



Keynote address of Dr Haifa R. Jamal Allail
President of Effat University
for
The Grand Opening of
Siemens MindSphere Application Center and
MindSphere Lounge in Riyadh, Saudi Arabia.
Tuesday, October 8th, 2019
10:00 am – 1:00 pm
Siemens, Business Gate, Riyadh



بسم الله الرحمن الرحيم

والصلاة والسلام على أشرف الأنبياء والمرسلين، سيدنا محمد عليه أفضل الصلاة و

أزكى التسليم.

Dear Stefan Werner, CEO of Siemens Arabia,

Dear Professor Dr Rainer Speh, CTO of Siemens Arabia,

Dear Abdallah Obeikan, CEO of Obeikan Investement Group,

Ladies and Gentlemen,

I am very pleased to be here today for the **grand opening of the Siemens MindSphere Application Center and MindSphere Lounge in Riyadh.**

I am Dr Haifa Reda Jamal Allail, the President of Effat University, the first private non-profit university for women in the Kingdom. In the 20 years since our foundation, we continuously pushed to innovate higher education, introduce new



academic majors, and strengthen the ties between industry and academia.

We were the first to offer programs such as architecture, engineering, cinematic arts, design, and others to the women of this country, empowering them to participate fully in the development of the country. We strive to ensure that our academic programs not only match the growing needs of the economy, but are closely aligned to the market needs and the requirements of industry. The close cooperation between Siemens Arabia and Effat University is an excellent example of this.

When we established our Masters in Energy Engineering, we consulted closely with Siemens to ensure that the courses offered are relevant and required in this fast-changing field. Professor Dr. Speh and his colleagues were instrumental in the development of the program curriculum. Not only that, Siemens supported us by donating an Energy Automation Lab, plus the necessary software, for the program.



A power systems demonstration unit is also being donated to the Electrical and Computer Engineering department. We are extremely grateful for this generosity.

But perhaps the most exciting aspect of Siemens collaboration with Effat University has been the Siemens@Effat days. These are day-long events at the university, in which Siemens present challenges to multi-disciplinary teams of Effat students for them to come up with practical, workable solutions. These challenges have included such topics as: “how to make the Kingdom greener”, and “re-imagine the digital future”. Another challenge was to create a conceptual design for a new MindSphere Application Center in Riyadh. This generated much discussion, excitement and some very interesting ideas.

One student commented at the end, “We are looking forward to seeing one of our ideas come to life in the future” Well, her dream came true!



Today, ladies and gentlemen, we are here to officially open this very Center, which was designed and developed based on the winning design created by our students, Mumu Rahman, an Engineering student, Leen Koshak, who is studying Computer Science, Fatima Haroon, Information Systems, and Sumaiya Syeel, from Psychology. I am very proud of them!

I will leave it to the experts from Siemens to explain the functions of the center. I conclude my remarks by reiterating how proud Effat University is of its extremely valuable and productive partnership with Siemens, and how proud I am of our students and their present and future contributions to the development of the Kingdom of Saudi Arabia, as represented by this magnificent new center!

The motto of Effat University is “Aspire to Achieve”, together with Siemens, our students aspired and achieved! We look forward to many more such collaborations.



Congratulations once more to Siemens for the opening of this
Mindsphere Application Center!

Haifa R Jamal Allail, PhD.

President of Effat Universty

