

ISSUE 41 April to June 2017

# BUSINESS ZONE

A QUARTERLY NEWSLETTER FROM HAMRIYAH FREE ZONE AUTHORITY | [WWW.HFZA.AE](http://WWW.HFZA.AE)



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HAMRIYAH FREE ZONE AUTHORITY



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new plant in Hamriyah





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**SAUD SALIM AL MAZROUEI**

Director  
Hamriyah Free Zone Authority

**J**ust three months into 2017 and we, at Hamriyah Free Zone Authority, have been working relentlessly to turn challenges into opportunities as we steer our efforts towards growth in the right direction. As always, building strong alliances and the pursuance of leadership in all key aspects has helped us move forward the path of excellence enabling us to enhance our competitiveness and retain our position as an ideal platform to grow the key sectors of our economy. In this nurturing environment, our local and foreign investors have been operating and expanding in the global trading arena thereby creating significant economic value to the national economy.

One of our most significant achievements this year has been the launch of the Food Park, a first-of-its-kind food industry complex dedicated to importing, exporting, holding and re-packaging foodstuff destined for not only the GCC region

but all over the world. We hope that this new world class facility will encourage the business community to expand their existing projects to enjoy more rewarding returns.

Our efforts to build international partnerships and attract diverse investments saw the opening of a \$18 million manufacturing unit by Singapore-based Petroleum Specialties, a specialized manufacturer of industrial white oils which is also the first and largest-of-its-kind in the region. This plant is expected to meet the demand for quality industrial oil products in the regional markets and will also inspire more investments to flow to the Free Zone.

HFZA also got the opportunity to showcase its unique advantages and strengths to the attendees of Vibrant Gujarat Trade Show in Gujarat, India and at the IETF Exhibition in New Delhi. The continuous expansion of the Free Zone and ongoing investments in infrastructure offer our investors and entrepreneurs an unparalleled mix for growth.

HFZA's prominence as a hub for the thriving F&B markets in the Middle East region was highlighted at Gulfood 2017 held in Dubai where our special pavilion attracted over thousands of local and international trade visitors. As home to over a hundred F&B companies, this was a perfect opportunity to showcase our role in the region's rapidly expanding food and beverage market.

I would also like to use this platform to thank each one of our staff, customers and clients for your support and trust in us that has earned HFZA the Superbrand status for 2017 in the UAE. This global recognition is an endorsement of the quality of services we provide and the strength of the relationships we have built over the past 21 years. It also validates HFZA's successful strategy in attracting global investments and further reaffirms the strength of our brand and our excellence in management, strategy, marketing and customer service. It is a well-earned honor of which we are extremely proud.

As a key business entity of the emirate of Sharjah, HFZA is proud to be associated with the co-sponsorship of the prestigious 13th edition of the Sharjah Biennial 2017, the jewel in the crown of non-commercial contemporary art events in the region.

In the months ahead, I look forward to leveraging our strengths and synergy to take us into an even more productive second quarter.



# BUSINESS ZONE

A Quarterly Newsletter From Hamriyah Free Zone Authority

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## HFZA honored as 'Superbrand' for 2017

**H**amriyah Free Zone Authority (HFZA), one of the fastest growing Free Zones in the Middle East, has been awarded 'Superbrand' status for 2017, the global brand recognition administered by the Superbrands Council.

Commenting on the achievement, Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone said, "We are delighted to be awarded 'Superbrand' status in the United Arab Emirates as it reaffirms the strength of our brand, supported by our excellence in management, strategy, marketing and customer service. Achieving the 'Superbrand' status is a well-deserved endorsement of the quality of services we provide, and the strength of the relationship we have built with our customers, clients and our own employees over the past 21 years."

Globally recognized as being the international arbiter of excellence in branding, Superbrands identifies - via independent consumer and business

research - the biggest, best and most valued local and international brands within any given market. HFZA was voted a Superbrand by an independent and voluntary council of experts consisting of eminent industry figures who vote from a shortlist compiled following meticulous research and surveys, and a strict selection process.

To be voted as a Superbrand by this independent Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status.

"This recognition inspires us to further strengthen our brand position and continue to build on our reputation as an investor-oriented Free Zone famed for its ease of doing business," Al Mazrouei added. "I would like to express my sincere gratitude to the entire HFZA family across all sections, departments and disciplines for their individual and

collective roles that have contributed to this achievement."

This award also validates HFZA's successful strategy in attracting global investments, he said. "HFZA is committed to maintaining the highest standards of quality and excellence across all its operations and we will continue to meet existing and emerging market demands to ensure total customer satisfaction. The Free Zone is currently experiencing a significant growth rate as investors pour in from all across the world."

Hailed as one of the cornerstones of the UAE's industrial development, global investors choose HFZA for their regional base owing to its strategic location that serves as a vital link to the major trade routes intersecting Asia, Europe and Africa with direct access to a growing market of more than two billion people. The Free Zone also has well-developed infrastructural facilities and boasts an investor-friendly environment.

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## Powering the UAE's food sector

**W**ith the launch of its flagship project, the 'Food Park', slated to be the region's first and largest city dedicated to food and commercial industries, Hamriyah Free Zone Authority (HFZA) has given a major boost and impetus to the phenomenal growth of the food sector in the UAE.

Rising global demand along with increasing domestic industrial output and a growing appetite for new export markets have created a favorable situation for the UAE's food sector,

according to latest industry reports.

