



شُرُوق
SHUROOQ

A BRIGHTER TOMORROW



SHARJAH:
PROSPEROUS &
PROGRESSIVE

KHALID LAGOON, SHARJAH CITY

CENTRALLY LOCATED

OFFICIAL NAME: UNITED ARAB EMIRATES

PRESIDENT H.H. Sheikh Khalifa bin Zayed bin Sultan Al Nahyan

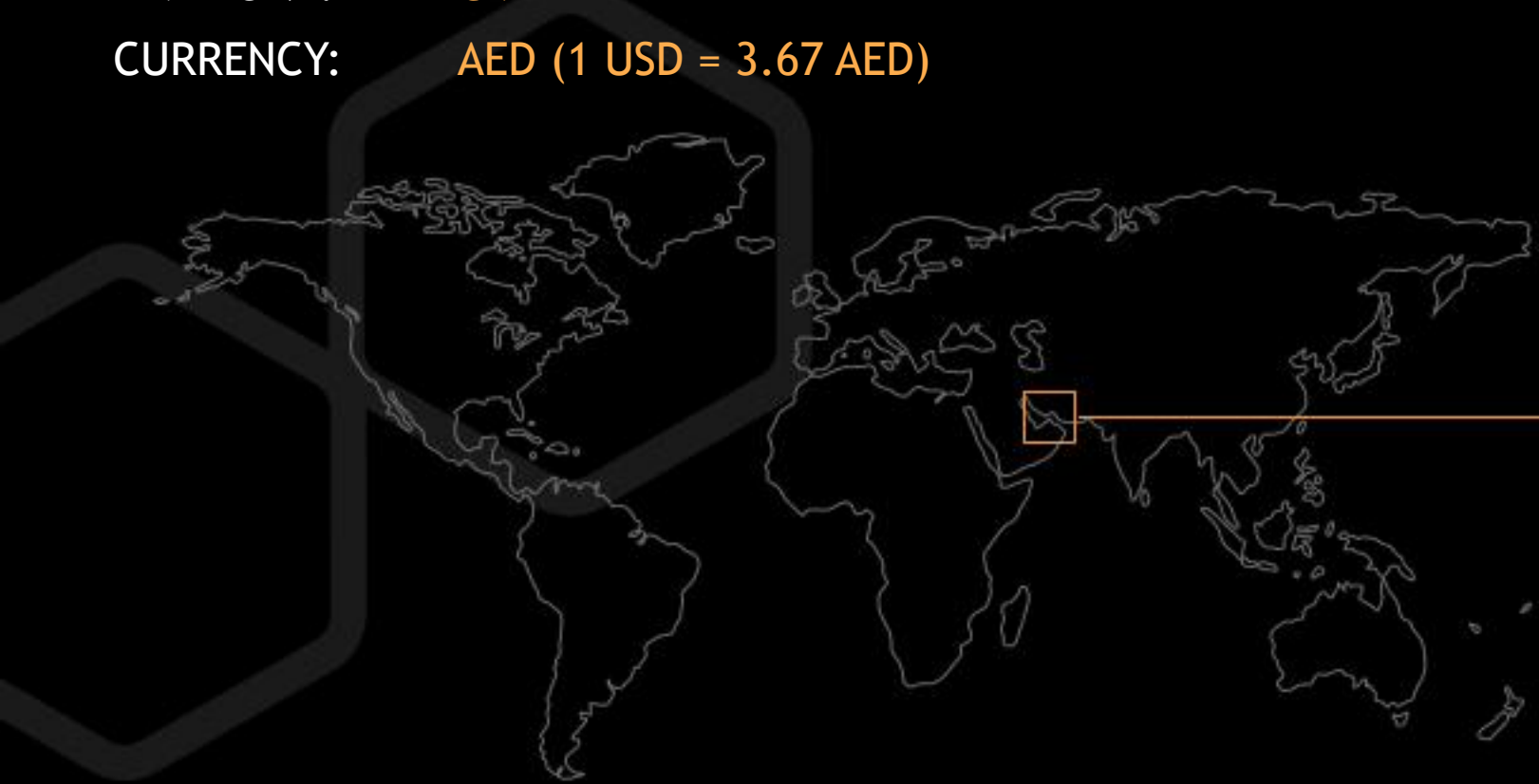
LANGUAGES: ARABIC, ENGLISH WIDELY SPOKEN

POPULATION: 8,264,070 (2010)

AREA: 83,600 KM²

TIMEZONE: GMT +4

CURRENCY: AED (1 USD = 3.67 AED)



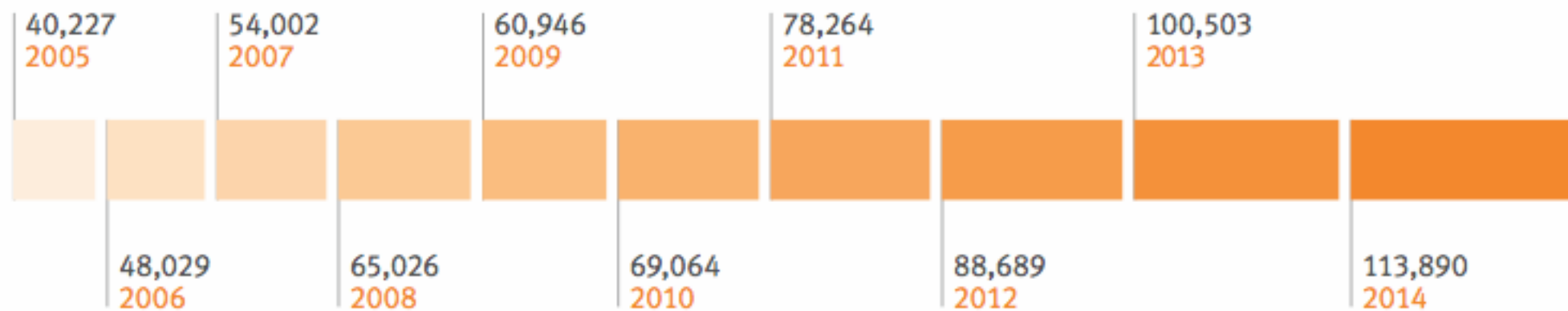
SHARJAH AT A GLANCE



- Two coastlines
- Striking landscape
- Natural diversity
- Modern city
- The industrial hub
- World-class infrastructure
- Unsaturated Market
- Growing population
- Political stability and government investment
- Intra arab tourism destination and thriving cultural hub

FLOURISHING ECONOMY

FAST-GROWING ECONOMY



SHARJAH GDP EVOLUTION AND FORECAST (AED BN)

Highly diversified, without over-reliance on any one particular sector, Sharjah possesses a fast-growing economy in comparison to other emirates in the UAE.

