



هيئة الشارقة  
للإستثمار والتطوير



SHARJAH INVESTMENT AND  
DEVELOPMENT AUTHORITY

التقرير السنوي

Annual Report

2013  
2014

2013  
2014

نستلهم  
من تراثنا  
لمستقبل  
مزدهر

Building on  
our heritage  
toward a  
prosperous  
future

حكومة الشارقة

GOVERNMENT OF SHARJAH



# 2013/2014 Report

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## MESSAGE FROM OUR CHAIRPERSON



“We look excitedly forward to Sharjah’s future”

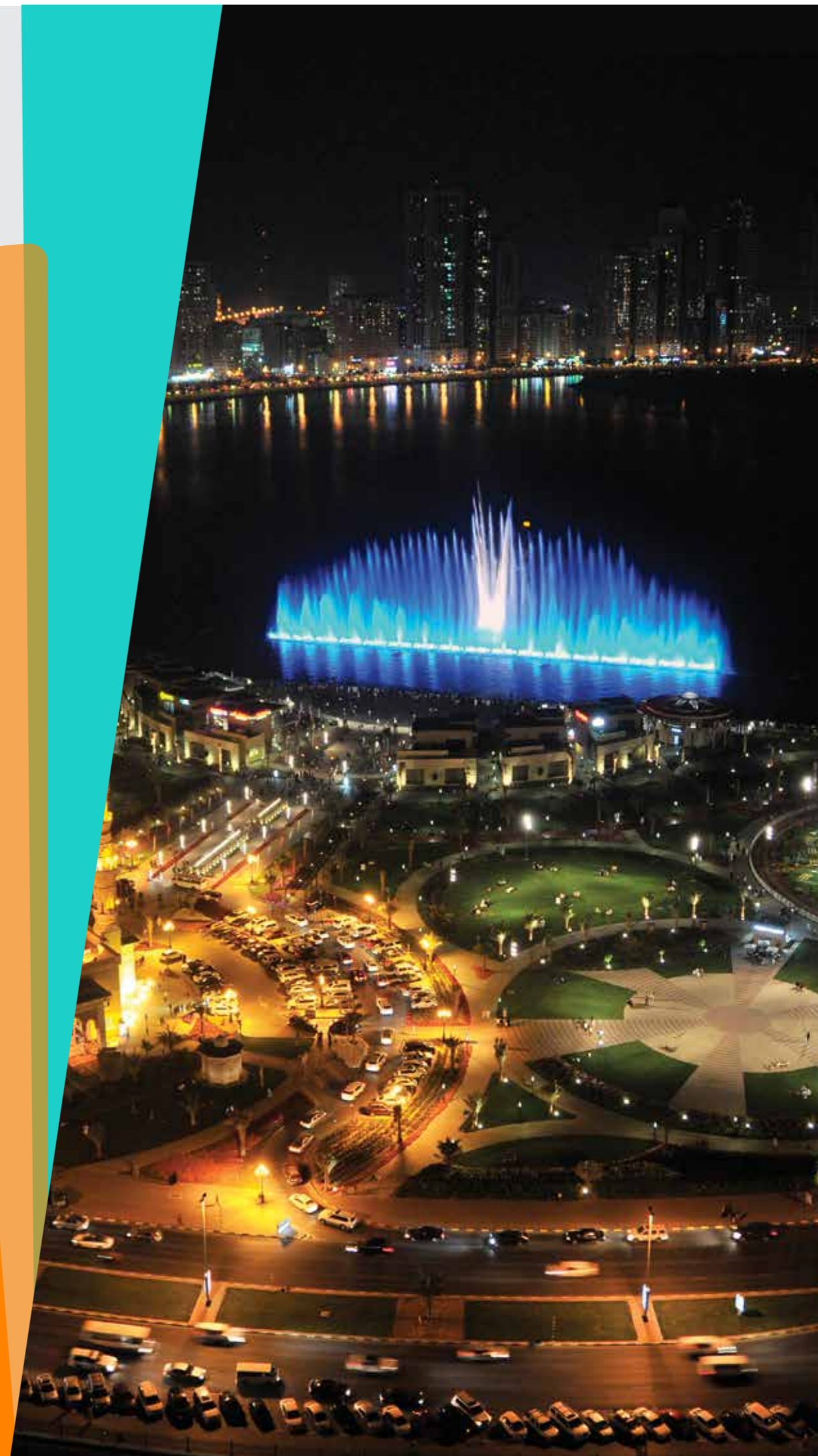
The creation of the Sharjah Investment and Development Authority (Shurooq) is the manifestation of the long-term strategic vision His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, has for the Emirate.

As an organisation, we are continually inspired by His Highness’ steadfast commitment to enhancing the quality of life of Sharjah’s citizens, investors, residents and visitors.

We have made great strides as an organisation in the past two years to fulfil our dual mandate of developing world-class tourism destinations, programs and infrastructure and promoting Sharjah’s investment and business environment.

This edition of the Annual Report captures the progress we have made in 2013 and 2014, highlights the milestones achieved and articulates the strategies we will implement to take Sharjah to greater heights over the upcoming years. With the grace of Allah the Almighty, the continued support and guidance of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi and your support, we are confident that we can build on our momentum and strive to create a brighter future for Sharjah.

Bodour bint Sultan Al Qasimi  
Chairperson  
Sharjah Investment and  
Development Authority (Shurooq)



MESSAGE FROM OUR CEO



“...evolving to meet new challenges and to capitalise on available opportunities”

The past few years have been a transformative period for Shurooq. We have evolved from managing a single destination into an organisation that operates multiple tourism destinations across the Emirate of Sharjah. Our focus has expanded to take a greater role in the promotion of Sharjah as a compelling investment destination to global investors, corporations and entrepreneurs from Beijing to Washington, DC. In a relatively short period of time, we have tackled new challenges of identifying and realising opportunities within new economic sectors.

Everything we have achieved to date is an outcome of our collective efforts. The ambition

of advancing Sharjah as a shining example of a contemporary Arab city where the richness of our cultural heritage blends seamlessly with the technologies and advancements of today is too big of a mantle to be shouldered by a single individual or even a single organisation. It requires the collaboration, partnership and dedication of all of us. We are very proud to have a role in this endeavour and look forward to achieving greater things in 2015 and beyond.

Marwan bin Jassim Al Sarkal  
Chief Executive Officer  
Sharjah Investment and  
Development Authority (Shurooq)



# 2013

## YEAR IN REVIEW



City Sightseeing Sharjah and Sharjah Transport sign MOU



Maraya Art Park opening



Sharjah-Asia Business Roundtable



Sharjah-German Business Roundtable



Shurooq and Emirates Transport sign MOU



MOU signing with the Turkish Investment Authority

### January

Organisation of a media familiarisation trip to Sharjah's east coast

Announcement of plans to develop the cruise ship tourism sector

Exploration of new avenues of cooperation with SEDD

Participation in the Vibrant Gujarat Trade Exhibition

Operation commencement of City Sightseeing Sharjah tour buses

Discussions with the Argentine Ambassador on opening avenues of investment cooperation

### February

MOU signing with the Turkish Investment Authority to foster bilateral trade

Participation in WAIPA World Investment Conference, Geneva

Meetings with private and public Swiss officials



MOU signing with Invest Hong Kong



Commencement of City Sightseeing Sharjah

Reviewed design proposals from AUS Department of Architecture students for development of new public spaces

Production of Sharjah's first PechaKucha event for exchanging creative ideas

Marwan bin Jassim Al Sarkal, Shurooq CEO, shared insights and promoted transparency at the International Government Communication Forum

Reception of the Chilean Ambassador

Organisation of a tour of Sharjah's east coast for a high-level German delegation to highlight tourism attractions

### March

Meeting with the Spanish official delegation

Organisation of the France Roadshow

Construction commencement of the heritage 5-star Al Bait Hotel in Heart of Sharjah

### PARTICIPATION IN ITB-BERLIN, GERMANY

Inauguration of Maraya Art Park

### COMMENCEMENT OF THE AL QASBA FOOD FESTIVAL

### April

Participation in the Hannover Messe Exhibition with the Ministry of Foreign Affairs

Participation in the World Chambers Congress, Qatar

### ATTENDANCE OF THE ANNUAL INVESTMENT MEETING (AIM) WITH THE MINISTRY OF FOREIGN AFFAIRS

MOU signing with Invest Hong Kong at SCCI

### May

Participation in the Arabia Expo 2013, Russia



Meeting UN General Secretary, Ban Ki-moon



Shurooq at the U.S.A. Roadshow C3 Summit

Announcement of Sir Bu Nuair Island as an integrated tourism project

MOU signing with the Department of Islamic Affairs

Announcement of Al Montazah - Amusement and Water Park project

Celebration of an important milestone in environmental conservation at the Kalba Eco-tourism Project as an endangered Damani gazelle birthed its first female offspring

Participation in Social Day at the American Business Council

Organisation of Sharjah-Asia Business Roundtable

### PARTICIPATION IN THE ARABIAN TRAVEL MARKET (ATM) IN U.A.E.

### June

Announcement of the Mleiha Archaeological and Eco-tourism Project

Attendance of the German-Emirati Joint Council for Industry and Commerce at SCCI

### July

Exploration of opportunities to collaborate with the Ajman Municipality

Commencement of City Sightseeing Sharjah evening bus tours to meet demand

Donation of AED 50,000 in ticket sales to benefit refugee children of Syria

Organisation of an Iftar banquet to thank journalists for their continued positive coverage

Organisation of Eiman Oasis lectures, attracting a large turnout to Sharjah mosques

Organisation of Suhoor for members of the German-Emirati Joint Council for Industry and Commerce



Sharjah raises flags in Dibba al Hisn, Al Dhaid and Kalba on National Day



### August

Organisation of activities at Al Qasba in celebration of Eid Al Fitr

Organisation of 'Waves of Fun' event at Al Majaz Waterfront

Participation in the German-Arab Council for Medicine Conference, Berlin

### September

Organisation of the U.S.A. Roadshow, which included the participation of 20 governmental and private entities from Sharjah

Commencement of Seawings tours of Sharjah

MOU signing with Emirates Transport

Participation in the China International Fair for Investment and Trade

Visit to Amlak Holding in Doha, Qatar

### October

Participation in a visit to CNN headquarters and National Geographic in Washington, DC, along with a Sharjah delegation comprised of representatives of both government and private entities

Attendance of the C3 Summit for business between the U.S.A. and Middle East, New York City

Meeting with UN Secretary General, New York City

Promotion of tourism investment in Sharjah through participation in ITB-Asia, Singapore

Participation in the U.A.E. Global Investment Forum

Reception of Russian delegation visit to Sharjah

### November

Participation in the MENA Economic Forum in Marseille, France

Participation in the World Islamic Economic Forum

### PARTICIPATION IN THE WORLD TRAVEL MARKET (WTM), LONDON

MOU signing with the National U.S.A. Arab Chamber of Commerce

Participation in the Investment Opportunities in East Poland seminar held at SCCI

### December

Organisation of the first Sharjah-India Roundtable, held at Dubai World Trade Centre

Meeting with the Minister of Economy and discussion of opportunities for collaboration

MOU signing with DohaLand Hospitality

Participation in the "Made in the U.A.E." event at the Expo Centre Sharjah

Participation in the SME Congress & Expo in Abu Dhabi

### NATIONAL DAY CELEBRATIONS

# 2014

## YEAR IN REVIEW



MOU Signing with U.S.A. Chamber of Commerce



Shurooq explores business opportunities with India



Shurooq holds Sharjah-China Business Roundtable



Shurooq holds strategic meetings in Germany



Chinese delegation visits Sharjah



Celebrating National Day at The Flag Island

### January

Reception of Chinese delegation visit to Sharjah

Attendance of the FDI Award Presentation

Attendance of the World Future Energy Summit, Abu Dhabi

### COMMENCEMENT OF THE SHARJAH WORLD MUSIC FESTIVAL

Participation in the Partnership Summit Bangalore with the Ministry of Economy

Participation in the Arab Health Exhibition

### February

Organisation of a German-Emirati Joint Council for Industry and Commerce familiarisation trip to Sharjah's east coast

Participation in the K.S.A. Roadshow and B2B Meetings

Participation in the Russia-GCC Forum



Al Montazah - Amusement and Water Park inaugurated

Attendance of the Resort Development & Hospitality Forum

Organisation of the Sharjah-China Business Roundtable

### March

Organisation of the Sharjah-German Business Roundtable, Hamburg

### PARTICIPATION IN ITB-BERLIN, GERMANY

Organisation of the Sharjah-German Business Roundtable, Berlin

Organisation of the Sharjah-British Business Roundtable

Participation in the GCC-Germany Business and Investment Forum

MOU Signing with the U.S.A. Chamber of Commerce

### COMMENCEMENT OF THE AL QASBA FOOD FESTIVAL

Participation in the 16th meeting of the Private Sector of GCC



Shurooq present Sharjah at the Franco-Arab Chamber

### April

### ATTENDANCE OF THE ANNUAL INVESTMENT MEETING (AIM) WITH THE MINISTRY OF ECONOMY

Attendance of the Hong Kong-Middle East Chamber of Businessmen Delegation

Organisation of the China Roadshow, Beijing

Attendance of the Chinese Enterprises Outbound Investment Conferences

Attendance of seminars with members of the U.S.A. Chamber of Commerce and the U.S.A.-U.A.E. Business Council

Organisation of the China Roadshow, Tianjin

MOU signing and Ex-IM Bank's Annual Conference in Washington, DC

Attendance of a seminar with the National U.S.A. Arab Chamber



Shurooq receives U.S.A. Congress

Organisation of the Sharjah-Netherlands Business Roundtable

Reception of the French-Arab Chamber of Commerce delegation visit to the U.A.E.

### May

### PARTICIPATION IN THE ARABIAN TRAVEL MARKET (ATM) IN U.A.E.

Organisation of the U.S.A. Roadshow with the Ministry of Economy in New York City, Los Angeles, Houston and Washington, DC

Organisation of the Turkey Roadshow, Istanbul

Participation in the World Association of Investment Promotion Agencies (WAIPA), Istanbul

Organisation of the Kuwait Roadshow

Participation in the Paris Conference

Participation in seminars with the Kuwaiti Chamber and B2B Meetings



Shurooq organises Sharjah-British Business Roundtable

Organisation of the K.S.A. Roadshow and seminar with the Riyadh Chamber

Participation in a seminar with Franco-Arab Chamber, Paris

Participation in a seminar with MEDEPP, Paris

Participation in the 15th Annual Gulf Exhibition

### June

Reception of the Liaoning Province delegation visiting the U.A.E. from China

Organisation of the Russia/Kazan Roadshow with the Ministry of Economy

Attendance of the ASEAN-Gulf Cooperation Council (GCC) workshop

Participation in the Second Trade and Investment Meeting with the Ministry of Economy in Erbil, Kurdistan-Iraq

Participation in the FDI event in Philadelphia

Participation in the Inter Business Councils, Dubai

Organisation of the exploratory visit to the Fujian Province in China

Organisation of the Mexico City Roadshow with Ministry of Foreign Affairs

### July

Organisation of the Shurooq Ramadan Business Suhoor

Participation in 1-on-1 meetings with CII/FICC/ASSO/CHAM in India (Delhi, Ahmadabad and Mumbai)

### August

Organisation of activities at Al Qasba in celebration of Eid Al Fitr

Organisation of a visit to the Korean Business Consulate in Dubai

Reception of the Commercial Office of Taiwan delegation visit to Sharjah

Reception of the U.S.A. Congressional delegation visit to Sharjah

### September

Reception of the Invest Hong Kong delegation visit to Shurooq

Participation in the CEO Club Meeting

Organisation of the Germany-Sharjah Business Roundtable, Germany

Participation in the China International Fair for Trade Investment & Trade Exhibition, China

Attendance of the Brokers Real Estate Summit

Attendance of Global Real Estate Dubai

### ATTENDANCE OF CITYSCAPE DUBAI

Organisation of the U.S.A. Roadshow with the Ministry of Economy

Reception of the Japanese delegation visit to Sharjah

Reception of the Business delegation from China Hunan Commercial Department

### October

Participation in the World Investment Forum, Switzerland

Participation in the Germany-U.A.E. Strategic Partnership Conference

Participation in Global Trade Development Week

Organisation of Sharjah-Spanish Business Roundtable in Sharjah

### November

Meeting with representatives of the Sheikh Zayed Campus of Advanced Children's Medicine

Organisation of Multaqa Al Sharjah Meeting with the Dutch Creative Industries Mission

Participation in the Sharjah International Book Fair

Organisation of the Sharjah-Japan Business Roundtable

Reception of the Dalishi Investment Group delegation

### PARTICIPATION IN THE WORLD TRAVEL MARKET (WTM), LONDON

Organisation of the Sharjah-U.S.A. Business Roundtable

Participation in the MECC Conference, Turkey

Participation in the Invest in Egypt event

Reception of CBL International student delegation visit

Reception of the Beijing Municipality delegation visit

Reception of University of Maryland student delegation visit

### December

Participation in the U.A.E. Trade delegation visit to India

### NATIONAL DAY CELEBRATIONS

1.

