In This Issue

1. STUDENTS LIVING ‘HOMELESS’ ON CAMPUS

3. STUDENTS HOLD ANTI-BULLYING EVENT

5. NATIONAL WORKSHOP ON CHALLENGES OF CREATING GREEN LANDSCAPE IN THE UAE

7. NATIONAL DAY ARTWORK UNVEILED

9. FRENCH CONNECTION PRESENTS OPPORTUNITIES FOR CANADIAN UNIVERSITY OF DUBAI

10. SOUQ.COM SIGNS MOU WITH THE CANADIAN UNIVERSITY OF DUBAI TO PROMOTE ENTREPRENEURSHIP

11. STORY COMPETITION CATCHES THE IMAGINATION OF HUNDREDS

13. EXTRA STORIES
   Designers’ Guild Interior Design Competition
   Crash TXT Dummy Sculpture
   Harlem Shake Viral Video Shoot
Seven students took on tough challenge to raise money for people in need with charity drive

Seven Dubai students slept rough for five days to raise money for a homeless charity. The compassionate young men from Canadian University of Dubai lived ‘homeless’ on campus, relying only on food hand-outs from fellow students.

Kareem Fahmy, Issam Kassabieh, Tiwa Ompe, Javan Wada, Shabbir Furniturewala, Andrew Ernest and Ahmed Gajruli took part in Five Days For The Homeless – an initiative which creates awareness and raises money for people living rough on the streets.

Kareem Fahmy, 21, who is studying Finance and accounting believes the experience is something that will be beneficial to him as a person, as well as the charity.

“I like supporting good causes and I think it will change the person that I am,” he said. “It’s something to talk to people about in the future. If something comes up in conversation about homeless people, you can share it because you’ve had a solid experience - it’s not just based on statistics or something you read on the internet.”

The plucky group spent their first night sleeping under the stars on Sunday, March 10, and continued until the morning of Friday, March 15.

“Five Days For The Homeless not only raises money for a good cause, but aims to create empathy for the homeless by giving students an insight into what it would be like to be without a home. On top of sleeping outside with only a sleeping bag, the experience tested the students by placing them in uncomfortable moral situations. "

“I am looking forward to it and everyone is going to be looking up to us. I am looking forward to meeting the other guys and sharing this amazing experience. It will be very tough, but that’s ok because we know that there is an end to it and that’s where our experience is different from actual homeless people who don’t have any hope at all other than through charities like this one.”

Jordanian Ahmed Gajruli, thinks it will be difficult for other reasons: “We are very spoiled here, so I think some people will break down.” he said.

“We’re used to eating well, drinking water whenever we want and we don’t really know what it’s like to live on the streets and live under bridges eating whatever we can. We live very privileged lives and it’s important not to forget that.”

Jordanian Ahmed Gajruli, thinks it will be difficult for other reasons: “We are very spoiled here, so I think some people will break down.” he said.

“We’re used to eating well, drinking water whenever we want and we don’t really know what it’s like to live on the streets and live under bridges eating whatever we can. We live very privileged lives and it’s important not to forget that.”

Five Days For The Homeless not only raises money for a good cause, but aims to create empathy for the homeless by giving students an insight into what it would be like to be without a home. On top of sleeping outside with only a sleeping bag, the experience tested the students by placing them in uncomfortable moral situations.

“Five Days For The Homeless initiative was launched at the University of Alberta’s School of Business in 2005. Co-Founder Frank Cables now lives in the UAE and is under no illusions, just how difficult a task the students face. He also knows firsthand how much good it will do them and the homeless people they have never met.

“Five Days For The Homeless initiative was launched at the University of Alberta’s School of Business in 2005. Co-Founder Frank Cables now lives in the UAE and is under no illusions, just how difficult a task the students face. He also knows firsthand how much good it will do them and the homeless people they have never met.

“One of the best things from my point of view is watching the students grow on a personal level. You will be able to see it when they document it because they will be writing a blog and that’s a great way to see the progression.”

