



Oct 28, 2025

Empowering Women, Building Futures

The College of Business at Al Ain University, in cooperation with the Innovation & Entrepreneurship Center, successfully organized a community focused forum titled “*She Leads, We Collaborate: Women Entrepreneurs & Partnerships*” at the Abu Dhabi Campus.

The event celebrated women’s leadership, innovation, and entrepreneurship, and highlighted strategic partnerships with the Jordanian-Emirati Women Business Council (JEWBC) and the Arab International Women’s Forum (AIWF), marking a key milestone in fostering impactful regional and international collaboration.

The forum commenced with welcoming remarks by Dr. Amer Qasim, Vice President of Al Ain University, followed by opening words from Dr. Iffat Sabir, who expressed appreciation to distinguished guests and emphasized the university’s commitment to advancing women’s participation in business and leadership.

The event was graced by the presence of Her Excellency Dr. Amal Abdullah Al Hadabi, Chairperson of JEWBC, accompanied by Board Members and leading women entrepreneurs, along with Dr. Haifa Al Kaylani, OBE, President and Founder of AIWF. Both leaders shared inspiring insights from their leadership journeys, underscoring the vital role of innovation, partnerships, and collaboration in driving sustainable development and empowering women across various sectors.

A Memorandum of Understanding (MoU) was later signed with both JEWBC and AIWF, reinforcing a shared mission to support women's leadership growth and entrepreneurial excellence. The signing ceremony was followed by a presentation of commemorative shields by Dr. Amer Qasim and Certificates of Appreciation recognizing outstanding women entrepreneurs from the community.

The forum concluded with a visit to the AAU Student Bazaar, where attendees explored creative business projects by women entrepreneurs and Al Ain University students. The bazaar served as an inspiring platform for networking, collaboration, and celebrating the innovation, resilience, and entrepreneurial spirit of emerging female leaders.

[Press Release Link](#)