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HAMRIYAH FREE ZONE AUTHORITY



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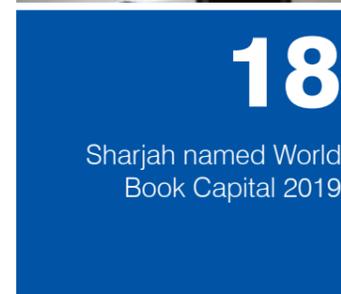
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**SAUD SALIM AL MAZROUEI**  
Director  
Hamriyah Free Zone Authority

As we enter the half-way mark of 2017, I am proud to say that Hamriyah Free Zone is riding on the next wave of growth. Our world-class infrastructure and association with the most dynamic businesses from around the globe have leveraged our already established peer industry position to significantly grow our business, improve profitability and deliver excellent value for our investors.

Being honored with the Arabian Business Excellence Award 2017 has underscored the truly dynamic business environment in HFZA. Through our strong business practices, we have amply demonstrated the innovative and entrepreneurial spirit, leadership skills and industrious ethic that exist throughout the HFZA community. I thank each one of our employees for continuing to shape HFZA's corporate landscape through innovative and dynamic processes as we move forward to another exciting phase in our growth.

Committed to supporting the UAE's vision of providing an innovative and sustainable future, HFZA has entered into a strategic partnership with Bee'ah that elevates Hamriyah Free Zone as the first green free zone in the country and promotes its name as a hub for waste management and recycling. This collaboration is also a step forward in realizing our sustainable vision for the Free Zone.

HFZA is currently on the threshold of developing new horizons. The partnership agreement with Gum Arabic Gulf Factory to set up a US\$ 15 million plant in our newly launched Food Park underscores the importance of this flagship project as a world class zone. As the region's first and largest city dedicated to food and commercial industries, this mega project is 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.

The Free Zone has always had a reputation as a logistics center for the upstream oil and gas industry, and as a main hub for the Gulf service sector. This was further emphasized at the StocExpo Middle East Africa where I participated as a panel member and highlighted our key strengths as an efficient multi-modal connectivity center that is attracting significant foreign direct investment and modern technology from a strong base of oil and gas powerhouses. Our participation in several international events has also provided a unique platform for showcasing the advantages of operating out of the Free Zone.

One of our most anticipated events in the Free Zone's calendar is the annual tradition of an Iftar get-together held in the spirit of the holy month of Ramadan. We look forward to this event each year as it serves to strengthen the bonds of cooperation and develop team spirit amongst the staff.

The spirit of giving shone brighter at Ramadan this year as we embarked on an initiative to promote the culture of giving back to the community. Under HFZA's Ramadan Spirit of Giving initiative, food baskets were distributed to each of our employees who were, in turn, encouraged to share it with others as we believe that any act of kindness, no matter how small it is, is ever wasted.

Warm regards  
**SAUD SALIM AL MAZROUEI**  
Director, HFZA



## Hamriyah Free Zone Authority enters into strategic partnership with Bee'ah

Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority (HFZA) and Sharjah Airport International Free Zone and H.E. Khaled Al Huraimel, Group CEO of Bee'ah have signed a strategic partnership agreement in the presence of several senior officials from both organizations last June.

The agreement stipulates the development of an integrated system of waste management and collection services in Hamriyah Free Zone to be used in producing renewable energy.

Speaking at the signing ceremony, Al Mazrouei said, "This collaboration comes in line with HFZA's strategy of reinforcing partnerships and integration with all government and private entities. This agreement will also highlight Hamriyah Free Zone as the first green free zone in the country and promote its name as a hub for waste management and recycling."

The agreement states that solid and liquid waste collection services will be provided in the first and second stages - including public utilities - as Bee'ah will set up a special office in the Free Zone for direct coordination with the Environmental Health and Safety Department at HFZA concerning the waste management and collection activities. Environmental regulations and rules applicable in the Free Zone will be further developed to utilize the

collected waste in producing alternative energy.

Training courses will be conducted for the staff of the Environmental Health and Safety Department as well as the Maintenance and Investors Department as per work requirements. A joint team comprising of members of HFZA and Bee'ah will be formed to monitor the working mechanism of the waste management and resolve any difficulties that investors may face in addition to digitalization of environmental services provided in the Free Zone.

"We aim to provide the best services to our clients who invest in a sustainable environment of the highest international standards as well as promote the role of the emirate of Sharjah locally and regionally as part of the efforts exerted

to preserve the environments and its elements through innovative solutions for a sustainable future," added Al Mazrouei. "This agreement with Bee'ah is a step forward in realizing our sustainable vision for the Free Zone."

Al Huraimel added: "This agreement comes in support of our endeavors to promote Sharjah as the environmental capital of the Middle East and is in line with the sustainable vision of HH Sheikh Sultan bin Mohammed Al Qasimi, member of the Federal Supreme Council and Ruler of Sharjah to provide a healthy and sustainable environment to the residents and future generations of the emirate."

"The agreement also supports our efforts towards recycling waste and diverting it from landfills," he said.



From left to right: Khalid Issa, Head of Sales & Business Development and Khalid Al Huraimel, Group CEO Bee'ah, with Saud Salim Al Mazrouei, Director and T V Ramesh, CFO of HFZA



## BUSINESS ZONE

A Quarterly Newsletter From Hamriyah Free Zone Authority

**ISSUE 42**  
July to September 2017

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## HFZA showcases achievements and consolidated business offerings at Hannover Messe



Hamriyah Free Zone concluded its participation at Hannover Messe 2017, the world's leading trade fair for industrial technology, with a variety of discussions and agreements with international stakeholders and fresh investors. Held from 24th to 28th April, the event brought together 250,000 visitors and 6,500 exhibitors from across the globe. Hannover Messe also provided HFZA with a unique platform for showcasing the advantages of operating out of the UAE.

