

Ru'ya × Academic Institutions

Empowering Emirati Youth Through
Education, Skills & Opportunities

Messe Frankfurt
Middle East
129

رؤية

A WORLD OF OPPORTUNITIES
DISCOVER OUR EMIRATISATION PROGRAM

نفتخر بالانتماء إلى "حي بي ورك" ونستلهم تطلعاتنا
هنا مدفوع بما نؤمن به



94% من فريقنا يشعرون بالفخر
لكونهم جزءًا من "حي بي ورك"
94% OF OUR PEOPLE TAKE PRIDE
IN BEING PART OF DP WORLD



Great
Place
To
Work®

Conducted
JUL 2025

The UAE's Largest Youth Empowerment Platform

24 Years of Empowerment

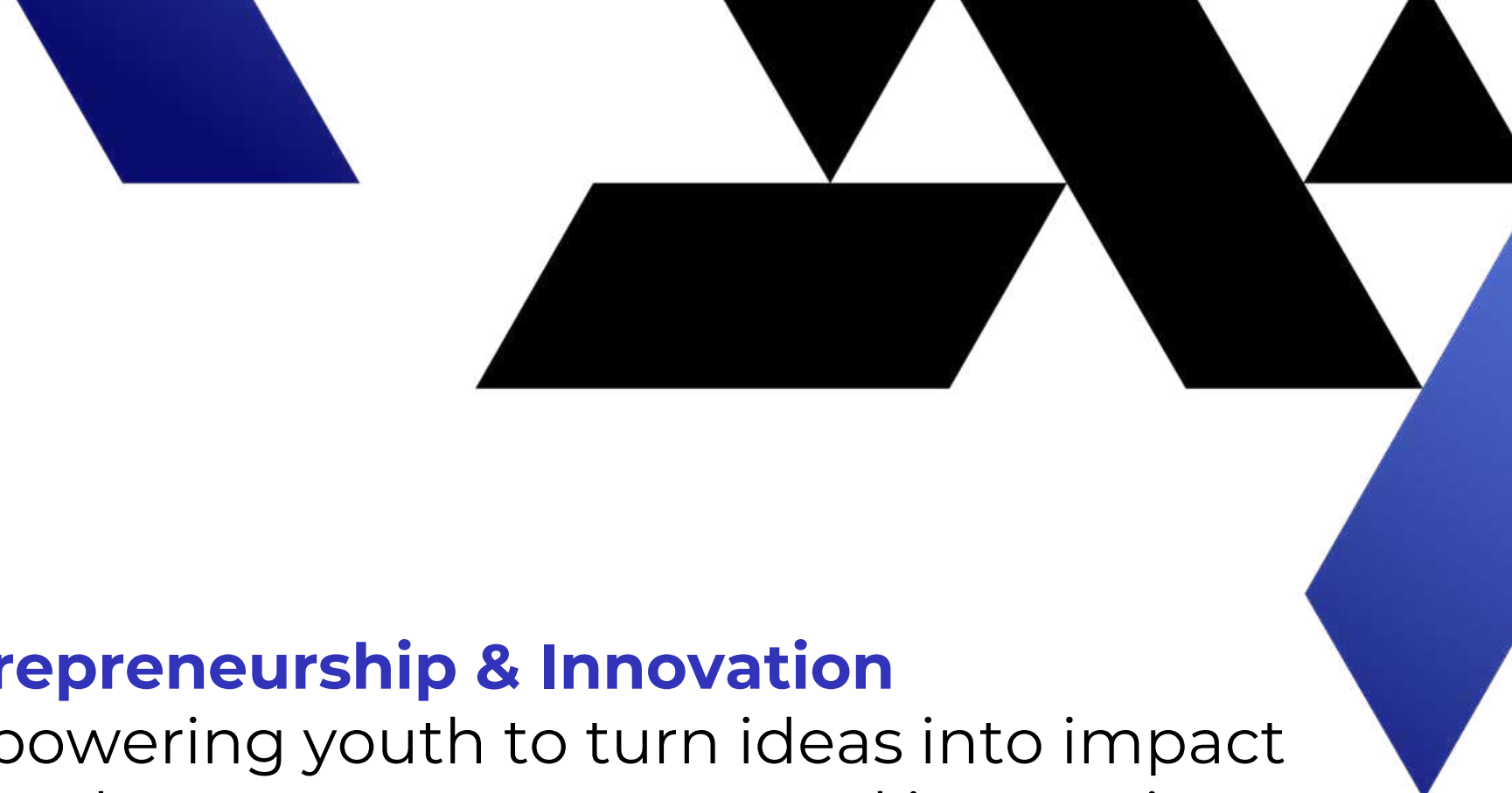
Ru'ya has empowered Emirati youth since 2001, evolving from a recruitment fair into a hub for education, employment, entrepreneurship, and innovation.

