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# BUSINESS ZONE

A BIENNIAL NEWSLETTER



هيئة المنطقة  
الحرّة بالحمريّة  
**HAMRIYAH**  
FREE ZONE AUTHORITY

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FOR GROWTH  
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# ANCHOR YOUR SUCCESS IN THE MARITIME INDUSTRY

## MARITIME INDUSTRY

### SUB-SECTORS

Offshore & Onshore Works

Offshore Fabrication & Installation

Ship & Boat Building

Manufacturing of oil rigs

Engineering & Related Services

Trading of marine equipment

Ship Management Consultancy

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## DIRECTOR'S MESSAGE

Six months into 2021 and we, at Hamriyah Free Zone Authority, have been working relentlessly to turn the challenges posed by the pandemic into opportunities. As always, adapting to market conditions and building strong alliances has helped us move forward on the path of excellence.

HFZA, once again, reasserted its prominence as a hub for the thriving Food Industry in the Middle East at Gulfood 2021 held in Dubai where our pavilion attracted great attention from trade visitors. Sharjah Food Park is home to over 1,700 food companies, we effectively showcased our role in the region's rapidly expanding food and beverage market.

Our efforts to build international partnerships and attract diverse investments are evident through our recent investments agreements with Al Aliyo Hydrofarms - an industry leader in the hydroponic fodder farming industry; Medtra - one of the world's major companies in the production of healthcare equipment and products; and two giant African petrochemical companies, Global Vision Specialty Chemicals & Proud Lubricants and Grease IND. The constant expansion of HFZA

and ongoing investments in infrastructure offer our investors and entrepreneurs an unparalleled mix for growth.

For the 5th year in a row, Hamriyah Free Zone Authority has retained its Superbrands status along with numerous HFZ-based companies. This global recognition is another endorsement of our commitment to providing quality services and the strength of the business relationships we have built over the years. It is a well-earned honor for which we are extremely proud.

**Saud Salim Al Mazrouei**  
Director, HFZA



## HFZA showcases competitive advantage at Gulfood 2021

Hamriyah Free Zone Authority participated in the 26<sup>th</sup> edition of Gulfood, one of the largest food and beverage processing and packaging exhibitions in the Middle East.



**The 11 Million Square Feet Sharjah Food Park is the region's first and largest integrated hub for the food industries.**





“Gulfood helps us to reinforce HFZA’s reputation as a prominent destination for food industries and the role HFZA plays in supporting the growth and success of the region’s food processing and handling market. Our dedicated Food Park provides state-of-the-art infrastructure, low setup and operational costs for our investors.”

- Saud Salim Al Mazrouei

With over 1,700 investors, Sharjah Food Park located in Hamriyah Free Zone is home to many prominent food processing and manufacturing companies such as IFFCO, Al Islami, Italian Dairy Products, Caline Chocolate, Al Aliyo Hydrofarms, to name a few. Sharjah Food Park also offers world-class facilities such as offices and warehouses suitable for storage, processing, packaging & repackaging, preserving and trading of processed foods.

Sharjah Food Park also offers companies easy interface with Sharjah Municipality and other relevant regulatory bodies for easy facilitation of permits, food safety and quality training, food testing and lab services, consultancy and certification services, strategic location with access through land, sea and air and easy procedure for opening a company.

Saud Salim Al Mazrouei, Director of HFZA, said: “Gulfood helps us to reinforce HFZA’s reputation as a prominent destination for food industries and the role we play in supporting the growth and success of the region’s food processing and handling market. Our dedicated Food Park provides state-of-the-art infrastructure, low setup and operational costs for our investors.”

Gulfood event draws attendees from over 200 countries and focuses on trends and innovations shaping the future of the global and regional food industry.



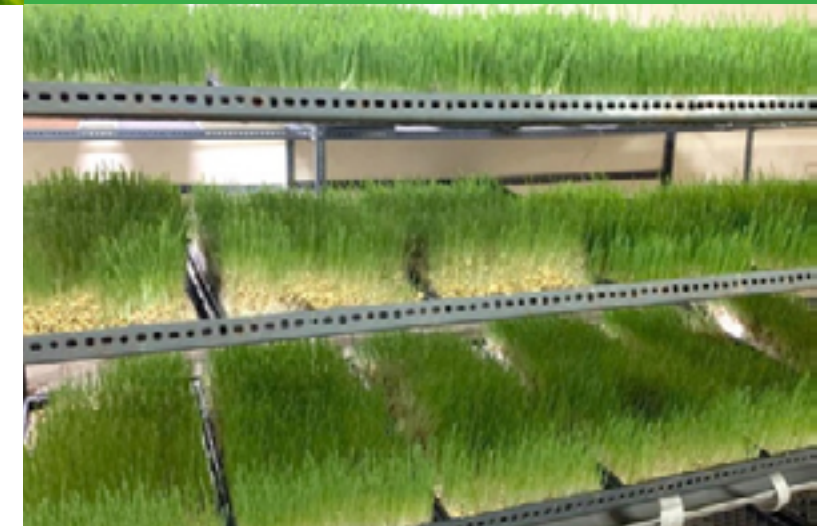
## HFZA signs investment agreement with Al Aliyo Hydrofarms at Gulfood 2021