According to Ali Al Jarwan, Deputy

Commercial Director, who led the HFZA team at the event, "Hannover Messe was an excellent venue to woo potential investors and decision makers from various sectors including industrial automation and IT, power transmission and control, energy and environmental technologies, industrial subcontracting, production engineering & services and research & development. Participation at the event was an opportunity to present the Free Zone's achievements and consolidated business offerings to the European market."

HFZ's potential as a great place for international companies to conduct business was also communicated at the event, he added. "Hamriyah Free Zone Authority (HFZA) is the second largest industrial free zone in the UAE with over 6500 companies, and has been participating at Hannover Messe for many years due to its importance," explained Al Jarwan. "We offer the best infrastructure facilities and high quality services to welcome foreign investment in various sectors like manufacturing, trade and services."

Ajeeb Moidunni, Head of Business Development Department and Muhamed Basheer, Head of Overseas Promotion were also part of the HFZA delegation at the event.

HFZ has become an ideal transshipment hub for the Indian Subcontinent, North and East Africa and the Arabian Gulf. Oil and gas, maritime and steel, form the core sectors of the Free Zone. Other prominent sectors include construction, building materials, packaging and food production, in addition to several others.

## HFZA explores dynamic business opportunities at AIM 2017



Hamriyah Free Zone Authority (HFZA) was one of the strategic partners representing Sharjah at the seventh edition of the Annual Investment Meeting (AIM 2017) held from 2nd to 4th April at Dubai World Trade Centre.

As one of the world's premier events focusing on foreign direct investment, AIM 2017 hosted 40 international pavilions and attracted business delegations from 100 countries.

Representing HFZA at the event were Rakesh Ranjan, Chief Development Officer; Omar Rashid Al-leem, Head of Sales Support; and Geomon George, Business Development Executive.

As a global platform for the exchange of ideas, experiences and investment opportunities, AIM 2017 helped HFZA forge economic agreements and investment partnerships in the UAE and the wider region, said Rakesh Ranjan.

"The event also provided an invaluable opportunity for attendees to explore different investment options and to help attendees including academics, experts, CEOs, investors and businesspersons take decisions on their next investment destination," he added.

"Over the past few years, Hamriyah Free Zone has attained a remarkable level of success based on carefully applied strategic plans that have resulted in expansion and growth and contributed to an increase in development rates. This was achieved by meeting investors, listening to them, fulfilling their needs and encouraging them to invest in Sharjah," said Omar Rashid Al-leem.

"Our participation in AIM 2017 has been extremely successful and led to many agreements and constructive partnerships. We are confident that this will contribute to the emirate's overall investment and economic growth," he added.



## Hamriyah Free Zone highlights its advantages at StocExpo MEA 2017

Hamriyah Free Zone Authority (HFZA), the second largest and fastest growing industrial free zone in the UAE, was a key sponsor of this year's StocExpo Middle East Africa that was held in Dubai from 26th to 27th April.

Hosting over 6,500 companies from over 160 countries and extending across 22 sq kms, HFZA featured a large pavilion dedicated to one of the UAE's largest petrochemical, chemical, oil and gas hub and home to hundreds of storage terminals.

Visitors at the event had the opportunity to visit the HFZA pavilion which included representation from the leading terminals and companies within HFZA including - amongst several others - Arya Group, a leading supplier of petroleum products which has a storage terminal at HFZ; Sharjah National Lube Oil Co. Ltd; a pioneer manufacturer and supplier of high quality oils and lubricants; OBN Energy, a group of companies providing a range of solutions including trading, storage, bunkering and shipping; and Universal Lubricant (Zinol) LLC, a multinational group and manufacturer and trader of oil and petroleum products.

HFZA, along with several members of its investor community, participated in a panel discussion on Day 1 of the conference at StocExpo Middle East Africa. Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone presented the Free Zone's offering to the petrochemical, chemical and oil and gas industry. "Due to our excellent

facilities and services, Hamriyah Free Zone has always had a reputation as a logistics center for the upstream oil and gas industry - a chief hub for the Gulf service sector," he said. "The oil and gas industry is vital to Hamriyah Free Zone and several companies within the Free Zone have expanded their operations which just reinforces its reputation as the ideal hub for investors to conduct their businesses."

Investors at the Free Zone also shared their experiences of setting up business in HFZ and praised the support and cooperation received from the management and administrative staff at all times.

The Sales, Marketing & Business Development teams of the Free Zone

and HFZ investors from oil & gas industries attended the event and showcased their capabilities in a bid to attract the leading petrochemical, chemical and oil & gas companies.

At the event, HFZA was honored with an award for Best Stand Design.

StocExpo Middle East Africa featured over 100 international and local suppliers showcasing a broad range of the latest technologies, new products and valuable industry services. Exhibitors reflected the entire supply chain, from tank design, construction and maintenance, through to innovations in metering and measuring, pumps and valves, automation and loading equipment and inspection and certification services.



## Investment potential of HFZ and Sharjah in the spotlight



The rich array of investment opportunities to be leveraged from effective pan-Arab collaboration was a pivotal talking point at the Sharjah-Arab Business Roundtable hosted by the Sharjah FDI Office (Invest in Sharjah) in conjunction with the Jordan Business Council and held to identify areas of partnership that could lead to mutual benefits for all parties involved in investment initiatives.

Hamriyah Free Zone Authority was a key participant at this event that saw the participation of senior consul generals from across the region and more than 100 stakeholders keen to explore

potentially lucrative areas of business engagement.

The Sharjah-Arab Business Roundtable discussed areas of potential collaboration between Arab entities, with a particular focus on small businesses and the key sectors of commerce, real estate and healthcare.

Discussing how free zones were the life blood of Sharjah's economy, Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority and Sharjah Airport International Free Zone, spoke of how the free zones were transforming themselves into centers of innovation

and excellence.

