In September 2015, we launched the Centre of Innovation and Excellence (CIE) to serve as a link between 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. Middlesex University Dubai enriches its programmes and contribution to the community by encouraging interaction between academics, industry, Government sector and NGOs. The Centre of Innovation and Excellence (CIE) provides this interface.

The Centre of Innovation and Excellence aims to promote and develop a collaborative platform for industry and academia to facilitate innovation and excellence. The Centre of Innovation and Excellence of Middlesex University in Dubai works closely with organisations in the Middle East and the United Arab Emirates providing links between industry and academia to advance education, research, corporate training and outreach in key areas. Our mission is to help clients improve their knowledge and skills and to enable them achieve their goals in the business world. Our team consists of distinguished researchers and highly skilled professionals with outstanding experience in training and consulting.

Our services

CIE areas of expertise
- Innovation, Incubation and Entrepreneurship (IIE)
- Business Management (incorporating the areas of leadership, corporate strategy, human resources, marketing and supply chain)
- Data Analytics and IT
- Banking and Finance
- Law

Activities at Centre of Innovation and Excellence
The CIE will serve as a platform for industry interaction and executive education. Some of the activities are:
- Executive Education programmes; Training/Workshops
- Distinguished Lecture Series
- Collaborative Research Centres with Industry
- Identifying successful management practices
- Benchmarking
- Customized Certificate Programs
- Industry Round Tables
- Consulting projects open for students and faculty

We offer customised packages to organisations based on their needs and objectives. Our consulting services include:
- 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.

Contact info:
Block 17, Knowledge Park, Dubai, UAE
Tel. + 971 (0) 44 33 5637, + 971 (0) 55 158 7029
www.mdx.ac.ae/cie
Delivered by: Dr. Krishnadas Nanath

Dates: 08 - 09 April 2016
12 & 13 January 2018

Participants from:
ADCB, Nielsen, Landmark Group, Souq.com, Cleartrip, Department of Transport (Abu Dhabi), Abu Dhabi University (ADU), Rivoli Group, Bream, IMT.

Venue: MDX Dubai

Middlesex University Dubai organised Data Analytics training program for professionals on the 8th and 9th April 2016. This corporate training program was conducted in association with Indian Institute of Management Ahmedabad (IIM A). The program was organised by the Center of Innovation and Excellence (CIE) at MDX Dubai and was designed by Dr. Krishnadas Nanath (Department of Computer Engineering and Informatics). The course was jointly taught by Prof. Krishnadas and Prof. Arnab Laha (IIM Ahmedabad). Participants were exposed to the world of Data Science (Machine Learning, Data Visualization, and Social Media Analytics etc) using tools like R Studio and SPSS.
The Professional Social Media Training courses were organised and delivered by Dr. Evangelos Moustakas, Associate Professor at the Marketing Department of Middlesex University in Dubai. The purpose of these trainings was to help participants understand the evolving landscape of social media and acquire a toolkit for delivering their own digital marketing strategy. The Courses looked at how social media such as Facebook, Twitter, LinkedIn,Slideshare, Pinterest and Snapchat could be used to communicate effectively with potential and existing customers as well as spread the word about events and activity programmes. The Social Media Courses helped participants start developing their own social media optimisation campaign.
Delivered by: Glenys Henry

Date: 03 November 2016

Venue: MDX Dubai

The Personality Dimensions workshop took place on the 3rd of November 2016 and was delivered by Glenys Henry, Lecturer in early Childhood Education at the School of Health and Education of Middlesex University in Dubai. Personality Dimensions is a human relations tool based on leading-edge research into human motivation and behaviour. Using temperament theory, it helps to explain differences between people. This benefits individuals, teams and organisations by providing a language to talk about personality and reframing differences as strengths. The workshop was interactive and participants worked together to explore and understand themselves and others. Participants received a Certificate from Middlesex University Dubai.
On the 10th of December 2016, the Centre of Innovation and Excellence organised a Career Management and Emotional Intelligence (EI) workshop. The Training was delivered by Alveena Javed and was a blend of EQ and Career Management skills. Participants acquired career development skills through utilizing self-assessment tools, exploring interests, evaluating their unique career and life goals and applying four core emotional intelligence skills for career enhancement.
The Law and Politics Department of Middlesex University Dubai is organising a family law workshop for legal professionals and law students. The workshop focuses on the complex areas of divorce, inheritance and jurisdiction and will involve presentations and a panel discussion with three leading practitioners in the field, as well as case study exercises. The objective of this workshop is to equip participants with the necessary skills when dealing with family law issues.
The two-day foundational coaching courses called The Anatomy have been developed specifically for educators and have been created to focus on the distinct needs of teachers and students. The models and techniques taught throughout the courses are founded on Graydin’s unique Start With Heart coaching model designed for education. Participants learn outstanding coaching skills, tools and techniques as well as how to implement these sustainably in order to positively impact the teaching, learning and community across the school regardless of context. Participants complete this course with greater confidence as a coach for themselves and for others as well as the ability to be ‘coach-like’ in all areas of life.