Highlights  
of 2013-2014

1.1 AWARDS AND RECOGNITION

# Continuing on a successful path

Although we do not work for awards, we do strive to be our best and it is always appreciated when we are recognised by our peers and industry experts for succeeding in that endeavour. The recognition we receive not only helps to boost the morale of the Authority and confidence of our employees, it also helps to reassure us that the decisions we are making are the right ones and that the internal compass we use to guide us in our tasks remains true.

Above all, our goal is to make Sharjah a better place to live and visit. In doing so, we know that it will rise to become a beacon for the region and a destination sought out by tourists from around the world. These awards act as great encouragement and reinforce our confidence that our projects will continue to enhance Sharjah as a world-class tourism destination.



Shurooq wins Arab Organization Social Responsibility Award



Shurooq named FDI Agency of the Year



Al Khan Village Resort named 2014 Winner for Hotel Interiors

**Shurooq Awards:**



**Shurooq Management Awards:**



Awarded to Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Shurooq  
Sharjah Tourism Excellence Awards

**Project Awards:**



Awarded to El Manza at Al Majaz Waterfront  
Commercial Interior Design Awards



Awarded to Al Khan Village Resort  
World Interior News Awards

**Awarding organisations:**





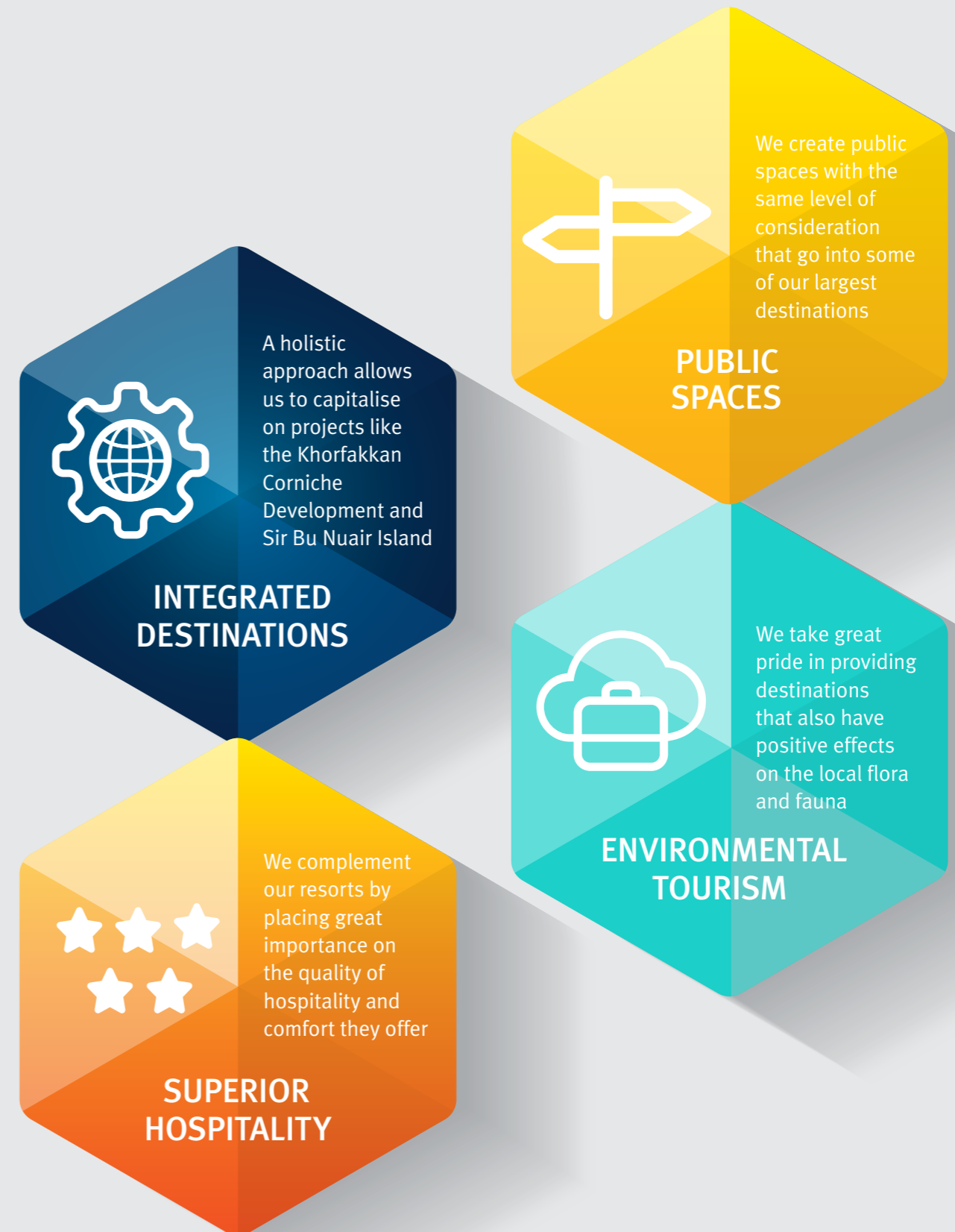
## Building stable growth on four strong pillars

In fulfilling our mandate to develop and expand the tourism offerings of the Emirate of Sharjah, we closely analysed the domestic and regional tourism landscape to identify segments that can enhance Sharjah's position as a leading destination. Our development philosophy is aligned to Sharjah's overall strategic direction and to its imperative of offering new destinations that support the local economy, preserve the environment and reflect its heritage and culture.

Shurooq identified eco-tourism as one of the key areas of opportunity in Sharjah. Therefore, we launched a number of eco-tourism projects, most notably the Kalba Eco-tourism Project, followed by the Mleiha Archaeological and Eco-tourism Project and Al Badayer Desert Camp. We have taken many steps to not only preserve the natural

environment but to restore historic archaeological sites and ensure they are maintained for future generations to enjoy.

Through our relations with leading hospitality brands, we have also been eager to develop unique destinations that showcase the beauty of Sharjah and offer visitors a truly unique luxury experience. Al Jabal Resort, The Chedi Khorfakkan anchors the luxury market on the east coast and embodies a lavish stay in an intimate setting. Located 65 km off the West Coast, Sir Bu Nuair Island offers its visitors an opportunity to experience island life from the luxurious comfort of 5-star accommodations. Finally, Al Bait Hotel will provide yet another dimension to Sharjah's offerings with a fresh new way to experience the Emirate's deep-rooted culture and rich traditions.



## Securing Sharjah's position as a global investment and tourism destination

In 2013 and 2014, Shurooq and its partners travelled the globe promoting Sharjah as a premier investment destination. Last year, Shurooq continued events like the U.S.A. Roadshow, which was started in 2013 and added Los Angeles and Houston to the tour in addition to Washington, DC, and New York City. This event continued to bring Sharjah's leaders in business, government and the media together with their American counterparts and laid the groundwork for bilateral trade and investment relations for years to come. In addition to this, Shurooq organised and hosted many other major events both at home and abroad.

### MOU Signings:

National U.S.A. Arab Chamber of Commerce

Invest Hong Kong

Doha Land Hospitality

The Department of Islamic Affairs

Emirates Transport

Turkish investment Authority ISPAT

U.S.A. Chamber of Commerce

### Major Events:

U.S.A. Roadshow, U.S.A.

World Travel Market, U.K.

WAIPA World Investment Conference, Switzerland

Arabia Expo, Russia

ITB, Germany

Vibrant Gujarat Trade Exhibition, India

World Chambers Congress, Qatar

China Roadshow, China

WAIPA World Investment Conference, Turkey

Paris Conference and Seminars, France

### Organised Roundtables:

Sharjah-German Business Roundtable

Sharjah-Asia Business Roundtable

Sharjah-India Business Roundtable

Sharjah-British Business Roundtable

Sharjah-China Business Roundtable

Sharjah-Netherlands Business Roundtable

Sharjah-Spanish Business Roundtable

Sharjah-Japan Business Roundtable

Sharjah-U.S.A. Business Roundtable

## Promoting Sharjah across the globe

### Events

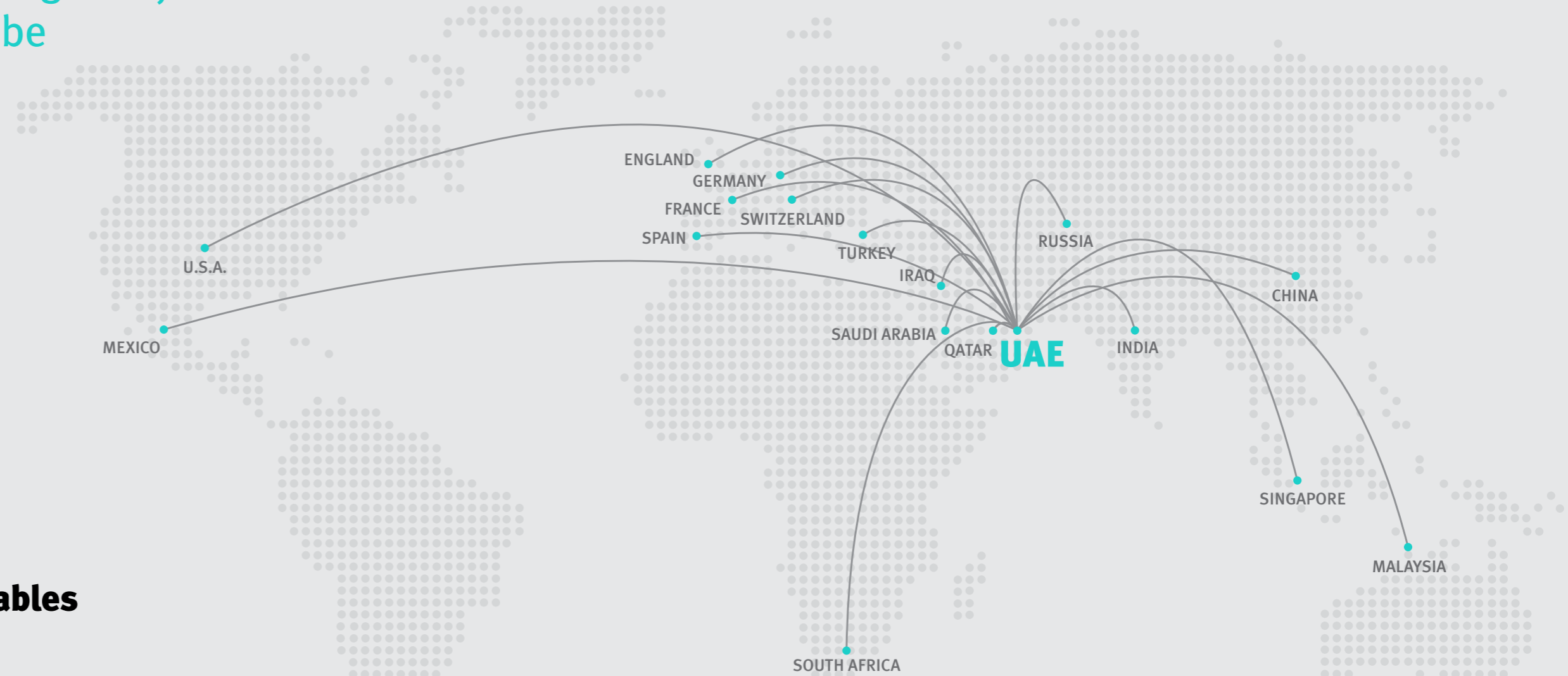
145

### MOUs

7

### Roundtables

9



City Sightseeing Sharjah and Sharjah Transport MOU Signing



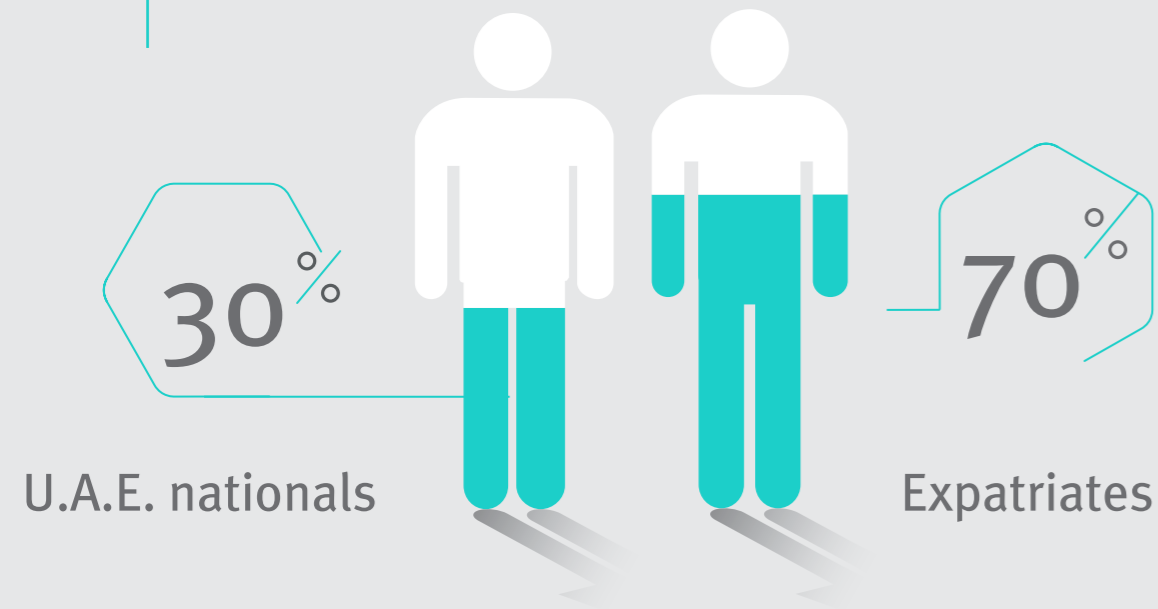
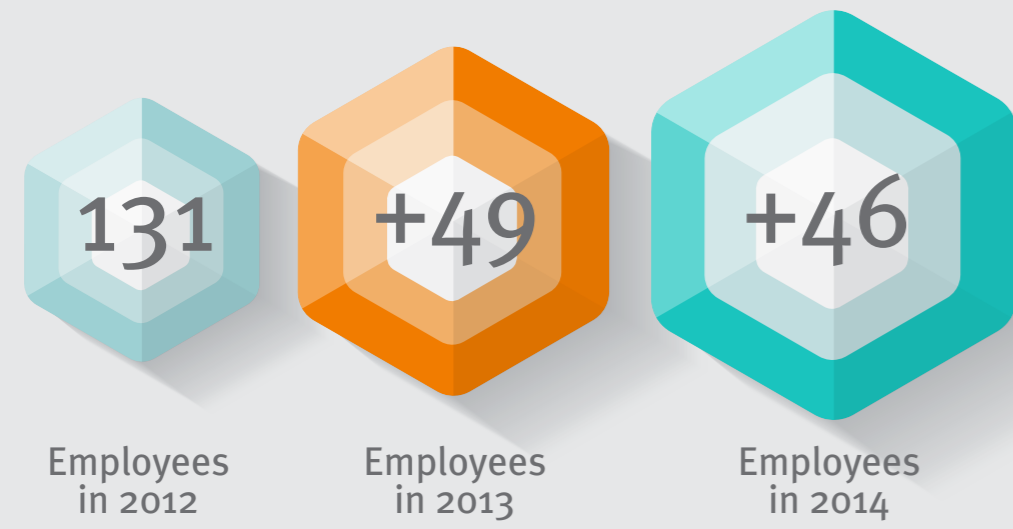
Shurooq and Emirates Transport MOU Signing



ISPAT Turkish Investment Authority MOU Signing



Invest Hong Kong MOU Signing



#### 1.4 IMPROVING THE EFFICIENCY OF OUR HUMAN RESOURCES

### Unifying efforts to provide the best

As the number of our projects and investment opportunities increase, we continue to optimise our organisation and strategically develop human capital to keep up with new demands. With a keen eye toward developing the next generation of young Emirati leaders and fostering knowledge exchange with various experts, we launched a number of training programs in 2013 through which we seek to improve the efficiency of our human resources, providing them with more skills and knowledge so they may contribute more actively to achieving our vision. Between January and November of 2014, more than 70 employees have taken part in these training programs.