Strong CAGR
in GDP (2002-2009)

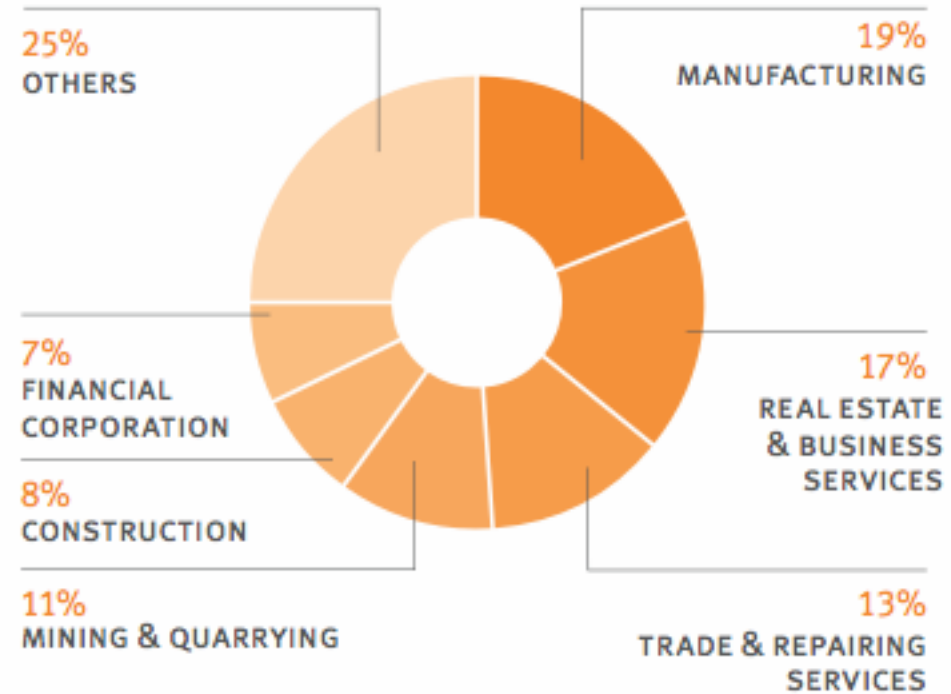
13%

GPD per capita
increase (2005-2009)

50%

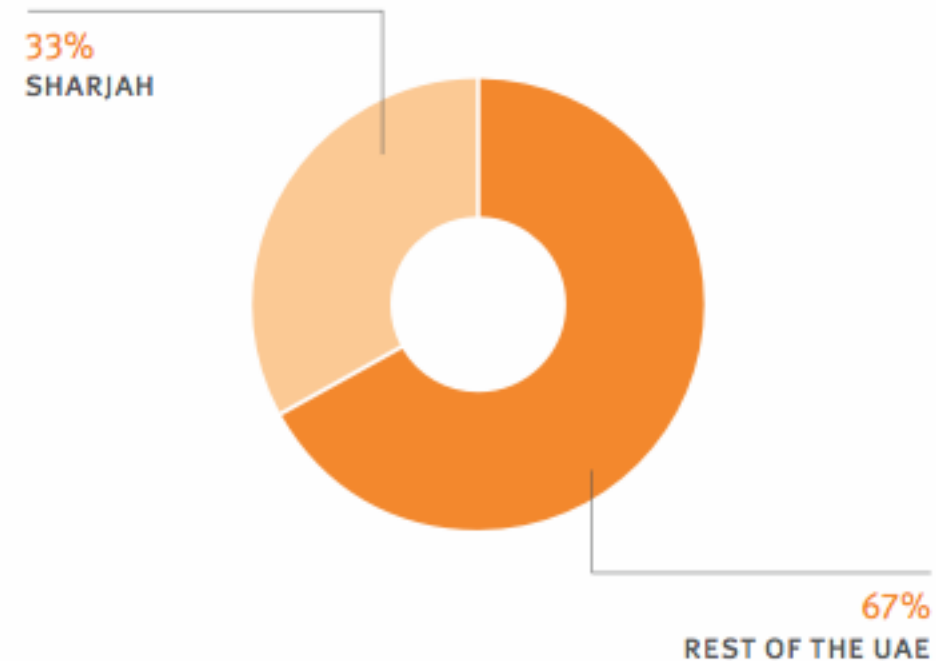
FLOURISHING ECONOMY

HIGHLY DIVERSIFIED ECONOMY



SHARJAH GDP DISTRIBUTION BY SECTOR

STRONG MANUFACTURING BASE



CONTRIBUTION TO UAE'S MANUFACTURING SECTOR

Economic resilience is fueled by more than 45,000 strong small and medium-sized business that benefit from the competitiveness of Sharjah's supply chain.

