

DMCC Launches Dubai Design Academy to Create the Next Generation of Jewellery Professionals

- *The Dubai Design Academy offers an exclusive jewellery-design programme in the heart of the emirate*
- *Led by passionate gemology and jewellery experts, DDA will equip students with both technical jewellery manufacturing and designing skills*
- *DDA is licensed by the Knowledge and Human Development Authority (KHDA), and has partnered with Gemvision USA to provide advanced CAD training*

24 September 2019

DMCC – the world's flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – today inaugurated the Dubai Design Academy (DDA). Offering exclusive jewellery-design programme, DDA will equip students with innovative design development training and practical experience of the very latest CAD designing and manufacturing technology shaping the modern jewellery design Industry.

Located at the heart of Dubai's gold and diamond industry at Almas Tower, Jumeirah Lakes Towers (JLT), DDA is licensed by the Knowledge and Human Development Authority (KHDA), Government of Dubai, and has an educational partnership with Gemvision USA. Professional courses are designed for various levels of jewellery professionals and enthusiasts, whilst simultaneously creating a new career path for young talent.

To mark the launch, DMCC staged a networking event in the Almas Conference Centre (ACC). Over VIPs and 100 leading Dubai-based jewellers attended to receive a guided tour of the facility and a briefing on its mission to supply the market with specialised industry talent.

"Tasked with driving commodity trade through Dubai, it is imperative for DMCC to communicate with the market and respond accordingly. From our engagement with the jewellery sector, we discovered that there was a sizable gap in human capital and a real concern about the talent available in the region to secure its future. This is precisely why DMCC launched the Dubai Design Academy," said Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC.

"In time, this innovative project will supply the market with the forward-thinking, technically sound and entrepreneurial-minded young jewellery professionals the sector is urgently calling for. With technology, innovation and creativity at its heart, DDA is symbolic of DMCC's approach to supporting trade, and Dubai's approach to business more generally," he added.

Guided by the concept of "Think, Design, Develop, Trade", the Academy provides both design and manufacturing courses simultaneously. DDA has partnered with Gemvision, a developer of best-in-class Computer-Aided Design (CAD) technologies, to provide the software and techniques of digital design & manufacturing.

By enrolling at the Academy, graduating students from will also obtain the CAD software license, which enables them to design unique, complex and intricate pieces with precision.

To learn more about the DDA, its curriculum and how to register, visit: www.dubaidesignacademy.com.

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About DMCC

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

www.dmcc.ae

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