To keep pace with our growing portfolio and increasing tourism and investment demands, Shurooq has expanded its activities to provide comprehensive services to visitors, tourists and investors. We take careful consideration when selecting human resources to oversee our leisure and tourism destinations because we know that the employees that work at these destinations are representatives of both the destination and those who helped to develop it. Having accommodating, dedicated employees at our destinations ensures visitors a pleasant experience that they will continue to seek again and again.



43rd U.A.E. National Day Celebration

## 1.5 A FULL DEVELOPMENT CYCLE

### Becoming a mature development entity

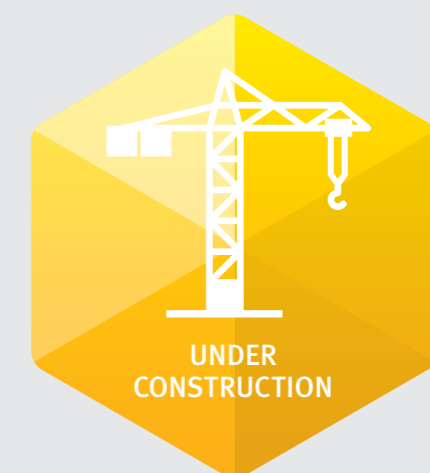
As more projects become operational, Shurooq is given better and more frequent opportunities to demonstrate its ability to run successful operations. Shurooq was first founded to oversee the operations of one destination and now our capabilities have expanded to oversee the full breadth of a project from the initial planning phases through the developmental phase and finally to the operational phase.

In addition to overseeing the operations of Al Qasba, Al Majaz Waterfront, Heart of Sharjah and Al Montazah - Amusement and Water Park, we are also managing multiple projects under construction that represent a variety of scale and focus, such as hospitality,

master-planned development, infrastructure and public space, as well as restoration and revitalisation projects. To this end, Shurooq is well-positioned to coordinate with our sister entities to focus on executing these new icons.

In addition to projects that are already operating and being built, we have a robust pipeline of projects that are in the planning and conceptual stages. Through this three-pronged method, Shurooq has a portfolio that spans the full breadth of the development cycle and we continue to be on the lookout for new projects to add to our portfolio that align with the vision of Sharjah being an authentic, modern Arab city.

### Our projects in three stages



1.6 FINANCIAL RESULTS

## Starting a positive trend

Shurooq reached a pivotal moment this year as we surpassed our projected financial performance in 2014 and went from a deficit in 2013 to a surplus in 2014. This is a very promising sign that we as an entity are going in the right direction. As more projects come online, such as Al Majaz Waterfront, Heart of Sharjah and Al Montazah - Amusement and Water Park, they enable us to see our plans come to fruition and begin generating a positive revenue stream.

In working toward improving Sharjah as an emirate and attracting investment, we know that not everything we do will directly result in generating revenue. However, this does not mean that we cannot still work toward financial independence and strive to generate returns. The fact

that we have transitioned from a deficit to a surplus this past year is an encouraging sign that we have been working efficiently and we will continue this effort and strive to generate returns.

The projects that have come online this year help to reassure us that the investment we make in time and money today will translate to successful destinations tomorrow. As more projects come online, they will provide increasing streams of revenue. The revenue generated from these destinations, supplemented by leasing commercial and retail space and providing entertainment events, will ensure the viability of Shurooq so that we can continue our main focus of attracting investment in Sharjah and creating world-class destinations.

In 2014, we surpassed our projected financial performance and achieved a budget surplus

**Increased Leasing Revenue**

**11% ↑**

**Increased Merchandise Income**

**15X ↑**

**Increased Advertising Revenue**

**70X ↑**

**New Tenants Added**

**26 +**

**New Employees Recruited**

**46 +**

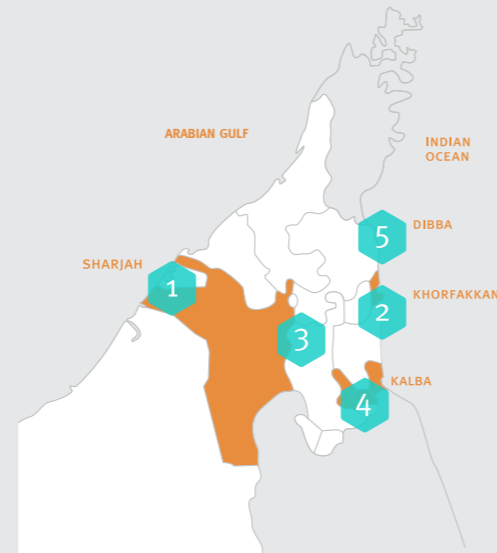
## 1.7 SHUROOQ INITIATIVES

# Promoting Sharjah and the United Arab Emirates

Shurooq executed a number of initiatives in 2013 and 2014 aimed at heightening the visibility of Sharjah as an international tourism destination and communicating the veneration we have for our emirate and country.

Approaching the idea from several angles, we introduced a sightseeing tour of the city, unveiled a Sharjah brand and erected five large flagpoles around the Emirate to fly our nation's flag.

Sharjah City Sightseeing tours provided visitors a convenient way to explore the city and generated 76% more revenue in 2014 than in 2013. The "I Love SHJ" brand was unveiled in 2014 in Dubai at the Arabian Travel Market (ATM) and in London at the London Show exhibition. The completion of the Sharjah flagpole project saw five extraordinary flagpoles erected with the tallest being 123 metres high flying a flag 30 metres long by 15 metres high.



1. The Flag Island, Sharjah
2. Flag Square, Khorfakkan
3. Flag Square, Al Dhaid
4. Flag Square, Kalba
5. Flag Square, Dibba Al Hisn

**Increased Revenue (2013-14)**

**76% ↑**



**Outlets planned**

**6 +**



**Flag sites completed**

**5**



City Sightseeing Sharjah Tour

## 1.8 SHUROOQ COMMUNICATIONS

# Enhancing our presence in the media and online

2014 marked a giant leap forward in our communications to our stakeholders and target audiences throughout the U.A.E. and around the world. Shurooq launched an updated corporate website that allows us to showcase our projects, highlight viable sectors for investors and create a digital gateway through which potential investors and developers can learn about Shurooq, Sharjah and the many destinations we are working on.

In digitising our content, we also made a great effort to standardise all our presentations and digitise our portfolio, creating new items like an iBook that can be viewed on an iPad or various other hardware.

As always, we also made a massive effort to attract media attention. Aided by our outstanding PR company, we were featured in major newspapers and on major television stations around the country. The success of destinations like

Al Qasba, Al Majaz Waterfront, Heart of Sharjah and Al Montazah - Amusement and Water Park also helped us receive high visibility in the press.

### Shurooq in the Media

#### Press releases

# 170

#### Interviews

# 195

#### Ad Value based on Newspaper and Magazine Clippings

# \$50m

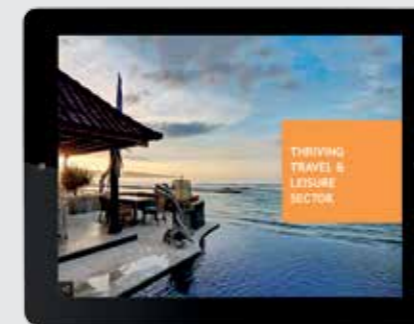
# Digitising our content



New corporate website launched



“Sharjah Update” launched



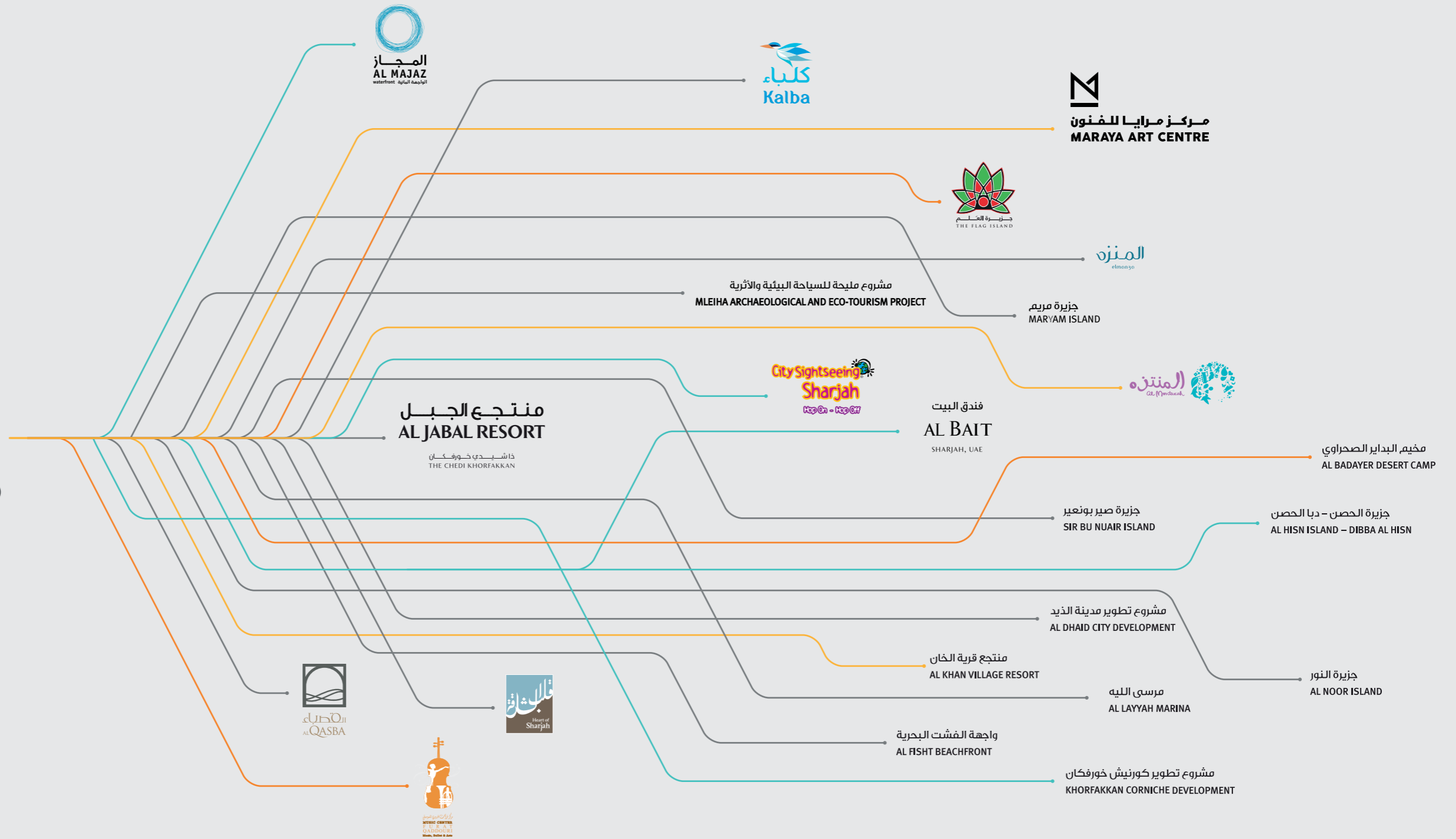
Corporate iBook created



Library of presentations updated

# Our growing portfolio

LOOKING TO 2015  
PROJECT MILESTONES  
HIGHLIGHTS



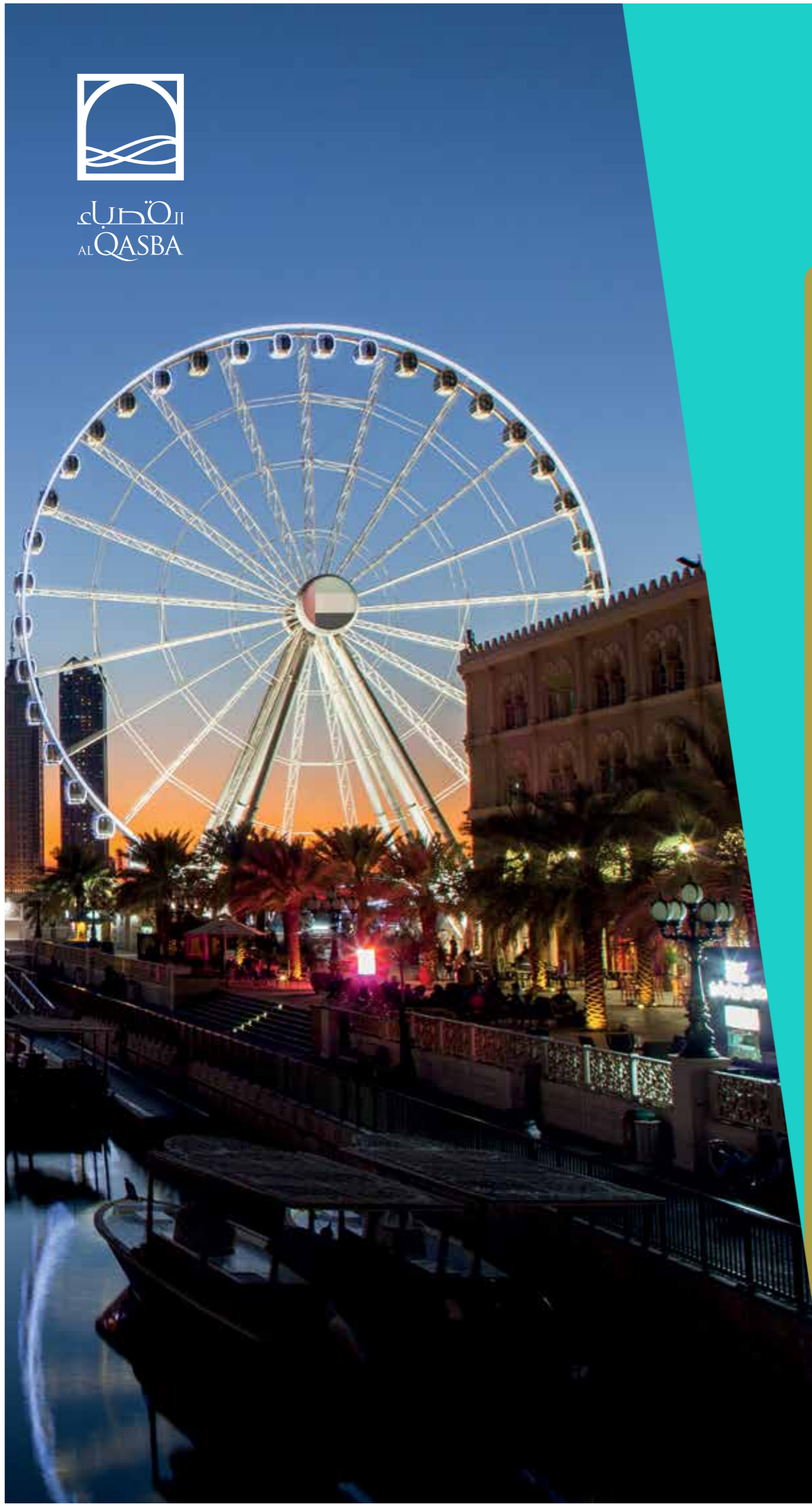




# 20 Project Milestones of 2013-2014



شُرُوق  
AL QASBA



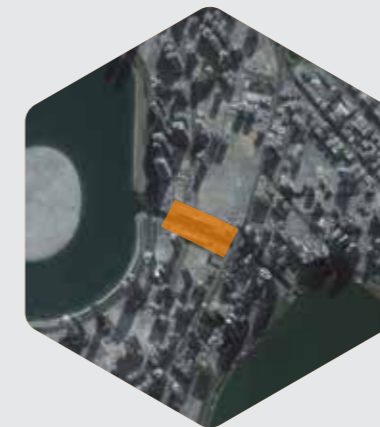
## 2.1 AL QASBA



# A growing iconic destination



Sharjah Emirate within the U.A.E.



