



Understanding between Zayed Higher Organization and Topland Company

Launching a Workshop for Producing High-Quality Hearing Solutions Including Medical Ear Devices and Charging Devices for People of Determination.

Zayed Higher Organization for People of Determination has signed a Memorandum of Understanding with Topland People of Determination Equipment, representing WeHear Innovations Private Limited. The agreement aims to establish a workshop to produce high-quality hearing solutions, including various types of medical ear devices and charging devices, to meet the needs of people of determination with hearing impairments. These products will bear the "Bee" brand, a distinctive mark for products for people of determination, and will carry the label "Made in the United Arab Emirates by Zayed Higher Organization" at the production center for people of determination in the Bahia area of Abu Dhabi.

The MoU was signed by His Excellency Abdullah Al Humaidan, Secretary-General of Zayed Higher Organization for People of Determination, and Andy Faulkner, CEO of Topland People of Determination Equipment. The signing ceremony, which took place at the organization's production center for people of determination in the Bahia area of Abu Dhabi, was attended by several leaders from both sides.

Under the terms of the MoU, both Zayed Higher Organization for People of Determination and Topland Company commit to collaborate in developing a market for hearing solutions manufactured by the organization, adding new products to the manufacturing line. The organization will equip the manufacturing unit and produce the products under the guidance of Topland, which will provide the necessary raw materials. Both parties will collaborate on marketing ideas aimed at expanding business in the region. Topland will assist the organization in acquiring suitable machinery for manufacturing solutions, with the aim to achieve annual sales exceeding 10,000 units in the first year.

His Excellency Abdullah Al Humaidan, Secretary-General of Zayed Higher Organization for People of Determination, welcomed this step of signing the MoU with Topland Company, which specializes in providing the latest technologies and assistive products and services for people of determination. He stated that the organization aims to keep pace with modern technological advancements through this workshop, enhancing the skills and capabilities of people of determination to a level that allows them to work and produce in various fields that meet the local and global market demands. This includes the field of manufacturing hearing solutions, medical ear devices, and their charging devices using the latest technologies and high quality to improve their sustainable employment opportunities.

He emphasized that enhancing the employment and integration of people of determination in various fields is essential for building inclusive communities. The organization is implementing strategies to place people of determination in jobs across various sectors, creating job opportunities for them, and integrating them into the labor market. He added, "We are proud that



Zayed Higher Organization
for People of Determination



مؤسسة زايد العليا
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our project adopts the slogan 'Made in the UAE,' and we are proud of reaching this level of development in our work. We are proud of the contributions of our members who participate in the economic development and renaissance of our country."

Andy Faulkner, CEO of Topland, stated, "We are proud to sign our second MoU with Zayed Higher Organization for People of Determination. Through this exclusive agreement, we will provide more job opportunities for people of determination in the industrial sector by producing affordable assistive products for them, which will eventually be distributed globally." He expressed his gratitude to Zayed Higher Organization for all their support and assistance in making this journey possible.