The country currently imports around 80 per cent of its food needs and the value of its food imports is set to rise to US \$400bn by 2026, according to the UAE Ministry of Economy. The UAE is also a significant link in the GCC's food chain and a major re-exporting hub of the region, supported by strong logistics and well-established transportation routes.

HFZA's plans to develop the region's

largest city dedicated to food and commercial industries spread over a total area of more than 11 million sq ft in the Free Zone is therefore aimed at importing, exporting, holding and re-packaging foodstuff destined for not only the GCC region but for consumption all over the world.

Large and sustained domestic consumption due to the rapid growth of the local population of the UAE is also enabling UAE's food sector to remain robust and globally competitive. The population growth directly stimulates the development of food industry and ensures the ever-growing consumer demand for food products. This is, in turn, contributing to the expansion of the sector locally and the search for new markets for re-export.

"The Food Park will boast of key amenities such as big warehouses, offices and labor accommodations," said Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone (SAIF ZONE) at a press conference held at the Dubai World Trade Center on 2nd March at Gulfood







2017 to announce the launch of the Food Park.

Apart from providing modern infrastructure and value added services to the investors, the Food Park will also provide partnership opportunities with the international private sector to simplify international trade. From trading and manufacturing to supply chain, every aspect of the food sector industry will be well integrated at the Food Park, he added.

The dedicated Food Park is planned and developed keeping in mind the specific requirements of the food industry, he explained. "The Food Park consists of an array of prebuilt warehouses with varied load capacity ranging from 50 kW to 150 kW; in-built offices and other amenities and facilities, enabling the investors to start their business operations in the shortest possible time."

Of the total of 136 warehouses planned, the first lot of 68 units will be ready by July 2017 while the remainder is scheduled for completion in April 2018. The Free Zone will also offer well developed plots of various sizes starting



from 2,500 square meters, onsite labor accommodation, serviced office spaces and business licenses related to the food industry.

Underlining the country's standing as the GCC's second largest food market, Hamriyah Free Zone also offers value added services such as Food Safety & Quality Training, Certification Services, Project Consultancy, and Food Testing & Lab Services through its team of committed and dynamic food safety experts from the Food Control Department. This department will also

act as an interface between the food regulators and government authorities for smooth and hassle-free business operations.

The focus of Hamriyah Free Zone's Food Park will not be on infrastructure and facilities alone. "We are talking about bringing all the stakeholders of the food ecosystem such as investors, facilitators, regulatory authorities, supply chain players, distributors and most importantly customers under one roof," pointed out Saud Al Mazrouei.



# Hamriyah Free Zone Authority launches Food Park complex

**T**o cater to the growing demand of food products in local and regional markets, Hamriyah Free Zone Authority (HFZA) launched its flagship project, 'Food Park', on 2nd March 2017 on the sidelines of Gulfood 2017 held at the Dubai World Trade Center.

In the presence of stalwarts from the UAE food industry, Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone, addressed the press conference

announcing the launch of the Food Park. He pointed out that HFZA's Food Park would be the region's first and largest city dedicated to food and commercial industries. "It would comprise of warehouses, offices and labor accommodations on a total area of over 11 million square feet," he added.

Al Mazrouei also thanked HH Sheikh Dr. Sultan bin Mohamed Al Qasimi, Member of the Supreme Council and

Ruler of Sharjah, for his directives and support and to Sheikh Sultan bin Mohamed bin Sultan Al Qasimi, Crown Prince and Deputy Ruler of Sharjah, for his continuous follow up to ensure the success of this vital project.

He said that the mega project was part of the Free Zone's endeavor and commitment to develop innovative services and to cater to the growing demand of food products in local and regional markets. "Such ambitious plans are in line with the economic vision of Sharjah under the prudent leadership of HH the Ruler of Sharjah and with the follow up of the Crown Prince and Deputy Ruler of Sharjah," he noted.

"HFZA's Food Park will be the first of its kind food industry complex in terms of its nature and size and is expected to contribute greatly to the GDP in the future, by attracting more foreign investors to the emirate and encouraging the business community to expand their existing projects to enjoy more rewarding returns," he stated.







Ali Al Jarwan, Deputy Commercial Director at HFZA, highlighted the features of doing business in the Food Park. "The period of time that separates the investor from setting up his 'dream company' is just one hour. And this involves just three steps - completing the application form at the sales counter, paying the fees and collecting the trade license. Licenses can be for commercial, industrial or service purposes," he elaborated.

Al Jarwan added: "Commercial license can be for general trading or specific trading of up to five activities; the industrial license can cover processing, assembly, packaging and manufacturing activities; while service licenses are given for an array of activities and consultancy services."

The Food Park includes a business center comprising of over 100

executive suites of 15 sq m to 42 sq m. Lease is renewable annually. There is ready infrastructure for electricity, water and IT. Offices come with flexible space and are equipped with communication and internet facilities. There are five packages of offices starting from Dh11,000 (USD2,998) to Dh35,000 (USD9,537).

Participating in a panel discussion at the event, Dr. Edward Fadel, General Manager of Trofina, spoke about his experience at Hamriyah Free Zone from an investor perspective. "It was quite easy for us to set up a manufacturing unit of the company here, and when we wanted to expand, HFZA was very quick in allocating additional land for us for which we are very grateful and thankful. This has allowed us to expand even further and to grow more within the Free Zone."

Other members on the panel included Praveen Vishwanath, MD, Crisp Food; Eng. Houmam Aboraid, Quality and R&D Manager, Trofina Foods; Hamid Badawi, Deputy CEO, Al Islami Foods; Leo Condemi, MD, Italian Dairy Products; and Matloob Ahmed, General Manager, Astarta.