"Hamriyah Free Zone is committed to developing new services and initiatives that are transforming and optimizing Sharjah's free zones into fully integrated areas that allow investors hands-on access to insights, information, data and services that directly cater to their needs and requirements," he said.

The roundtable was chaired by Sheikha Bodour bint Sultan Al Qasimi, Chairperson of the Sharjah Investment and Development Authority, Shurooq, and attended by ministers from some of the region's leading economies, Sharjah government representatives, UAE-based Arab investment entities and business councils.



## Third edition of IBX recognizes business excellence in the UAE



Over a record 100 finalists from over 20 countries across four continents were judged from 8th to 9th May, 2017, at Dubai's Jumeirah Beach Hotel, at the third International Business Excellence Awards (IBX), which recognizes business excellence from across the globe. Presented by the Dubai Department of Economic Development, and said to be Dubai's most prestigious international

business awards, the event also offered a rare opportunity for companies across the UAE to put their levels of business excellence to the test against some of the best in the world.

At this prestigious event that saw the participation of national and international business heads and leaders of public and private organizations,

the variety of high-quality services, facilities, and logistical support offered by Hamriyah Free Zone Authority to support the growth of businesses in the UAE was highlighted through all marketing promotional materials related to the awards event.

A video that was played during the course of the event also displayed HFZA's support for innovation and growth, and showed potential investors the ease of setting up business in the Free Zone in less than an hour.

HFZA was represented at the event by TV Ramesh, CFO, and Ayaz Tariq, Head of Management Information System (MIS), who were selected as judges for their industry knowledge and category specific skillsets to assess this year's Awards finalists. They were honored at the event for their contributions in making the event a success.

## HFZA highlights investment outlook of Sharjah at business summit



Rakesh Ranjan, Chief Development Officer, and Ashik KP, Senior Sales Executive of Hamriyah Free Zone Authority participated in the Sharjah Business Summit held on May 17, 2017, a flagship event which explored the investment outlook in the emirate of Sharjah and showcased logistics and

supply chain solutions.

Other HFZA representatives at the event included Cristina dela Cueva, Marketing Executive, and Jocelyn David, Secretary.

Organised by Gulftainer, the world's largest privately owned independent port operator, the event was supported by Sharjah Investment and Development Authority (Shurooq), Sharjah Chamber of Commerce and Industry (SCCI), Sharjah Municipality, Sharjah Ports Authority (SPA), Hamriyah Free Zone and Sharjah International Airport Free Zone.

Speaking at the event, Rakesh Ranjan pointed out that Sharjah has become a powerful magnet for companies and foreign investors. "The

investment potential of the region has transformed Hamriyah Free Zone into a truly multi-national, cosmopolitan and a dynamic industrial and trading hub with companies from virtually every part of the world," he said.

Well connected to ports, major highways and airports, HFZ also offers world class infrastructure and facilities and a well-developed state-of-the-art logistics & distribution center to enable investors to set up businesses in any vertical or sector, he added.



## ICAI annual conference lays emphasis on planning for a better future



Hamriyah Free Zone Authority joined the celebrations marking the 35th Annual Conference of the Institute of Chartered Accountants of India (ICAI) Dubai Chapter held under the theme, 'Future of Future', as speakers and dignitaries from across the world

inspired the 1,000 plus delegates present to plan and strategize for a better future. The event, held from 7th to 8th April, was inaugurated in Dubai by HH Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and UAE Minister of Culture and Knowledge

Development.

Representing HFZA at the event were Ajeeb Moidunni, Head of Business Development Department; Ashik KP, Senior Sales Executive; Geomon George, Business Development Executive; and Ruchi Singh, Marketing Executive.

"This year's conference was designed to help individuals to be better-informed professionals and to recognize and seize future opportunities," said Ajeeb Moidunni. "The conference also touched on all themes important to the UAE: Year of Giving, Ministry of Happiness and Ministry of Future."

The 35th Annual Conference of ICAI was inspired by the revolutionary thinking and vision of the UAE's leaders who have recognized the importance that the future holds for people as individuals, and collectively as global citizens.

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Portuguese delegation headed by Filomena Pina Pires with representatives from Hamriyah Free Zone Authority and SCCI

## Portuguese investors briefed on HFZA's dedicated Food Park

Hamriyah Free Zone Authority (HFZA) discussed ways of enhancing business opportunities between the Free Zone and Portugal at a business-to-business roundtable event organized by the Sharjah Chamber of Commerce and Industry on 17th May, 2017.

HFZA representatives Ajeeb Moidunni, Head of Business

Development Department; Cristina dela Cueva, Marketing Executive; and Ruchi Singh, Marketing Executive; met with several business stakeholders from Portugal and discussed ways of scaling up avenues to expand cooperation for new business opportunities across different verticals in the Free Zone.

With around 600 Portuguese

## Belarus delegation explores investment opportunities at HFZA



Belarusian delegation with the senior management team from Hamriyah Free Zone Authority

Hamriyah Free Zone Authority (HFZA) recently welcomed a trade delegation from the Republic of Belarus who sought to explore trade and investment opportunities in the region and to strengthen economic relations between the Free Zone and traders from the East European nation.

The trade delegation members were received by HFZA's Senior Management and Sales Team. In a presentation, Geomon George, Business Development Executive, briefed the members on the projects and activities, facilities and advantages offered by the Free Zone in different investment sectors and pointed out the various options

companies currently operating in the emirate of Sharjah, the Portuguese delegation were keen to further strengthen trade ties with the Free Zone and take advantage of its excellent infrastructure and modern facilities.

The recent launch of the 'Food Park', the region's first city dedicated to food and commercial industries, captured the interest of the Portuguese delegation. Ajeeb Moidunni explained that the Food Park, spread over a total area of more than 11 million sq ft is aimed at importing, exporting, holding and repackaging foodstuff destined for not only the GCC region but for consumption all over the world.

