



مؤسسة عبدالله الغرير للتعليم  
Abdulla Al Ghurair Foundation for Education



# NOMU

## A National Youth Development Initiative

**NOMU**, Arabic for 'growth,' is a multi-sector partnership initiative spearheaded by the Abdulla Al Ghurair Foundation for Education (AGFE).

**NOMU** aims to empower Emirati youth through high quality training opportunities driven by United Arab Emirates (UAE) priority sectors, equipping young people with the information, skills and tools needed for success in a digital, knowledge-based economy.

In recent years, corporates across the UAE have seen a shortage of talent with highly specialized, practitioner-level skills that can contribute to the growth and sustainability of the country.

The UAE's Fourth Industrial Revolution Strategy aims to strengthen the UAE's position as a global hub to advance innovation and future technologies, positioning the UAE as a global model to integrate technology to serve society and achieve happiness and stability.

### NOMU INITIATIVE

#### Cultivating Emirati Talent as Global Leaders

Through authentic and strategic partnerships, **AGFE** works alongside the UAE government, Projects of the 50, NAFIS, and the private sector to identify priority industries and recruitment streams.

The **NOMU** initiative works to develop a globally competitive talent pipeline that will contribute to stimulating priority sectors in the UAE and diversify the country's gross domestic product, all while contributing to achieving the Sustainable Development Goals (SDGs).

### APPROACH

Bridging the talent gap through skilling, upskilling, and reskilling the country's youth, NOMU is a unique opportunity to produce a continuous stream of future shapers who will contribute to the UAE Vision 2021, UAE Centennial 2071, the UAE Energy Strategy 2050, and other priority areas.



Wasan Al Dhanhani - MIT Bootcamp Participant



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## PATHWAYS

**NOMU offers several unique pathways to elevate the livelihoods of Emirati youth and contribute to the UAE's future-facing vision.**

The 'TechUp' pathway provides young people with foundational digital literacy skills and highly specialized and market-driven technical degrees.

The digital apprenticeship pathway will allow students to engage in specialized programs in partnership with leading industries such as IBM, Facebook, Google and Salesforce.

All pathways will equip youth with the World Economic Forum 10 competencies in the framework of the SDGs.

**NOMU** beneficiaries will also be exposed to structured workplace learning models providing an opportunity for corporates and universities to work together, allowing graduates to become workforce ready.

The demands of artificial intelligence and sustainability is reshaping the UAE and the world. **NOMU** invests in talent pathways today for a better tomorrow.

**NOMU** seeks to support 25,000 Emiratis by 2025 in their professional advancement to meet the demands at the heart of what matters to the UAE.

“ **Providing a decent life for its citizens and establishing a balanced national economy.** ”  
H.H. Sheikh Zayed bin Sultan Al Nahyan

# 25,000 – by – 2025

Omar Alduhoori - MIT Bootcamp Participant



## About AGFE

The Abdulla Al Ghurair Foundation for Education (AGFE) is a non-profit, philanthropic organization serving as Al Ghurair's family legacy and contribution to the education sector in the UAE and Arab region. It seeks to support generations of Emirati and Arab youth and develop the workforce of the future, through sustainable and innovative education and learning solutions.

AGFE's interventions provide learners with the educational and career development opportunities they need to become the future leaders of the region, skilled for today and prepared for the opportunities of tomorrow, contributing in turn to the growth and development of their communities.

**NOMU** launched across the UAE catering to Emirati and Arab youth population. A key partner in launching **NOMU** is the University Leadership Council to help build a multi-stakeholder model on how to better create a supported talent ecosystem in the Arab region.