Established in 1995, HFZA is Sharjah's largest freezone and the second largest industrial hub in the UAE. The Free Zone houses over 6,600 enterprises from 157 countries, attracting foreign investment from more than 500 industry verticals in the key sectors such as oil and gas, petrochemicals, maritime, steel, construction and food products. The Free Zone allows 100 percent foreign ownership, exemption from commercial levies, repatriation of capital and profit, no corporation or income tax and no import or export tax.



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Senior Sales Executive Ashik K. P. with visitors at Vibrant Gujarat Global Summit

## HFZA makes an impact at India's Vibrant Gujarat Global Summit

A high-level Hamriyah Free Zone Authority (HFZA) trade delegation successfully participated in Vibrant Gujarat Global Summit 2017, India's foremost international business event that provides a platform for global business networking. "With HFZ in a mode of continuous expansion, our

participation in this event was an ideal opportunity for our team to showcase our exceptional investment strengths and highlight our business opportunities to a large number of high-profile overseas decision makers and industry leaders," said Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International

Free Zone (SAIF ZONE).

"The HFZA delegation leaders met with business heads and investors from India and across the world representing a range of industries including agro and food processing, chemicals and petrochemicals, port and maritime, micro, small and medium enterprises, amongst several others," he added.

At the event, investors enjoyed a first-hand experience of the unique offerings available to them at HFZ. "We provided Indian investors with a very real insight into the investment potential within the Free Zone. We also invited them to expand their ongoing assets and existing companies into HFZ, where they can be assured of consistent stability for their businesses," said Al Mazrouei.

"We have highlighted HFZA's advantages to global companies at the event and our booth stirred great interest among hundreds of investors and businessmen," he added.

Hamriyah Free Zone currently houses over 6,600 companies from 157 countries.

## HFZA holds business seminar in New Delhi



Attendees of the business seminar organized by HFZA at New Delhi

In a bid to attract potential investors from different sectors across India, Hamriyah Free Zone Authority (HFZA) organized a business seminar in New Delhi, India, on 6th February 2017, in collaboration with the PHD Chamber of Commerce & Industry, a multi-state apex organization that acts as a catalyst in the promotion of industry, trade and entrepreneurship.

Held under the title 'Unique Investment Opportunity for Indian Businesses', the HFZA business seminar illustrated the multiple benefits for Indian companies that sets up operations at the Free Zone. Ajeeb Moidunni, Head of Business Development and Ashik KP, Senior Sales Executive, hosted the seminar on behalf of HFZA.

"India is a key market for Hamriyah Free Zone," remarked Muhamed Basheer in his address to the entrepreneurs, investors and businessmen present. "The UAE and India enjoy a great economic relationship. The bilateral trade between the two countries is around \$50 billion for the year 2015-16 making UAE, India's third largest trading partner after China and the US."

He also pointed out that the number of Indian companies expanding to the region is rising every financial quarter. "The UAE has become a global transit point and gateway to India, Africa and Asia, and Hamriyah Free Zone is very keen to expand its operations," he added.

"The Free Zone offers businesses 100 percent ownership along with a world-class infrastructure that is constantly updated and expanded to meet the increasing requirements," pointed out Ashik KP. "Some of the other benefits include 100 percent import and export tax exemption, 100 percent exemption from all commercial levies and 100 percent repatriation of capital and profits."



## Partnerships and investment opportunities explored at IETF 2017



Ajeeb Moidunni, Head of Business Development Department, interacts with an investor at IETF in New Delhi

**A**jeeb Moidunni, Head of Business Development Department, and Ashik KP, Senior Sales Executive, represented Hamriyah Free Zone Authority (HFZA) at the 22nd edition of the International Engineering and Technology Fair (IETF), the biennial flagship event of the Confederation of Indian Industry held at New Delhi, India, from 2nd to 4th February, 2017.

"A comprehensive business-to-business event segmented into 11 focused engineering and manufacturing sections, IETF is an unparalleled platform for networking and getting discovered by the who's who of the industry," remarked Ajeeb Moidunni. "HFZA's participation at the event enabled us to highlight the immense opportunities awaiting

companies which launch their businesses at the Free Zone."

HFZ's proximity to world markets has established itself as the industrial gateway between the East and the West, emphasized the Free Zone delegates. As a platform for the Next Gen technologies, IETF was also the perfect venue to showcase HFZ's capabilities and technological advancement to delegates from around the world, he added.

With the presence of several CEOs and decision makers, the event provided a conducive atmosphere to discuss and forge strategic partnerships, interact with trade representatives from India and abroad, explore investment opportunities, and facilitate business networking, said Ashik KP.

## HFZA showcases capabilities at Prodexpo in Russia



Saud Salim Al Mazrouei, HFZA Director and Omar Rashid Al-leem, Head of Sales Support, meet with delegates at Prodexpo in Russia

**S**aud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority (HFZA) and Sharjah Airport International Free Zone led a three-member delegation to Prodexpo, the 24th International Exhibition for Food, Beverages and Food Raw Materials held in Moscow, Russia, from 6th to 10th February, 2017.

Omar Rashid Al-leem, Head of Sales Support and Abdul Aziz Dawood, Senior Sales Executive were also part of the HFZA team that met with key players of the food market, representatives of the Russian Ministry of Agriculture and foreign delegations during the five-day exhibition.