Location of Al Qasba within Sharjah City

Al Qasba continued to grow in 2013 and 2014, evolving into one of the most popular tourist destinations in Sharjah. Al Qasba's first-rate facilities and exciting events have helped Sharjah gain recognition as a leisure and tourism destination ideally suited for families. Al Qasba's annual revenue increased to AED 12.88 million in 2014 and exceeded the projected revenue by about 8%.

Al Qasba welcomed several new tenants in 2014, including Holland Mini Pancakes, Yoku Moku Sweets and many more restaurants and cafés. The destination also refurbished many of its public areas to enhance its overall comfort.



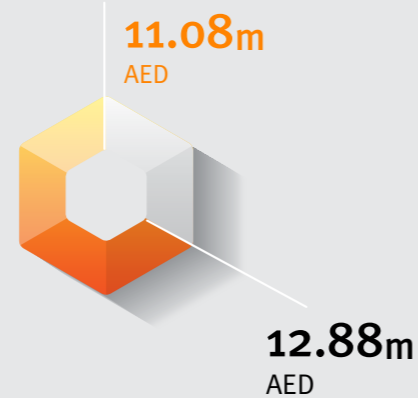
Al Qasba continued popular programs in 2014 like Al Qasba Food Festival and added more events such as the Latino Circus and the Sharjah International Children's Film Festival.

Al Qasba continues to be popular among Sharjah residents and visitors alike and saw more than 135,000 visitors from January to November in 2014.

**Growth**  
**9.3% ↑**

**Projected Revenue 2014**  
**8% +**

Al Qasba Revenue  
2013 vs. 2014



## A variety of food and beverage options



2.1 AL QASBA



# A host to major Sharjah events

Major events:



Sharjah Light Festival



Al Qasba Food Festival



Sharjah World Music Festival



National Day Celebration

2.1 AL QASBA

Events by Shurooq in 2013:

January

Kids weekend events and activities

March

Al Qasba Food Festival  
Maraya Art Park Opening

April

Eye of the Emirates Anniversary Celebration

May

Gallery openings, classes, and performances at the Maraya Art Centre

July

Ramadaniat Al Qasba  
Noor ala Noor charity campaign

August

Eid Al Fitr Celebration

September

Bubble & Balloon Fiesta Weekend

October

Breast Cancer Awareness Month  
Eid Al Adha Celebration

November

Flag Day Celebration

December

National Day Celebration  
Al Qasba Street Fiesta  
New Year's Celebration

Events by Shurooq in 2014:

January

Sharjah World Music Festival

March

Al Qasba Food Festival  
Earth Hour

May

Latino Circus

July

Ramadaniat Al Qasba

August

Eid Al Fitr Celebration

September

Kids weekend events and activities

October

Breast Cancer Awareness Month  
Eid Al Adha Celebration

November

Flag Day Celebration

December

National Day Celebration  
New Year's Celebration

External Events:

March 2013

Earth Hour

February 2013 and 2014

Sharjah Light Festival at Al Qasba

October 2013 and 2014

Sharjah International Children's Film Festival

March 2014

Russian Folklore Show



مركز مرايا للفنون  
MARAYA ART CENTRE



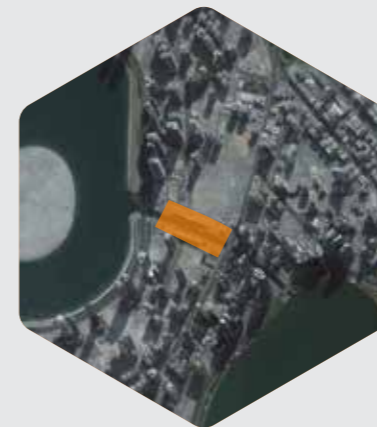
## 2.2 MARAYA ART CENTRE



# Embracing Sharjah's artistic community



Sharjah Emirate within the U.A.E.



Location of Maraya Art Centre within Al Qasba, Sharjah City

Maraya Art Centre gives visitors an opportunity to have a creative experience and learn about the artistic world through hands-on programs. The centre held an array of events in 2013 and 2014, including gallery exhibitions, film screenings and lectures. Through organising art exhibitions, Shurooq and Maraya Art Centre aim to showcase new work by emerging artists, making them available to both tourists and residents and cement Sharjah's reputation of excellence in arts and culture. The art centre will also focus an effort on encouraging younger generations to take an interest in art and promote the art criticism movement in an objective and constructive manner.

2.2 MARAYA ART CENTRE

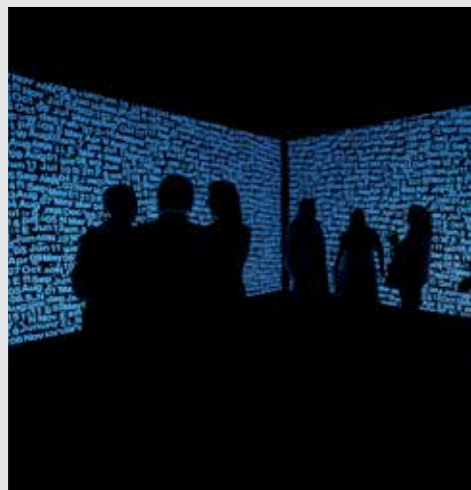


# Organising events of expression and exploration

Through organising educational courses and workshops in 2013 and 2014, Maraya Art Centre was able to teach children and adults about a variety of mediums and styles used in art, encourage the creative expression of Sharjah's youth, teach the value of mastery and excellence in creative work and promote creative thinking and problem solving.



PechaKucha Nights



"Raw Data" by Mohammed Kazem (1999-2013)



U.A.E.-Japan Summer Camp

2.2 MARAYA ART CENTRE

Events in 2013:

January

Feng Shui Workshop

February

"Sea Shadow" Film Screening

March

Maraya Art Park Opening

April

PechaKucha Nights  
History of Photography Workshop

May

Neon Edge Workshop

June

Zee Arts Workshop  
Animation Workshop  
Aflannah Workshop

August

Paper Quilling Workshop

October

Kalimat Reading Sessions

November

"Raw Data" (1999-2013)  
by Mohammed Kazem

Events in 2014:

March

"The Hierarchy of Being"  
by Wafaa Bilal  
Children's Workshop  
at Sharjah Ladies Club

May

Workshop Guide to  
ADMAF's grants  
U.A.E.-Japan Summer Camp

June

Islamopolitan exhibition  
curated by Khalid Shafar  
and Giuseppe Moscatello



Animation Workshop

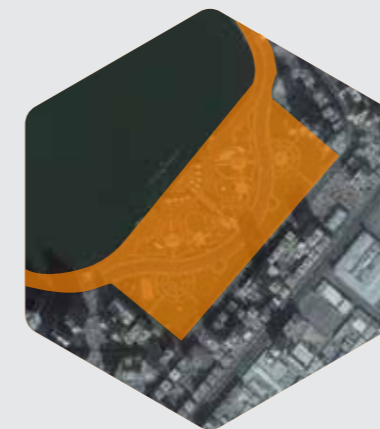
2.3 AL MAJAZ WATERFRONT



## A central public landmark



Sharjah Emirate within the U.A.E.



Location of Al Majaz Waterfront within Sharjah City

Al Majaz Waterfront continued to be a main attraction of Sharjah in 2014, earning about AED 7.5 million in revenue. Continuing steady growth from 2013, the venue is becoming one of Sharjah's more popular tourism destinations.

Al Majaz Waterfront also added two tenants that are sure to become attractions of their own in years to come: Elevation Burger, serving up their delicious, world-famous burgers, and Fun World Amusements, which will add yet another dimension of fun to the waterfront destination. While these new tenants are sure to draw even more crowds, the existing tenants experienced about 20% increase in sales. The attraction to the destination is thanks in part to the number and scale of the events the Al Majaz Waterfront hosts.



Al Majaz Waterfront hosted a number of popular events in 2014 that entertained adults and children, from its new Superheroes Festival to the famous Sharjah Light Festival.

**Increase  
in Tenants' Sales  
in 2014**

**20% +**

**Growth**

**4% ↑**

Al Majaz Waterfront Revenue  
2013 vs. 2014



National Day Celebrations at Al Majaz Waterfront



Maraya Art Park Opening



2.3 AL MAJAZ WATERFRONT



## A venue for a diverse range of events

Major events:



The Earth Harp Show



Ripe Food & Craft Market



Superheroes Festival



Earth Hour

2.3 AL MAJAZ WATERFRONT

Events in 2013:

January

The Earth Harp Show

February

Sharjah Light Festival  
Government Communication Forum

March

Earth Hour  
Nissan Sentra Road Show Launch

April

'The Puppets' theatre show  
My Bee'ah Walkathon

May

Classic Cars Show

August

Waves of Fun

September

Trophy tour of the FIFA  
U17 World Cup U.A.E. 2013

October

Eid Al Adha Celebration  
Middle East Motor Awards  
Sharjah Children's Film Festival

November

Smile of Hope  
Sharjah International Cycling Tour

December

National Day Celebration  
Aerobatic Show  
Sharjah Water Festival

Events in 2014:

January

Superheroes Festival  
Air Arabia 10th Anniversary  
Al Amal KG Sport Day

February

Sharjah Light Festival

March

"The Hierarchy of Being"  
by Wafaa Bilal  
Earth Hour  
Ripe Food & Craft Market

April

My Bee'ah Walkathon

August

Waves of Fun

October

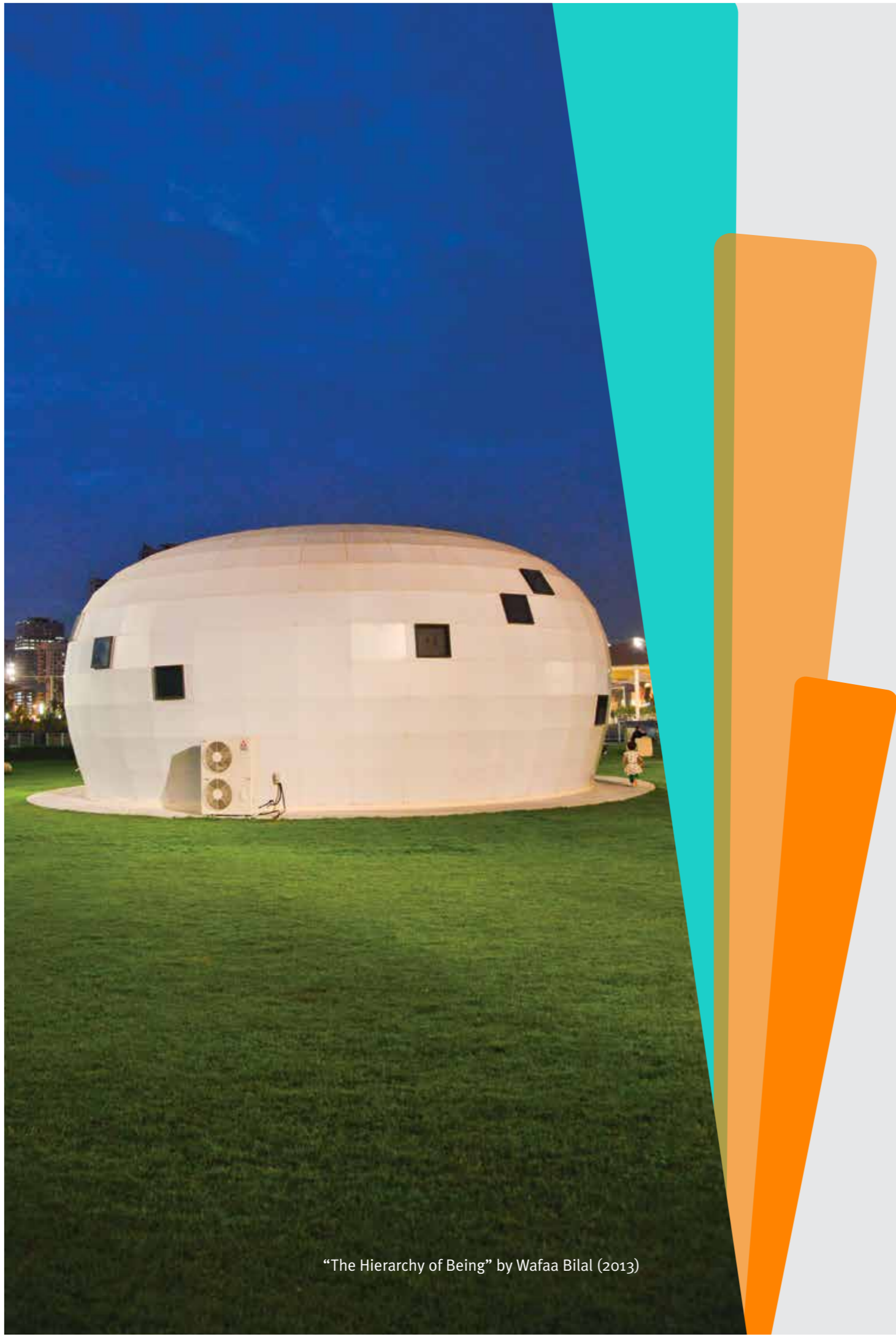
Eid Al Adha Celebration  
Sharjah Children's Film Festival

November

Ripe Food & Craft Market  
Abu Dhabi Science Festival

December

National Day Celebration  
Sharjah Water Festival

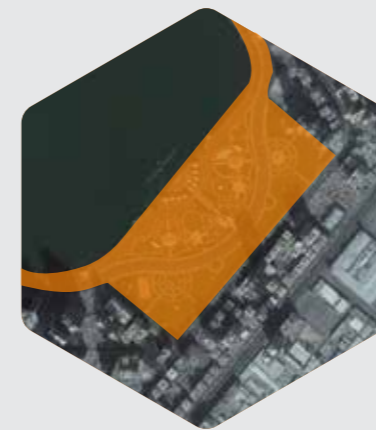


“The Hierarchy of Being” by Wafaa Bilal (2013)

## 2.4 MARAYA ART PARK



### Bringing creativity outdoors



Location of Maraya Art Park within Al Majaz Waterfront, Sharjah City

Maraya Art Park acts as a platform for regional and international outdoor art projects and will be comprised of numerous venues located at major focal points across Sharjah. Two sections of the park are located at Al Majaz Waterfront: the Sculpture Park showcases projects from local and international artists, designers and architects; the Children’s Art Park introduces a world of art through sculptures, interactive games and educational activities for children.

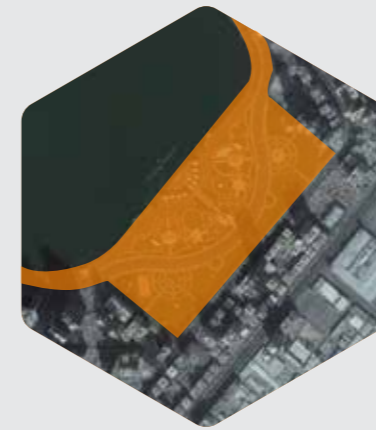
Maraya Art Park at Al Majaz Waterfront has already been home to some exciting art displays such as Wafaa Bilal’s interactive piece, “Hierarchy of Being” and Sheikha Maryam bint Sultan bin Zayed Al Nahyan’s art installation, “Marari.”