The Hamriyah Free Zone Authority (HFZA) added another industry leader to its global base of investors after signing an investment agreement with Al Aliyo Hydrofarms, the hydroponic fodder farming industry, at Gulfood 2021.

The company is now based on the first and largest integrated hub for the food industries, Sharjah Food Park warehouses, extending over an area of 12,000 sq. ft. This is the company’s first headquarter in the region after commencing operations in May 2021. It will run the UAE’s first unique project to produce and grow organic fodder for livestock in hydroponic farms based on an innovative concept using the latest technologies in the field.

The agreement was signed at Gulfood 2021 by Saud Salim Al Mazrouei, Director of HFZA and Tarannum Malik, CEO of Al Aliyo Hydrofarms. Speaking on the occasion, Al Mazrouei said: “Sharjah is a primary destination for companies looking forward to marketing their innovations across multiple economic sectors. The competitive advantages offered to investors by Sharjah and its free zones motivates them to expand here and turn it into a hub for their operations in the Middle East.”

Al Aliyo Hydrofarms uses a farming concept that is independent of weather, temperature and atmospheric conditions. The entire process uses modern technologies ensuring the best quality of organic, fresh and healthy fodder for livestock with no wastage.



The agreement was signed at Gulfood 2021 by Saud Salim Al Mazrouei, Director of HFZA and Tarannum Malik, CEO of Al Aliyo Hydrofarms.

For his part, Tarannum Malik affirmed that the company’s decision to base its operations at HFZA is a step in the right direction. “In addition to its global reputation, HFZA is one of the largest, fastest-growing and most competitive free zones in the UAE and across the Middle East. Manufacturing innovative products and developing a leading industry require an incubating and stimulating work environment which the Hamriyah Free Zone provides,” he added.

“The HFZA’s support and facilities provided were influential in accelerating investment and launching the company’s unique project. Therefore, we look forward to entering the region’s markets from Sharjah, taking advantage of the growth and development opportunities available,” Malik further noted.



## Al Islami Foods enters Vegan market with new plant-based burger

UAE-based Al Islami Foods, one of the largest frozen food companies in the GCC, and the 2020 winner of a global iHalal award for Best Halal Food Brand, has just launched a plant-based burger with the same attributes and taste profile of a beef burger, using plant extracts and alternatives.



**The company debuted its first plant-based product in response to the growing appetite for healthier vegan options and just in time for Veganuary, a global campaign that encourages people to try a plant-based diet.**

The new burger patty is 100% plant-based and contains an impressive fibre content which is significantly higher than beef and chicken burgers. It is the first in a series of plant-based products that the company intends to roll out and will be available at all major supermarkets in the UAE. There are also plans to partner with hotels, restaurants, and cafes and to export the product to other GCC markets.

“We are thrilled to launch our first plant-based product at Al Islami Foods. It took our team eight months to research, test and develop the product and we are proud to have created one of the healthiest and best-tasting vegan burgers in the market today,” said Shahid N. Khan, CEO at Al Islami Foods.

“Al Islami Foods has a long history spanning five decades of providing premium frozen food to consumers. Producing a plant-based product across our supply chain was the logical next step to bringing new value to this category”, he said.

### HEALTHY

Made from a combination of sunflower protein sourced from an organic non-GMO farm, vegetable protein from fava beans and peas, along with extracts from onion, pepper, garlic, celery root, carrot, and beetroot juice, the burger’s rich, juicy texture makes it perfect for BBQ grilling.



With no preservatives and having only 2.5g of saturated fat in a 2,000-calorie-a-day diet, the burger is a great vegan alternative for those looking to swap out meat for a healthier high-protein option. One of the selling points for Al Islami Foods’ plant-based burger is that it uses sunflower protein instead of soya protein as soy is known to be a food allergen.

