

Association of Arab Universities

# Newsletter

Monthly



اتحاد الجامعات العربية

Association of Arab  
Universities

June/2025

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# Towards Sustainable Higher Education: Greening Arab Universities



In light of accelerating environmental changes and increasing global climate challenges, “greening higher education” is no longer a secondary option—it has become a strategic necessity, deeply tied to the future of development and environmental justice in the Arab world. As climate change intensifies—rising temperatures, resource scarcity, and recurring natural disasters—universities are now called upon not only to transmit knowledge, but to become centers of innovation, solution-making, and the cultivation of generations capable of responding to a complex and ever-changing climate reality.



**Prof. Amr Salama**  
Secretary General

According to data from the United Nations Environment Programme (UNEP), the higher education sector has the potential to influence over 200 million university students worldwide, making it one of the key drivers of achieving the Sustainable Development Goals—particularly Goal 13 (Climate Action), Goal 4 (Quality Education), and Goal 17 (Partnerships for the Goals). UNESCO’s 2024 report on “Greening Education” reveals that less than



30% of universities worldwide have systematically integrated sustainability and climate issues into their academic curricula. The report also highlights a significant gap in investments in green infrastructure and university-led environmental awareness programs.

This reality confirms that greening higher education goes far beyond revising academic content—it requires a comprehensive institutional transformation that redefines the university’s relationship with the environment and society. This transformation is embodied in the integration of environmental thinking into university policies, governance methods, planning, and daily academic practices.

In this context, the Association of Arab Universities calls on all higher education institutions in the Arab world to actively engage in this green transition—by developing curricula, launching research initiatives, and building partnerships with civil society, as well as public and private sectors—to strengthen the collective response to climate challenges.

We stand at a critical moment that demands our universities become sustainable learning environments, capable of graduating informed, empowered, and qualified generations who can lead the transformation toward a more just and prosperous future.



## With the Participation of HRH Prince El Hassan bin Talal, AArU Participates in the Dialogue Session: “Digital Governance in the Age of Artificial Intelligence”



Amman – Representing His Excellency Professor Dr. Amr Ezzat Salama, Secretary-General of the Association of Arab Universities, Professor Dr. Anas Ratib Al-Soud, Executive Director of the Association, participated in a specialized dialogue session held on Sunday, June 29, 2025, entitled: “Digital Governance in the Public Sector in the Age of Artificial Intelligence.” The event was hosted by Middle East University and jointly organized by the Association of Arab Universities and the Integrity and Anti-Corruption Commission of the Hashemite Kingdom of Jordan.

The session was honored by the esteemed presence and inspiring insights of HRH Prince El Hassan bin Talal, who delivered the opening address. In his remarks, His Royal Highness emphasized the importance of strengthening good governance systems amid rapid digital transformation, highlighting both the opportunities and challenges that artificial intelligence presents to the public sector and society at large.

In his intervention, Dr. Al-Soud emphasized the importance of supporting the autonomy of universities to enable them to achieve good governance amid accelerating digital transformation. He also highlighted the efforts of the Association of Arab Universities in this regard, particularly in developing digital governance standards in higher education and fostering partnerships with national and regional integrity institutions.

