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

RAK  
CERAMICS



RAK Ceramics, one of the world's largest ceramics brands, has been honored with 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). The award recognizes the company's outstanding commitment to local manufacturing, procurement, and talent development, key pillars of the UAE's ICV Program.

The accolade highlights RAK Ceramics' dedication to driving national economic resilience, supporting Emirati talent, and strengthening local supply chains. The company's win reflects its strategic alignment with the UAE's long-term vision for industrial growth, sustainability, and innovation.

The award was presented during the fourth edition of MIITE 2025, held at the Abu Dhabi National Exhibition Centre (ADNEC). This year's event spans over 68,000 square meters, featuring more than 720 exhibitors—a significant expansion from previous editions—cementing MIITE as the region's premier industrial platform.

Commenting on the recognition, RAK Ceramics Group CEO Abdallah Massaad 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' achievement at MIITE 2025 underscores its role as a pioneer in the UAE's industrial transformation, championing sustainable business practices while reinforcing the nation's economic fabric through local partnerships and innovation-driven operations.

