

Think Science is The largest regional STEM program for developing STEM Talent

SUPPORTING THE ASPIRING SCIENTISTS OF TOMORROW

بالعلوم
بالفكر
THINK SCIENCE

برنامج من
تأسيساً
EMIRATES
FOUNDATION
الإمارات

Think Science Fair
2018

DUBAI WORLD TRADE CENTRE
ZABEEL HALLS 4,5,6

APRIL
16th - 18th



Thinkscience_EF

www.thinkscience.ae
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Youth: Integral to UAE STI Policy

“The youth should be equipped with science and knowledge as they are the sole, constant, dominant weapons in this life.”

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of the United Arab Emirates and Ruler of Dubai

Under the Patronage of

His Highness Sheikh Abdullah Bin Zayed Al Nahyan

Minister of Foreign Affairs & International Cooperation
and Chairman of Emirates Foundation

▶ Program's core projects:

- Think science Competition
- Think Science Ambassadors
- Think Science Connect platform

THINK SCIENCE

INSPIRING THE NEXT
GENERATION OF
INNOVATORS

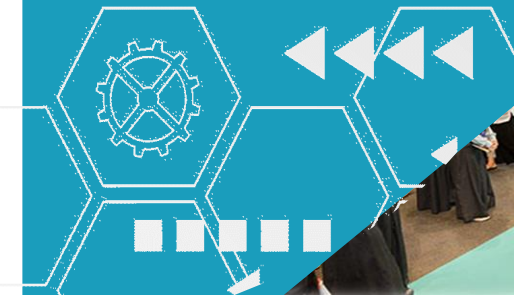


- ▶ Think Science Program **helps youth between the ages of 15-35 to actively engage with the digital revolution** by providing them with solid STEM skills, encouraging them to innovate and deploy technology that addresses some of today's broader socio economic challenges.

THINK SCIENCE FAIR

Think Science Fair is an annual exhibition comprises of:

- ▶ **Connect Platform** which facilitates successful engagement between Government, Academia, and the scientific industry in showcasing their specialized programs in the field of STI
- ▶ **Think Science Competition** which entails the participation of hundreds of youth from high schools and universities displaying their scientific projects



THINK SCIENCE FAIR...THINK BEYOND

ENABLES YOUTH BY CREATING AN ECOSYSTEM OF SCIENTISTS
A NEW GENERATION OF TALENT...

- ▶ Since its inception in 2013, the fair has attracted a large number of connect partners who have directly interacted and supported

over **51,000** youth

from various high schools and universities across the nation.



16,000+
VISITORS



45+
CONNECT
PARTNERS



300
PROJECTS



200+
SCHOOLS &
UNIVERSITIES



17
CATEGORIES



3 Days
FAIR



17,500
Sqm EVENT AREA

2017 AT A GLANCE

UAE STEM Figures

24.6% of Emirati's University Students are enrolled in STEM
 7% of Emirati's are Employed in UAE STEM Workforce
 23% of Students are aware of STEM Emirati role models

Why participate in the 2018 Think Science Fair?



Opportunity to invest in highly talented youth & developing a knowledge based economy



Access to EF huge Youth Database
 ≈100,000 Youth



Access to an extensive and wide youth demographic



Showcase your organization's products

Achieve your goal to support the UAE Economic Agenda

In 2017

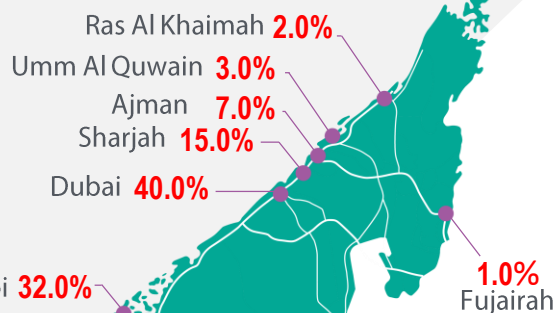


+ 16,000
VISITORS

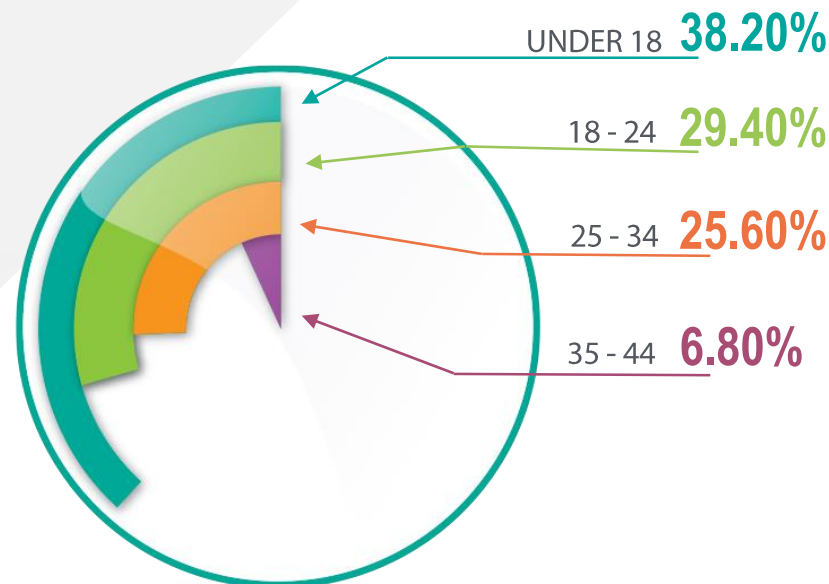


52%

48%



VISITOR PROFILE



Typical visitors include:

