

Photo Release

Igniting Future Pathways,

Abu Dhabi University Reinforces Global Standing with Innovative Showcase at Najah Abu Dhabi 2025

Abu Dhabi, UAE, 21 October 2025: Reinforcing its global standing and commitment to educational excellence, [Abu Dhabi University \(ADU\)](#) concluded its participation at Najah Abu Dhabi 2025, one of the region's leading higher education exhibitions, held from 19 to 21 October at the Abu Dhabi National Exhibition Centre (ADNEC).

(Image 1)

Ranked among the Top 250 universities globally and among the Top 3 in the UAE, ADU welcomed a wide group of students and parents to its stand, eager to explore its portfolio of over 65 programs. The university showcased its latest innovations and academic achievements, reaffirming its leadership in higher education and its first-place ranking for teaching pillar, according to the Times Higher Education (THE) World University Rankings 2026.

(Image 2)

A key highlight was ADU's collaboration with Abu Dhabi Gaming (AD Gaming), featuring the interactive VR experience "A Hunter's Journey." The activation, which drew strong interest from visitors, spotlighted ADU's Bachelor of Arts in Video Game Design and its growing focus on creativity, technology, and digital innovation.

(Image 3)

Professor Ghassan Aouad, Chancellor of Abu Dhabi University, said: "at Abu Dhabi University, we place great importance on connecting directly with students and parents to understand their aspirations and help them make informed academic choices. Najah Abu Dhabi continues to be a valuable platform that allows us to engage with aspiring students and families. This year's participation reflected ADU's forward-looking vision and our ongoing commitment to innovation in education. Our collaboration with AD Gaming demonstrates how we are bridging creativity and technology to prepare students for future-ready careers."

(Image 4)



ADU was among the few universities selected to participate in Najah's newly launched 'Innovation Zone', showcasing four innovative interdisciplinary projects that underscored its leadership in innovation, creativity, and educational technology.

(Image 5)

ADU also hosted a seminar titled "Choosing a Career in the Creative Industries," led by **Dr. Wissam Mouawad, Assistant Professor of Media Production at Abu Dhabi University**, where students explored emerging career pathways in game design, film, animation, and media.

(Image 6)

ADU's booth also featured interactive activities, scholarships information, and a raffle draw, giving visitors a closer look at ADU's vibrant campus life and future-focused learning environment.

Year after year, Abu Dhabi University's active presence at Najah Abu Dhabi underscores its role as a global hub for innovation and academic excellence, empowering the next generation of leaders, creators, and changemakers.

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