

## Quality Policy

### PURPOSE

Our organisation must be a driving force in society and must seek to have a positive impact on the culture and the economy of the Basque Country without thereby generating losses.

### STRENGTHS TO BE FOSTERED

We must strive to distinguish ourselves from other organisations by offering the highest standards of service and the best facilities, and seek to be the benchmark in our sector.

- ❑ Our facilities are matchless, and our organisation must strive to live up to the standard that they set in terms of technology and personnel.
- ❑ To be the best we need not just facilities but also the proper adaptation and flexibility in regard to the needs of our customers.
- ❑ It is details that make a difference, and ancillary features (comfort, climate control, catering services, cleanliness, courtesy, etc.) are just as important as the events themselves organised at our facilities.
- ❑ Precise coordination of all resources is required to prevent interference, as multiple events may be staged concurrently at the Palacio Euskalduna complex.
- ❑ Commitment on the part of all staff is needed to anticipate any failings by event organisers that could be attributed to the complex.

### PRINCIPLES

- ❑ Our standards of service must be such that they provide customers with the best response to their needs in the context of the resources available.
- ❑ Quality is the key to customer satisfaction. We are here to serve our customers and to do things right, because we like to see things done properly.
- ❑ To meet all requirements and satisfy our customers we must see things through their eyes. Serving both contracting customers (event organisers) and users (attendees) must take priority over everything else.
- ❑ We must offer quality, and must do so competitively.
- ❑ Continuous improvement means encouraging initiatives and suggestions for improvements from all staff, because those on the inside are more likely to see shortcomings and defects than customers. We need to go further than the quality demands actually made by customers.

In compliance with the relevant legislation and regulations, the General management therefore undertake to provide all available resources to attain the goals set, and to adapt them in line with developments in the market and in technology.

General Manager  
Bilbao, 15 June 2018