



INVEST IN SHARJAH

UNITED ARAB EMIRATES

حكومة الشارقة
GOVERNMENT OF SHARJAH

MESSAGE FROM CEO



Sharjah is the industrial centre, cultural capital and education hotspot of the United Arab Emirates. Its diversified economy and carefully considered approach to investment and development have guided Sharjah through challenging economic times and laid the foundations for future growth.

As the Investment and Development Authority of Sharjah, Shurooq is leading the continued transformation and economic diversification of the emirate. We strive to create a business-friendly environment in Sharjah by identifying new investment opportunities across different sectors, developing breathtaking destinations and managing some of the emirate's most recognisable landmarks.

Savvy investors and entrepreneurs will be impressed by the opportunities and recognise the tremendous potential that Sharjah offers.

I invite you to take a closer look at the fundamentals driving the emirate forward and to explore the many ways we can work together to transform Sharjah into a shining beacon, an inspiration to the business world.

A stylized signature in black ink, consisting of a large, flowing loop followed by a smaller, more defined stroke.

H.E. Marwan bin Jassim Al Sarkal
CEO, Shurooq

Sharjah Investment and Development Authority



شروق
SHUROOQ

**SHARJAH:
PROSPEROUS & PROGRESSIVE**

- 8 Sharjah at a Glance
- 10 Cultural and Industrial Hub of the UAE
- 12 Flourishing Economy
- 13 Favourable Regulatory Environment
- 14 Talented Workforce
- 16 Prominent Centre of Trade
- 18 Exciting Events
- 20 Striking Landscapes

**INVESTMENT OPPORTUNITIES:
EXPANDING HORIZONS**

- 24 Promising Sectors
- 28 Travel & Leisure | Hotels
- 32 Travel & Leisure | Restaurants
- 36 Travel & Leisure | Passenger Carriers
- 42 Transport & Logistics | Marine & Air Freight
- 48 Healthcare | Healthcare Services
- 52 Healthcare | Pharmaceuticals
- 58 Environment | Renewable Energy
- 62 Environment | Energy Efficiencies

**SHUROOQ:
FACILITATING BUSINESS**

- 68 About Shurooq
- 71 Guarantee of Excellence
- 72 Development Portfolio

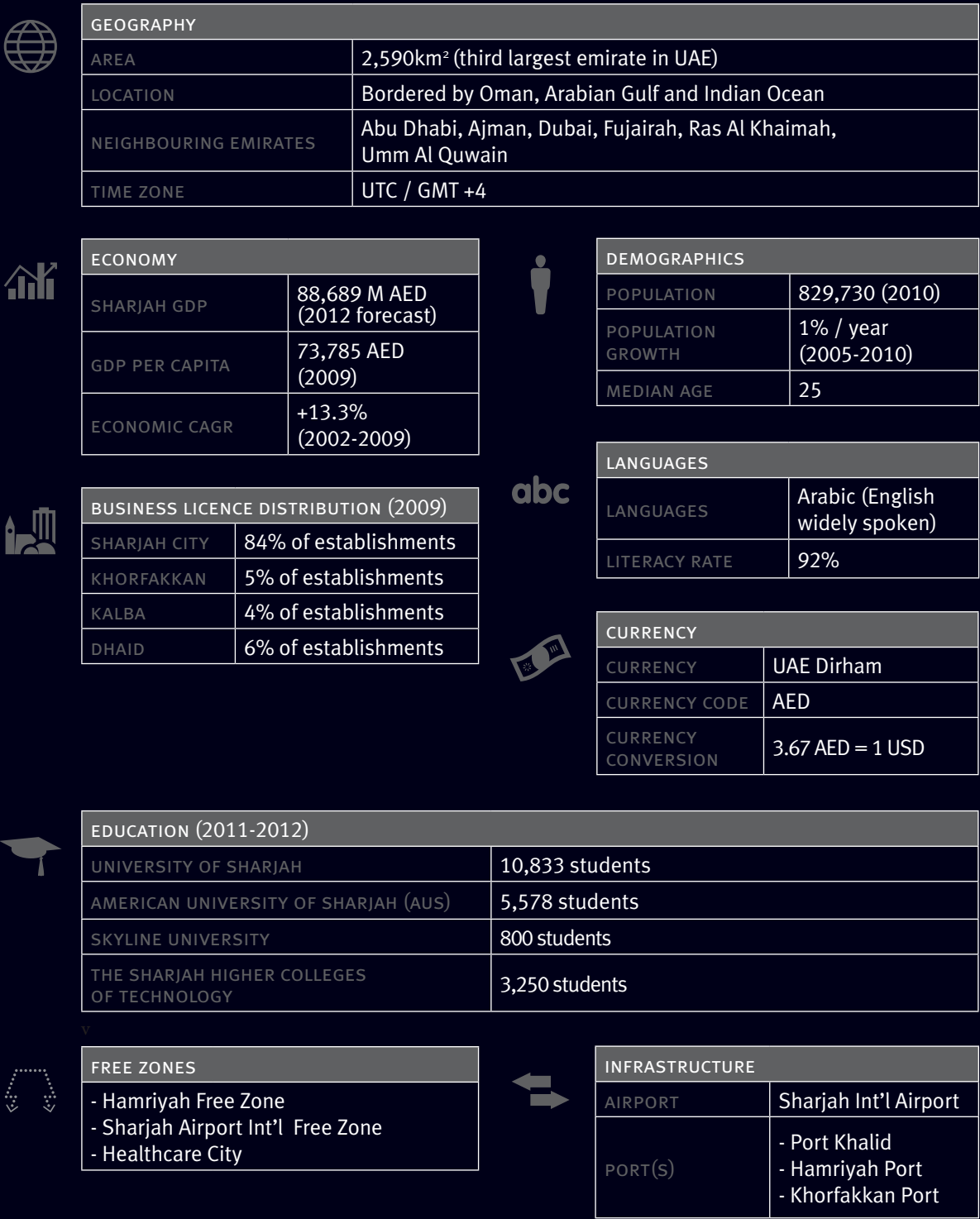
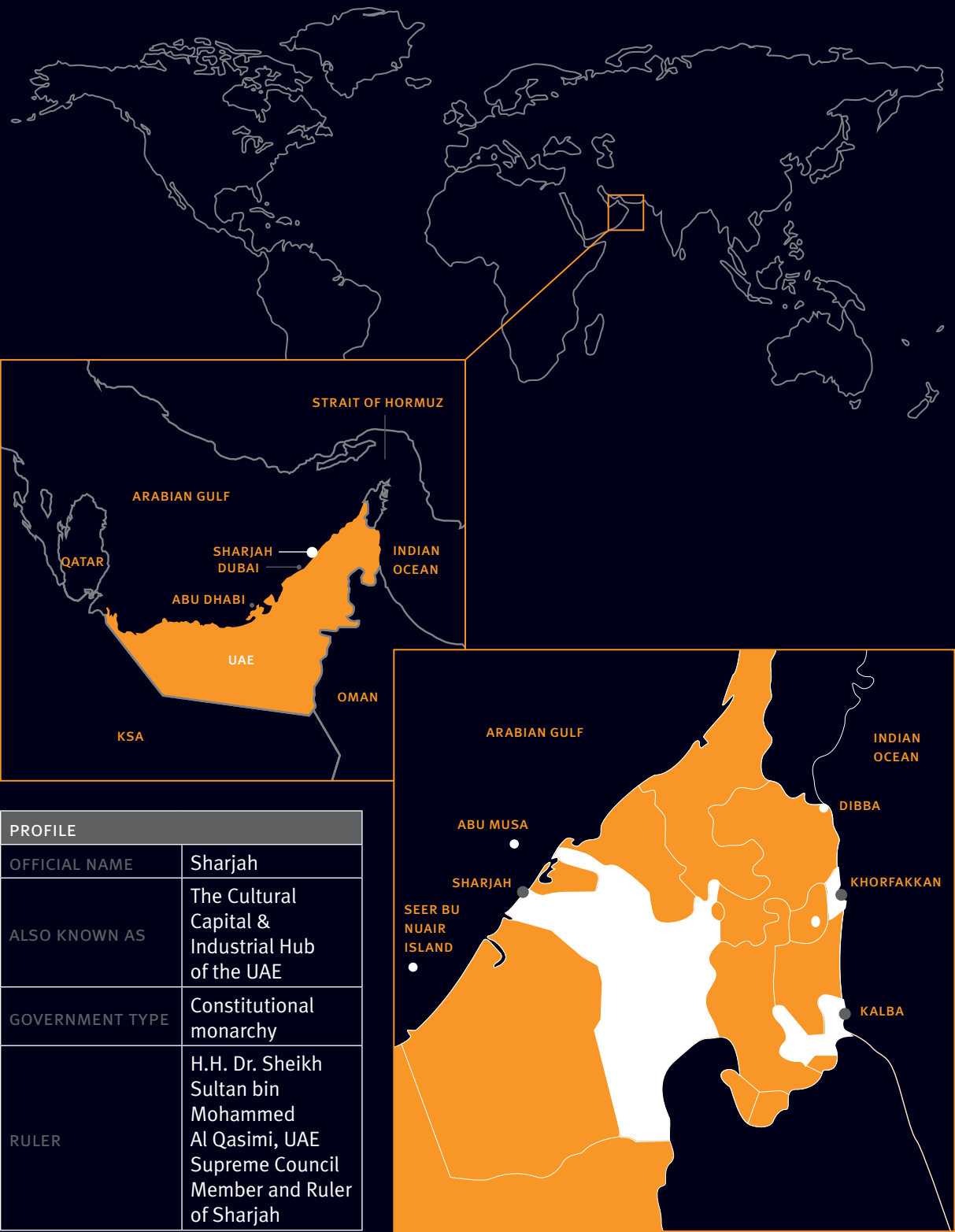
SHARJAH CITY



SHARJAH:
PROSPEROUS
& PROGRESSIVE

KHALID LAGOON, SHARJAH CITY

SHARJAH AT A GLANCE



CULTURAL AND INDUSTRIAL HUB OF THE UAE



HEART OF SHARJAH

Sharjah is widely recognised both as a leading industrial hub and as a centre for arts and culture. This seemingly contrasting combination reflects the emirate’s holistic and balanced approach to economic and social development. It is a position attained through the understanding that the creation of human-centric soft programming in conjunction with the development of physical assets and infrastructure is critical to the rise of a vibrant and economically sustainable emirate.

Under the patronage of H.H. Dr. Sheikh Sultan bin Mohammed Al Qasimi, Sharjah’s cultural scene has flourished since its designation as UNESCO’s “Cultural Capital of the Arab World” in 1998. Today, it is home to nearly a quarter of all of the UAE’s museums and to seminal international and regional events such as the Sharjah Biennial and the Sharjah International Book Fair. And new events are being added to Sharjah’s social calendar every day.



HAMRIYAH PORT

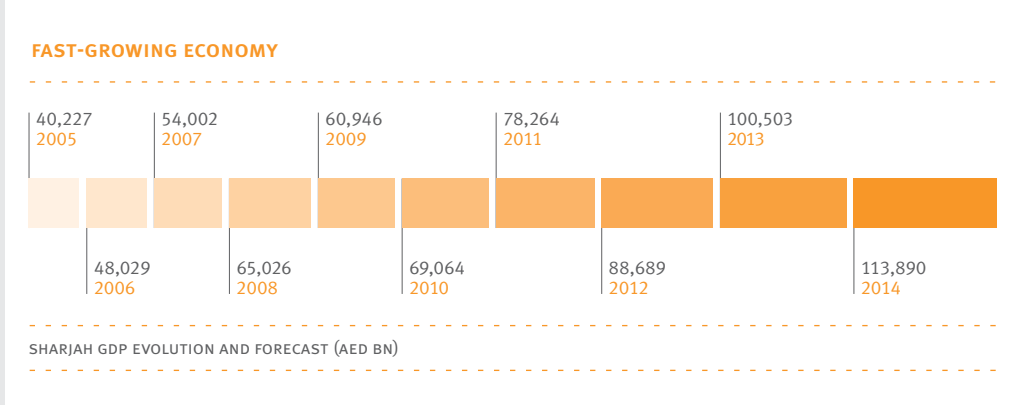
From children’s playgrounds at the new Al Majaz Waterfront and a variety of culinary options at Al Qasba to traditional celebrations in the Heart of Sharjah heritage district, there is a noticeable upward trend in the emirate’s overall quality of life.