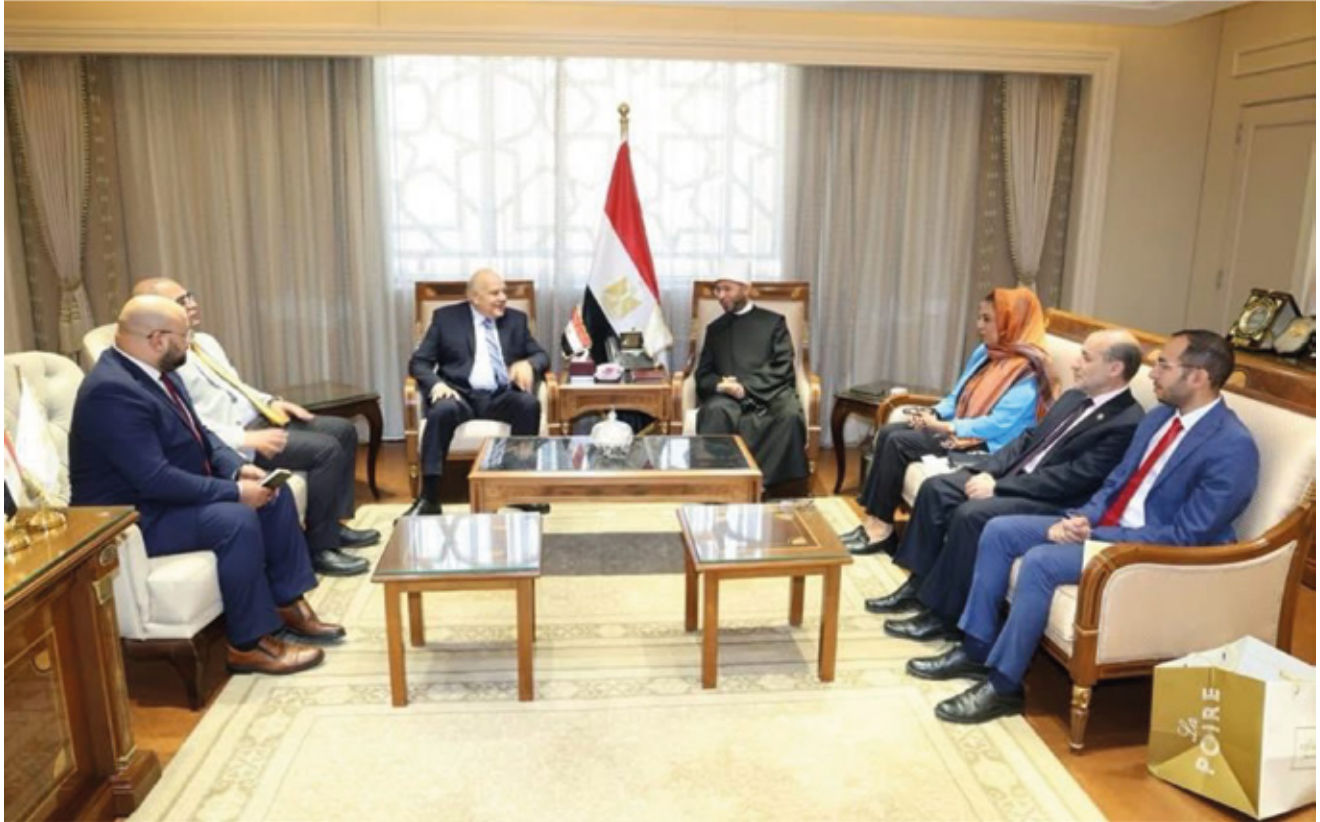
This participation comes as part of the Association's commitment to supporting national initiatives that promote good governance and respond to technological transformations in the Arab world. It reflects the Association's role as a regional academic umbrella that works to harmonize the efforts of universities, policymakers, and national institutions.

It is worth noting that this dialogue session serves as a preparatory event for a regional Arab Forum on Governance, scheduled to be held later this year with the participation of distinguished Arab and international experts.





## Enhancing Academic Cooperation and Countering Extremist Ideologies: Secretary-General of the Association of Arab Universities Meets with Egypt's Minister of Awqaf



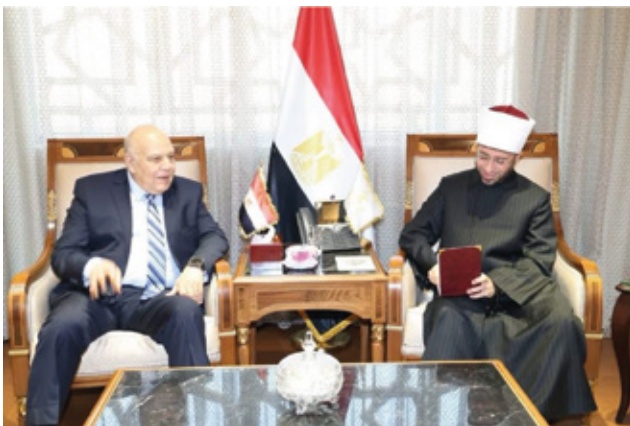
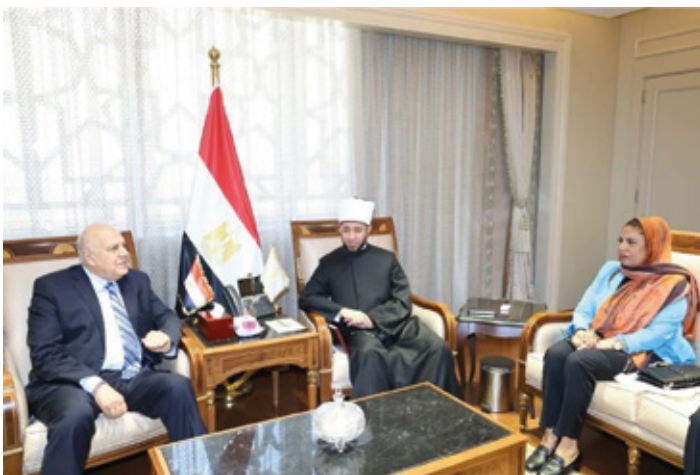
On Thursday, June 19, 2025, Professor Amr Ezzat Salama, Secretary-General of the Association of Arab Universities, accompanied by Dr. Randa Rizk, Secretary-General of the Arab Council for Social Responsibility within the Association, visited His Excellency Professor Osama Al-Azhari, Egypt's Minister of Awqaf, at the Ministry's headquarters in the New Administrative Capital.

