

# ADJAN

A woman in a white thobe and ghutra stands on a beach with her arms raised in a gesture of joy or celebration. Behind her is a large, stylized graphic of the word 'ADJAN' in blue, where the letters are filled with a sky and sea scene. The background of the entire image is a bright, sunny beach with waves crashing onto the shore.

Sincerely Emirati

# Contents

---

**Ajman and the UAE**

**Diverse Landscapes**

**Engaging Activities**

**Thriving Economy**

**Defining Traditions**

**Investment Opportunities**

**Dedicated Tourism Department**

---



# Ajman & UAE



## Seven Emirates United

# United Arab Emirates

Established

**1971**

Capital

**Abu Dhabi**

Population

**9.6 million**

Government type

**Constitutional  
monarchy**

Language

**Arabic  
English**

Currency

**AED 1  
= USD 0.27  
= EUR 0.25**

Area

**83,600 km<sup>2</sup>**





# Central to East and West



Locally founded

International carriers



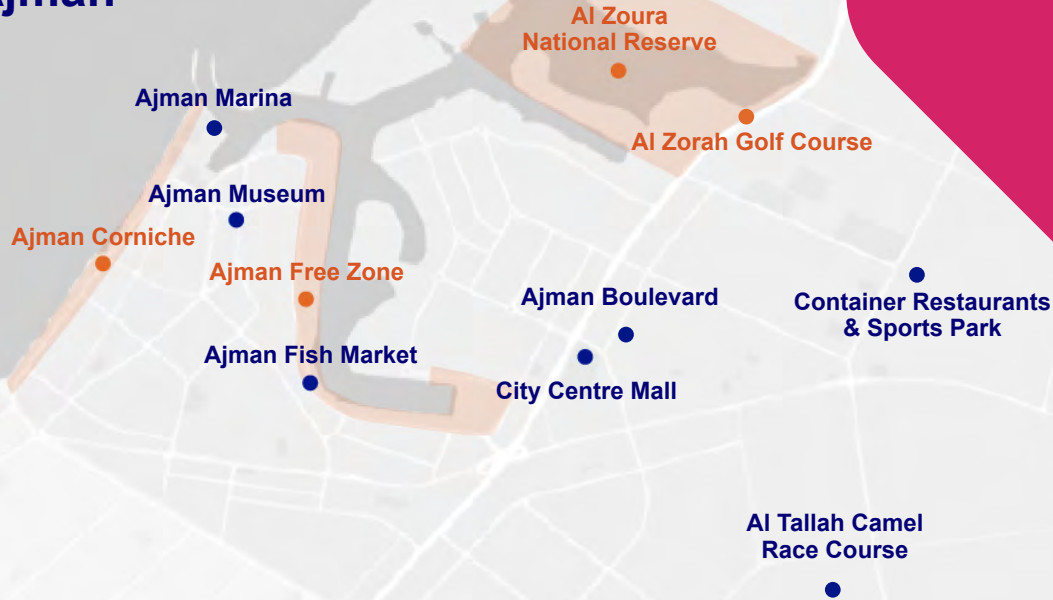
العربية للطيران  
airarabia.com

flydubai

الإتجاه  
ETIHAD  
AIRWAYS



# Ajman



**Ruler**

**His Highness  
Sheikh Humaid  
bin Rashid Al Nuaimi**

**Population**

**373,000**

**GDP**

**AED 16.4 billion  
(USD 4.46 billion)**

**Area**

**260 km<sup>2</sup>**

## Conveniently Connected

# Close to five international airports

### From Ajman to airport in:

Sharjah - Highway E11 to E88

Dubai - Highway E11

Ras Al Khaimah - Highway E11 to Al Shohadaa Rd.