On the other end of the spectrum, 18 industrial zones spanning 15km² bordering Dubai serve as the heart of the UAE’s manufacturing sector.

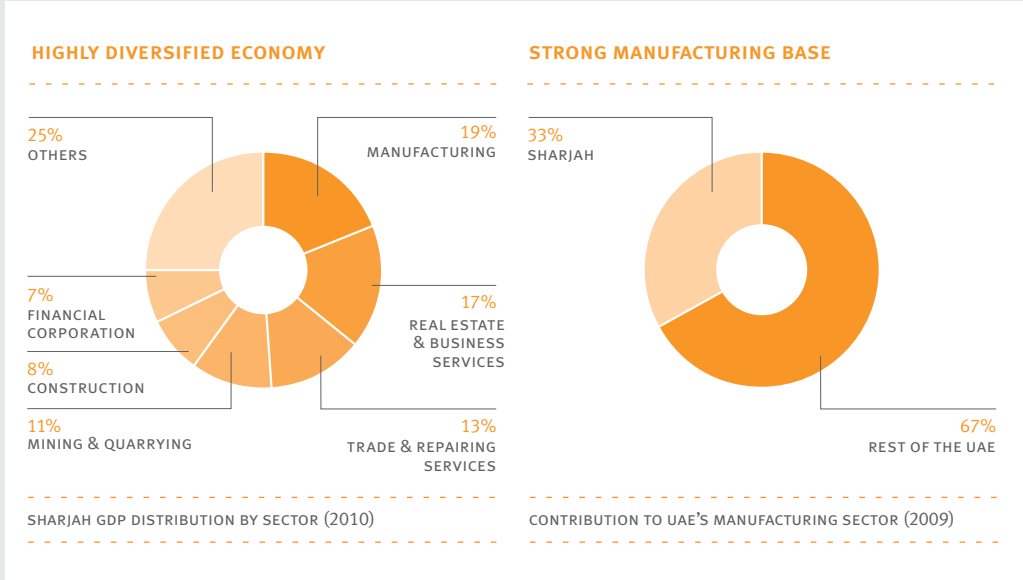
A testament to the emirate’s pro-business environment, logistics infrastructure and available labour force, Sharjah’s manufacturing sector represents 33% of the UAE’s total manufacturing sector and has more than 1,444 registered establishments. Manufacturing is an important linchpin of the emirate’s overall economy and contributes to approximately 19% of the annual GDP.

FLOURISHING ECONOMY

Highly diversified, without over-reliance on any one particular sector, Sharjah possesses a fast-growing economy in comparison to other emirates in the UAE. This has enabled the emirate to weather a challenging global economic climate and post a strong CAGR of 13.3% in GDP (2002-2009). GDP per capita also increased in recent years by 50% (2005-2009).



The emirate's economic resilience is further fuelled by more than 45,000 strong small- and medium-sized businesses that benefit from the competitiveness of Sharjah's supply chain. Entrepreneurs and family businesses in manufacturing, real estate, business services and trading play an integral role in the flow of commerce domestically and regionally.



FAVOURABLE REGULATORY ENVIRONMENT

Investors have the option of setting up either an on-shore company through the Economic Development Department or a Free Zone company with the Hamriyah Free Zone Authority or the Sharjah Airport International Free Zone Authority. Additionally, the Government of Sharjah is working diligently to ensure that the emirate provides a proper regulatory and legal environment conducive to business success. Some of the advantages of doing business in Sharjah include:

FREE ZONES

- 100% freehold ownership for foreigners
- 100% repatriation of capital & profits
- Exemption of import & export duties
- 100% tax exemption environment
- 100% exemption from all commercial levies
- Economical workforce without any employment restrictions
- Competitive property & warehouse leases
- No income tax

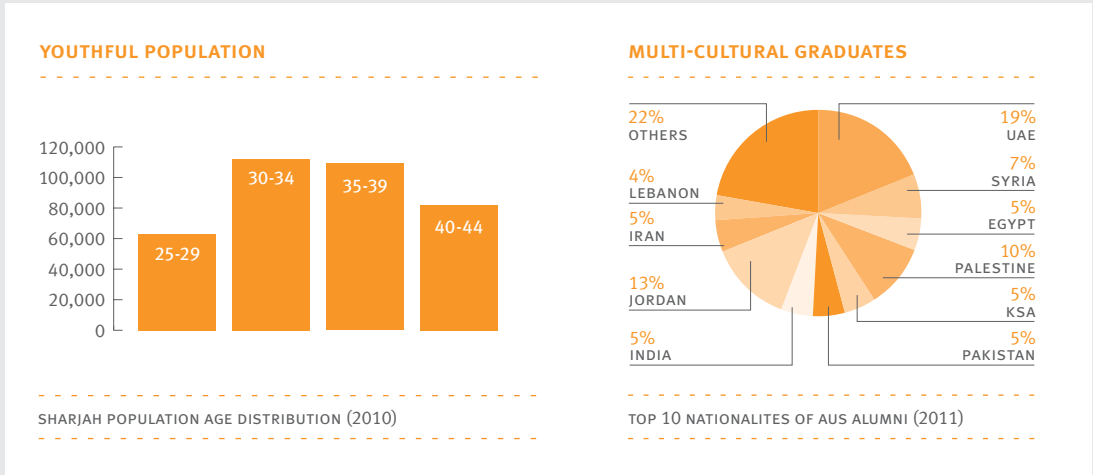
ON - SHORE

- 5% customs duties
- 5% municipal tax
- Lower minimum capital requirement compared to other emirates (150,000 AED)
- No income tax



TALENTED WORKFORCE

Sharjah is the third-largest emirate by land mass and one of the most populous. It constitutes almost 20% of the UAE's population and has experienced exponential growth between 1975 and 2010, increasing from 75,000 residents to nearly 830,000. Furthermore, the fact that the bulk of the population falls within the 25-to-34 age segment is bound to have a positive impact on the future demand for goods and services and represents a healthy pool of talent for the labour market.



In terms of access to a skilled workforce, Sharjah enjoys an unrivalled advantage. Supported by the collection of outstanding higher learning institutions within and around University City, Sharjah produces some of the brightest and most talented graduates in the region. The American University of Sharjah (AUS) alone has an enrolment rate of more than 5,600 undergraduates from 90 countries, pursuing a variety of academic disciplines ranging from business administration, architecture and engineering to fine arts. The talent pool, combined with the cheaper cost of living and labour relative to the neighbouring emirates, allows for a tremendous competitive advantage.



PROMINENT CENTRE OF TRADE



GEOGRAPHIC POSITION



Strategically located along the Arabian Gulf and Indian Ocean, Sharjah is a natural hub for trade and commerce positioned midway between Europe, Africa and the Far East. Domestically, Sharjah acts as a gateway to the Northern emirates, while its sea and air connectivity allow businesses to access key emerging markets such as India, Iran, Iraq and Saudi Arabia. In 2011, total value of trade between Sharjah and Arab countries exceeded AED 11.2 billion.



INFRASTRUCTURE



Sharjah is well connected to the trans-emirate and GCC road networks. The Government of Sharjah is consistently working to further expand and enhance its existing infrastructure to enable greater accessibility and faster travel.



SHARJAH INTERNATIONAL AIRPORT



Sharjah International Airport (SIA) is the third-largest airport in the UAE. With 29 scheduled airlines, it has direct connections to more than 65 global destinations. It is also the second-largest air freight hub in terms of cargo tonnage in the Middle East and is home to the largest Lufthansa cargo hub outside Germany.



SHARJAH PORTS



Three deep-water ports provide vital access to the Indian Ocean and the Arabian Gulf. Port Khalid, Hamriyah Port and Khorfakkan Port have a combined capacity of 2.4 million containers and are fully equipped to handle a wide range of vessels, from break-bulk to containers. Sharjah's ports have attracted a growing number of shipments to and from Southeast Asia, the Far East, the GCC and Iran.



ROBUST INTERNATIONAL & REGIONAL TRADE

IMPORTS

India	36%
Japan	15%
China	8%
Iran	6%
USA	6%
Germany	3%
France	2%
Malaysia	2%
UK	2%
Korea	2%

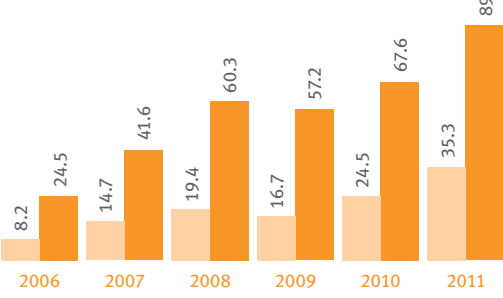
RE-EXPORTS

Iraq	31%
Iran	20%
Afghanistan	6%
Bahrain	5%
Kuwait	4%
Qatar	4%
KSA	3%
Tanzania	3%
France	3%
Azerbaijan	2%

TOP 10 FOREIGN TRADE PARTNERS (2010)

ESTABLISHED REGIONAL TRADING HUB

RE-EXPORTS TOTAL FOREIGN TRADE FLOWS



SHARJAH FOREIGN TRADE EVOLUTION (2006-2011 AED BN)

THE HAMRIYAH FREE ZONE



The Hamriyah Port anchors the Hamriyah Free Zone (HFZ). Situated 20km Northeast of the Sharjah city centre, HFZ is the UAE's second-largest Free Zone and amongst the largest in the Middle East. The dedicated industrial zones benefit from HFZ's strategic location, which is in close vicinity to a port specialising in bulk and heavy cargos.

SHARJAH AIRPORT INTERNATIONAL FREE ZONE (SAIF ZONE)



The Sharjah Airport International Free Zone (SAIF Zone) has created a niche for itself as a cargo-oriented complex, with authorities working in alliance with airlines, freight-forwarders and shippers to provide a user-friendly environment for movement of freight traffic. Adjacent to Sharjah International Airport and easily accessible to seaports, SAIF Zone has become a destination of choice for investors operating in light industries, trading, logistics and services. It is the first ISO 9001 certified Free Zone in the region, and hosts the operations of more than 5,400 companies.

SHARJAH HEALTHCARE CITY (SHCC)



The establishment of Sharjah Healthcare City (SHCC) was announced early in 2012 by H.H. Dr. Sheikh Sultan bin Mohammed Al Qasimi. Under the supervision of the Sharjah Health Authority, the Free Zone is dedicated to healthcare and healthcare-related activities. SHCC will establish the infrastructure necessary to support hospitals, diagnosis centres, organ transplantation and rehabilitation centres, health resorts and spas (social, sports, yoga and supplementary treatment centres), medical equipment and pharmaceutical companies, and other services related to the healthcare industry and medical and health logistics.

EXCITING EVENTS

As a dynamic cosmopolitan city, Sharjah plays host to a number of internationally renowned exhibitions and events throughout the year. Supported by the hospitality and MICE infrastructure in place, the emirate is securing a unique niche in the region's event calendar.



SHARJAH LIGHT FESTIVAL



A nine-day-long festival held in February of each year, the Sharjah Light Festival (SLF) brings to life 12 popular landmarks across the city with a breathtaking display of colours, light shows and video installations. SLF features a highly talented, diverse group of international and local artists, experts in outdoor special events, designers, and image directors, who transform Sharjah into a magical wonderland.

SHARJAH INTERNATIONAL AUTOMOBILE SHOW



The International Automobile Show is one of the most anticipated events in the region. Held every two years, the show sees an average attendance of more than 75,000 car enthusiasts, including decision-makers from the corporate world, transporters and owners of small businesses.

SHARJAH BIENNIAL



Organised by the Sharjah Art Foundation, the Sharjah Biennial is an internationally acclaimed arts festival. Since its creation in 1993, the festival has formed a cultural bridge between artists, art institutions and organisations not only within Sharjah, but in the region and beyond. Produced by the Department of Culture and Information, the Biennial fosters experimentation and aids in the production and presentation of art.

SHARJAH INTERNATIONAL EDUCATION SHOW



As a joint initiative of the UAE Ministry of Education and the Expo Centre Sharjah, the International Education Show is supported by the Sharjah Chamber of Commerce and Industry (SCCI). The show is a leading higher education exhibition providing a platform to showcase the university/college opportunities available worldwide to students across the emirates.

