



INNOVATION EVERYWHERE

Innovation Acceleration and Future Paradigms for Economic Growth and Sustainability

23 November 2021

IA 15 Virtual Conference 1

Towards an Inclusive and Sustainable Digital future:
Innovation for Quality of Digital Services

8 December 2021

IA 15 Virtual Conference 2

Learning for Skills

25 January 2022

IA 15 Virtual Conference 3

Innovation Systems for Sustainability

24 February 2022

IA 15 SUMMIT

Hamdan Bin Mohammed Smart University (HBMSU) Campus

Organized by



In Partnership with



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Under the patronage of His Highness Sheikh

HAMDAN BIN MOHAMMED BIN RASHID AL MAKTOUM

Crown Prince of Dubai and President of Hamdan bin Mohammed Smart University (HBMSU)



H.E. LIEUTENANT GENERAL DHAHI KHALFAN TAMIM

Deputy Chairman of Police and General Security in Dubai

Chairman of HBMSU's Board of Governors



Dr. Mansoor Al Awar

Chairman – Innovation Arabia
Chancellor – Hamdan bin Mohammed
Smart University

I would like to welcome you all to Innovation Arabia 15 (IA 15).

IA 15 is held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and President of Hamdan Bin Mohammed Smart University (HBMSU), with the title "Innovation Everywhere".

IA 15 coincides with EXPO 2020, which reflects our keenness to be an integral part of the most prestigious event and the greatest show on earth in the coming months, as Dubai becomes the meeting point of East and West, and the ideal destination for pioneering ideas in shaping the future of the world. For the first time in the history of its editions, IA 15 will continue being held over four months from November to February next year. In addition, we will single out this year's edition by launching many innovative and long-awaited initiatives.

IA 15 continues to emphasize the critical value and importance of innovation in the business world, covering innovation through its three carefully selected themes of the conferences/tracks, the first conference/track: Innovation for Quality of Digital Services, the second conference/track: Learning for Skills, and the third conference/track: Innovation Systems for Sustainability. IA 15 will conclude its proceedings with the IA Summit taking place in February, featuring selected keynote speeches and awards ceremonies.

IA 15 hosts a group of handpicked keynote speakers with the brightest minds and the richest experience regarding the themes of IA 15. This indicates our tireless effort to spread the culture of innovation across business communities and organizational environments in various sectors of the economy, adding more resounding successes to the already successful past IA editions.

On a different note, I would like to thank Index Holding for our continuous successful partnership, for the professionalism, excellence and efficiency they have demonstrated throughout the successive editions of IA 15, bringing IA 15 to its goals and aspirations. I also extend my heartfelt appreciation to the other partners, sponsors and supporters, thanks to whose contributions we continue to have this excellent event year after year.

Once again, I welcome all the speakers, participants and invitees, hoping that we will witness an exceptional edition of Innovation Arabia at all levels.



Dr. Abdul Salam Al Madani

Executive Chairman - Innovation Arabia
Chairman of INDEX Holding

It gives us immense pleasure to welcome you all to the 15th edition of Innovation Arabia Conference and Exhibition, held on February 24, 2022.

As the world slowly heals from the coronavirus pandemic, we need to encourage, strengthen and cultivate innovation, as it is a vital part of our journey and growth. In addition, it is also necessary to turn innovative ideas into functional solutions.

The United Arab Emirates stands at the forefront of innovation, thanks to the vision of our wise leaders, who firmly believe that innovation is the key driver to progress. The UAE works continuously to develop and create a widespread culture of innovation, not only within the country, but also around the world.

Running under the theme of “Innovation Everywhere: Innovation Acceleration and Future Paradigms for Economic Growth and Sustainability”, the 15th edition of Innovation Arabia will provide a platform for passionate communities aspiring to achieve a new level of success for innovation. They will be able to assess the impact of innovation on organizations and draw a plan for the expectations of future generations.

This year, Innovation Arabia coincides with EXPO 2020 – dubbed as the ‘World’s Greatest Show’. It will contribute to Dubai’s bold vision of becoming the main hub for connecting minds and creating the future.

Innovation Arabia addresses contemporary issues in service quality, education for skills, and sustainability. It also explores the enormous potential of the Arab countries to accelerate the pace of socio-economic growth and development. Moreover, the conference helps to spread a culture of innovation throughout the world.

In conclusion, we are honored to organize this event in partnership with Hamdan Bin Mohammed Smart University. We would also like to thank our key strategic partners, sponsors, academicians, top decision-makers and exhibitors for their commitment towards making Innovation Arabia a great success and hope that all attendees can gain new insights and expand their skills and knowledge.

We look forward to seeing you at Innovation Arabia 15 and wish you a highly promising and successful event.



Dr. Fahad Alsaadi

Chair of the Higher Organizing
Committee, IA15

Dear speakers, Dear participants, Dear partners, on behalf of the members of the Higher organizing committee and the members of the scientific committee, it gives me a great pleasure to welcome you to Innovation Arabia 15 (IA 15).

In its fifteenth edition, IA 15 continues to emphasize the critical value and importance of innovation in the business world, with a unifying theme, “Innovation Everywhere”. The conference is held under a generous patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and President of Hamdan Bin Mohammed Smart University (HBMSU).

Adding more resounding successes to the already successful past IA editions, this time, Innovation Arabia 15 will cover innovation over four months from November to February next year, through three carefully selected themes of the conferences and a Summit. While the three virtual conferences will host the brightest minds and the richest experience regarding the themes of IA 15 using the latest technologies that ensure highest interactivity and wide coverage, the Summit will be held physically and will feature selected keynote speeches and awards ceremonies concluding by launching many innovative and long-awaited initiatives.

The three conferences combine very interesting zones including Innovation for Quality of Digital Services, Learning for Skills, and Innovation Systems for Sustainability. A focus on ideas and practices carried out by international and national experts, decisionmakers, education stakeholders and civil society actors is an opportunity to make an in-depth analysis of the state of the profession with the formal and informal education to examine strategies and explore avenues for solution and action.

Once again, and on behalf of the Higher Organizing Committee, I would like to welcome all speakers, participants and guests, and wish all of you an active participation and involvement with Innovation Arabia 15.



Prof. Ahmed Ankit

Chair, The Scientific Program

Dear Colleagues, Partners, and Participants

On behalf of the members of the Scientific Program Committee, I would like to welcome you to Innovation Arabia 15 conference and exhibition held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and HBMSU President. The overarching conference theme is 'Innovation Evrywhere'.

The conference is the perfect forum for researchers, educators, developers and decision-makers, with an overarching theme "Innovaiton Everywhere" that brings together industry, creativity and technology, to share their thoughts on the future of technology and innovation from a business viewpoint, among others, and how they collaborate to create a better future for future generations.

Innovation Arabia 15 consists of 3 confences and on summit. The first conference was on "Innovation for Quality of Digital Services" 23rd of November 2021 54 research works were submitted. The Second conference wan on " learning for Skills" held on 8th of December 2021 to which 57 research works were submitted. And this 3rd conference on "Innovation Systems for Sustainability" held on 25 of January 2022 to which 76 research work have been submitted. All the papers submitted and presented will appear in the IA 15 proceedings hoding an International Standard Serial Number (ISSN).

