

***Masters' Union and UAE-India CEPA Council Join Forces to Accelerate Indian Start-ups' Expansion into the UAE Market***

*Gurugram, 21 July 2025:* Masters' Union and the UAE-India CEPA Council (UICC) co-hosted a Start-up Showcase in Gurugram as part of the UAE-India CEPA Council Start-up Series.

Held in one of North India's most dynamic centres of business and innovation, the event marked a significant milestone in the UICC's ongoing nationwide initiative to strengthen innovation linkages with India's foremost entrepreneurial and academic ecosystems.

During the Showcase, the two sides formalised their partnership through the signing of a Memorandum of Understanding (MoU), which underscored their shared commitment to fostering cross-border entrepreneurial growth in alignment with the UAE-India Comprehensive Economic Partnership Agreement (CEPA).

Speaking on the occasion UICC Director, Mr. Ahmed Aljneibi, said, "This partnership represents our commitment to supporting India's youth-led innovation ecosystem. Masters' Union's emphasis on experiential learning, entrepreneurial grit, and real-world business acumen makes it a natural collaborator. Through this MoU, we aim to accelerate the global aspirations of some of India's most talented founders."

Masters' Union Head of investments and entrepreneurship, Mr. Saksham Kotiya, emphasised the value of global exposure for Indian start-ups. "The UAE represents a powerful platform for Indian entrepreneurs aiming to scale quickly. With the CEPA Council's support, our start-ups will have a fast-tracked pathway to international markets, mentorship, and capital. We're proud to contribute to this cross-border ecosystem and excited to see our ventures take flight on a global stage."

As a key highlight, the official trailer of the UAE-India Start-Up Series was showcased to the attendees. The trailer outlined the initiative's offerings, including incubation support, fast-track licencing pathways, and access to UAE-based innovation networks.

The screening was also followed by the opportunity for the students, aspiring founders, and faculty to interact with Mr. Aljneibi, who provided practical insights into the application process, what UAE investors look for in Indian start-ups, and the broader vision of the UAE-India CEPA partnership.

This partnership marks yet another milestone in the CEPA Council's mission to broaden the innovation corridor between the UAE and India, engaging with next-generation hubs and visionary institutions shaping the country's start-up landscape.

Start-ups interested in participating in the UAE-India Start-Up Series are encouraged to apply through the official microsite. The application window is open until 31 July 2025.

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

For media inquiries, please contact:  
[info@cepacouncil.com](mailto:info@cepacouncil.com)

## 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 Masters' Union

Masters' Union is a modern business school based in Gurugram, Haryana renowned for its practitioner-led pedagogy and deep integration with industry. The school offers innovative programs that merge academia with real-world business leadership, with a strong focus on start-up incubation, venture capital engagement, and global business exposure.