The seven students from Dubai were joined by students from over 24 universities in Canada, with the Canadian University in Dubai being the only school outside Canada to take part.

The final fundraising numbers are still being totalled -- students will present a cheque to Dubai Foundation for Women and Children during a visit to their Dubai shelter.

Canadian University of Dubai Board of Trustees member Aldéa Landry will be inducted into the New Brunswick Business Hall of Fame later this year.

Landry is president of Landal Inc. and vice-president of Diversis, a consulting firm specializing in immigration and diversity.

She served as deputy premier in Frank McKenna’s government, and was the first woman to chair the Atlantic Provinces Economic Council.

A former director of the Bank of Canada and co-chair of the Downey-Landry Commission on Excellence in Education in New Brunswick, she has served or is serving on the board of numerous organizations and companies at the provincial and national level.
Students at the Canadian University of Dubai shared their experiences with bullying at an event to raise awareness of the issue across the UAE.

During the event, Wail Huneidi, who launched the UAE’s first English and Arabic anti-bullying website, took to the stage to speak about his personal experiences and to lead a discussion on bullying.

Huneidi said: “As a parent of two young children, it horrifies me that they will grow up in a world where bullying has become such a normal part of life – no one is exempt from it. It’s time for that to change.”

The multi-media event saw students share songs, plays, films and speeches around their personal experiences. In the run up to the event, a YouTube video was created in which victims, and even bullies, spoke about their own experiences.

One student stated: “I used to bully a lot of kids and do bad things to a lot of people. For me it wasn’t that serious but the effects of what I did were really serious. I only realized it later on in life that I really hurt people - physically, mentally and emotionally.”

The University aimed to draw attention to bullying of all kinds – not just in schools and between school-kids. Iyad Jaouni, took to the stage to discuss political bullying, drawing on experience from unrest in the Middle East: “There’s bullying in politics, there’s bullying in school, there’s bullying at work, there’s bullying in many other places. If bullying was to stop, it would make a huge difference to the world. We wouldn’t have so many wars, or arguments, or different opinions that result in such chaos.”

The event organizer, Dr Franziska Apprich, who is Chair of the Bachelor of Arts in Communication program at the University, has been overwhelmed by the response they have received from the event. “It has been an exciting journey. Before the event we held workshops for students to create their plays, speeches and films, and it has been heart-warming to see everyone come together and support each other.”

Although organized by the Canadian University of Dubai, schools and students from across the UAE came along to support the cause. Dr Apprich continued: “Everyone has come away from this with new friends and a better understanding of others. It is exactly what we wanted and we are hoping it will continue long after this event.”

The University has close ties with anti-bullying messages as the first National Bullying Prevention Week was conceived of in Canada by Canadian educator and anti-bullying activist Bill Belsey.
National Workshop on the Landscaping of UAE Cities

'Landscape Architecture as a Driving Force'

NATIONAL WORKSHOP ON CHALLENGES OF CREATING GREEN LANDSCAPE IN THE UAE HELD AT CANADIAN UNIVERSITY OF DUBAI

HH Sheikh Rashid Bin Hamdan Bin Rashid Al Maktoum attends “Landscaping of UAE Cities” event along with experts in fields of environment and architecture

The challenges of creating a green landscape and ensuring the UAE’s cities are environmentally sustainable were debated by key decision makers in the worlds of environment and architecture at the Canadian University of Dubai.

With the region’s construction industry on the rise, it is becoming increasingly important to find ways to take on these challenges.

The event was organised under the patronage of His Highness Sheikh Rashid Bin Hamdan Bin Rashid Al Maktoum, who attended and participated in the event. The Canadian University of Dubai and the International Center for Biosaline Agriculture Dubai were co-hosts.

Speaking at the opening, Dr Karim Cheli, President of the Canadian University of Dubai, said: “It is an honour to have His Highness Sheikh Rashid Bin Hamdan Bin Rashid Al Maktoum participate in this.”

