

Company: Abu Dhabi Customs
Company Description: Abu Dhabi Customs is considered one of the first government entities in Abu Dhabi to ensure the security and integrity of the country’s borders. As such, it is responsible for all customs trade-related activities to meet international standards and best practices.
Nomination Category: Management Categories
Nomination Sub Category: Executive of the Year - Non-Profit or Government Organizations
Nomination Title: H.E. Rashed Lahej Al Mansoori



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:
3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

Total 523 words used.

Achievements of H.E. Rashed Lahej Al Mansoori (Since January 2023)
Under the leadership of H.E. Rashed Lahej Al Mansoori, Abu Dhabi Customs (ADC) has undergone major transformation marked by strategic implementation, digital integration, operational excellence, and global recognition.

Strategic Vision and Implementation

- Successfully completed the 2019–2023 Strategic Roadmap, delivering **67 strategic and operational projects**.
- Launched the 2024–2028 Strategic Plan, including **42 transformational projects** (28 strategic, 14 operational).
- Achieved **97% overall performance rate** and **94% performance in 18 projects** in 2024.
- Introduced initiatives across smart trade corridors, e-commerce governance, and integrated control systems.

Digital Transformation and Technology

- Deployed the **Invisible Customs System** and **TradeChain blockchain platform** to enhance trade facilitation and national security.
- Equipped Khalifa and Zayed Ports with AI-powered inspection systems.
- Revenue increased **53%** from AED 1.5B (2022) to **AED 2.3B (2023)**.
- Passenger satisfaction improved from **89.2% to 95.75%**; waiting time dropped to **0.86 minutes**.
- Drug seizures increased by **53%**, high-risk material interceptions by **57%**.
- **Pre-arrival clearance rates** improved from **3.89% to 47.49%** (12x growth).
- Achieved **100% compliance** with WCO Security and Facilitation Standards.

Economic Impact and Trade Facilitation

- Non-oil foreign trade reached **AED 306 billion** in 2024, up **9%** from the previous year.
 - **Exports +85%, Imports +36%, Re-exports +9%**
- Digital platform transactions grew by **17%**; proactive/automated transactions by **31%**.
- Customs declarations increased by **3%** in 2024.
- Revenue from customs operations grew by **27%**
- Average clearance time reduced by **56%** (from 31 to 13.77 minutes).
- **Pre-arrival clearance rate** increased to **72%** in 2024.

Global Recognition and Awards

- Secured **1st place** in the **2024 Global Customs Innovation Award** (DHAfra project).
- ADC won **145 international awards** and maintained **27 ISO certifications**.
- Recognized three times as “Employer of the Year” (2022/2023/2024) (Stevie Great Employer).
- Received **Great Place to Work certification** for three consecutive years (**90% rating in 2024**).
- H.E. Al Mansoori named **CEO of the Year (2024)** by Stevie Awards for Great Employers.

Human Capital Development

- Ranked **#1 in Abu Dhabi Government** for HR Maturity (**97.5** score), collaboration (**91%**), enablement (**86%**).
- Employee engagement increased from **73% (2018)** to **93% (2024)**; productivity increased from **46% to 79%**.
- Satisfaction rating: **88%** (Korn Ferry, 2023), positioning Abu Dhabi Customs as the top-ranked government entity in Abu Dhabi.
- Launched person-centric digital HR strategy using **AI and data warehouse** systems for personalized development.
- Conducted major annual **well-being and engagement events** at unique venues such as Pixoul (2023) and SeaWorld (2024), complemented by ongoing wellness initiatives including guided meditation and breathing sessions, on-site psychological consultations, semi-annual vital checkups in partnership with a leading UAE hospital, and annual Privilee wellness memberships offering access to fitness and health facilities for all employees.
- Held over **101,552 training hours**, averaging **59.08 hours/employee**, with **5,000+ AI-driven training courses**.
- Established **3 Hologram Classrooms, 2 VR and 3 Innovation Centers**.

International Collaboration and Thought Leadership

- Hosted 35 **benchmarking visits** and attend **13 international conferences** since Jan, 2023.
- Published **50+ journal articles**, including **2 by the WCO**.
- Recognized by WCO for exemplary HR practices.
- Participated in delegations and international knowledge exchanges, including a study visit from Jordan Customs in partnership with the International Trade Centre.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 150 words used.

Strategic Achievements:
Completed 67-strategic projects under the 2019–2023 roadmap, with a 94% performance rate in 18 strategic-projects in 2024 and 97% overall-performance. Over 600 KPIs monitored under PMS.

Trade & Revenue Impact:
Non-oil foreign-trade reached AED 306B in 2024; exports +85%, imports +36%, re-exports +9%. Cash revenue rose by 27%.

Digital Transformation:
4M+ transactions/year (43% proactive), 31% increase in automation, 17% growth in digital use, 1,000+ web interfaces, 25+ RPA solutions. Customer-visits dropped from 200+ to <5 daily. Customer-satisfaction at 94%, CX index 3.83/4.

Efficiency Gains:
Clearance time reduced 56% (31 → 13.77 mins), pre-arrival clearance up from 3% to 72%, productivity up from 46% to 79%, engagement from 73% to 93%.

Awards & Talent:
145 global awards, 27 ISO, ISO 56002, 97.5% HR maturity. Gold “Employer of the Year” (2022–2024), 101,552 training hours, 5,000+ AI-courses, 3 hologram classrooms, 2 VR, 3 Innovation Centers.

Attachments/Videos/Links:

[H.E. Rashed Lahej Al Mansoori](#)

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