As a result, Innovation Arabia 15 brings together thought leaders, experts, academics, and professionals to exchange ideas and discuss trends, challenges, and solutions related to the development of sustainable economies and societies in the Arab region.

The Scientific Program Committee appreciates highly your submissions including proposals for scientific papers and projects.

We appreciate your active participation and involvement in all conference activities. The members of the Scientific Program Committee are looking forward to meeting you at the conference.

We would like to thank all of the sponsoring organizations for providing their generous financial support.

I call upon you to you to stay engaged, keep us proactive and help us shape the future of Innovation Arabia.

I wish you all a wonderful event.

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INNOVATION EVERYWHERE

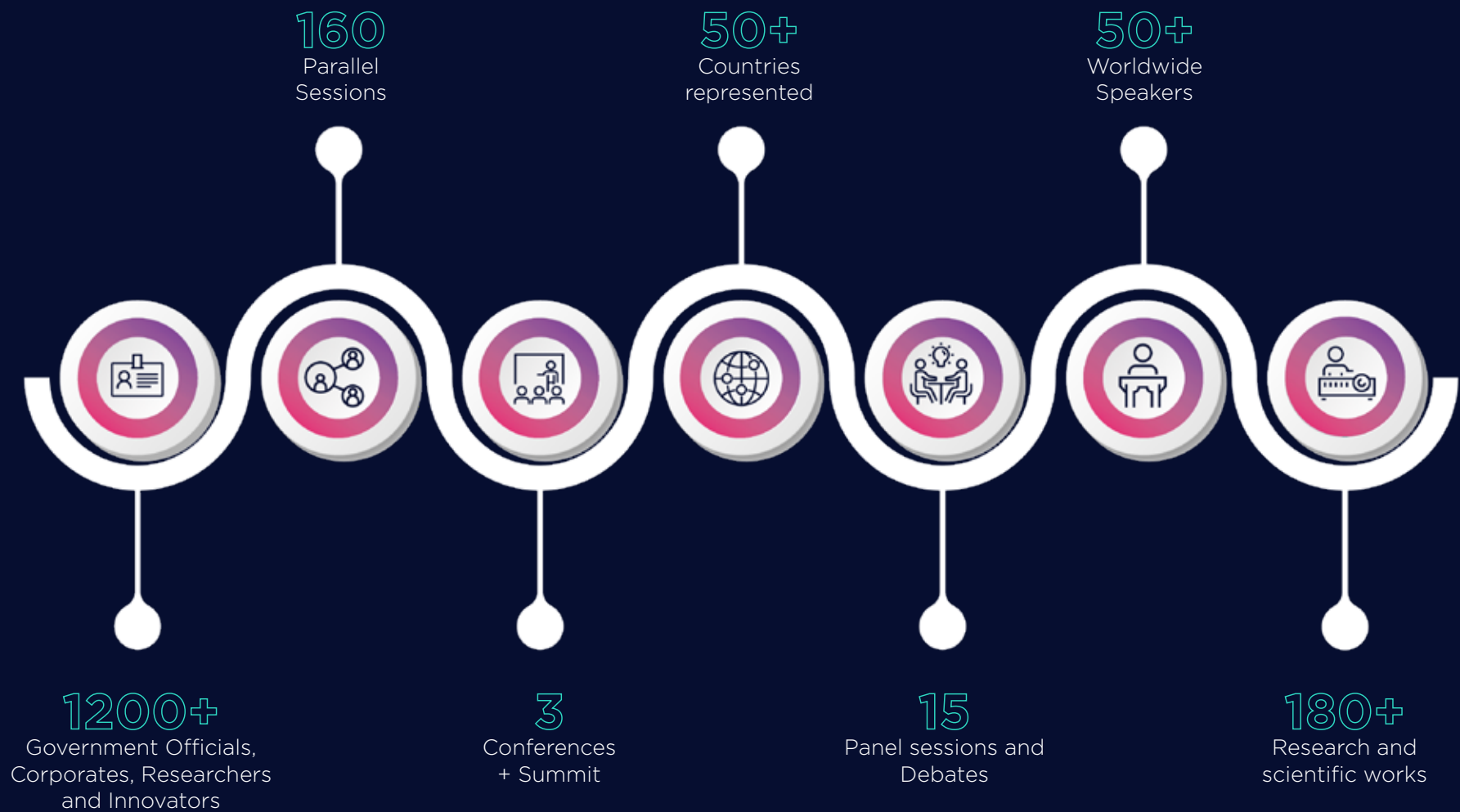
Innovation Acceleration and Future Paradigms for Economic Growth and Sustainability

Rapid changes are disrupting service and manufacturing industries. To survive and remain competitive, businesses must be able to adapt to continuous and accelerated innovations. This trend is not limited to large western companies; rather, it's a worldwide trend. Whether small or large, industries should focus on innovations to manage their ways in this uncertain and volatile world.

The Arab countries need to embark on a real innovation journey and prepare the ground for the rise of the creative revolution, creative class, and creative society to transform their economies into full-fledged knowledge-based economies.



INNOVATION ARABIA FACTS & FIGURES



IA15 coincides with EXPO 2020 and contributes to Dubai as the hub for connecting minds and creating the Future. As an application of its theme “Innovation Everywhere,” IA15 comprises three virtual conferences and a SUMMIT dedicated to showcasing the identified distinguished innovations.

Each of the three one-day virtual conferences will cover innovation within one discipline, including:



Towards an Inclusive and Sustainable Digital future: Innovation for Quality of Digital Services

VIRTUAL CONFERENCE

November 23, 2021

Learning for Skills

VIRTUAL CONFERENCE

December 8, 2021

Innovation Systems for Sustainability

VIRTUAL CONFERENCE

January 25, 2022

The three conferences will have distinguished keynote speeches, panel discussions, scientific presentations sessions, webinars, social activities, and entrepreneurial pitches.

THE INNOVATION ARABIA SUMMIT

February 24, 2022

Hamdan Bin Mohammed Smart University (HBMSU) Campus

Featuring selected keynote speeches and awards ceremonies

Towards an Inclusive and Sustainable Digital future: Innovation for Quality of Digital Services Conference 1 – November 23, 2021



Dr. Souma Alhaj Ali

Conference Chair, Director of
Excellence and Governance,
HBSMU, UAE

The widespread availability of digital technologies enabled the development of radically new services that have brought substantial changes in the way we live, learn, socialize, and do business. The introduction of these services expanded access and offered new opportunities to tackle some worldwide challenges and pave the way towards an inclusive and sustainable digital future.

This one-day virtual conference is open for general debate on topics related to service excellence and digital transformation of services. It features a number of exciting activities including: two keynote speeches, panel discussions, strong line-up of invited and contributed presentations, and interesting workshops, in addition to technical demonstrations and numerous opportunities for informal networking with lead researchers, key players, and decision makers in the area of service quality. Conference attendees will learn from the in-depth analysis, case studies, lively discussions and leave with take-a-ways aligned to their priorities.



