an annual turnover of approximately USD \$1 billion.

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