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Director's Message



The first half of 2019 is now history, and in hindsight I would have to say that the pace in which HFZ has developed in all areas is encouraging to say the least. Yet, we have a lot to achieve and look forward to. I am certain that with the excellent investments, powerful trade alliances and lucrative partnerships we have already gained with the passing quarter, emerging as the most preferred industrial hub in the world is no longer a distant dream for us.

I also take pride in sharing that for the second year in a row, HFZA has been highly acknowledged at the 5th edition of World's Greatest Brands and Leaders 2018-19 by Asia One magazine. The coveted 'Service Award' in the Free Zone Trade & Investment Destination category is a testament to our great leadership in the market; highlighting our success in accomplishing sustainable growth, strong customer service, constant innovation, and policy of excellence that define every aspect of our operations.

One of the most significant developments that happened early this year is the HFZA-Bee'ah collaboration to launch a portal utilizing blockchain technology to validate, process, and store transactions. Bee'ah, one of the leading sustainable solutions providers in the Middle East, has partnered with us to initiate the first phase of a waste permit portal in Sharjah. Under this partnership, Bee'ah will serve as the integrated environmental solutions service provider, delivering 15 services such as audits, permits, and lab services to all 14,000 members from 160 countries that operate at HFZ. Needless to say, digitizing is a step forward to enhance the security, efficiency, and productivity of HFZ.

We continuously strive to create a comprehensive, inclusive, and progressive business community that will transform the way global trade is done. To do this, our supremely skilled team coordinates with many governmental and private organizations all year round, inviting international delegations and boosting two-way trade with the respective countries along with their cooperation. As part of this undertaking, we have welcomed delegations from Mozambique, Turkey, and China in the month of February and March, to further promote the dialogue for better cultural and trade exchanges. Expert delegations from HFZA have also exhibited at various international expos, the details of which you will read ahead in this issue, for the same.

Ultimately, empowering this free zone and boosting the local economy along with yielding profits for all is our absolute motto. Our prime focus now remains to constantly strengthen our infrastructure, business ethics, and customer-centric policies.

Warm regards,

Saud Salim Al Mazrouei
Director, HFZA.



HFZ and Bee'ah partner to launch Waste Permit Portal, Sharjah's first blockchain platform

The second largest free zone and industrial hub of the UAE, HFZA has joined forces with Bee'ah, the Middle East's sustainability pioneer, to successfully launch the first phase of a state-of-the-art Waste Permit Portal, the first blockchain platform in Sharjah. This is a significant step towards the integration of digitization in commercial services, providing a wide range of integrated environmental solutions, such as audits, permits, and lab services to all HFZA investors.

Developed by leading digital expert, Evoteq, the unique platform will validate, process, secure, and manage the issuing of waste permits for the customers of the Hamriyah Free Zone Authority. The advanced portal is part of a range of 15 services that Bee'ah will be providing HFZA with, through a partnership that will recognize the company as

an environmental solutions service provider for the free zone. The partnership has also enabled the HFZA to become the first free zone in the UAE to have an integrated special purpose vehicle for the management of services.

The HFZA Waste Permit Portal will utilize blockchain technology to validate, process and store transactions. As the digital ledger is built on a blockchain network, all transactions are completely secure, essentially eliminating any human



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error or fraud. The customized portal will not only save customers operating within the free zone time and money when applying for permits, but also reduce the downtime it takes for permits to be issued from several days

to only a few hours. The portal makes the process of applying and issuing permits faster, easier and more secure, in addition to delivering periodic reports on volumes, transactions and other key data trends.

"In our line of business, accuracy and quick turnaround are instrumental factors that underline our success. However, delays in processing applications, testing and issuing permits can be some of the major factors jeopardizing our credentials. At Hamriyah Free Zone, we have always been committed to ensuring that our business policies are well-aligned and offer quick set-up models to ensure customer satisfaction. Digitizing processes like permit applications is a new step toward innovation, and with the use of blockchain technology, we are confident that the processes will witness enhanced security, efficiency and productivity", commented HE Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority and Sharjah Airport International Free Zone.

The Bee'ah-HFZA collaboration highlights the UAE government's Emirates Blockchain Strategy 2021 plan that seeks to leverage blockchain technology to transform 50 per cent of all government transactions into a blockchain platform by 2021.