The dedicated Food Park is planned and developed keeping in mind the specific requirements of the food industry, he added. "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."

available to start new SMEs and industries.

TV Ramesh, Chief Financial Officer, also emphasized the important role Sharjah and HFZ plays in the development of smaller-scale businesses in the UAE. "SMEs and medium-sized enterprises choose to operate out of HFZ due to their ports, robust infrastructural support, considerably lower establishment costs and minimal regulatory hassles," he said.

The Free Zone's proximity to major global markets and over 2 billion consumers have made it one of the largest industrial free zones in the UAE with over 6500 companies, he added. "HFZA is also recognized as the primary hub in the region for Petrochemicals, Oil and Gas, Maritime, Timber, Construction, Food and Perfumery."

The delegation from Belarus also toured the Free Zone and expressed their satisfaction at the variety of services, facilities, and logistical support it offers to enable their clients to start and run their businesses in a profitable, safe and environmentally responsible manner.



## Gum Arabic Gulf Factory to open US\$ 15 million plant in HFZA's Food Park

Hamriyah Free Zone Authority (HFZA) has signed a long-term strategic partnership agreement with Gum Arabic Gulf Factory for the establishment of a plant to process and produce 'dehydrated gum arabic powder' with an investment value of US\$ 15 million and a production capacity of 8,000 tons per year.

The plant will be located on an area of more than 10,000 square meters at the Free Zone's 'Food Park' - the region's first city dedicated to food and commercial industries - and built to high-tech international specifications. The Sudan-based company will start its commercial production of gum arabic and its derivatives in September 2018 through the new plant.

The agreement was signed by Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone, and Eng. Ghada Satti, Managing

Director of Gum Arabic Gulf Factory, in the presence of a number of officials from both sides.

Speaking at the signing ceremony, Saud Al Mazrouei affirmed that the provision of facilities for investors is a top priority for HFZA and is in line with the directives of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, to provide all the facilities and infrastructure available to attract qualitative investments into the emirate.

He added that the establishment of such unique industries within the Food Park at the Free Zone underscores the importance of this flagship project that has given a major boost and impetus to the phenomenal growth of the food sector in the UAE. 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.

"The establishment of the Food Park has paved the way for an increasing number of companies operating in food manufacturing, packaging, export/import, and distribution industries to expand its presence in the region thereby enabling the UAE's food sector to remain robust and globally competitive," said Al Mazrouei. "The presence of leading trade and manufacturing companies at the Food Park has also helped strengthen our international position as a global investment haven in the region."

Eng. Ghada Satti showered praise on the advantages of setting up the new gum arabic plant at the Food Park stating that the good investment climate, logistical advantages, infrastructural and warehousing facilities, sophisticated location, and other value-added services and amenities that the dedicated complex offers will benefit the growth of his company locally and in new markets across the region and beyond.

Gum Arabic Gulf Factory is the first factory in the Middle East for processing spray dried gum arabic. This product is used as an amplifier in the food industry mainly for soft drinks, juices and gummies; pharmaceuticals; manufacturing of cosmetics, inks and paints. "Globally, consumption of gum arabic has increased due to its high dietary fiber content which aids in healthy digestion," he said.

Eng. Ghada Satti added that Sudan is the world's biggest producer of the gum and that most the company's raw material comes from the traditional rain-fed agricultural areas in western and central Sudan.



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# HFZA hosts annual Iftar gathering for its employees

Sharing the spirit of the holy month of Ramadan as a family, Hamriyah Free Zone Authority (HFZA) hosted its annual Iftar gathering for its employees on 19th June, 2017, at the Jawaher Reception & Convention Centre in Sharjah.

The annual event was organized to promote social interaction and cooperation among the staff across the HFZA fraternity.

The gathering was attended by the senior management team of the Free

Zone along with other employees from across the organization.

According to Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone, "The holy month of Ramadan is another opportunity for us to show our appreciation to all our employees who are an integral part of the HFZA family. Events like the annual Iftar gathering seek to strengthen the spirit of brotherhood and family with each and every one of our employees beyond the concerns of work."

This gathering is an annual tradition that HFZA organizes because of its positive repercussions on productivity, he added. "It gives us the opportunity to express our appreciation to our colleagues who are instrumental in the organization's success story. It also helps us to celebrate the achievements of the Free Zone and the social bonds that are enhanced during such events leads to a healthy working environment filled with happiness and positivity."



## HFZA bestowed with Arabian Business Excellence Award 2017



Hamriyah Free Zone Authority (HFZA) was honored with the Arabian Business Excellence Award 2017 for Best Government Administrative Service in the UAE, at an event organized by Al Global

Media, the UK-based publisher of the Middle East Global Markets magazine.

The esteemed Business Excellence Awards were introduced to acknowledge and reward the exceptional work and the results gained by the trailblazers of the corporate domain, in the face of an ever increasing competitive market.

"We are proud to have been able to provide our customers with the best possible services and facilities that have led to establishing Hamriyah Free Zone as the best business environment for investors through smooth administrative procedures in all services provided," said Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority and Sharjah Airport Free Zone Authority.

"This prestigious award underscores our keenness to always excel in our efforts. HFZA provides investors with a range of administrative services and licenses under one roof as well as technical support services to facilitate the smooth functioning of their businesses."

"The period of time that separates the investor from setting up his 'dream company' is just one hour," he added. "And this involves just three steps - completing the application form at the sales counter, paying the fees and collecting the trade license."

Established in 1995, HFZA is Sharjah's largest free zone and the second largest industrial hub in the UAE. The Free Zone houses over 6500 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.