"Prodexpo 2017 attracted more than 2000 exhibitors from 57 countries," remarked Omar Rashid Al-leem. "We met with decision makers from a spectrum of sectors across the food industry and had the opportunity to brief them on the reasons why HFZ has become the destination of choice for companies in the food and beverage industry, including those that package, label and distribute various kinds of edible products including meat, fruits and nuts, cheese and vegetables, among others."

Visitors were impressed with the significant advantages of setting up business in HFZ which not only includes fast-tracked visas and licensing, but also ongoing business support to facilitate returns on investment, said Abdul Aziz Dawood.

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## Tapping into the construction sector at The Big 5 Saudi



HFZA delegates Omar Rashid Al-leem, Ali Al Jarwan and Geomon George at The Big 5 Saudi

**H**amriyah Free Zone Authority (HFZA) joined more than 500 exhibitors from 20 countries to showcase its facilities at The Big 5 Saudi, the largest and fastest growing construction show in the Kingdom.

"The show that welcomed more than 15,000 visitors was an outstanding venue to showcase our portfolio and enhance our access to the regional and international markets," said Saud

Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone.

"The exhibition is vital for successfully delivering the Saudi Vision 2030's mega-projects. We interacted with industry professionals, vendors, businessmen and entrepreneurs from Italy, Turkey, Germany, Greece, China, Qatar, Spain, Hungary and India, amongst several others," he said.

HFZA's participation at The Big 5 Saudi provided an excellent chance for investors to find out about the ongoing business opportunities in the Free Zone and ways to gain connectivity in the regional market.

"Our participation in this show is also in line with the Government of Sharjah's commitment to a strategy of economic diversification and its vision to promote the city as a foreign investment hub," said Ali Al Jarwan, Deputy Commercial Director. "HFZA is proud of its contribution to the economic growth of Sharjah and the UAE and its impressive success in attracting foreign investors."

"HFZ is connected to three seaports, and is well-linked by an extensive road network throughout the UAE and GCC, making it an ideal trans-shipment hub for the region. The Free Zone also houses more than 6,600 companies from 157 countries within its precincts," he said.

### DELEGATION

## Indian business consultancy group visits HFZA to explore expansion possibilities



CFO T.V. Ramesh welcomed an Indian business consultancy group at HFZA while Mohammed Basheer, Head of Overseas Promotion, gave a presentation on the facilities available at the Free Zone for investors

Idea Factory CCD, a prominent business consultancy group based in the south Indian state of Kerala, visited Hamriyah Free Zone Authority on 5th March, 2017 to explore the possibilities of expanding their services to the UAE. The team from Idea Factory was headed by its Chairman, Manjeri Nasser, an entrepreneur and mentor who encourages creative thought and innovative practices.

T.V. Ramesh, Chief Financial Officer,

HFZA, welcomed the delegation and in his speech, asserted the importance of cultivating an environment that welcomes the flow of new ideas, not just in the work place but also in everyday life.

Ali Al Jarwan, Deputy Commercial Director, presented a memento to the Chairman of Idea Factory CCD in the presence of other senior HFZA officials including Rakesh Ranjan, Chief Development Officer; Geomon George, Business Development

Executive; and Ajeeb Moidunni, Head of Business Development.

In a presentation, Muhamed Basheer, Head of Overseas Promotion, outlined how Hamriyah Free Zone Authority is able to process licensing formalities for new tenants in just one hour following a simple three-step application process. "The Free Zone houses over 6,600 enterprises from 157 countries, attracting foreign investment from more than 500 industry verticals in the key sectors such as oil and gas, petrochemicals, maritime, steel, construction and food products," he said. "It also allows 100 percent foreign ownership, exemption from commercial levies, repatriation of capital and profit, no corporation or income tax and no import or export tax."





## ICAI and HFZA seek to strengthen partnership



HFZA Director Saud Salim Al Mazrouei, Deputy Commercial Director Ali Al Jarwan and Chief Development Officer Rakesh Ranjan with the Executive Committee of ICAI on their visit to the Free Zone

The Executive Committee of the Institute of Chartered Accountants of India (ICAI) Dubai Chapter visited Hamriyah Free Zone Authority (HFZA) on 16th February, 2017 to further strengthen and consolidate the partnership between the two business entities.

The ICAI Executive Committee team was received by Saud Salim

Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone; Ali Al Jarwan, Deputy Commercial Director; Rakesh Ranjan, Chief Development Officer; Haya Al Khayyal, Manager of Leasing & Licensing Department; Muhamed Basheer, Head of Overseas Promotion; and Noura Al-Suwaidi, Head of Marketing. In his address to the ICAI team, Saud Al Mazrouei

stated that chartered accountants were business solution providers adding value to businesses. Good accounting practices are key to effective performance management be it in a private or public entity, he said.

Geomon George, Business Development Executive, presented to the visiting delegation details of the newly launched business packages and expansion plans of the Free Zone. The ICAI team was also briefed on the launch of the region's largest 'Food Park' which will begin the first phase of its operations in July this year.

The ICAI team congratulated HFZA on earning the coveted Superbrand status and also discussed the possibility of holding events to benefit both the ICAI and HFZA community, and to take their partnership forward in a fruitful manner.

## Sharjah-Singapore B2B aims to boost trade ties



Hamriyah Free Zone Authority participated in the Sharjah-Singapore Business Roundtable organized by the Sharjah FDI office (Invest in Sharjah), the investment promotion arm of the Sharjah Investment and Development Authority (Shurooq), at the Sharjah

Chamber of Commerce and Industry on 21st March-2017.

