

The Westford Communiqué

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Inspiring Ideas and Transformative Talks at

TED^x WestfordUniSharjah



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WORKSHOP



Empowering Minds & Spreading Ideas at TEDxWestfordUniSharjah



The first-ever Westford TEDx event took place on June 4th 2023 at Sharjah Chambers of Commerce. The theme – Vision Extraordinaire revolved around the power of ideas and how they can transform lives and ignite change. In alignment with TED's mission of "ideas worth spreading," we curated a diverse lineup of six remarkable speakers who brought their unique perspectives to the stage, each with a distinct vision and powerful message to share

WESTFORD TEDX SPEAKERS



Hussein Wehbe

Founder & CEO at PlugMena, & Former Advisor at the UAE's Prime Minister's Office

Hussein Wehbe is currently the CEO of PlugMena, a tech enabled end to end logistics player with operations in UAE, China, KSA, and Egypt, leading a workforce of more than 1500 employees across these countries. Prior to founding PlugMena, Hussein served as a full time advisor at the UAE's Prime Minister's Office in Dubai.



Nivedha R.M

CEO & Founder of Trashcon

Nivedha R.M is an accomplished Entrepreneur who is a big supporter for a cleaner tomorrow and has invented world's first completely automated mixed municipal waste segregation unit and recycling technologies. Her invention has been recognized globally by the World Bank, Red Cross, UNDP, and has received several coveted awards nationally as well as internationally . Her initiative has also been applauded by Honourable Prime Minister of India Shri Narendra Modi on National Television.



Mariana Missakian

Author & Doctorate Student at Westford University College

Mariana Missakian has worked for 15 years for Fortune 500 companies and has been presented with many awards for achieving remarkable success. In 2021, she published her first book, a satire memoir on women's identity and her journey to defining a women's identity by blocking the outside noise and trusting the inner voice to move from success to impact. She is currently doing her Doctorate program at Westford University College.



Mishal Kanoo

Chairman at KAAF Investments & The Kanoo Group

Mishal Kanoo serves as the Chairman of The Kanoo Group, one of the largest, independent, and longest running family owned groups of companies in the Gulf region. He is also one of the most iconic business figures in the Middle East, featured on various magazines and listed in "Top 100 Powerful Arabs 2013; 'The 15 Wealthiest Arab Businessmen in the World 2012', among others.



Caroline Faraj

VP & Arabic Editor-in-Chief at CNN

Caroline Faraj, CNN VP and CNN Arabic Editor-in-Chief is an award-winning Journalist with over 30 years' experience. She was named winner of the Arab Woman of the Year Awards 2022 as a leader in media, and in 2021 she won the Arab Woman Awards in the UAE media category. Caroline is an active Board Member of the International Humanitarian Council, which was founded by His Highness Sheikh Mohammed bin Rashid Al Maktoum and Magdi Yacoub Global Heart Foundation founded by the world known Surgeon Professor Sir Magdi Yacoub.



Firas Al Msaddi

Chief Executive Officer at fām Properties Dubai

Firas Al Msaddi is the founder and the Chief Executive Officer of fām Properties, one of the largest, most successful real estate brokerage firms in the UAE, and Executive Chairman of the fām Group. At the age of 25, he founded the agency in 2009, built in the midst of the global economic crisis, and was driven by his unfaltering belief in the sustainability and endurance of Dubai. Today, the firm has over 700 employees with 2.7 million square feet of managed properties, and operates an additional 32,200 square feet of functional office spaces.

The event received an overwhelming response from the participants, who were captivated by the insightful talks and thought-provoking ideas presented on stage. The enthusiastic engagement and positive feedback from the audience highlighted the impact of each speaker's message.

Our team of dedicated student volunteers played an integral role in ensuring the event's success, from behind-the-scenes preparations to on-the-day support. Their passion and commitment were instrumental in creating a memorable experience for everyone involved.



Vision Extraordinaire was just the beginning of our journey to foster innovation, inspiration, and community engagement. Westford will continue to host TEDx events, bringing you more inspiring speakers and captivating ideas year after year.



Mishal Kanoo

Chairman at KAAF Investments
& The Kanoo Group



It was an honor to participate with such an excellent panel at the Westford TEDx and to have the opportunity to talk about something we all need to focus on which is risk. The people who made it happen and the people who came to see the event made the event special. I wish all those who are involved from the university from faculties to students all the best and I look forward to meeting many of these bright stars in the future in some capacity or another.



Mariana Missakian

Author and Doctorate Student at
Westford University College



Thank you, Westford, for believing in my message and giving me the opportunity not only to share my story with the world, but to invite others to share theirs. It was humbling standing on that red dot. Trying so hard to hold back the tears. Succumbing to the magnitude of the moment. A moment of validation. Validation of my motherhood struggles, for the years I suffered alone in silence, for the constant rejections, the setbacks, and the perseverance to tell my story. It's been a journey of self-reflection, vulnerability, and growth. I will carry the TEDx badge with humility and continue sharing my story, and encouraging others to share theirs, loudly, proudly. Thank you, Westford, once again, for turning my dream into a reality.



WESTFORD MODEL UNITED NATIONS '23

MAKING THE WORLD A BETTER PLACE

Model UN gives participants hands-on experience with international diplomacy by imitating the UN's decision-making procedures. It provides a forum for students to hone their negotiation, public speaking, and critical thinking abilities, as well as gain a better knowledge of global concerns and the value of teamwork. It accomplishes this through guides and seminars that teach students how to improve the accuracy of their simulations.



The WUC MUN 2023, held between June 21st and June 23rd, 2023, was an immense success, with over 60+ delegates representing different countries in 4 different committees. UN Women, UN General Assembly, the UN Human Right Commission, and the UN Security Council were picked committees for the opening season of the historic event, which aims to groom young leaders to make better decisions in different facets of life to make the future of this world a much better place to live in. It provided a platform for delegates to engage in meaningful debates and negotiations, fostering their understanding of global issues and diplomatic processes. With its diverse range of committees, the conference offered participants the opportunity to tackle pressing topics such as gender equality, human rights, and international security. By empowering young leaders to develop their skills and perspectives, the event played a crucial role in shaping a more inclusive and sustainable future.

The organizing panel of the event had an unforgettable experience that will be remembered for a long time. The secretary general, along with the chairs and co-chairs of the committees, encountered both wins and losses throughout the event. However, what truly made the experience remarkable was the presence of crises in all the committees, which forced the delegates to make rapid decisions and pass resolutions.

The crisis scenarios introduced in each committee created a sense of urgency and pushed the delegates to think on their feet. These unexpected challenges tested their diplomatic skills, strategic thinking, and ability to collaborate effectively with others. The delegates had to analyze complex situations, assess the potential consequences, and propose viable solutions in a limited amount of time. Despite the pressure and intensity of the crises, the delegates exhibited remarkable teamwork and cooperation. Countries that were previously divided on various issues found common ground and joined forces to work towards the overall betterment of the committee. It was a true testament to the power of diplomacy and the potential for international collaboration.