## HFZA tops the 12th edition of the Hamriyah Culture and Knowledge Tournament



Hamriyah Free Zone Authority (HFZA) has emerged as the top winner at a cultural and knowledge contest organized by the Cultural and Social committee of the Al Hamriyah Cultural and Sports Club on 14th June, 2017. The 12th edition of the Hamriyah

Culture and Knowledge Tournament was held inside the Ramadan Tent set up in Hamriyah Park 1 in the presence of His Excellency Mubarak Rashid Al Shamsi, Director of Al Hamriyah Municipality and His Excellency Majed Saeed Al Muhairi, Board Member

of Al Hamriyah Ramadan Club, the Financial Director of the Al Hamriyah Cultural and Sports Club.

Representing HFZA at the event were Amer Ahmed, Deputy Head of Purchase & Supply Department; Ebrahim Ali, Head of Purchase & Supply Department; and Rashid Al Zamar, Manager - Projects Pursuant. The cultural contest the team members participated in was in the format of a quiz challenge on questions pertaining to the culture, arts, life, customs, monuments, geographical wonders and places of the UAE, amongst other topics.

The HFZA team won the coveted first place in the Hamriyah Culture and Knowledge Tournament. The second spot in the tournament went to Al Hamriyah Cultural and Sports Club while the Al Hamriyah Team consisting of the residents of the town bagged the third prize.

## HFZA's Ramadan Spirit of Giving initiative launched



In the spirit of the Year of Giving (2017) declared by UAE President HH Sheikh Khalifa bin Zayed Al Nahyan to promote the culture of giving back to the community and enhance the spirit of volunteering and loyalty to one's country, Hamriyah Free Zone Authority (HFZA) distributed food baskets to each of its employees who were, in turn, encouraged to share it

with others.

According to Saud Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone, "HFZA's Ramadan Spirit of Giving initiative is inspired by the noble values of charity and philanthropy that the UAE has espoused since its formation, emphasizing the importance of

opening people up to the notion of giving back to society."

There is no other month of the year in which people are more giving and more compassionate than in the holy month of Ramadan, he added. "Throughout the year, HFZA seeks to instill the spirit of volunteerism and foster a sense of community responsibility in the hearts of our employees."

Al Mazrouei also pointed out that the Free Zone carries out several charitable endeavors in cooperation with the Sharjah Charitable Society, and also contributes to a variety of social and humanitarian causes throughout the year.

"I hope that the Ramadan Spirit of Giving initiative sends a message of love, tolerance and hope from our employees to the less fortunate people around us," he concluded.

## HFZA employees undergo COSHH training to keep workplace safe



Hamriyah Free Zone Authority employees Syed Bari, Shafeeq Sha, Sham Saju, Sivaraman, Prashant Moses and Shatha Al Shamsi participated in a chemical safety training course in May 2017 titled 'Control of substances hazardous to health (COSHH)' to equip themselves with an understanding of how substances can harm health.

Suitable for employees in all industry sectors, the COSHH training is ideal for anyone with responsibility

for storing, using, handling or transporting hazardous substances, particularly those involved with manufacturing, cleaning, healthcare, transport, utilities or offices.

For the HFZA employees who received the training, the course will help them to ensure that the businesses operating at the Free Zone complies with chemical safety regulations. Following the training, HFZA employees were armed with the knowledge, skills and

understanding to recognize the risks and control measures when dealing with substances hazardous to health.

Topics covered included classification of substances, routes of entry, common health hazards of specific agents, workplace exposure limits, control measures and how risk assessments support the safe use of hazardous substances and the effects of exposure to hazardous substances.

Apart from the legal regulations of COSHH, the employees also learnt how to identify the hazards, deciding who might be harmed and how, evaluating the risks, substance substitution, principles of good control practice, hierarchy of control measures, work processes and equipment, personal protective equipment, safe systems of work and the provision of first aid.

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## HFZA discusses areas of mutual cooperation with Al Hamriyah Club

Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority (HFZA) and Sharjah Airport International Free Zone (SAIF ZONE), met with HE Jumaa Obaid Al Shamsi, Chairman of Al Hamriyah Cultural and Sports Club to discuss mutual cooperation between the two entities in the fields of sports, culture and community development.

"Sports and culture are two elements

that have a unique way of making a positive impact on society," said Al Mazrouei. "I believe these have to be ingrained in our daily lives from an early age."

Sports not only contributes to community identity but is also an amazing tool for people - irrespective of their age, gender and socio-economic background - to serve as a focal point for engagement, community pride, and

achievement, he added.

"Culture, on the other hand, is a powerful tool to build bridges between people, including the young and the old, and it can play a crucial role in strengthening relationships between organizations and the public and private sectors," said Al Mazrouei. "It can also be an engine for social development as it is based on peace, freedom of expression, mutual understanding and respect for fundamental values."

During the discussion, Al Mazrouei also expressed the keenness of Hamriyah Free Zone Authority to take part in the different cultural, sports and social events, and to deepen the social partnerships between the Authority and the public and private entities in the region. He added that such activities of mutual cooperation fall in line with the goals of the Free Zone's strategic plan to engage with the community on a deeper level.

Engaging citizens in both sporting and cultural activities is a major resource for strengthening municipalities and communities and for developing market opportunities, he added.



## ARADA poised to benefit from uplift in Sharjah real estate market

ARADA, the UAE's newest developer, is taking full advantage of the upswing in Sharjah's residential market as it continues to post strong sales at its record-breaking community, Nasma Residences.

The first phase of Nasma Residences, an 800 villa and townhouse project located adjacent to Emirates Road, sold out a month after its launch in March, with both investors and end users flocking to purchase their homes in Sharjah's fastest-selling residential community.

"The exceptional sales results we have seen so far reflect our view that there is huge pent-up demand in Sharjah for the kind of full-service community that Nasma Residences provides," said Mahmoud Radaideh, Senior Vice President - Sales for ARADA.