FAVORABLE REGULATORY ENVIRONMENT

FREE ZONES

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

ON-SHORE

- 5% customs duties
- 5% municipal tax
- Lower minimum capital requirement compared to Dubai (150,00 AED)
- No income tax

Investors have the option of setting up either an on-shore company through the Economic Development Department or a Free Zone company with the Hamriyah Free Zone Authority or the Sharjah Airport International Free Zone Authority

PROMINENT CENTRE OF TRADE

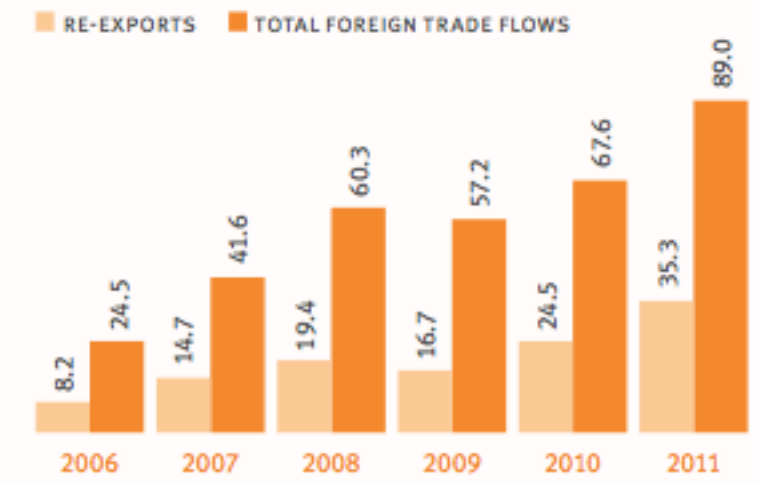


ROBUST INTERNATIONAL & REGIONAL TRADE

| IMPORTS | | RE-EXPORTS | |
|----------|-----|-------------|-----|
| India | 36% | Iraq | 31% |
| Japan | 15% | Iran | 20% |
| China | 8% | Afghanistan | 6% |
| Iran | 6% | Bahrain | 5% |
| USA | 6% | Kuwait | 4% |
| Germany | 3% | Qatar | 4% |
| France | 2% | KSA | 3% |
| Malaysia | 2% | Tanzania | 3% |
| UK | 2% | France | 3% |
| Korea | 2% | Azerbaijan | 2% |

TOP 10 FOREIGN TRADE PARTNERS (2010)

ESTABLISHED REGIONAL TRADING HUB



SHARJAH FOREIGN TRADE EVOLUTION (2006-2011 AED BN)

EXCITING EVENTS

JANUARY



STEELFAB

FEBRUARY



**SHARJAH LIGHT
FESTIVAL**

MARCH



SHARJAH BIENNIAL

APRIL



**SHARJAH
HERITAGE DAYS**

OCTOBER



**SHARJAH
INTERNATIONAL
EDUCATION SHOW**

NOVEMBER



**SHARJAH
INTERNATIONAL
BOOK FAIR**

NOVEMBER



**SHARJAH
INTERNATIONAL
AUTOMOBILE SHOW**

NOVEMBER



**F1 H₂O UIM
WORLD
CHAMPIONSHIP**

DECEMBER



**SHARJAH WATER
FESTIVAL**

STRIKING LANDSCAPES

KALBA ECO-TOURISM PROJECT



KHORFAKKAN BEACH



AL BADAYER DESERT



KALBA ACACIA WOODLAND



METROPOLITAN CITY



KALBA MANGROVES



INVESTMENT
OPPORTUNITIES:
EXPANDING
HORIZONS



PROMISING SECTORS



BASIC RESOURCES



AUTOMOBILES



UTILITIES



TRAVEL & LEISURE

With demand outpacing supply, this promising sector offers multiple opportunities.



INSURANCE



TELECOMMUNICATIONS



REAL ESTATE



UTILITIES



MANUFACTURING



ENVIRONMENT

New environmental protection legislation is creating the need for environmental products and services.



CONSTRUCTION & MATERIALS



FINANCIAL SERVICES



CHEMICALS



RETAIL & WHOLESALE



TECHNOLOGY



TRANSPORT & LOGISTICS

Sharjah's key geographical location between Africa, Asia & Europe presents opportunities along the logistics and supply chain sectors.



OIL & GAS



MEDIA



PERSONAL & HOUSEHOLD GOODS



EDUCATION



HEALTHCARE

Greater awareness levels and a rising middle class are creating demand for specialised services.

TRAVEL & LEISURE



HOTELS

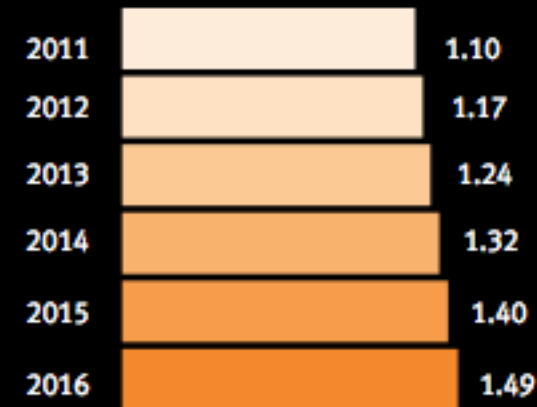


RESTAURANTS



PASSENGER
CARRIER

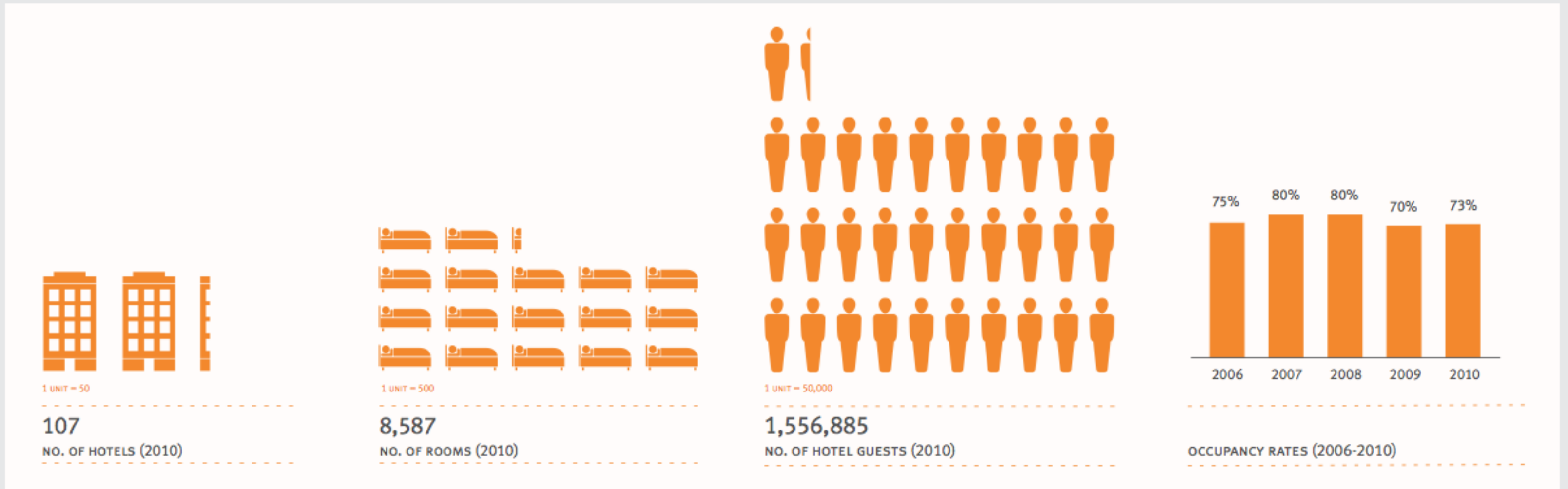
Continuing demand for different experiences, the growing expatriate population, government investment and rising disposable income provide new opportunities.