The meeting explored avenues for strengthening collaboration between the Association of Arab Universities and the Egyptian Ministry of Awqaf, particularly in supporting endowment-based initiatives and confronting extremist ideologies. This cooperation will include joint initiatives and activities inspired by the book "The Clear Truth in Responding to Those Who Manipulate Religion", aimed at reinforcing the values of moderation and balance.

Discussions also included the Ministry's efforts to promote awareness and centrist Islamic thought within university communities, as well as prospects for academic and intellectual cooperation with Nur-Mubarak University in Kazakhstan, a distinguished institution in Islamic studies and the dissemination of moderate Islamic thought.

During the meeting, the Minister of Awqaf expressed interest in enrolling Nur-Mubarak University as a member of the Association of Arab Universities, in recognition of its academic contributions and leadership in responsible religious education.

In response, Professor Salama highlighted that the Association includes over 500 universities from across the Arab world and is committed to enhancing academic cooperation and the exchange of expertise among its members. He also commended the Ministry's ongoing efforts in promoting enlightened thought and fostering a culture of tolerance and belonging.





# AARU and UN-Habitat Establish Partnership to Promote Sustainable Urban Development



A meeting was held between the Association of Arab Universities (AARU) and the Regional Office of the United Nations Human Settlements Programme (UN-Habitat), in the presence of H.E. Dr. Amr Ezzat Salama, Secretary-General of AARU; Ms. Rania Hedeya, Country Programme Director at UN-Habitat; Mr. Ahmed Rizk, Head of the UN-Habitat Egypt Office; Dr. Randa Rizk, Secretary-General of the Arab Council for Social Responsibility; and Dr. Mohamed Azzam, Assistant Secretary-General of the Arab Council for Social Responsibility.

The meeting explored areas of mutual cooperation, including participation in the upcoming workshop and conference on promoting social responsibility to

advance the Sustainable Development Goals (SDGs) in partnership with the private sector. Discussions also addressed the organization of joint awareness activities between UN-Habitat and the Arab Council, engaging Arab universities in efforts to integrate urban planning and city design principles that support economic and social development and enhance quality of life.

The parties agreed to co-organize a joint conference and to launch initiatives encouraging research and innovation in the field of urban development. They also plan to design and implement collaborative projects to promote knowledge and experience exchange among Arab universities in urban planning and development—contributing to the advancement of the SDG agenda and enhancing the role of cities in achieving and sustaining a high quality of life for all citizens.





# Association of Arab Universities at the Forefront of Climate Education Efforts



His Excellency Professor Amr Ezzat Salama, Secretary-General of the Association of Arab Universities (AArU), participated in the Higher Education Stakeholders Conference in the Mediterranean Region, held at the University of Girona, Spain, on June 27, 2025. The event was organized by the Union for the Mediterranean (UfM) in partnership with the Mediterranean Universities Union (UNIMED).

H.E. Dr. Salama took part in the session titled “Education for the Environment: Challenges and Opportunities,” alongside a distinguished group of representatives from regional and international organizations. In his remarks, he highlighted the efforts of AArU in supporting Arab universities in addressing environmental challenges and serving their communities in this domain.

He also noted the recent launch of the Arab Universities Knowledge Network for Climate Change and Carbon Footprint, in collaboration with Abu Dhabi University and the Arab Council





for Social Responsibility, as part of AArU's broader climate initiative.

