



Nov 19, 2019

## **College of Business discusses the Youth Enterprises**

The College of Business at Al Ain University, Al Ain campus in collaboration with the Chamber of Commerce & Industry, organized a lecture about Entrepreneurship & Feasibility study for youth Enterprises, presented by Miss Shamma Salem Al-Darmaki, entrepreneurship and SME specialist from the Abu Dhabi Chamber of Commerce & Industry, Al Ain Branch, under the supervision of Dr. Salem Al-Jundi and Dr. Ahmed Abou Samak. And was attended by Dr. Adel Ahmad, Dean of the College of Business, academic staff and students.

Miss Al-Darmaki, talked about the contribution of the Abu Dhabi Chamber to support, develop, and maintain the private sector in the Emirate of Abu Dhabi. The importance of private sector is emphasized as the second wing of the Emirate of Abu Dhabi economy to achieve its vision 2030. Diversified policies and procedures were introduced by the chamber to give a hand to small and medium size enterprises and to improve entrepreneurship of these businesses. She also provided a brief of feasibility studies required to start-up a business.

The students were highly motivated to participate in the discussion as the topics touched their

real life, bridged the gap between the academic courses, and practice of the real life.

The presentation offered opportunities to enrich teaching and research through the impact of developing and stimulating the private sector and increasing the economic diversification; the way to bridge the gap between theory and practice; the procedures of setting up small businesses and gaining commercial licenses and the importance of entrepreneurship and creativity to enter the economic activities.

[Press Release Link](#)