Towards an Inclusive and Sustainable Digital future: Innovation for Quality of Digital Services

Conference 1 – November 23, 2021

Topics

Service Excellence and Customer Experience Innovations

Digital Transformation of Services

Quality of Digital Services in Public Sector

Quality of Digital Services in Healthcare Sector

Quality of Services in Digital Banking

Service Excellence in Tourism and Hospitality

Quality of Online, Smart, and Technology-enhanced Education

Quality and Operations Management, Reshaped by AI

The Future of Customer Experience: Personalized, Proactive, Predictive, and Responsive

10:00 – 10:15

PUBLIC SESSION

Moderator: MC. Ms. Khezna Al Sadi, Hamdan Bin Mohammed Smart University, UAE

Welcome Note

Dr. Fahad Al Saadi, Vice Chancellor for Learners Development, Head of IA15 Conference Hamdan Bin Mohammed Smart University, UAE

Opening Address: Dr. Souma Alhaj Ali, Director of Excellence and Governance, Track Chair, Hamdan Bin Mohammed Smart University, UAE

10:15 – 11:00

MAIN SESSION

Keynote Speech

Moderator: Prof. Ebrahim Soltani, Hamdan Bin Mohammed Smart University

Topic: Sustainability—Service Quality Link: A Proposed Framework and Implications for Service Innovations

Keynote Speaker: Dr. A. Parasuram, Emeritus Professor of Marketing & James W. McLamore Chair Emeritus, University of Miami, USA

11:00 – 11:30

MAIN SESSION

Keynote Speech

Moderator: Prof. Nabil Baydoun, Hamdan Bin Mohammed Smart University

Topic: Leading the Way to Excellence in Government Services Digitization

Keynote Speaker: H.E. Mohammed Bin Taliah, Chief of Government Services of the United Arab Emirates Government, UAE

11:30 – 12:00

Networking Break

12:00 – 13:00

MAIN SESSION

Panel Discussion

Topic: Measuring E-service Quality: Revitalizing CX to Reignite Growth

Moderator: Dr. Souma Alhaj Ali, Director of Excellence and Governance, Hamdan Bin Mohammed Smart University, UAE

Members: Colonel Mohamed Saeed Al Shamsi, Director of the Programs and Smart Solutions Directorate in the

General Directorate of Smart Services and Digital Security, Ministry of Interior

Prof. Dr. Phil Klaus, MBA, MRes, Professor of Customer Experience Strategy and Management , International University of Monaco, Monaco

Dr. Mohammed A. Nasseef, Assistant Professor of Quality and Excellence, King Abdulaziz University, Saudi Arabia

Ms. Moza Suwaidan, Director of Strategy & Innovation, Smart Dubai, UAE

13:00 – 15:30

MAIN SESSION

Parallel Session 1

(Scientific Presentations). Researchers, Experts, Professionals and Learners

Moderator: Prof. Samer Hamidi, Dean of School of Health and Environmental Studies, HBMSU

Dr. Bostjan Gomiscek, Faculty Members, School of Business and Quality Management, HBMSU

Topic: Risk assessment in AI Masaood oil and gas

Speaker: Farah Abu Jadallah

Topic: Parking Management Using RFID and Drone

Speaker: Rashed Al Raees

Topic: Evaluation of the Pharmacy Information System in Ajman Specialty General Hospital (Sage System)

Speaker: Eman Alblooshi

Topic: Propelling innovation into the healthcare industry. Applications and challenges

Speaker: Alaa Ahmed

Topic: Quality Measurement in Dentistry: Using Dashboard in Dental Practices to enhance oral healthcare

Speaker: Maram Youssef

Topic: Novant Health Emergency Drone Operation for COVID-19

Speaker: Aysha AlMutawa

Topic: Use of large national databases to study self-harm in nursing homes

Speaker: Khedidja HadjKali

Topic: Using clinical decision support systems to advance innovations in hospital management

Speaker: Niyi Awofeso

Topic: Testing Lewin's Model in the UAE: A Case Study of the Department of Culture and Tourism (DCT)

Speaker: Fatema Al Hammadi

Topic: Social Innovation Applied to Smart Cities: The UAE Example

Speaker: Khuloud Alzarooni

Topic: Service Excellence in Tourism and Hospitality

Speaker: Alanood Wael

Topic: The integration of Digital Tracer and Targeted Solution Tools Improve Patient Safety Outcome

Speaker: DAVID QU

Topic: A New Innovative Approach of Reducing Hospital Acquired Pressure Injury

Speaker: King Michael

Topic: Importance of Business Excellence Models in Promoting Quality Culture in DHA

Speaker: Einas Alsereidi, Reem alkaabi, Maitha Alnuaimi

Topic: An Investigation into The Role of School Principals in Building an Online Culture of Innovation within UAE Public Schools

Speaker: Dua Alhammadi

13:00 – 14:00

MAIN SESSION

Parallel Session 2

(Scientific Presentations). Researchers, Experts, Professionals and Learners

Moderator: Prof. Hamdy Abdelaziz, Dean of School of e-Education, HBMSU

Topic: Quality of Online, Smart, and Technology-Enhanced Education

Speaker: Shaikha Alkaabi

Topic: The impact of the Covid-19 pandemic on higher education students in the UAE The case of Hamdan Bin Mohammed Smart University (HBMSU)

Speaker: Halah Hussein, Dr. Meera Al Marri

Topic: Enhancing student's problem-solving skills through real-life scenarios aided by technology

Speaker: Nada Fakhouri

Topic: Hyper-personalization in E-commerce industry of UAE

Speaker: Shaima Hajji

Topic: Quality of Digital Services in Public Sector

Speaker: Ahmed Albanqah

Topic: Novant HealthThe airplane passenger boarding process at Emirates Airlines

Speaker: Amal Al Ali

13:00 – 15:30

MAIN SESSION

Parallel Session 3

(Scientific Presentations). Researchers, Experts, Professionals and Learners

Moderator: Dr. Ahmed Al Nakeeb, Program Chair – School of Business and Quality Management, HBMSU

Dr. Ying-Ying Liao, Faculty Members, School of Business and Quality Management, HBMSU

Topic: The development of an employee satisfaction model: Innovative Solution

Speaker: Nasra Alhebsi, Omyma Shehata

Topic: Remote Working and Employees Loyalty: The Case of COVID-19 Lockdown in UAE

Speaker: Ali El Khatib

Topic: Digitizing the HR processes in governmental organizations | A study of Dubai

Speaker: Khuloud Hussain

Topic: Quality of Digital Services: Embrace Technology to Deliver an Unmatched Customer Experience

Speaker: Dr. Souma Alhaj Ali

Topic: Impact of Digital Transformation on the Service Quality of Tourism Sector in the UAE

Speaker: Fatima Ibrahim

Topic: The role of social media platforms in supporting digital Entrepreneurs: stories of successful female Emirati entrepreneurs

Speaker: Fatema Al Hammadi, Mouza Almakhmari, Alia Almheiri

Topic: Social Media Impact on Opportunity Recognition: United Arab Emirates Context

Speaker: Iman Ibrahim

Topic: Utilization

Speaker: Mohamed Mejren

Topic: Risk Mitigation Through AI - Case of Covid-19

Speaker: Jawahir Abughazyain, Dr. Mounir El khatib, Amna Obaid, Fatima Al Mehyas, Fatma Al Ali, Kayriya Alshehhi

Topic: Digital transformation of a financial revenue assurance process: a Lean Six Sigma case study

Speaker: Souraj Salah

Topic: The Authentic-Innovation-Framework for small and medium-sized enterprises

Speaker: Cindy Hadhri

Topic: Digital Transformation of Services

Speaker: Noora Alkaabi

Topic: To design a right blend for attaining superior quality blended learning courses in higher education

Speaker: Vandana Savara

Topic: Digital Service Creation in Smart City Ecosystems

Speaker: Petra Turkama

Topic: Developing a performance appraisal program to enhance teacher's evaluation

Speaker: Dhababa Saif Almazrouei

14:30 – 15:30

PUBLIC SESSION

Youth Talks

Session lead by young Professionals and Entrepreneurs

Topic: The Future of Customer Experience: Trends and Prospects

Speakers: **Ahmad Al Nashash**, Executive Contract Officer, Al Wahda Sports and Culture Club, UAE.

