



## **Globally Awarded Abu Dhabi Science Festival Returns to Abu Dhabi this November**

*3<sup>rd</sup> Edition of popular Festival reaching out to even more of the Nation's youth in Al Ain, Al Gharbia and now, the Northern Emirates*

**Abu Dhabi, 04 May 2013** – The Abu Dhabi Science Festival (ADSF) returns this year in its 3<sup>rd</sup> edition with new locations and a wider footprint scheduled to run between 14-23 November 2013. This year's edition will be held at two new locations, Abu Dhabi's du Forum on YAS Island and the Abu Dhabi Corniche (East Plaza) along with activations in Al Ain, Al Gharbia, Ras Al Khaimah, Fujairah, and Umm Al Quwain, giving the community a taste of what to expect from the Festival. ADSF a globally awarded strategic initiative organized by the Abu Dhabi Technology Development Committee (TDC), aims to inspire the Nation's youth with science-related hands-on activities and is part of a wider strategy to build a talent base in Science, Technology and Innovation (STI) in the UAE.

This year, ADSF will host even more exciting scientific experiences building on the overwhelming success of the previous two editions. With preparations already well underway, visitors can look forward to an array of new and exciting workshops, shows and interactive exhibits. Alongside returning blockbusters such as Dig-up-a-Dinosaur, ER Surgery and CSI Crime Scene Investigation workshops, ADSF will showcase new science experiences in health, clean-tech, astronomy and mathematics.

Ahmed Saeed Al Calily, Director General at TDC stated: "The Abu Dhabi Technology Development Committee is committed to promoting the importance of Science and Technology to our children through a wide-ranging program of informal science education initiatives. This year, we are extremely excited to be hosting the Abu Dhabi Science Festival at the du Forum on YAS Island and we have larger capacities than last year, both in the Forum and on the Abu Dhabi Corniche. Moreover, we will be reaching out to more of our Nation's youth, with the Festival's geographical expansion to the Northern Emirates, building on the community's interest we have seen in the past editions."

In comparison with the 2012 edition, ADSF plans to welcome 25,000 students (a 25% increase in organized school tours) in partnership with the Abu Dhabi Education Council (ADEC), the Festival's education partner. To deliver this year's Festival, over 800 science communicators will be recruited and trained by world-class experts from the Edinburgh International Science Festival (EISF), TDC's content partner. TDC has also already partnered with ten local universities that will provide the Science



Communicators, including Abu Dhabi University, Al Hosn University, Emirates College for Advanced Education, Higher Colleges of Technology – Abu Dhabi Women’s College, Higher Colleges of Technology– Men’s College, Khalifa University, Petroleum Institute, United Arab Emirates University, Zayed University and Al Ain University for Science & Technology.

The Abu Dhabi Science Festival is organized by Abu Dhabi Technology Development Committee (TDC) in association with Flash Entertainment as the Festival’s production partner for the third year running. Further information will be announced in September 2013. For more information about ADSF, visit [www.abudhabisciencefestival.ae](http://www.abudhabisciencefestival.ae) closer to the date.

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#### The TDC Story: 2013

The Abu Dhabi Policy Agenda and Economic Vision 2030 have clearly shown the Abu Dhabi Government’s desire to build a knowledge-based economy. Science, Technology and Innovation (STI) is at the center of the knowledge-based economy and hence the **Abu Dhabi Technology Development Committee** (TDC) was established to support, supervise and coordinate its development in the Emirate. The aim is to ensure a globally competitive and sustainable STI base in areas of economic and societal priority through fostering world-class talent with the right skills and attitudes and supporting the creation of a vibrant enterprise base.

To achieve this, TDC is pursuing a broad program of change in five key policy areas: human capital, research and development, enterprise development, infrastructure, and laws and regulations. These programs aim to embed science, technology and innovation within the fabric of Abu Dhabi.

Key initiatives within these programs include Takamul, a national innovation support program; Lema?, organized science school outreach program; and the Abu Dhabi Science Center.