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

HOTELS

CURRENT SECTOR SNAPSHOT



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

HOTELS

INVESTMENT OPPORTUNITIES



6.2%

FUTURE DEMAND PROJECTIONS
2012-2016

3,000
ROOMS



2,250
ROOMS

Khorfakkan is an idyllic destination with pristine beaches and a popular diving spot, prime for additional tourism and hospitality offerings.

Three ecotourism projects each offering an opportunity to develop a range of ecotourism products for different customer segments.

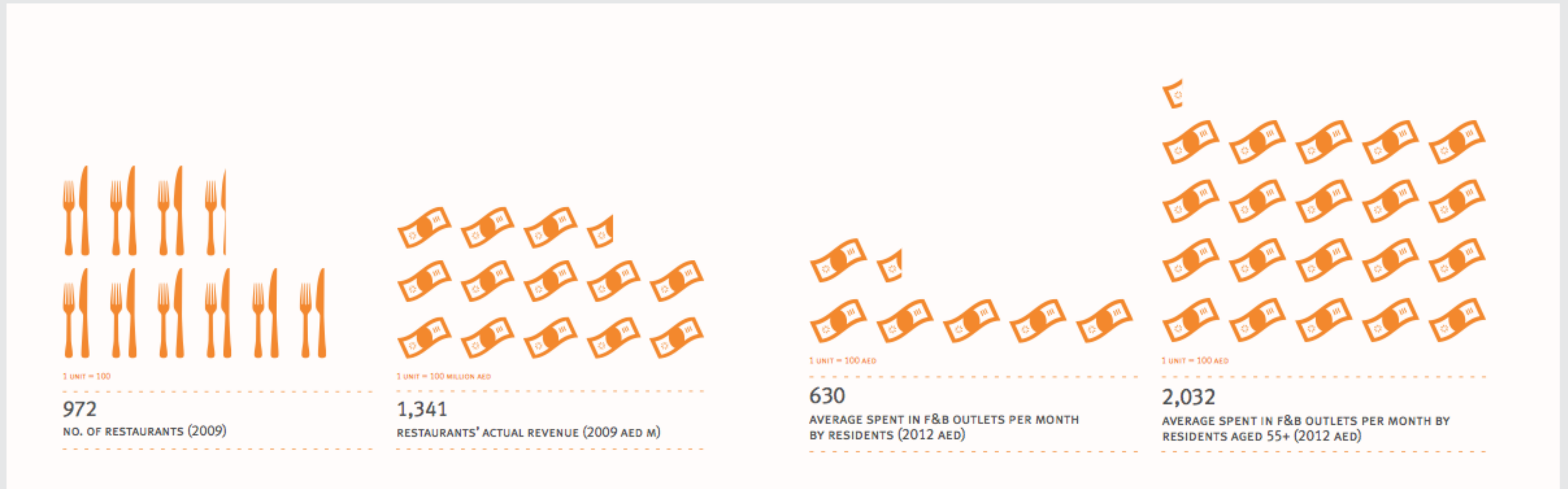
Opportunity to develop specific tour packages and experiences for Cruise lines running routes through Khorfakkan.

Lack of deluxe luxury resorts within the emirate. Tremendous opportunity to meet the needs of the large number of GCC families and visitors.