Mohammed Al Ajmani, Head of Performance Management Section, Ministry of Human Resources & Emiratisation, UAE.

Sayed Ahmad Almoosawi, Freez Ice Cream Chief Executive Officer, UAE.

Maryam Alzarooni, Learner, Hamdan Bin Mohammed Smart University, UAE.

Nasra Al Hebsi, Learner, Hamdan Bin Mohammed Smart University, UAE.

15:30 – 16:00

CLOSING SESSION

Moderator: **Ms. Khezna Al Sadi**, Hamdan Bin Mohammed Smart University, UAE

Closing Note

Dr. Souma Alhaj Ali, Director of Excellence and Governance, Conference Chair, Hamdan Bin Mohammed Smart University, UAE

Synthesis of Innovation Arabia 15: **Prof. Ahmed Ankit**, Chair of the Scientific Program, Hamdan Bin Mohammed Smart University, UAE

Learning for Skills

Virtual Conference - December 8, 2021



Ms. Dolly Otaky

Conference Chair, Institutional
Intelligence Director, HBMSU, UAE

It gives me great pleasure to welcome you all to the Learning for Skills conference, which is hosted on December 2021 ,8 as part of Innovation Arabia 15.

The organizing team has put together a diverse program that aims to satisfy the interest of educators and industry partners with regards to skills development and skill requirements for educational institutions and for employers.

We will ask and answer questions pertaining to skills in higher education, upskilling and reskilling the workforce, partnerships in developing skill-based learning, skill-based academic programs, and the assessment of skills.

With research presentations, expert panel discussions and imminent key note speakers, we also aim to identify ways to establish partnerships between industry and academia to bridge the skill gaps.

The conference will also be a platform for entrepreneurs to share their experiences through the Youth Talks.

I would like to thank the sponsors for their support, and all the participants, researchers, panellists, and keynote speakers for their commitment, time, and intellectual contributions.

I would like to extend a warm invitation to you to participate, learn, and enjoy Learning for Skills at Innovation Arabia 15, on December 2021 ,8.



Learning for Skills

Virtual Conference - December 8, 2021

Topics

Learning for skills in higher education

Upskilling and reskilling the workforce

Partnerships in developing skill-based learning

Skill-based academic programs

Assessing skills in schools and higher education



10:00– 10:15

PUBLIC SESSION

MC. Ms. Khezna Al Sadi, Hamdan Bin Mohammed Smart University, UAE

Welcome Note: Dr. Fahad Al Saadi, Vice Chancellor for Learners Development, Head of IA15 Conference Hamdan Bin Mohammed Smart University, UAE

Note from the Chair of the Scientific Committee: Prof. Ahmed Ankit, Chair of the Scientific Committee, Hamdan Bin Mohammed Smart University, UAE

Opening Address: Ms. Dolly Otaky, Institutional Intelligence Director, Hamdan Bin Mohammed smart University

10:15 – 11:00

MAIN SESSION

Keynote Speech

Moderator: Dr. Shaima Al Harmoodi, Faculty Member, Hamdan Bin Mohammed Smart University, UAE

Topic: A Holistic Approach for UAE Youth Capacity Building and Empowerment

Speakers: H.E. Dr. Amna Al Dahak Al Shamsi, Assistant Undersecretary, Care & Capacity Building Sector, Ministry of Education, UAE

11:00-11:10

Networking Break

11:10 – 11:45

MAIN SESSION

Keynote Speech

Moderator: Dr. Fawzi Dweikat, Accreditation Director, Hamdan Bin Mohammed Smart University, UAE

Topic: Skills, Capabilities and Change: Future Learning for A Prosperous Future

Speakers: Prof. Stephen Murgatroyd, CEO, Collaborative Media Group

11:45– 12:15

Networking Break

12:15 – 13:15

MAIN SESSION

Panel Discussion – Perspectives 1 & 2

Moderator: Ms. Dolly Otaky, Institutional Intelligence Director, Hamdan Bin Mohammed Smart University

Topic: Learning for Skills: the Perspectives of Academia and Industry

Panelists: George Ubachs, Managing Director, EADTU

Prof. Mohamed Khalifa, CEO, EDUQUAL TU

Dr. Sara Almarzooqi, Writer and Educator

Dr. Natalia Amelina, Chief of Unit of Teacher Professional Development and Networking, UNESCO IITE

13:15 – 14:15

MAIN SESSION

Parallel Session 1

Moderator: Dr. Khadeegha Alzouabi, Program Chair - School of e-Education

Topic: Spoken hands

Speaker: Mahabba Almheiri

Topic: Exploring the impact of group video creation in multicultural students in the online platform

Speaker: Ajrina Hyaj

Topic: The Evaluation of Educational Robots' Influence on Early Childhood Students' Learning Attainments and Language Acquisition

Speaker: Esraa Alamiri, Racquel Warner

Topic: The degree of availability of digital learning skills during the Corona pandemic and trends towards its use among general education teachers in Hail City.

Speaker: Sultan Alanazi

Topic: Learning Human Skills: Using Behavioural Science and Tech to transform people and organizations

Speaker: Ivan Palomino

Topic: Teaching Entrepreneurship for the Digital Emerging Economy

Speaker: Ali Zalzal

Topic: An Investigation into the implementation of wellbeing in UAE schools

Speaker: Asma Zayed

MAIN SESSION

Parallel Session 2

Moderator: **Prof. Hanan AlHamouz**, Faculty Member, School of e-Education

Topic: الموهوبين والمتفوقين في دولة الإمارات العربية المتحدة بين الواقع والتطلعات المستقبلية

Speaker: Kulaithem Almazrouei

Topic: التعلم والتدريس القائم على المهارات في ظل المدرسة الرقمية

Speaker: Sheikha Alhebsi, Jamila Alhassani

Topic: "الموهوبين كنز دولة الإمارات" أسباب ومبررات الاهتمام المتزايد بتربية وتعليم الطلبة الموهوبين والفائقين من أبناء الدولة

Speaker: Ghariba Alrashdi

Topic: رعاية الفائقين والموهوبين الأسباب والنتائج

Speaker: Amel Alsaadi

Topic: مبررات الاهتمام بالموهوبين في دولة الإمارات بين الواقع والتطلعات

Speaker: Mouza Al Nuaimi

Topic: اكتشاف الطلاب الموهوبين بدولة الإمارات

Speaker: Zamla Saleh

MAIN SESSION

Parallel Session 3

Moderator: **Dr. Mohamed El Baradie**, Program Chair, School of Business and Quality Management

Enhancing Students' Skills

Speaker: Sumayya Al Shehhi

Topic: The Ontology of Skill-based Learning: A Multisource Perspective

Speaker: Hamdy Abdelaziz

Topic: Effective oral language instruction to enhance basic language skills for second language learners.