SHARJAH INTERNATIONAL BOOK FAIR



The annual International Book Fair is a permanent fixture in the regional and international book fair calendar. It attracts more than 800 publishers showcasing books from nearly 42 nations, and draws in over 400,000 visitors every year.



SHARJAH WATER FESTIVAL



Sharjah's Water Festival attracts more than 200,000 visitors across a 10-day period for water-related shows, performances and events. Hosted by the Sharjah Commerce and Tourism Development Authority, it offers various international shows and games for the whole family.



F1 H₂O UIM WORLD CHAMPIONSHIP



Each year Sharjah plays host to the final round of the UIM F1H₂O World Championship. The final event of the season in the F1 Powerboat calendar, the Sharjah Grand Prix, is firmly established as one of the premier sporting events of the region.



SHARJAH HERITAGE DAYS



The Sharjah Heritage Days festival celebrates the history, culture and traditions of the region. Offering all sorts of revelries, from wedding ceremonies to folk dance performances, it is a showcase event that hosts more than 60 participants from 16 countries.



STEELFAB



The largest regional event of its kind, held in January, SteelFab is one of the most-attended trade fairs that caters to the metal working, metal-manufacturing and steel fabrication industry.



STRIKING LANDSCAPES



KALBA MANGROVES



KHORFAKKAN BEACH



AL BADAYER DESERT



KALBA ACACIA WOODLANDS



METROPOLITAN CITY



A compelling aspect of Sharjah's value proposition comes from its unexpected environmental diversity. In between 70km of coastline on the Arabian Gulf and 58km along the Indian Ocean lie expansive desert reserves, the oldest mangroves in the Arabian Peninsula, pristine beaches, secluded bays, tranquil lagoons and acacia woodlands. Beyond the natural environment, modern towers, retail establishments and residences of the city of Sharjah are constantly abuzz with activity.

All represent exceptional opportunities for investors, developers and entrepreneurs to create unique offerings that have yet to be seen or experienced in the region. Whether businesses require exclusive locations off the beaten track, densely populated areas with a steady flow of pedestrian traffic or expansive plots for light industry, Sharjah is bound to have the perfect location available.

A nighttime aerial photograph of Sharjah City, United Arab Emirates. The image shows a large, brightly lit building complex with many domes and arches, situated along a waterfront. A bridge spans the water in the foreground, and the city skyline is visible in the background under a dark blue sky. The water reflects the city lights.

INVESTMENT OPPORTUNITIES: EXPANDING HORIZONS

SHARJAH CITY

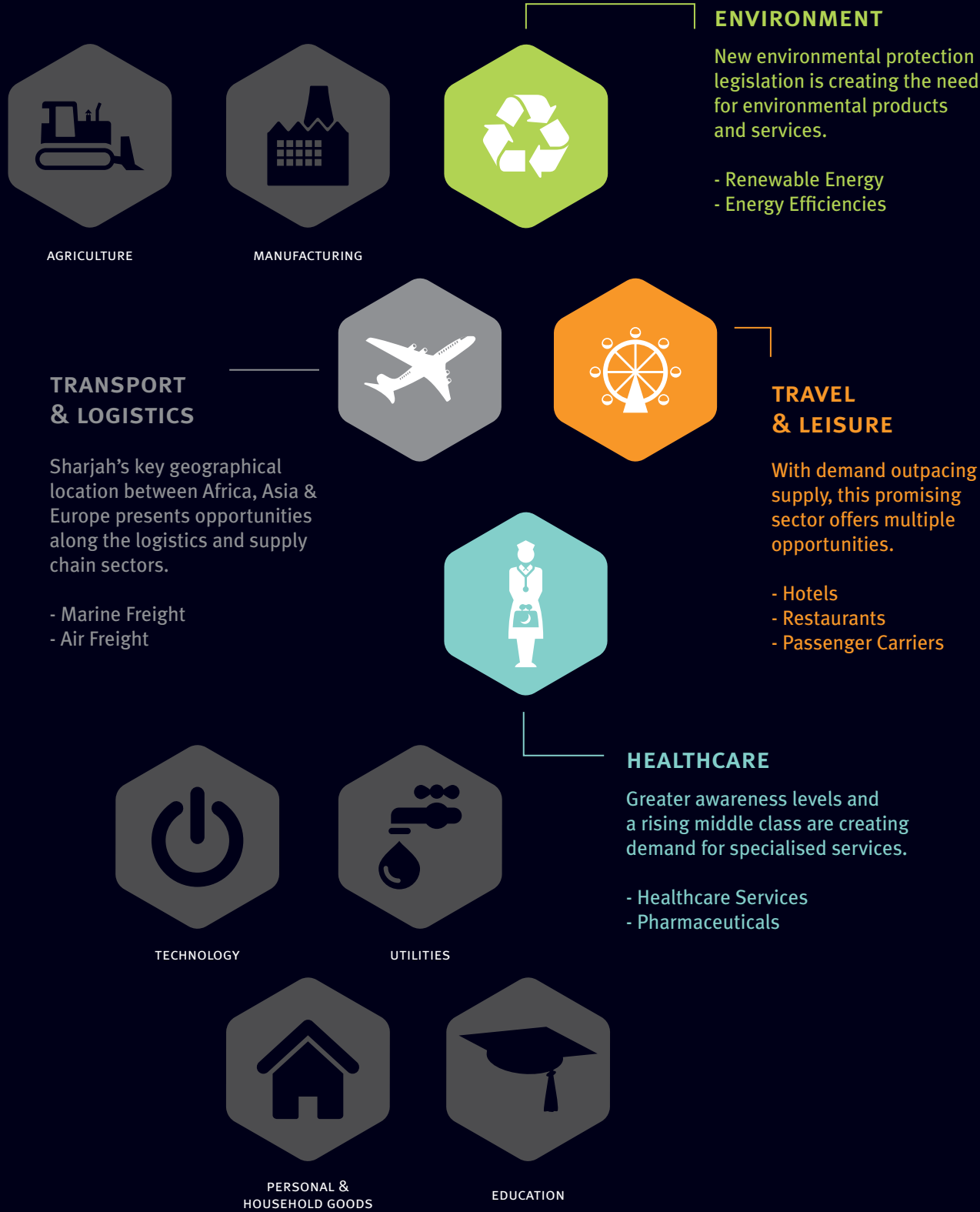
PROMISING SECTORS

Sharjah is a particularly attractive investment destination and has what is considered the most secure and business-friendly environment within the region.

Shurooq recognises Sharjah’s sector diversity and offers a wide range of investment and business opportunities. We are open to exploring new types of ventures and breaking into new and emerging sectors that align with the emirate’s strategic direction and values. However, Shurooq is open to investment opportunities in any and all sectors, not just new and emerging. Examples of some of these sectors include insurance, construction & materials, and technology. Four propitious sectors (highlighted on the right) have been identified that address the immediate needs of the emirate and present great potential return on investment.



HIGHLIGHTED SECTORS



TRAVEL & LEISURE



HOTELS



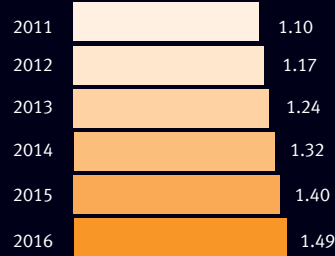
RESTAURANTS



PASSENGER
CARRIERS

TRAVEL & LEISURE SECTOR OVERVIEW

Sharjah's travel & leisure sector benefits from the UAE's international profile as an established tourism destination. Tourists' and residents' continuing demand for different experiences provides new opportunities for Sharjah. Additionally, the growing expatriate population, government investment in tourism infrastructure and rising disposable income all point to a positive sector outlook.



SHARJAH TRAVEL & LEISURE MARKET POTENTIAL
(2011-2016) (AED BN)





HOTELS

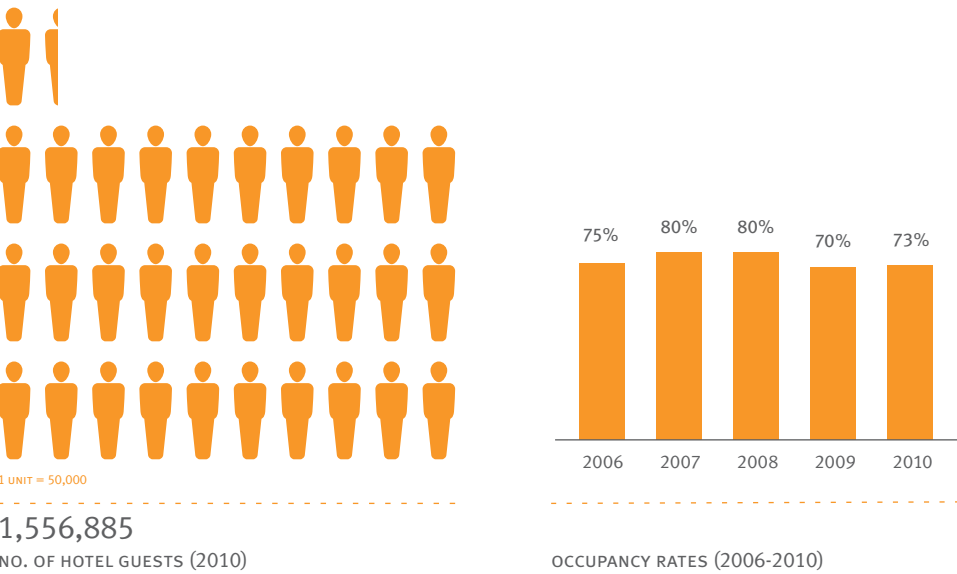
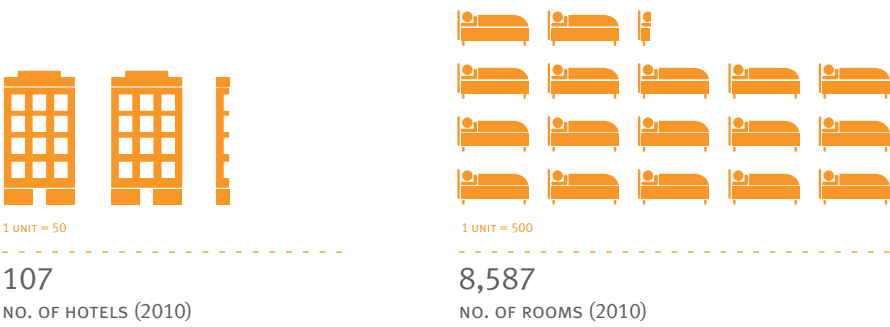
HOTELS