The Heart of Sharjah project will play host to two other parts of the Maraya Art Park: a Sculpture Park and a contemporary Street Art Area.

Wafaa Bilal’s project, “The Hierarchy of Being” (pictured), turned a sculpture resembling a spherical building into an artistic sensory experience. Through the use of a lens-type window, the dome-shaped structure is transformed into a giant camera obscura and an image of outside (trees, grass, sky) is projected on a large wall on the inside of the building. Multiple windows in the building slowly open over the span of 20 minutes to allow light to gradually wash out the image and reveal the interior architectural space.



## A Moroccan restaurant with style and flavour



Location of ElManza within Al Majaz Waterfront, Sharjah City

ElManza Moroccan restaurant led the way as one of Al Majaz Waterfront's most popular restaurants in 2013 and 2014 and has generated a revenue of more than AED 3.6 million in the last two years. Offering a traditional Moroccan dining experience that embraces authentic tastes and flavours, ElManza provides a charming atmosphere that transports you to a world of Moroccan ambiance and flavours that excite guests.

The restaurant is also known for its exquisite decor, for which it won the 2013 Interior Design of the Year Award from the Commercial Interior Design Awards. Divided into several sections, diners can enjoy the unparalleled privacy of Souq Essaouira, Rabat Dining, Casablanca Dining, Tanja Dining, Marrakesh Dining and the Fas VIP lounge. The Agadir Terrace also provides a great view of the Sharjah Fountain. ElManza Moroccan has quickly made a name for itself by preparing dishes following traditional Moroccan methods and using fresh, aromatic spices and bold flavours.

## 2.5 ELMANZA



ElManza's award-winning interior design



ElManza's exciting waterfront views



Awarded to ElManza at  
Al Majaz Waterfront  
Commercial Interior Design Awards

### Revenue

**3.6m**AED



ElManza's famous Moroccan chef,  
Hakim Ait Ben Adi

## 2.5 ELMANZA

### VIP Guests and Events:

- HH Crown Prince Sheikh Sultan Bin Ahmed al Qasimi
- HH Princess Basma Bint el Hussain
- HH Sheikha Hayat Al Khalifa
- SBO office staff lunch
- FIFA under 20 World Cup delegations lunch
- Seawings Conference
- Turkish Consul
- Chilean Ambassador
- AHK – German and Emirate Business Council
- Sharjah Chamber of Commerce – U.A.E. Diplomats
- Ajman Urban Planning Conference
- Spanish Ambassador
- Malaysian Business Council



HH Crown Prince Sheikh Sultan Bin Ahmed al Qasimi has lunch at ElManza



HH Sheikha Hayat Al Khalifa of the Bahraini Royal Family visits ElManza



2.6 AL MONTAZAH - AMUSEMENT AND WATER PARK



## A family-centric amusement and water park



Sharjah Emirate within the U.A.E.



Location of Al Montazah - Amusement And Water Park within Sharjah City

In its first year open, Al Montazah - Amusement and Water Park saw more than a quarter million visitors pass through its gates and made sales of nearly 12 million AED. Al Montazah - Amusement and Water Park is Sharjah's newest family entertainment destination, spreading over 126,000 square metres. The park boasts an array of leisure facilities and amenities, and is comprised of Sharjah's first water park, a green park, leisure park, two mini football pitches, sports facilities, a mosque and 10 restaurants and cafés.

**Revenue**  
**Feb. - Dec. 2014**  
**11.8m<sub>AED</sub>**

Project contractor:



2.6 AL MONTAZAH - AMUSEMENT AND WATER PARK



# Amusement Park

Al Montazah's amusement park is comprised of two parks totalling 100,000 square metres. The Green Park includes picnic areas and venues dedicated to hosting entertainment and social events. The Leisure Park offers a variety of electronic games, a go-kart racing track and a variety of rides fun for both children and adults.



Al Montazah - Amusement Park



Al Montazah Gift Shop



Fun rides for kids of all ages

2.6 AL MONTAZAH - AMUSEMENT AND WATER PARK

# Water Park

Covering 26,000 square metres, the water park at Al Montazah is Sharjah's first and offers a range of rides and amusements for children of all ages. Al Montazah has exhilarating water slides for those seeking adventure, relaxing pools and floating rivers and a water playground and shallow pool for younger children.



Al Montazah - Water Park



Al Montazah water rides and slides



Al Montazah's water playground



## 2.7 HEART OF SHARJAH



# A landmark historical restoration project



Sharjah Emirate within the U.A.E.



Location of Heart of Sharjah within Sharjah City

The Heart of Sharjah project represents a long-term, dedicated effort to revitalise one of Sharjah's most prized historical areas. In a project expected to take about a decade, this unique destination will preserve traditional Arabic architecture and let guests experience the authentic feel of old-time Sharjah.

While the project as a whole is ongoing, many sections are open and have allowed more than 100,000 visitors to experience the historic landmark since 2013.

Shurooq made great progress toward registering Heart of Sharjah as a UNESCO World Heritage Site and it is officially now on the list of candidates. Due to increasing public awareness and the magnitude of the project, the number of visitors to Heart of Sharjah is expected to increase dramatically in the years to come, as the site builds on its unique heritage with the completion of each facility.

## 2.7 HEART OF SHARJAH



# Celebrating heritage and sharing culture

### Major events:



Sharjah Live



Actor Will Smith visits Heart of Sharjah



National Day Celebrations at Heart of Sharjah



Heart of Sharjah becomes a backdrop for the Sharjah Light Festival

## 2.7 HEART OF SHARJAH

### Events in 2013:

#### February

Sharjah Light Festival  
Multaqa Al Heraf Al Torathyah

#### March

Sharjah Biennial Celebration  
Traditional Handicraft Forum

#### April

Sharjah Heritage Days

#### August

Eid Al Fitr Celebration

#### October

Eid Al Adha Celebration

#### December

National Day Celebration



### Events in 2014:

#### January

Sharjah Live

#### February

Sharjah Light Festival

#### March

Sharjah Biennial Celebration

#### April

Sharjah Heritage Days

#### June

Celebration of Mid of Shaban

#### August

Eid Al Fitr Celebration

#### October

Eid Al Adha Celebration

#### December

National Day Celebration  
Bsharat Al Ghaith  
Youm Al Rawi





## 2.7.1 HEART OF SHARJAH



# Souq Al Shanasiyah



Location of Souq Al Shanasiyah within Heart of Sharjah, Sharjah City

Great progress was made on the Souq Al Shanasiyah in Heart of Sharjah in 2014 and it will be completed in 2015. The Souq Al Shanasiyah was constructed in a way that will add another dimension of authenticity to the historic area and provide a backdrop of a bustling market where consumers will be able to purchase handcrafted goods and delicious food just as they did decades ago.



The souq will fit right in place with the historic houses, mosque, and other low-lying, earth-coloured buildings. The Heart of Sharjah is already one of Sharjah's most popular attractions and the completion of the souq will surely add another great reason to visit this fascinating restoration project.

### Key features:

- Restaurants and cafés
- Gifts, antiques and crafts
- U.A.E. fashion and perfumes
- Incense and rosaries
- Dates and traditional sweets
- Exhibition area

### Shops

# 17

### Area

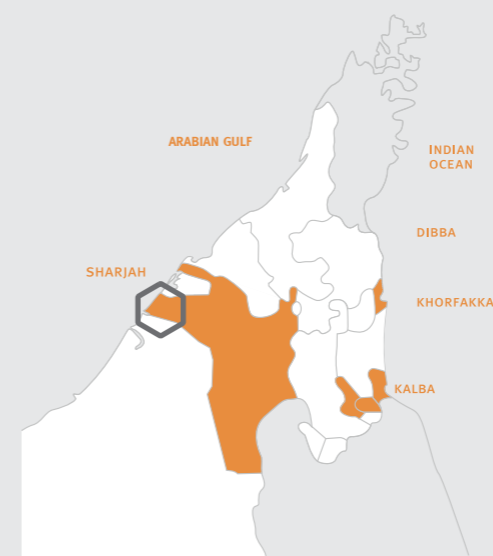
# 6,000m<sup>2</sup>

فندق البيت  
AL BAIT  
SHARJAH, UAE

2.8 AL BAIT HOTEL



## A traditional hospitality experience



Sharjah Emirate within the U.A.E.



Location of Al Bait Hotel within Heart of Sharjah, Sharjah City

One of Heart of Sharjah's premier components, Al Bait Hotel is comprised of five historical buildings that are being redeveloped into a 5-star boutique hotel situated within the historical area. The design and architecture of Al Bait Hotel were carefully planned to reflect a traditional Arabic ambiance while also incorporating subtle hints of luxury. The projects aims to capture the warmth and comfort that Arabic hospitality is known for while at the same time delivering a unique cultural experience. The hotel is to house a total of 53 hotel keys and associated public and service facilities, and is to be integrated into the existing historical urban fabric of the area, re-creating where possible the urban character of the village that existed in the 1950s.

## 2.8 AL BAIT HOTEL



Al Bait Hotel will maximise both the heritage and hospitality angles of the historic development by creating a unique, relaxing guest experience within the Heart of Sharjah historic precinct. The hotel will enable guests to feel part of the re-created urban environment and local culture, yet removed enough to be able to withdraw into the private luxury of an inner-city retreat.

Hotel to be managed by:

# GHM

A STYLE TO REMEMBER

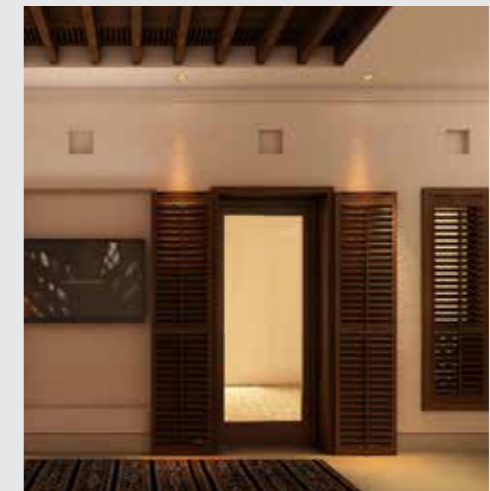
### Key features:

- Mosque
- Museum
- Business Centre
- Male and Female Spas
- Arabic Restaurant
- Library
- Gym

## 2.8 AL BAIT HOTEL



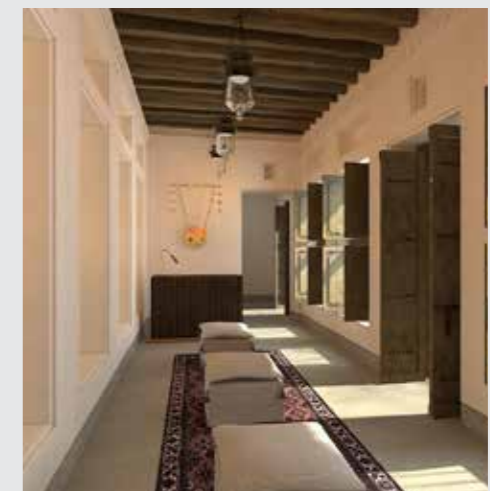
Artist rendering of Al Bait Hotel bedroom



Artist rendering of Al Bait Hotel bathroom entrance



Artist rendering of Al Bait Hotel room lounge



Artist rendering of Al Bait Hotel corridor



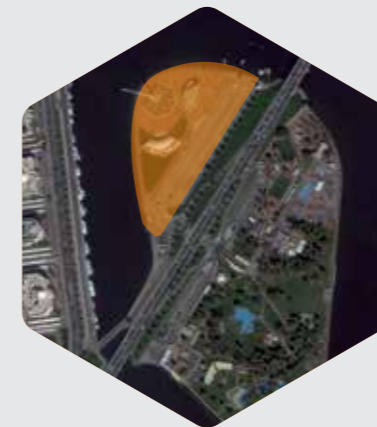
## 2.9 THE FLAG ISLAND



# A monument to our nation



Sharjah Emirate within the U.A.E.



Location of The Flag Island within Sharjah City

The second phase of The Flag Island was completed in 2014. In the first phase, the 123-metre flagpole was erected, which is the 7th tallest in the world. The flagpole, flying a U.A.E. flag measuring 30 by 15 metres, is illuminated with a magnificent light display. Characterised by a unique design, the circle of 7 lights, representing each of the emirates, surround the flag and shine on it to reveal its glory both day and night.

The second phase of The Flag Island saw the construction of an amphitheatre, a stage, and art gallery and café. The Flag Island hosted successful National Day celebrations in both 2013 and 2014 and was able to take advantage of the open-air, 1,000-seat theatre in 2014. Located near the Government Department Complex in Al Layyah, The Flag Island serves as a symbol of pride for our country and the Emirate of Sharjah.



1971 - Design space and café at The Flag Island



Celebrating National Day in the amphitheatre at The Flag Island

**Flagpole Height**

**123m**

**Flag Size**

**30 X 15m**

**Amphitheatre Capacity**

**1,000**



His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, attending the opening ceremony of The Flag Island

منتجـة الجبل  
AL JABAL RESORT

دائـرة خـورفـكان  
THE CHEDI KHORFAKKAN

ROYAL  
VILLA

ADULT  
POOL & SPA

BEACH  
CLUB

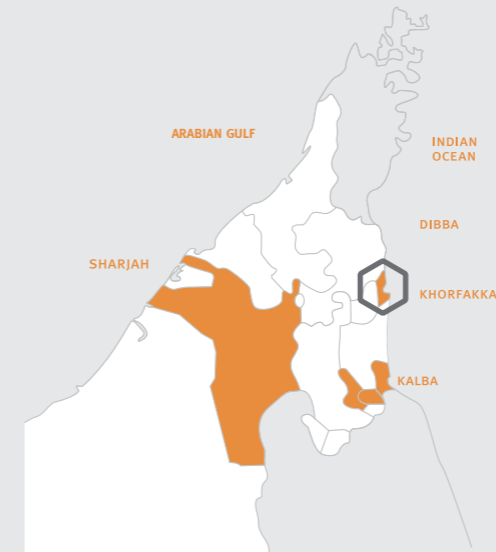
YAMAMOTO  
ATELIER  
RESTAURANT

HERITAGE  
FORT

2.10 AL JABAL RESORT, THE CHEDI KHORFAKKAN



An elegant 5-star destination



Sharjah Emirate within the U.A.E.



Location of Al Jabal Resort, The Chedi Khorfakkan within Khorfakkan

Al Jabal Resort, The Chedi Khorfakkan will provide exquisite villas set against a beautiful landscape on Sharjah's east coast. Perched on a natural hillside, the villas overlook a private bay and white, sandy beaches.

The project won the 2012 GCC Hospitality and Leisure Project of the Year at the 5th Annual Middle East Architect Awards, in recognition of its innovative use of technology and design in harmony with the beauty of the landscape. The 5-star resort features luxurious amenities to cater to a discerning audience and will be managed by renowned hotelier GHM.

The enabling works have been completed on the project, which has an estimated construction cost of AED 450 million. The deluxe resort will offer a total of about 100 keys and feature an adult destination swimming pool and spa, Yamamoto Atelier Restaurant, executive meeting facilities and a library.