### FAST-GROWING MARKET

The plant-based meat market was estimated at \$18.6 billion in 2019 and is projected to grow at an annual rate of 6.7 percent through 2024, according to Euromonitor International. Of this global value, the Middle East accounted for \$176.5 million in 2019, with annual growth projected to be 4-5 percent over the next four years.

“We believe that the plant-based food trend is here to stay as people explore ways to diversify their protein intake and become more health conscious. We look forward to expanding our plant-based range over the coming months to meet the needs of our consumers”, said Zubair Ahmad, Head of Marketing at Al Islami Foods.

## Arab India Spices launches its own retail brands in UAE



**The AED 1 Billion conglomerate has been into the wholesale business of lentils, pulses and spices, bringing high-quality products at an affordable price for families and kitchens in all communities for over 3 decades.**

“RK Pulses & Spices” offers wide range of products such as lentils, spices, nuts, and seeds in special promotional packs and “Soorya,” the ready-to-cook idly and dosa batter is slated to serve the niche South Asian communities living in the UAE. Both brands acquired quality certifications from competent authorities.

“Our sourcing mode of raw materials and wide spread satellite offices across the globe, along with various contract farming facilities across 2 dozen countries can support the required quantity and quality at various climatic conditions and seasons without break,” Harish Tahiliani, Managing Director of Arab India Spices stated.



“Arab India Spices has huge capacity for hygienic storage facility in the UAE and can reserve the necessary food grains for the entire population for a minimum 180 days without any external interruption. Because of this, our silos in Hamriyah Free Zone were commissioned during the first quarter of 2020 at pre-pandemic stage,” he further added.



## HFZA-based ATS Terminals greatly increase tank storage

Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority, accompanied by HFZA senior officials, toured the new facilities of the Indian company, where they were briefed on the phases of the new expansion and the procedures for the storage process, built according to the best international standards.



**ATS Terminals offers services to clients that include bulk liquid storage and bulk transportation of chemicals and petroleum products.**

Al Mazrouei commended the company's role in supply, distribution, transport and shipping chains, as well as the innovative mechanisms adopted in the process of storing liquid chemicals and petroleum products.

"Today, HFZA and the Emirate of Sharjah stand out as a global business and investment destination, thanks to the wise directives of H.H. Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the UAE Supreme Council and Ruler of Sharjah. Our main goal is to provide investors with a holistic experience with cutting-edge services, stimulating initiatives, and competitive benefits," said Al Mazrouei.

"Expansion projects such as this made by ATS Terminals is another testament to Hamriyah Free Zones' position as a key destination for foreign investors seeking to expand their businesses in the region," he added.

ATS Terminals FZE is at its advance planning stage for the Phase IV expansion to increase the storage volume to 100,000 CBM in 2022.

## African Petrochem firms ink Hamriyah Free Zone leasing deal

Despite Covid-19's global economic fallout, the Hamriyah Free Zone Authority (HFZA) has reinforced its reputation and position as a prominent destination regionally and globally after two giant African petrochemicals companies - Global Vision Specialty Chemicals & Proud Lubricants and Grease IND - announced investments in the free zone by leasing over 1,076,391 sq ft plot of land.

The deal was signed at HFZA headquarters by Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority, and Antonio Joao Pinto, Founder and CEO of the two firms, in the presence of senior officials from both sides.

Global Vision Specialty Chemicals is specialized in blending, packaging & drumming of drilling upstream & downstream petrochemicals and chemical additives, while Proud Lubricants and Grease is into manufacturing of lubricants, grease, plastic products & tins.

"HFZA has successfully managed to turn the current global challenges into opportunities for further enhancing innovation and distinction in the services provided," noted by Saud Salim Al Mazrouei, Director of HFZA.

For his part, Antonio Joao Pinto hailed the cooperation and facilities provided by HFZA to launch the new investment, thanking the HFZA team for the professionalism they have shown to expedite the roll out of the operations of the two companies.



"After a deliberate study, we have chosen Hamriyah Free Zone to be the centre of our operations and expansion activities, thanks to the various investment advantages and the premium services provided to the companies operating in HFZA" he added.

Pinto pointed out that the Petrochem firms' primary focus is to boost its presence in the European and Asian markets, thus benefiting from the free zone's strategic location as a gateway for Europe and Asia. Additionally, the sophisticated infrastructure, excellent facilities and services, and the vast business networking HFZA provides to its investors are also beneficial for their goals.