Fujairah - Highway E611 to E102 to E84

Abu Dhabi - Highway E11

Abu Dhabi  
156 km

Dubai  
30 km

Ajman  
Sharjah  
20 km

Ras Al  
Khaimah  
72 km

Fujairah  
116 km



# Diverse Landscapes





# Discover the treasures of Ajman City



- Open-air souks
- Bustling markets selling fresh fruits, vegetables and fish
- Authentic Arab cuisine
- Waterfront shops, restaurants and cafes
- Urban historical and cultural sites



# Swim the warm waters of the Arabian Gulf

- 16 km of shoreline
- Average water temperature ranges from 20° to 35° Celsius
- Beachfront resorts and hotels
- Water sports
- Healthy marine ecosystem

# Conquer the rugged, rocky terrain

- Masfout and Manama
- Camping and mountain biking
- Picturesque views



# Cruise the smooth, sandy dunes

- Off-roading and camping
- Adventure sports
- Serene and peaceful
- Vivid sunsets



# Explore a vibrant, diverse ecosystem

- 1 million m<sup>2</sup> of mangroves at Al Zorah
- A unique collection of flora and fauna
- 58 bird species including pink flamingoes
- Ideal for kayaking





# Engaging Activities





# Al Zorah Golf Club

- Nicklaus Designs
- 12 km of waterfront golf
- 7,169 yards
- Par 72
- 18 holes



# Beachfront escapes and urban hotels

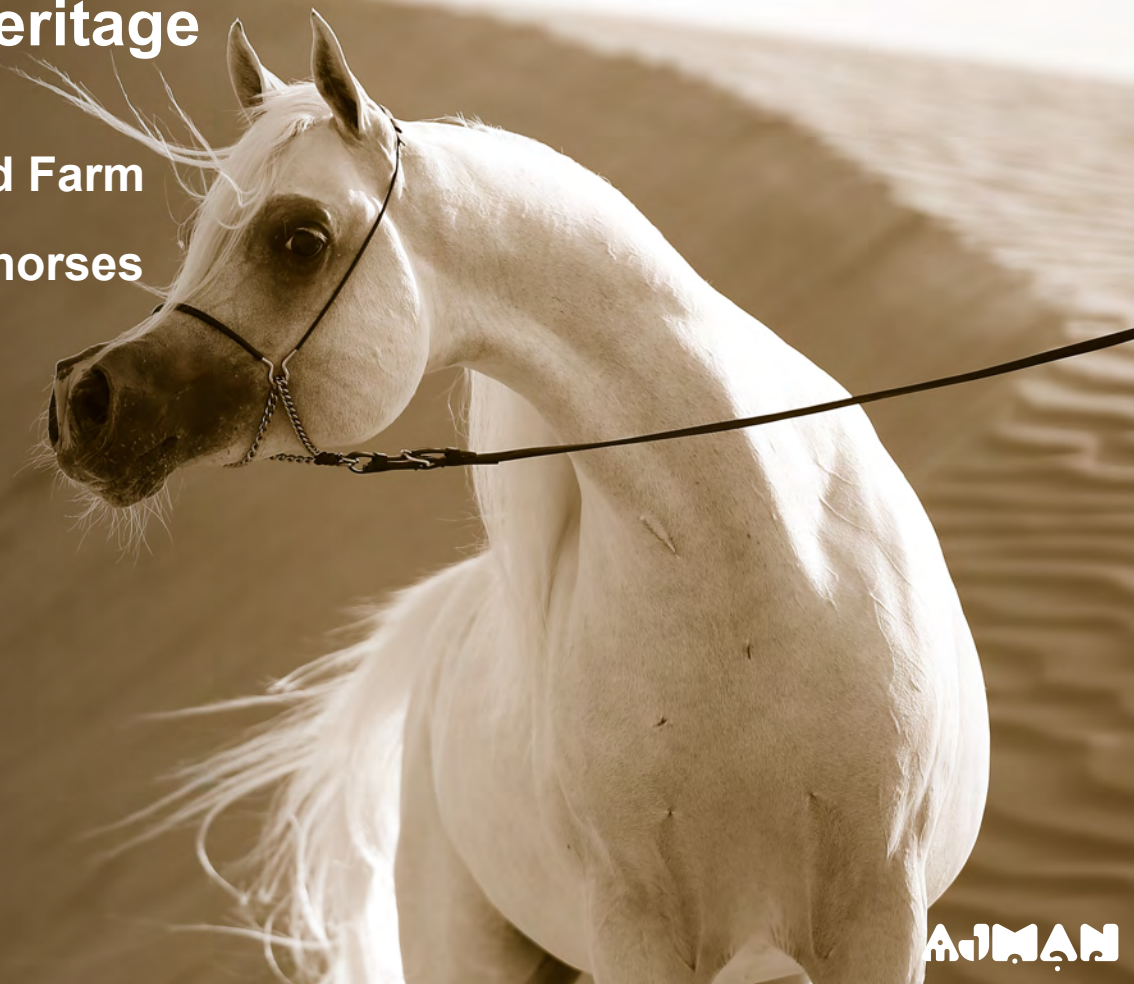


★★★★★ Beachfront luxury resorts	★★★★ Hotel and spa	★★ Beachfront and business hotels	Economy hotels	Hotel and furnished apartments	Resorts	Motels
4	2	2	6	20	1	1



# A proud equestrian heritage

- Ajman Arabian Horse Stud Farm
- World champion Arabian horses
- Horse breeding
- Tours available
- Horse riding
- Well-trained horses
- Multilingual instructors



# A glimpse into history

- 6 different forts showcase traditional Arabic architecture
- Al Manama Museum
- Ajman Museum
- Showcasing artefacts and antiquities





# Fun on the water

- Yacht rentals and lessons