TRAVEL & LEISURE SECTOR

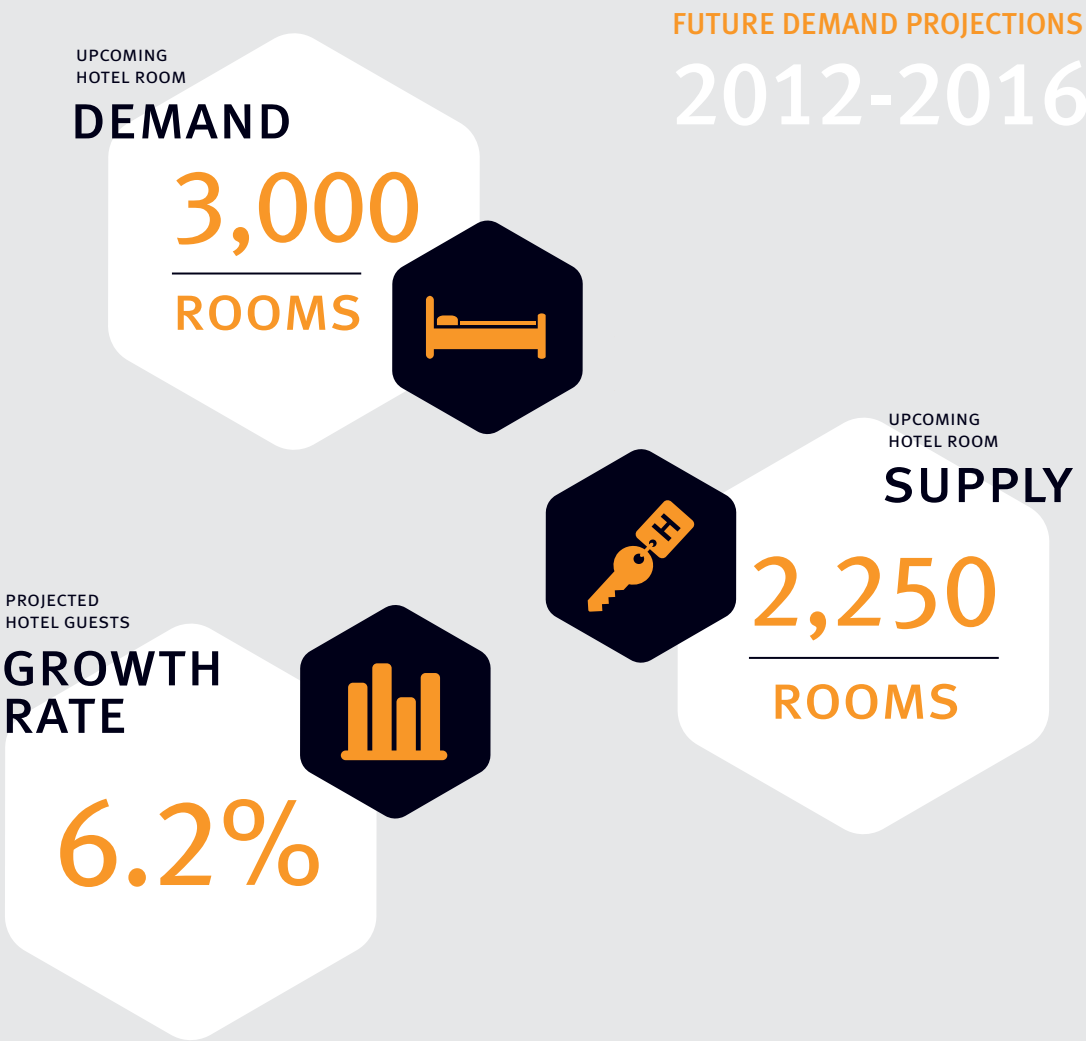
As Sharjah continues to build itself up as an authentic tourist destination, demand for hotel rooms is expected to grow at a rate of 6.2% between now and 2016. Despite new project announcements, demand is expected to outpace supply in the short to medium term.

CURRENT SECTOR SNAPSHOT



HOTELS

TRAVEL & LEISURE SECTOR



MAJOR BRANDS IN SHARJAH

	THE CHEDI
	Rotana
	Hilton
	GOLDEN TULIP HOTELS • INNS • RESORTS

INVESTMENT OPPORTUNITIES



THE CHEDI KHORFAKKAN HOTEL/RESORT DEVELOPMENT



On the east coast of Sharjah, Khorfakkan is an idyllic destination with pristine beaches and a popular diving spot. The area has one four-star hotel in operation and is prime for additional tourism and hospitality offerings in addition to the announced five-star The Chedi Khorfakkan Resort.



ECOTOURISM



Three ecotourism projects are currently in the pipeline within Sharjah. Each of these projects offers hospitality and service companies an opportunity to develop a range of ecotourism products for different customer segments.



CRUISE LINES



Cruise lines such as Costa Classica and Costa Favolosa have started running routes through Khorfakkan. With additional cruise lines expressing interest, there is an opportunity to develop specific tour packages and experiences targeted to this customer segment.



FIVE-STAR RESORT DEVELOPMENTS



There is a lack of deluxe luxury resorts within the emirate. Specifically, there is a tremendous opportunity to customise hospitality offerings to meet the needs of the large number of GCC families and visitors. Already the second-largest demographic of tourists to Sharjah, this important segment is underserved.



For more information about these investment opportunities or to learn how you can start investing, please contact invest@shurooq.gov.ae



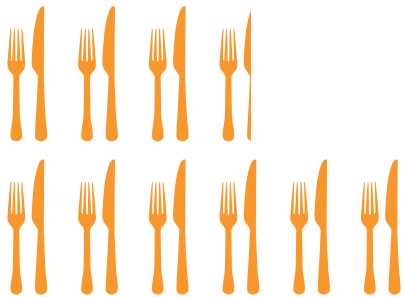
RESTAURANTS



TRAVEL & LEISURE SECTOR

The vast majority of existing restaurants in Sharjah are concentrated around six areas in the city of Sharjah. The sector is still underserved, and there is a strong demand for new food and beverage outlets, from fast-food facilities and coffee shops to fine dining restaurants, throughout the emirate.

CURRENT SECTOR SNAPSHOT



1 UNIT = 100

972

NO. OF RESTAURANTS (2009)



1 UNIT = 100 MILLION AED

1,341

RESTAURANTS' ACTUAL REVENUE (2009 AED M)



1 UNIT = 100 AED

630

AVERAGE SPENT IN F&B OUTLETS PER MONTH BY RESIDENTS (2012 AED)



1 UNIT = 100 AED

2,032

AVERAGE SPENT IN F&B OUTLETS PER MONTH BY RESIDENTS AGED 55+ (2012 AED)

RESTAURANTS

TRAVEL & LEISURE SECTOR

UPCOMING
RESIDENTS'

EXPENDITURE

4.66BN

AED

FUTURE DEMAND PROJECTIONS

2012-2016

UPCOMING
RESTAURANT

REVENUE

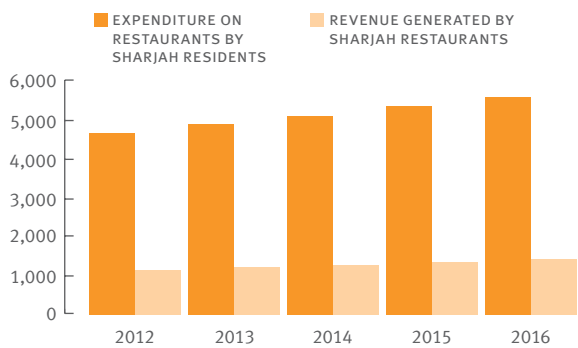
1.15BN

AED

PROJECTED
RESTAURANT
SUPPLY & DEMAND

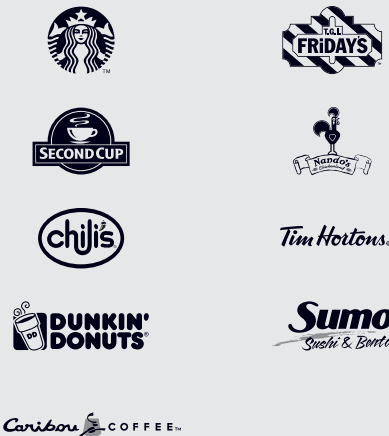
GROWTH
RATE

4.6%



RESTAURANTS DEMAND AND SUPPLY DYNAMICS PROJECTIONS REVENUE (2012-2016 AED M)

MAJOR BRANDS IN SHARJAH



INVESTMENT OPPORTUNITIES



FINE DINING



With only a handful of fine dining establishments in Sharjah, there are plenty of opportunities to make an impact in the market.



TARGETED VALUE
PROPOSITION



Hotels have succeeded in attracting the Eastern European segment of tourists to Sharjah by offering customised packages. Establishing restaurants with a specific value proposition for this and other niche segments is another way to take advantage of this subsector.



ESTABLISHED
FRANCHISES



The Middle East is a popular and lucrative destination for international franchises, and Sharjah is no exception. The introduction of successful brands in key locations throughout the emirate is a proven method of success.



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PASSENGER CARRIERS

PASSENGER CARRIERS

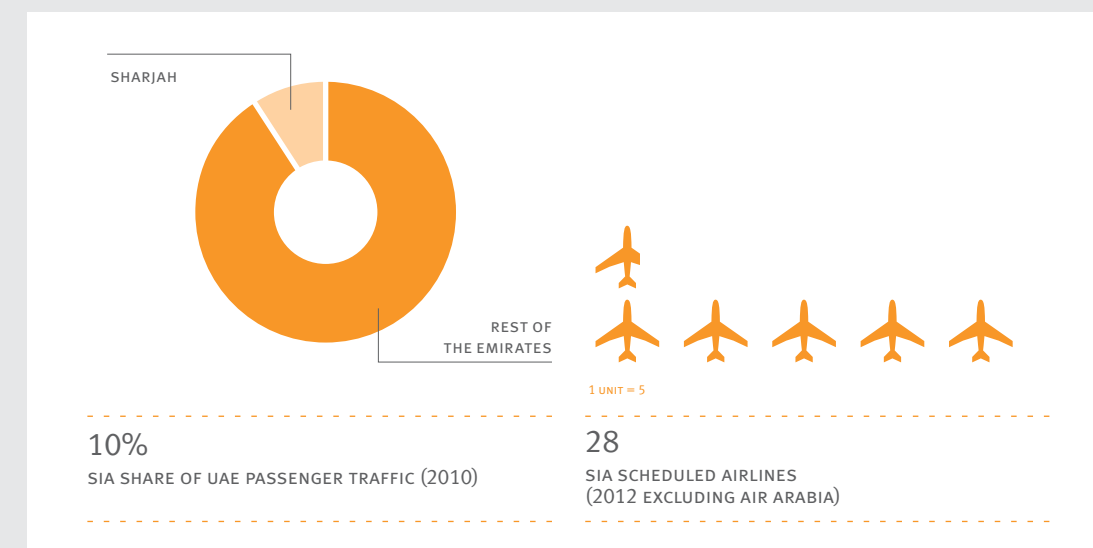


TRAVEL & LEISURE SECTOR

The Sharjah International Airport (SIA) dates back to 1932, when it was first used as a stopover point by Imperial Airways - the forerunners of British Airways. Today, SIA is considered the Middle East's leading air transportation gateway and No.1 cargo hub. It is becoming increasingly popular worldwide as a favourite transit, departure and arrival point for passengers.

SIA is also home to the Middle East and North Africa's first and largest low-cost carrier (LCC) - Air Arabia. The airline has witnessed phenomenal growth in a very short timespan and is now directly connected to more than 65 global destinations, making the Sharjah International Airport (SIA) the third-largest airport in the UAE (over 6.5 million passengers in 2011). Thanks to its cost-competitive and internationally certified platform, SIA is an attractive alternative for low-cost and regional airlines.