The WUC-MUN put the student's leadership and organizational skills to the test as they navigated through the challenge scenarios. The chairs and co-chairs played a pivotal role in facilitating the discussions, managing the delegates and ensuring that the decision-making was fair and inclusive. In the end, the experience of dealing with crises and witnessing the delegates' quick thinking and collaboration left a lasting impression on the organizing panel. The event highlighted the importance of adaptability, teamwork, and diplomacy in addressing complex global issues. It served as a reminder of the potential for positive change when countries come together to find solutions, and it inspired the organizing panel to continue its efforts in organizing future events that promote international cooperation and understanding.



Honourable mentions and best delegate awards were given away by the end of the conference to recognize those, who played their roles as diplomats and ensured they brought together the entire committee. Onwards to another MUN session next year, which only promises to be bigger and better.

WESTFORD DBA BOOTCAMP 2023 AT UCAM, MURCIA - SPAIN

Nurturing Global Leaders in Business Research



The Westford DBA Bootcamp, a prestigious two-day event, recently took place at the UCAM Campus in the enchanting city of Murcia, Spain on 22nd and 23rd June 2023. This transformative gathering brought together aspiring DBA candidates from around the world, hailing from the UAE, USA, Nigeria, India, Oman, Canada, and more. The bootcamp, comprising a rich array of activities including research, paper presentations, and leadership workshops, aimed to empower these candidates to become the next generation of influential business leaders and researchers.

Inauguration by Esteemed Dignitaries

The Westford DBA Bootcamp commenced with an inspiring opening address delivered by distinguished personalities from both UCAM and Westford University College. Dr. Estrella Nuñez Delicado, UCAM's Vice Chancellor for Research, set the tone for the event with her encouraging words, emphasizing the importance of research in driving innovation and progress. Dr. Gonzalo Wandosell, the Dean of the Faculty of Business Sciences and Director of the UCAM Doctoral Programme in the Social Sciences, followed suit, highlighting the significance of interdisciplinary collaboration in the realm of research. Dr. Andrew Hambler and Prof. Martin Eley from Westford University College wrapped up the inauguration with a warm welcome to all the participants, expressing their excitement about the days ahead.

The bootcamp's agenda was thoughtfully curated to ensure a balanced blend of academic enrichment and interactive sessions. Dr. Andrew Hambler kicked off the activities with an introduction to the bootcamp's objectives, setting the stage for the exciting days ahead. Dr. Gonzalo Wandosell further acquainted the participants with UCAM's esteemed legacy and commitment to academic excellence.



Keynote Address and Workshop

One of the highlights of the bootcamp was the keynote address and workshop conducted by Mr. Pablo Blesa Aledo, the Dean of the Faculty of Social Sciences and Communication at UCAM. His insightful session shed light on emerging trends in business research and the importance of effective communication in academic pursuits. Participants found the workshop to be intellectually stimulating, encouraging them to broaden their horizons and think innovatively.

Empowering Research and Leadership Skills

Research, a core component of the DBA journey, was thoroughly addressed during the bootcamp. Dr. Andrew Hambler delivered a session on "Preparing for your viva," equipping the candidates with the necessary tools to excel in their research presentations. Additionally, Prof. Martin Eley's session on "Writing a Literature Review" provided valuable insights into conducting comprehensive literature surveys and strengthening research methodologies.

Exploring UCAM Campus

Beyond the academic endeavors, the participants enjoyed an engaging university tour, exploring UCAM's state-of-the-art facilities and stunning campus grounds. This experience left the candidates impressed, inspiring them to strive for excellence in their academic pursuits.



Celebrating Success

The Westford DBA Bootcamp concluded with an awards ceremony and the distribution of Certificates of Participation at the University Auditorium. This momentous occasion celebrated the participants' dedication to academic growth and provided a platform for recognizing outstanding contributions. The Westford DBA Bootcamp at UCAM Campus, Murcia, Spain was an enlightening and transformative event that left an indelible mark on all the participants.



Janaki Venkatesh

Sr. Consultant - Education & Employability at RAB Consulting

Doctorate of Business Administration, UCAM

I recently had the pleasure of attending the UCAM Research and Leadership Bootcamp held at the beautiful Murcia Campus. Drawing upon my 15 years of experience as an educator, I've always been captivated by the subject of leadership, which is why I chose it as the focus of my thesis. The conference was an incredible experience, offering the chance to interact with esteemed experts like Dr. Sablo, who is a true connoisseur of leadership. The insights I gained during the event perfectly aligned with the goals of my thesis, and it feels like the beginning of an exciting and rewarding journey.



Nelson Emmanuel Msuya

Partner/Director at PricewaterhouseCoopers (PwC), Tanzania.

Doctorate of Business Administration, UCAM

I feel grateful for the vast knowledge I gained during the bootcamp and appreciated the opportunity to interact with individuals from diverse backgrounds, including South Africa, UAE, USA, and Canada. Such diversity added immense value to the experience, and I eagerly looked forward to such experiences in the future.



Bikal Jha

BSc. Aviation/Airport Management Program Coordinator at Modern College of Business and Science (MCBS)

Doctorate of Business Administration, UCAM

Participating in the comprehensive two day bootcamp has proven immensely beneficial, as it has supported us in diverse areas and facets of our academic journey. Throughout the event, I had the privilege of gaining invaluable insights from esteemed professors, alongside the opportunity to present my progress report. The constructive feedback provided by the professors will undoubtedly play a vital role in shaping my academic growth. Undoubtedly, this program has presented me with an exceptional opportunity, and I am profoundly grateful for the experience. I extend my sincerest gratitude for this valuable opportunity.



Mehyedine Kabbara

Regional Sales Manager

Doctorate of Business Administration, UCAM

My DBA journey commenced five months ago, and I am excited about the prospect of spending the coming years at UCAM. I want to express my heartfelt appreciation to both Westford and UCAM for giving me this incredible opportunity to attend the bootcamp. I eagerly anticipate the day of my graduation, where I will finally have the chance to meet everyone in person and celebrate this achievement together.

MASTERMIND BUSINESS LEADERS AWARDS 2023

Westford is proud to announce the prestigious Educational Excellence award received at the UAE's Mastermind Business Leaders Awards 2023 in Dubai. The esteemed recognition was bestowed upon Westford in acknowledgement of its unwavering commitment to delivering outstanding education to students.

The Mastermind Business Leaders Awards is an event that celebrates exemplary businesses and institutions that have demonstrated exceptional performance and innovation in their respective fields. Westford's receipt of the Educational Excellence award is a testament to their relentless pursuit of educational brilliance and their dedication to shaping the future of learning in the UAE & beyond.