Ru'ya aims to bridge the gap between youth and the job market, shaping the future of Emirati talent.

Mission & Vision:

- **Connecting** Emirati youth with **education and career opportunities**
- **Bridging academia** and industry through real **engagement**
- **Preparing** future-ready talent through **skills, exposure, and experience**





How Ru'ya Prepares Youth For the Future

Education & Up skilling

Partnering with top institutions to provide practical learning, certifications, and future-ready skills

Career Readiness

Preparing youth with CV clinics, interview coaching, and soft skills for long-term success

Career Exposure

Connecting youth with leading employers through job fairs, internships, and mentorship

Entrepreneurship & Innovation

Empowering youth to turn ideas into impact through resources, support, and innovation platforms

Hands-on Experience

Enabling real-world projects, workshops, and challenges that build confidence and capabilities

Networking & Mentorship

Building strong networks with industry leaders and mentors who guide and inspire

ACADEMIC HUB

Academic Hub

After the success of previous editions, the **Academic Hub** returns in its **4th edition** as a collaborative platform that brings together **academic institutions, students, and companies** in one place to connect, network, and access real opportunities, including live interviews, training, and career pathways, bridging academia and industry to **prepare students for the future workforce**.

Trusted by Leading Academic Institutions



UNITED ARAB EMIRATES
MINISTRY OF EDUCATION

المعرفة
Knowledge



CANADIAN
UNIVERSITY DUBAI
Your portal to Canadian education



جامعة الشارقة
UNIVERSITY OF SHARJAH



جامعة عجمان
AJMAN UNIVERSITY

جامعة عالمية
GLOBAL STUDIES
UNIVERSITY العالمية



DIDI
DUBAI INSTITUTE
OF DESIGN
AND INNOVATION



جامعة أبوظبي
Abu Dhabi University
حرم دبي Dubai Campus



Higher
Colleges of
Technology



SWISS
INTERNATIONAL
UNIVERSITY

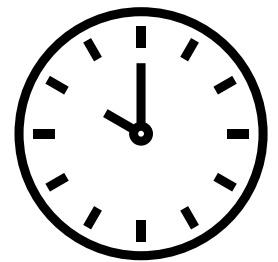
What Our Partners Say

“ Exceptional partnership at **Ru'ya 2025**—their planning and on-site support made the Academic Hub engaging and impactful, with strong positive feedback ”

-Amer AlMadani, **Director of Learner Empowerment at KHDA**

3 Days of Opportunities at the Academic Hub

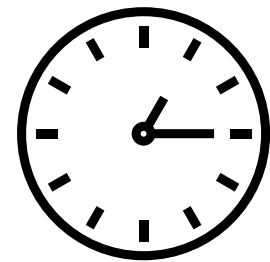
Make the most of your participation based on your objectives, whether focused on student engagement, industry connections, or both:



Morning: Student Engagement & Awareness

Connect with **students** exploring future pathways.