"I'm delighted that ARADA is delivering on its promise to support the Sharjah government's vision to position the real estate sector as a core part of the emirate's economy. In addition, we look forward to reaching out to new markets

around the Gulf in the second half of this year to build on the momentum we have already generated at Nasma Residences."

Radaideh's assessment has been backed up by property agency Cluttons' most recent market snapshot, published in July, which showed that villa rents in the emirate rose by 11.7% in the first half of this year, the first increase since late 2015.

"Demand for villas [in Sharjah] is likely to continue to rise, fuelled by the relative affordability of homes compared to those in Dubai, which in turn will remain a key catalyst behind the multitude of mixed-use freehold projects bubbling through," the Cluttons report stated.

The launch of Phase 2 of Nasma Residences took place in May 2017, with ARADA introducing four and five-bedroom signature villas to the array of townhouses and semi-detached villas already on offer in Phase 1. Ground-breaking on the project is expected to take place in August this year, with work on the entire community scheduled to

be completed by the end of 2018.

Ideally located next to the upcoming Tital Mall and Sharjah Convention Center, Nasma Residences will feature a 13-hectare landscaped park, a community mall, and an international school, as well as a fully serviced clubhouse, medical clinic and mosque.

ARADA, which launched in January this year, is chaired by HE Sheikh Sultan bin Ahmed Al Qasimi, with HRH Prince Khaled bin Alwaleed bin Talal serving as Vice Chairman.

The company's focus is on "creating communities" in the mid-market sector, and Nasma Residences is devoted to fulfilling the growing consumer need for aspirational yet affordable living communities in Sharjah. The aesthetically designed homes will marry form and function and be built with careful workmanship to ensure quality delivery. The development will expand over 5,000,000 sq. ft. of land area carefully planned to ensure a balance between living areas and community facilities.

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## Sharjah named World Book Capital 2019

Sharjah has been named the 'World Book Capital' for 2019 by United Nations Educational, Scientific and Cultural Organization (UNESCO).

The honor is in recognition of the emirate's pioneering role in supporting and expanding the local and regional publishing industries, promoting reading to become an intrinsic cultural practice, as well as embracing intercultural, knowledge-based dialogue. The announcement also adds further weight to Sharjah's efforts to establish a global book publishing hub at its purpose-built 'Sharjah Publishing City', which has already received an overwhelming response from publishers.

Announced in Paris in June 2017, Sharjah will be the 19th city to be named UNESCO World Book Capital, following Athens in 2018. Cities are chosen by UNESCO's World Book Capital advisory committee which includes representatives from the International Federation of Library Associations, the International Publisher's Association

and UNESCO. The committee cited the innovative, comprehensive and inclusive nature of Sharjah's reading and publishing programs, including its community-focused activities and efforts to engage both citizens and foreign residents in its promotions.

The accolade is an important addition to Sharjah's existing portfolio of milestones like Capital of Arab Culture (1998), Capital of Islamic Culture (2014) and Capital of Arab Tourism (2015). More so, the emirate is the first in the GCC and third in the Arab world and Middle East to have received this recognition.

Sheikha Bodour Bint Sultan Al Qasimi, President of the Emirates Publishers Association, Head of Sharjah's World Book Capital Organizing Committee, said: "We are so proud to have been recognized on a global scale for literary excellence, and having our name being put on the same platform with some of the world's frontrunners in the world of books and reading.

"This signals a fruition of the

momentous project that was established four decades ago by the vision of His Highness Sheikh Dr. Sultan Bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah," she added.

Sharjah has also launched crucial initiatives and pilot projects to achieve its vision to promote maximum community involvement in reading. Knowledge without Borders (KwB) is one such example, which has established free home libraries for 42,000 Emirati families last year.

Sheikha Bodour launched the 'Kitabi Al Awal' (My First Book) initiative, which aimed to develop a love for books and stories among new-borns. Under the initiative 5,000 book hampers were gifted to expectant mothers across more than 60 healthcare centers and medical clinics in the UAE.

Sharjah's year as UNESCO World Book Capital will officially begin on 23 April 2019, the United Nations World Book and Copyright Day, under the theme of 'Read – You are in Sharjah'.



The Child Safety Campaign, an initiative of the Supreme Council for Family Affairs, SCFA, and of which, Hamriyah Free Zone Authority is a sponsor, has launched the 'Strap them Safe' initiative to raise awareness among parents on the importance of car safety for their children, through the use of seatbelts and car seats.

The new initiative under the third edition of the campaign was launched under the patronage and directives of HH Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness Ruler of Sharjah, and Chairperson of SCFA, in collaboration with Sharjah Police Headquarters, and FUNN, the Sharjah-based organization dedicated to helping younger generations become engaged in media arts.

According to new regulations, all drivers and passengers must fasten their seatbelts, and children under the age of four should be provided with car seats. Fines are now being levied for failure to comply with the new legislation.

"The 'Strap them Safe' initiative seeks to raise awareness of the importance of providing children with special belt-positioning booster seats, ensuring their seatbelts are fastened and that they are in the back seat of the vehicle to reduce the risk of injuries in case of accidents. Through this initiative, we hope to promote collaboration on this vital safety message, on both a federal and local level," said Hanadi Saleh Al Yafei, Department Director at SCFA and Head of the Organizing Committee of the Child Safety Campaign.

In April this year, the campaign also

## Sharjah Child Safety Campaign teaches motorists about importance of seatbelts; spreads awareness of online dangers

organized two awareness workshops under the theme, 'Child Safety in Cyber Space' for parents to advise them on how they can protect their children from the negative aspects of smart device usage. The workshops, titled 'How to Protect Your Children against the Dangers of Smart Devices', took place at the Kalba and Khorfakkan Children's centers, held in conjunction with the Telecommunications Regulatory Authority, TRA.

