

Dubai International Academic City: Successes, Challenges and Future Direction of an Education Hub in the Middle East

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Investment

Dubai Group

Dubai International
Capital

Business Parks

TECOM

Investments

ICT Cluster

Media Cluster

Education Cluster

Science Cluster

Industrial Cluster

Hospitality

Jumeirah Group

Properties

Dubai Properties
Group



DKV - Overview

- DKV is the world's first Free zone dedicated to Human Resource Development, Executive Search, Consultancy, Training, Personal Development and R&D programs.
- DKV aims to develop the regions' talent pool and establish the UAE as a knowledge-based economy.
- Launched in 2003
- Located in the heart of Dubai, next to Dubai Media City and Dubai Internet City.
- Over 450 HR/Consulting/R&D/Training and Personal Development Business Partners.



DIAC - Overview



- Launched in 2007 as the world's only free zone dedicated to higher education.
- The largest academic zone in the UAE, with nearly 20,000 students in the 2011/12 academic year.
- Hosts over 27 international universities from 11 countries.
- Hosting 53% and 23.5% of the universities in the UAE and GCC, respectively (UNESCO Report).
- Ranked top 25 in the Middle East under "Best Overall" category according to 2010 Financial Times Rankings.
- Accredited with "Green" status and Silver LEED classification

Education Cluster – 10 Years of Growth



2003

- DKV Launched
- 6 Academic Partners
- 1,950 Students

2007

- DIAC Launched
- 22 Academic Partners
- 9,480 Students

2012

- 27 Academic Partners
- Nearly 20,000 Students
- 300+ Programs

Key Achievements: **350%** growth in Academic Institutions, **10 times** increase and diversified Student Body

Benefits to Universities



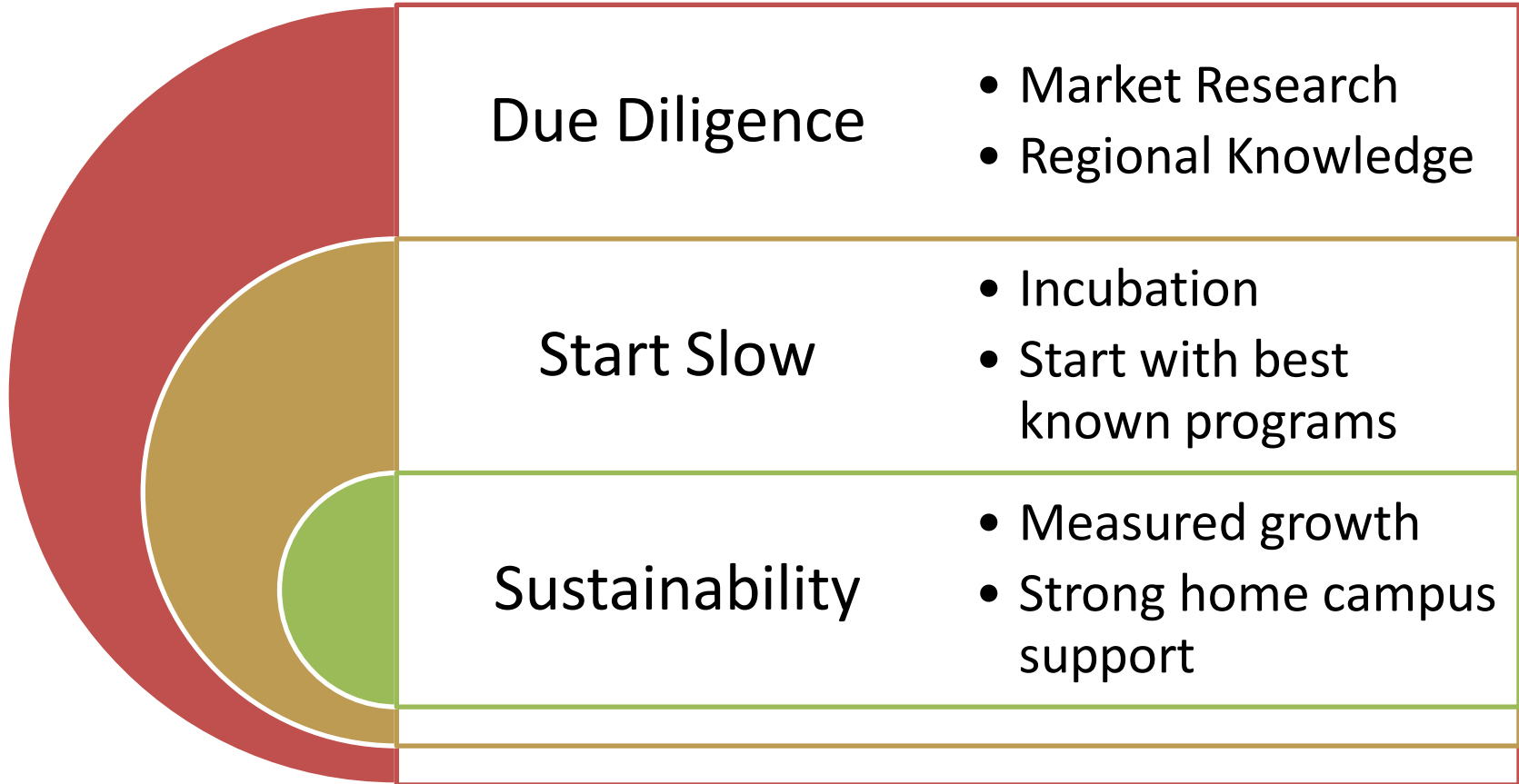
- Students Exchange
- Faculty Exchange
- Research Collaborations
- Staff Exchange
- Shared Facilities (Labs, classrooms etc.)