Dr. Ismahane Elouafi, Director General of ICBA stressed: “The water scarcity is a core development issue in UAE. Right now, 11% of the total water use in the country is dedicated to landscaping and this rate is on the rise, as the urban population is growing.

Managing landscapes especially in arid and hyper-arid environments such as UAE is a real challenge, and requires innovative approaches, such as using the right plants which are drought, heat and salt tolerant; using the right irrigation technologies, and safe use of treated waste water. Within this context, native plants have great role to play in UAE cities landscaping”.

Various researchers from the Canadian University of Dubai and the ICBA presented papers and spoke on their areas of expertise.

Architecture students from the Canadian University of Dubai also had the opportunity to present their work on this issue. His Highness Sheikh Rashid Bin Hamdan Bin Rashid Al Maktoum also presented a series of awards to students.
The Canadian University of Dubai has commissioned a piece of art celebrating the culture and heritage of the UAE. Canadian artist, Sylvain Tremblay was responsible for the piece, which took him two months to complete.

The painting was unveiled at the Canadian University of Dubai’s annual National Day celebrations, held on December 4. Amongst the students and staff of the University at the event, Dubai’s Canadian Ambassador Arif Alalani and Consulate General Ross Miller were also in attendance.

Québec-based Sylvain said: “I was honoured to create a piece for the Canadian University of Dubai’s National Day celebrations.

“I spent two months in the UAE absorbing its culture, religion and history which helped me create the piece. I am fascinated by the wonderfully rich Emirati culture and it was a real eye-opening experience.”

During these two months, Sylvain lead a series of art activities at the University. Students had the opportunity to learn from Sylvain’s unique painting style and get an idea of what life as an artist is like.

“Working with the students over the last few months really gave me an insight into the school which allowed me to put a lot of the school’s vibrant personality into the piece. The students were very enthusiastic regarding when we worked on the piece and I think it really shows.”

The painting, which is to be displayed at the University, depicts a world in which one side is Canada and the other Dubai. Iconic images of the Burj Khalifa and the CN Tower adorn the piece alongside photos from the University itself.

Sylvain adds: “I was struck by the idea of the globe thanks to the university. It is home to 86 different nationalities and the world theme truly reflects this. Once it was finished I got students and staff to paint on messages of love and peace in their local language, again mirroring the harmony of these different cultures at the school.”

The University was transformed for the National Day event, with stalls serving local delicacies, camel rides and lights illuminating the university in red, green and white. There was also a ceremony featuring performances from the Rashid Paediatrics Therapy Centre.
Students from the Canadian University of Dubai will exchange with students from the University Of Lyon in France in an innovative short-course that will kick-start a long-term collaboration between the two cities.

The partnership begins at the end of March following a visit to Dubai from a delegation from Lyon this week. The 41-strong delegation included the Mayor of Lyon, the Lyon Chamber of Commerce as well as industry leaders in education, culture and transport.

The delegation was hosted in Dubai by Buti Saeed Al Ghandi, Chairman of Emirates Investment and Development PSC and Chancellor of the Canadian University of Dubai.

The partnership begins with seven students from Dubai being paired with seven students from Lyon for a three-week course in Media Production. Two weeks of the course will be held at the Canadian University of Dubai in their industry-standard production studio and one week in Lyon at the studios of Lyon Capitale TV.

Dr. Karim Chelli, President of the Canadian University of Dubai, said: “As well as student exchange, we will be sharing best practice with Lyon, which has some of the best universities in the world.

“Our mandate is to create world citizens and this partnership not only represents an educational exchange, but also a cultural one that will benefit both cities and forms part of a wider collaborative approach that will develop in the coming months.”

Mr Philippe Grillot, President of the Chamber of Commerce and Industry of Lyon, said: “We know the Canadian University in Dubai and they know Lyon and it is easier to build something with known guys. We will work with Dubai and look at Universities, but the most important thing is to build a knowledge bridge between the two cities and exchange students and professors.”

Students will be the first to benefit from a knowledge exchange with Lyon

In a major initiative announced in late February between the Canadian University of Dubai and ecommerce leader in the region, Souq.com, students will have access to internships, lectures and mentoring from industry pioneers to nurture their entrepreneurial aspirations. 