According to Hanadi Saleh Al Yafei, "These workshops are in alignment with our dedication to achieving the objectives of the third phase of the Child Safety Campaign. The sessions will educate parents on the risks their children can face when they use smart devices and social media, particularly in instances of lack of proper instruction and guidance."

Facilitating the workshops was Engineer Abdulaziz Al Zarooni from the TRA, who addressed the dangers that children and youth face when browsing the Internet, including cyber blackmail,

cyber deception, cyber stalking and mistakes that can lead to the hacking of data through their smart devices. The sessions also educated parents on the methods and techniques that can be used to encounter these risks, as well as the best ways to protect smart devices.

The third edition of the Child Safety Campaign has a special focus on cyber security for children, in view of the proliferation of potentially dangerous websites that children can readily and easily access. 'Child Safety in Cyberspace' targets children, parents, teachers and experts, and seeks to promote the vital role played by community organizations to protect children from social media hazards, and ensure they are safe online.

The Child Safety Campaign was launched in 2015 to promote awareness about children's safety, protection, and social stability to ensure children are physically and psychologically healthy, and live in stable family environments.



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## Sharjah initiative to help visually-impaired read

**H**amriyah Free Zone Authority has extended its wholehearted support to 'Ara', an initiative launched by the Kalimat Foundation for Children's Empowerment, to promote awareness about children who are visually impaired and live with sight deficiency.

"This initiative, by the Sharjah-based non-profit children's organization, encourages all segments of society to support the education of those with special challenges," said Saud Salim Al Mazrouei, Director of HFZA and Sharjah Airport International Free Zone.

Launched during the ninth edition of the Sharjah Children's Reading Festival, SCRF 2017, 'Ara' sought to highlight the experience of the visually impaired and bring attention to the ways in which they perceive the world around them. The 'Ara' initiative will be distributing 30,000 copies of a collection of selected books which are divided into three categories: large print, audio books and Braille books.

"We have launched the 'Ara' initiative in line with the directives of Sheikha Bodour bint Sultan Al Qasimi, Founder of the Kalimat Foundation for Children's Empowerment, through which we aim to highlight the challenges facing children with visual impairment, including total loss of sight. We also want to show how

we as a community can meet these challenges through the provision of special reading and educational materials designed specifically for visually impaired children," said Amna Al Mazmi, Manager of the Foundation.

"Statistics indicate that there are 22 million people with visual problems in the MENA region, with the majority of these being children. One of the main challenges they face is in the area of education because of a paucity of suitable material that enables them to read. These young people need our



full support, advocacy and solidarity and most importantly, we need to look for practical and effective solutions that empower them to engage with the educational process in the same way as their sighted peers," Al Mazmi added.

"If we examine the 'differently-abled' publishing sector, we can see that there is a lack of suitable material for those with visual problems. This is why we decided to launch this initiative during SCRF, as the festival brings together educators, experts and publishers of children's literature who can partner with us and contribute to supporting kids who need dedicated educational methodologies and systems," she concluded.

Following the launch of 'Ara' in April, the Kalimat Foundation donated 150 audio, braille and large print books to visually impaired students at the Abdullah Ibn Umm Maktum School in the Jordan capital, Amman.

The donation comes in line with KF's vision to promote the role of children with special needs and is in line with the 'Year of Giving 2017', as declared by UAE President HH Sheikh Khalifa bin Zayed Al Nahyan.

The initiative aimed to gain a closer view of children's abilities and their needs for learning materials and sources of knowledge - a move that comes as part of KF's efforts to strengthen its channels of communication with all relevant bodies in Arab countries.



## Over 850,000 passengers pass through Sharjah Airport's smart gates in nine months

**M**ore than 850,000 passengers have passed through the smart gates of the Sharjah International Airport, during the period from October 2016 through June 2017, according to the Sharjah Airport Authority, SAA. There are a total of 16 smart gates at the airport's department and arrival terminals, through which the travelers can get through passport control within 20 seconds, which reflects the

sophisticated and seamless services provided by SAA as part of its continued efforts to contribute to the development of the aviation sector in the UAE.

The gates use a highly efficient, quick and accurate system that read and scan passport information, capturing biometric data using a high-accuracy camera and comparing the information given, with the passenger details saved

in the system. Since they were initially introduced nine months ago, the gates have helped speed up the procedures, cut waiting time and reduce congestion.

Commenting on the seamless services, Ali Salim Al Midfa, SAA Chairman, said, "The smart gates have proven to reduce the passenger rush during peak hours, ensuring a smooth travel experience. Passengers are now able to complete passport control within 20 seconds. This facility is part of the airport's strategy which focuses on making travel easier for all passengers by providing the best internationally recognized services".

The launch of the smart gates is part of a series of development projects carried out by the airport to address the increasing growth in the number of passengers which comes as a result of the growing tourist flows and business activities in the emirate of Sharjah. Meanwhile, passenger traffic grew by 3 percent at Sharjah International Airport during the last quarter, as the airport handled 2.75 million passengers during April, May and June, compared with 2.66 million during the same period of 2016. Overall, Sharjah handled 5.5 million passengers during the first half of 2017, about 3 percent higher than the first half of 2016.

## Sharjah to host International Organization of Folk Art's regional office



**T**he emirate of Sharjah is preparing to open the regional office of the International Organization of Folk Art, IOV, in the Middle East and North Africa region, as a new building is being built and equipped to manage the organization's branches in 21 countries,

18 of which are in Arab nations.

The nomination of the emirate of Sharjah to host the regional office came during the meeting of the Executive Council of the IOV, held last March in Manama, the capital of the Kingdom of Bahrain. The nomination

came in recognition of the culture and heritage of Sharjah and the leading role played by H.H. Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, in promoting cultural activities and supporting research in the field of folk culture.