RESTAURANTS

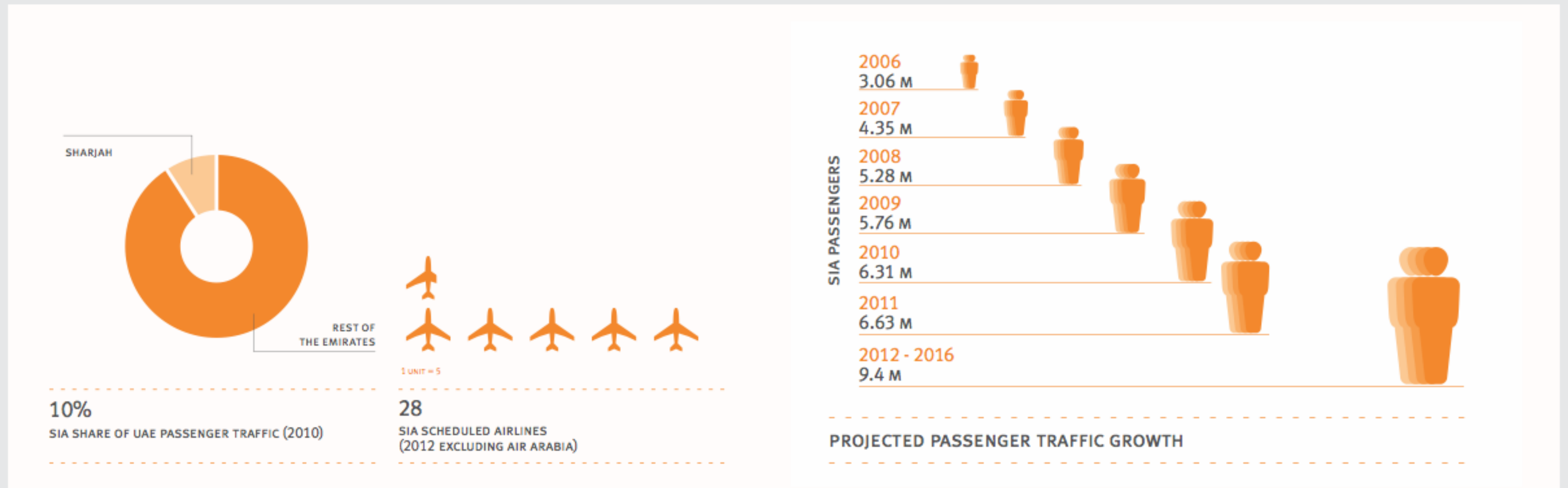
CURRENT SECTOR SNAPSHOT



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

PASSENGER CARRIERS

CURRENT SECTOR SNAPSHOT



The Sharjah International Airport (SIA) is also home to the Middle East and North Africa's first and largest low cost carrier (LCC) - Air Arabia. The airline witnessed phenomenal growth is now directly connected to more than 65 global destinations, making SIA the third-largest airport in the UAE.

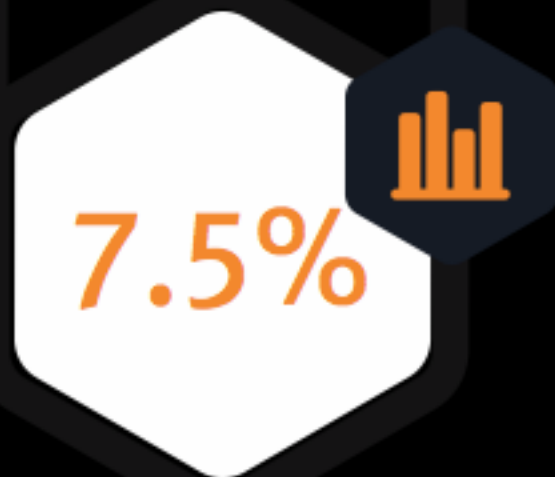
PASSENGER CARRIERS

INVESTMENT OPPORTUNITIES

Upcoming passenger
DEMAND



Projected
passenger traffic
GROWTH RATE



FUTURE DEMAND PROJECTIONS

2012-2016



Airport
CAPACITY

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

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



MEDIUM-TO_LONG
HAUL ITINERARIES



AIRPORT SUPPORT
SERVICES AND
EQUIPMENT

TRANSPORT & LOGISTICS

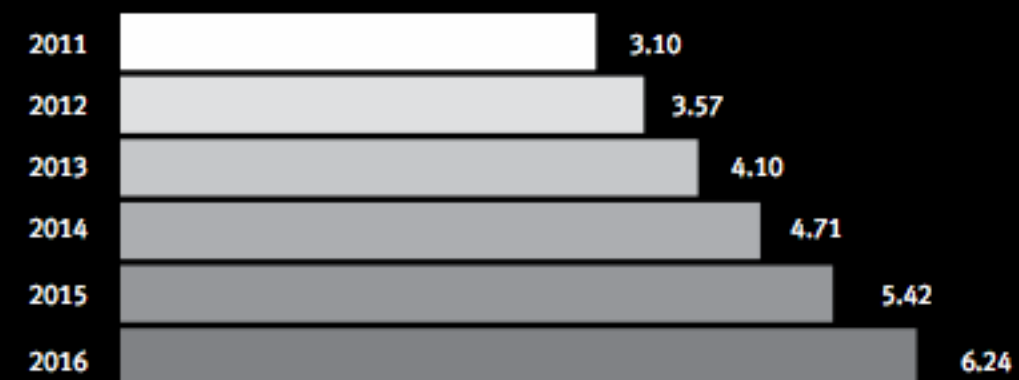


AIR



MARINE

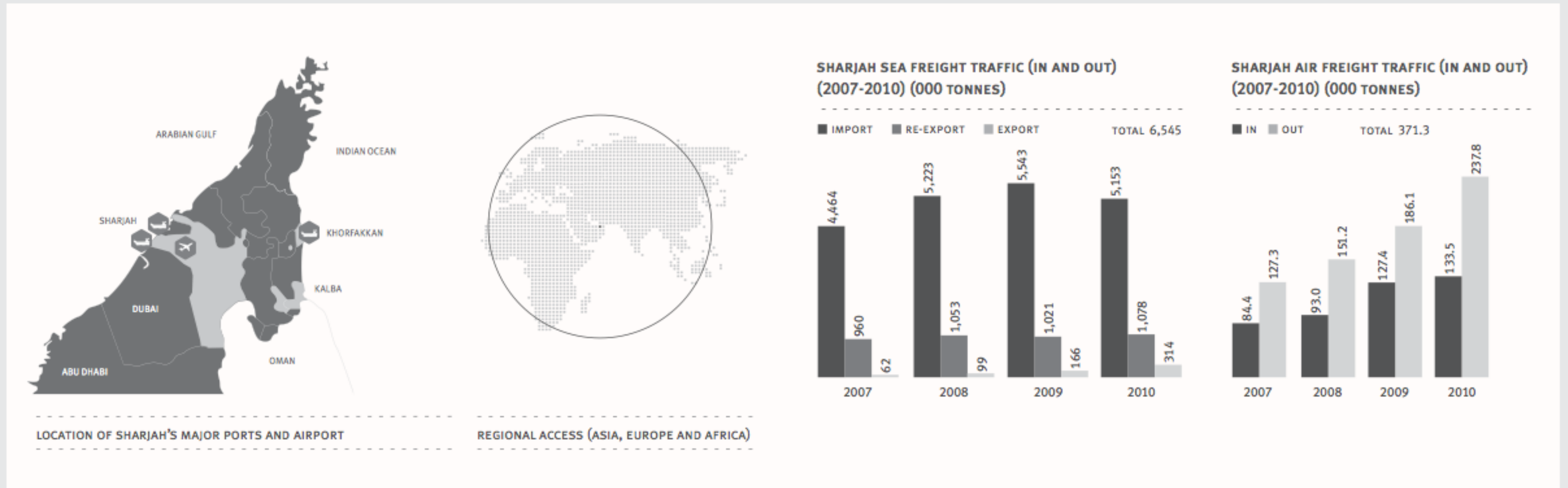
Given the importance of trade and manufacturing to Sharjah's economy, the transport & logistics sector is a fast-growing. The benefits of Sharjah's access to the Arabian Gulf and the Indian Ocean will only grow in importance, and will contribute to the future success of this sector.