A Successful Education Hub/Economic Zone is Attributed to the Following:



- Government Support
- Clear, transparent and effective regulatory framework.
- Location-accessibility
- Advanced and developed infrastructure and facilities.
- Strong Marketing and regional visibility
- Right human capital

Best Practices for Branch Campus Setup



Our Partner's Success is our Success



- Launched in 2003 with 63 students and 4 programs.
- Current student body of 1,500 and 23 programs.
- Established 750,000 sq ft purpose built Dubai campus in 2011.



- Launched in 2006 with roughly 200 students.
- First institution to establish in DIAC in 2007.
- Established purpose built campus in Dubai in 2011 with +2,400 students and 39 programs.



- Launched in 2005 with very few programs
- Experienced major growth in student population
- Offering 36 programs in 2011 with +2,000 students

Overview of University Applications received from 2006-2011

184

- Number of applications received and reviewed

17
(9% accepted)

- Number of applications accepted and licensed

167

- Number of applications rejected

30

- Country of origin

Initiatives to Support our Partner's Growth



Partner Development Team

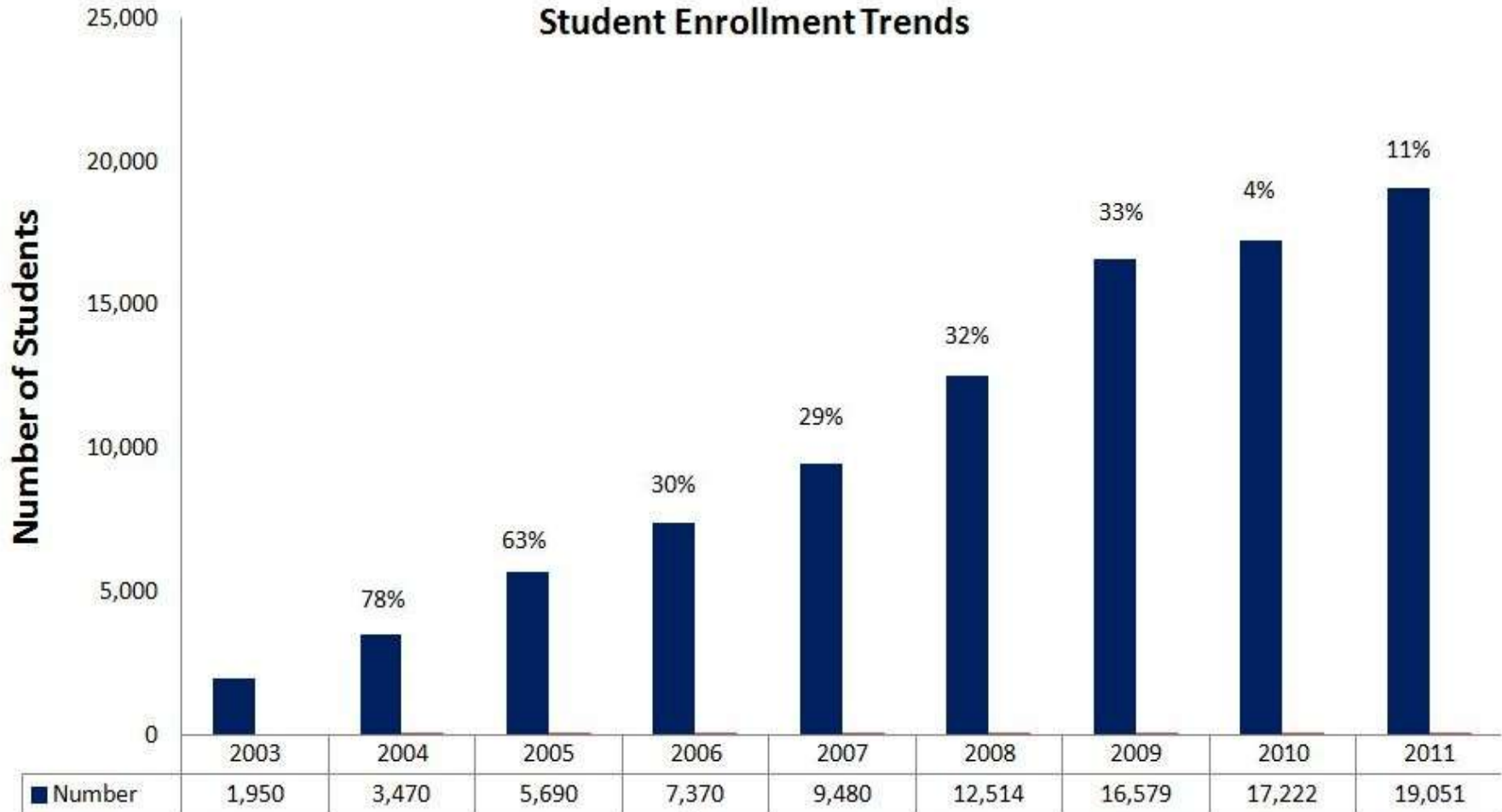
- Organize Education Forum discussions semi-annually
- Coordinate Student Recruitment Activities
- CEO Networking Event