CURRENT SECTOR SNAPSHOT

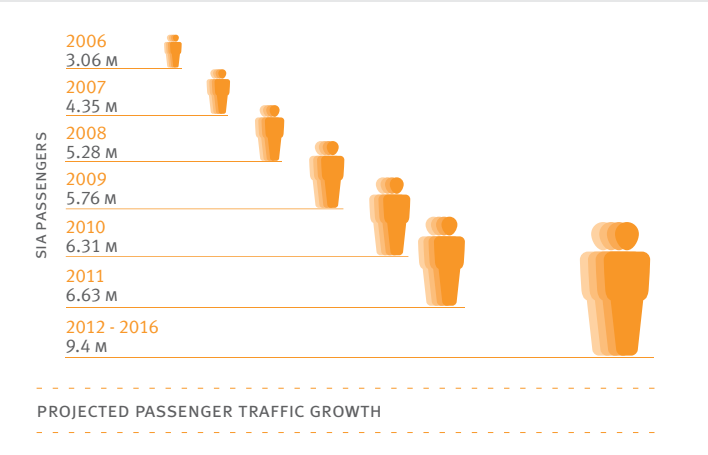
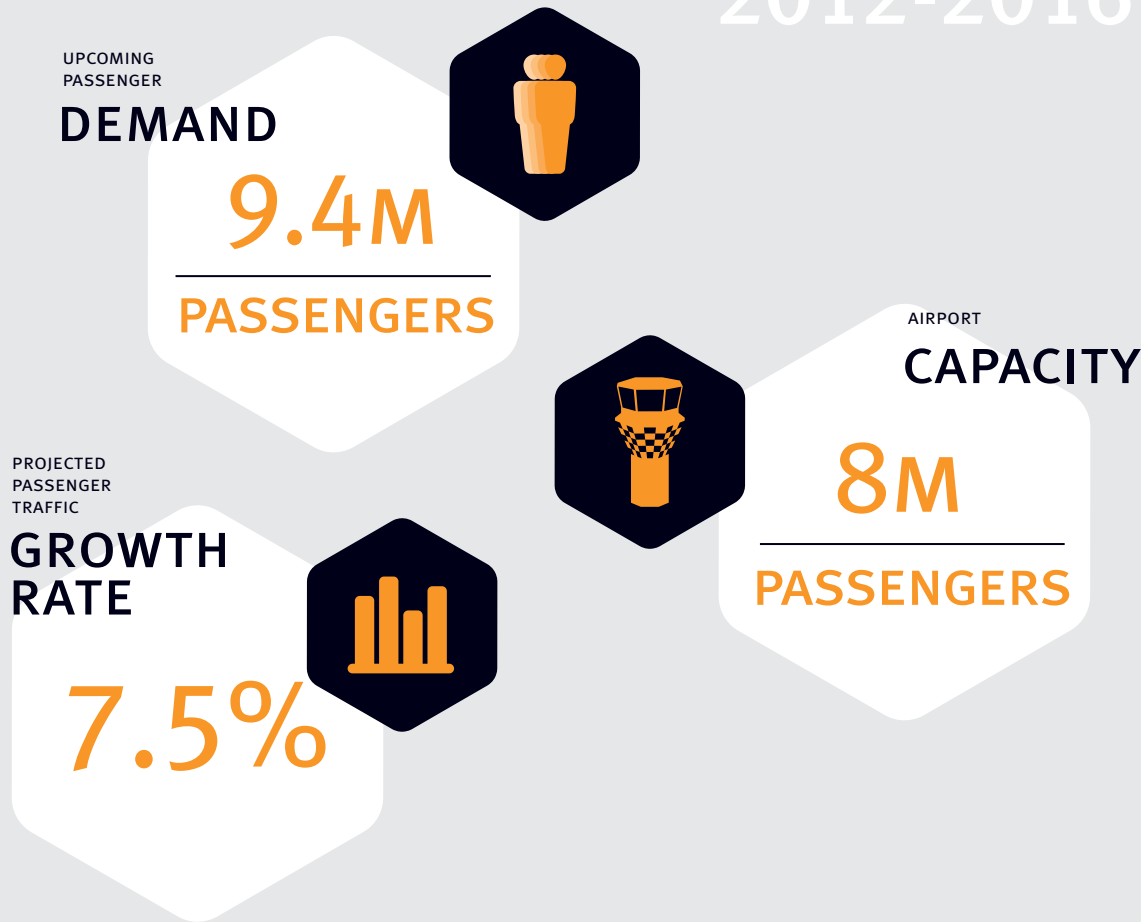


PASSENGER CARRIERS

TRAVEL & LEISURE SECTOR

FUTURE DEMAND PROJECTIONS

2012-2016



MAJOR BRANDS IN SHARJAH



INVESTMENT OPPORTUNITIES



MEDIUM- TO LONG-HAUL ITINERARIES



With some of the most competitive rates in the region, this aviation hub offers opportunities for companies to develop short- and medium-haul itineraries.



AIRPORT SUPPORT SERVICES AND EQUIPMENT



The expected growth in passenger traffic will create a need for additional support services and equipment, such as airport and airlines maintenance and repair services, airport terminal services, food and beverage outlets, and car rental companies.



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TRANSPORT & LOGISTICS



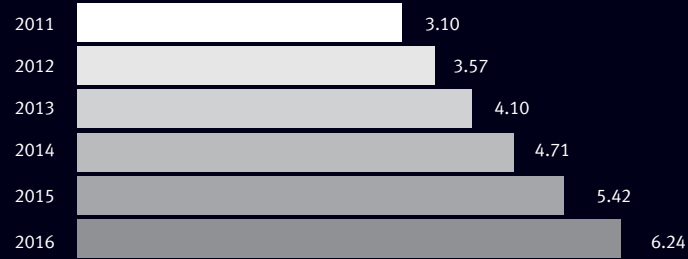
AIR
FREIGHT



MARINE
FREIGHT

TRANSPORT & LOGISTICS SECTOR OVERVIEW

Given the importance of trade and manufacturing to Sharjah's economy, the transport & logistics sector is a fast-growing one. The benefits of Sharjah's access to the Arabian Gulf and Indian Ocean will only grow in importance, and will contribute to the future success of this sector.



SHARJAH TRANSPORT & LOGISTICS MARKET POTENTIAL
(2011-2016 AED BN)



MARINE & AIR FREIGHT

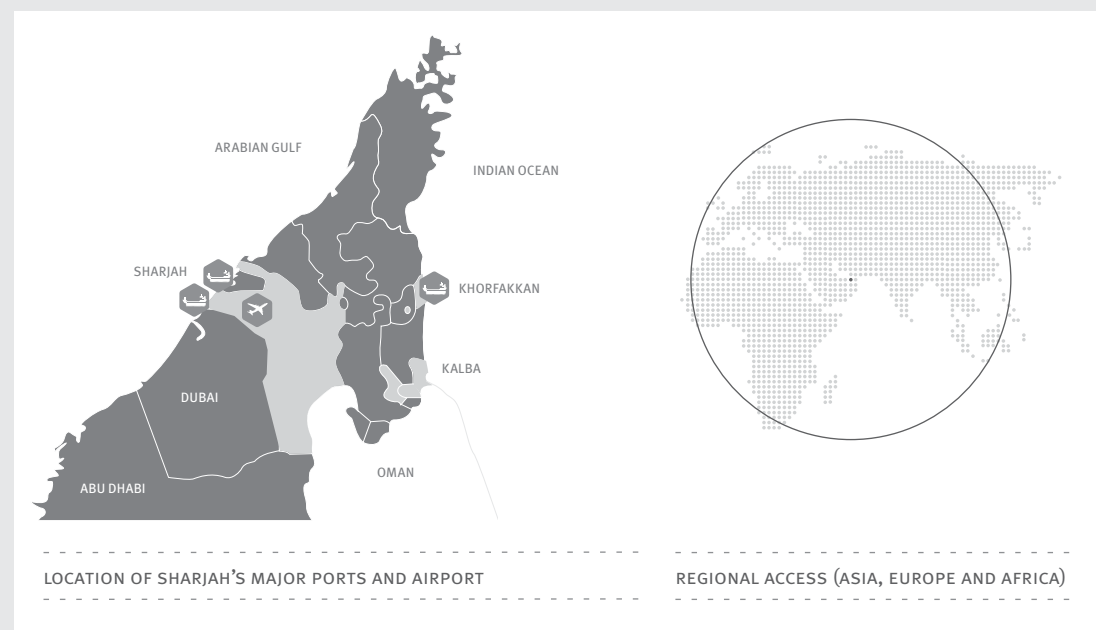
MARINE & AIR FREIGHT



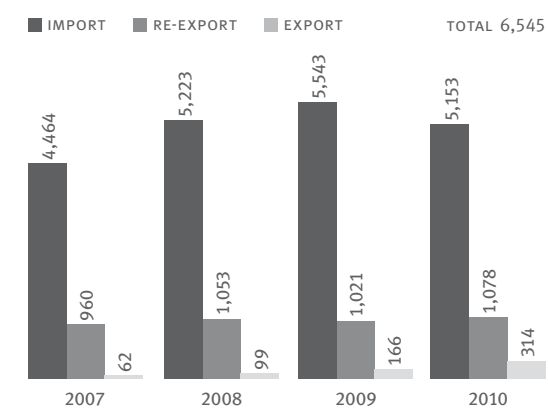
TRANSPORT & LOGISTICS

Three deep-water ports, two on the Arabian Gulf and one on the Indian Ocean, and an international airport with more than 20 cargo connections to Asia, Europe and Africa provide the logistics connectivity and baseline infrastructure that power the sector. The market size was estimated at AED 3.53 Bn in 2012.

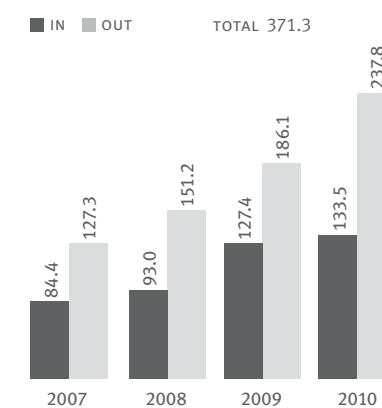
CURRENT SECTOR SNAPSHOT



SHARJAH SEA FREIGHT TRAFFIC (IN AND OUT)
(2007-2010) (000 TONNES)



SHARJAH AIR FREIGHT TRAFFIC (IN AND OUT)
(2007-2010) (000 TONNES)



MARINE & AIR FREIGHT

TRANSPORT & LOGISTICS

FUTURE DEMAND PROJECTIONS

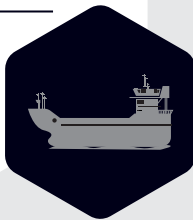
2012-2016

UPCOMING
MARINE FREIGHT

DEMAND

0.70BN

AED



PROJECTED
MARKET SIZE

GROWTH
RATE

15%



UPCOMING
AIR FREIGHT

DEMAND

1.28BN

AED

MAJOR BRANDS IN SHARJAH



INVESTMENT OPPORTUNITIES



SEA-AIR FREIGHT



With much of the infrastructure in place and expansion projects under way, the stage is set for companies to become major players within the sector. Furthermore, the logistics network is prime for traders to build their businesses on reduced costs and faster shipping times.



FREIGHT
FORWARDING



Despite Sharjah-based companies contributing to more than 9% of the UAE's foreign trade, only 6% of freight forwarding services for SMEs are based in Sharjah.



F&B REEFER
SHIPPING



There is an opportunity for new reefer forwarders to enter the market, as a large majority of the competition is located outside the emirate.



For more information about these investment opportunities or to learn how you can start investing, please contact invest@shurooq.gov.ae

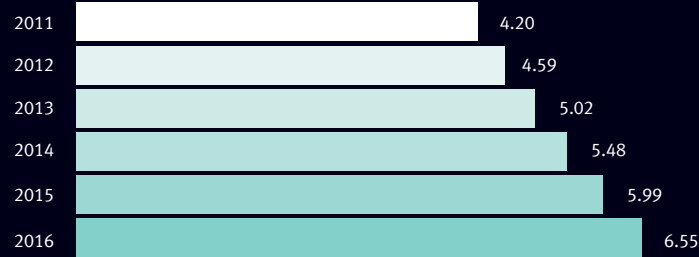
HEALTHCARE



HEALTHCARE PHARMACEUTICALS
SERVICES

HEALTHCARE SECTOR OVERVIEW

Multiple demographic and socio-economic factors are contributing to the increased demand for general and specialised healthcare services. Despite a number of incidents requiring care (per 1,000 population) that is relatively higher than in the rest of the UAE, the supply side of the sector is lagging behind the demand.



SHARJAH HEALTHCARE MARKET POTENTIAL
(2011-2016 AED BN)





HEALTHCARE SERVICES

HEALTHCARE SERVICES



HEALTHCARE SECTOR

A rising population combined with an ageing demographic pattern has added pressures to existing healthcare services. Additionally, a steady rise in GDP per capita and the alarming rise amongst the population of lifestyle diseases such as diabetes and cardiovascular diseases are factors fuelling greater demand for specialised healthcare services. In order to begin combatting these issues, Sharjah Healthcare City (SHCC) will be built – a Free Zone dedicated to healthcare and healthcare-related activities. SHCC will establish the infrastructure necessary to support a wide range of medical facilities.

CURRENT SECTOR SNAPSHOT



HEALTHCARE SERVICES

HEALTHCARE SECTOR

FUTURE DEMAND PROJECTIONS

2012-2016

UPCOMING
HEALTHCARE SERVICES

MARKET SIZE

2.7BN
AED



PROJECTED
MARKET SIZE

GROWTH
RATE

9.3%



ADDITIONAL BEDS

REQUIRED

633
BEDS

BRANDS IN SHARJAH



INVESTMENT OPPORTUNITIES



CENTRES OF
EXCELLENCE



As there are currently no specialised medical centres in Sharjah, opportunities exist for highly specialised oncology hospitals, and for specialty clinics for diabetes treatment and paediatrics.



LONG-TERM CARE
FACILITIES



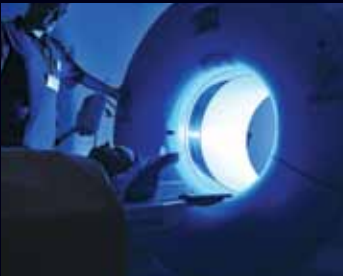
Evolving cultural norms and family dynamics are opening opportunities for long-term care facilities for the elderly, accident victims, patients affected by neurological disorders and children born with birth defects.