Aiming to explore new ways to strengthen the existing economic cooperation and take bilateral partnerships to greater heights, the Sharjah-Singapore B2B meeting gathered investors introducing

them to Sharjah's unique investment environment and the opportunities the emirate offers in its vital sectors particularly tourism and leisure, healthcare, eco-development and transport and logistics.

Hamad Al Shamsi, Head of Sales, represented HFZA at the event and pointed out that HFZ offers invaluable investment opportunities for Singaporean corporates and an ideal business environment conducive for investors. The Free Zone is equipped with state-of-the-art facilities and offers a unique package of premium services and facilities for investors and is also the second largest industrial hub in the UAE, he added.

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## HFZA highlights its integrated portfolio of solutions for the food industry

**H**amriyah Free Zone Authority (HFZA) showcased its most prominent competitive advantages at one of the region's largest global platforms specialized in the food industry, Gulfood 2017, which was held from 26th February to 2nd March at the Dubai World Trade Center (DWTC).

This event is regarded as a window to global food sector reinvention and HFZA's participation was aimed at meeting the growing demands of the F&B industry at the regional and global levels by underscoring its international reputation as a hotbed for unique business opportunities.

"The regional food industry offers excellent investment opportunities for international entrepreneurs," said

Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone.

"Hamriyah Free Zone offers outstanding business solutions and support to help F&B companies expand their network in the regional and international markets. Our various office and business packages are tailored to meet all their needs and requirements and the logistics and other supporting activities we provide that cater to this industry are of the highest levels of standard and excellence," he said.

As host of some of the leading names within the food industry, HFZA also had the support of its investors including Crispo, Flavors Food, Helia Fields and Spire at the event.

"We are pleased to be with our existing clients in this exhibition and look forward to supporting them in their endeavors," said Saud Al Mazrouei, who was accompanied by the HFZA Sales and Marketing team. "Gulfood 2017 was the perfect platform for HFZ to source new businesses aiming for a share of the multi-billion dollar MENA F&B market. The event enabled our team to access more than 95,000 industry trade attendees and 5,000 exhibitors from across 120 countries."

The most significant outcome of HFZA's participation at Gulfood 2017 was the announcement of the launch of its flagship project "Food Park", the region's first and largest city dedicated to food & commercial industries, comprising of warehouses, offices and labor accommodations on a total area of over 11 million square feet. As the first of its kind food industry complex in terms of its nature and size, this new world class facility will be dedicated to importing, exporting, holding and re-packaging foodstuff destined for not only the GCC region but all over the world, announced Saud Al Mazrouei at a press conference held at the event.

Alongside the event, HFZ officials also held several meetings with investors and business partners to highlight its integrated portfolio of solutions for the food industry. HFZA's participation received high interest from the exhibition's visitors, entrepreneurs and SMEs.





## Al Mazrouei officiates as Guest of Honor at Indian Republic Day event



**S**aud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority (HFZA) and Sharjah Airport International Free Zone, was invited as Guest of Honor at a special event organized by the Institute

of Chartered Accountants of India (ICAI) on the occasion of India's 68th Republic Day in Dubai. Held on 28th January, 2017 at the Emirates Institute of Banking and Financial Studies, Dubai Academic City, the

function was arranged in memory of the man who had played a vital role in India's independence movement.

At the event titled 'Management Lessons from the Life of Mahatma Gandhi', Saud Salim Al Mazrouei was presented with the Arabic version of the biography of Mahatma Gandhi.

Leading Indian businesswoman and philanthropist, Rajashree Birla, Chairperson of the Aditya Birla Centre for Community Initiatives and Rural Development, India, emphasized Gandhi's contribution to India's independence and development. She said, "His ideas, principles, values and thoughts can never be a passé; his legacy is even more relevant in today's cultural context."

## HFZA reiterates support for SMEs at SME World Summit 2017



**H**amriyah Free Zone Authority's (HFZA) participation at the annual SME World Summit 2017 held on 22nd March at the Jumeirah Beach Hotel in Dubai has laid emphasis on the promotion of its entrepreneurship environment and highlighted opportunities of building economic and business partnerships that support small and medium entrepreneurs (SMEs), to penetrate into new markets at regional and international levels.

HFZA believes that SMEs are one of the core strategic players in

the move to drive the economic growth for the UAE. According to Muhamed Basheer, Head of Overseas

Promotion, who attended the event along with Geomon George, Business Development Executive, "SMEs are the backbone of any economy and HFZA's participation in such events helps to raise awareness of the Free Zone's capabilities in providing the right tools for growing any business in this region."

The SME World Summit is the region's biggest conference and knowledge sharing platform for entrepreneurs. The conference was attended by more than 2,000 top CEOs and CMOs and senior executives from the top 500 companies and government.

"We met with key business organizations and major business management groups during the event and held talks on our support for SMEs, highlighting the simple process of setting up a business in the Free Zone," added Basheer.



## Tiny tots on educational field trip at HFZA



**16**th March, 2017 turned out to be a fun-filled morning for the Kindergarten students of the Al Qalaa Elementary and Secondary School for Girls in Sharjah when they arrived at Hamriyah Free Zone (HFZ) for an unforgettable and exciting experience of visiting two local food factories.

It was a morning of educational tid-

bits, technological feats, and sampling of tasty little morsels as the children visited Crisp Food Companies and Caline Chocolates in HFZ to gain a first-hand learning experience of how their favorite chips and chocolates are made.

The group of around 15 students and two teachers were welcomed to the factory premises by Iman Hashy, Manager of

Caline Chocolates and Praveen V.S., Managing Partner of Crispo in the presence of HFZA officials Cristina dela Cueva, Marketing Executive and Shatha Al Shamsi, Environmental Protection Officer.

