Customer Happiness Formula

Proud Employee + Dedicated Entity + Positive and Proactive Customer = Customer Happiness

We pledge to make you happy. We work to make you happy. Help us make you happy.

Spreading happiness and positivity are the pillars that societies have stood by for generations. From this point of view, we strive in the ministry to create a suitable environment to achieve this great leadership and governmental commitment. This can be attained through fulfilling the needs and interests of our customers by providing an array of services that enrich their knowledge and culture.

Noura Al Kaabi
The Minister of Culture and Knowledge Development