

Press Release:

Abu Dhabi University Partners with the Bank of China to Empower Future Leaders in Finance and Marketing

Abu Dhabi, UAE, 23 December 2024: [Abu Dhabi University \(ADU\)](#), ranked among the top 200 universities globally in the Times Higher Education (THE) World University Rankings 2025, has signed a Memorandum of Understanding with the [Bank of China \(BOC\)](#), one of the world's largest financial institutions. The strategic partnership is set to enhance students' skills and knowledge in finance and marketing while fostering innovation and cross-border collaboration.

The MoU was signed during the '[2nd International Conference on Advancing Sustainable Futures 2024](#)' (ICASF '24) by Professor Ghassan Aouad, Chancellor of ADU and Mr. Wei Zhiyu, Vice President of Bank of China, Dubai Branch, in the presence of senior representatives from both institutions.

Through this partnership, ADU and BOC seek to provide students with hands-on experiences through internships, joint research and practical training programs. Both parties will host seminars and conferences to promote higher education, research, as well as the exchange of knowledge through collaborative academic and professional programs. The collaboration aims to create platforms for innovations, equipping students, faculty and researchers with tools to thrive in an interconnected global economy.

[Professor Ghassan Aouad, Chancellor of Abu Dhabi University \(ADU\)](#), said: "We are honored to collaborate with the Bank of China (BOC), a global leader in financial services. This partnership marks a significant milestone in our mission to drive academic excellence and innovation globally. By working together, we aim to empower our students to navigate and excel in a rapidly evolving global workforce. Through initiatives like these, ADU continues to contribute to the UAE's transition to a knowledge-based economy while preparing future leaders to inspire and lead positive change."

The Bank of China (BOC) plays a crucial role in advancing cross-border trade, investment and sustainable growth initiatives worldwide. This collaboration reflects the university's steadfast

dedication to building national and international collaborations, ensuring its students, faculty and researchers have access to transformative educational and professional opportunities.

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