- VIP - government representatives
- UAE science pioneers
- Investors in STEM sectors
- CEO'S & HR professionals from Industry
- Professionals from Academia
- School students
- College & university students
- New graduates
- Media (Press, TV, Radio, SM/digital influencers)

45

Connect
Exhibitors
in 2017

34% GOVERNMENT & SEMI GOVERNMENT COMPANIES
28% ACADEMIA
22% INTERNATIONAL COMPANIES
11% PRIVATE COMPANIES

CONNECT
EXHIBITORS
PROFILE

Example of Exhibitors:

- International Oil Companies (IOCs) and National Oil Companies (NOCs)
- Multinational Corporations - STEM Agencies and Centers
- International /Local/ Regional Colleges & Universities
- Government Bodies
- STEM Career / Education Guidance Service Providers
- Education Technology Product & Service Providers
- Student Recruitment Agencies & Scholarship Providers
- Academic & Research Organizations
- National Agencies for STEM promotions
- Embassies & Consulates



Think Science BRIDGES THE GAP

WITH THE EXHIBITORS & RIGHT AUDIENCE

PARTICIPANTS RESPONSES

80 %

of **youth** participants
responded, they would
participate in
2018

96.3%

Youth satisfaction
about Think Science Fair
which enabled them to
expand their knowledge
in STEM

98.4%

Judges rated TS Fair
as a perfect platform for
youth to increase their
knowledge & interest in
Studying STEM

98 %

of **Exhibitors**
confirmed
their participation in
the next Fair

40 %

of **Connect
Partners** stated they
would be adopting
projects

93 %

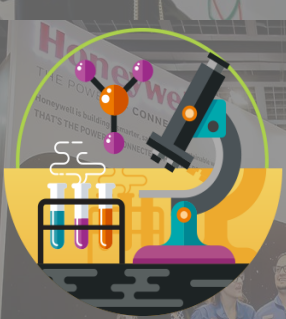
of **Exhibitors**
confirmed TS Fair has
enabled them to network
with Students

Think Science BRIDGES THE GAP

WITH THE EXHIBITORS & RIGHT AUDIENCE

TS FAIR
ACTIVITIES

Think Science Fair 2018



Think Science
Competition



Think Science
Connect



Ambassadors
Fun Spots



Think Science
Incubator



Stage outreach
opportunity



Science Shows

MEDIA OUTREACH

SOCIAL MEDIA

Trending on Twitter
Hashtag was viewed by

over **9,000** profile every hour

over **9 Million** People reached

over **27,898** pieces of activity across all SM platforms

PR CAMPAIGN

PR Value

\$ 9,245,491

Total AVE

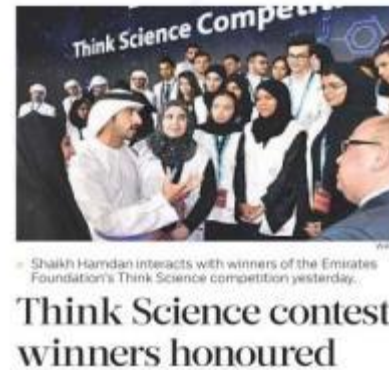
\$3,067,872

A mass print, radio and digital advertising campaign was carried out to create public awareness, highlight sponsors and attract footfall to the show. Think Science ads were placed in all main Arabic newspapers and radio spots ran on many Emirati channels all through the week. The show advertising investment exceeded

Think Science Media Coverage 2017

288 Total pieces of coverage
157 Total # of PR- Online
108 Total # of PR-Print
25 Total # of Broadcast

2017 MEDIA
OUTREACH



45 شركة ومؤسسة ومعهد قدمت تجاربها
«بالعلوم نفكر».. استقطاب للكوادر
الوطنية عبر التدريب والدعم

استعراض تجارب ناجحة في تنمية المجتمع

دعوة الشباب للمساهمة ببناء مستقبل أفضل
«إكسبو 2020» يشارك في «بالعلوم نفكر»

ريم الهاشمي:
قررنا منذ التحضير
للمعرض أن يكون
الشباب في قلب
خططنا

كهرياء ومياه دبي تشارك بمعرض «بالعلوم نفكر ٢٠١٧»



Join us to drive engagement and a sense of pride in shaping the scientific future of the UAE



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