The accolade acknowledges Westford's tireless efforts in providing top-notch education that not only imparts knowledge but also fosters critical thinking, creativity, and a passion for lifelong learning. This award is a resounding endorsement of Westford's continuous strive for excellence and its unyielding focus on delivering holistic educational experiences that empower students to become leaders and changemakers in a rapidly evolving world.

The Dean & Head of Blended Learning, Mr. Zawahir Siddique attended the ceremony to accept the award on behalf of Westford University College. The Awards Ceremony was organized by Aiwa Events, led by Dr. Mansoor Al Obeidli who has been recognizing and awarding creative talents and business leaders from various industries for over a decade in UAE and globally and supported by media partners Middle East Headlines, Aspire Magazine and Xclusiv People Magazine. The event was graced by over 100+ senior business leaders, diplomats, authors, prominent personalities, influencers, media, and heads of corporates to award and receive their achievement awards.

Westford's success in securing this prestigious award can be attributed to its unwavering focus on providing a well-rounded educational experience that combines academic rigour with practical skills, preparing students to excel in their careers and contribute meaningfully to society. The institution's commitment to staying at the forefront of educational advancements and incorporating cutting-edge technologies into the learning process has further set them apart as a leader in the education landscape.

As Westford continues to grow and evolve, its dedication to educational excellence remains steadfast. With this recognition at the Mastermind Business Leaders Awards 2023, Westford reaffirms its position as a trailblazer in the educational arena and as an institution that is shaping the minds of tomorrow's leaders.

SUCCESS IN FASHION: AN INDUSTRY VISIT TO MICHAEL CINCO'S ATELIER

The visit to Mr. Michael Cinco's atelier was nothing short of a dream come true for the fashion design students. As they stepped into the elegant and creatively curated space, they were greeted by a vibrant and inspiring atmosphere. The atelier was filled with sketches, fabric swatches, and exquisite haute couture gowns adorning the mannequins, showcasing the meticulous craftsmanship that Mr. Cinco and his team put into each design.

During the atelier tour, Mr. Cinco shared personal anecdotes about some of his most iconic pieces, revealing the stories and inspirations behind each creation. He emphasized the importance of attention to detail, precision, and dedication required in the world of haute couture. The students were in awe as they got a glimpse of the intricate embroidery, delicate beadwork, and luxurious fabrics that graced his breathtaking masterpieces.

As the students admired the haute couture creations, Mr. Cinco also introduced them to his latest prêt-à-porter collection. He explained how he found a perfect balance between artistry and commercial appeal, catering to a wider audience while staying true to his unique design aesthetic. The collection featured ready-to-wear pieces that retained the elegance and sophistication of his haute couture line, allowing the students to see the versatility of his creative vision.





Throughout the atelier tour, Mr. Cinco encouraged the students to experiment, take risks, and never be afraid to push the boundaries of their creativity. He emphasized the importance of staying true to one's artistic voice while continuously evolving and learning from experiences. His words of wisdom left a lasting impression on the young designers, motivating them to embark on their design journeys with newfound enthusiasm and determination.

The experience concluded with a special surprise for the students as Mr. Cinco arranged a mini-workshop, where he demonstrated some of the fundamental techniques he uses in his designs. The students were able to witness firsthand the artistry that goes into creating his signature couture pieces. This hands-on experience was invaluable, allowing them to gain insights and practical knowledge that they could carry with them throughout their careers.

As the students bid farewell to Mr. Cinco and his team, they left with hearts full of inspiration and a deep appreciation for the art of fashion design. They knew that they had witnessed something truly extraordinary, and the memory of this encounter would forever shape their aspirations and fuel their determination to become the next generation of fashion innovators in the region.

Back at their design school, the students couldn't stop talking about the unforgettable day they spent with Mr. Cinco. They started to implement the lessons they had learned, incorporating newfound techniques and artistic approaches into their own work. The impact of this visit was evident in their designs as they began to infuse newfound confidence and creativity into their creations.

WESTFORDIANS AT THE AIESEC- ZERO SUSTAINABILITY COMPETITION!



Protecting the planet is one of the world's top priorities right now. Our world is undergoing enormous climatic changes that deserve our undivided attention. Every individual can make a difference, and WUC students want to do exactly that.

AIESEC recently hosted Deep Dive into Sustainable Solutions (DDSD), a transformative event in which students venture deep into sustainability and international business and collaborate to create new solutions. There were around 15 teams who competed, with WUC students taking third place.

Our students came up with unique solutions that made a breakthrough in the worlds of sustainability and business.

In addition to attending a seminar by Hanan al Shaibi, the CEO of an environmental group, students learnt a great deal about sustainability and its definitions.

Overall, the event was nothing less than exciting, educational, and super inspiring. The speakers were incredibly knowledgeable and passionate, sharing valuable insights and experiences that left a lasting impact on the audience. The event also provided a great networking platform, allowing attendees to connect with like-minded individuals and build meaningful connections.

AISEC COMPETITION



**Nandu
Sreelal**

BSc (Hons) in
Business
with Digital
Marketing ,
IJMU

It was an
exciting event

in which three Westford teams, including ours, competed enthusiastically. Despite the stiff competition, our team demonstrated outstanding collaboration and effort, winning us a well-deserved third place. The experience was unique, and I am delighted to have been a part of such an uplifting event. DDS at Youth X brought out the best in us, and we are pleased with what we accomplished.

THE REMARKABLE SUCCESS OF WESTFORD'S FOOTBALL TEAM



We are thrilled to announce that our team has reached the pinnacle of success in the Amity Football League, a brutally competitive league where glory is achieved by grit, talent, collaboration, and devotion.

Our Westford University Football team's steadfast dedication to an excellence-centered culture, unrelenting drive, and enthusiasm for this beautiful game are some of the key tenets supporting the success that defines our team. Without a talented group of players, no football club can hope to succeed. The football team at Westford University is appreciative of having a team full of talented students that are in excellent physical shape to play this sport. It has put together an unshakeable group of players that support and complement each other's strengths and make up for shortcomings, ranging from Flash-like attackers to rock-strong defenders and midfield maestros.

Success in any football tournament is not about physical strength, it also hugely demands mental strength and resilience. Our Football team has shown time and again that they possess the mental prowess to overcome any adversities thrown at them.

The Westford University Football team's road to triumph in the Amity Football League has, all things considered, been nothing short of amazing. Our football team is an inspiration to all of us thanks to their unwavering spirit and thirst for victory.



Fahad Shahzad

BSc (Hons) Business with International Business Management- LJMU

I am truly enjoying playing in this team and learning so many valuable lessons about teamwork, leadership and resilience. It felt surreal to thrive under the spotlight for the first time in my life and I completely enjoyed it.

