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ADDED honors Al Ain University's innovation incubator

The Abu Dhabi Department of Economic Development (ADDED) has honored the Entrepreneurship, Innovation, and Small Business Development Center at Al Ain University (AAU) at the official launch of the “Abu Dhabi innovation incubators program”, launched by ADDED’s Competitiveness Office of Abu Dhabi (COAD) to support individuals wishing to turn their ideas into innovative commercial opportunities that, in turn, will support a diversified, robust, smart, and sustainable economy.

H.E Sameh Al Qubaisi, Director General of Economic Affairs at ADDED and Ms. Hala Al Ameri, Executive Director of the Competitiveness Office of Abu Dhabi (COAD), presented a memento to Mrs. Lina Abu Libdeh - Director of the Entrepreneurship, Innovation, and Small Business Development Center- on behalf of the AAU.

The Entrepreneurship, Innovation, and Small Business Development Center at AAU aims to provide a platform for budding entrepreneurs among university students and graduates and the wider community to launch and implement their innovative ideas. The Center strives to enhance

communication between people with innovative ideas and those wishing to launch their own projects, and between entrepreneurs and local community institutions ready to adopt the ideas.

Dr. Noor El Deen Atatreh, AAU Board of Trustees Member, said; “The Center was launched to support the Emirate of Abu Dhabi’s efforts to promote innovation and entrepreneurship culture to achieve prosperity in the emerging business sector. It is in line with the national innovation strategy of the UAE to build specialized national capacities, stimulate young talent, and invest in the people of the country”.

Prof. Ghaleb El Refae, AAU President, said; “This recognition enhances the position of the Center in society. AAU is keen to support constructive ideas and small projects to serve the UAE community in general and Abu Dhabi in particular by building bridges with innovation centers around the world and community institutions to organize periodic workshops and awareness sessions which would be presented by entrepreneurs and successful project owners. These will help in exchanging ideas and provide consultations to enhance students’ ideas and develop their capabilities to start and grow their businesses”.

[Press Release Link](#)