Yamamoto Atelier Restaurant will be run by Chef Hide Yamamoto, recipient of the prestigious 2010 Global Chef Award



Artist rendering of bedroom



Awarded to Al Jabal Resort,  
The Chedi Khorfakkan

**Scheduled  
Completion**

**2017**

Hotel to be managed by:

**GHM**

A STYLE TO REMEMBER



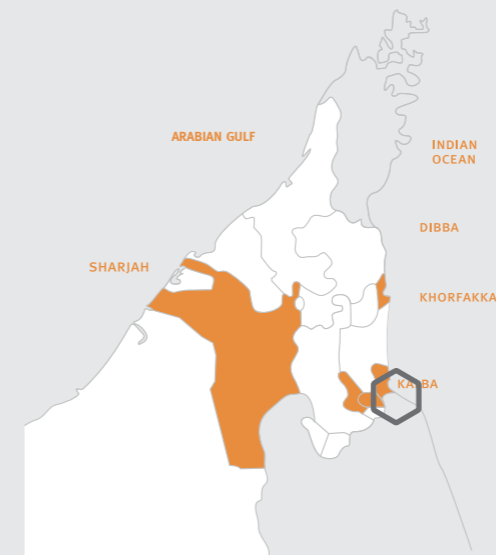
Artist rendering of sea view from the spa



Artist rendering of bedroom



## Hospitality in harmony with nature



Sharjah Emirate within the U.A.E.



Location of Kalba Eco-tourism Project within Sharjah

The Kalba Eco-tourism Project strikes a peaceful balance between a picturesque environment and a low-impact development.

The project creates a unique experience-centric destination on the east coast of Sharjah that takes advantage of diverse habitats and a rich array of wildlife. The resort will provide chances for its visitors to enjoy kayaking through the mangroves, scuba diving in pristine waters and trekking and biking through the rocky mountains.

A large part of the project is dedicated to providing a protected place for wildlife to thrive, such as the turtle rehabilitation centre. Picnic areas and gardens will also give visitors the option to experience nature conveniently and comfortably.



## 2.11 KALBA ECO-TOURISM PROJECT



In addition to environmental attractions, the destinations will feature a mall that overlooks Kalba Creek and a 5-star hotel with multiple dining options, a ballroom, business centre, swimming pool, spa and kids club.

**Key features:**

- 5-star hotel
- Waterfront mall
- Picnic areas
- Camp site
- Tented resort



The marina near Kalba



The native Collared Kingfisher

## 2.11 KALBA ECO-TOURISM PROJECT



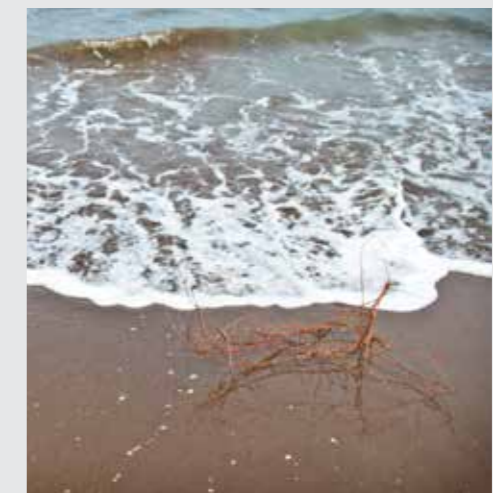
Sunset over Kalba



A fort near Kalba



Kalba's geography ranges from beaches to desert and mountains



The beach at Kalba



## Al Qurm Picnic Park



Location of Al Qurm Picnic Park within Kalba Eco-tourism Project

Al Qurm Picnic Park will be a green space in Kalba that gives visitors a place to relax in a nicely landscaped outdoor venue. The area will feature a playground for children, a mangrove boardwalk and an enclosed desert garden featuring native lizards.

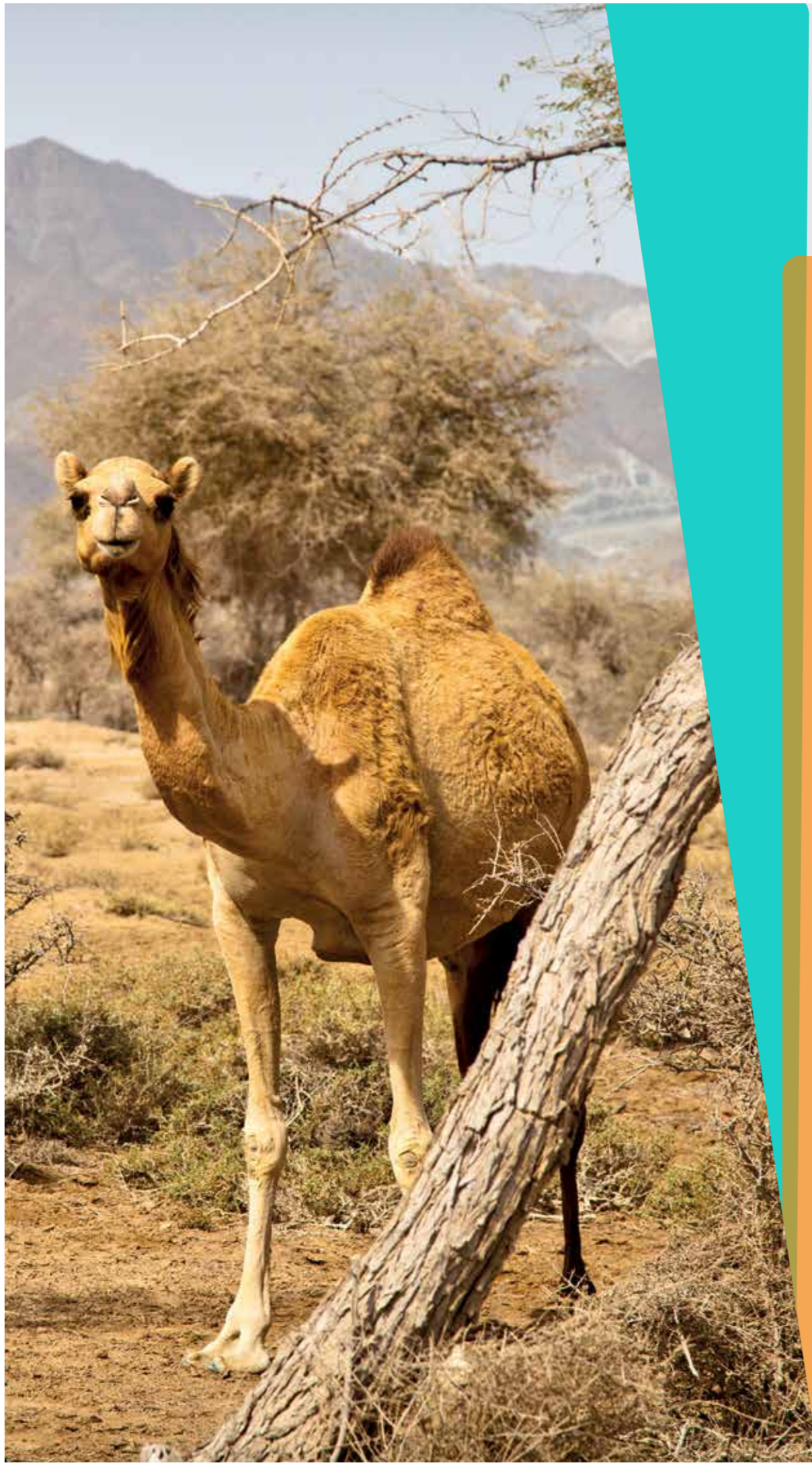
The park is being designed to encourage visitors to venture around the area, make their own discoveries and be closer to nature. Open space allows the park to become a venue for various events such as festivals, small celebrations and the occasional souq.

In its design, much consideration is being given to the existing environment and circulation flow of its target user. In considering these things, Al Qurm Picnic Park is being designed to incorporate key function areas that have been tailored to each visitor's activity preference, whether they would like to stroll along a path, relax within the picnic grounds or engage in outdoor activities.

### Key features:

- Outdoor dining area
- Café and restaurant
- Forest picnic grounds
- Souq courtyard
- Children's play area
- Rock and herb garden
- Enclosed lizard and desert garden
- Souvenir shop





## 2.11.2 KALBA ECO-TOURISM PROJECT



# Al Hafiya Picnic Park



Location of Al Hafiya Picnic Park within Kalba Eco-tourism Project

Major work was done in 2014 to complete Al Hafiya Picnic Park, including the construction of several structures that will serve a variety of purposes. The park will officially open in 2015, providing yet another venue for visitors to experience the beautiful surroundings of Kalba. The park features playgrounds, walking and running paths, open green spaces, prayer rooms and restrooms and is located near the middle of Kalba development, overlooking scenic open spaces.

To mark the inauguration of the first phase of the project, HH Sheikh Dr. Sultan bin Mohammed Al Qasim, Member of the Supreme Council and Ruler of Sharjah, released 18 gazelles of the endangered species known as “Damani” in Al Hafiya natural reserve. The gazelles have since begun successfully breeding and increasing the numbers of their endangered species. In addition to educational centres dedicated to the preservation of sea turtles, an Environment Education Centre will provide an area where visitors of all ages can learn about the importance of protecting native wildlife.

The low-impact development of the park is representative of the ideals Kalba is aiming to fulfil by providing simple facilities that do not encroach on nature, but simply give visitors a place from which they can comfortably and responsibly interact with the environment around them.

## 2.11.2 KALBA ECO-TOURISM PROJECT



In informing and educating visitors about their local wildlife and environment, they will be able to experience it first-hand and be more inclined to protect and preserve it in the future.

### Key features:

- Prayers rooms
- Restrooms
- Open grass area
- Playgrounds
- Walking paths



Artist impression of the Admin Block at Hafiya Picnic Park



Artist impression of the Kiosk Block at Hafiya Picnic Park

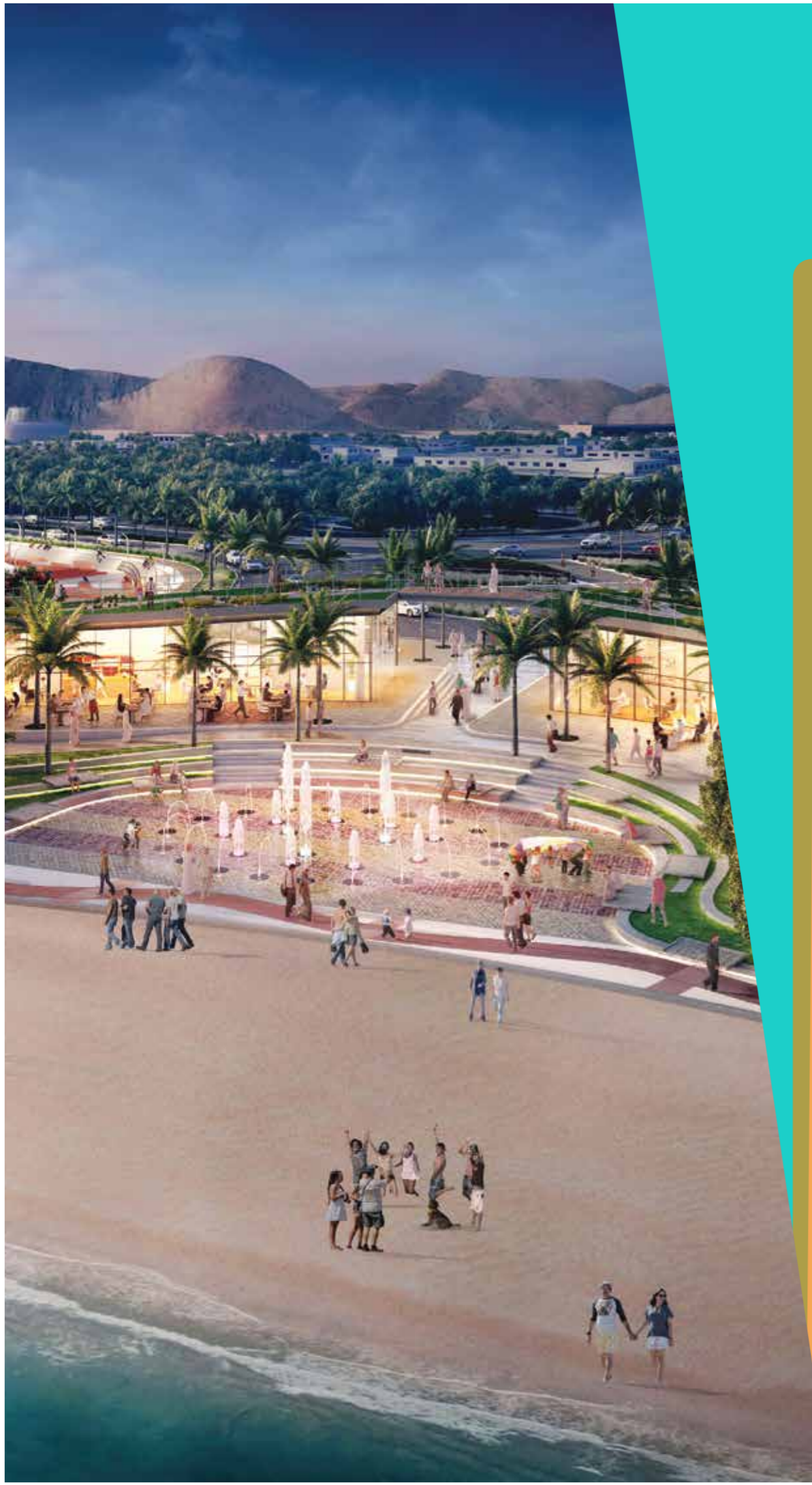
## 2.11.2 KALBA ECO-TOURISM PROJECT



Damani gazelles released at Hafiya nature reserve



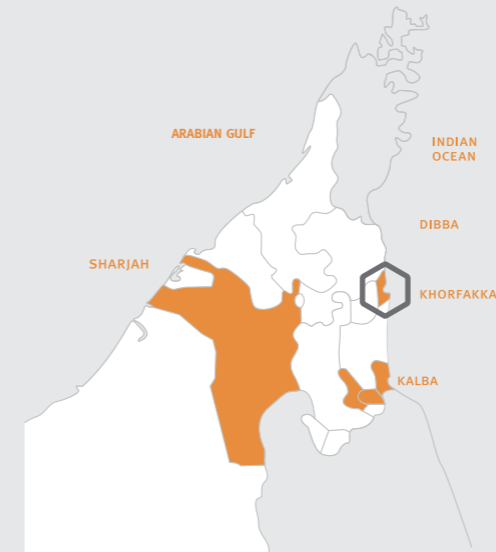
Looking from the sea to a mosque near Hafiya



## 2.12 KHORFAKKAN CORNICHE DEVELOPMENT



# Revitalisation of the east coast



Sharjah Emirate within the U.A.E.



Location of Khorfakkan Corniche within Sharjah

The Khorfakkan Corniche Development project aims to reimagine the 3-km stretch of beach as a hive of activity of families and fun-seekers by providing high-quality public amenities, a range of activities and a variety of dining and hospitality options. Due to the size of the project, the development has been separated into two main stages - the Southern Corniche (Stage 1) and the Northern Corniche (Stage 2).

The Corniche is made up of several large components, all of which include their own unique attractions. The Central Plaza will be the heart of the Corniche, creating a strong sense of arrival and bringing the focus of Khorfakkan to the waterfront. The Southern Corniche will feature sports, hospitality and tourism destinations while the Northern Corniche will focus on providing areas for families to come and enjoy a day at the beach or picnic.

## 2.12 KHORFAKKAN CORNICHE DEVELOPMENT



### Key features:

- Hotel
- Marina
- Souq
- Restaurants and cafés
- Sporting facilities
- Amphitheatre
- Running track
- Outdoor gym
- Beach sports area
- Promenade



Artist rendering of running track



Artist rendering of walking path

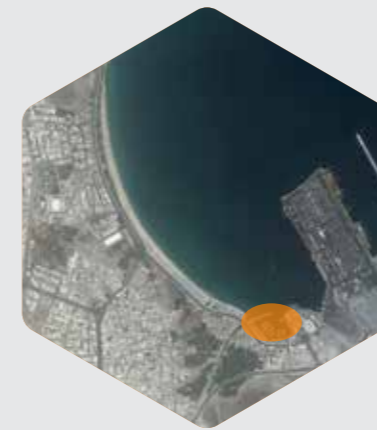
## 2.12 KHORFAKKAN CORNICHE DEVELOPMENT



Artist rendering of Sports Beach



## Southern Marina



Location of Southern Marina within Khorfakkan Corniche

Progress on the Southern Marina went forward this year as the Phase 1 land reclamation was completed, extending the land area along the Corniche to make the construction of the marina and hotel possible.