I am grateful for this amazing journey that we had at the Amity Football League and happy that we finished on the podium as Runners Up.



Mohammed Taif

BSc (Hons)
Business with
International
Business
Management
- LJMU

I was able to grasp the team's zeal for success and boost our brand in all athletic events from the moment I joined the group. I am in utter awe of the collective genius of the players, the coaching staff, and the management of this great team. I had the honour of seeing the results of unrelenting effort in action at every training session, which inspired me to work even harder to achieve perfection.

I feel proud and grateful to be a member of this amazing team, which functions like a family and provides unwavering support and direction. We have an unmatched sense of togetherness and camaraderie in the league, and I believe it was the key factor in our ability to place as runners-up. We have a gold-seeking mindset this year, and I am convinced that with our preparation, we will be able to win the Gold Trophy.

AN EXCITING INTRA-CLUB GAVELS COMPETITION

An exhilarating gavels competition recently took the center stage at Westfords Toastmasters Club, igniting a battle of wits in table topics and evaluations. Enthusiasm filled the air as four fantastic Westford Toastmasters hosts set the stage, creating an inviting atmosphere for all participants. The camaraderie soared as the entire Westford Toastmasters club and our own Gavels team members cheered us on.

The speaking order was determined by an engaging spinner, and eight brave participants embraced the table topics challenge. Our hearts raced as each one of us was called, our anxieties skyrocketing, but our host skillfully eased our nerves with a thought-provoking question: "If you weren't who you are today, who would you be?"

Our responses ranged from witty to heartfelt, with mutual encouragement and cheers filling the room. Between judging sessions, our hosts kept us entertained with fun activities and a lively game featuring our Gavels and Toastmasters members working together, further enhancing the jovial atmosphere. Though the Gaviliers gave it their best shot, we graciously accepted the outcome and cherished the experience.



GAVELS COMPETITION

Next up was the evaluations session, highlighted by a captivating speech from a Westford toastmaster, detailing her life through high school and beyond. Despite evaluating a skilled speaker, each participant provided thoughtful and constructive feedback, showcasing our dedication to improvement.

As the competition concluded, the much-anticipated awards ceremony unfolded, filling the room with cheers and applause. Congratulations to Ahal Karim (third place), Naomi Dourado (second place), and Mizhab Shaji (first place) in table topics, and to Niveditha Hanil (third place), Ahal Karim (second place), and Palak Dewani (first place) in evaluations.

Beyond the competition, the event embodied a spirit of joy and love within our Gavels community. It wasn't just a contest; it was a heartwarming celebration of our shared journey. Our worth isn't defined by competition, but rather by our growth and unity as a team.

With a sense of accomplishment and a stronger bond among us, we heed the wise words of our club mentors, "What you win here does not determine who you are out there." Together, as The Westford Gavels Club, we strive for excellence, knowing that we are an incredible team, united in our pursuit of growth and success.





ULTRA OCEANMAN WORLD CHAMPIONSHIP SPAIN – 2023

In a decision that would put my endurance and will power to the test, I bravely or naively took on the daunting goal of tackling the 21 kilometer stretch between Tabarca Island and Urbanova Beach in Spain. Battling the unpredictable tides and the expanse of the open seas, I embarked on an extraordinary adventure that tested not only my physical but also my mental fortitude.

Setting off from the starting point on Tabarca Island, I dove into the azure depths with unwavering resolve. Each stroke propelled myself and the 15 others forward, inching closer to their destination. The hours stretched ahead of me, but my determination remained unwavering. Fatigue threatened to take its toll, but we persisted, drawing strength from months of training and the love for the sea.

Throughout the arduous swim, I encountered both moments of tranquillity and challenges that tested their resolve. With its vastness and unpredictable currents, the open ocean demanded respect and adaptability. However, by remaining focused, my mind became attuned to the rhythm of the swell, allowing me to carry out well-timed strokes.

As time passed, the beach of Alicante's Urbanova Beach beckoned like a distant mirage. My muscles hurt to the point of numbness, but the determination to finish kept me going. Encouraged by the cheers of support crew and the knowledge that my goal was within reach, I rounded the final buoy marking the 100m mark from the Finish Line and pushed through the last moments of the gruelling swim.

Finally, after just a little over 8 hours of unwavering dedication, I finally emerged triumphant onto the sandy shores of Urbanova Beach. Exhausted yet elated, I had conquered the distance that once seemed insurmountable. The few familiar faces and a couple strangers erupted in applause, only then fully recognizing the incredible feat I had accomplished.

Completing a gruelling 21-kilometer open water swim, equivalent to a double marathon, is an extraordinary feat that evokes a whirlwind of physical sensations. Reaching the finish line, a mixture of sheer exhaustion and exhilaration floods your body. Every muscle aches with a deep sense of fatigue, as if you have been pushed to your absolute limit. The arms and legs tingle with a mix of soreness and euphoria, bearing witness to the immense effort and endurance they have exerted. Waves of relief and satisfaction wash over you, your heart pounding with a blend of accomplishment and joy. Each breath is a testament to the monumental task you have conquered, filling your lungs with a sense of triumph and gratitude. Though physically drained, you can't help but stand tall, knowing you have overcome an intense challenge, forever carrying the memory of this extraordinary accomplishment within yourself.

I am proud of representing my country- South Africa in this prestigious world championships and my university- Westford University College for all the support, guidance and encouragement. I couldn't be more grateful and thankful for it.



WE CANNECT

WITH BUSINESS LEADERS

At We Connect, we take immense pride in fostering an environment where aspiring entrepreneurs can learn from the best and get inspired to embark on their own entrepreneurial journey. We are dedicated to providing our students with valuable insights and opportunities that will pave the way for their future success.

On 7th June, we had the privilege of hosting Dr. Mania El Baba, the dynamic CEO/Managing Director of Spec Brite Group. Her presence and wisdom truly lit up the room during the talk on "Embarking on an Entrepreneurial Journey." Dr. El Baba's journey to success served as a beacon of hope for all our students, leaving them motivated to pursue their dreams with renewed determination.

The session with Dr. El Baba was a treasure trove of practical advice and strategic tips that our students could immediately apply to their own ventures. Her inspiring anecdotes and real-life experiences resonated deeply with everyone present, making the event an unforgettable experience. The exchange of insights and the genuine conversation that took place throughout the session truly ignited the entrepreneurial spirit within all attendees.



Ariba Abdul

BSc (Hons) in Business Management – CCCU

We express our heartfelt gratitude to Dr. Mania El Baba for sharing her valuable time and expertise with us. We also extend our thanks to all the attendees who made this event a resounding success.