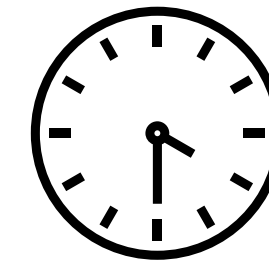
- Promote your programs
- Build awareness and interest
- Host talks, workshops, and sessions
- Engage through interactive experiences



Afternoon: Industry Connections & Partnerships

Strengthen relationships with **employers and stakeholders.**

- Network with leading industry partners
- Explore internships and placements for students
- Build strategic collaborations
- Join matchmaking meetings



Throughout the Day: Career & Internship Opportunities

Give students direct access to real-world **opportunities.**

- Connect with employers offering internships and careers
- Explore future career pathways
- Build exposure between students and industry

What Are the Benefits for Your **Academic Institute?**

- **Direct access** to **20,000+ visitors**, including school students, university students, and Emiratis **exploring higher education opportunities**
- **Direct access** to **5,000 + employers** and government entities to promote your **postgraduate programs** and workforce **upskilling opportunities**
- **Access** to a matchmaking programme with **180+ participating companies** and internship opportunities
- **Showcase** your programs, majors, scholarships, and tuition offers to **students and parents**
- **Dedicated** Career & Internship Desk connecting **students** with relevant opportunities
- **Connect** with and attract **top Emirati talent** for your institution
- **Opportunity** to position your institution as an **Academic Partner** at Ru'ya
- **Increase** your visibility through **on-ground branding and** student engagement
- Be part of the **Ru'ya Student Passport initiative**: a guided journey designed for student visitors to explore the show



What Are the Benefits for Your **Emirati Students**?

- **Hands-on** experience, **networking**, and **career opportunities**
- **Connect with 150+** leading employers offering expert career advice and guidance
- **Access** over **4,000 internships, part-time roles, and graduate opportunities** tailored for **UAE nationals from Ru'yas exhibitors**
- **Showcase top Emirati talent** and student projects on a national platform, gaining visibility with key industry players
- **Participate** in **interactive workshops** designed to build practical skills, enhance employability, and prepare students for real career pathways
- **Prepare** a **full-day journey** for your students to explore participating companies and discover available opportunities.



Academic Hub Package

Become part of the **Academic Hub** and position your institution among students, parents, and industry leaders at **Ru'ya 2026**.

