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UAE unveils strategic initiative at strengthening position as global hub for entrepreneurship

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To create an inclusive environment that nurtures entrepreneurial talent



Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister, and Ruler of Dubai, has launched “The Emirates: The Startup Capital of the World” campaign, a strategic initiative aimed at strengthening the UAE’s position as a leading global hub for entrepreneurship and innovation.

The campaign seeks to provide comprehensive support to Emirati youth, enabling them to benefit from the UAE’s unique economic environment through an integrated ecosystem of initiatives, platforms, and specialised programmes designed to foster innovation, accelerate growth, and diversify the national economy.

Supervised by the Ministry of Economy and Tourism, in collaboration with the UAE Government Media Office and the UAE Entrepreneurship Council, the campaign brings together over 50 incubators and accelerators alongside a wide network of strategic partners from the public and private sectors, as well as leading national institutions and academic entities, to create an inclusive environment that nurtures entrepreneurial talent and unlocks economic potential.

Further, the Young Entrepreneurs & Graduate Business Expo will include promoting entrepreneurship from an early age by organising a nationwide expo across all educational institutions in partnership with the Ministry of Education, in addition to hosting a dedicated expo for graduate entrepreneurs to showcase their business projects to a wide audience of investors, potential partners, and support organisations, in collaboration with the Ministry of Higher Education and Scientific Research.