Speaker: Zainab Moosawi

Topic: Online Peer Tutoring in Higher Education

Speaker: Sherina Al Hemeiri

Topic:Returning to schools after COVID19 lockdowns: How Can 3rd Grade Teachers Promote “ Project Based Learning” Method in The Classrooms to Increase Students Academic Levels in Science Subject

Speaker: Eman Abdulghafoor

Topic:Adolescent’s Leisure Time during COVID-19

Speaker: Sara Malek

Topic: The Role of Learning for Skills in Developing Effective Leadership

Speaker: Maryam Al Hosani

14:15 – 14:30

Networking Break

14:30 – 15:30

MAIN SESSION

Parallel Session 4

Moderator: Dr. Meera Al Marri, Faculty Member, School of Business and Quality Management

Topic: Communicative Approach

Speaker: Shaikha Aldhaheri

Topic: The Use of WJ Arabic Tests to Investigate the Cognitive Profiles of Gifted Students

Speaker: Hanan Al Hamouz

Topic: The impact of applying modern leadership practices in public schools.

Speaker: Amal Alzaabi

Topic: A Learning Plan on Using Project-based Learning for English Language Teaching and Learning

Speaker: Halima Alzaabi

Topic: How to Use Cognitive Behavior Therapy in School

Speaker: Heba Alshehhi

Topic: How to make learning history meaningful Learning?

Speaker: Nada Al Ali

Topic: M-learning impacts

Speaker: Haleimah Alseraidi

Topic: Technology Integration in Teaching the main topics of the Elementary School level

Speaker: Nupa Riad

MAIN SESSION

Parallel Session 5

Moderator: **Prof. Hamdy Abdelaziz**, Dean of School of e-Education

Topic: المواهب عبر العصور

Speaker: Hajer Alblooshi

Topic: واقع أدوات الكشف والتعرف عن الموهوبين والفائقين من وجهة نظر الطلبة الموهوبين، والكادر التعليمي وأولياء الأمور

Speaker: Assmaa Hamdy

Topic: أدوات الكشف عن الموهوبين

Speaker: Fatima Alhammadi

Topic: مبررات رعاية الموهوبين في دولة الإمارات العربية المتحدة

Speaker: Aisha Alketbi

Topic: رعاية الموهوبين في الإمارات الأسباب والتطلعات

Speaker: Huda Attas

Topic: تربية الموهوبين في دولة الإمارات العربية المتحدة بين الواقع والطموح

Speaker: Khadija Almazrouei

MAIN SESSION

Youth Talks

Topic: Upskilling and reskilling the workforce

Session lead by young Professionals and Entrepreneurs

Speakers: Omar Alhumairi, The Supreme Legislation Committee, UAE

Mohammed Hussain, Mohammad Bin Rashed School of Government, Executive Education Officer, UAE

Dr. Marwa Shalwani, Dubai Health Authority, Dentist and member in CSR committee, presenter of Seha wa Saada media program

Dr. Mohamed Al Hebsi, Student Exchange Program, Leeds University in United Kingdom

Khalid Al Bedwawi, Entrepreneur, UAE

15:30 – 16:00

Closing Session

Moderator: MC. Ms. Khezna Al Sadi, Hamdan Bin Mohammed Smart University, UAE

Closing Note: Ms. Dolly Otaky, Institutional Intelligence Director, Hamdan Bin Mohammed smart University

Synthesis of Innovation Arabia 15: Prof. Ahmed Ankit, Chair of the Scientific Program, Hamdan Bin Mohammed Smart University, UAE

Innovation Systems for Sustainability

Virtual Conference - January 25, 2022



Dr. Sanjai Parahoo

Conference Chair, Associate
Professor, HBMSU, UAE

Industrial development has adversely affected the state of the environment, leading to a negative impact on the quality of human life. In an era of increased environmental awareness, society now expects business institutions to reverse the trend by minimizing the impact of their operations on the environment, and to contribute to improving its physical state. One approach to this end is through innovation systems geared towards sustainable development. These emanate from setting up an institutional ecosystem conducive to the launch of new products, processes, and services that are designed for both efficiency and effectiveness. Furthermore, institutions are contributing to enhance our physical environment by implementing strategies geared to “doing well by doing good.”

This one-day virtual conference part of Innovation Arabia invites conceptual or empirical research presentations, and case studies, thereby enabling interaction and debate between academics, practitioners, and other stakeholders to critically analyse the policies and strategies related to the developments of innovation systems for sustainability.

It features a judicious mix of events, including keynote speech, panel discussions, strong mix of invited and contributed research presentations, and technical demonstrations.



Innovation Systems for Sustainability

Virtual Conference – January 25, 2022

Topics

Adoption of environmental quality standards, lean production, and environmental performance

Sustainable supply chains

Consumer adoption of green products and the marketing of sustainable business initiatives

Regulatory mechanisms, such as voluntary programs that act as information diffusion programs

Antecedents of environmentally beneficial activities

Social Entrepreneurship

Healthcare Innovations for addressing Covid-19

Innovations in Teaching and Learning in online environments

10:00– 10:15

PUBLIC SESSION

Welcome Note: **Dr. Fahad Al Saadi**, Vice Chancellor for Learners Development, Head of IA15 Conference Hamdan Bin Mohammed Smart University, UAE

Note from the Chair of the Scientific Committee: **Prof. Ahmed Ankit**, Chair of the Scientific Committee, Hamdan Bin Mohammed Smart University, UAE

Opening Address: **Dr. Sanjai Parahoo**, Associate Professor, Hamdan Bin Mohammed Smart University, UAE

10:15 – 10:50

MAIN SESSION

Keynote Speaker

Moderator: **Prof. Ahmed Ankit**, Dean of Research and doctoral Studies, Hamdan Bin Mohammed Smart University, UAE

Topic: **Innovation for a Greener Transportation Infrastructure**

Speakers: **Mr. Mousa Mohamed Al Raeisy**, Director - Technology Strategy & Governance department, RTA, UAE

10:50-11:00

Networking Break

11:00 – 11:45

MAIN SESSION

Key Note Speech

Moderator: **Prof. Nabil Baydoun**, Vice chancellor for Academic Affairs, Hamdan Bin Mohammed Smart University, UAE

Topic : **The importance of proper Waste Management and the circular economy to create sustainable communities for all.**

Speaker: **Ms Joelle Saab, Dulsco**, Official Waste Management partner of Expo 2020, Dubai, UAE

11:45– 12:00

Networking Break

12:00 – 13:00

MAIN SESSION

Panel Discussion

Moderator: **Dr. Sanjai Parahoo**, Faculty Member and Conference Chair, Hamdan Bin Mohammed Smart University, UAE

Topic: **Developing an effective and efficient Innovation ecosystem geared towards sustainability**

Panelists: **Olav Scholte**; Strategic Alliances, Public & Government Affairs and Agriculture; Signify Middle East