Events

HFZ Director invited as Chief Guest at a seminar on investment by ICAI Dubai Chapter

Early in January 2019, ICAI, Dubai Chapter, held a seminar on investment at Roda Al Murooj Hotel in Dubai with global entrepreneurs and top officials from all the free zones around the region. Saud Salim Al Mazrouei, HFZ Director, attended the event as Chief Guest and spoke at length about the strategic location of HFZ.

TV Ramesh, Chief Finance Officer, Charleson Daniel, Commercial Manager, Geomon George, Asst. Head for Business Development, and Habishmon Khalidkutty, Senior Sales Executive, were also present at

this trade conference to reach out to international investors.

The ICAI, Dubai Chapter, established in 1982, is the largest, highly active, and award-winning chapter among the 33 overseas chapters of ICAI; a statutory body established under the Chartered Accountants Act, 1949 (Act No. XXXVIII of 1949) for the regulation of the profession of Chartered Accountancy in India. It has registered a phenomenal growth in membership in recent years and currently has over 3,000 members who represent more than 1,550 multinational companies.



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HFZ's overwhelming response at 'Come on Kerala' expo 2019



HFZ participation at the 'Come on Kerala' expo 2019, one of the biggest Indian International events bringing the best of India and the UAE, held from 14-16 February at Sharjah Expo Centre received a great response and opened the door to many investment opportunities at the free zone.

At stall no. E7, Ajeeb Moidunni, Head of Customer Service, Ashik KP, Senior Sales Executive, and Muhamed Basheer, Head of Overseas Promotion, promoted

amongst a million attendees the many salient features of HFZ, such as 'no corporate, income, import & export taxes', 'repatriation of capital and profits', 'foreign ownership availability', etc.

Come on Kerala is a highly influential B2B event, providing all exhibitors a platform to introduce their products and services. A wide range of trade fair suppliers can be found in Come on Kerala's exhibitions and trade shows.



HFZ left its indelible mark at the 6th edition of Gulfood in Dubai

At the 6th edition of Gulfood, the most prestigious event showcasing innovative solutions that shape the global food and beverage production, HFZ participated from 17-21 February at Concourse 2, DWTC, and attracted potential investors from all over the world. The visitors at the HFZ stall also availed the special offers on warehouse and office packages.

Amongst the officials representing HFZ at the event were Deputy Commercial Director Ali Al Jarwan, Commercial Manager Charleson Daniel, Head of

Customer Service Ajeeb Moidunni, Head of Local Promotion Hamad Al Shamsi, Head of Overseas Promotion Muhamed Basheer, Senior Sales Executive Ashik KP, Head of Sales Omar Rashid Al-leem, Asst. Head for Business Development Geomon George, Senior Sales Executive Habishmon Khalidkuty, Head of Marketing Noura Al Suwaidi, Sales Executive Ohoud Ali Abdalla, Marketing Executive Cristina dela Cueva, Environmental Protection Officer Shatha Al Shamsi, Business Development Executive Manju Mehla, Customer

Support Executive Berhaida Ladja, and Food Safety and Quality Compliance Executive Sham Saju. Some HFZA investors, like Crispo, Caline, International Traders, and Safa International also exhibited with HFZA at this event.

Gulfood Manufacturing is the region's biggest food and beverage processing industry event, which connect the exhibitors with suppliers from 60+ countries showcasing the latest F&B manufacturing business improvement tools and solutions.



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HFZ in Mumbai with Bizcon-2019

At Bizcon-2019 held at Mumbai, India, HFZ tapped the opportunity to promote its investor-friendly policies and thus expand its business. Saud Salim Al Mazrouei, HFZ Director, was the Guest of Honor at this event, which also marked the opening ceremony of Millennium Chamber of Commerce and Industries, organized by Millennium Chamber of Commerce HQ Pune along with chapters in Delhi, Bangalore, and Bhopal.

Charleson Daniel, Commercial Manager, and Geomon George, Asst. Head for Business Development also attended the event and utilized the platform to highlight the strategic location of HFZ, which serves as a vital link to the major trade routes intersecting Asia, Europe, and Africa, giving direct access to a growing market of 2+ billion people.