- Jet-skiing, kayaking or windsurfing
- Snorkelling and swimming
- Boating and fishing





# Outdoor adventure

- Off-roading
- Desert camping
- Desert safari
- Mountain trekking
- Mountain biking



# City Sightseeing bus tour

- Hop-on-hop-off bus tour
- Four locations in Ajman City
- Visit the emirates of Sharjah and Dubai
- Direct transportation to the biggest attractions





# Local and international cuisine

- Dozens of restaurants and cafés
- Arabian food at its best
- Quality international chains
- Fresh fruit and vegetable market
- Bustling fish market



# Thriving Economy



# Steady growth in Ajman



**AED 16.4 billion**  
**(\$4.46 billion)**  
GDP in 2013



**15%**  
from 2010-2013

**2010**

AED 14.3 billion  
(USD 3.90 billion)

**2011**

AED 14.9 billion  
(USD 4.06 billion)

**2012**

AED 15.7 billion  
(USD 4.28 billion)

**2013**

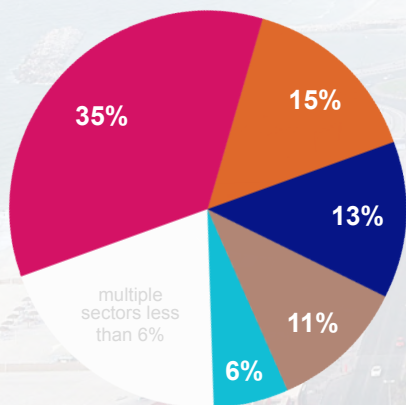
AED 16.4 billion  
(USD 4.46 billion)



## Diversified economy

### Five largest sectors

80% of Ajman's GDP



Manufacturing



Construction



Wholesale, retail trade and repairing services



Real estate and business services



Transport, storage and communications

# Ajman's tourism sector is booming

## Hotel and hotel apartment revenue



**31%**  
CAGR





# A strong manufacturing sector



**AED 5.8 billion  
(USD 1.58 billion)**

GDP in 2013



**3%**

from 2012-2013

## Growth drivers:

---



Ajman Free Zone encourages international business



Ajman Port facilitates exports

## Enabling business development

The Ajman Free Zone is an industrial business district of more than 1 million m<sup>2</sup> providing offices and business licences. Companies based in the Free Zone receive many benefits that facilitate growth and better business, helping to strengthen the financial sectors of Ajman and the UAE.