Dr. Ashraf Mahate, Chief Economist – Dubai Exports, Dubai Department of Economic Development, Government of Dubai

Darshan Dagli; Director Software Solutions, META; Honeywell International ME

12:15 to 3:15

PUBLIC SESSION

USTART

Organizer: **Mr. Saad Abbas**, Smart Training Manager, Hamdan Bin Mohammed Smart University

Dr. Shaima Al Harmoodi, Faculty Member, Hamdan Bin Mohammed Smart University

Speaker: **Mr. Muhammad Farrukh Irfan Khan**, Of Counsel, United Trademark and Patent Services n

Jury: **Mr. Muhammad Farrukh Irfan Khan**, Of Counsel, United Trademark and Patent Services

Ms. Sabine Holl, Vice President Technical Sales and CTO MEA Technology Sales, IBM Middle East and Africa

Mr. Farhan Faraidooni, Group CEO, SIDRA

Benita Rowe, Digital Development And Technology Specialist, UNICEF

Mr. Mohammed AlShael, CEO of the Corporate Strategic Affairs Sector, Department of Economic Development DED

Team 1: Fraggie | **Team 2:** Robosafe | **Team 3:** Lumi | **Team 4:** ICAS | **Team 5:** Marine Hook | **Team 6:** Utilization

Team 7: Spoken Hands | **Team 8:** Crush on You | **Team 9:** Ethos Earth | **Team 10:** Plunk Restaurant

Team 11: Smart and Sustainable PV Window | **Team 12:** The sustainable builders

3:15 – 3:30

USTART Closing

Closing Note: **Mr. Saad Abbas**, Smart Training Manager, Hamdan Bin Mohammed Smart University

13:00 – 14:00

MAIN SESSION

Parallel Session 1

Moderator: **Dr. Ahmed Al Nakeeb** Program Chair – School of Business and Quality Management

Topic: Re-Building or Re-Branding sustainability in Services: a 5P agenda

Speaker: Marianna Sigala

Topic: Insights from Open and Cross-Industry Innovation teams - from diversity to coherent heterogeneity

Speaker: Vlad Lichtenthal

Topic: Determinants of firms to join an international R&D consortium and its effects on firm R&D output (Nuclear Fusion industry, green energy)

Speaker: Regien Sumo

Topic: Which Cultures are Easier for Expatriates to Adjust? Host Country Cultural Influence on Expatriates' Adjustment Difficulty

Speaker: Seydahmet Ercan

Topic: Sustainability through HR Legislations and Policies – Success story from UAE

Speaker: Pushkala Muralidharan

Topic: Analyzing the UAE and GCC Job Market reliability for a Transition from an Oil/Gas based Energy Economy towards a Sustainable Energy Economy

Speaker: Abdulla Al Shimmari

Parallel Session 2

Moderator: Dr. Bostjan Gomiscek Faculty Member, School of Business and Quality Management

Topic: SaifAir – Net Zero

Speaker: Samiullah Khan

Topic: Regeneration From Chiller: A New Approach Of Green Building

Speaker: Sushil Kannan

Topic: A story of widening education access for farmers: practices of the Open University of China

Speaker: Songyan Hou

Topic: Smart Steering (Smart Vehicle Cabinet)

Speaker: Maitha Ahmad

Topic: Cultivating creative thinkers, innovators and masters of core content through big ideas of sustainability.

Speaker: Sheela George

Topic: Innovation Frameworks in Creating Stakeholder Value: Industry 4.0 Solutions For Achieving Sustainability

Speaker: Sanjay Nadkarni

14:00 – 14:15

Networking Break

13:00 – 14:00

MAIN SESSION

Parallel Session 3

Moderator: Dr. Ahmed Al Nakeeb

Moderator: Prof. Ebrahim Soltani Faculty Member, Hamdan Bin Mohammed Smart University

Topic: Determining the cause factors for effective Learning experiences in Blended learning: An Empirical investigation

Speaker: Ahmed Al-Nakeeb /Vandana Savara

Topic: Identifying problems worth solving - The Female Inventors of the Future Initiative - an action research approach

Speaker: Vlad Lichtenthal

Topic: The Trend and Practices of Sustainability Development Goals

Speaker: Abeer Abdelrahman

Topic: The Power Of Big Data Mining To Improve The Health Care System In The United Arab Emirates

Speaker: Khawla Alhajaj

Topic: Use of Smart tracking system in detecting movement of affected patients during the pandemic.

Speaker: Aamna Yousef

Topic: Quality of Digital Services in Healthcare Sector

Speaker: Mohammed Al Marzooqi

PUBLIC SESSION

Youth Talk

Topic: Challenges and Opportunities for Young entrepreneurs in post Covid-19 era

Speakers: Mohamed Al Hammadi, Certified Human Development and Creativity trainer, The Ideology Training institute

Hadeel Almuraqab, Freelancer photographer and social media marketing, UAE

Ali Al Shamsi, Ministry of Interior, UAE

Laila Alshaer, Hanover Medical Services, Owner and Founder, UAE

Reem Al Suwaidi, Owner of United Football Academy, UAE

CLOSING SESSION

Closing Note: Dr. Sanjai Parahoo, Associate Professor, Hamdan Bin Mohammed Smart University, UAE

Synthesis of Innovation Arabia 15: Prof. Ahmed Ankit, Chair of the Scientific Program, Hamdan Bin Mohammed Smart University, UAE

MAIN SESSION

Parallel Session 4

Moderator: Dr. Moetaz El Sergany Program Chair, School of Health and Environmental Studies

Topic: Global E Waste Management

Speaker: Hanan AL Dhanhani / Salima Alsharji

Topic: Impacts of Plastic Waste on the Livestock Case study: Sharjah's Central Region

Speaker: Athra Alkaabi

Topic: Trends in different solid waste in Emirate of Abu Dhabi by using real waste statistical data for the past five years (2016-2020)

Speaker: Saeed Ahmed AlKhoori

Topic: Indoor plants as a sustainable source of air purification; a contemporary and future perspective

Speaker: Fares Alahbabi

15:15 – 15:30

13:00 – 14:00

Topic: The Sustainability of Medical Waste Management in the UAE

Speaker: Muna Al Ali

Topic: Construction and Demolition Waste Management

Speaker: Shaikha Alsamahi

Topic: The Impact of Technological Innovations on Healthcare Quality

Speaker: Muna Alhalaki

Topic: Hand Hygiene as a Quality Indicator for Patient Safety

Speaker: Sabah Hussein

Topic: An environmental economic approach for better understanding of water scarcity dilemma in UAE

Speaker: Khulood Alkokhardi

MAIN SESSION

Parallel Session 5

Moderator: Dr. Shamim Siddique Program Chair, School of Business and Quality Management

Topic: The effect of applying the learning styles on the academic achievement among the high school students in UAE

Speaker: Aisha Alayammahi

Topic: Innovations In Teaching And Learning In Online Environments

Speaker: Ali Mohammad

Topic: The Impact of Implementation the Remote Work in Federal Government

Speaker: Hamda Salem Masood Masood

Topic: Customer Excellence and Customers Experience Innovations

Speaker: Muna Alharbi

Topic: Upskilling And Reskilling The Workforce In Private And Government Sectors

Speaker: Hamda Almarzooqi

Topic: Testing CEAL tool in the UAE: A case study of Etihad Airways

Speaker: Mayid Alshaer

Topic: Towards sustainable indoor quality: A risk assessment approach for the use of indoor home scents.