DR. MANIA EL BABA

CEO/Managing Director-
Spec Brite Group



WECONNECT

WITH BUSINESS LEADERS

The WEConnect Initiative at Westford is dedicated to establishing connections with C-Suite Business Leaders and CEOs, aiming to delve into their success stories. These idea-centric conversations encompass a wide range of domains, focusing on fostering learning, inspiration, and leadership. Moreover, the initiative aims to initiate thought-provoking discussions that address the pressing needs of the current times.

RUPESH SHARMA

CFO, ZAIN TECH



On Wednesday, 14th June 2023, the WEConnect Initiative had the privilege of hosting a session with Mr. Rupesh Sharma, the CFO of ZainTech. This session proved to be an amazing experience, especially for the students who attended, as it provided them with valuable guidance and insights. Mr. Rupesh Sharma shared his personal journey after graduating, allowing the students to gain a deeper understanding of the obstacles and accomplishments he encountered in his professional life. One of the key points emphasized by him was the significance of the first few years after graduation. He highlighted the importance of acquiring the right skills during this critical period. Mr. Sharma also emphasized the need to strike a balance between a healthy personal life and a successful career. These insights provided the students with a valuable lesson on the importance of maintaining a balanced approach in life.



During the session, Mr. Rupesh Sharma also discussed the benefits of changing jobs to gain exposure to different working environments. He explained how this experience helped him grow both personally and professionally. By sharing his own experiences, he encouraged the students to embrace change and seek new opportunities for growth. As the session drew to a close, he left the students with a powerful message. He emphasized on the significance of setting attainable goals and putting in the best efforts to improve the quality of their lives. This advice resonated strongly with the students, inspiring them to strive for excellence and continuously work towards their aspirations.



Overall, the WEConnect Initiative at Westford continues to foster connections with influential business leaders and CEOs, providing a platform for students and aspiring professionals to learn from their experiences. The session with Mr. Rupesh Sharma, CFO of Zaintech, was a remarkable opportunity for students to gain valuable insights and guidance. By sharing his journey, challenges, and successes, Mr. Sharma motivated the students to focus on personal and professional growth, setting the stage for their own future accomplishments.

WESTFORD CREATIVE MEDIA SUMMER WORKSHOP 2023



The Westford Creative Media Summer Workshop 2023 is a two-week immersion program that began on the 12th of June and ended on June 23rd with an outstanding exhibition of talent, ingenuity, and passion. The event brought together current media students from Westford University College Communication and graduates from various high schools in the UAE. This energizing event aimed to provide aspiring media professionals with the knowledge and motivation they need to survive in the fast-paced world of creative media.

Diverse Workshop Topics

The program's agenda included an array of fascinating topics, allowing participants to explore their interests and widen their perspectives. Professor Bethoven Filomeno and Aria Chitra, Head of Nikon Kids Photo Club, led Click and Capture Basic Photography, which taught young photographers the essentials of composition, lighting, and visual storytelling. Feel the Reel: The Art of Cinematography Storytelling by Professor Amritha Subhayan Krishnan's delved into the realm of filmmaking, emphasizing the importance of camera angles, framing, and narrative approaches. Last but not least, Radiant Rhythms: The Ultimate Radio DJ Workshop by Dr. Fernando Erana Reyes, Jr. gave participants the chance to dive into the exciting world of radio while polishing their show-hosting, writing, and production abilities. Participants were engaged in a dynamic atmosphere of creativity and cooperation during the course.



Culminating Activities & Awards

The program ended with the participants' extraordinary skills being recognised. The top students from each seminar received prizes, commemorating their remarkable achievements and effort. Notably, the occasion was enhanced by the participation of Reem El Houni, Creator & Executive Producer of DXB Today – Daily Show on Dubai One. El Houni praised all participants for their perseverance and talked about her challenges and triumphs in the media profession, encouraging everyone in attendance. Reem El Houni's motivating speech, during which she discussed her experiences in the media world, made an indelible impression on all participants. Her stories of success over adversity and devotion to her craft inspired young media professionals to follow their aspirations with confidence.

The Westford Creative Media Summer Workshop 2023 would not have been a success without the assistance of Nikon Middle East, Grandstore, and Musivv. Nikon Middle East provides cutting-edge photography equipment, allowing participants to express themselves via the lens. Throughout the event, Grandstore gave prizes and goodies to all attendees. Finally, Musivv's participation enhanced the radio workshop, and Jovita Bhaumik, a singer, composer, and certified Musivv Ambassador, serenaded the audience.



MEDIA WORKSHOP

The Westford Creative Media Summer Workshop 2023 acted as a springboard for the UAE's future generation of media professionals. The event enabled participants to express their creativity and improve key skills by giving comprehensive instruction in photography, videography, and radio DJing. This one-of-a-kind training prepared prospective media enthusiasts for a rewarding and successful path in the dynamic world of creative media.



WESTFORD GAVELIERS PARTICIPATE & WIN AT THE GROUP J LEVEL CONTEST!

The Group J table topic and evaluation contest was held on Saturday 10th June 2023.

The event was hosted by the Global Youth Gavel Club Group. It was attended by nine distinct groups from across the world. This was a significant occasion for the Westford Gavel Club since it was the first group-level tournament where the club competed.

The table topics competition lasted around 45-50 minutes, during which time the candidates captivated the audience with their interesting and intriguing narratives. A collaborative activity was planned to add to the excitement of the contest. Everyone spoke about their experiences and provided feedback. Soon after the TABLE TOPICS session concluded, the guest speaker for the EVALUATION CONTEST was announced and she delivered an incredible speech on her experiences.

The gaveliers were then directed to breakout rooms for 5 minutes to prepare for their speeches before being summoned back to the main room one by one. The award ceremony was the most anticipated part, and Westford Gavel Club added another trophy to the shelf. With mentor advice and team support, we were able to place among the top three in the evaluation competition.



Mizhab Shaji
The Elite English
School - Dubai

The Group J level contest was a very memorable experience that I got to share with some other very amazing gaveliers. In all honesty, it was fun because I got to hear the perspectives of others my age, all of whom have different stories and perspectives behind their speeches.

But, by far, what struck me were the many perspectives that all of the other presenters had on the theme, which was "Only You Can Change You." I agreed with the statement, but other speakers had different opinions. One person even stated how your external environment influences how you react to various situations throughout your life.

Of course, these are significant, but what I as a speaker shouldn't forget is how I consistently improve in every competition I enter, and the same is true for this one. I had identified some areas where I felt weak, and the advice I had received from my mentors helped me. In sincerity, I can say that I have grown considerably from that earlier self. I am thankful to the Westford Gavel Club and My mentors without whom my morale would not have been at its best.

THE POWER OF INVESTING & FINANCIAL LITERACY

Guest Lecture by

SIMON SNELDER

On June 7, 2023, an interesting and insightful session was held at Westford University College, Taawun Campus, Sharjah featuring an esteemed investment and finance expert 'Simon Snelder'. Simon delivered a captivating presentation on the topic of 'The Power of Investing and Financial Literacy'. The lecture aimed to educate students about the importance of saving and investing, and to provide them with valuable insights into different investment avenues.