Package Includes

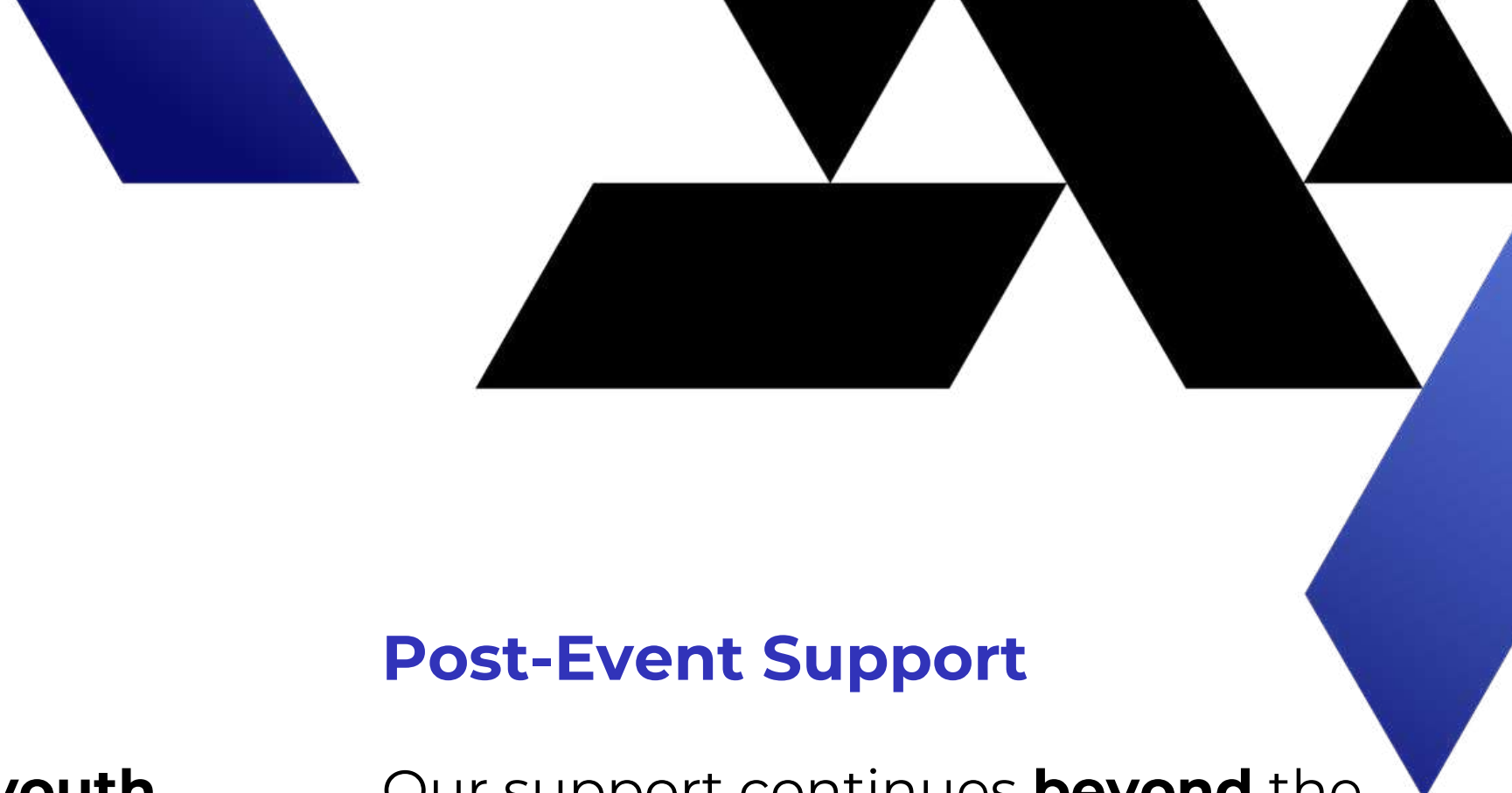
- **Branded** station within the Academic Hub
- 1 table, 2 chairs, screen, power, and **logo branding**
- **Access** to networking and engagement opportunities throughout the event
- **Access** to Career & Internship opportunities

Become an Academic Partner

As an Academic Partner, your institution will benefit from **enhanced visibility, stronger positioning, and direct engagement with students, parents, and industry stakeholders.**

Investment

We have developed a competitive package of **AED 6,820**



Beyond the Exhibition

Year Round Support at Ru'ya

Pre-Event Visibility

Gain early exposure through Ru'ya's marketing **channels**.

- **Logo placement** on Ru'ya website and selected collaterals
- **Social media mentions** and announcements
- **Inclusion** in EDMs, student communications, and the post-show report
- **Logo** on Ru'ya Passport

During the Event

Become part of Ru'ya's **youth empowerment journey**.

- **Full access** to Ru'ya companies and visitors for networking opportunities
- Access to the **Career & Internship Desk** within the Academic Hub
- **Opportunity** for your students to explore internship and scholarship opportunities offered by exhibitors

Post-Event Support

Our support continues **beyond** the exhibition.

- **Dedicated** post-event email **campaigns** sent to Ru'ya exhibitors
- **Promotion** of your institution, programs, and student strengths to employers and industry partners
- **Showcase** why your institution and students are strong candidates for internships

How We Can Collaborate

To maximize impact and reach the right students, we would appreciate your support across the following areas:



Social Media

Share our Ru'ya posts on your channels



WhatsApp/SMS

Send Ru'ya news directly to students



On-Campus Displays

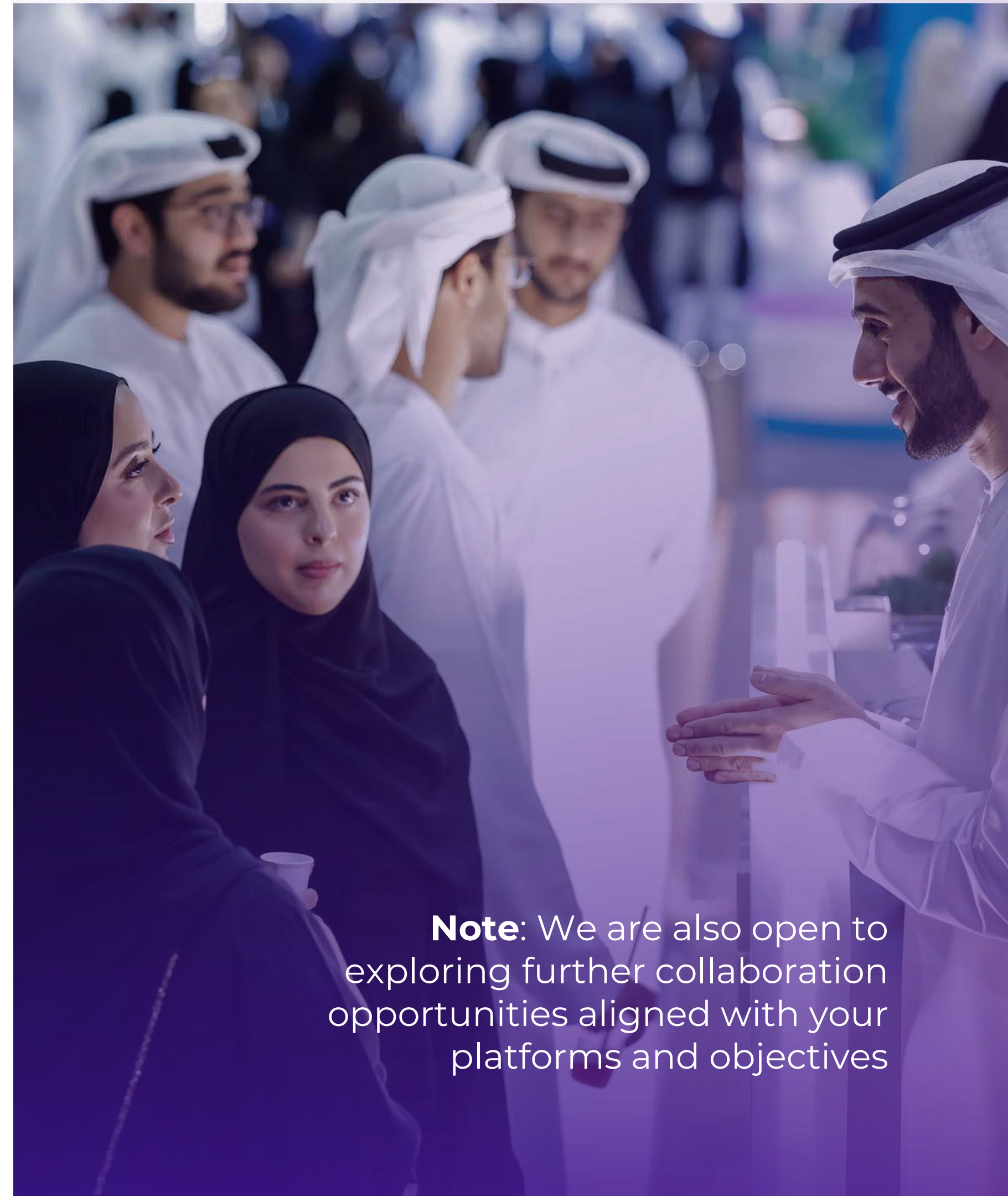
Place Ru'ya posts on digital screens on campus



Email Campgains

Distribute our newsletter to your students' email

Note: We are also open to exploring further collaboration opportunities aligned with your platforms and objectives



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Ru'ya

Where Talent Meets Opportunities

**Let's Build the
Future Together**