Speaker: Jawaher Al Rasheed

Topic: The Reasons Behind The Low Adoption And Usability Of Dubainow Services By Registered Users

Speaker: Hend AlNuaimi

Topic: استدامة تطوير الموهوبين بالواقع الافتراضي و الواقع المعزز

Speaker: Shaikha AlNuaimi

MAIN SESSION

Parallel Session 6

Moderator: Dr. Shamim Siddique Program Chair, School of Business and Quality Management

Topic: TQM and Open Innovation: Resolving the Quality-Innovation Paradox Through Leveraging Ambidexterity and Open Innovation Climate

Speaker: Farhat Sultana

Topic: Role of Innovation in Enhancing Governmental Services to the Public in the UAE

Speaker: Mohamed Ahmed

Topic: The Effectiveness and Efficiency of Real-World Corporate Innovation Initiatives in a Local Transport Entity

Speaker: Latifa Alnuaimi

Topic: The effectiveness and efficiency of real-world Corporate Innovation in ABC company

Speaker: Ohoud AlAnsaari

Topic: The Analysis of TQM Culture at Emirates NBD

Speaker: Reem Albanna

Topic: Innovation and it's relevance toward increasing diversification

Speaker: Noura

Topic: Innovation-Triggered Change and the Critical Role of Leadership

Speaker: Turki Al Ali

Topic: Corporate Entrepreneurship Assessment Instrument (CEAI)- Case Study Of Dubai Police

Speaker: Maryam Alsuwaidi

Topic: The Antecedents And Consequences Of Sustainable Change In Uae's Ministry Of Energy And Infrastructure

Speaker: Maryam Alarri

Topic: Free & Regulated Trade Impacts on Sustainability

Speaker: Zainab Rashed

Topic: Sustainable Ways To Improve Sdlc Of Company

Speaker: Ghanim Alkaabi

17:00 – 18:00

MAIN SESSION

Parallel Session 7

Moderator: **Prof. Awoniyi Awofeso** Program Chair, School of Health and Environmental Studies

Topic: Management Change in Post-COVID 19: A Case Study of the Healthcare Sector in the UAE

Speaker: Abdulla Alali

Topic: Effectiveness of Telemedicine Technology from patient perspective in Dubai during Covid-1

Speaker: Mariam Alraeesi / Reem AlBlooshi

Topic: Patients Satisfaction with Telemedicine During the Current Pandemic A Pilot Study

Speaker: Maryam Hassan

Topic: Strategic Management of Technological Innovation in the Case of Ministry of Health and Prevention in UAE

Speaker: Hamda Kazim

Topic: Enhancing Health Supply Chain Sustainability During the COVID-19 Pandemic in the UAE Health System

Speaker: Dina Al Nuaimi

Topic: Assessment of domestic water use in a selected sample of Emirati households in Dubai, United Arab Emirates

Speaker: Noof Alhabab

Topic: Specimen errors and usage of EPPID

Speaker: Amna Mohamed Yassin

MAIN SESSION

Parallel Session 8

Moderator: Dr. Ying-Ying Liao Faculty Member, School of Business and Quality Management

Topic: Impact of Change Management on the Organizational Performance in the Era of COVID-19

Speaker: Nasim Najib

Topic: Examining Innovation in Roads and Transport Authority: A Mixed Method Study

Speaker: Afra Almezaina

Topic: What is coming next? A case study across the innovation and change journey of Digital Dubai Authority

Speaker: Latifa Alnuaimi

Topic: Strategic Management of Technological to services Innovation in the Emirates Group

Speaker: Khadija Alhammadi

Topic: Global Impact of CoronaVirus-19 to the Businesses and Job Market in the UAE

Speaker: Maitha Al Riyami

Topic: Shifting From Unsustainable To Sustainable Fisheries In Uae

Speaker: Sara Alabdalla

Topic: The Impact of Emiratization Policy Track on Human Resource Management Practices: Qualitative Evidence from the Banking Sector

Speaker: Noora Alzaabi

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INNOVATION ARABIA SUMMIT

24th February 2022



U[Start] Competition is a nationwide competition for university and school students' innovative ideas and **startups.**

The competition encourages student entrepreneurs with either an innovative or a business startup idea/prototype to present it to a panel of judges.

It is a great opportunity for students to measure their skills against those of their peers, socialize, obtain valuable experience, win prizes, and get exposed to the market and to potential investors and business owners.

MESSAGE



Mr. Saad Abbas

U Start Competition Chair, Smart
Training Manager, HBMSU, UAE

Welcome to all the U-Start competition dear participants! It is our pleasure to invite you to the U-Start Competition in its 3rd year. U-Start is a Leading Innovative Visions Competition to Entrepreneurship. Every year we consistently attract top talent from across the UAE with challenging and Innovative ideas.

This year the U-Start competition has grown. We attract High Schools Students from grade 10 and above, University Students and also startups from the industry. In the past, the U-Start competition targeted only candidates from the UAE but this year the U-Start competition is targeting candidates from the region. So everyone is welcome as long as you fit within the criteria of the U-Start Competition.

The most important thing to remember is that the U-Start competition is a platform that showcases innovative ideas to investors and some of our previous winners managed to get financing for their innovative ideas.

We have big things in store for all the U-Start winners, so we hope to see you join the U-Start as a competitor.

Looking forward to meeting you all!

MESSAGE



Dr. Shaima AlHarmoodi

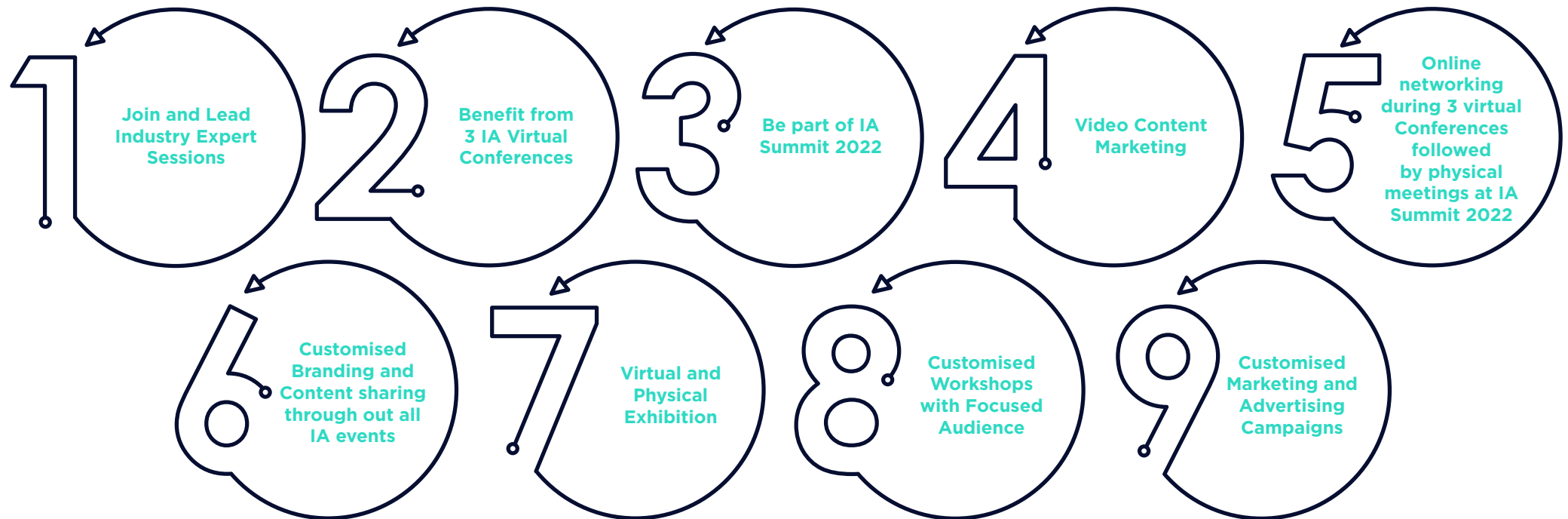
I am pleased to welcome you to U-Start, a nationwide startup competition, that is held as a part of Innovation Arabia Annual Conference.