Additionally, Dr. Salama commended the role of the Arab Council for Sustainable Development at Amman Arab University in embedding sustainability principles within Arab higher education institutions and enhancing their societal and environmental impact. He pointed out that AArU has successfully integrated sustainability concepts into over 280 Arab universities, working to empower them as drivers of social and environmental transformation.

He also expressed AArU's full support for the establishment of the Mediterranean Universities Climate Action Alliance, which is set to be launched at COP30.

In conclusion, the Secretary-General reaffirmed the Association's commitment to advancing the transition of Arab universities toward sustainable campus environments, and to strengthening their leading role in confronting climate challenges through education, research, and regional and international collaboration.



## Strategic Follow-Up Visit for International Accreditation: AACSB Vice President Visits the Association of Arab Universities Headquarters



As part of the ongoing collaboration between the Association of Arab Universities (AARU) and the Association to Advance Collegiate Schools of Business (AACSB), the AARU headquarters in Amman, Jordan, welcomed Mr. Ihsan Zakri, Vice President of AACSB, on Wednesday, June 12, 2025. This visit served as a follow-up to the agreement previously signed between the two organizations, which aims to support business schools in Arab universities in obtaining this prestigious international academic accreditation.

The visit is part of a series of preparatory meetings to launch the “AACSB Affiliate Model” program, officially set to launch on July 1, 2025. The program offers valuable opportunities for Arab business schools to embark on the accreditation journey through reduced fees and comprehensive training programs covering all accreditation standards.

The launch of this initiative coincides with the introduction of a “Regional Accreditation for Business Schools,” currently being developed by the Association of Arab Universities through its Council for Accreditation and Quality Assurance, in partnership with the Scientific Society for Business Administration and Economic Sciences. The initiative aims to align with international standards and elevate the global standing of Arab business schools.

The meeting was attended by Prof. Anas Ratib Al-Soud, Executive Director of AARU, Ms. Lina Al-Bitar, Director of General Administration, and Mr. Ahmad Atwah, Financial Manager.

This strategic collaboration reflects the Association’s commitment to empowering its member institutions to engage in international accreditation frameworks and enhance the quality of education in Arab business schools.



## Meeting Between the Association of Arab Universities and the Egyptian Knowledge Bank: to Discuss Mechanisms for Activating the Memorandum of Understanding.



As part of ongoing strategic collaboration, the General Secretariat team of the Association of Arab Universities held a coordination meeting with a delegation from the Egyptian Knowledge Bank to follow up on the implementation of the Memorandum of Understanding signed between the two parties in late January 2025.

During the meeting, the parties discussed mechanisms to activate the terms of the agreement and reviewed the diverse digital and knowledge-based services provided by the Egyptian Knowledge Bank, aligning with the aspirations of the Association's member universities. The discussions focused on enhancing:

- Access to the vast digital scientific content offered by the Egyptian Knowledge Bank, which is considered one of the largest digital libraries globally;
- Educational services and academic resources, including e-books, peer-reviewed articles, technological learning tools, and scientific publishing services;
- Technical and administrative support to activate these services within academic libraries, ensuring effective utilization of this advanced platform.

It was also agreed to develop a comprehensive implementation framework to present these services to the member universities of the Association of Arab Universities. This will pave the way for the practical execution phases based on a defined timeline, aligned with the Association's 2020–2030 strategy and the broader digital transformation of higher education in the Arab world.



## **The Association of Arab Universities Participates in a Scientific Seminar on Artificial Intelligence and Cybersecurity in Celebration of the 80th Anniversary of the Arab League.**



As part of the celebrations marking the 80th anniversary of the founding of the League of Arab States, the Association of Arab Universities participated in a high-level scientific seminar titled “Artificial Intelligence and Cybersecurity”, held on Sunday, June 1, 2025, at the Arab Academy for Science, Technology, and Maritime Transport in Smart Village – Cairo, Arab Republic of Egypt.

The General Secretariat of the Association was represented by Professor Dr. Mahmoud Abdel-Aty, who delivered a comprehensive presentation highlighting the Association’s efforts to support the fields of artificial intelligence and cybersecurity within Arab universities. These efforts include the launch of pioneering initiatives, the organization of scientific conferences, and the establishment of strategic partnerships with regional and international academic and technological institutions.