Delivered by: McKenzie Cerri

Dates: 03 - 04 March and 28 - 29 April 2017
27 - 28 October 2017 and 9 - 10 February 2018

Venue: MDX Dubai
Middlesex University Dubai successfully hosted the 4th Annual Travel and Tourism Research Association (TTRA) Asia Pacific Conference (APAC) on the 3rd and 4th December 2016. The conference theme is Pushing the Boundaries: Driving Tourism Innovation and Creativity Through Research. The Conference features nearly fifty leading researchers from industry, government, and academia from more than 15 countries including Australia, New Zealand, China, Japan, Seychelles, UK, USA, Italy, France, Jamaica, Finland, and the United Arab Emirates. The conference featured world renowned keynote speakers and panelists presenting on research and practice at the nexus of creativity, innovation, and tourism.

Dubai Islamic Bank initiated the Elite Leadership Development Program with the overall objective of addressing the gap between leaders’ competency with regards to the two clusters, Lead the Way and Engage and Develop People. A gap analysis had to be done via simulation and activity-based learning to establish the core issues to be addressed. A uniquely tailor-made leadership program was developed to address the identified gaps and to broaden and grow the corpus of knowledge, understanding and the ability to apply learning in current and new situations in their work environment.
EU & UAE Conference: Rule of Law and Arbitration

Coordinated by: Dr. Tenia Kyriazi, Dr. Daphne Demetriou

Date: 26 March 2017

Venue: MDX Dubai

Leading academics and distinguished legal practitioners from the EU and the region delivered presentations and engaged in panel discussions on the current trends, opportunities and challenges in the field. The Conference was CLPD accredited and supported by the Jean Monnet Programme of the European Union via the Jean Monnet Chair awarded to Prof Laurent Pech (Head of Department, Law and Politics Middlesex University London). The panelists were leading academics from Europe and distinguished legal practitioners with extensive experience in arbitration in the UAE and the wider region. Our target audience comprised of business leaders, professionals from the legal sector and legal academics. Middlesex University law students also had the chance to attend the event. The event was accredited by the Legal Affairs Department of the Government of Dubai for the purpose of continuing Legal Professional Development (CLPD).
Coordinated by: Dr. Tenia Kyriazi, Dr. Daphne Demetriou

Date: 23 - 25 November 2017

Venue: MDX Dubai

Middlesex University Dubai in collaboration with Emirates Maritime Arbitration Centre (EMAC) organised the first EMAC Regional Moot. Participation in Moot competitions provides students with the opportunity to hone their written and oral advocacy skills, strengthen their legal knowledge, improve their analytical skills and acquire practical experience in applying legal rules to complex disputes. Through their participation in the EMAC Regional Moot, students gain valuable insight on international arbitration, a particularly fast growing form of dispute resolution, through the lens of a regional perspective, which is arguably underrepresented in international fora. Moreover, at each stage of the competition students receive valuable constructive feedback from leading legal professionals based in the region. Participants develop and enhance their soft transferrable skills, which will allow them to compete effectively in other international moot competitions and possibly pursue a career in arbitration, which is growing in popularity both within the region and globally.
Coordinated by: Dr. Tenia Kyriazi, Dr. Daphne Demetriou

Date: 29 January - 9 April 2018

Venue: MDX Dubai

Middlesex University Dubai invited legal professionals with an interest in shipping and maritime law to attend an 8-weeks course on international maritime law developed by Middlesex University and taught by distinguished legal experts in the field of shipping law in the region. The course offers 8 CLPD points. The course aims to deepen students’ understanding of carriage of goods by sea and international trade in the context of relevant English Law principles and applicable international rules. Participants had the opportunity to evaluate the significance of the legal issues in their commercial, environmental and political context, and critically assess current research and practices by reference to appropriate primary and secondary sources.
Middlesex University in Dubai

CIE provided consulting services to Middlesex University in Dubai in digital marketing and social media management. This involved photography, graphic designing, video production, content development, measurement and reporting.

**Duration:** September 2016 - November 2017