AFFILIATIONS AND
PARTNERSHIPS



There is potential for international firms and specialists to partner with local hospitals and service providers in the delivery of high-quality services, state-of-the-art technologies and sharing of best practices in the ongoing effort to raise the quality of health services in Sharjah.



For more information about these investment opportunities or to learn how you can start investing, please contact invest@shurooq.gov.ae



PHARMACEUTICALS

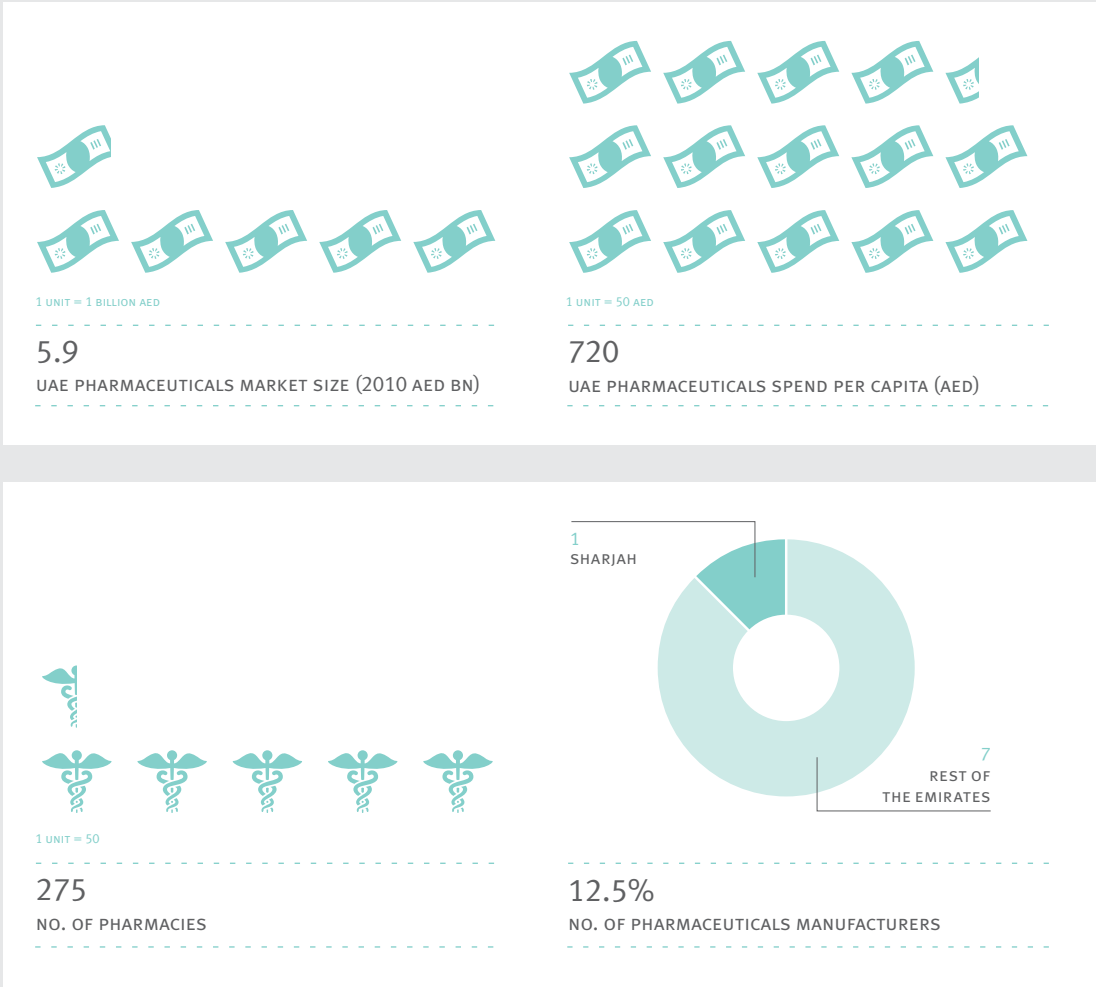
PHARMACEUTICALS



HEALTHCARE SECTOR

Pharmaceutical sales are growing in parallel with the rise in healthcare expenditures and the maturation of the sector. A growing elderly population and the increasing number of lifestyle disease patients are driving demand for pharmaceuticals, while the federal government is calling for a reduction on the reliance of drug imports.

CURRENT SECTOR SNAPSHOT



PHARMACEUTICALS

HEALTHCARE SECTOR

FUTURE DEMAND PROJECTIONS 2012-2016

PROJECTED
MARKET SIZE

GROWTH
RATE

9.2%



UPCOMING
PHARMACEUTICALS

MARKET
SIZE

0.71BN
AED

MAJOR BRANDS IN SHARJAH

Johnson & Johnson

gsk
GlaxoSmithKline

binSina
FARMACEUTICALS

Abbott
A Promise for Life

MEOPHARMA

INVESTMENT OPPORTUNITIES



STRATEGIC
PARTNERSHIPS FOR
R&D ACTIVITIES



Opportunities exist for foreign players to undertake strategic partnerships with regional institutions for research and development activities as a means to tap into the potential of the underdeveloped pharmaceuticals market.



SET-UP OF
MANUFACTURING
UNITS BY PRIVATE
PLAYERS



With limited local manufacturing capabilities and the federal government's encouragement for local generic brand manufacturing, there are opportunities for private entities to set up local facilities to meet the growing domestic and regional drug demand.



JOINT VENTURES /
LICENCING DEALS



Opportunities exist for local and international players to enter joint ventures and licencing deals with multinational pharmaceutical companies to boost domestic drug manufacturing and reduce dependence on imports.



PRIVATE
PHARMACIES



With expatriates required to purchase medication from private pharmacies and retail outlets, there is potential for additional pharmacies to enter the sector or for current private pharmacies to expand their footprint.



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ENVIRONMENT



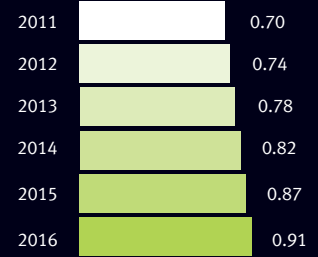
RENEWABLE
ENERGY



ENERGY
EFFICIENCIES

ENVIRONMENT SECTOR OVERVIEW

The UAE federal government is implementing stricter environmental legislations and setting targets for renewable energies. This is spurring both public and private sectors to explore ways to achieve compliance and generate demand for environmental services.



SHARJAH ENVIRONMENT MARKET POTENTIAL
(2011-2016 AED BN)



RENEWABLE ENERGY

RENEWABLE ENERGY

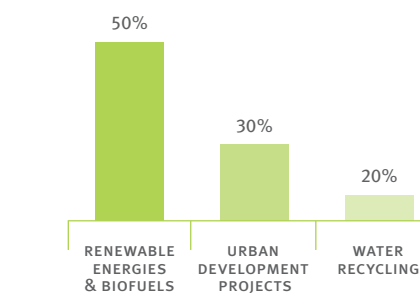


ENVIRONMENT SECTOR

There is an increasing interest in government investment in the implementation and utilisation of renewable energies. This trend has favoured the privatisation of power generation sectors and the entrance of independent power and water producers.

FUTURE SECTOR SNAPSHOT

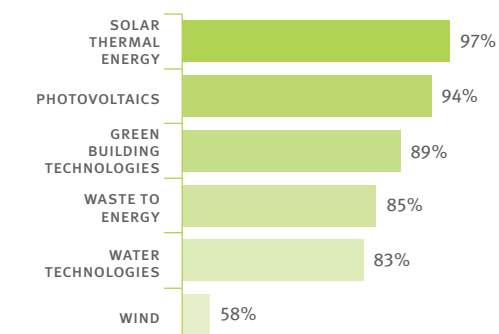
UAE 2020 ALTERNATIVE AND SUSTAINABLE ENERGY PLAN



AMOUNT OF INVESTMENT REQUIRED FOR EACH PROJECT

THE FEDERAL GOVERNMENT AIMS TO BOOST INVESTMENT IN CLEAN ENERGY TECHNOLOGY OVER THE NEXT FIVE YEARS AND TO ATTRACT AED 367BN (US \$100BN) OF INVESTMENT IN ALTERNATIVE AND SUSTAINABLE ENERGY PROJECTS BY 2020

MENA EXECUTIVE POLL ON CLEANTECH INVESTMENTS



ACCORDING TO A RECENT SURVEY BY ERNST & YOUNG, 65% OF MENA EXECUTIVES POLLED EXPECT AN INCREASE IN CLEANTECH INVESTMENTS OVER THE NEXT FIVE YEARS

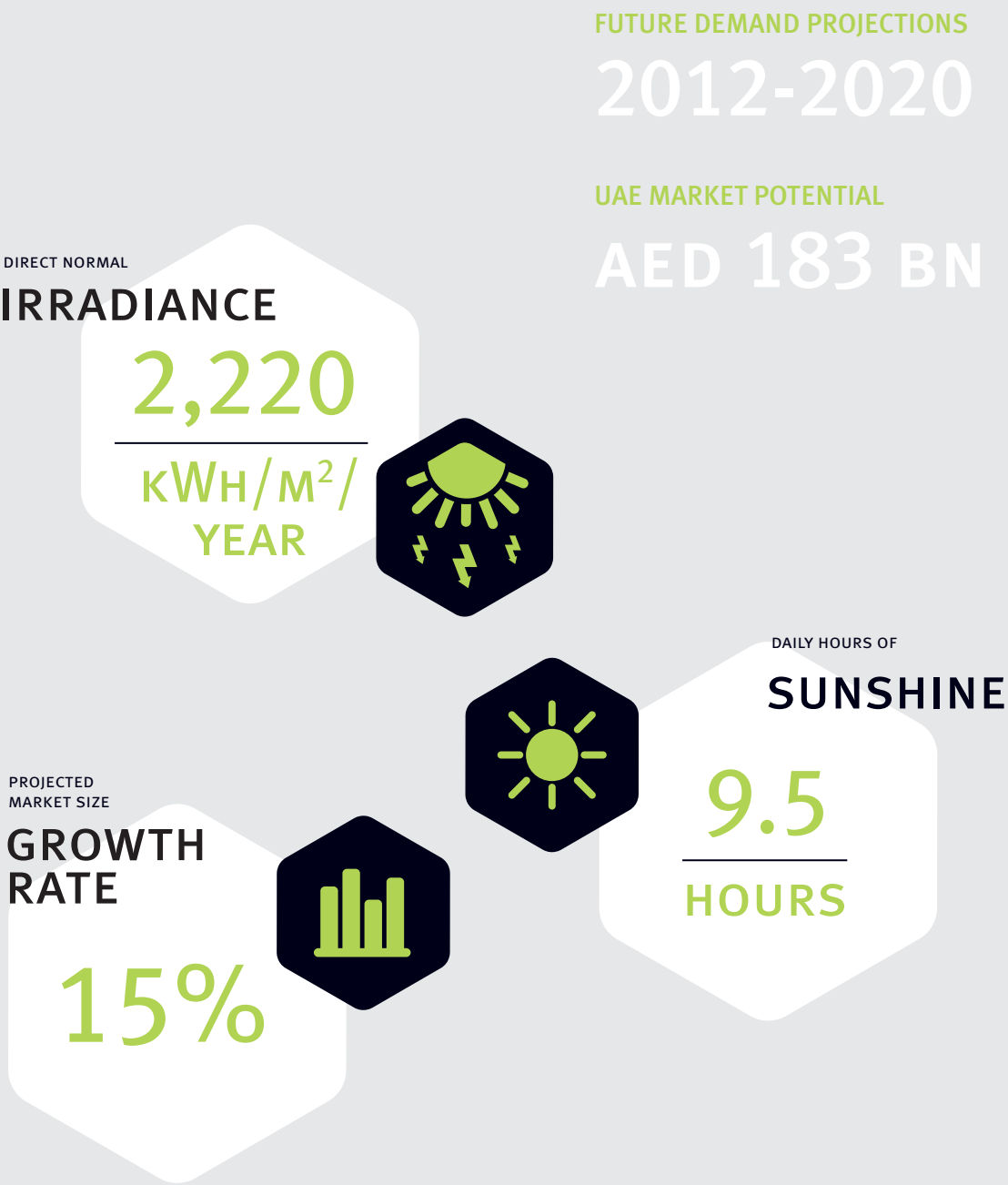
UAE'S SOLAR ENERGY GENERATION

CONCENTRATED SOLAR POWER VS. PHOTOVOLTAIC

COUNTRY	UAE
DIRECT NORMAL IRRADIANCE kWh/m ² /y (CSP)	2.200
GLOBAL HORIZONTAL IRRADIANCE kWh/m ² /y (PV)	2.120
NON- ARABLE LAND (%)	97.0
DAILY HOURS OF SUNSHINE	9.5

RENEWABLE ENERGY

ENVIRONMENT SECTOR



INVESTMENT OPPORTUNITIES



SOLAR ENERGY



Sharjah offers the region's highest potential for developing solar power technologies. The emirate is an ideal platform for renewable energy components manufacturing for the MENA region due to its strategic location, logistics infrastructure and developed manufacturing base, particularly considering access to various components and inexpensive labour.

