EDGE Launches Case Quest, a Gamified Learning Experience for the Future Workforce



- *The AI-powered process improvement learning platform is built to address today's challenges*

BRIDGE, EDGE Group's hub for advanced upskilling, process industrialisation, and operational excellence, has announced the launch of Case Quest, a next-generation simulation platform designed to redefine how process improvement business cases are experienced, understood, and solved. The first of its kind in the region, Case Quest offers a unique learning experience where existing simulations tend to focus on generic game concepts rather than a mix of regional identity, modularity, and immersive case-based design. The launch was announced at Make it in the Emirates 2026, taking place from 4 to 7 May at the Abu Dhabi National Exhibition Centre.

Case Quest enables leaders to address operational challenges, make high-stakes decisions, and build a culture of continuous improvement through realistic, gamified learning. Powered by Falcon, the UAE's open-source large language model for processing, it enables richer interactions, adaptive narratives, and intelligent scenario development. This AI foundation strengthens both realism and scalability, making the experience more dynamic.


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Speaking on the milestone, Dr. Chaouki Kasmi, Group CTO and President of Technologies and Industrialisation at EDGE, said: “We are advancing innovative, scalable solutions that accelerate industrialisation and future-proof today’s workforce. With the launch of Case Quest, we are not only delivering AI-powered training programmes, but we are also creating gamified experiences that redefine how operational excellence is built.”

Visitors to the MIITE 2026 forum can experience Case Quest by visiting the BRIDGE stand at 7-EN33.