The factory visits were a multi-sensory learning experience for the little ones who got to understand little-known facts like what makes a great chipping potato and the amazing journey of a cocoa bean into delicious chocolate.

What made the trip to Hamriyah Free Zone all the more enjoyable for the young ones were the bags of goodies received at the end of the tour.



## HFZA employees gain expertise in food safety and quality assurance

**O**ver a four-day period in March this year, several employees of Hamriyah Free Zone Authority (HFZA) in managerial and supervisory positions received training in Level 4 Food Safety in Manufacturing. This was imparted by Sharath Kumar, Quality Middle East FZ, to provide an in-depth knowledge and understanding of food

safety systems to help ensure that businesses in this sector comply with all legal requirements for food safety.

Shatha Al Shamsi, Environmental Protection Officer; Shafiq Sha, Environmental Executive; and Syed Bari, Food Safety & Quality Compliance Executive; received training in Level 4 Food Safety, the advanced food hygiene

certification issued by HABC UK.

According to Shatha Al Shamsi, "HFZA is an organization committed to the implementation of a continuous improvement culture to improve its business and develop its workforce. As such, we were fortunate to be part of this prestigious certification program that has helped enhance our expertise in the areas of food safety and quality assurance."

Apart from learning about the operation requirements needed to ensure food safety, the employees also learnt how to establish and maintain food safety management procedures, the controls required for food safety and the key responsibilities of a manager towards food safety to ensure that food business entities are in due compliance with the wellbeing of the end-user.







## Petroleum Specialties opens Dhs 66m white oils plant at HFZA

**S**heikh Khalid bin Abdullah bin Sultan Al Qasimi, Chairman of the Hamriyah Free Zone Authority (HFZA), inaugurated the USD18 million (Dh66 million) fully-automated 30,000 sq m facility of Petroleum Specialties at Hamriyah Free Zone in March 2017.

Petroleum Specialties is a specialized manufacturer of industrial white oils and is the first wholly-owned subsidiary of its parent company, Apar Industries, outside India.

The inauguration was also attended by Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone; Kushal Desai, Chairman and Managing Director of Apar Industries; Sanjay Abhyankar, Vice-President of Sales; and a number of government officials, investors, businessmen and senior directors from both HFZA and Apar Industries.

Speaking at the event, Al Mazrouei said that the new plant will have a prestigious status in the Free Zone as it is a subsidiary of India's largest, and one of the world's top manufacturers of specialized industrial oil. He also emphasized that the launch of similar vital projects in the Free Zone would continue. "We will continue our efforts to build partnerships and attract diverse investments to keep pace with the economic development in Sharjah, as the emirate enjoys one of the most diversified and attractive economies in the entire region," he said.

"The inauguration of the plant, the first and largest-of-its-kind in the region, which is expected to meet the demand for quality industrial oil products in the regional markets is proof of HFZA's successful strategy in attracting

international firms," he stated. Al Mazrouei also encouraged the local and foreign business community to benefit from the investment opportunities offered by Hamriyah Free Zone to help investors build effective business relations.

Kushal Desai stressed that Sharjah's strategic location and HFZ's significance as a leading and thriving investment destination, along with the facilities and incentives offered to investors, motivated the company to establish its new plant in the Free Zone to help serve its operations and expansion plans in the regional markets and meet the increasing demand in the international markets.



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## NDC inaugurates advanced offshore rig



**N**ational Drilling Company (NDC), an ADNOC Group company, has celebrated the inauguration of its new state-of-the-art jack-up rig, Al Hudairiyat, in the Hamriyah Free Zone in Sharjah. This raises the number of new offshore rigs acquired by NDC and manufactured in the UAE by Lamprell plc, a UAE-based company, to eight as part of a series of nine similar units.

The ceremony was attended by Sheikh Saud bin Khalid bin Sultan Al Qasimi, Advisor at the office of the Ruler of Sharjah and Abdul Munim Saif Al Kindy, ADNOC Director of Exploration Development and Production.

Abdalla Saeed Al Suwaidi, NDC Chief Executive Officer said, "NDC's acquisition of new state-of-the-art jack-up rigs is underpinning ADNOC's objective to maximize the value of our resources, pioneering profitable and efficient technologies that will support our capabilities to meet the demands of an ever-changing energy market, and continue to have a positive impact on the Abu Dhabi economy for generations to come. The inauguration of 'Al Hudairiyat' marks another milestone on our ambitious journey to longer term strategic growth and competitiveness."

'Al Hudairiyat' is an effective addition

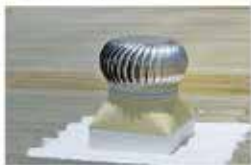
to the NDC fleet of modern rigs. It will help NDC maintain the highest levels of operational efficiency and reliability for the benefit of its clients across the ADNOC Group of companies. The mega project of building and acquiring a series of nine world-class jack-up rigs has produced success after success, not only for the partners involved, but for the UAE in general. All nine rigs were built here in the UAE to the highest quality and international standards. The achievement demonstrates world standard capability and represents a great source of pride.

NDC's partnership with Lamprell to manufacture offshore jack-up rigs in the UAE has made the country the first and only country in the region capable of building such critically engineered, high-tech oil and gas rigs.

Christopher McDonald, CEO of Lamprell said: "We are proud of the on-time delivery of this advanced jack-up rig to NDC, our largest client. As we complete this major project to the required high standards and quality, we are proud to construct this latest rig in the UAE for use in the UAE, further strengthening our existing solid ties."

