



UNITED ARAB EMIRATES  
MINISTRY OF INDUSTRY  
& ADVANCED TECHNOLOGY

# Make it in the Emirates Forum

## Advanced Technology Activities





# About The Event

This year the Forum is planned to be held on May 31 – 1<sup>st</sup> June 2023 and it will build upon the success of last year edition.



## Objectives

The forum aims to empower industrial growth in the UAE. Contribute to economic development and increase supply chain resilience. It also provides a unique opportunity for leading national companies and manufacturers to build partnerships, while promoting the development of existing industries and exploring growth opportunities.



## Facts and Figures

Over **1,300 delegates attended** the first edition in June 2020, including representatives from leading national companies, manufacturers and investors with over **20 speakers**, comprising CEOs of major industrial companies, as well as high level representatives from the public and private sector. **300 products** were identified for local manufacturing through deals made by leading companies in the UAE and **AED 110 billion** is the value of potential procurement agreements.



## اصنع في الإمارات MAKE IT IN THE EMIRATES

National ICV Champions



Committed offtakes

UAEbased Manufacturers

Enablers, incentives, and financing

Financing Providers

بنك أبوظبي التجاري  
ADCB

EDB  
مصرف الإمارات للتنمية  
Emirates Development Bank

بنك أبوظبي الأول  
FAB  
First Abu Dhabi Bank

eci  
الاتحاد للائتمان المصدات  
ETIHAD CREDIT INSURANCE

Enablers

TAWAZUN INDUSTRIAL PARK

مجمع  
الوزن  
الصناعي  
DEPARTMENT OF ECONOMIC DEVELOPMENT

موانئ أبوظبي  
ABU DHABI PORTS

## The Advanced Technology stream of the forum aims to promote technology adoption, foster collaborations and enable high-tech startups



**Promoting technology adoption** through raising awareness on the latest trends and best practices



Identify and explore opportunities for **collaboration** with other ecosystem partners



**Enabling high-tech startups** by promoting investment opportunities and other incentives



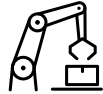
# High-Tech Startup Track

This track is a platform that will provide access to high-tech start-ups in key national priorities to ecosystem partners

Focus Areas

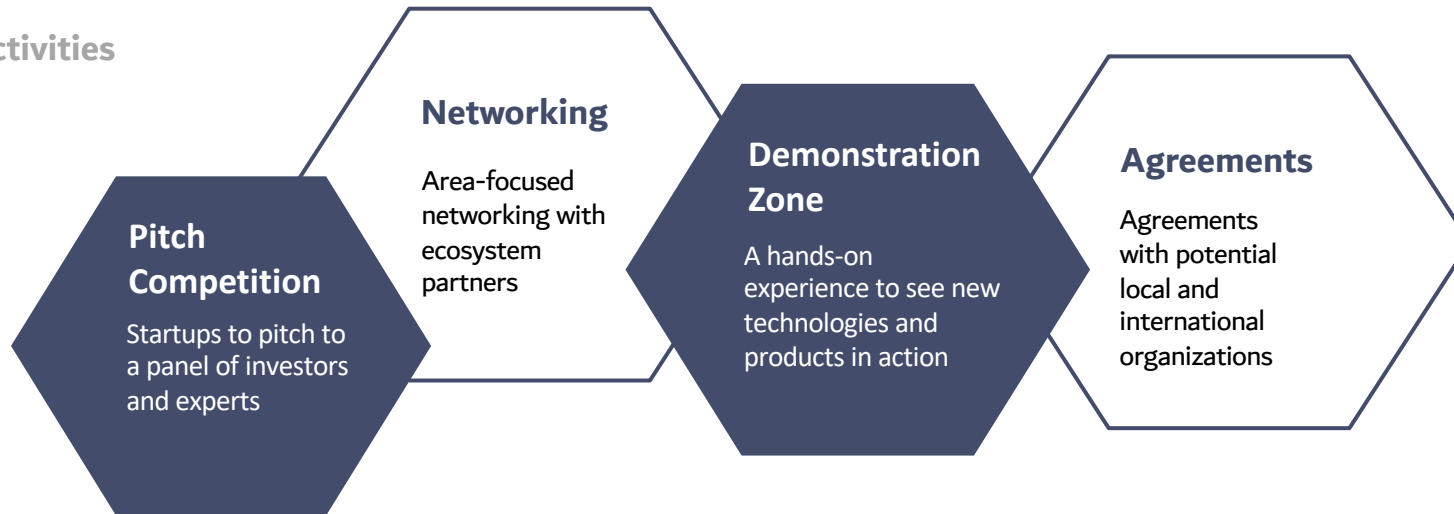


Sustainability



Industry 4.0

Activities







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# Make it in the Emirates Forum