Saygin Yalcin, vice president, Souq.com stated: “If you have a look around the world, the hotbed for entrepreneurial activity is most often universitites. It is in their university years that students think big and take risks. we want to nurture their ambitions by mentoring them through interactive lectures and internships.

He added: “The Canadian University of Dubai is one of the most modern educational institutions in the region. As such, we are confident that through this partnership we will learn a lot from the young minds at the University.”

Buti Saeed Al Ghandi, Chancellor of the Canadian University of Dubai stated: “The skills a student garners through internships and interactions from those in the industry are a necessity. We are glad that an industry pioneer like Souq.com, has set an example by devoting their resources to nurture and mentor the young minds in region with this unique partnership”.

This first of kind MoU also will result in collaboration on general program courses emphasizing entrepreneurship, research initiatives, and an annual industry conference on entrepreneurship.
The Canadian University of Dubai has initiated the 100 Word Story creative writing competition to encourage emerging writers and promote literary excellence among youth in the U.A.E. The competition, organized by the School of Liberal Arts and Sciences, received over 110 entries in the High School Category, 40 in the University English Program Category, and 20 entries in the Intensive English Program Category.

Winners: 1st Place

Ayesha Ali – Dubai Scholars Private School
“Too Late”

2nd Place

Naviga Single – Delhi Private School, Sharjah
“Believe”

3rd Place

Rahul Vaswani – Dubai Scholars Private School
“Taking things for granted and the Parker Pen”

Highly Commended

Sarah Moutaoukil – Al Ansar International School
“The color of hunger”

HIGH SCHOOL CATEGORY: 1ST PLACE & OVERALL WINNER

Ayesha Ali – Dubai Scholars Private School
“Too Late”

HIGH SCHOOL CATEGORY: 2ND PLACE

Naviga Single – Delhi Private School, Sharjah
“Believe”

HIGH SCHOOL CATEGORY: 3RD PLACE

Rahul Vaswani – Dubai Scholars Private School
“Taking things for granted and the Parker Pen”

UNIVERSITY CATEGORY: 1ST PLACE

Sarah Moutaoukil – Al Ansar International School
“The color of hunger”

UNIVERSITY CATEGORY: 2ND PLACE

Sarah Moutaoukil – Al Ansar International School
“The Life That Never Was”

UNIVERSITY CATEGORY: 3RD PLACE

Mohammed Aly ab – Bits Pilani Dubai
“The Planet you Should Envy!”

The ceremony was graced by two special guest speakers; Rym Tina Ghael – a columnist and senior feature writer for The National, UAE. In the past, Rym has also written for National Geographic and the Toronto Star. Her latest book “Maskoon”, based on a real haunted Palace in the UAE, has been hailed as one of the first novels written in Arabic in the paranormal genre. Canadian Author Steve Al Roubai, who has recently published his first book “Soul of a Prince”, also spoke at the ceremony. Steve, who currently lectures at the Canadian University of Dubai, shared interesting excerpts from his new book and words of inspiration to the audience.

We are proud of Amanda Falk and Shoreh Alamdari, students from the Canadian University of Dubai, who won first and second place respectively for their entries in the “Intensive English Program Category”.

The ceremony concluded with winners being welcomed on stage to receive Award plaques, certificates, Amazon Kindles and other exciting prizes. Everyone in the audience left with a fly in my soup!
The ‘Don’t text and drive FYI- Crash TXT Dummy’ Sculpture from TBWA/RAAD, on behalf of Nissan Middle East, aims to raise awareness about the dangers of TXTing and Driving. This has become the main cause of road accidents in Dubai and the UAE.

The towering sculpture is in the shape of the text shortcut “FYI,” and is punctuated by a QR code. Scanning this code connects to a mobile site that enables one to post a prewritten pledge through social network - ‘Don’t TXT & drive!’