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## Albwardy Marine Engineering and Damen Shipyards create a new brand identity

**A**lbwardy Marine Engineering and Damen Shipyards Sharjah have officially brought both brands together under one umbrella – Albwardy Damen. The newly-named venture will continue to provide its services with the same values as before – putting safety, quality and reliability at the forefront of its offering. The change represents the venture's drive to maximize the efficiency of its operations and enhance its leading position in the maritime industry.

Its largest operation, the Hamriyah Free Zone-based shipyard, will continue to construct newbuild steel and aluminum vessels as well as provide the same trusted ship repair services to its marine and oil & gas customers in the Middle East. The announcement of the name change coincides with the three-year anniversary of Damen Shipyards Sharjah.



### International recognition

Albwardy Marine Engineering was founded in 1978 and has been a joint venture with Damen Shipyards Group since 2008. In 2014, Damen Shipyards Sharjah was officially opened. Albwardy Damen currently has

facilities in four UAE locations: Dubai (Jadaf and DMC), Sharjah and Fujairah. In addition to shipbuilding and repair, the company also provides floating repair and diving services.

Damen Shipyards Sharjah and its state-of-the-art facilities has been successful in supporting clients by providing safe, efficient and high quality dry docking and repair services. In May last year, the yard's efforts were recognized when Damen Shipyards Sharjah won the Best New Building Yard prize at Shiptek 2016 International Maritime Awards in Dubai.

### Albwardy Damen – Sharjah Hamriyah

Albwardy Damen Sharjah Hamriyah yard is the largest operation of the Group. Designed and built to the highest technical and environmental standards, the spacious new yard is located on a huge 210,000 m<sup>2</sup> site with a fully enclosed blasting/painting shop as well as a covered newbuild construction hall. It is a true one-stop shop for marine and oil & gas projects, with all major trades in-house, including an extensive and experienced engineering department. With a 120x26 meters ship lift, ambient docking space as well as 800 meters of quayside with a water depth of up to nine meters, it is serving all operators in the region that are operating vessels up to 120 meters.

### Strong service

"Bringing both brands together is a logical next step for us," comments

Lars Seistrup, Managing Director of Albwardy Damen. "And it has been a very timely one. Currently, the global shipping market is experiencing its most serious downturn in decades. Our region is certainly affected by the downturn in oil prices and the oversupply of vessels. This is expressed in many ways. For example, although we still undertake numerous maintenance projects, owners are understandably cautious and are only doing what is required by class and insurance. Like everyone else in the maritime and oil & gas industry we have seen our revenues drop accordingly, and it seems recovery will be some years ahead of us. In the meantime, cost control will be king for the whole maritime industry."

"Looking at the future, we aim to be the best regional shipyard for building and repairing niche tonnage, and we are positioning ourselves in the best possible way to serve our clients in the region during these challenging times. Our business very much benefits from a close cooperation with Hamriyah Free Zone Authority and Sharjah Ports," he added.



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## Ruler of Sharjah inaugurates sixth edition of IGCF

**H**is Highness Sheikh Dr. Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, inaugurated the sixth edition of the International Government Communication Forum (IGCF 2017) on 22nd March, 2017 at Expo Center Sharjah under the theme 'Societal participation...Comprehensive Development'.

IGCF 2017, held under the patronage of His Highness the Ruler of Sharjah from March 22 to 23, featured world leaders, two Nobel Prize laureates and experts from 17 countries in addition to representatives of international organizations as well as public and private-sector officials.

In his keynote address, Sheikh Dr. Sultan Al Qasimi focused on the importance of government communication in enhancing dialogue among governments, institutions and people, and the significance of spreading knowledge and serving sustainable development in the UAE and across the world.

In a statement, His Excellency Sheikh Sultan bin Ahmed Al Qasimi, Chairman of Sharjah Media Council, said: "The end of each edition of IGCF marks a new beginning for the further advancement of government communication. Today, our efforts to develop a vital communication ecosystem are closer to accomplishment than ever before, due to the recommendations and insights of the international experts that we have hosted throughout this two-day Forum."

Jawaher Al Naqbi, Manager of the International Government Communication Forum, unveiled the recommendations of IGCF's sixth edition.

The Forum recommended establishing scientific, cultural and spiritual centers for children and the youth to build responsible personalities who are committed to advancing their country's interests and social participation.

Secondly, it endorsed devising executive programs to provide care for the elderly and ensure an environment that meets their needs.

A third recommendation was to enhance education, support scientific research programs, and build capacities and skills that are vital to achieve the comprehensive development goals.

Fourthly, IGCF 2017 recommended the establishment of a joint Arab committee to support and launch initiatives that stimulate government communication programs aiming to

enhance the efforts of Arab countries towards sustainable development.

IGCF 2017 also called for active societal participation by families, schools, and media outlets in initiating progressive programs to achieve the sustainable development of societies. In addition, the Forum called for the reinforcement of the media's role as a supporter of sustainable development programs and human values. It encouraged the participation of people with disabilities in programs and initiatives to achieve sustainable development in order to better integrate minority segments into mainstream society.

The general recommendations of IGCF 2017 also included initiating conversation with government communication directorates at the level of the Arab region to form an Arab network of government communication based in Sharjah with representative offices across all member countries. Moreover, the Forum reiterated the importance of putting in place innovative and modern methods to survey Arab public opinion and public perception on government communication campaigns. The Forum articulated that in order for government communication campaigns to be more influential, they should enhance their presence across the spectrum of multiple social media platforms.

