



Highlights

The **Education** sector in the **UAE** has vastly **matured** over the last two decades, offering private investors a **resilient gateway** to enter the market and provide students **competitive** education opportunities with world-class academia and international certification and recognition. **Higher Education** is becoming more robust in the region, supported by recognized and qualified local and international universities. This advancement has driven the emergence of the UAE as a higher education hub for local, regional and international students from all over the world. That is why **Fadi Habib**, Amanat's Head of Education, and I, will be putting the spotlight on Amanat's wholly owned **world-class British University, Middlesex University Dubai**, and its recent achievements and growth, leading to it becoming the largest private university in Dubai's higher education market:

- **Successful collaboration delivers results - Amanat's Portfolio Management approach**
- **Building career paths for the future: The Middlesex Graduates**
- **The Social Impact: Integrating SDGs into the heart of higher education**
- **The Multi-Campus Experience: The inauguration of DIAC**

Friends,

Nearly 4 years ago, **Amanat invested** 419 million dirhams to **acquire Middlesex University Dubai ("MDX Dubai")**, an internationally renowned university that established its footprint in Dubai in 2005 as the **first overseas campus** of Middlesex University in London. Today, MDX Dubai is home to over **4,000 students** from more than **118 different nationalities**, across two campuses in **Dubai Knowledge Park** and **Dubai International Academic City ("DIAC")**, offering over **70 specialist programs**.

Successful
collaboration
delivers results

We have witnessed MDX Dubai grow into what it is today since our investment in August 2018. In line with Amanat's **portfolio management strategy**, we have led on **Corporate Strategy, Corporate Governance, and Corporate Finance** to exploit the unlocked potential of the university and create an even stronger presence in the UAE. By focusing on **quality excellence, program diversification, campus expansion, and strong governance**, MDX Dubai was recognized as **the largest private university** in Dubai by the KHDA, **received a 5-Star rating**, and **contributed 31.1 million** in FY-2021 to Amanat driven by growth in enrolments, a fully integrated multi-channel domestic marketing campaign, an effective international outreach strategy, newly launched programs, and a dynamic blended online-offline model for academic provision.

These achievements are a testament to the **quality** of the **academic offering**, combined with the **student experience**, a multi-campus experience with a range of **over 30 sports and cultural clubs, career and employability opportunities**, and a **strong student support program** through its **Centre for Academic Success**. Collectively, these expansive resources and student services create an **attractive proposition** for **transnational students** searching for an international university experience with a compelling student life, and that is what makes MDX Dubai stand out from the **competition**.



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Middlesex University is a **global university** committed to meeting the needs and ambitions of a culturally and **internationally diverse** range of students, by providing challenging academic programs underpinned by **innovative research**, grants, and professional practice, preparing its students to be effective professionals, equipped with the **job-relevant skillset** needed to succeed in the today's world, and committed to life-long learning and able to contribute to the communities in which they live and work. Across 17 years, MDX Dubai has proudly watched more than **9,000 graduates** embark on their professional journeys. Whether aspiring to continue in academia or embarking on their new career, MDX Dubai ensures that **each graduate is 100% employable**, empowered, geared with confidence, and connected to a strong network of experts that can help facilitate opportunities for their future.

Building career paths for the future:
The Middlesex Graduates

Finally, after a 2-year hiatus caused by the pandemic, MDX Dubai graduates were able to cross the stage and collect their degrees in a well-orchestrated ceremony held at the Dubai Opera. We are honored to have witnessed proud students mark their achievement and confidently look outward. As **Dr. Ali Bin Harmal** shared in his speech when being awarded the **Honorary Doctorate** at the ceremony: "Every phase of your life had its challenges and every experience leading up to this moment has made you who you are, do not lose track of what matters the most: you and your commitment to making a difference". **These are the graduates of today; professionals of tomorrow**, entering the workforce fully equipped academically, socially, and professionally, and ready to take on the world and make an **impact**.

MDX Dubai is integrating SDGs into the heart of higher education

Beyond the University's reputable educational impact, MDX Dubai has also been **pioneering initiatives** geared towards **social and environmental betterment**, which is a focal point for Amanat. Most recently, **MDX Dubai partnered with Dubai Cares** to host a speaker series at their **pavilion at Expo 2020** about **Sustainability Best Practices in Education**, which was launched in January 2022. MDX Dubai's Head of Education and Early Childhood Studies, **Alison Joy Burrows**, was the driving force behind this initiative. The series features faculty from across the university providing talks to educators and teachers about how they can integrate the **UN Sustainable Development Goals (SDGs)** into their classrooms with actionable insights from the faculty's research and own experiences. By promoting a series of responsible social and

environmental contributions, MDX Dubai is **positively impacting the future success of its students**. The series was concluded by **Professor Nic Beech**, **Vice-Chancellor** of Middlesex University, who spoke about the impact and importance of integrating and **implementing the SDGs into higher education** and how this is being implemented across all Middlesex University campuses, including London, Dubai and Mauritius.

To further deliver on the institution's **commitment** to enhancing the quality of higher education in the UAE, MDX Dubai **inaugurated** its second campus in **Dubai International Academic City ("DIAC")** with the presence of senior officials from the **KHDA, TECOM Group and Middlesex University London**. The campus first opened in September 2021 making it the first university with campuses in each of Dubai's two academic hubs. The campus is designed to be an **innovative student learning** space, encouraging the development of an **entrepreneurial approach** to learning by bringing ideas to life. The campus was established with the objective to better serve students from the Northern Emirates as well as international students, due to the close proximity to the University's student accommodation. This has further strengthened MDX Dubai's market positioning and attractiveness to students from both the UAE and around the world, which are confident will further support and enhance the growth profile of the University.

The Multi-Campus Experience:
The Inauguration of DIAC

As a **leading and widely recognized** player in the higher education market, MDX Dubai has demonstrated the compelling value proposition that **international education models** can offer in the UAE, paving the way to **attracting and retaining** more talent both domestically and internationally in line with UAE's vision of growing its knowledge-based economy. The ongoing support of the education ecosystem in the **UAE has empowered MDX Dubai** to grow and enhance the quality of higher education and create accessibility for students locally and transnationally. With the inauguration of the DIAC campus, the University's world-class academic offering is now complemented by a **premier student experience** in the two most prominent educational hubs in Dubai. We look forward to continued partnerships with **local and regional stakeholders** to build on this success and **drive future growth**.



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