In his address, Dr. Abdel-Aty emphasized that artificial intelligence is no longer optional but rather a necessity for achieving sustainable development and enhancing the quality of education and university governance. He stressed the importance of developing digital infrastructure in universities and preparing both academic staff and students to address the growing challenges of cybersecurity.

This participation reflects the Association’s ongoing commitment to empowering Arab higher education institutions to keep pace with rapid technological advancements and engage with critical issues shaping the future of education and scientific research in the Arab region.

## **Towards Good Governance in Arab Universities: A Coordinating Meeting to Launch an Ambitious Regional Project**



As part of the Association of Arab Universities' ongoing efforts to promote the principles of good governance in higher education institutions across the Arab world, Professor Dr. Anas Rateb Al-Saud, Executive Director of the Association, under the guidance of His Excellency Secretary-General Professor Dr. Amr Ezzat Salama, participated today in a coordinating meeting held at the regional headquarters of the United Nations Development Programme (UNDP) in Amman, Jordan.



The meeting was attended by Mr. Arkan El Seblani, UNDP Senior Advisor for the Arab States and Head of the Regional Anti-Corruption and Integrity in the Arab Countries Project, Dr. Haitham Yaseen, Regional Governance Advisor at UNDP, and Professor Dr. Ahmed Saqr Ashour, International Governance Expert and Professor of Management at Alexandria University.

The meeting discussed the key outlines of a joint project between the Association and UNDP aimed at enhancing governance in Arab universities through the development of legislative and regulatory frameworks, capacity building, and the adoption of global best practices. The project seeks to elevate the quality of university education and improve institutional performance across the region.

Dr. Al-Saud reaffirmed the Association's commitment to supporting Arab universities in their pursuit of excellence by promoting transparency, accountability, participation, and by linking governance to digital transformation, strategic planning, and academic accreditation.

The full details of the project are expected to be announced soon, in preparation for its official launch, with the participation of leading Arab universities and institutions concerned with higher education and good governance in the Arab region.



## AARU Participates in the Meeting of the SAFIE in the Sultanate of Oman



As part of its commitment to supporting faculties of education and enhancing their pivotal role in advancing educational systems in the Arab world, the Association of Arab Universities (AARU) participated in the meeting of the Executive Committee of the Scientific Association of Faculties and Institutes of Education in Arab Universities (SAFIE), one of the institutions affiliated with the Association.

Professor Dr. Anas Ratib Alsoud, Executive Director of the Association, represented His Excellency the Secretary-General, Professor Dr. Amr Ezzat Salama, at the meeting, which took place on Sunday, June 1, 2025, at Sultan Qaboos University in the Sultanate of Oman.

The meeting opened with a welcoming speech by Professor Dr. Saleh bin Salem Al-Busaidi, Dean of the College of Education at Sultan Qaboos University, who commended the Association and the Scientific Association for their role in unifying educational efforts among Arab universities.

Following that, Professor Dr. Anas Rateb Al-Saud delivered a keynote address in which he discussed emerging global trends in educational sciences,



emphasizing the importance of restoring faculties of education to their central role in shaping the educational and intellectual identity of societies. He stressed the need to align their outputs with contemporary challenges and highlighted modern approaches, notably the concept of “Trauma-Informed Teaching”, which is gaining global attention as a framework for supporting learners and fostering psychologically and socially responsive learning environments.

The meeting featured a rich academic discussion led by Professor Dr. Iman Ibrahim Ezz, Secretary-General of the Scientific Association of Faculties and Institutes of Education in Arab Universities, from the University of Damascus. She announced the Association’s intention to organize a specialized scientific conference on Trauma-Informed Teaching at the University of Damascus in Syria by the end of the year, with participation from a distinguished group of Arab scholars and academics.

This engagement is part of the broader mission of the Association of Arab Universities to foster collaboration and integration among academic institutions and to support modern educational approaches that serve the future of education in the Arab world.



## Seminar titled: “The Role of Social Responsibility in Community Security”



On May 13, 2025, the Council for Social Responsibility of Arab Universities hosted a virtual seminar featuring charitable organizations to discuss their experiences in social responsibility. Professor Dr. Yousef Thiab Awad, Director of the Council, highlighted the vital role of these organizations, particularly in Palestine, given the difficult and tense circumstances faced there.

Dr. Alaa Maqboul, President of the Al-Tadamun Charity Association in Nablus, praised the organization's growing efforts in serving marginalized groups, with a particular focus on supporting patients and orphans. He also emphasized the association's developmental approach through the establishment of income-generating projects aimed at empowering underprivileged families to achieve self-sufficiency.