The Forum also called for launching a set of specialized training programs for government communication professionals to equip them with the newest trends and tools in their field. It stressed the need to give them more flexibility in interacting with the public through social media platforms. Finally, several participating experts called for the launch of "development circles" to be held throughout the year to follow up on the public discourse about SDGs.







## Sheikh Sultan Al Qasimi opens Sharjah Biennial 13, Tamawuj

**H**is Highness Sheikh Dr. Sultan bin Mohamed Al Qasimi, Member of Supreme Council and Ruler of Sharjah, opened the Sharjah Biennial 13, Tamawuj (SB13), on 10th March, 2017 at Al Mureijah Square.

Hamriyah Free Zone Authority (HFZA) was one of the chief sponsors of this mega art event which saw the participation of more than 70 artists from countries around the world. Considered as the jewel in the crown of non-commercial contemporary art events in the region, SB13's theme is Tamawuj – an Arabic noun meaning a rising and falling of waves; a flowing, swelling, surging, or fluctuation; or a wavy, undulating appearance, outline, or form.

Upon arrival, HH Sheikh Sultan was received by Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of Hamriyah Free Zone Authority (HFZA); Sheikh Sultan bin Ahmed Al Qasimi, Chairman of Sharjah Media Council (SMC); Sheikh Khalid bin Sultan Al Qasimi, Chairman of Sharjah Urban Planning Council (SUPC); Sheikha Bodour bint Sultan bin Muhammad Al Qasimi, Chairperson of the Sharjah Investment and Development Authority (Shurooq); Sheikha Hoor Al

Qasimi, President and Director of the Sharjah Art Foundation; Prince Sultan bin Salman bin Abdulaziz Al-Saud, the President and Chairman of the Board of the Saudi Commission for Tourism and National Heritage (SCTH); Sheikh Fahim bin Sultan Al Qasimi, Executive Chairman of the Department of Government Relations; and a number of other Sheikhs, dignitaries, and top officials.

During the event, the Sharjah Ruler toured the exhibition which represents SB13's four main themes: water, earth, crops and culinary.

Sheikh Sultan Al Qasimi was also briefed by Christine Tohme, curator and the founding director of the Lebanese Association for Plastic Arts, about the performances, films, lectures, the annual March Meeting, and the presentations by artists, art professionals and institutions focused around the main curatorial framework of SB13.

At the event, Sheikh Sultan, accompanied by Sheikha Hoor bin Sultan Al Qasimi, honored winners of 13th edition of Sharjah Biennial. He also honored sponsors and supporters of the event including Sheikh Khalid bin Abdullah bin Sultan Al Qasimi, Chairman of HFZA, one of the main sponsors of the 13th edition of the Sharjah Biennial.

Sharjah Biennial is organized by Sharjah Art Foundation (SAF), which brings a broad range of contemporary art and cultural programs to the communities of Sharjah, the UAE, and the region. Since 1993, Sharjah Biennial has commissioned, produced, and presented large-scale public installations, performances and films, offering artists from the region and beyond, an internationally recognized platform for exhibition and experimentation.





## Sharjah to strengthen presence in Russian travel market

To continue promoting international travel to the emirate, the Sharjah Commerce and Tourism Development Authority (SCTDA), has participated

in the Moscow International Trade and Tourism (MITT), Russia's leading and largest travel exhibition, with a delegation that included key

representatives from Sharjah tourism and travel players.

The delegation forged ahead with their promotion of the tourism industry by presenting Sharjah as a perfect family holiday destination, offering unparalleled culture and heritage, along with unique outdoor tourism opportunities.

During 2016, Sharjah welcomed a 12 percent increase in guests from Russia and CIS countries against the global growth of 4.3 percent. The outbound market from Russia had decreased globally over previous years and it is an extremely positive sign that there was such a significant increase of visitors from Russia to Sharjah in 2016.

The SCTDA is working strategically to build on this increase throughout 2017 and the participation in MITT is just one part of that plan. Other significant developments include the January opening of a new PR office based in Moscow.



## Sharjah Earth Hour saves 29 MW of electricity

The Emirate of Sharjah was able to save 29 megawatts of electricity and reduce 17 tonnes of carbon emissions in one hour, thanks to the response of individuals, households and businesses in the emirate to calls to observe the Earth Hour, according to the Sharjah Electricity and Water Authority (SEWA).

The announcement was made

following the observation of Earth Hour, a worldwide movement organized by the World Wide Fund for Nature (WWF) to encourage individuals, communities, households and businesses to turn off their non-essential lights for one hour, from 8:30 p.m. to 9:30 p.m. on March 25, as a symbol of their commitment to the wellbeing of the planet.

The Environment and Protected Areas Authority in Sharjah, in collaboration with various government agencies in Sharjah, organized a variety of activities and programmes at Al Majaz Waterfront in Sharjah City and Khorfakkan in the eastern region of Sharjah on 25th March, to mark the Earth Hour initiative and raise public awareness about the need to rationalize electricity consumption.

Held under the tagline "Shine a Light on Climate Action", the activities, which were aimed at rationalizing energy consumption and raising community awareness on the importance of conserving natural resources and the environment, attracted a huge amount of community involvement.

Hana Saif Al Suwaidi, Chairperson of the Environment and Protected Areas Authority in Sharjah, said, "Earth Hour is a global campaign through which countries and organizations contribute to saving energy and protecting natural resources by reducing carbon emissions, which affect the environment and living organisms. By organizing this activity in collaboration with SEWA, we are looking forward to building a better future for the next generation by enabling them to benefit from sustainable resources."





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