

## American University in Dubai Signs MOU with SELEM DMCC



### Collaboration in the field of continuing engineering education and professional training

Dubai. The School of Engineering at the **American University in Dubai ( AUD )** and Smart Engineering Leadership & Excellence in Management (**SELEM DMCC** ) signed a Memorandum of Understanding (MOU) at the **AUD** Campus in Dubai to collaborate in the field of continuing engineering education and professional training.

Dr. Alaa Ashmawy Dean of the School of Engineering at **AUD** and Mr. Maged Farouk Hanna, Managing Director & CEO of SELEM signed the agreement, with the aim to support community education activities undertaken by **AUD** 's School of Engineering faculty and SELEM staff including workshops, seminars, training courses, and other professional development activities.

Mr. Maged Farouk Hanna, said "The vision of SELEM is to provide 'The Best Smart Practices in Engineering Leadership and Excellence in Management'. Through its privileged position and effective role in local and international partnerships, SELEM plays an important role in bridging communication between local and international engineers in order to network, communicate, transfer knowledge and experiences and even enables them to learn more about the latest technologies in various field of engineering. SELEM provides opportunity and awareness on the best techniques and expertise for the sophistication of the engineering sector and the use of best practices for excellence and leadership through management consulting, conferences, seminars, training courses, as well as its contribution and support in scientific research and the dissemination of engineering articles."

Dr. Alaa Ashmawy said: "*The School of Engineering plays an important role in the advancement of the engineering sector through enhancing the educational experience of our students who are the future leaders, supporting the faculty through a number of initiatives aimed at enriching their professional experience, partnering with the region's professional community with the objective of bridging the gap between academia and practice and following the vision of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai on the importance of activating strategic partnerships with the private sector. The importance of this MoU is to link cooperation and strategic partnership between the School of Engineering of **AUD** and SELEM in many areas of management and engineering as they have the technical expertise and capabilities in these sectors in addition to their expertise in global communication and networking.*"

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#### About AUD

The **American University in Dubai ( AUD )** is a private, non-sectarian institution of higher learning founded in 1995. It serves UAE nationals and international students who seek world-class career-oriented education. **AUD** , as an international institution of higher education, encourages global understanding by providing an atmosphere of cultural diversity and opportunities for an international education.

#### About SELEM

**Smart Engineering Leadership & Excellence in Management** is founded in 2016 with its vision "**The Best Smart Practices in Engineering Leadership and Excellence in Management**". **SELEM** is engaged in project development, management and feasibility studies consultancies, cost control and risk management services, surveying and evaluating services, conferences and seminars organization, training institute and international testing center in partnership with several global partners in the industry.

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