

Applied Science University Welcomes International Student Delegation from France

A Landmark Step Towards Academic Excellence and Global Engagement

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Applied Science University (ASU) has welcomed an international student delegation from France, which runs from June 30th to July 11th, 2025, as part of the university's summer school programme, marking a significant milestone in its journey towards academic leadership and global outreach. The delegation, comprising 15 students from various nationalities and cultures from the Institut Supérieur de Commerce (ISC) Paris, which ranks among the top 100 European universities offering Master's programmes in management, according to the Financial Times.

This visit marks the first of its kind in the University's history, with the French students choosing to spend their summer break at ASU due to its distinctive academic environment and growing reputation on both regional and international levels, being one of the top 20 universities in the Gulf region according to the QS World Ranking for 2026.

The initiative highlights the University's evolution into a globally-oriented academic hub. The presence of European students demonstrates ASU's capability to expand its international footprint and attract students from across the globe to a diverse and intellectually open learning environment.

The Summer School programme features a rich blend of academic lectures, cultural



activities, and field visits to leading economic institutions in the Kingdom, including Alumi-

um Bahrain (Alba), Nass Group, and ASRY (Arab Shipbuilding & Repair Yard). The itinerary also



includes heritage and tourism events that showcase the Kingdom's vibrant culture and renowned hospitality.

On this occasion, Professor Waheeb Al Khaja, Chairman of the Board of Trustees, expressed his gratitude to the Ministry of Education and the Higher Education Council (HEC) for their unwavering support of Bahraini universities and for providing them with the opportunity to enrich their international partnerships. He further praised their support for the university's strategic initiatives to attract students from around the world,

which contributes to solidifying the Kingdom of Bahrain's position as a regional hub for higher education.

Professor Hatem Masri, the University President, emphasised that hosting the French student delegation forms part of the University's ongoing efforts to strengthen its international educational presence, deepen global partnerships, and expand academic and cultural exchange. He noted that the Summer School is designed to provide students with a holistic experience that combines academic learning, cultural immersion, and communi-

ty engagement, enhancing their global awareness and developing their personal and professional skills.

This initiative reaffirms the University's commitment to positioning itself as a higher education institution that blends academic distinction with global openness.

Through strategic programmes like the Summer School, the University is contributing to the Kingdom's role as a destination for international students and creating broader avenues for academic and cultural collaboration with institutions worldwide.

It is worth noting that the students of the College of Administrative Sciences at ASU had a unique opportunity to engage directly with the French student delegation in an environment that blended education with cultural openness. This endeavour is a practical embodiment of the university's vision in providing a comprehensive educational experience that extends beyond the confines of the classroom, offering students broader opportunities for learning through participation in international experiences that enhance their thinking and global awareness.

Studying at the ASU is not merely about academic achievement; it is a gateway to discovering multiple cultures, building cross-border relationships, and qualifying students for a professional journey in a world that demands global thinking and extensive connectivity.

Next-Gen Entrepreneurs Procural and Parcel Win Bahrain's Startup of the Year Award

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Bahrain is putting a strong spotlight on its entrepreneurs and startups, recognising them as key drivers of the country's future economy.

His Excellency Shaikh Salman bin Khalifa Al Khalifa, Minister of Finance and National Economy and Chairman of Bahrain Mumtalakat Holding Company, praised the role of the private sector in creating meaningful opportunities for citizens and supporting the nation's comprehensive development. He also highlighted how entrepreneurs contribute to Bahrain's global competitiveness by launching innovative and creative ventures.

The Minister made his remarks during the awards ceremony for the second edition of the "Startup of the Year" competition, where two standout Bahraini companies — Procural and Parcel — were named winners. The event was attended by senior officials, including Industry and Commerce Minister Abdullah bin Adel Fakhro, Central Bank Governor Khalid Hamad, and Mumtalakat CEO Shaikh Abdulla bin Khalifa Al Khalifa.

Shaikh Salman emphasized Bahrain's ongoing commitment to nurturing a startup-friendly environment through various initiatives and support programs. This includes the efforts of Tamkeen, the Labour Fund, which plays a key role in supporting employment, professional growth, and entrepreneurship across the



Parcel team members with the minister on their smart delivery solutions, supporting homes and small businesses across Bahrain.



Shaikh Abdulla bin Khalifa Al Khalifa, CEO of Mumtalakat



Finance Minister Shaikh Salman engages with the team behind Procural, a Bahraini startup transforming procurement through a cloud-based digital platform.



Tamkeen CEO Maha Abdulhameed Mofeez

Kingdom.

He credited Shaikh Isa bin Salman Al Khalifa, Minister at the Prime Minister's Office and Chairman of Tamkeen, for steering efforts that empower startups through innovative programs aligned with Bahrain's long-term development goals under the leadership of His Majesty King Hamad bin Isa Al Khalifa and the directives of Crown Prince and Prime Minister His Royal Highness Prince Salman bin Hamad Al Khalifa.

Empowering Innovation and Job Creation

The competition, co-organized by Mumtalakat and Tamkeen, aims to encourage innovation and help startups scale both locally and internationally. Winning companies will receive direct investment from Mumtalakat, under agreed-upon terms, to support their growth journey.

Shaikh Abdulla bin Khalifa Al Khalifa, CEO of Mumtalakat, said the sovereign wealth fund is committed to investing in promising

local ventures that contribute to Bahrain's economic development and help position the Kingdom as a hub for innovation.

Tamkeen CEO Maha Abdulhameed Mofeez reaffirmed the fund's dedication to providing startups with the resources and opportunities needed to grow sustainably and create quality jobs for Bahrainis.

Who Are the Winners?

Procural: A cloud-based procurement platform that connects buyers with a broad network of

vendors, streamlining commercial tender processes through digital innovation.

Parcel: A delivery service platform that offers smart logistics solutions to homes and small businesses across Bahrain.

The Startup of the Year initiative is part of a larger entrepreneurial journey that began with the Startup Bahrain roadshows. Last year, six rounds were held, and 12 finalists were chosen to compete in this year's finale. Participants received mentorship

and training to fine-tune their pitches and improve their visibility with investors.

As Bahrain looks ahead to 2025, Tamkeen's strategy focuses on empowering local talent, supporting digital transformation, and reinforcing the role of the private sector in building a resilient and diverse economy. The success of these startups reflects the country's confidence in homegrown innovation and its vision for a thriving entrepreneurial ecosystem.