The seminar also shed light on the increasing volume of medical, relief, and social aid being provided. Mr. Saeed Hindieh, Vice President of the Al-Tadamun Charity Association, drew a link between community security and national security, stating that meeting citizens' needs directly contributes to a country's stability, safety, and prosperity.

Additionally, the Council hosted Mr. Ahmad Dwaikat, who shared insights into the work of the Madeed Charity Association and its comprehensive programs aimed at addressing the basic needs of the underprivileged. These programs target marginalized populations—including those in remote areas, individuals with disabilities, orphans, and patients—through the provision of food, clothing, and financial aid. Both associations also emphasized the importance of sharing beneficiary data to avoid duplication and ensure fair distribution, especially for those on waiting lists.

In conclusion, participants—including students, institutions, and individual stakeholders—expressed their appreciation for the pivotal role charitable organizations play in strengthening community security. They stressed that such security cannot be achieved without meeting the basic living needs of individuals, underscoring the positive impact this has on internal security due to the interdependent relationship between both spheres.

# Arab Universities' Social Responsibility Council

## Al-Quds Open University – Palestine



### About the Council

The Social Responsibility Council of Arab Universities is an entity affiliated with the Association of Arab Universities, headquartered at Al-Quds Open University – Palestine. Established in 2024, the Council aims to promote a culture of social responsibility among university students and staff. It adopts a developmental and entrepreneurial vision through partnerships with both public and private sectors. The Council encourages applied research to provide sustainable solutions to societal challenges and integrates curricula to raise environmental and social awareness. Additionally, it works to evaluate and rank universities based on their socially responsible practices, with the goal of fostering positive impact on communities.

The Council organizes scientific conferences, cultural and heritage forums, and professional training programs to build community capacities and address social, environmental, and economic issues. It also announces awards for outstanding community-based initiatives and projects, while launching a variety of initiatives and special prizes to support social responsibility efforts across Arab universities.



***Prof. Dr. Youssef Diab Ibrahim Azad***

**Director of the Arab Universities' Social Responsibility Council**

Email: [Csr@qou.edu](mailto:Csr@qou.edu)

Website: [www.csr.qou.edu](http://www.csr.qou.edu)



# Arab Scientific Association of Faculties of Veterinary Medicine Jordan University of Science and Technology – Jordan



## About the Association

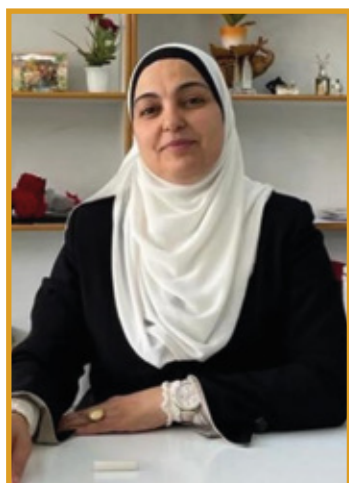
The Arab Scientific Association of Faculties of Veterinary Medicine is a scientific institution under the umbrella of the Association of Arab Universities. It is headquartered at Jordan University of Science and Technology – Jordan. Established in 1996, the Association aims to foster effective communication among member faculties and address key issues related to the advancement of the veterinary profession.

## Vision

To serve as the official authority for the accreditation of veterinary education institutions in the Arab world.

## Objectives

- To develop and modernize veterinary curricula and academic programs in Arab faculties, aligning them with international standards.
- To encourage Arab veterinary colleges to seek regional accreditation, and to prepare the Association for pursuing international accreditation through organizations such as the European Association of Establishments for Veterinary Education (EAEVE) and the American Veterinary Medical Association (AVMA).
- To strengthen cooperation among member faculties and provide a platform for dialogue aimed at improving and harmonizing veterinary education in the Arab region.
- To facilitate the exchange of faculty members, students, and educational resources among member institutions.
- To promote scientific research and joint projects among veterinary faculties across the Arab world.
- To support continuing veterinary education through specialized training courses and awareness workshops that highlight the significance of veterinary medicine.
- To connect Arab veterinary faculties through the creation of a dedicated website that enhances mutual understanding and collaboration.



