Held under the patronage of His Highness Sheikh Mohamed bin Zayed al Nahyan, President of the UAE

Games of the Future Abu Dhabi 2025 witness Abu Dhabi University's next-generation gaming talent

- ADU showcases the region's first Bachelor's degree in Video Game Design, developed in partnership with Rubika School in France, supporting Abu Dhabi's ambition to become a global gaming and esports hub

Abu Dhabi, UAE, 22 December 2025: As Games of the Future Abu Dhabi 2025 continues to draw global attention to the future of hybrid sports, gaming, and human-machine interaction, Abu Dhabi University (ADU) is participating in the landmark event to spotlight how higher education is powering the emirate's fast-growing gaming and digital creative economy. Taking place from 18 to 23 December at ADNEC, ADU is using the platform to engage more than 600 students, school groups, industry partners, and sister entities and providing them with an opportunity to gain firsthand insight into the skills shaping modern gaming development careers.

Prof. Ghassan Aouad, Chancellor of ADU, said: "The global gaming industry is no longer just focused on entertainment, but has now become a powerful engine for channelling innovation, digital skills, and economic growth. Our collaboration with Abu Dhabi Gaming and our participation in Games of the Future reflects ADU's role in developing future-ready talent who can contribute meaningfully to Abu Dhabi's vision of becoming a global hub for gaming, esports, and interactive media. It also reflects Abu Dhabi's strategic push to build a sustainable talent pipeline for gaming, esports, and interactive media, sectors identified as key drivers of the creative economy."

ADU's Bachelor of Arts in Video Game Design students and faculty members are offering visitors at the Games of the Future Abu Dhabi 2025 insights into how future gaming professionals are being trained in Abu Dhabi through a program that integrates storytelling, visual design, user experience, real-time engines, and full production pipelines, to meet real industry demands. The program, a first of its kind in the region, is developed and delivered in partnership with Rubika School, France, a globally recognised leader in game design and digital arts.

ADU's presence at Games of the Future Abu Dhabi 2025 reinforces the university's broader commitment to innovation-driven education, youth empowerment, and alignment with national priorities focused on future industries, digital transformation, and the creative economy. Visitors are

welcome to explore ADU's offering at the AD Gaming booth, stand 11760, located in the Atrium between Halls 4 and 5 at ADNEC.

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