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

MARINE & AIR FREIGHT

CURRENT SECTOR SNAPSHOT



Three deep-water ports and an international airport with more than 20 cargo connections to Asia, Europe and Africa provide the logistics connectivity and baseline infrastructure that power the sector. The market size is estimated to be AED 3.57 Bn by the end of 2012.



HEALTHCARE
SERVICES



PHARMACEUTICALS

HEALTHCARE

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



SHARJAH HEALTHCARE MARKET POTENTIAL
(2011-2016 AED BN)

HEALTHCARE SERVICES

CURRENT SECTOR SNAPSHOT



1 unit = 5

15

NO. OF HOSPITALS (2008)



1 unit = 100

898

TOTAL NO. OF BEDS (2008)



1 UNIT = 100

4,053 INCIDENTS/1,000 POPULATION (2008)

3,320,595 TOTAL NO. OF PATIENT INCIDENTS (2010)

The fact that the population is growing and ageing combined with a steady rise in GDP per capita and an increase in lifestyle diseases translate to greater demand for specialised healthcare services. As a result, Sharjah Healthcare City (SHCC) will be built, a Free Zone that will establish the infrastructure necessary to support a wide range of medical facilities.

HEALTHCARE SERVICES

INVESTMENT OPPORTUNITIES

Additional beds
REQUIRED

633
BEDS

Upcoming healthcare
services
MARKET SIZE

2.7BN
AED

FUTURE DEMAND PROJECTIONS
2012-2016

9.3%

Projected
market size
GROWTH RATE

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

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

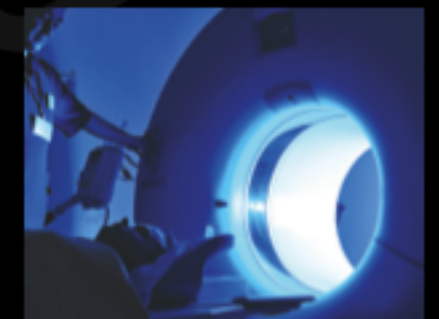
Potential for international firms and specialists to partner with local hospitals and service providers in the delivery of high-quality services and state-of-the-art technologies.



CENTRES OF EXCELLENCE



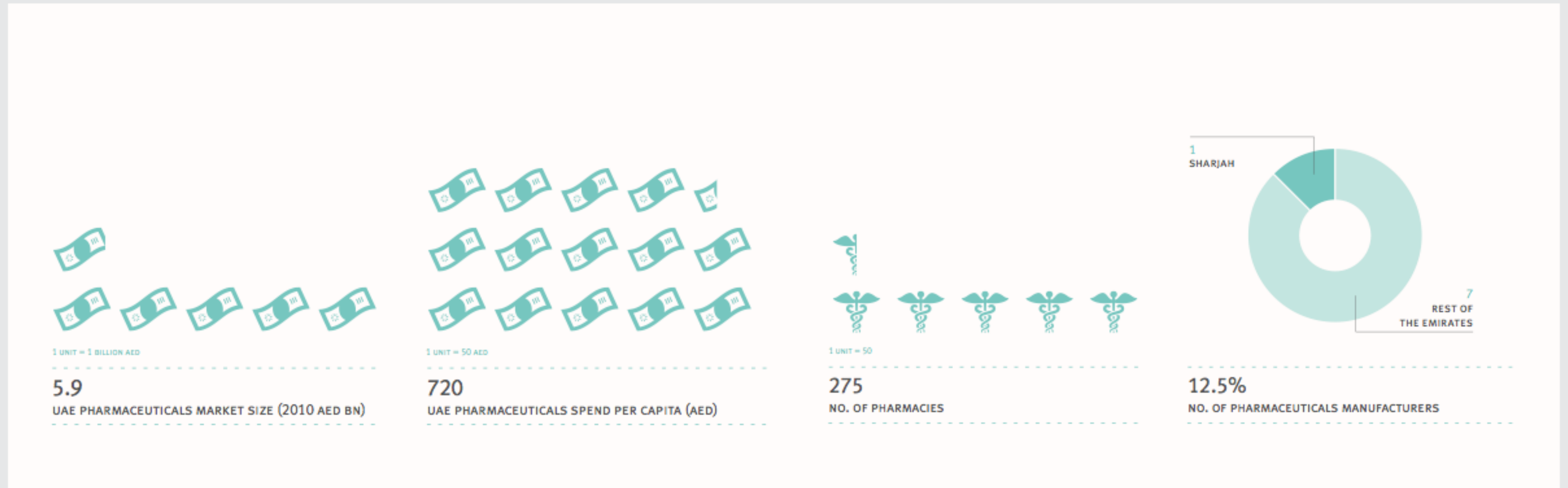
LONG-TERM CARE FACILITIES



AFFILIATIONS AND PARTNERSHIPS

PHARMACEUTICALS

CURRENT SECTOR SNAPSHOT



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

ENVIRONMENT

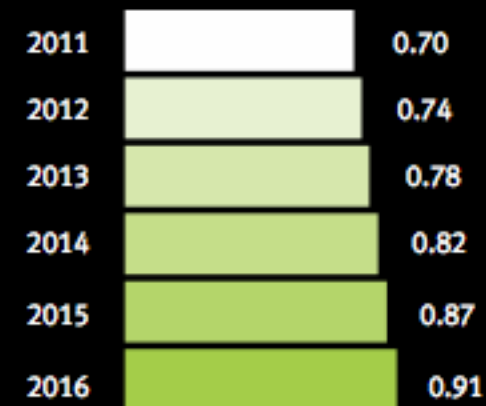


RENEWABLE
ENERGY



ENERGY
EFFICIENCIES

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



SHARJAH ENVIRONMENT MARKET POTENTIAL
(2011-2016 AED BN)