## MIITE Startup of the Year





## The Forum aims to create a platform for startups to Pitch, Connect and Learn



Our **Objectives** are:



Showcase and **pitch** new innovative ideas and technology



Provide a platform for startups to **connect** with industrial stakeholders and investors



**Learn** from the industry expert's perspective on fostering the development of new technology



# Overview



The **Startup Pitch Competition** will be as a platform for global and local startups with focus on sustainability in the following area:

- » **Renewable Energy**
- » **Agriculture**
- » **Waste Reduction**
- » **Life and Sciences**
- » **Transportation & Mobility**
- » **Consumer Packaged Goods**
- » **Construction and Utility**
- » **Manufacturing**

The **Startup Pitch Competition** will be over two days:

## **31<sup>st</sup> May 2023**

Session 1

12:00 – 2:00 pm

Session 2

2:30 – 4:30 pm

## **1<sup>st</sup> June 2023**

Final Round

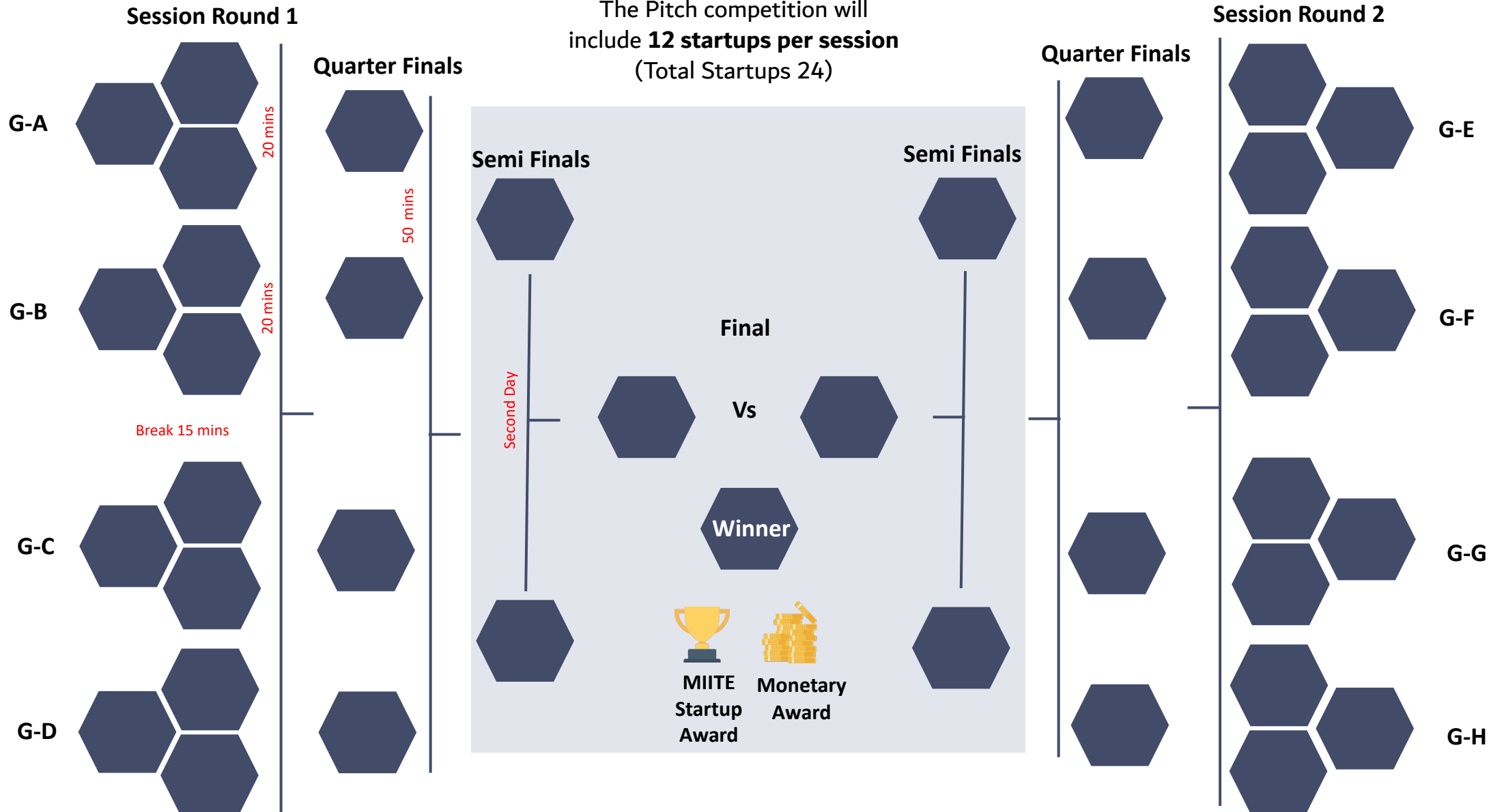
12:00 – 1:00 am

Announcement

1:00 – 1:30 pm



# Competition Structure







# Scoring Process

Startups will be judged on the following five categories:

- 1) **Ideation:** How innovative is the concept and idea?
- 2) **Communication:** How well was the pitch delivered? How engaging and informative was the pitch deck?
- 3) **Commercialisation:** How effectively can the idea be commercialised? Is there any commercial traction established to date?
- 4) **Team:** How well structured is the team? Does the team experience and background lead to clear scalability?
- 5) **Market Information:** What is the market size for this product/solution? What is the competitive landscape like? What is the potential market growth?
- 6) **Relevance:** How relevant is the idea to UAE's market, overall strategy and priorities?

## Scorecard Example

In case of a tie, one judge will be nominated as a tie breaker – their decision will be final.)							
	Ideation	Communication	Commercialization	Team	Market Information	Relevance	
Judge A	4	3	5	1	4	3	3.4
Judge B	3	3	4	4	3	3	3.4
Judge C	4	2	3	3	3	2	3
<b>Startup Total</b>							<b>9.8</b>

## Results

All judges will be asked to rate each startup 0-5 on each category on a physical scorecard.

This will provide an average score per judge.

These averages will be combined to provide a total per startup.

## Winner Criteria

- Highest score
- Judges validation on the concept
- Willingness to invest in
- Social & Environmental Impact
- Quality of presentation
- Robustness of the technology