Students from the Canadian University of Dubai shared their experiences and input on the dangers of TXTing and driving in an interactive video posted to YouTube and shared by TBWA/RAAD and Nissan M.E.

The ‘Don’t text and drive FYI- Crash TXT Dummy’ Sculpture raises Awareness

100 Word Story - Winning Entries continued...

**ENGLISH LANGUAGE CATEGORY: 1ST PLACE**

Amanda Falk
Canadian University of Dubai

A morning in the 21st century, a teenager is standing in front of the mirror. She has beautiful hair, a cute face and an athletic body. The boys want to be with her and the girls want to look like her. But she can only see an ugly fat girl in the mirror. 100 days later, she is standing in front of the mirror. She is pale, sick, 20 kg lighter and skinny. Although, she still sees a fat girl. Her mum says: “It doesn’t matter what you look like, it’s impossible to be satisfied if you don’t accept yourself.”

**ENGLISH LANGUAGE CATEGORY: 2ND PLACE**

Shereh Al Maladi
Canadian University of Dubai

The Darkest hour of the Night is before Sunrise it was summer. Young man was walking in the yard and thinking about himself. He was disappointed. He thought about the days which he had spent without happiness because he didn’t reach his goal.

He spoke to God and asked God to end his life. He stopped and looked at the ants that drindled the pillar and carried a piece of biscuit. He came back home. A day after that, he was walking in the yard again and saw the ants trying to carry that same biscuit again. He got his lesson from the ants and thanked God for it.

**SPECIAL MENTION:**

Tuba Parsibi
Dubai Private School Sharjah Gr.1

“The Beautiful Tree”

Once upon a time there was a big tree. It had beautiful flowers. People passing by were plucking flowers from the tree so the tree was so happy. One day nobody came to pluck any flower so the tree became very sad and started crying. At that time a Robin came and asked the tree reason of crying. The tree said nobody wants him. Robin smiled and started building a nest on the tree. After this so many other birds also built nest on the tree. Now the tree is again very happy as he is full of beautiful flowers and birds.

Most of the story is everything is good around us.

**DESIGNERS GUILD INTERIOR DESIGN COMPETITION 2013**

Canadian University of Dubai students design winning display for the Maison D’art showroom in Jumeirah

内饰 Design students from the School of Architecture and Interior Design participated, and won first place, in the Interior Design Competition organized by high end textile company "Designers Guild" at the Maison D’art showroom in Jumeirah.

Students from various Universities participated in the competition, with the teams presenting their designs to a panel of judges.

The Canadian University of Dubai would like to congratulate students Eli Sadeghi, Sahar Zaree, Daniel Shirazi and Elaheh Mazafari for their winning design!

In addition to prizes by Maison D’art and Inside Out magazine, they were awarded the unique opportunity to have their work displayed at the Maison D’art showroom window for six months. The students will also have the chance to share details of their design in the March issue of “Inside Out Magazine”.

**CANADIAN UNIVERSITY OF DUBAI VIDEO GOES VIRAL**

Over 100 Students Participate in the UAE’s most watched Harlem Shake Video

Students from the Canadian University of Dubai decided to do their very own version of the “Harlem Shake” on campus with support of the Marketing and Communication Department.

Increasingly, social media is becoming an important tool for Universities to engage youth and improve interaction with students. The video has already received over 269,625 unique views on the Canadian University of Dubai Facebook page and 72,000 on YouTube, generating a massive amount of interest amongst our younger followers because of its fun, relatable appeal.

Marketing and Communication Manager, Mr. Spencer Semple commented “Our ‘Harlem Shake’ was a huge success, the vast majority of the views come from within Dubai, and this is a lot of views for a UAE based video.

“We love these types of things that allow us to showcase the University and create a fun experience for our students. We are very pleased.”
Connect with us

Canadian University of Dubai
1st Interchage, Sheikh Zayed Road
Dubai, United Arab Emirates

+971 4 321 9090
+971 4 321 1991
info@cud.ac.ae
www.cud.ac.ae
facebook.com/canadian.university.of.dubai