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HFZ attracts global investors at Singapore's IoT Asia event



At the International Exhibition and Conference on the Internet of Things held at Hall 1, Singapore EXPO, from 27-28 March, HFZ Stand G25, represented by Charleson Daniel, Commercial Manager, Omar Rashid Al-leem, Head of Sales, and Muhamed Basheer, Head of Overseas Promotion, pulled an enormous crowd of investors and entrepreneurs.

The top officials of HFZ present at the event shed light on the advantages, challenges, and opportunities for investing in the UAE, the hub of innovative global business right now.

IoT Asia 2019 was organized by SingEx Exhibitions and the Singapore Industrial Automation Association (SIAA) and brought solutions providers, technology heads, design and solution architects, engineers, academic institutions, investors and start-ups together for an enriching learning and sharing experience. It gathered more than 5,000 attendees from more than 50 countries.

Delegation



Delegation from Mozambique visit HFZ

HFZ's Senior Sales Executive Ashik KP welcomed with open arms a delegation from Mozambique in February to further strengthen the ties with the country. The visit was coordinated along with Sharjah Chamber of Commerce.

The delegation discussed with HFZ officials the various investment opportunities, policies, and the significance of this free zone to the Mozambican economy. The conference was productive, paving the way for advanced trade between the two countries.



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Delegation

Delegation from Turkey gives a visit to HFZ

HFZ's Deputy Commercial Director Ali Al Jarwan, Head of Overseas Promotion Muhamed Basheer, and Head of Customer Service Ajeeb Moidunni, warmly received a delegation from Turkey in the month of February.

The purpose of this visit, which was organized with the coordination of Konya Chamber of Commerce, was to discuss areas of mutual cooperation, investment opportunities, and further the expansion and trade plans between the two entities.



Chinese delegation from Shaanxi province visited HFZ

HFZ's Executive Deputy Commercial Director Ali Al Jarwan, and Business Development Executive Zhen Li, received a delegation from Shaanxi Provincial Department of Commerce headed by Wang Gang, Deputy Director-General.

China is a top trading partner of the UAE and the two countries enjoy distinguished trade relations. This delegation aimed to strengthen the existing ties and expand the business between the two trade giants.





HFZA visits the UAE Embassy in Singapore

HFZ's Head of Sales Omar Rashid Al-leem, and Head of Overseas Promotion Muhamed Basheer, paid a visit to the Embassy of UAE in Singapore in the month of February. This HFZA delegation headed by Charles Daniel, Commercial Manager, was received by Dr. Mohamed Omar A. Balfaqeeh,

Ambassador, and Sheikh Saleh Saif Al Sharqi, Head of Political, Economic & Media Section.

Singapore is one of the world's hit-list destinations. Investing in the UAE will give this melting pot of cultures an opportunity to grow by leaps and

bounds and further the two-way investments with the UAE. The HFZA delegation presented the potential for synergies and frameworks for strengthening these crucial ties between both countries.



HFZA visits Liaoning Province in China

Liaoning Provincial Political Consultative Conference, Provincial People's Association for Friendship with Foreign Countries, Provincial Department of Commerce, and the UAE Overseas Chinese Federation held a 4-day bilateral trade meeting in February with HFZA in Liaoning Province, China. Officials from all parties discussed how to improve the ongoing economic and trade

cooperation between the two sides.

HFZ's Senior Sales Executive Habishmon Khalidkuty, and Business Development Executive Zhen Li also held a seminar for the investors to give guidelines on doing business in the UAE, in particular investing in the Hamriyah Free Zone. They highlighted the different advantages, such as easy procedure to open a company,

repatriation of capitals and profits, economic operational costs, and strategic location.

The UAE and China two-way industry is already worth \$35+ billion. In the year 2016 alone, the value of Sharjah exports to China exceeded AED 44 million, while Sharjah re-exports to China had reached AED 261 million.



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Awards



HFZA was applauded at the 5th edition of World's Greatest Brands and Leader Awards 2019

For the second year in a row, HFZA received accolades at the 5th edition of World's Greatest Brands and Leaders 2018-19 held at JW Marriott Marquis Hotel, Dubai, on May 1 by Asia One magazine. Hamriyah Free Zone Authority received 'Service Award' in the Free Zone Trade & Investment Destination category. Director Saud Salim Al Mazrouei, was recognized with '40 Most Influential Leaders Under 40, 2018-2019, Asia & GCC' for his leadership in helping the brand emerge as a leader in the market.

