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**Speech of the Rector of Antonine University Father Michel Jalakh  
Ticket Lab Conference – BMW Visit to Antonine University  
08 December 2017**

Honorable Guests, Dear Professors,

It is a great honor for the Antonine University to be organizing and hosting this major scientific event. One of our missions at the University is to promote contextualized research. This means research priorities and topics relating to the Middle Eastern societies. However, when it comes to problems relating to Technology and Engineering, all geographical boundaries collapse, and the entire globe becomes our context.

In this respect, we are pleased to contribute to the global problem-solving efforts, which aim to make our life easier. But we have to do it responsibly, so that easier life for us matches better and more equitable life for everyone.

Our prestigious Faculty of Engineering subscribes to these values and principles I stated earlier. Our engineers try to explore artificial intelligence potential while keeping it under the auspices of human consciousness. Furthermore, they develop ultra-sophisticated computing models and work on digitalization and resource-efficient production, while keeping an eye on the real world around them, especially the manual labor – and workers – this automated production will come to replace.

This is the advantage – but also the main difficulty – of creating science in a missionary university. Those, however, are values we share with our honorable partner. BMW group is committed to sustainability, innovation, long term thinking, and responsible action. This encourages us to strengthen this partnership that we are proud of, and to incite our students and faculty members to learn from, and take full advantage of, what this extraordinary experience has to offer them.

Dear all,

I wish you success in this conference and the entire project, while I reiterate my pride, dear professors, and my thanks to our outstanding partners.