Student Hub Team

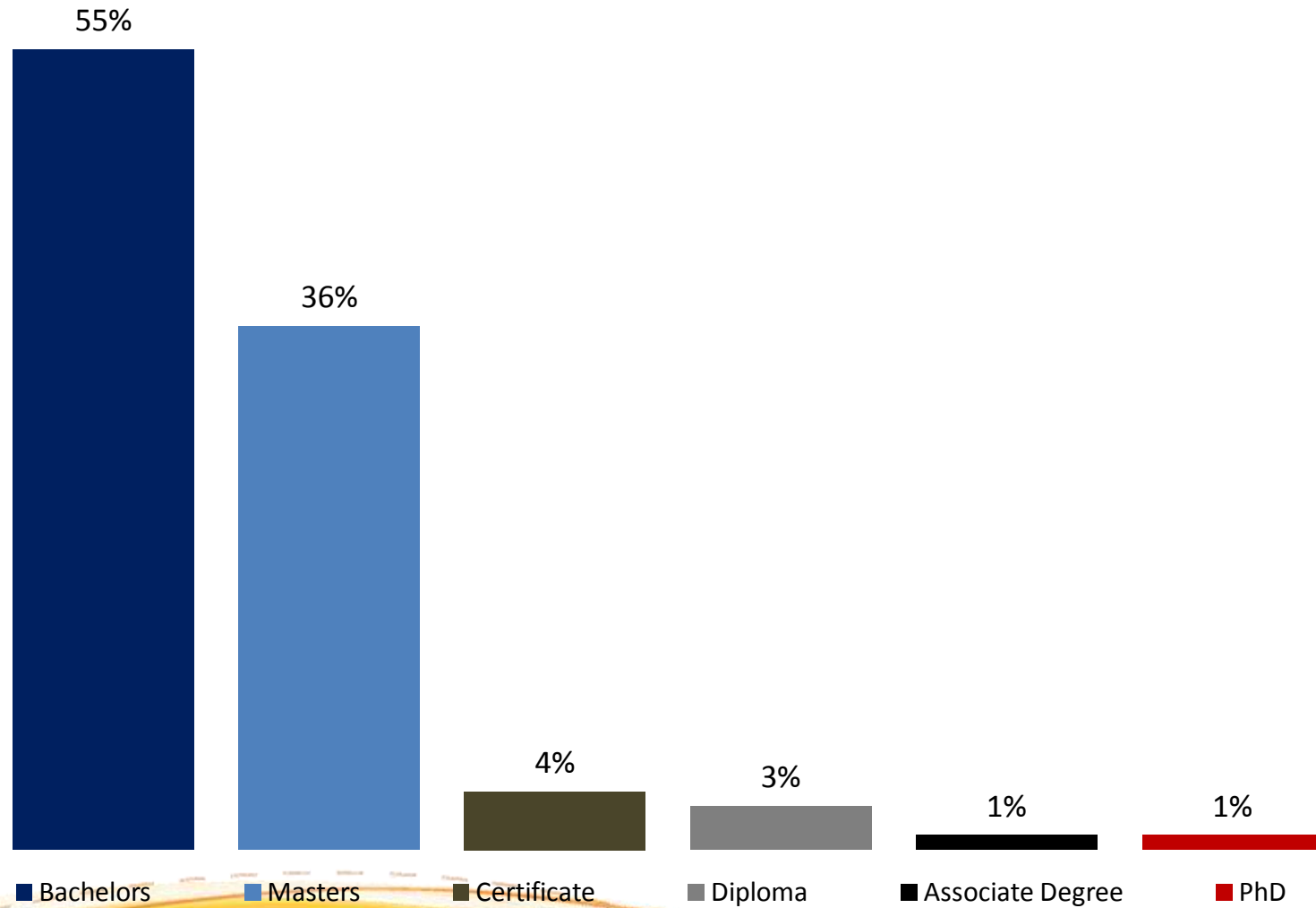
- Organize Social, cultural and sporting events for students.
- Facilitate student visa applications
- Maintain student statistics
- Assist with career placement and internship programs

Rapid growth has slowed, but year on year growth forecasted at **7%**

Student Enrollment Trends

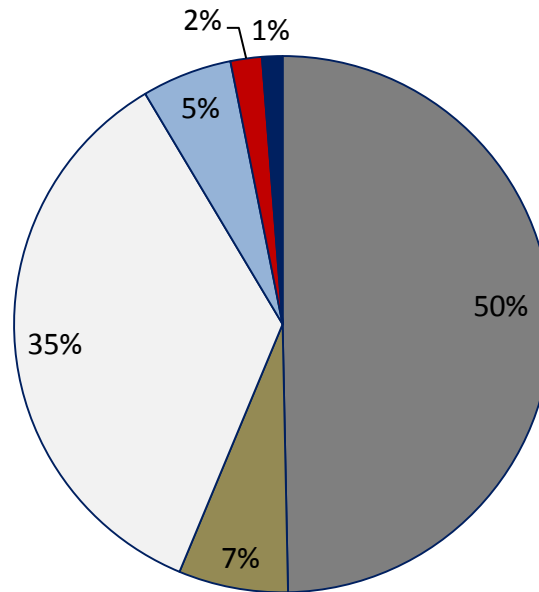


Majority of students enrolled in bachelors degree programs



DIAC's Student Population comprises over **138** nationalities

Nationalities by Region



■ Asia ■ Africa □ Middle East ■ Europe ■ North America & Canada ■ Australia

Future growth for DIAC

- Academic Partner's Expansion
- Specialized H.E. Providers (Niche Programs)
- Vocational Education
- Professional and Executive Training
- Focus on quality vs. quantity
- R&D Centers and other supporting facilities

Future growth for DIAC requires an understanding of regional workforce planning requirements



1

Regional labor market trends, dynamics and future outlook

2

Industry sectors workforce demand and supply

3

Talent demands and resulting gaps from high growth industries

4

Analysis of recruitment trends and requirements for recent grads

Industry Demand Driven Strategy

**Demand for Skilled
Workforce**



Demand for New Educational Institutions and Programs



**Tertiary
Education**



**Executive
Education**



**Certificates
and Diplomas**



**Vocational
Education**

Thank You

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If you are interested in learning more about DIAC,
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