Dubai Lynx, award provider of Ibda'a Student Awards

The 3rd Dubai International Advertising Festival has partnered with Dubai Media City (DMC), a member of TECOM Investments, as an award provider of the DMC's Ibda'a Student Awards. Winning work will be showcased at the Dubai Lynx Festival.

125 Dubai Lynx student registrations will be distributed by the DMC to entrants of the Ibda'a awards allowing them to benefit from festival activities which include seminars, screenings, exhibitions and workshops.

Additionally, Dubai Lynx will offer one prize winner a paid trip to Cannes, France, and a place at the Cannes Lions Roger Hatchuel Academy, a one-week training and education course available to a selection of up to 35 students from around the world studying advertising, marketing, communication or design, that takes place during the week long Cannes Lions Festival.

"The partnership between Dubai Lynx and Dubai Media City is a great initiative to support and encourage the next generation of creative talent," said Steve Lane, Dubai Lynx Festival director. "We are delighted to offer such a fantastic opportunity to the Ibda'a participants," he continued.

Mohammad Abdullah, executive director, Dubai Media City, said: "Our support to Dubai Lynx is a strong reflection of our commitment to raising the bar on creative excellence in the region, while providing an ideal learning and networking opportunity for members of the media industry. This year's edition assumes greater significance as we take several steps forward in strengthening our partnership.

"We believe our partnership with Dubai Lynx will provide even greater opportunities for talented youngsters participating in the Ibda'a Student Awards and enable them to interact with the world's best creative minds. Additionally, it will offer a true knowledge experience for budding media professionals and enhance their capabilities to excel."

The 3rd Dubai International Advertising Festival will be held 14 - 16 March 2010 at The Palladium, Dubai, UAE. The Lynx Awards will take place on 17 March 2010.