Opportunities include:

- Water desalination (solar thermal energy plant)
- Solar energy-generation plants
- Solar heating and cooling
- Public lighting



OTHERS



There is also long-term potential for producing biofuels from saltwater crops (still at the experimental stage).



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ENERGY EFFICIENCIES

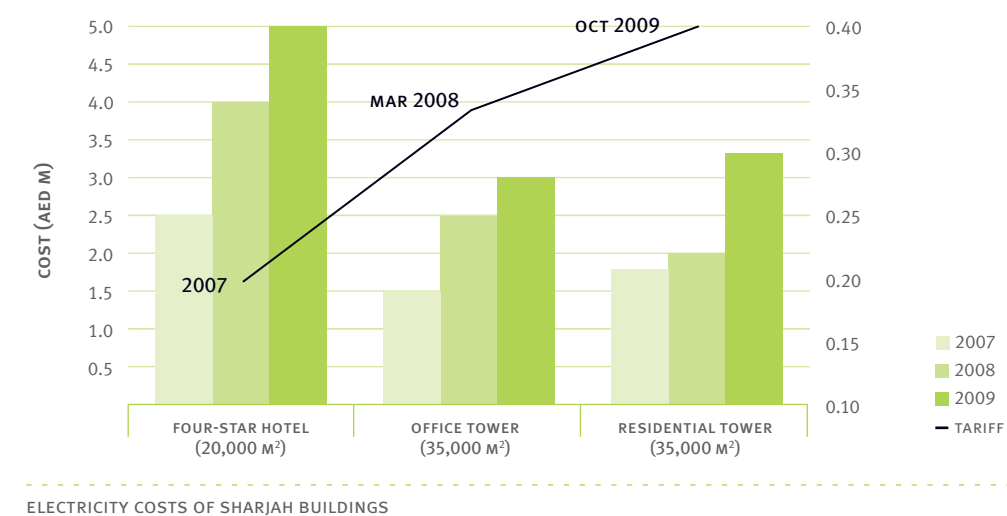
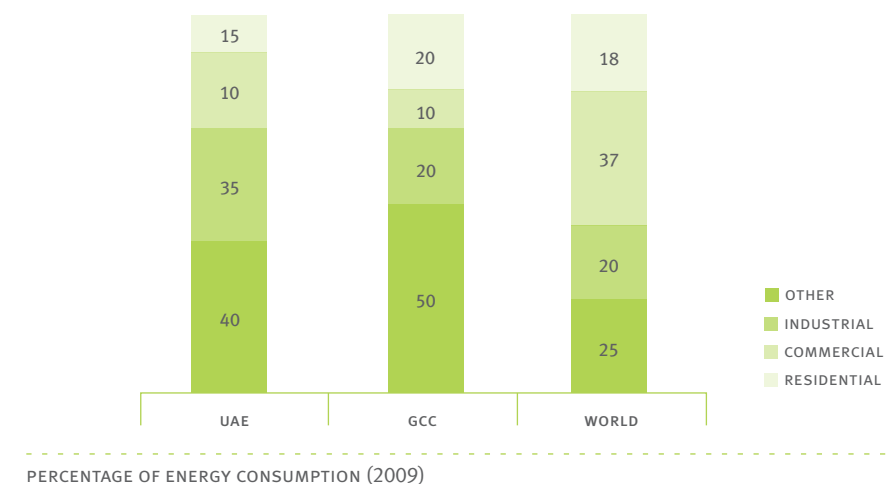
ENERGY EFFICIENCIES



ENVIRONMENT SECTOR

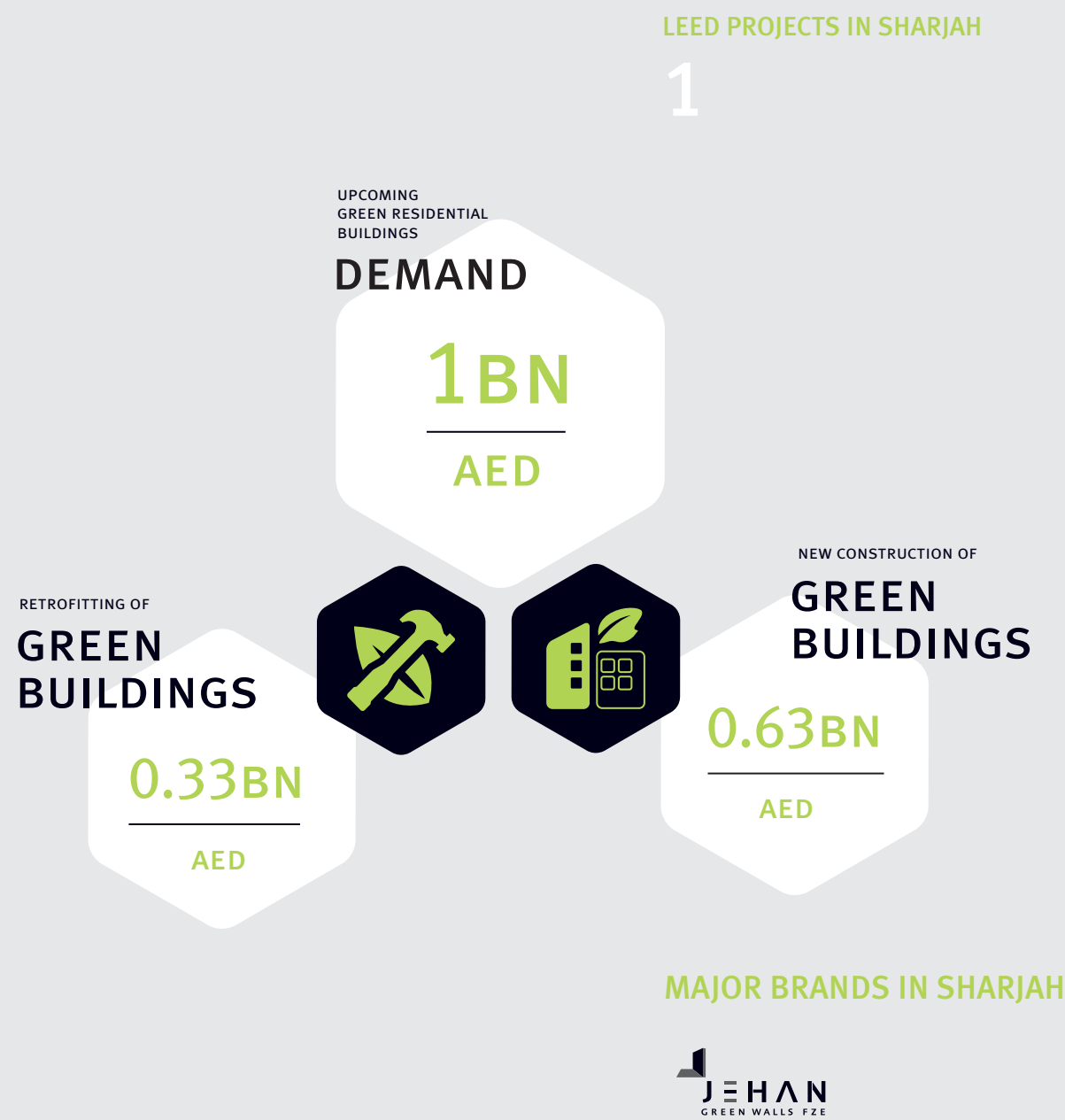
The expected introduction of mandatory green building codes across the UAE and the poor energy efficiency of existing buildings in Sharjah will drive the demand for energy efficiency equipment and services in the emirate.

SECTOR DEMAND DRIVERS



ENERGY EFFICIENCIES

ENVIRONMENT SECTOR



INVESTMENT OPPORTUNITIES



GREEN BUILDINGS CONSTRUCTION AND EQUIPMENT



The Emirates Green Building Council was established in July 2006. Energy efficiency is one of five goals that must be met for a building to be considered “green” by international standards. The UAE federal government has recently approved a green building code that will be initially implemented in government buildings across the UAE and will regulate the green building codes developed by other emirates.

The demand both for retrofitting and for introducing energy-efficient building construction and equipment as green legislation is implemented will provide numerous opportunities for companies operating within this sector.

For more information about these investment opportunities or to learn how you can start investing, please contact invest@shurooq.gov.ae

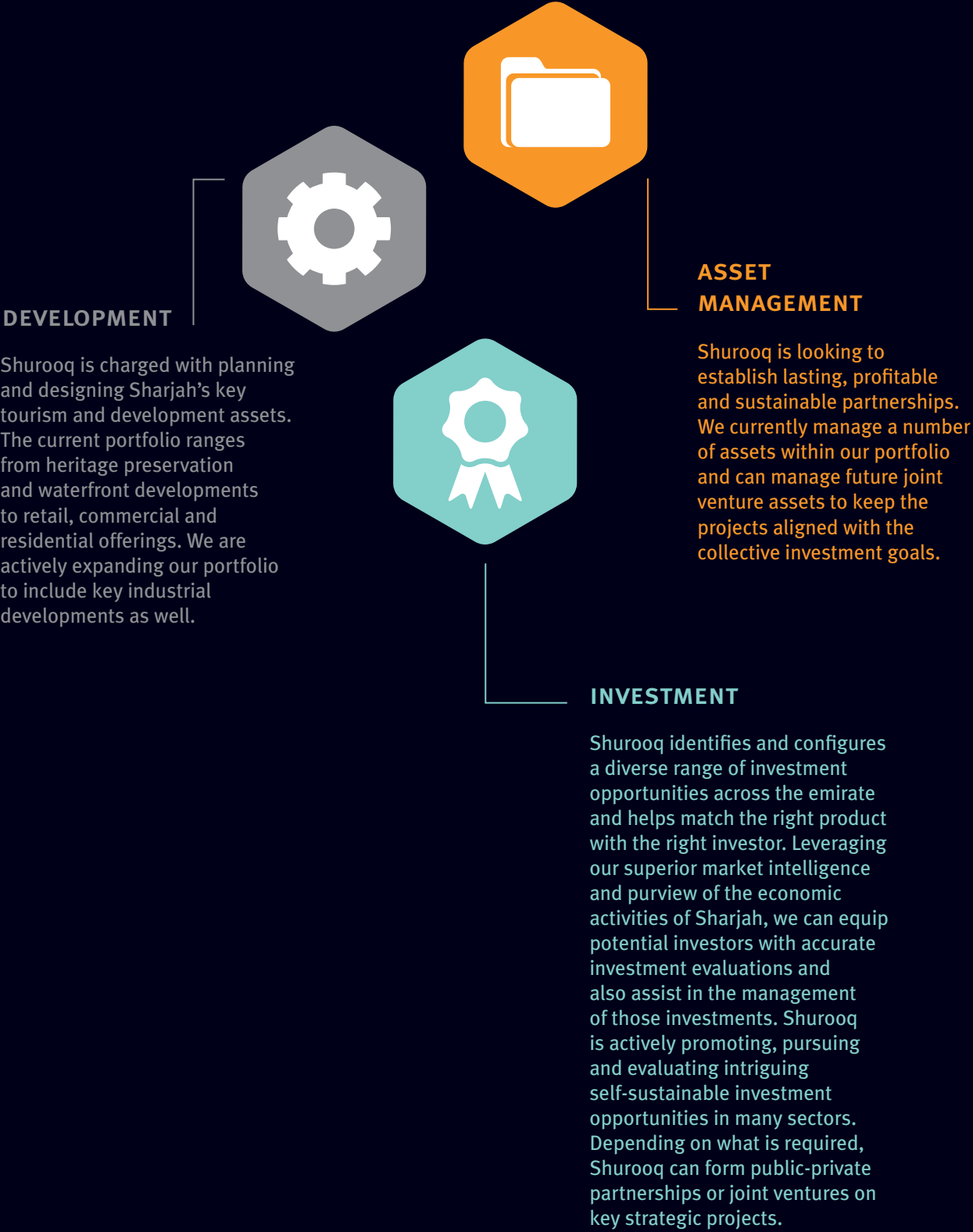


A high-angle photograph of two men shaking hands on a floor with a complex, repeating geometric pattern of white lines on a tan background. The man on the left is wearing a dark suit, and the man on the right is wearing a traditional white thobe and ghutra. The handshake is the central focus of the image.