RENEWABLE ENERGY

INVESTMENT OPPORTUNITIES

Daily hours of
SUNSHINE

9.5
HOURS

Direct normal
IRRADIANCE

2,220
kWh/m²/
YEAR

FUTURE DEMAND PROJECTIONS
2012-2020

UAE MARKET POTENTIAL

AED 183 BN

15%

Projected
market size
GROWTH RATE

Sharjah is an ideal platform for renewable energy components manufacturing for the MENA region due to its strategic location, logistics infrastructure and developed manufacturing base, particularly considering access to various components and inexpensive labour.

- Water desalination
- Solar energy-generation plants
- Solar heating and cooling
- Public lighting

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



SOLAR ENERGY



OTHERS

ENERGY EFFICIENCIES

INVESTMENT OPPORTUNITIES



New construction of
GREEN BUILDINGS

0.63BN

AED

Retrofitting of
GREEN BUILDINGS



0.33BN

AED

LEED PROJECTS IN SHARJAH

1

Upcoming green
residential buildings
DEMAND

1BN

AED

The UAE federal government has recently approved a green building code that will be initially implemented in government buildings across the UAE and will regulate the green building codes developed by other emirates.

Demand both for retrofitting and for introducing energy-efficient building construction and equipment as green legislation is implemented.



**GREEN BUILDINGS
CONSTRUCTION AND
EQUIPMENT**

HEALTHCARE SECTOR



SHUROOQ: FACILITATING BUSINESS



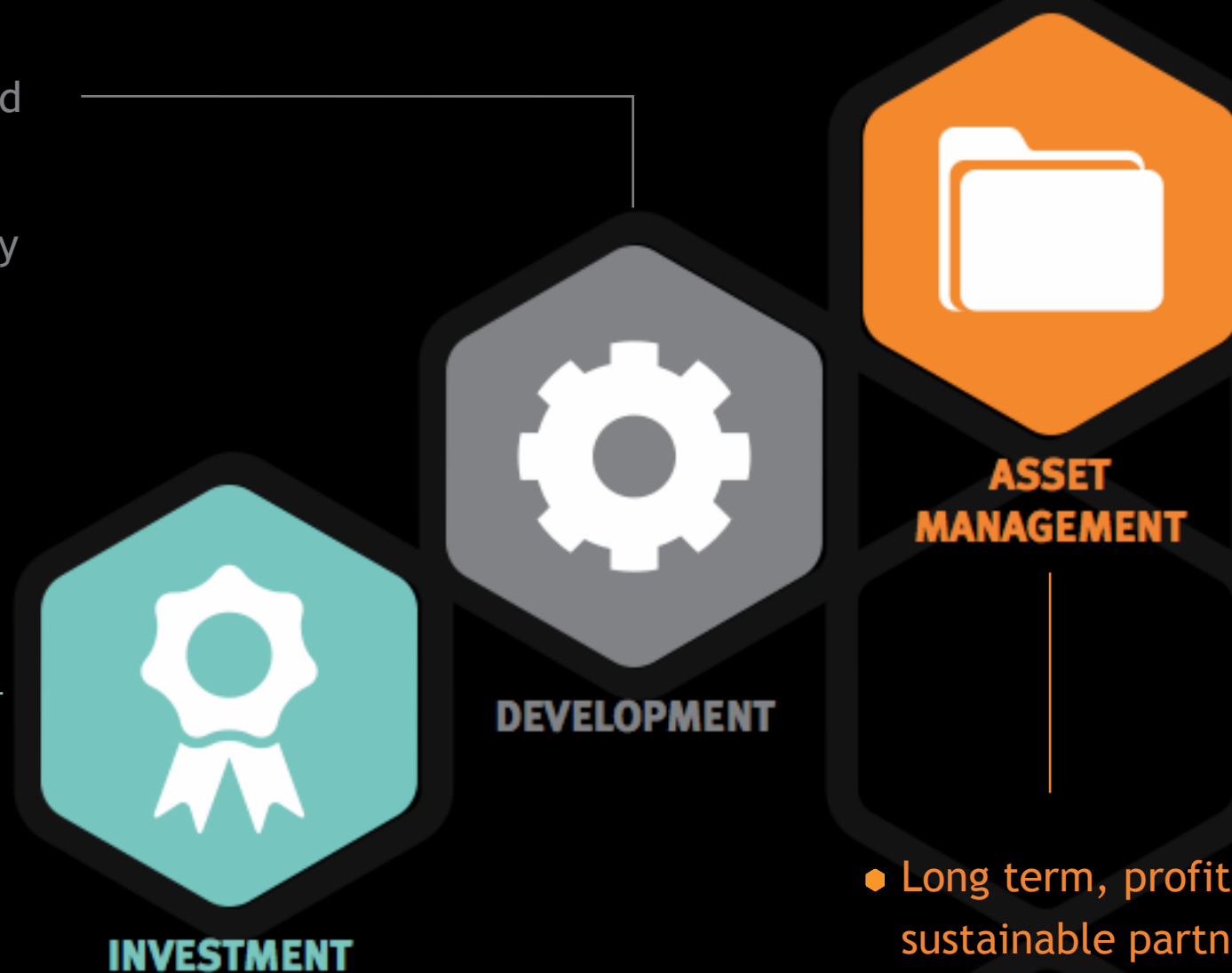
شروق
SHUROOQ

WE CREATE AND FACILITATE
INVESTMENT AND DEVELOPMENT
OPPORTUNITIES IN SHARJAH

GOVERNMENT OF SHARJAH
SHARJAH INVESTMENT & DEVELOPMENT AUTHORITY

- Planning and designing Sharjah's key tourism and development assets
- Diverse portfolio
- Heritage preservation, waterfront developments, retail, commercial and residential offerings
- New activities and sectors such as key industrial, healthcare and energy

