

# Virtual Reality became the center of attention during the Bahrain Entrepreneurship Exhibition

MANAMA, OTHER, BAHRAIN, November 2, 2017 /EINPresswire.com/ -- The Bahrain Entrepreneurship Exhibition came to a successful close in Manama, Bahrain on November 1, 2017. The Exhibition was organized at Bahrain International Exhibition and Convention Centre as part of the on-going World Entrepreneurs Investment Forum (WEIF) 2017 under the patronage of the Prime Minister of the Kingdom of Bahrain, His Royal Highness Prince Khalifa Bin Salman Al-Khalifa. The Prime Minister has always shown great appreciation for the Bahraini youth and young entrepreneurs, and has taken personal interest in encouraging them towards embracing and investing in their talents. The chief organizers of the main event were The United Nations Industrial Development Organization Investment & Technology Promotion Office (UNIDO ITPO) and the Arab International Center for Entrepreneurship and Investment.



Visitors captivated in VR field trips to wonders of the world

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We aim to make Bahrain the innovation hub of the region, today's progressive economies rely on diversification and synergy, enabling their workforce to use best of technology to excel in every field”

*Dr. Sana Farid, co-founder & CEO of Munfarid Consulting*

The UNIDO ITPO has the long-term objective to enhance the industrial partnership between the Kingdom and other nations in the private as well as public sectors. In this reference, the goal for ITPO Bahrain is to provide the investors and entrepreneurs a variety of different services from business counselling to developing joint ventures and supporting the creation of new coalitions in international industrial investment as well as technology transfer.

To revisit the theme of the WEIF, the forum seeks to work in three key areas on the theme of “Achieving the SDGs through Entrepreneurship & Innovation.” Firstly, providing a platform for the facilitation of the entrepreneurs in developing joint ventures and trade agreements. Secondly, introducing best

international practices and innovative strategies for the success of the local enterprises. Thirdly, ensuring a greater contribution of women entrepreneurs in the industry in future. Currently, WEIF is the only global event dedicated for the growth and development of entrepreneurs and Small Medium Enterprises.

In the light of the above goals, the Entrepreneurship Exhibition provided a great platform for entrepreneurs from various industrial sectors – retail, food, technology, furniture, tourism, to name a

few – had the chance to showcase themselves and benefit from the exposure, improve upon their current practices and enhance their network. With the aim of bringing improvement, creativity and innovation in the local business setups, one of the most prominent displays was from the Munfarid Team. Munfarid Consulting, an innovation company based in the Kingdom of Bahrain, with their transformative Augmented Reality (AR), Virtual Reality (VR) and Artificial Intelligence (AI) technologies, grabbed huge attention at the event. Their exhibit was visited by public officials, representatives from government and private sectors and other entrepreneurs



Mr. Ubaydli Al Ubaydli - Chairman of Bahrain Technology Companies Society experiencing VR for Education

including engineers, educators, furniture manufacturers, tourism setups. The Bahraini company is the first and only partner for Google Expeditions in the entire region. Visitors experienced the AR/VR kits and learnt the associated benefits in their respective fields. They appreciated the level of innovation and sophistication that these technologies have the potential to bring to their business practices – from designing to planning to marketing of the products and services - and enhance their productivity manifold.

"We aim to make Bahrain the innovation hub of the region, today's progressive economies rely on diversification and synergy, enabling their workforce to use best of technology & resources to excel in every field" said Dr. Sana Farid, co-founder & CEO of Munfarid Consulting.

On the whole, the response was great at the Bahrain Entrepreneurship Exhibition. The exhibition met a huge success in delivering its objective as the professionals from all walks of life and visitors from all over the world had the chance for exchange of business insight and developing further connections.

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