سلطة منطقة عجمان الحرة  
AJMAN FREE ZONE AUTHORITY



### Benefits:

- 100% ownership
- Simple transfer of capital and profits
- Tax exemptions
- Competitive prices on facilities, utilities, leasing and labour
- Well-developed infrastructure
- Convenient business services in one place



## Enabling international trade and commerce

The Ajman Port facilitates international trade and empowers Ajman's strong manufacturing sector. With an anchorage depth of about 10 metres and a large dry dock, Ajman is able to import and export large shipments allowing the Emirate to keep foreign trade moving.

### Positive foreign trade (2013)

---



Exports

AED 13.5 billion  
(USD 3.68 billion)



Imports

AED 4.4 billion  
(USD 1.20 billion)

# Defining Traditions



## Rich traditions

**Ajman is a welcoming and friendly community with a rich tradition of receiving and providing for guests.**





## Modern hospitality

**Offering warm and gracious hospitality has been an intrinsic part of Emirati sensibility for generations and is very much part of today's culture.**



**Genuine experiences**

**Ajman invites you to  
come and discover  
modern Emirati  
hospitality first-hand  
and see why it is our  
people that define  
Ajman's true sense  
of place.**



# Investment Opportunities





# Roadmap for progress



Ajman  
2021

## Goals of Ajman's 2021 vision

- A cohesive society with a positive spirit and attitude, proud of its heritage and values
- An economic movement contributing to sustainable development
- Efficient government reflecting the requirements of society and a business environment
- Comprehensive development plans in harmony with the Spirit of the Union

# Development opportunities

## Sector focus



Hospitality



Food and Beverage  
(F&B)



Transport



Leisure



Retail



Healthcare



Education

# Hospitality opportunities



## Tourism services and infrastructure

- Tourism operators
- Destination management companies
- Resorts
- Luxury hotels
- Airport hotels
- Marina-side hotels
- Hotels and hotel apartments
- Mountain resorts



# F&B opportunities



## Dining variety

- Fine dining restaurants
- Boardwalk cafés
- Fast food outlets
- Food market restaurants
- Hotel restaurants
- Water-side restaurants

# Transport opportunities



## By air, land and sea

- Taxis
- Private cars
- Coach services and tour buses
- Coastline transport
- Sea transport
- Ferry
- Road, sea, air network

# Leisure opportunities



## Leisure, entertainment and events

- Live music and entertainment
- Festivals and events
- Water and amusement parks
- Camel park
- Marina and boating
- Public beaches
- Golf



# Retail opportunities



## Specialised retail to wholesale

- Outlet mall
- Ajman City Centre expansion
- 'Duty Free' discounted products
- Retail pottery centre
- Retail districts within Al Zorah
- Shopping facilities along the Corniche

# Healthcare opportunities



## Medical expertise and services

- Primary care services
- Specialised centres of excellence
- Home healthcare services
- Rehabilitation centres
- Long-term care
- Sports therapy centres
- Clinics

# Education opportunities



## Hard assets and support services

- University education
- Environmental education
- Primary school
- Technical education
- Business education
- Ancillary services



# About ATDD



# Ajman Tourism Development Department (ATDD)

- Established in 2012 by Emiri Decree
- Proposes legislation, rules and regulations aimed at developing tourism
- Works in cooperation with other government entities
- Classification of hotels and supervision of tourism-oriented services
- Provides licences and classification of tourism and travel agencies

دائرة التنمية السياحية

Department of Tourism Development

## Roles and activities

- Strategic planning for tourism promotion
- Hosts and participates in conferences, exhibitions, and international promotion campaigns
- Aims to improve the potential and services of tourism facilities
- Organises and develops Ajman tourism
- Board Member of National Council of Tourism
- Board Member of Economic Development Committee
- Member of the World Tourism Organisation
- Ajman and UAE government entities



# Collaboration

**Under the patronage of His Highness Sheikh Ammar bin Humaid Al Nuaimi, the Ajman Tourism Development Department works together with UAE and Ajman governmental entities to enhance Ajman's tourism offerings and enrich the country as a whole.**





شكرًا

**Thank you**