The southern portion of the Corniche will include a 4-star hotel, a water park, water sports centre, retail souq and marina. This development will create a major attraction serving boating enthusiasts, tourists arriving by cruise ship and the general tourist population.

Complete with a lagoon and beach, water sports centre, health and fitness club, waterpark and restaurants, the Southern Marina will make the perfect book-end to the Khorfakkan Corniche Development. In addition to being a tourist hub on the Corniche that would serve the increasing number of tourists arriving by cruise ship, the beach and lagoon will provide a safe area for families where children can enjoy the water without the worry of strong tides.

### Key features:

- Hotel
- Water park
- Lagoon and beach
- Health and fitness club
- Marina promenade
- Restaurants
- Water sports centre
- Recreational marina



## Central Plaza and Sports Beach



Location of Central Plaza and Sports Beach within Khorfakkan Corniche

The Central Plaza will serve as the heart of the Corniche and the main centre of activities along the beach. The plaza was designed to be an ideal place to welcome visitors to the Corniche and to funnel visitors to downtown Khorfakkan to the waterfront, which will be the focal point of entertainment and events.

Sports Beach represents another integral component of the Corniche revitalisation. The area will feature sports like beach volleyball and windsurfing and provide options for watercraft

rentals. Sports Beach will also provide a number of facilities and amenities aimed and encouraging a fun and active waterfront. Facilities include multi-sports courts, five-a-side football and informal sports fields, a running track, play spaces and climbing nets, and outdoor gym facilities. Fun for families or individuals, Sports Beach will become a buzzing centre for activity on pleasant days and will become the place to be for fun in the sun in Khorfakkan.

### Key features:

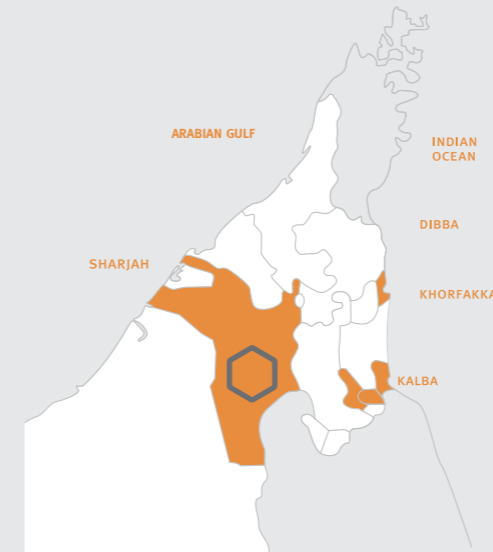
- Multi-sports courts
- Football pitches
- Multi-use sports fields
- Running track
- Children play areas
- Climbing nets
- Outdoor gym facilities



## 2.13 MLEIHA ARCHAEOLOGICAL AND ECO-TOURISM PROJECT



# A defining historical Archaeological destination



Sharjah Emirate within the U.A.E.



Location of the Mleiha Archaeological and Eco-tourism Project within Sharjah

The Mleiha Archaeological and Eco-tourism Project holds tremendous potential as a tourism destination because of its natural beauty, its diversity of wildlife, and the archaeological discoveries that make it worthy of its tentative UNESCO World Heritage Site status.

The project will provide two resorts and a boutique hotel to choose from as well as restaurants and cafés. In addition to preserving the significant archeological areas, native wildlife species such as the Arabian Oryx, Rhim Gazelle, Damani Gazelle and Ostrich will also be protected, adding another important dimension of tourism to Mleiha's overall attraction.

2.13 MLEIHA ARCHAEOLOGICAL AND ECO-TOURISM PROJECT



A joint venture between the Sharjah Investment and Development Authority (Shurooq) and Sharjah Environment and Protected Areas Authority (EPAA), the Mleiha Archaeological and Eco-tourism Project is a sustainable development that will help protect the area's ecological and archaeological sites and share them with tourists and future generations of Emiratis.

**Key features:**

- Mleiha Resort
- Al Ghaf Resort
- Jebel Boutique Hotel
- Restaurants and cafés
- Archeological sites
- Nature safaris

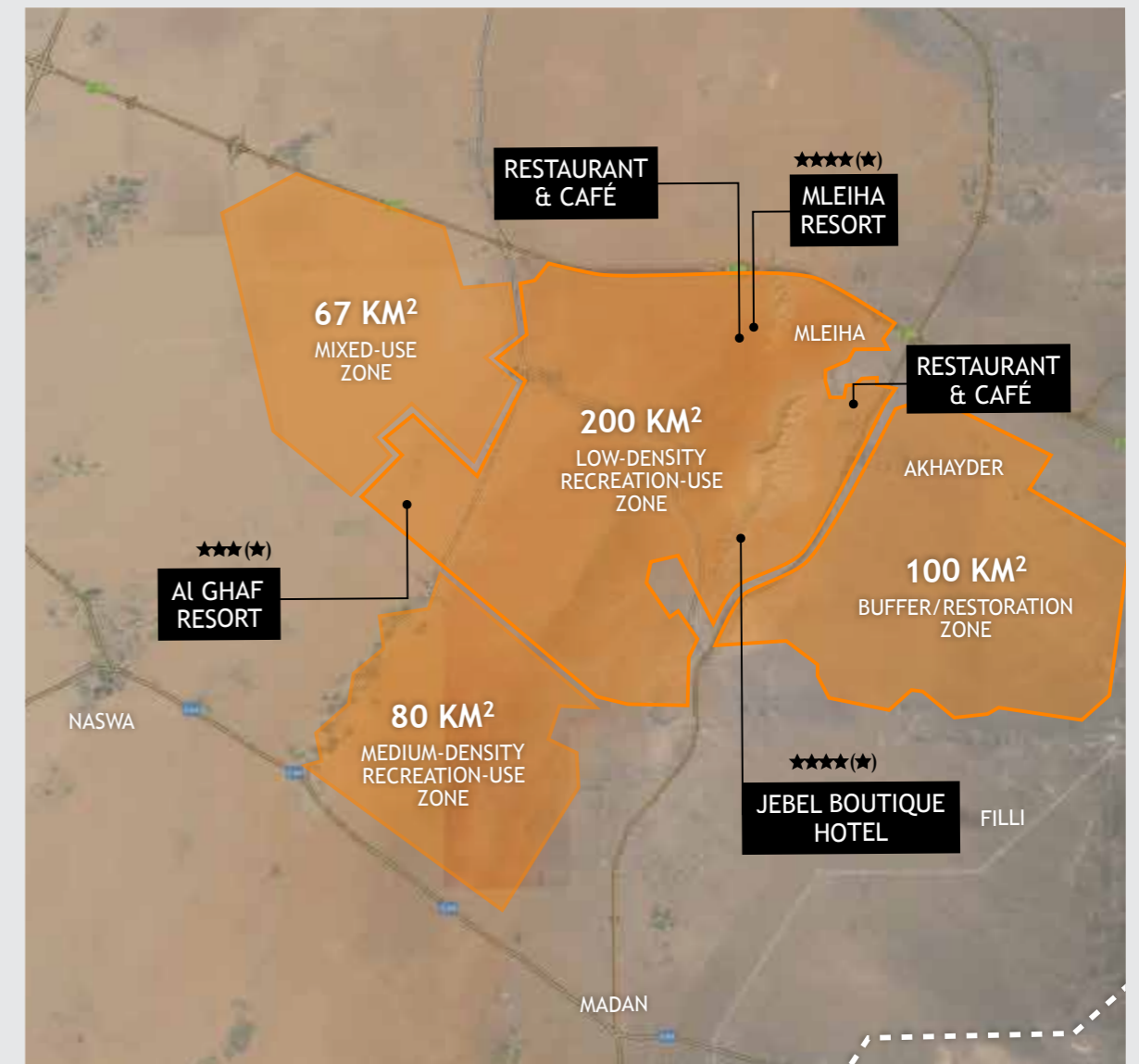


Construction of Mleiha's Visitors Centre



Construction of the roof of Mleiha's Visitors Centre

2.13 MLEIHA ARCHAEOLOGICAL AND ECO-TOURISM PROJECT



## 2.13.1 MLEIHA ARCHAEOLOGICAL AND ECO-TOURISM PROJECT



# Visitors Centre



Location of the Visitors Centre within Mleiha Archaeological and Eco-tourism Project

Construction on the Mleiha Visitors Centre commenced in 2014 and the project is scheduled to be completed in 2015. The Visitors Centre will help guests interpret the unique archaeological environment of Mleiha and the pre-historic sites in the Mleiha, Jabal Bu'hais and Jabal Faya region of the Emirate of Sharjah.

The building was designed with consideration to its location with regard to its environmental and archaeological context and is located adjacent to the Umm Al Nar Tomb within the existing municipal park. It was envisioned that the existing park is upgraded to allow the new centre and its facilities to be integrated into a coherent setting suited for a World Heritage Site. Once complete, the Visitors Centre will offer a window into the past, giving visitors a glimpse of what it was like to live so long ago and what animals were present at the time.

**Scheduled Completion**

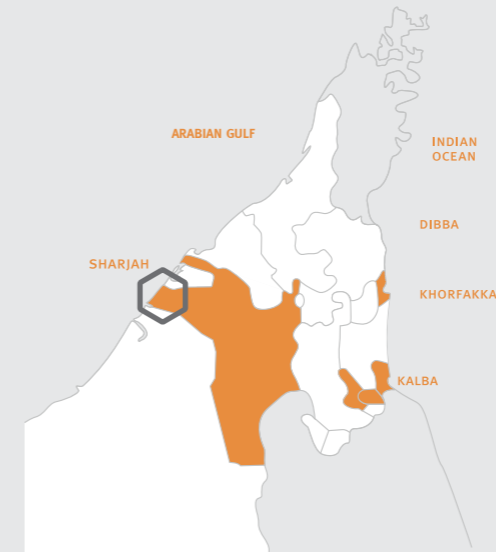
**2015**



## 2.14 AL NOOR ISLAND



# An imaginative island



Sharjah Emirate within the U.A.E.



Location of Al Noor Island within Sharjah City

Construction began this year on the bridge to Al Noor Island, a destination that is sure to become a treasured icon of Sharjah. Located in Khalid Lagoon, the island was designed to be a place that sparks creativity and encourages the artistic.

From its fantastical lighting displays to its futuristic bridge, the island creates a beautiful and relaxing setting that is meant to inspire visitors. The structure at the centre of the island is reminiscent of an ornamental Mashrabiya and the patterns produce a wonderful play of light and shadow inside the pavilion. At the centre of the development, the Butterfly House creates a tropical biotope inhabited by colourful butterflies. Other components such as the Gleaming Meadow and the Literature Pavilion are sure to enchant visitors of all ages.

2.14 AL NOOR ISLAND



# A growing iconic destination

**Key features:**

- Butterfly House
- Gleaming Meadow
- Literature Pavilion and aviary
- Walking paths
- Cafe

**Scheduled  
Completion  
2015**

Designed by:

**3 DELUXE**



Artist rendering of the Literature Pavilion at night



Artist rendering of the bridge leading to Al Noor Island

2.14 AL NOOR ISLAND



Artist rendering of Al Noor Island



Artist rendering of the Butterfly House at night



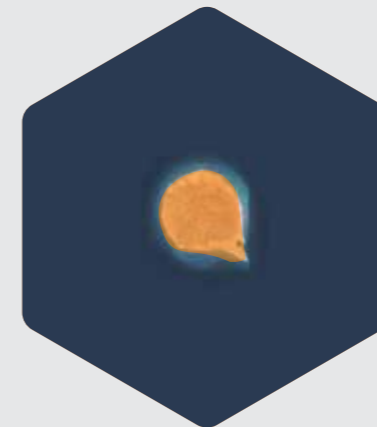
## 2.15 SIR BU NUAIR ISLAND



# A resort surrounded by natural beauty



Sharjah Emirate within the U.A.E.



Location of Sir Bu Nuair Island within Sharjah

Launched in 2013, Sir Bu Nuair Island is Shurooq's most ambitious project yet. The development is located on an island in the Arabian Gulf that is known for its breathtaking scenery, pristine beaches, blue waters and abundant wildlife.

The resort will feature a luxury 5-star hotel and resort, hotel apartments and villas, a camping village, retail shops, a souq, dedicated family areas, an amphitheatre, a museum, a mosque, an education centre, a harbour and an airport.

The island was chosen to capitalise on its biodiversity and natural beauty, which helped it become registered on the Tentative List of World Heritage Sites supervised by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

## 2.15 SIR BU NUAIR ISLAND



The island has also become an important location for popular events such as the Al Gaffal Dhow Race and the Sir Bu Nuair Island Environmental Festival.

### Key features:

- Airport
- Marina
- 5-star hotel
- Private villas
- Beach chalets
- Apartments
- Restaurants
- Retail area
- Mosque



Under water at Sir Bu Nuair Island



Aerial view of Sir Bu Nuair Island

## 2.15 SIR BU NUAIR ISLAND



A fishing boat at Sir Bu Nuair Island



Seagulls at Sir Bu Nuair Island



# Master plan

HIGHLIGHTS PROJECT MILESTONES LOOKING TO 2015







## 2.16 AL KHAN VILLAGE RESORT



# A heritage resort



Sharjah Emirate within the U.A.E.



Location of Al Khan Village Resort within Sharjah City

The development of Al Khan Village Resort is part of the reconstruction of the traditional Al Khan fishing village and its re-use as a 5-star beach resort. The project aims to re-create the historic fishing village of Al Khan into a beach and heritage park while remaining true to its heritage.

Centrally located along the city of Sharjah's coastline, the project will strive to preserve the Emirate's maritime tradition as a cultural resource while offering families a unique leisure destination. Reinforcing the sea-side experience, guests will also be able to take advantage of the Sharjah Aquarium and Maritime Museum, which are located next to the resort.

