

UAE–India CEPA Council and IILM University Partner to Accelerate Start-Up Growth through CEPA Start-Up Series Roadshow in Gurugram

Gurugram, 21 July 2025: IILM University, through its i-FLIE HUB Incubation Centre and Entrepreneurship Foundation, partnered with the UAE-India CEPA Council (UICC) to convene a Roadshow event to promote the UAE-India CEPA Start-up Series, a flagship initiative driving cross-border innovation and entrepreneurship.

A key highlight of the event was the signing of a Memorandum of Understanding (MoU) between the UICC and i-FLIE HUB Incubation Centre, IILM Entrepreneurship Foundation, located within the School of Management at the IILM University. The agreement formalises a collaborative effort to identify and support high-potential start-ups through the UAE-India Start-up Series.

The event featured a welcome address by Dr. Ravi Kumar Jain, Director of the School of Management at IILM University, followed by opening remarks from Dr. Padmakali Banerjee, Hon’ble Vice Chancellor of IILM University. A special address was delivered by Dr. Nikhil Aggarwal, Managing Director of FITT at IIT Delhi, who highlighted the pivotal role of academic ecosystems in fostering innovation pipelines between India and global markets.

Commenting on the occasion, Mr. Ahmed Aljneibi, Director of the UICC, stated: “The CEPA Start-up Series is about providing inclusive pathways for entrepreneurial growth. By partnering with institutions like IILM that are deeply rooted in building India’s innovation and start-up ecosystem, we are unlocking talent pipelines that are ready to scale beyond borders.”

The event also featured a screening of the official UAE–India Start-up Series trailer, highlighting the initiative’s key benefits, ranging from incubation support to streamlined access to the UAE’s licensing and market entry pathways. The trailer strongly resonated with attendees, generating visible enthusiasm.

The programme concluded with an engaging Q&A session led by Mr. Ahmed Aljneibi, Director of the UICC, who shared valuable insights into the Council’s vision, along with details about the application and selection process for the Start-up Series. The event ended with a Vote of Thanks delivered by Prof. (Dr.) Saurabh Trivedi, CEO of the Incubation Center at IILM University, Gurugram.

The Gurugram Showcase marks another milestone in the CEPA Council’s sustained efforts to build innovation bridges between the UAE and India by activating diverse stakeholder ecosystems.

Applications to the UAE-India Start-Up Series remain open until 31 July 2025.

Apply now at: <https://start-upseries.cepacouncil.com>

For media inquiries please contact:

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About the UAE-India CEPA Council

The UAE-India CEPA Council (UICC) is a dedicated bilateral platform established to advance trade, investment, and innovation under the UAE–India Comprehensive Economic Partnership Agreement. It facilitates strategic collaborations between businesses, governments, and institutions across both countries to unlock shared economic opportunities.

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About IILM University

IILM University, located in Gurugram, Haryana, is recognized for its excellence in management education and entrepreneurial development. Through its i-FLIE HUB Incubation Centre and Entrepreneurship Foundation, the university offers a robust support ecosystem for start-ups, providing mentorship, access to capital, and industry guidance. The institution is committed to shaping globally relevant entrepreneurial talent.