## Cultural fiesta marks 15th Sharjah Heritage Days; attracts over 350,000 visitors from over 30 countries

Traditional folk dance, a performance by stand-up comedians and a story-telling session rung down the curtains of the 15th edition of the Sharjah Heritage Days, which saw 350,000 visitors from more than 30 countries attending the cultural extravaganza, held under the directives of H.H. Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah.

Conceptualized and organized with the aim of reviving endangered folk arts, crafts and music, as well as to promote and safeguard cultural heritage, the main thrust of the 19-day festival was the focus on cultural integration highlighting the contribution of people in building the future. More than 150 volunteers from the UAE extended their co-operation to 29 committees, assisting in helping to forge closer ties between nations and promote cultural legacy.

"The cultural festival has received great support over the past few years. However, the love and affection of the people this year has been inspirational," said Abdulaziz Al Musallam, Chairman of the Sharjah Institute for Heritage. "This year, the cultural event witnessed the participation of more than 200 youth entrepreneurs who showcased arts and crafts, traditional costumes, food stations and other various forms

of traditions and culture. In addition, more than 24 folk dance groups from across the UAE, MENA region and around the globe participated in the 15th edition of the Sharjah Heritage Days."

The festival, themed 'Heritage – Structure and Denotation', was inaugurated on 4th April by HH Dr. Sheikh Sultan Bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah in the Heart of Sharjah district.

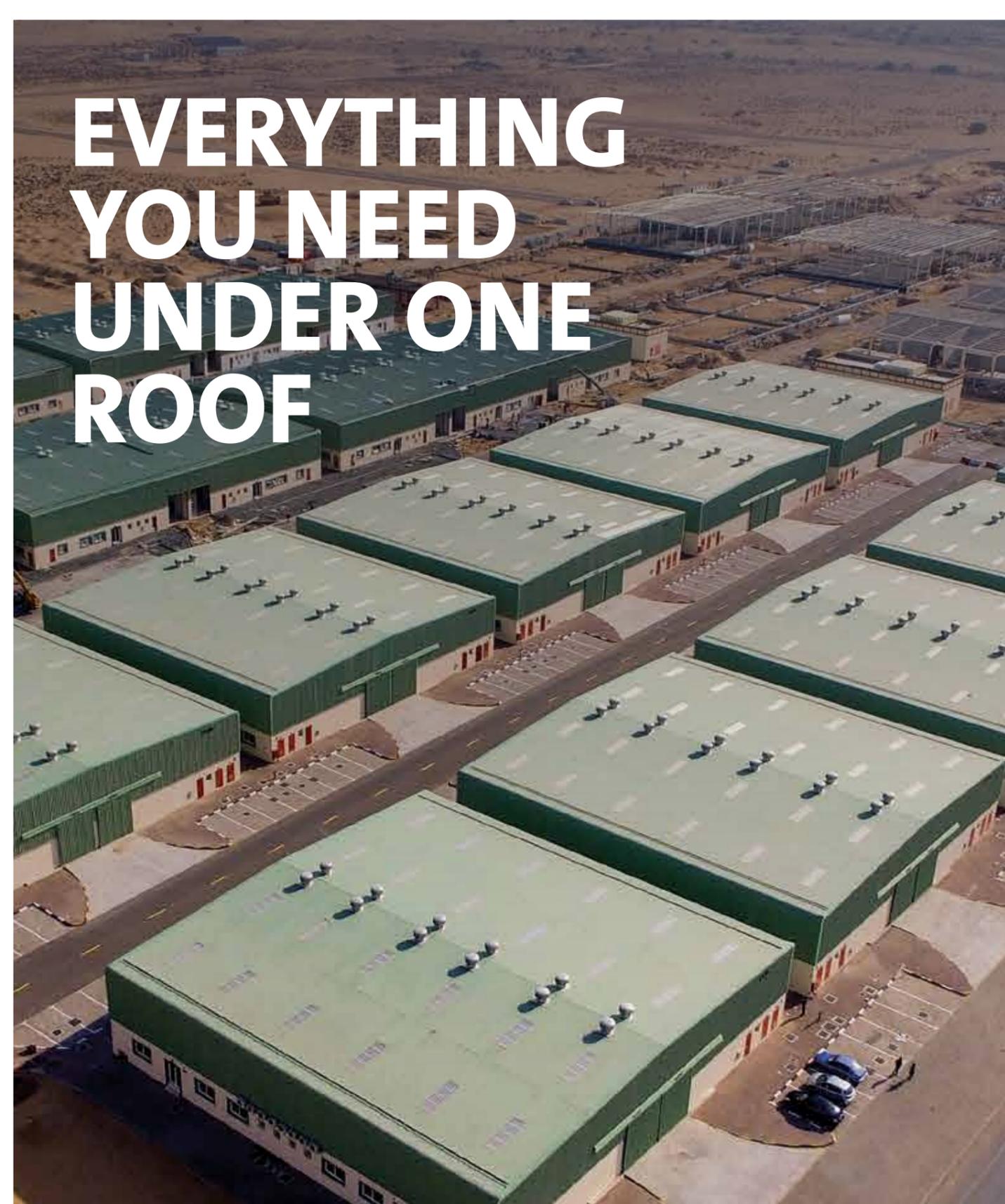
Besides Sharjah city, the latest edition of Sharjah Heritage Days was also held in the towns of Al Madam, Al Dhaid, Maliha, Khor Fakkan, Kalba, and other parts of the emirate.



Spanning over 19 days, the event covered a wide range of activities, ranging from a cultural cafe, folk performances, reading sessions for children, story-telling activities, educational tours, interactive sessions, panel discussions, quizzes and an award, among many others.

Al Musallam said the event was an effort to highlight not just the rich Emirati culture, "but to also bring to focus cultures from around the world. The rich heritage and culture not only reflect the cultural and social diversity of our communities, but they also make visitors feel a sense of home and a close connection to their heritage and tradition. This year's edition has ended on a high note, and we are confident that in the coming years it will just get better."

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