The fundamental concepts of saving and investing were explained to the students by giving real-life examples. He highlighted the crucial distinction between the two, explaining that saving refers to setting aside money for future use while investing involves putting money into financial instruments with the expectation of generating returns. By emphasizing the importance of saving, he encouraged students to set aside a portion of their income regularly.

One of the key messages conveyed during the lecture was the power of starting to save and invest early. The students were provided with several examples and case studies to illustrate how small amounts of savings, when invested wisely from a young age, can grow significantly over time. By utilizing the power of compound interest, he demonstrated how even modest investments made consistently can lead to substantial financial gains in the long run.

To broaden students' understanding of investment opportunities, Simon discussed various investment avenues available in the market. He introduced students to stocks, bonds, mutual funds, real estate, and other investment options. The lecture included a comprehensive overview of each investment instrument, highlighting the potential risks and rewards associated with each.



Additionally, the importance of financial planning was addressed by considering several crucial expenses that students will likely encounter in the future. He emphasized the significance of being prepared for expenses such as higher education, marriage, family responsibilities, job loss, medical emergencies, and retirement. By highlighting the need to plan for these events in advance, he stressed the importance of building a strong financial foundation to navigate these challenges successfully.

In conclusion, the session provided valuable insights and guidance to the students. It sheds light on the basics of saving and investing, emphasizing the importance of starting early and making prudent financial decisions. By exposing students to various investment avenues and highlighting the need for financial planning, the lecture empowered them to take control of their financial futures. Overall, the session catalyzed fostering financial literacy and inspiring students to make informed decisions regarding their finances.

Internship Opportunity: An exclusive internship opportunity was announced for the students by the speaker. The internship process, involving screening and selection, took place in the subsequent week. Students had the chance to apply for the internship and showcase their skills and enthusiasm for finance and investment. After a rigorous evaluation process, two students were selected for the internship program. During the internship, the students will be assigned different finance and investment projects, allowing them to apply their knowledge and gain experience in the world of finance and investment.

WESTFORD UNIVERSITY COLLEGE AT GULF NEWS EDUFAIR 2023

The Gulf News Edufair held during 16-18 June 2023 provided a fantastic platform for Westford Team to connect with aspiring students seeking higher education opportunities. Our presence at the fair allowed us to showcase the diverse range of programs we offer and shed light on the numerous opportunities that await prospective students at our institution.

Westford was also part of a very relevant panel discussion on “Teaching for Transformation: The Changing Role of Faculty”. Apart from Westford University College, panelists from other reputed educational institutions like Middlesex University, Heriot-Watt, Zayed University, and MAHE participated in this discussion.





Zawahir Siddique, Dean and Head of Blended Learning at Westford University College emphasized an active industry-academia interface and keeping pace with the ever-changing market. He suggested setting up labs in business schools and discussed how the classrooms evolved from being content centered to teacher-centered to student-centered over the years. He also stressed the need for modern classroom interactions to be more experiential oriented to accommodating the empowerment of the learners and to be transformed into a peer-to-peer learning environment.

Our participation in the Gulf Edu Fair further solidified our reputation as a premier institution that consistently delivers excellence in education. The positive feedback and the overwhelming response we received from students and parents alike motivate us to continue striving for excellence.

EDUCATIONAL TRIP TO THE EQUINIX DATA CENTRE IN DUBAI

Students from Westford University College went on an educational trip to the Equinix Data Centre in Dubai. The visit provided a unique opportunity for Computer Science students to witness the inner workings of a state-of-the-art facility and gain valuable insights into the world of data management and networking.

As the students stepped into the Equinix Data Centre, they were immediately struck by the impressive scale and technological sophistication of the facility. The center buzzed with activity, housing rows upon rows of several racks and network equipment that powered the digital infrastructure of numerous organizations. The sheer magnitude of the data center left the students in awe, offering them a glimpse into the future of computing.

The visit wasn't limited to observing from a distance. Equinix professionals guided the students through the various sections, explaining the intricate systems and technologies at play. Students witnessed firsthand the cooling mechanisms, redundancy protocols, and security measures that ensure uninterrupted data operations. Engaging in interactive discussions, they learned about the importance of redundancy, data backup strategies, and disaster recovery plans.

Aside from the technical aspects, this visit also provided invaluable networking opportunities. Students interacted with industry experts and professionals who shared their experiences and provided insights into the dynamic field of data management. These connections allowed students to expand their professional networks and gain a deeper understanding of potential career paths.





One of the most significant aspects of the visit was the realization of the real-world relevance of their academic studies. The Equinix Data Centre showcased how the theories and concepts taught in the classroom translate into practical applications. Students were able to connect their coursework to the data center's operations, understanding the importance of efficient data storage, security, and accessibility. The visit left the students inspired and motivated to pursue careers in the field of data management. Experiencing the scale and complexity of the data center firsthand sparked their curiosity and passion for technology. Many students expressed a newfound interest in pursuing internships or further studies in data centers, cloud computing, or networking, recognizing the vast potential for growth and innovation in these areas.

The visit proved to be an unforgettable experience for our Computer Science students. It allowed them to witness cutting-edge technology, gain practical insights, and forge connections with industry professionals. By bridging the gap between theory and practice, the visit empowered students to envision a future in data management and motivated them to contribute to the ever-evolving world of technology. Such experiential learning opportunities are instrumental in preparing students for the challenges and opportunities that lie ahead in their academic and professional journeys.



FAST X ROARS INTO THEATERS: A HIGH-OCTANE THRILLER



With all the fast-paced action and adrenaline-pumping thrills fans have come to anticipate from the series, the newest addition in the "Fast" series, "Fast X," is now showing in theatres.

Directed by Louis Leterrier, "Fast X" stars Vin Diesel, Michelle Rodriguez, and John Cena and is an adrenaline-pumping action movie that lives up to the Fast & Furious franchise's expectations. The film features Dominic Toretto (Vin Diesel) and his gang drawn into a risky operation involving a computer chip heist in Rome. They are very shortly betrayed by Dante Reyes, who seeks vengeance for his father's death.



The film transports viewers to diverse locales on a fascinating trip filled with furious racing, violent confrontations, and surprising alliances. While the screenplay has problems, Jason Momoa gives an outstanding performance. The action sequences and visual effects are excellent, transporting the spectator to the high-stakes world of fast automobiles and daring heists. "Fast X" delights fans while also setting the ground for the franchise's impending sequels, with a dramatic finale and a mid-credits sequence promising more excitement to come.

