



**AMERICAN
UNIVERSITY
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Ministry of Industry and AUB Sign MoU to Advance Evidence-Based Industrial Policy and Innovation in Lebanon

In line with a shared commitment to strengthening Lebanon's industrial sector through evidence-based policymaking, innovation, and institutional capacity building, the Ministry of Industry and the American University of Beirut (AUB), through its Government Engagement Platform (GEP), signed a Memorandum of Understanding (MoU) establishing a comprehensive framework for long-term collaboration.

The signing ceremony brought together Minister of Industry Joe Issa El-Khoury; Dr. Fadlo Khuri, AUB president; Dr. Imad Baalbaki, AUB senior vice president for advancement and business development; Dr. Zaher Dawy, AUB provost; alongside senior university leadership, faculty members, researchers, and representatives from the Ministry of Industry.

The MoU aims to support the development and modernization of industrial policy in Lebanon by leveraging academic research, data analytics, and interdisciplinary expertise. It sets out a structured partnership to enhance evidence-informed decision making, strengthen institutional capacities within the ministry, and promote innovation, sustainability, and competitiveness across the industrial sector.

The MoU lays the foundation for coordinated action, supporting the ministry's efforts to strengthen industrial data systems and analytics, enhance evidence-based industrial policy planning, and advance innovation, competitiveness, and sustainability across the industrial sector. By leveraging expertise across AUB's faculties and research centers, this collaboration brings together the Suliman S. Olayan School of Business, the Maroun Semaan Faculty of Engineering and Architecture, the Faculty of Arts and Sciences, the Faculty of Health Sciences, and the Faculty of Agriculture and Food Sciences, demonstrating the interdisciplinary strength required to address complex industrial policy challenges in an integrated and effective manner.

The MoU also emphasizes cooperation in strengthening the ministry's data infrastructure, digitalization, and automation systems, with the aim of improving efficiency, transparency, and service delivery. Additional areas of collaboration include entrepreneurship and innovation initiatives, support for startups and small and medium industrial enterprises, and capacity-building programs to enhance the technical, administrative, and leadership skills of Ministry staff.

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Speaking at the ceremony, Dr. Fadi El-Jardali, managing director and co-lead of AUB's Government Engagement Platform, emphasized AUB's role in public-sector engagement. "We see this partnership as a clear expression of AUB's role as a neutral convener and a trusted knowledge partner. By linking academic excellence with policy implementation, we reaffirm our commitment to public service and national development," he said.

Dr. Fadlo Khuri, AUB president, highlighted the strategic importance of industrial development for Lebanon's future. He noted that while the country has the foundations of a strong industrial system, progress has not kept pace with regional industrialization. "If we are to truly serve our communities, developing the industrial sector is essential. Industry can act as a springboard for investment. Lebanon should be the primary beneficiary of the talent, knowledge, and capacity it possesses," he said.

Minister of Industry Joe Issa El-Khoury stressed the importance of linking youth, knowledge, and measurable impact. "This partnership connects young minds with industrial transformation. Industry must be assessed through tangible outcomes, and there is no better partner than AUB to support this process through evidence, research, and innovation," he said.

This MoU marks an important step in reinforcing collaboration between government and academia, positioning research, data, and knowledge exchange at the core of industrial policy reform. By translating academic expertise into actionable policy insights and fostering engagement between students, researchers, policymakers, and industry stakeholders, the partnership aims to contribute to a more resilient, competitive, and sustainable industrial sector in Lebanon.

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 790 full-time faculty members and a student body of over 9000 students. AUB currently offers more than 140 programs leading to bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full-service 365-bed hospital.

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