OIL & GAS

## Lamprell appointed on one of Saudi Aramco's LTA projects

**Lamprell, provider of services to the international energy sector announced a new contract award in February 2021.**

**The business was successful in bidding for an Engineering, Procurement, Construction and Installation (EPCI) contract with Saudi Aramco as part of their Long-Term Agreement Programme (LTA).**



**The EPCI scope of work consists of two offshore production deck modules and associated pipeline and subsea cables. The award reinforces the Lamprell's commitment to delivering on its strategy across its oil & gas, renewables and digital business units.**



MARITIME INDUSTRY

## Kanoo Shipping launches new Port office in Hamriyah Free Zone Sharjah

Kanoo Shipping has established a new port office in Hamriyah Free Zone adjacent to Hamriyah Port, a deepwater seaport and accompanying facilities located in Sharjah, United Arab Emirates. Hamriyah Port is part of a free trade zone for companies and a hub for the export and re-export of commodities to other world markets. Main deep-water port activities include petrochemical exports, container terminals and general cargo alongside berth depths of 14-meters.

The port can accommodate very large and deep drafted vessels and its main harbour is designed for handling LPG, oil products, general cargo, heavy-duty cargo, cement, grain and forest products. LPG loading terminal is currently operated by Petrofac, a leading international service provider to the energy industry. The inner harbour is located in the north part of the Hamriyah Free Zone. Offshore of Hamriyah, there is an SBM operated by BP, handling crude and condensate cargo.

Hamriyah Port is a few kilometres from Sharjah city center and industrial areas. Investors are able to save time and cost as the port is inside Hamriyah Free Zone. It also has easy access to road networks linking all seven emirates and provides connections to the adjacent Gulf States through land, sea and air.

With this new office of Kanoo Shipping, it said that their Husbandry, Crew Care, Port and Cargo Operations services to clients are more robust than ever as port authorities, Customs, Immigration and other government agencies are also located in the same vicinity.



**Kanoo Shipping, a member of The Kanoo Group, is the largest regional shipping agency in the Middle East which operates in 20 countries and all principal ports and offshore tanker loading terminals around the Arabian Peninsula, including Iraq.**



Furthermore, Kanoo Shipping handles over 20,000 ship calls every year through its professional network which covers all ports in the Suez to Sri Lanka range and East/South Africa and recently has launched operations in India. The new agency office in Mumbai, Kanoo Shipping India, will allow Kanoo Shipping to have complete port coverage in India.

In addition to its fully-owned offices and joint ventures in the Arabian Peninsula, the company's regional network operates through well-established partnerships in Egypt, Jordan, Lebanon, Pakistan, Sri Lanka, Seychelles, Kenya, Tanzania, Mozambique, and Mauritius.





# A WORLD OF NEW POSSIBILITIES™

Hamriyah Free Zone Authority in Sharjah, UAE offers economically viable incorporation services including modern infrastructure, logistics, investor connectivity and critical operations support for its investors.

We are the epicentre of excellence offering progressive enterprises world-class facilities including offices, state-of-the-art warehouses and prime industrial land with a commercial framework that contributes to their sustainable growth, in a trusted and stable manner.

## Benefits

Business set up in less than 60 minutes | Full foreign ownership allowed | 100% repatriation of capital and profits | VAT designated zone | 360-degree connectivity with strong land, sea and air network | Access to a 14-metre deep port and 7-metre deep inner harbour | On-site customs facilities | VIP service with an exclusive lounge | Convenient access to 300+ online services | Effective and efficient customer support | 24-hour security within the Free Zone | Labour accommodation with recreational facilities.



Empowering Enterprise™



OIL & GAS



FOOD PARK



MARITIME INDUSTRY



ACCELERATOR HUB



INDUSTRIAL MANUFACTURING PARK



GLOBAL LOGISTICS PARK





## Hamriyah Free Zone inks investment deal with Medtra

The Hamriyah Free Zone Authority (HFZA) has signed an investment agreement with Medtra, one of the world's major companies in the production and manufacturing of healthcare equipment and products to expand Medtra's operations in the MENA markets.

Under this agreement, Medtra, which operates in 40 countries, is set to invest some AED 100 million in HFZA through the construction of state-of-the-art manufacturing facilities using the latest technologies and innovations.

Headquartered in Saudi Arabia since 2004, Medtra is serving MENA's health care sectors, along with food, agriculture, farming, poultry, hospitality, oil and gas, as well as other industrial sectors with more than 3,000 high-quality products, while the company has been serving the UAE market since 2013.