SHUROOQ: FACILITATING BUSINESS

ABOUT SHUROOQ

The Sharjah Investment and Development Authority, Shurooq, is the driving force behind the transformation of Sharjah. Guided by our traditions and inspired by innovation, we are committed to enhancing Sharjah’s appeal as an investment, tourism and business destination. An independent government entity, we facilitate, partner and connect investors, corporations and entrepreneurs with the right opportunities. Shurooq is chaired by H.E. Sheikha Bodour bint Sultan Al Qasimi.



GUARANTEE OF EXCELLENCE

Shurooq is committed to the future of Sharjah. We balance generating return on investments with our genuine commitment to develop projects that benefit citizens, residents and visitors alike.

As an independent government entity, Shurooq has been empowered to work with investors across different sectors to develop tailor-made investment and development opportunities that are aligned with the strategic objectives of Sharjah and that further diversify the emirate's economy.

We understand intimately that each business opportunity has its own unique set of challenges. Shurooq has been set up specifically to help streamline processes and to work with each investor to customise a solution that will fit individual and organisational requirements.

Our development strategies maintain the traditions of the emirate at heart. The aim is not to re-create or replicate another city or destination in Sharjah, but to seamlessly add to the cultural and architectural fabric of the emirate.



DEVELOPMENT PORTFOLIO

Shurooq is responsible for developing, managing and operating some of Sharjah's most valued tourism assets. We are leading the transformation of the emirate into a premier tourism destination with a variety of projects, from a five-star luxury resort in Khorfakkan to the restoration of Sharjah's historical district in the heart of the city.

MARIAM ISLAND

HEART OF
SHARJAH

AL QASBA

AL MAJAZ
WATERFRONT

THE CHEDI
KHORFAKKAN
RESORT

AL KHAN

KALBA ECO-TOURISM
PROJECT

AL MONTAZAH

SHARJAH CITY SKYLINE

AL QASBA

Al Qasba is Sharjah's premier tourism, business and entertainment destination. Built along the 1km man-made canal, it offers a wide range of dining options, shows in the 300-seat theatre, art exhibits at Maraya Art Centre, business/conference facilities and play areas for children. It is also home to the iconic Etisalat-Eye of the Emirates.



KEY FEATURES:



- 18 waterfront restaurants and cafés
- 80 office spaces
- Canal offering cruises on traditional abra boats
- Maraya Art Centre
- 300-seat Masrah Al Qasba Theatre
- Multaqa Al Qasba - Conference and Meeting Halls
- State-of-the-art, fully furnished business centre
- Etisalat-Eye of the Emirates (Wheel)
- Al Qasba Musical Fountain
- Kids Fun Zone / playground
- Al Qasba marinas
- Al Qasba Mosque

FAMILY-ORIENTED DESTINATION



AL KHAN

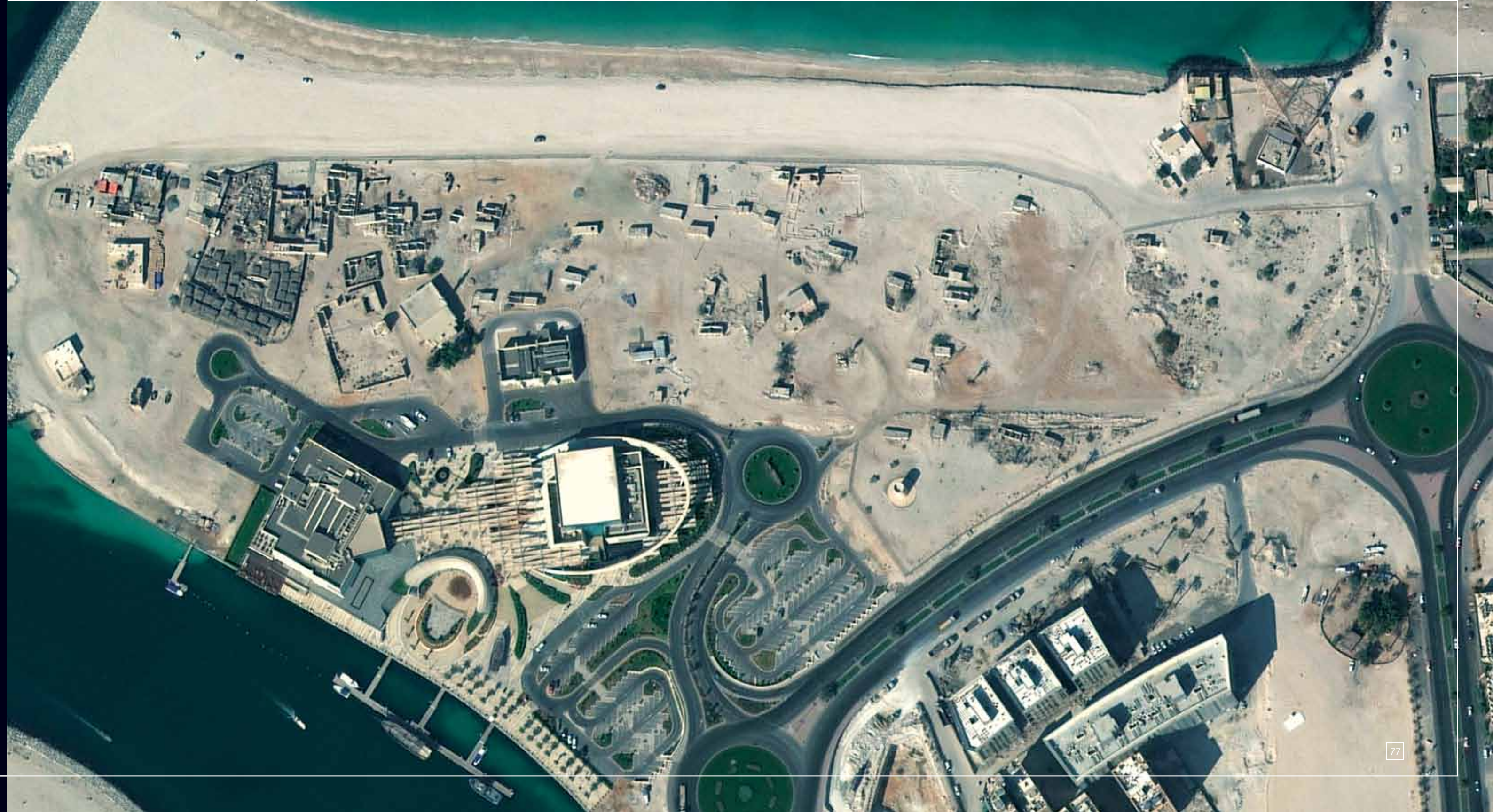
The project aims to re-create the historic fishing village of Al Khan into a heritage and beach park. Centrally located along the coastline of the city of Sharjah, the revitalised district will preserve the charm and authenticity of the emirate's maritime tradition and offer families a unique leisure destination.



KEY FEATURES:



- Water and beach parks and facilities
- Museums and galleries
- Restored historic houses
- Restaurants and cafés
- Anchor Resort and Spa



AL MAJAZ WATERFRONT

This iconic waterfront park takes its place among other city-defining public spaces. Situated along the Khalid Lagoon corniche, Al Majaz Waterfront is another model destination created by Shurooq. With its mix of world-class dining options, picnic areas and myriad of entertainment zones for the entire family, it is fast becoming an important social and recreational hub in the middle of the city.



KEY FEATURES:



- Children's play areas
- Sharjah Fountain with circular viewing courtyard
- Food, beverage and retail kiosks
- Open/shaded festival events and cultural areas
- Jogging Track
- Magnificent mosque with modern architectural design
- Mini Golf
- Open/shaded picnic areas
- Maraya Art Park
- Splash Park

ICONIC WATERFRONT PARK



MARIAM ISLAND

From the Lifestyle Centre to the exclusive marina, Mariam Island will provide a range of distinctive experiences in a beautifully designed environment that reflects the region's rich architectural heritage. The luxurious master-planned, mixed-use development will become a desired haven within the emirate.



KEY FEATURES:



- Lifestyle Centre
- Upscale mall
- Five-star boutique hotel with residences

- Marina
- Central mosque

MULTI-EXPERIENTIAL ISLAND

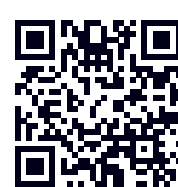


HEART OF SHARJAH

A multi-phased, 15-year historical preservation and restoration project, Heart of Sharjah is infusing new life into the very birthplace of the emirate. By leveraging the district's historical assets and repurposing them as galleries, cafés, boutique hotels, museums and theatres, Heart of Sharjah will become a leading cultural and events destination for the emirate.



KEY FEATURES:



- The Grand Souq (a re-created traditional souq)
- 50-room boutique hotel
- Museums and art galleries housed in restored traditional homes
- Waterfront promenade
- Food and beverages showcasing the flavours of the region



A TREASURED HERITAGE

AL MONTAZAH

Shurooq is reimagining and repurposing Al Montazah, a favourite family destination in the 1970s, as a modern Arabic-themed family entertainment and amusement destination. The new Al Montazah will be an ideal downtown city park and a preferred destination that residents of Sharjah can point to with pride. This entertainment oasis at the city's heart will beckon families from Sharjah and the surrounding region.



KEY FEATURES:



- Themed family hotel with water play areas
- Retail and food outlets
- Entertainment zone including cinemas
- Arabic-themed amusement park
- Indoor theatre
- Entertainment areas, consisting of outdoor amphitheatre and park

MODERN ARABIC-THEMED PARK



KALBA ECO-TOURISM PROJECT

The Kalba Eco-Tourism Project is an environmentally friendly, mixed-use development. It strikes a delicate balance between environmental conservation and low-impact retail, hospitality and cultural development to create a unique experience-centric tourism destination on the east coast of Sharjah.

The Kalba master plan encompasses different ecological zones spanning towering mountains, rolling woodlands, lush mangroves and pristine beaches. It will accommodate a wide variety of educational and leisure activities without disrupting the natural environment.



KEY FEATURES:



- Creation of conservation zones to protect flora and fauna
- Man-made second mouth of river to reduce pollution to mangroves
- Al Ghail Fort
- Turtle Rehabilitation Centre
- Visitors Centre
- Bird of Prey Centre
- Low-impact ecolodge-style resorts
- Hotels (three-star and five-star)
- Spa facility
- Restaurants, picnic and barbecue areas
- Souq and waterfront

IMMERSED IN NATURE



THE CHEDI KHORFAKKAN RESORT

Situated on a natural hillside beside a private cove with a white sandy beach, the Chedi Khorfakkan Resort is a five-star getaway inspired by the region's traditional architecture and way of life. Featuring luxurious five-star amenities catering to a discerning audience, the resort will be managed by hotelier GHM.



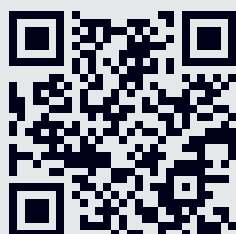
KEY FEATURES:



- 107 suites with seaside views situated along the natural gradients of the hillside
- Town square will offer variety of cafés
- Naturally enclosed private pristine beach
- A 'fort' located at the hilltop will serve as the primary entry point into the exclusive resort and will also house restaurants, business facilities and reception
- Spa separate from the fort
- Two restaurants

BREATHTAKING GETAWAY





shurooq.gov.ae

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هيئة الشارقة
للإستثمار والتطوير
SHARJAH INVESTMENT AND
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