"Fast X" has been acclaimed by critics for its nonstop action and excellent stunts, with many remarking that the franchise continues to deliver even after so many films. The chemistry between the cast members has also been lauded, with Diesel and Rodriguez proving to be a powerful on-screen pair once again.

Some critics have commented, however, that the storyline of "Fast X" is a little complicated, with too many characters and subplots competing for attention. Others have criticized the film's dependence on CGI effects, claiming that it detracts from the series' preceding films' visceral, tactile sense.

Despite these critiques, "Fast X" is likely to be one of the summer's biggest successes, with fans coming to theatres to see the newest chapter in Dom Toretto and his crew's continuous drama. With the promise of additional sequels and spin-offs in the works, the "Fast" brand appears to be showing no signs of slowing down anytime soon.



Saakshi Sameer Trivedi
BSc (Hons) with Business in
International Business (LJMU)

IN5 DESIGN: THE HUB FOR BUDDING DESIGNERS TO START THEIR BRAND.



In5 Dubai, a renowned innovation centre and co-working space located in Dubai, UAE, provides a nurturing environment for startups, tech enthusiasts, and creative professionals to foster innovation and entrepreneurship. The fashion students at Westford University College were thrilled to have the opportunity to visit In5 and learn about the role of innovation and startup ideas in building strong and sustainable brands.

Upon entering In5, the students were captivated by the modern and cutting-edge architectural design, reflecting the centre's dedication to innovation. The co-working area was bustling with activity, with people deeply engaged in their tasks, collaborating on projects, and exchanging ideas freely. The open-plan layout encouraged spontaneous networking and interactions among the attendees.

In their exploration, the students encountered the startup incubator, witnessing the enthusiasm of young entrepreneurs and their teams as they worked passionately to develop their innovative ideas into successful ventures. Some entrepreneurs were even preparing for pitch sessions, seeking feedback from mentors and advisors to refine their business plans.



Ms. Fatima Al Mazrooqi, the Community Manager at In5 Design, conducted a session explaining the step-by-step process of joining the incubation program and the countless benefits it offers to startups. This experience provided the students with valuable insights and motivated them to explore the possibilities of creating their brands in the future.

The highlight of the visit was the networking opportunities at In5 Dubai. Engaging in conversations with like-minded individuals and exchanging ideas sparked creativity and potential collaborations among the students.

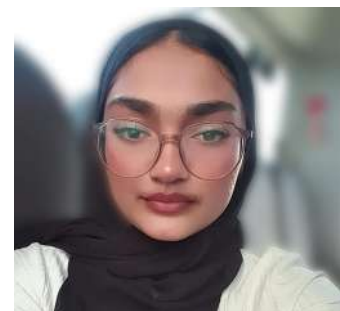
As the visit ended, the students were thoroughly impressed by the vibrant atmosphere of innovation and collaboration at In5. The centre's strong commitment to nurturing creativity and supporting startups was evident in every aspect of the facility. Whether one is an entrepreneur, tech enthusiast, or creative professional, In5 Dubai offers an inspiring environment that ignites the passion for innovation and drives success in the ever-evolving worlds of business and technology.



THE DAWN OF FUTURISTIC FASHION: BLENDING STYLE AND TECHNOLOGY

The introduction of futuristic fashion has transformed the business, pushing the frontiers of what was formerly thought conceivable in the domain of fashion, where innovation has no limitations. Futuristic fashion has evolved as an awe-inspiring trend that captivates both fashion aficionados and tech connoisseurs alike, seamlessly mixing elegance with revolutionary technology.

Fashion is no longer restricted to textiles and styles. Smart fabrics and wearable technologies are the future of fashion today. Consider clothing that changes colour depending on your mood, gowns that generate power to charge your electronics, or accessories that show personalised messages via integrated LED screens. These futuristic wonders not only improve our look but also provide utilitarian benefits and a glimpse into the future.



**Fathima Zumla
Habeeb Mohamed**

BA (Hons) in Fashion:
Design &
Communication– LJMU



Futuristic fashion has also pushed sustainability to the forefront. Designers are increasingly incorporating eco-friendly materials into their creations, such as recycled plastics and biodegradable textiles, paving the path for a more ecologically conscious business. Moreover, fashion shows and events have evolved into immersive experiences, with holographic displays, augmented reality, and VR technology at the forefront. These technology improvements enable shoppers to see collections in person, digitally try on items, and even alter patterns to their own tastes.

As years progress, it is certain that futuristic fashion will continue to change and capture our attention. It not only demonstrates the technology's potential, but it also challenges old concepts of style, urging us to embrace a new era in which fashion becomes a dynamic and participatory representation of ourselves.

In this exciting era, where fashion and technology intertwine, the possibilities are limitless. Prepare for a world in which imagination has no limitations and fashion becomes a physical expression of the future we foresee. The future of fashion has here, and it is nothing short of spectacular.

MY TRANSFORMATIVE JOURNEY AT WESTFORD UNIVERSITY COLLEGE

Why did you choose to study at Westford University College?

I chose Westford University College to do my higher level of education for two main reasons, firstly, Westford has variety of courses that helped me to pursue my field of interest. Secondly, they provide opportunities that assist students to grow and develop as business students.

How would you describe the college atmosphere?

The College atmosphere is engaging and congenial during and after sessions. Everyone is very supportive and open to help out when needed making it overall a great place to study and spend time with friends. The professors are approachable and always willing to provide guidance and assistance to students. Additionally, the campus offers various extracurricular activities and clubs that foster a sense of community and provide opportunities for personal growth outside of the classroom.



Eshika Venesa Wilson

BSc (Hons) Business with International
Business Management – LJMU

What activities in the classroom do you enjoy the most?

During sessions, I enjoy group activities in creating and presenting interesting new topics to the class. Although I really prefer class room games which are creatively connected to the lesson and has a unique way of teaching us the concept while having fun, I also appreciate individual tasks that allow me to delve deeper into the subject matter and showcase my own understanding. These activities provide a well-rounded learning experience and cater to different learning styles within the class.

How is Westford different from other universities?

Westford is different from other universities in terms of how it invests in its students. Westford believes in a holistic approach to education, focusing not only on academic excellence but also on personal and professional development. The university offers a wide range of resources and opportunities, such as internships, mentorship programs, and career counseling, to ensure that students are well-prepared for the real world.

How has your learning experience been so far?

The quality of education at Westford is exceptional, with experienced faculty members who are dedicated to helping students succeed. The group-based activities that they conduct during the particular modules' activities are highly interesting and also help us comprehend the module better. I've learned a lot in this short time, and I can't wait to graduate and practice what I've learned, at work.

WESTFORD MBA IS THE MOST VERSATILE PROGRAM IN THE REGION

Without a doubt, the internet hosts a plethora of online courses, but what sets the MBA programs offered by Westford apart is their remarkable interactive experience, akin to that of attending prestigious in-person business schools. These programs are conducted in collaboration with renowned universities, making them truly stand out from the rest.