- Identifies and configures investment opportunities
- Superior market intelligence
- Insider knowledge of economic activities of Sharjah
- Assistance on investment evaluations
- Public private partnerships or Joint ventures
- Support of the government of Sharjah



- Long term, profitable and sustainable partnerships
- Asset or Project Management of key JV assets

GUARANTEE OF EXCELLENCE

Shurooq is committed to the future of Sharjah. We balance generating return on investments with our genuine commitment to develop projects that benefit citizens, residents and visitors alike. As an independent government entity, Shurooq has been empowered to work with investors across different sectors to develop tailor-made investment and development opportunities that are aligned with the strategic objectives of Sharjah and that further diversify the emirate's economy. We understand intimately that each business opportunity has its own unique set of challenges. Shurooq has been set up specifically to help streamline processes and to work with each investor to customise a solution that will fit individual and organisational requirements.



DEVELOPMENT PORTFOLIO

AL MONTAZAH

AL MAJAZ
WATERFRONT

MARIAM
ISLAND

THE CHEDI
KHORFAKKAN

HEART OF
SHARJAH

AL KHAN

AL QASBA

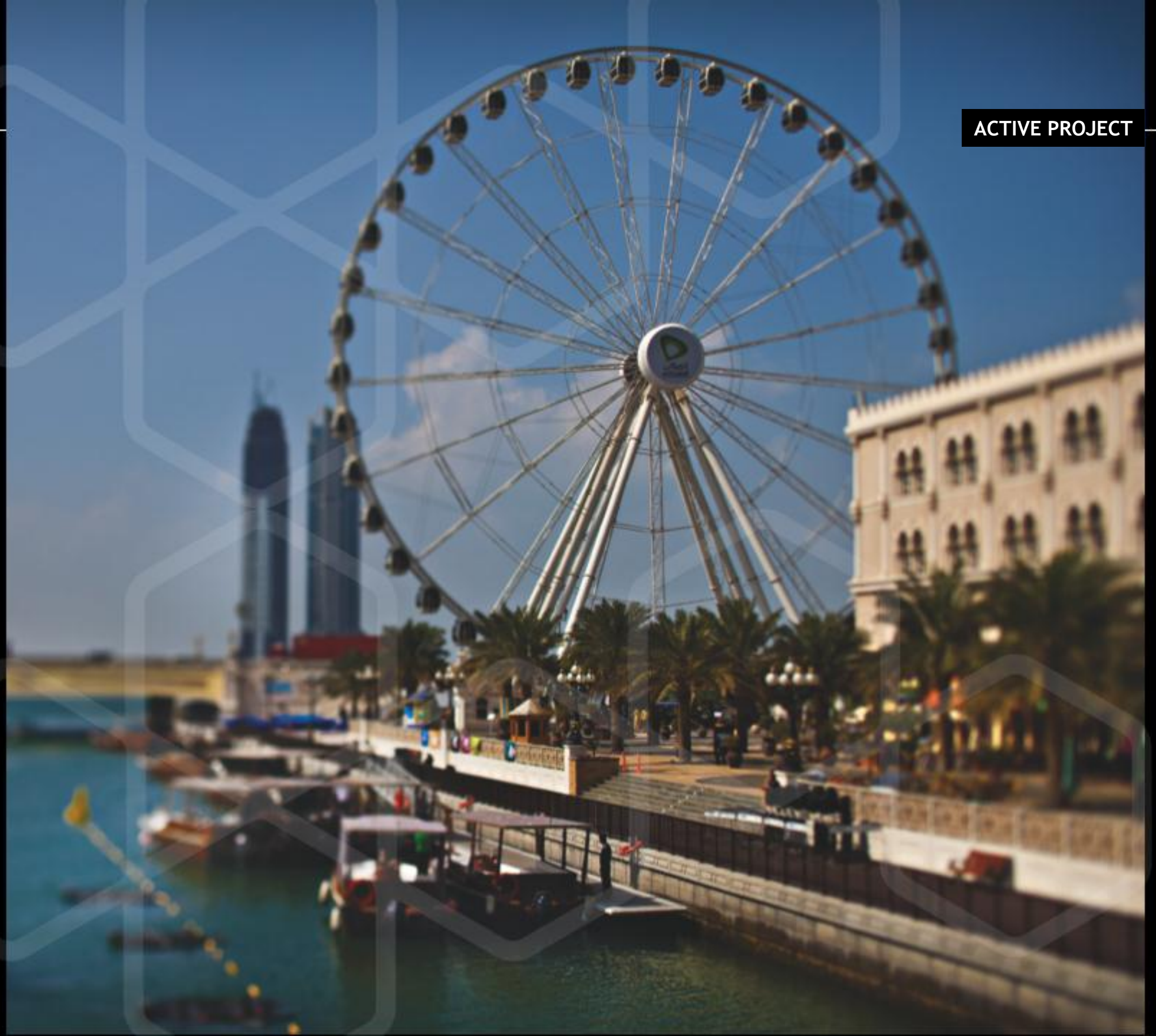
KALBA ECO-
TOURISM
PROJECT

SHARJAH CITY SKYLINE

AL QASBA

FAMILY-ORIENTED DESTINATION

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



ACTIVE PROJECT

AL MAJAZ WATERFRONT

ICONIC WATERFRONT PARK

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



ACTIVE PROJECT



HEART OF SHARJAH

A TREASURED HERITAGE

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



ACTIVE PROJECT



KALBA ECO-TOURISM PROJECT

IMMERSED IN NATURE

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



UNDER DEVELOPMENT



AL MONTAZAH

MODERN ARABIC-THEMED PARK

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



UNDER DEVELOPMENT



AL KHAN

HISTORIC FISHING VILLAGE

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



MARIAM ISLAND

MULTI-EXPERIENTIAL ISLAND

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



UNDER DEVELOPMENT

THE CHEDI KHORFAKKAN

BREATHTAKING GETAWAY

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

UNDER DEVELOPMENT





شروق
SHUROOQ

MOVING FORWARD