***Prof. Maiser Al-Akash***

**Secretary-General of the Arab Scientific Association  
of Faculties of Veterinary Medicine**

Email: [vet@just.edu.jo](mailto:vet@just.edu.jo)

Website: [www.aavmf.just.edu.jo](http://www.aavmf.just.edu.jo)

# Research, Education, and Academic collaboration for Higher Learning-REACH 2025



# 2025

## Research, Education, and Academic Collaborations for Higher Learning

Global Higher Education Forum & Expo

**31<sup>st</sup> Oct to 02<sup>nd</sup> Nov, 2025**

Venue : Mahatma Mandir, Convention and Exhibition Centre, GIFT City, Gujarat, India



The General Secretariat of the Association of Arab Universities extends its warmest greetings and sincere wishes for continued success. We are pleased to inform you that the Association of Arab Universities, in collaboration with the Association of Indian Universities (AIU) and the Indian Global Educational Research Alliance (IGERA), is organizing the Global Higher Education Forum and Expo – REACH 2025, which will be held from October 31 to November 2, 2025, at the Mahatma Mandir Convention and Exhibition Centre in GIFT City, Gujarat, Republic of India.

This international event serves as a unique platform aimed at fostering global academic dialogue and building strategic partnerships in the following areas:

- Higher education and innovation;
- Scientific research and knowledge exchange;
- Digital transformation and artificial intelligence in education;
- Educational policies and sustainable development.



The forum will witness wide participation from university presidents, decision-makers, and experts from around the world, along with representatives of international organizations and funding bodies. The program will feature:

- High-level panel discussions;
- Specialized practical workshops;
- Opportunities for bilateral and institutional networking;
- Academic and technology exhibitions.

In recognition of the importance of Arab universities' participation in this prominent event, we kindly invite your esteemed university to actively take part through a high-level delegation that reflects your institution's academic excellence and contributes to representing Arab higher education on the international stage. For more information about the forum and registration fees, please visit the official website at:

<https://reachx.net>

You may also refer to the attached brochure. Kindly inform us of your registration by contacting us at: [secgen@aarup.edu.jo](mailto:secgen@aarup.edu.jo)

With sincere thanks and appreciation for your continued cooperation and your dedicated efforts in supporting the presence of Arab universities in international arenas.



## Online workshop

The General Secretariat of the Association of Arab Universities extends its warmest greetings and is pleased to inform you that, in cooperation with Abu Dhabi University, the Association is organizing a virtual training workshop on July 21–22, 2025, titled:

### **"AI-Enhanced Teaching and Learning Certificate"**

This workshop aims to equip faculty members with the knowledge, skills, and innovative tools necessary for teaching and learning through the integration of artificial intelligence. It will follow a comprehensive curriculum that combines theoretical foundations with practical applications. Participants will receive a certificate of participation upon completion of the workshop.

We kindly request you to nominate suitable faculty members from your esteemed university to participate in this workshop. Please find attached the brochure containing all relevant details and participation fees.

We highly appreciate your cooperation and wish you continued progress and success.





## ONLINE WORKSHOP AI-ENHANCED TEACHING AND LEARNING CERTIFICATE

The AI-Enhanced Teaching and Learning Certificate is a pioneering professional development program **designed exclusively for faculty members across institutions within the Association of Arab Universities.**

This workshop aims to empower educators with the knowledge, skills, and innovative tools necessary to revolutionize teaching and learning through the integration of Artificial Intelligence (AI).



**Monday - Tuesday**  
21 - 22 July 2025



**Time**  
10.00 AM - 14.00 PM (Jordan Time)



**Online**

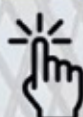
**Workshop Fees = 200\$**

**For Registration**



OR

[Click](#)



**Dr. Hamad Odhabi**  
Vice Chancellor for AI and  
Operational Excellence  
Abu Dhabi University







## ONLINE WORKSHOP

# AI-ENHANCED TEACHING AND LEARNING CERTIFICATE


With a comprehensive curriculum that combines theoretical foundations with practical applications, faculty members will embark on a transformative journey to enhance educational excellence in the Arab region.


Upon successful completion, participants will be awarded a certificate, recognizing their expertise in leveraging AI to enrich their teaching practices and drive student engagement.

### **By completing this course, faculty members will:**

1. Understand AI principles and their impact on education.
2. Apply AI tools to enhance teaching and student engagement.
3. Analyze educational needs and design AI-integrated learning experiences.
4. Evaluate AI's impact on teaching effectiveness and learning outcomes.
5. Create an AI-enhanced course design with innovative, ethical strategies.