U-Start was born in 2020 out of the need to harness university and school student's talent and empower the new generation of leaders with the skills and resources to build a brighter and a sustainable future through innovation and entrepreneurship. It is a vehicle that plays a role in building a world-class entrepreneurial ecosystem in the UAE to produce globally competitive, fast-growing companies in sectors that serve as engines for socio-economic development.

U-Start provides a platform to display and assess innovative business ideas to well-established entrepreneurs, government officials, investors, and mentors in the ecosystem. It also offers the opportunity to win prestigious rewards, unlock opportunities, gain knowledge and experience, and network with other like-minded founders to share the fun and hustle of the entrepreneurship journey.

Thank you for your interest and active participation in the competition.

PARTNER WITH INNOVATION ARABIA IN A BRAND NEW FORMAT



EXHIBITION PROFILE

Inclusive and Sustainable Digital future: Innovation for Quality of Digital Services:

- ▶ Technology Providers
- ▶ Software Developers
- ▶ Automation Specialists
- ▶ Pioneers in Transformation and Innovation
- ▶ Telecommunications Providers
- ▶ Transportation Establishments
- ▶ AI and Machine Learning
- ▶ Robotics
- ▶ Data Technologies and Analytics
- ▶ eCommerce
- ▶ AR and VR
- ▶ Digital and Transformation Agencies and Consultancies
- ▶ Policy makers and government leaders

Learning for Skills:

- ▶ Education Institutes and Providers
- ▶ Education Content distributors
- ▶ Upskilling and Reskilling providers and consultants
- ▶ Education Specialists
- ▶ HR Innovation Strategists and Technology Providers
- ▶ Policy makers and government leaders

Innovation Systems for Sustainability:

- ▶ Future Energy
- ▶ National Development Organizations
- ▶ Economic Forecast Centres
- ▶ Government Excellence and Acceleration Programs
- ▶ Sustainability Assurance Associations and Consultants
- ▶ Sustainability Software, Tools, Solutions
- ▶ Green Businesses
- ▶ Future Healthcare Companies
- ▶ Biological Intelligence
- ▶ Environmentally Sustainable Practices and Companies

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Every year we notice new additions in Innovation Arabia. The organizers are making great efforts towards the success of the event, We would like to convey our gratitude for their efforts, we hope to see more interesting participants in the upcoming years.

H.E Lieutenant General Dhahi Khalfan Tamim

Deputy Chairman of Police and General Security Chairman of University Board of Governors



As the most innovative Arab nation, the UAE plans to be among the world's most innovative countries by 2021. It gives me great pleasure to be part of a very important event like Innovation Arabia.

Khalifa Alhebsi

Senior Projects Manager at Prime Minister's Office - UAE



It is an honor to be a part of Innovation Arabia. I feel very refreshed by all the conversations about innovation in UAE. I see great momentum and desire to transform for better future, it is a very exciting event.

Marc Sanz Lopez

Head of Google for Education Southern Europe, Middle East and North Africa at Google



Innovation Arabia is a very significant platform to teach struggling and hustling learners and entrepreneurs. I am at very peace to attend this conference this year.

Najla Alansari

Emirates Woman of the Year - The Visionary / Serial Entrepreneur

TESTIMONIALS



Innovation Arabia has been quite fascinating for me especially, the fact that this is the 13th session and we have had some very interesting talks, especially the talks by the young people the poster sessions and you can see that the start-ups economy in this part of the world is quite active.

You may come to a meeting like this and then you somebody who has a solution and the n you realize that that solution when blended with my solution could really deliver more value

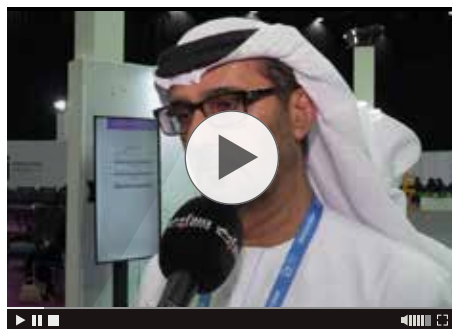
Dr. Dorothy Gordon
UNESCO Egypt



This is my first time at Innovation Arabia. I am really amazed by the organization and how big is this event.

It was a full house and I was very pleased to share my knowledge with the young startups who want to begin their journey in the UAE

Dr. Hisham Safadi
Founder and CEO at UDENZ



During my visit of the Conference & Exhibition I saw that there are many fields on how we can benefit from their experiences, abilities and capabilities in enriching some of the subjects that students enjoy by developing a system and encourage students in innovation and creativity and evaluating their projects.

H.E. Hussain bin Ibrahim Al Hammadi
Minister of Education, UAE



This year's participation is very special with almentor.net an Arab self-learning platform, we are cooperating with Hamdan bin Mohammed Smart University to launch the initiative of one million Arab entrepreneurs.

Mr. Ahmed Saeed
Business Development Manager - almentor.net

TESTIMONIALS



This forum was different, there are many conferences about education around the world but this conference has a very special nature. It is not just the presence of professors and students which is very important, but also having entrepreneurs present is a new idea. It is not just an exhibition which has some lectures and some companies. I think it is much richer than that.

H.E. Dr. Tariq Shawqi
Minister of Technical Education and Training Egypt



What we saw today in the exhibition was the innovations and creativity of UAE youth, and this is a very beautiful thing and with distinguished ideas. Our youth should start, think, innovate, and try to establish themselves in the fields of advanced technology.

Dr. Amr Ezzat Salama
The Secretary General of the Union of Arab Universities



The event is very important to us since Moscow, being the city of education open to innovations and is always interested in both the exploration of innovations of our foreign colleagues and opportunities to show our latest findings and achievements, which lets us to improve the educational system of Moscow City.

Andrey Zinin
Special Projects Director of Moscow City Department of Education



Innovation Arabia is been really good it has been really interesting they have had a lot of different exercises and event happening and talks, we were here as a part of Khalifa Fund and Ebtikari 5.0.

Meetings like this and conferences like innovation Arabia are really important for startups, because they bring us in the ecosystem and give us opportunities we might not otherwise have, and it exposes us to a lot of people who have may not have heard of us.

Ferakh L.
Arabee

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