### Selection Criteria for Startups

- 1) **Innovation or Disruptive Idea:** startup should have unique idea or solution to present
- 2) **Scalability:** the startup should have a business model that can scale and grow
- 3) **Sustainability:** the startup ideas should revolve around sustainability
- 4) **Market Potential:** if the idea or the solution will have a significant demand in the market
- 5) **Competitive Advantage:** the startup should have a long-term advantages that can generate revenue or profit.
- 6) **Social Impact:** the idea should have a positive impact in the community or aligned with national agenda.
- 7) **Commercialization:** Startups be in level TRL 7-9



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# Make it in the Emirates Forum Networking Sessions





## We aim to create a platform for Business to Promote UAE Ecosystem, Collaborate and Gain New perspectives



Our **Objective** are:



Promote the UAE industrial and technology ecosystem



Provide a platform to form **collaboration** by meeting potential local investors, SMEs, and others



**Gain new perspectives** that may lead to new innovative ideas and solutions for the Industrial sectors

# Session Dates and Timings

The Networking Events will be over two days:

## 31<sup>st</sup> May 2023

Session 1 12:00 – 2:00 pm

Session 2 3:00 – 5:00 pm



## 1<sup>st</sup> June 2023

Session 1 12:00 – 2:00 pm

Session 2 3:00 – 5:00 pm



Session Focus Areas are:



**Sustainability**



**Industry 4.0**





# Networking Session Agenda

The session will provide a platform to learn about the economic landscape in the UAE and highlight potential business opportunities

## Section 1 (30 minutes)

- Welcome Remarks by Ministry of Industry and Advanced Technology
- Keynote Presentation on UAE Economic Overview by Ministry of Economy
- Keynote Presentation on Business Investments Opportunities in the UAE
- Q&A at the end of the Presentations
- Keynote Speech by the Head of Delegation and Delegates Introduction

## Coffee Break and Networking (30 minutes)

## Section 2 (45 minutes)

- Focus Sector Roundtables Including Key Ecosystem Players (Government Entities, Industry Enablers, Incubators and Academia)

\*The roundtables discussion will start with an overview on the specific sector in the UAE, followed by group discussion on challenges, opportunities and potential areas of collaborations

## Section 3 (15 minutes)

- Summary of Key Takeaways and Outcomes
- Closing Remarks



# Thank You

Interested to know more?  
Please feel free to reach out to

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