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A vibrant and modern city, Dubai’s culturally inclusive society is recognised as one the world’s fastest growing economies and a business hub at the crossroads of East meets West. The strive for excellence and adventure is echoed across Dubai life, and as a result many residents and businesses enjoy prosperous lives in the emirate. What really sets Dubai apart from other cities is its ability to attract numerous multinational companies, providing plenty of opportunities for innovation, research and development. The Centre of Innovation and Excellence (CIE) is based at the Knowledge Park in the heart of Internet and Media Cities.
MISSION

CIE was born of a big idea to transform the mindsets of business experts and Governmental managers. CIE is involved with the creation, development, adoption, and integration of new and renewed concepts, systems, and practices that put people and planet first. Members of CIE work across sectors to create a better world. We accelerate their success and amplify their impact through the power of coworking, community and collaboration.

What makes CIE so special? The people. We are a warm and welcoming community of researchers and practitioners, who are changing the world in big and small ways. We embrace tolerance, diversity and inclusivity, and foster the right environment for innovations to flourish. We provide our community with the spaces, connections and resources they need to work, connect, create and transform.

Our mission is to unleash the spirit of innovation and excellence at Middlesex University in Dubai. We do this by providing the knowledge, environment and inspiration to all staff and students through training programmes, events and workshops. We work closely with the wider business and entrepreneurial communities to enable you to unleash your potential.

Dr Evangelos Moustakas
Head, Centre of Innovation and Excellence
Middlesex University Dubai aims at working very closely with organisations in the Middle East and the United Arab Emirates. Multinational enterprises have grasped the potential of the region and set up major operations in a number of key sectors and industries. The region has also seen the emergence of local companies and sovereign wealth funds on the world stage. Dubai Ports World, Abu Dhabi Investment Authority, ADNOC, Emirates Airlines, Jumeirah Group of Hotels, EMAAR, Nakheel, Emirates NBD Bank Group are just some of the organisations from the region that are now playing major roles within the global business arena. With CIE in place, the University aims to enhance collaboration with organisations in various verticals involving research, training and projects.
CIE links industry and academia to advance education, research, corporate training and outreach in key areas. This is a key step in the university to drive innovation and research to the next level. It provides a unified platform where university education in various domains can be exchanged between the academic and corporate world. The centre deals with specialised discipline areas which are mentored by faculty from several departments and industry experts.

Knowledge transfer and exchange is the process of working collaboratively with industry to marry cutting-edge university research with the business ambitions of an organisation. CIE partners with industry to identify and pursue mutually beneficial business objects through collaborative agreements.

CIE has an experienced team of distinguished researchers and highly skilled professionals with outstanding experience in training and consulting. It helps corporations and professionals develop breakthrough strategic solutions in order to drive sustainable business impact. Our mission is to help organisations in the UAE as well as internationally improve their knowledge and skills and to enable them to achieve their goals in the business world.
EXPERTISE

Executive Education Programmes; Training/Workshops

Distinguished Lecture Series

Collaborative Research Centres with Industry

Identifying successful management practices

Benchmarking

Customized Certificate Programmes

Industry Round Tables

Consulting projects open for students and faculty
CONSULTING

Developing and implementing business strategies for organisations.

Developing new brands and re-branding or improving identity design.

Visual communication solutions (photography, graphic design, video production).

Publishing (copywriting, editing and layout design).

Managing social media communities for brands and enterprises.

Launching online advertising campaigns using social media channels.

Creating engaging and interactive content on social media.

Promoting events, products and services through social media networks.

Evaluating and reporting the performance of social media activities through advanced social listening tools.
TRAINING

Short / Long term courses

Customised / In-house training
PAST EVENTS

- RTA Qiyadi IV Leadership Programme
- Advanced Social Media Master Class 2018
- Applied Learning Experience 2018-2019
- Executive Skills Development 2018-2019
- Fundamentals of Coaching for Educators
- Advanced Social Media Master Class 2017
- Course in International Maritime Law
- Applied Learning Experience 2017-2018
- Executive Skills Development 2017-2018
- The Anatomy and The Journey - Foundational and Advanced Coaching Courses
- Data Analytics Associate in Partnership with SAS
- The Emac Regional Moot
- Applied Learning Experience 2016-2017
- Executive Skills Development 2016-2017
- Professional Social Media Training
- EU & UAE Conference: Rule of Law and Arbitration
- Family Law Workshop
- Career Management & Emotional Intelligence
- Social Media Training 2016
- Data Analytics Associate Training
- Personality Dimensions Training
NEXT STEPS

CIE is a living organism focused on constant growth and expansion through research, analysis and study of the ever-innovating local industry. With that as a compass, CIE is planning and organising the next enterprises and collaborations for the imminent future.

UPCOMING EVENTS

- Law in HRM Training Workshop, December 2019
- Applied Learning Experience 2019-2020
- Executive Skills Development 2019-2020
- Advanced Social Media Master Class, May 2020

* To attend any of our upcoming events, visit: mdx.ac.ae/cie
SELECTED PARTNERS

MDX Dubai
MDX London
Loyola University
UN HABITAT
RTA
Dubai Legal Affairs Department
Dubai Islamic Bank
Indian Institute of Management Ahmedabad
Personality Dimensions
Fichte & Co
BCS The Chartered Institute for IT
Institute for Entrepreneurship and Business Excellence
Blizz-Buzz
Dell | Emc²
SAP
ORACLE
IBM
CISCO
Microsoft
Gradin