



INTERNATIONAL CONFERENCE

المؤتمر الدولي

لتمكن ريادة الأعمال والتنمية الوظيفية

**EMPOWERING
ENTREPRENEURSHIP &
EMPLOYABILITY**

APRIL 17-18, 2024 - HCT Dubai Men's Campus



Welcome Message

The **HCT International Conference on Empowering Entrepreneurship and Employability** represents not just a conference, but a powerful convergence of innovative concepts, nascent ideas, best practices and potential ventures from across the globe. This international conference will explore the boundless potential of entrepreneurship, and its profound and interwoven connection with employability. Added to this mix are two additional inexorably intertwined factors – education and innovation.

This conference will showcase the vital importance and significance these four factors have on every level of HCT's operations, as we venture forward in our endeavors to support a growing work-knowledge economy.

In today's hyper-connected, globalized society, the boundaries of entrepreneurship have expanded beyond geographic limits, and hence this international conference will shine a bright light on the importance of empowering startups, particularly a new generation of young entrepreneurs, here and around the world, so as to forge strong links with the job market and employability.

At HCT, we believe that promoting an educational system that features the two-pronged approach of entrepreneurship and employability is a shared responsibility and a pre-requisite for growth and development. Educators, entrepreneurs, innovators and employers have a duty to nurture and mentor the next generation – to create an ecosystem where ideas flourish and build bridges of opportunity that reach every aspiring individual. That is why HCT has taken a very deliberate, unwavering path towards this concept of empowering students and new graduates to have future-proof, workplace-ready skills.

HCT's education model has linked entrepreneurship with industry engagement, applied research and advanced education technologies to increase employment readiness and opportunities for our graduates. As a result, entrepreneurship and employability are key components of HCT's education system, and crucial to our future directions and success, reflecting HCT's dedicated approach to embed innovation and entrepreneurship concepts in all its programs.

We are championing an integrated approach involving academia, government and the private and public sectors, hosting forums and conferences such as this one, to support innovative projects and ensure their success in the labor market, while also leveraging and embedding advanced 4th IR technologies, including Artificial Intelligence, machine learning, AR and more. Ultimately, we are advancing towards a setting where all stakeholders can embrace a culture of entrepreneurship, innovation and graduate employability across all sectors and industries.

I am positive that this conference will inspire and motivate all participants to attain impressive milestones and progress in the empowerment of youth and society, through entrepreneurship and employability here in the UAE and globally.

Dr. Luc Verburgh

Chief Academic Officer

Higher Colleges of Technology

<https://hct.ac.ae/en/events/ICEEE24/>