"Our agreement with is yet another testament to Sharjah's outstanding position as a global business destination. In today's fast-paced environment, we see a lot of global and multidisciplinary companies opt for Sharjah to kick-start their operations in the region. At HFZA, we support the companies by offering excellent benefits and facilities that help them achieve their economic aspirations."

- Saud Salim Al Mazrouei

The opening ceremony for the company's new headquarters was held in the presence of Saud Salim Al Mazrouei, Director of HFZA, and Saj Sulaiman, Chairman of Medtra. Together with other senior staff, the two leaders toured Medtra's new manufacturing facilities in Hamriyah Free Zone Phase 2 and was briefed on the latest innovations the company counts on in the production of healthcare products and supplies.

Commenting on the new agreement, Al Mazrouei said, "our agreement with is yet another testament to Sharjah's outstanding position as a global business destination. In today's fast-paced environment, we see a lot of global and multidisciplinary companies opt for Sharjah to kick-start their operations in the region. At HFZA, we support the companies by offering excellent benefits and facilities that help them achieve their economic aspirations."



In addition to offering industrial and commercial plots of land, HFZA, one of the largest industrial free zone in the UAE, provides advanced infrastructure and modern facilities that strengthen external expansion plans for investors, especially with importing and re-exporting to the world's markets.





### 100% foreign ownership will add more flavour to Sharjah's economy



The Sharjah Economic Development Department announced in June 2021, it would be implementing the full foreign ownership policy, allowing investors own 100 percent of commercial and industrial companies and practice activities in the Emirate of Sharjah.

This decision includes no requirements such as a specific capital or any additional fees for foreign investors, while allowing branches of foreign companies to conduct their business in the Emirate without the need for an agent of a foreign company.

### Xposure Sharjah Launches Independent Photojournalist Award

Award carrying a cash prize of \$15000 to highlight issues facing humanity



Xposure International Photography Festival, organised by Sharjah Government Media Bureau (SGMB), has launched a new award under the category titled, Independent Photojournalist, with the aim of recognising independent and freelance photojournalists who endeavour to create images for the purpose of supporting news stories and raising awareness about the vital issues facing our world. Online submissions for the Independent Photojournalist Award will be accepted from August 01 to November 30, 2021.

The award includes three categories: Spot News focusing on documenting events; Environmental Journalism capturing degradation of the environment and change that mankind has directly or indirectly caused to the environment; and Solutions Journalism that highlights the responsiveness of current circumstances and looks for action to deal with challenging contemporary issues. Participating photojournalists can take part in the contest with a minimum 5 and maximum 12 images.

The submissions for the Award will be evaluated in two phases. The first phase relies on news values, information, theme impact, consistency, visual storytelling and relevance of the participating images, while the second phase evaluates human interest, authenticity, emotion, photographic quality, essay description and captions.

The Independent Photojournalist of the Year will receive US \$15,000, plus a gallery space to display his / her work at the next edition of the Xposure International Photography Festival, while the second winner will be awarded a specialised gallery space to display his / her work at the upcoming edition of the festival.

Participation in this award is free of charge and is open to all nationalities over the age of 18 who are currently holding a national or international press card issued by a federation or association that is internationally accredited and recognised.



### HFZA receives the prestigious 'Superbrands' status in 2021, its 5<sup>th</sup> consecutive accolade since 2016.

For the 5th year in a row, Hamriyah Free Zone Authority retained its Superbrands status, the global brand recognition administered by the Superbrands Council.

Commenting on the achievement, Saud Salim Al Mazrouei, Director of HFZA said, "we are delighted to be once again awarded the Superbrands status. This indicates that people recognizes our strength in management, strategy, marketing and customer service".

Hailed as one of the cornerstones of the UAE's industrial development, global investors choose HFZA owing to its strategic location that serves as a vital link to the major trade routes intersecting Asia, Europe and Africa.

Globally recognized as being the international arbiter of excellence in branding, Superbrands Council identifies through independent consumer / business research - the best and most valued local and international brands within a given market.







# BE A GLOBAL BUSINESS AT THE LOGISTICS PARK

## GLOBAL LOGISTICS PARK



### SUB-SECTORS

- Storage
- Consumer Packed Goods
- Logistics
- E-commerce Fulfillment Centre

- Distribution
- Packaging & Repackaging
- Transportation
- Freight Forwarding



## SHARJAH PORTS AUTHORITY

PORT KHALID  
PORT KHOR FAKKAN  
PORT HAMRIYAH & FREE ZONE



THE CENTER OF  
**YOUR WORLD**