The ceremony was attended by HFZ's Deputy Commercial

Director Ali Al Jarwan, Commercial Manager Charleson Daniel, Head of Overseas Promotion Muhamed Basheer, Asst. Head of Business Development Geomon George, Marketing Executive Cristina dela Cueva, Sales Executive Yuliya Dubina, and Customer Support Executive Berhaida Ladja.

World's Greatest Brands & Leaders Asia & GCC is a research-based listing to acknowledge supreme global brands and put them on deserving pedestals for the admiration and veneration of the world.



Awards



HFZA shines at the Sharjah Finance Department Excellence Awards '18

HFZA was awarded the 'Leading Entity in Government Financial Performance' at the Sharjah Finance Department Excellence Awards 2018 held on April 30 by the Government of Sharjah Finance Department. The Excellence Award is designed to recognize organizations for their significant performance, and to support and encourage them for

further growth and potential for success.

Sheikh Khaled Bin Abdullah Bin Sultan Al Qasimi, Chairman, and TV Ramesh, Chief Finance Officer, attended the ceremony and were delighted by this recognition as it reaffirms the strength and success of HFZ, thereby influencing existing clients, potential customers, the media, suppliers, investors, and employees of each brand.



Celebrations



HFZ team celebrates New Year 2019 with power breakfast

New Year is looking forward to new aspirations and successes on both personal and professional fronts, and all HFZ employees demonstrated this by gathering together for breakfast to celebrate the start of the year, as

well as their solidarity as a team, which contributes to the successes of HFZA.

Saud Salim Al Mazrouei, Director, spoke at length about the success and achievements of HFZA so far, and

how 2019 is the year to further the improvement of the organization. He also awarded certificates and tokens to employees who have been with HFZ for more than 10 years, as recognition of their dedication and loyalty.



Sharjah Beat

Sheraa raised \$60m in investment, revenue in three years



could not be more proud of how far we have come.

"Our graduating startups have come a long way over the past 12 weeks and we have no doubt that they will continue to have a positive impact on their societies and economies... I am confident that we will continue to see tremendous growth, especially with the unwavering support of our partners and wider community."

Sheraa's Ramadan Majlis saw the launch pad collaborate with Expo Live to celebrate a graduation ceremony held for participants' achievements.

The programme, which began in February 2019, saw start-ups explore a range of topics, including market research, pitch training, story mapping, persona creation, vision and goal setting.

Some of the start-ups that graduated include Mr Draper, fashion e-commerce platform Boksha, online grocery El Grocer, healthy F&B platform MintBasil, medical appointment app Tabeey, real-time logistics automation platform Wimo and Hotel Data Cloud, which helps hotels reduce error in their content.

Sharjah Entrepreneurship Centre (Sheraa) has raised over \$37 million in investment and generated more than \$24 million in cumulative revenue since its inception in 2016, while its 72 graduate start-ups have created a total of 506 jobs in the UAE, according to its Impact Report.

The launch pad for entrepreneurs in the UAE has also awarded \$533,000 in grants through its four fold programme

module that supports start-ups at all levels. In June, it announced

men's e-commerce shopping service Mr Draper as the winner of the \$50,000 grant. The start-up aims to simplify the shopping experience by connecting customers with a personalised stylist who then sends curated outfits to try-on at home for 5 days.

Najla Al Midfa, CEO of Sheraa said, "As Sheraa marks our third anniversary, I





Sharjah's Innovation Economy Report launched

The Sharjah Research Technology and Innovation Park, SRTI Park, launched the Sharjah Innovation Economy Report at a special ceremony. The event, held under the patronage of H.H. Dr. Sheikh Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, took place at Al Jawaher Reception and Convention Centre. A host of dignitaries and officials from both private and public sectors, as well as scientists, specialists, smart industry leaders and leading global companies in future technologies attended the event.

Based on a series of events and joint efforts between Sharjah stakeholders and the British Government represented by Future Cities Catapult, the report highlights the next steps to be taken by SRTI Park to support the Emirate of Sharjah's journey towards establishing a knowledge economy and becoming a Research and Development Hub and innovation hub of the region.

