July Spotlight
TechUp – Preparing UAE's Digital Leaders for the Future

"Industries increasingly require a more technically skilled workforce ready to adapt to new-age technologies. For companies to remain competitive, they need a workforce with the skills to navigate these changes and thrive in a highly disruptive digital landscape."

Rashid Al Ghurair, Founder, CAFU

What is TechUp?

TechUp is a NOMU future career pathway focused on the digital upskilling of Emirati youth. Their future success is accelerated through learning tracks with Udacity. Our industry hiring partners are excited to bring them on board.

Why TechUp?

30% of UAE university graduates lack 'business relevant' skills, including digital skills
(World Economic Forum, 2020)

84% of UAE businesses are trying to source candidates with relevant tech skills
(World Economic Forum, 2020)

The UAE workforce has low proficiency levels in technology **(33%)** and data science **(35%)** skills
(Global Skills Report, 2022)

What is the goal?

By 2023, TechUp aims to narrow the digital skills gap and enhance Emirati talent by:

Upskilling **20,000** youth with digital literacy skills

Certifying **tech-literate Emiratis** across three specializations

Engaging the **private sector** to increase workforce readiness

How do we do it?

Learning modules directly connected to emerging industries

Three UAE in-demand learning tracks:
- ✔ UX Design & Research
- ✔ Agile Frameworks
- ✔ Data Analysis & Visualization

Engagement with industry leaders and diverse opportunities for professional growth

Impact since launch?

In the first 4 months, over 3,500 Emirati youth from all 7 Emirates enrolled in TechUp:

74% are Emirati female learners

81%+ are youth between the ages of 18-28

65% are unemployed