**JOIN US**

 00962799251296

 dina@aaruu.edu.jo





Second International conference  
UNIVERSITIES AND ARTIFICIAL  
INTELLIGENCE TECHNOLOGY  
الجامعات وتكنولوجيا الذكاء الاصطناعي

# Change Appointment Announcement:

## Second International Conference on Universities and Artificial Intelligence Technology

June 23–24, 2025 | Amman, Jordan

In light of the ongoing regional instability and following consultations with local and international authorities, the Organizing Committee has decided to postpone the Second International Conference on Universities and Artificial Intelligence Technology, originally scheduled for June 23–24, 2025, in Amman.

The safety of our participants remains our top priority. Additionally, current travel restrictions—particularly affecting the Chinese delegation—have made it difficult to proceed as planned.

**New dates will be announced once circumstances permit. All accepted papers and paid registrations will remain valid for the rescheduled event.**

We appreciate your understanding and continued support. All updates regarding the new dates will be posted on the official conference website, so we kindly encourage you to follow up regularly: <https://ai.aaru.edu.jo>

## **Change Appointment Announcement:**

### **the Arab Universities and International Student Recruitment Agents Forum**

In light of recent developments in the region and with a view to ensuring the safety and well-being of all participants, we would like to inform you that the Arab Universities and Recruitment Agencies Forum—originally scheduled to take place on July 2–3, 2025, in Amman, Hashemite Kingdom of Jordan—has been postponed.

The forum will now be held on July 28–29, 2025, at the Grand Hyatt Amman.

This rescheduling is intended to allow your esteemed university to benefit fully from participation in the forum ahead of the upcoming academic year.

We appreciate your understanding and cooperation, and we look forward to your active participation on the new dates.





# Arab Universities & Recruitment Agencies Forum (AURAF)

Organizers: Association of Arab Universities in Collaboration with Belgravia Advisers

**28–29 July , 2025**

**Amman, Jordan**

## Event Overview:

This is a two-day forum that aims to foster collaboration between Arab universities and international student recruitment agencies, facilitating partnership agreements that enhance student mobility, enrollment, and global engagement.



Participated Party	Participation Fee	Inclusions
Universities AArU Members	<b>3.900\$</b>	Accommodation for 2 representatives for 3 nights, space for showcasing the university, participation in B2B meetings, networking sessions, and branding in event materials.
Universities Non - AArU Members	<b>4.900\$</b>	

\*If the participant arranges their own accommodation, \$500 will be deducted from the total fees.



# Arab Universities & Recruitment Agencies Forum (AURAF)

## AURAF-Fourm Agenda

### Day 1: July 28, 2025

#### Registration (09:00 - 10:00)

#### First Session (10:00 - 12:30)

- Opening Ceremony
- Welcome speech by representatives from the Association of Arab Universities and Belgravia International.
- Keynote address: The Future of International Student Recruitment in the Arab World.
- Presentation on current trends in student recruiting and student mobility

#### Lunch (12:30 - 14:00)

#### Second Session (14:00 - 15:30)

- Panel Discussions & Future recruiting Strategies
- Building Sustainable Partnerships Between Universities & Agencies.
- Regulatory & Ethical Considerations in Student Recruitment.

#### Coffee Break (15:30 - 16:00)

#### Third Session (16:00 - 17:30)

- Expanding Student Recruitment Markets for Arab Universities.
- How Technology & AI Can Enhance Student Recruitment Strategies.

#### Evening (20:00 - 22:00)

- Gala Networking Dinner.

### Day 2: July 29, 2025

#### B2B Meetings & Agreement Signings (10:00 - 14:00)

- B2B Meetings & Agreement Signings
- Pre-arranged one-on-one meetings between universities and agencies.
- MOUs and partnership agreements signing ceremony.

#### Lunch (14:00 - 15:30)

#### Closing Remarks (15:30 - 16:00)

- Closing remarks and roadmap for future cooperation.

Date



28-29 July 2025

Location



Grand Hyatt Amman  
Amman, Jordan









**Association of Arab Universities**

# *Newsletter*



## **Our Social Media Accounts:**

-  Association of Arab Universities
-  AArU\_jor
-  association-arab-universities
-  Association\_arab\_universities

**[www.aaru.edu.jo](http://www.aaru.edu.jo)**