The ceremony began with a welcome speech by Hussain Al Mahmoudi, CEO of SRTI Park, where he said, "We are pleased to welcome you today to witness a new era towards a rapidly changing world. We are on the threshold of the fourth industrial

revolution and it has its benefits and requirements. We must be ready for this change and establish Sharjah as the innovation location and a world-class research and testing centre."

"This report puts the park on the path to future cities as part of its ongoing efforts to enhance cooperation with its international partners and to transfer knowledge with them to enhance Sharjah's status as a global capital for scientific research, technology, innovation and knowledge," he continued, adding that through the report, SRTI Park joins the global standards system for innovative cities. He spoke about H.H.'s vision to establish Sharjah as the capital of education, scientific research and innovation in line with the American University of Sharjah's strategy.

The attendees were briefed on SRTI Park's mission and current projects taking place within the park. Some of these projects consist of building hydroponic farming lab using solar-evaporated sea water coming directly from the Sharjah coast, pre-fab housing constructed from recycled plastic, and construction of an elevated train pilot track and construction of buildings with 3D printing techniques.

The event was attended by Sheikh Fahim bin Sultan Al Qasimi, Executive Chairman of the Department of Government Relations, and Andrew Jackson, British Consul General in Dubai. They participated in a panel discussion with Al Mahmoudi.

Sheikh Fahim Al Qasimi stressed upon Sharjah's potential to become a world leader in innovation, research and entrepreneurship, and shared the Emirate's vision to enhance its position in to become one of the smartest cities in the world. He noted the strong strategic relations between Sharjah and the UK and how they can develop the economic and investment relations in innovation and knowledge economy.

The British Consul spoke on how to enhance cooperation around innovation and smart cities between the British government and Sharjah. Also, to promote the Emirate as a regional capital for innovation, research and development in the Middle East and to strengthen its position in this field and how British companies can contribute by investing and starting businesses in Sharjah.



Sheikh Sultan Al Qasimi Launches AED 2 Billion 'Sharjah Sustainable City' Project

His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, launched 'Sharjah Sustainable City', the first urban mixed-use project in the emirate, which meets the highest standards of green economy and environmental sustainability. It is the outcome of a strategic partnership between Sharjah Investment and Development Authority (Shurooq) and Diamond Developers, a leading sustainable communities developer in the UAE.

The AED 2 billion project is spread across 7.2 million sqft, and is strategically located in Sharjah near Al Rahmaniya area, easily accessible from the Sharjah International Airport and Sharjah University City. Upon completion, it will feature 1,120 eco-friendly and energy-efficient villas with

a modern-meets-oriental design in harmony with the unique architectural aesthetic Sharjah is known for.

During the official launch ceremony, His Highness the Ruler of Sharjah learnt about the features of the residential units and other facilities through a 3D city model displayed at the event. He also received details about the eco-friendly technologies the city will be built on, and the key environmental and health benefits they will offer to the city's future residents.

The project will include a sustainable school, which will promote the concepts of sustainability through school curricula. It will also feature a 'Sustainability Experience Centre' – a platform to host meetings and forums by government and academic entities, NGOs, as well as school and university

students, centered around promoting awareness about environmental issues and sustainable living.

These smart homes in the city are being built to offer up to 100 percent savings on electricity bills and 50 percent cuts on water bills. Sharjah Sustainability City is poised to be a landmark contribution by Sharjah to the global movement towards reducing carbon footprint, slowing global warming and decreasing the harsh impacts of climate change. It promotes the green economy culture in Sharjah and the UAE, and creates new opportunities for the establishment of world-class infrastructure that promotes environment-friendly and sustainable living and is designed to cover all three elements of sustainability: social, economic and environmental.



Training



Osteoporosis Awareness Training held at HFZ

Dr. Essam Amer along with the team of Al Zahra Hospital, Sharjah, conducted an awareness session at HFZ in March about the prevention of Osteoporosis. Osteoporosis meaning 'porous bone' is a bone disease that occurs because the body doesn't produce as much bone as it did before. As a result, bones become weak and brittle. Lack of calcium and Vitamin D may cause this bone loss. This camp hugely benefited the employees who work around the clock to ensure smooth operations across HFZ. The employees were also provided free medical checkup and tests, such as Blood Pressure, Random Blood Sugar, Body Mass Index, and Bone Density Test.



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