# A heritage resort

### Key features:

- Village houses
- Restaurants and cafés
- Pool, gym and spa
- Diving centre
- Beach and water parks
- Museums
- Art gallery
- Mosques



A swimming pool in a prototype house of Al Khan Village Resort

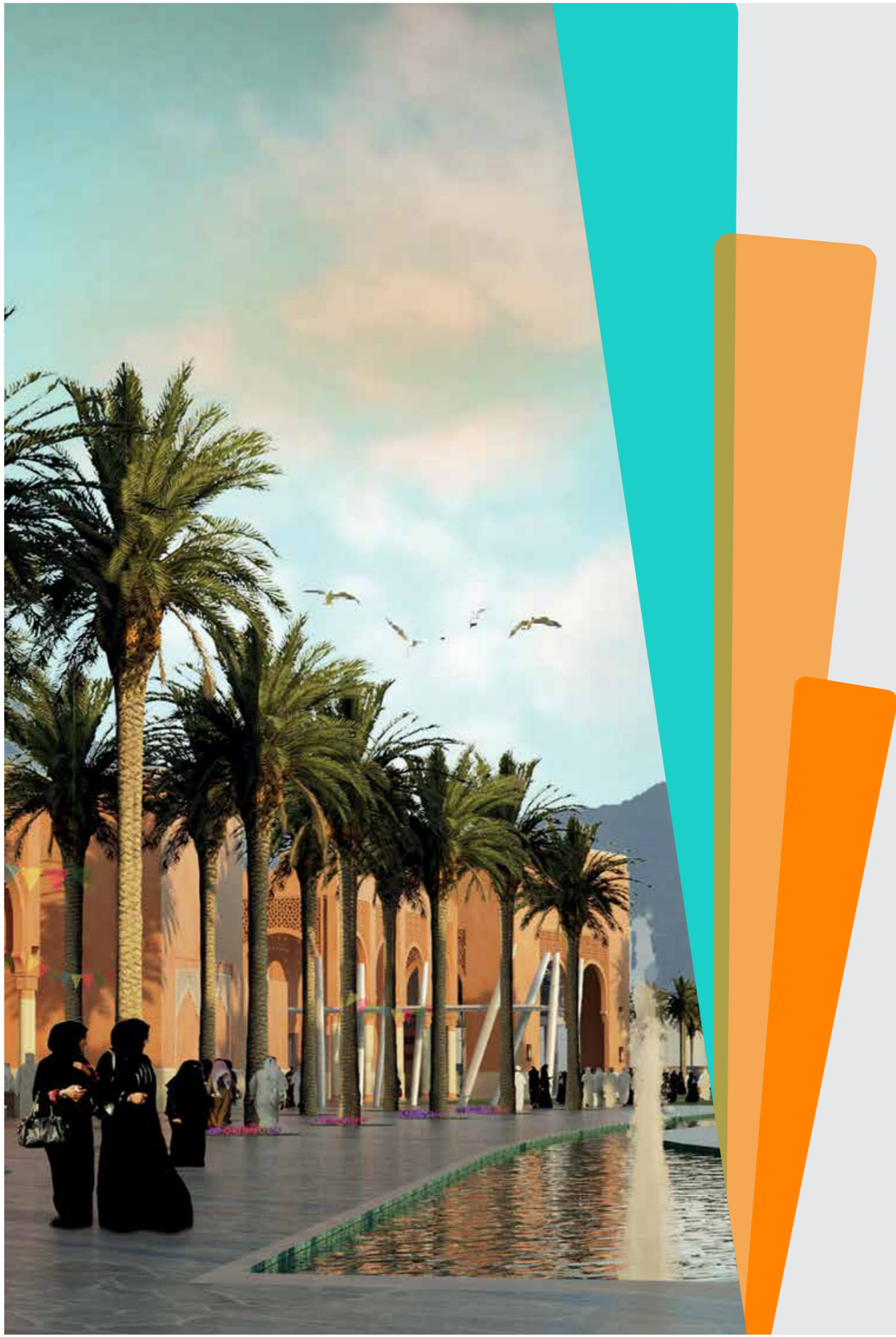


Artist rendering of Al Khan Village Resort



Awarded to Al Khan Village Resort by World Interior News Awards

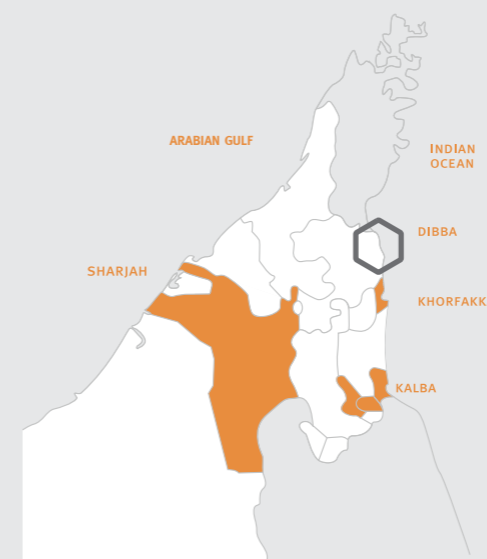




## 2.17 DIBBA AL HISN SHOPPING CENTRE



# A new premier east coast shopping destination



Sharjah Emirate within the U.A.E.



Location of Dibba Al Hisn Shopping Centre within Sharjah

Dibba Al Hisn Shopping Centre will provide the east coast of Sharjah with a brand new retail centre offering everything from family entertainment to the latest fashions. The project involved reclaiming land to make an island and canal so mall guests will have a truly waterfront view.

Overlooking the Indian Ocean, the mall will provide a unique tourist attraction mixing the heritage of a historic architectural site with modern retail options. A variety of stores along with a food court will give visitors ample opportunities to shop and enjoy themselves while spending time with family and friends. The location is also home to one of five massive flagpoles proudly flying the U.A.E. flag high above.

### Area

# 14,000m<sup>2</sup>

## 2.17 DIBBA AL HISN SHOPPING CENTRE



### Key features:

- Hypermarket
- Food court
- Family entertainment centre
- Waterfront promenade
- Flag Square with giant U.A.E. flag



Artist rendering of the outdoor lounge



Artist rendering of the front entrance

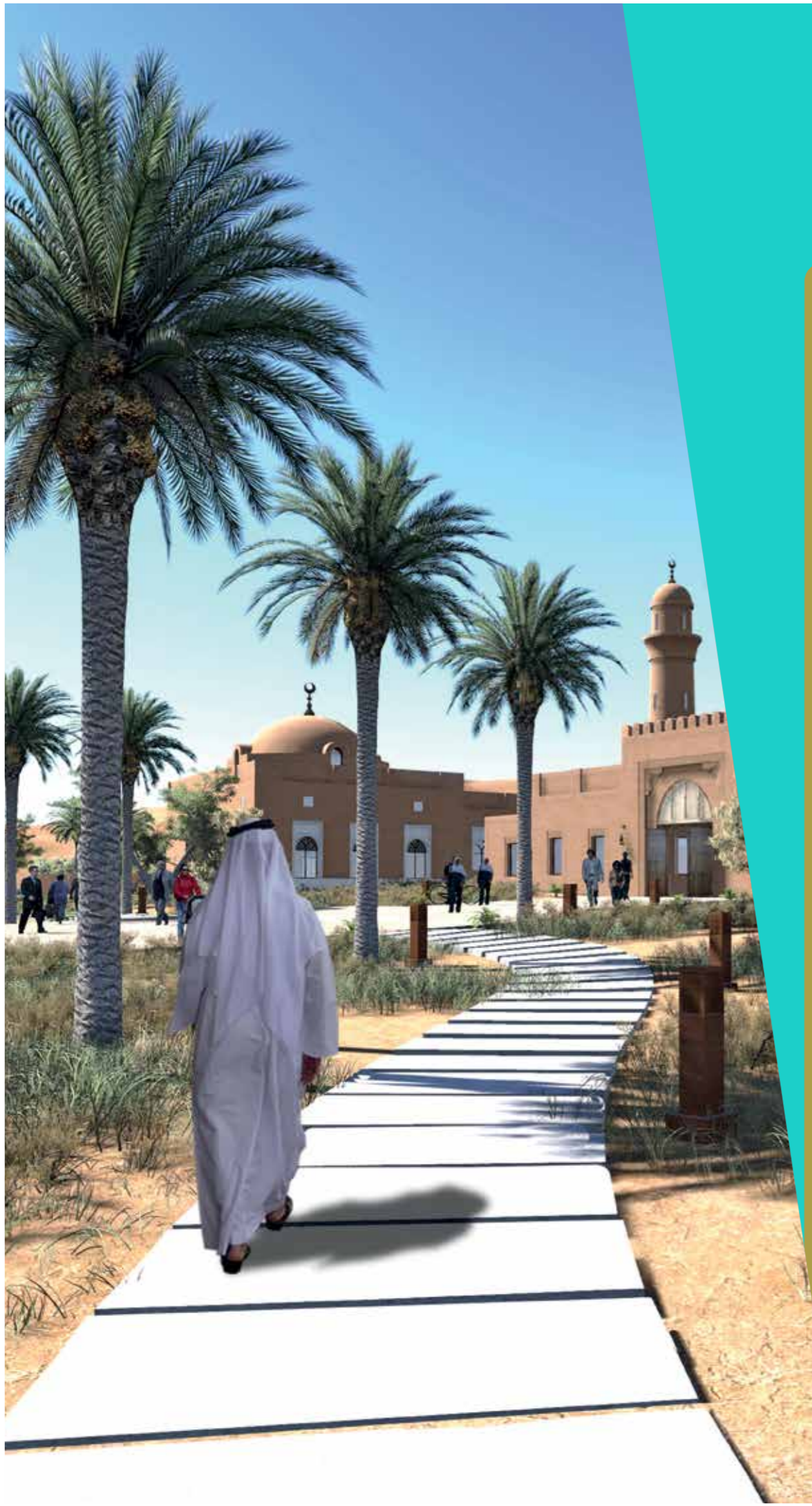
## 2.17 DIBBA AL HISN SHOPPING CENTRE



Diagram of shopping centre masterplan



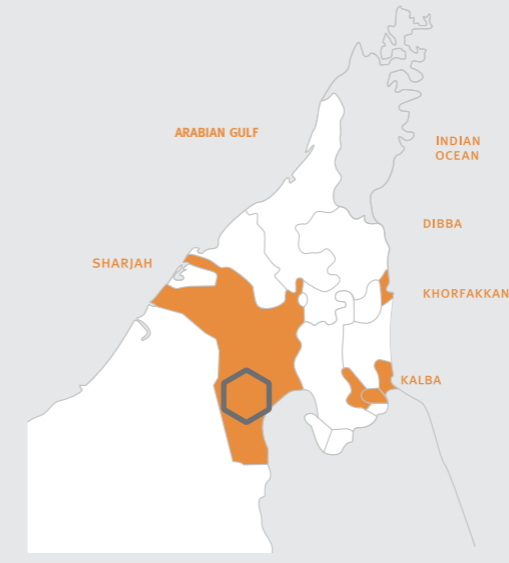
Artist rendering of the inside hall



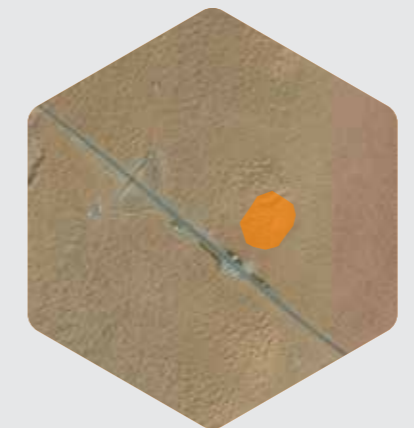
2.18 AL BADAYER DESERT CAMP



# An oasis for desert adventurers



Sharjah Emirate within the U.A.E.



Location of Al Badayer Desert Camp within Sharjah

Al Badayer Desert Camp is set against the sweeping dunes of central Sharjah and will offer all the amenities and comforts of an urban resort but with access to off-road exploration and wilderness adventure right outside the door. Only 40 minutes from the city of Sharjah, Al Badayer is located near one of the largest sand dunes in the country.

In addition to outdoor activities, the desert camp also provides restaurants and cafés and an amphitheatre for events and entertainment. Al Badayer’s open-air courtyards and majlis-style lounges will give guests a chance to relax after a day of exciting desert experiences.

## 2.18 AL BADAYER DESERT CAMP



### Key features:

- Lodge
- Restaurants and cafés
- Arcade
- Amphitheatre
- Mosque
- Pavilion



Artist rendering of courtyard



Artist rendering of central tent

## 2.18 AL BADAYER DESERT CAMP



Artist rendering of central tent from fort lookout



Artist rendering of outdoor dining area



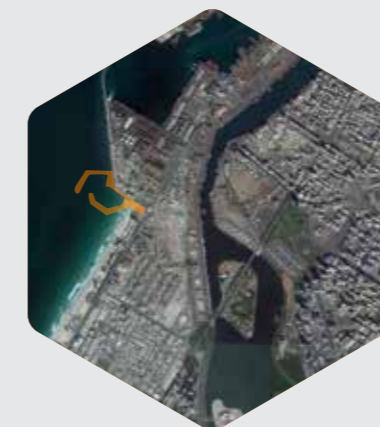
## 2.19 AL LAYYAH MARINA



# A new luxury marina for Sharjah



Sharjah Emirate within the U.A.E.



Location of Al Layyah Marina within Sharjah City

Al Layyah Marina will be a luxury yacht club on Sharjah's Corniche that provides the best-in-class service for both the boats stored there and their guests. The luxury yacht club, designed by Allesio Belloni, will cater to the most discerning yachtsmen. While not sailing on the water, members, families and friends will be able to enjoy two quality restaurants, a swimming pool, spa, gym, shops and the nearby beach in Al Khan.

Located on the Arabian Gulf, the marina will offer a premier spot to dock your yacht, as well as the best in watercraft upkeep services.

### Key features:

- Yacht club
- 95 yacht berths
- 2 restaurants
- Swimming pool
- Spa and gym



# Looking to 2015



3.1 2015 PLANS

# Sharjah Investment and Development Authority Events Calendar 2015

## JANUARY

- 12 Jan Sharjah-India Business Roundtable in U.A.E.
- 15-18 Jan CII Partnership Summit and India Roadshow
- 19-22 Jan World Future Energy Summit
- 26 Jan Visit of Germany's Minister of Health to Sharjah
- 29 Jan Arab-German Business Day, Ghorfa, in Berlin

## FEBRUARY

- 9-10 Feb World Forum for Foreign Direct Investment (FDI) in U.A.E.
- 9-11 Feb Annual Government Forum 2015
- 26-27 Feb 8th Arab-German Health Forum in Berlin

## MARCH

- 2-3 Mar Germany Roadshow in Berlin and Stuttgart

- 4-8 Mar ITB-Berlin Exhibition
- 21-28 Mar Healthcare delegation to the U.S.A.
- 30 Mar-1 Apr Annual Investment Meeting (AIM)

## APRIL

- 8-10 Apr Kuwait Roadshow and Roundtable
- 13-17 Apr U.K. Roadshow in London
- 16-18 Apr China Enterprises Outbound Invest Conference and Roadshow in Beijing
- 23-24 Apr Ex-Im Bank Conference - U.S.A. in Washington, DC

## MAY

- 4-7 May Arabian Travel Market (ATM) in Dubai
- 11-16 May India Roadshow in Mumbai/ Bangalore
- 19-21 May Investment Management Exhibition in Zurich

3.1 2015 PLANS

- 20 May Sharjah-Jordan Business Roundtable in Sharjah
- 30 May-10 Jun U.S.A. Roadshow in Houston/ Dallas/Boston
- 31 May-2 Jun Hotel Investment Forum - U.S.A. in NY City

## JUNE

- 3 Jun Sharjah-Pakistan Business Roundtable
- 8-10 Jun 18th Arab-German Business Forum, Ghorfa, in Berlin
- 9-12 Jun South Africa-Namibia Roadshow
- 10-12 Jun The 9th World Chamber Congress
- 27-29 Jun China Overseas Investment Exhibition & Hong Kong Roadshow

## SEPTEMBER

- 14-16 Sep Bahrain Roadshow and India Roundtable in Manama
- 20-25 Sep Cityscape in Dubai
- 22-23 Sep Japan Roadshow

## OCTOBER

- 21-23 Oct 7th China Overseas Investment Fair in Beijing

## NOVEMBER

- 25-29 Nov EXCON India in Bangalore

## DECEMBER

- 13-17 Dec Riyadh-Jeddah Roadshow & Indian Roundtable

### 3.1 2015 PLANS

## Enhancing Sharjah in 2015 and beyond

In 2015, Shurooq will continue to maintain its commitment to destination investment and promoting development opportunities that stay true to Sharjah's identity and strategic vision inspired by the directives of His Highness Sheikh Dr. Sultan bin Mohammad Al Qasimi.

We will build more bridges between Sharjah and the global economy to attract investment from abroad, create jobs and activate new industries, and will continue to celebrate our authentic culture and achievements to uplift the people of our beloved emirate.

As always, our work will be animated by our collective vision of Sharjah as a thriving

cosmopolitan emirate that embraces a unique diversity of nationalities and cultures, yet stays true to our heritage, values and culture. The fact that Sharjah was honoured as the Islamic Culture Capital for the year 2014 proves the strong presence of genuine cultural values in the Emirate and its continued leadership in this field. Nevertheless, there is more work to be done. Responding to changing market demands and staying true to our values and principles of smart business, Shurooq will continue its dedicated effort to collaborate with our partners at home and abroad to help achieve strong growth in key sectors and further the vision of the Sharjah in 2015.

### 3.2 PARTNERS

## Working with the very best to achieve the very best

Shurooq is successful because it understands how important it is to partner with organisations and people that are committed to the excellence and leadership of Sharjah in all fields.