The most enjoyable aspect of the program for me was engaging with my fellow cohort members. During this interaction, I had the opportunity to gain valuable insights from their experiences, receive constructive feedback, and collaborate as thought partners. Together, we explored strategies and best practices applicable to different scenarios, making the learning experience truly enriching.

After my experience with Westford, I wholeheartedly advocate for online learning. The flexibility to pause, rewind, and review the instructor's teachings proved incredibly valuable in grasping complex business concepts. This course not only boosted my confidence in the business world but also provided a structured path for my career aspirations. The way the faculties presented Finance content was distinctive, captivating, and exceptionally effective in enabling us to not just interpret numbers but to comprehend the stories they convey.

As a result of my learning experience, I have gained a profound comprehension of sustainability and have identified companies that excel in this aspect. I am now equipped with compelling arguments that demonstrate how sustainability benefits businesses, the environment, and society as a whole. I can confidently articulate these talking points, emphasizing the positive impact of sustainable practices on all fronts. Armed with this newfound knowledge, I am determined to create a positive impact in the world. I am utilizing my insights to devise innovative strategies, develop cutting-edge technologies, and foster stronger partnerships to collectively address the intricate global challenges we face today. Through these efforts, I am actively contributing to making a difference and driving meaningful change on a larger scale.



Eugene Quao Aniaku

MBA Finance, UCAM Class of 2022

EXPLORING THE FUTURE: A VISIT TO INTEL INNOVATION CENTER IN DUBAI

Imagine a place where the boundaries of innovation are pushed, and technology is revolutionized. A place where the future is brought to life, and ideas transform into reality. Such a place exists, and a group of computing students from Westford University College had the privilege of visiting it—the Intel Innovation Center in Dubai. Located in the heart of the technological hub of the Middle East, the Intel Innovation Center is a haven for visionaries, dreamers, and creators. It is where cutting-edge research meets real-world application, and the limits of human ingenuity are constantly challenged. For these students, it was an opportunity of a lifetime, an invitation into a realm where possibilities know no bounds.

As they stepped foot into the centre, they were greeted by a mesmerizing amalgamation of state-of-the-art laboratories, interactive displays, and passionate individuals who live and breathe innovation. The journey began with a glimpse into the world of artificial intelligence (AI), where machines are being trained to think, learn, and adapt. The students were captivated as they witnessed AI algorithms at work, solving complex problems and making decisions with amazing accuracy.

Next, they explored the realm of cloud computing, where vast amounts of data are stored and processed remotely, powering the digital landscape that surrounds us. They learned how this technology is transforming industries, enhancing efficiency, and enabling seamless connectivity across the globe. The Internet of Things (IoT) was another area that left the students in awe. They marvelled at the interconnectedness of everyday objects, from smart homes to intelligent transportation systems, realizing the tremendous potential of a world where everything is linked and accessible.



This visit was more than just a field trip; it was a catalyst for dreams. The students returned to their classrooms and communities, carrying with them a renewed sense of purpose. They were empowered to explore, experiment, and create, armed with the knowledge that they too can be the architects of the future.

The visit to the Intel Innovation Centre in Dubai was an experience that will forever be etched in the memories of these students. It was a reminder that innovation knows no boundaries and that the potential for greatness lies within each one of us. As they embark on their journeys of discovery, they will forever cherish the day they witnessed the future unfold before their very eyes.

WUC STUDENTS EXPLORING THE MIDDLE EAST EVENT SHOW

In a bid to bridge the gap between academia and the events industry, our enthusiastic sports business students recently embarked on an industry visit to the Middle East Event Show. The trip provided them with a unique opportunity to immerse themselves in the vibrant world of sports events and gain first-hand experience of the business aspects that drive the industry forward. With a focus on networking, learning, and exploring emerging trends, the students returned with valuable insights and a deeper understanding of the events landscape in the Middle East.

The industry visit to the Middle East Event Show had a profound impact on the participating sports business students and their educational journey. It proved to be a transformative experience for our students, providing them with an invaluable chance to network, learn from industry experts, and explore emerging trends. They were also able to stay current with the most recent developments and industry best practices by attending industry panel discussions and seminars, which improved their knowledge and skill set.

Through this immersive journey, the students gained a comprehensive understanding of the events landscape in the Middle East and developed a deeper appreciation for the complexities and opportunities within the industry.



Ibrahim Khaleel

BA (Hons) in Sports Business
- LJMU

As a passionate sports business student, attending the Middle East Event Show was an opportunity of a lifetime. The event provided an amazing and enlightening experience that not only expanded my knowledge but also shaped my perspective on the industry. One of the most exciting aspects of the Middle East Event Show was the chance to interact with industry professionals. The networking opportunities were abundant, and I made it a priority to connect with as many individuals as possible. These connections not only broadened my professional network but also exposed me to potential internship and job opportunities. The engaging interactions, hands-on workshops, exploration of emerging trends, and networking opportunities have undoubtedly left an indelible mark on this journey. I am grateful for the invaluable insights and personal growth, I sincerely thank Westford University for providing me with this amazing opportunity.

PHILIPPINES: NATIONAL DAY



Torrence David G. Nave
BA (Hons) Business
with Finance, LJMU

The Philippines, situated in Southeast Asia along the Western Pacific Ocean, is an archipelago comprising 7,106 islands, surrounded by key bodies of water such as the South China Sea, Philippine Sea, Sulu Sea, Celebes Sea, and Luzon Strait. It shares proximity with Taiwan, Vietnam, and Indonesia, and its landscape features mountainous regions with narrow coastal lowlands.

On June 12, 1898, General Emilio Aguinaldo raised the Philippine flag and declared it as Independence Day for the country. The flag's design, created by Marcela Agoncillo, Lorenza Agoncillo, and Delfina Herbosa, is famous for its golden sun with eight rays, symbolizing the initial eight Philippine provinces that resisted Spanish colonial rule. Following the flag-raising, the San Francisco de Malabon marching band played the country's national anthem, "Lupang Hinirang," for the first time.

Previously, Filipinos celebrated Independence Day on July 4, coinciding with the U.S. Independence Day. However, in 1962, President Diosdado Macapagal changed the date to June 12 to commemorate the end of Spanish rule in the Philippines.

I extend my gratitude to Westford University College for providing me with the opportunity to share information about the national day of my homeland. As a Filipino, I take immense pride in my heritage.



NEW WESTFORDIAN ON THE BLOCK



Anushka Srivastava
Senior Admissions Officers

Mantra @ Work : Let my will for the day match the universe's plan for me.

Quote you live by : Breath, let go. And remind yourself that this very moment is the only one you know you have for sure

Creative Vent : Singing, Cooking, Watching movies, Going for long walks.

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