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المدير العام، رئيس منطقة الشرق الأوسط
شركة "رونشيلد وشركاؤه"

Managing Director, Head of Middle East
Rothschild & Co





REDEFINING ECONOMIES
MAKING SIGNIFICANT
STRIDES FOR A BETTER
FUTURE



TABLE OF CONTENTS

Sharjah Investment Forum	04
Sharjah Investment Forum Past Speakers	06
Covered Topics	12
Youth Circle	14
Attendees	15
Exhibitors Coverage	16
Media and Press	18
Sponsorship Benefits	24
Marketing	26
Testimonials	33
Sponsors Coverage	34

REBRANDING OF SHARJAH INVESTMENT FORUM

Over the past 5 editions, the Sharjah Investment Forum has solidified its position as the leading FDI event and gathering in the region, specialized in exploring new trends and growth opportunities within the region's FDI prospects and beyond.

In-line with UAE's economic strategy, and Sharjah's growing socioeconomic markets and investment index, Invest in Sharjah is proud to announce the Sharjah Investment Forum, the new re-brand identity of the Sharjah FDI Forum, as we embark in exploring the wider and global investment ecosystem.

The new re-brand is a reflection on the forum's continued success, transcending into a platform where the world comes together to discuss FDI, technology and beyond, with a collective agenda to identify and map out challenges and opportunities within the global investment sector. Today, we are proud that the Sharjah Investment Forum shares the stage as one of the top investment gatherings in the UAE, and the world.





2,298

Registered Delegates



80+

Expert Speakers



12 hrs

Networking & Learning



50+

Registered Media

ABOUT SHARJAH INVESTMENT FORUM

Launched in 2015, the Sharjah Investment Forum is an annual world leading economic and finance forum and the largest investment forum of its kind in the MENA region. Held under the patronage of His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi, Member of the supreme council and Ruler of Sharjah, in partnership with the UAE Ministry of Economy, the event is organized by the Sharjah Investment Office (Invest In Sharjah).

The Sharjah Investment Forum discusses topics such as the impact, challenges and opportunities industrial revolutions; the Future of Fintech (Banking & Finance) - investing in innovation and sustainability of digitalized

currencies and capital allocation; the policies and strategies that drive investments and competitiveness across the world; Raising Funds to Accelerate Corporate Sustainable Growth; The Future of High-Quality Infrastructure Development.

The Forum also features keynote presentations from renowned industry leaders from the region and across the globe. Experts from a variety of industries and sectors take part in lively panel debates that examine the outlook of global business and assess the prospects for investments in various economic sectors in the U.A.E., particularly, Sharjah, and internationally.

SHARJAH INVESTMENT FORUM OBJECTIVES

- To become a pre-eminent global platform for investment and development.
- To promote investment opportunities within the U.A.E. in general and in the emirate of Sharjah, specifically among global business leaders and influential figures.
- Communicate with global investors and learn about international investment trends and new opportunities.
- Highlight opportunities and attract investments in to the following core investment sectors:



HEALTH & WELLBEING



MOBILITY & LOGISTICS



CULTURE & TOURISM



AGRI-FOOD TECHNOLOGY



GREENTECH



HUMAN CAPITAL & INNOVATION



ADVANCED MANUFACTURING

SHARJAH INVESTMENT FORUM PAST SPEAKERS



H.E. Eng Sultan Bin Saeed Al Mansoori

Minister of Economy
United Arab Emirates



H.E. Bodour bint Sultan Al Qasimi

Chairperson
Sharjah Investment and Development Authority (Shurooq)



H.E. Subhash Desai

Minister – Industries & Mining
Government of Maharashtra

PAST SPEAKERS



Mo Gawdat

**Former Chief Business Officer,
Google X**
Best Selling Author “Solve for
Happy”: Engineer Your Path to
Joy



H.E. Juma Al Kait

Executive Chairman
UAE Ministry of Economy
Foreign Trade Affairs



**H.E. Dr. Khalid Omar
Al Midfa**

Chairman
Sharjah Media City (SHAMS)



Susan Flanagan

President & CEO
GE Energy Financial Services



**H.E. Abdulla Nasser
Lootah**

Director General
The Federal Competitiveness and
Statistics Authority



Masahiro Narikiyo

CEO & COO
Sumitomo Corporation Middle
East Group



Zaid Alqufaidi

Managing Director
ENOC Retail



**Professor Martin
Spraggon**

Associate Dean of Academic Affairs
Mohammed Bin Rashid
School of Government



Rabih Dabboussi

**Senior Vice President of Sales,
Marketing, BDM**
DarkMatter Group



Isaac Kwaku Fokuo Jr

Principal & Founder
Botho Emerging Markets Group

PAST SPEAKERS



Salim Omar Salim

Director
Sharjah Publishing City Free Zone



Husain Rajab

Chief Investment Officer
Bahrain Economic Development Board



Osama Al – Zoubi

Chief Technology Officer
Cisco Middle East



Hind AlMualla

Board Member & Chief of Creativity, Happiness & Innovation
Cisco Middle East



Mohammed Al Harsousi

Founder, Managing Director
Cybergate



Geoffrey Alphonso

Chief Executive Officer
Alef Education



Mohamed Roushdy

Fintech and Digital Transformation Advisor & Head of Technology
Dubai Asset Management



Ghada Abdelkader

VP, CE-Invests
Crescent Petroleum



Mohamed Ebeid

Chief Executive Officer
Investment Bank, EFG Hermes



Fahima Al Bastaki

Executive Vice President - Head of Business Development Division, Dubai Financial Market (DFM)
Investment Bank, EFG Hermes

PAST SPEAKERS



Evans Munyuki

Chief Digital Officer
Emirates NBD



Asar Mashkoor

Managing Director Investment Banking
Al Tamimi & Company



Dr. Henry Loewendahl

Founder and Chief Executive
WAVTEQ



Amit Jain

Group CEO
Emaar Properties PJSC



Dr. Louis Klein

Dean
European School of Governance



Ali Bachrouh

Partner, Head of Corporate Structuring – Northern Emirates
Al Tamimi & Company



Dino Varkey

Chief Executive Officer
GEMS Education



Alaeddin Elmajed

Payment Services Director & Fintech Leader
Hyper Pay



Daniel Lam

Regional Director of Middle East and Africa
Hong Kong Trade Development Council



Alaa El Shimy

Managing Director & Vice President
Enterprise Business
Huawei Technologies

PAST SPEAKERS



Mika Uchino

Director of Division
Japan Bank For International Co-
operation (JBIC)



Mishal Kanoo

Deputy Chairman
Kanoo Group



Rt Hon. the Lord Mandelson

Ex Parliament Member and Minister
United Kingdom of Great
Britain and Northern Ireland



Mohamed Yousef Burhan

Chief Executive Officer
CNBC Arabia



**Sir. Timothy John
Berners-Lee**

Inventor of the World Wide Web



Dalva Al Muthanna

Chief Executive Officer Gulf Region
General Electric



H.E. Abdulla Al Saleh

**Under Secretary of the
Foreign Trade and Industry**
U.A.E. Ministry of Economy



Robin Chase

Founder & Former Chief Executive
Zipcar & Buzzcar



Dr. Jeffrey Colyer

Lieutenant Governor
The State of Kansas



Mr. Dan HU

General Manager
Alibaba Cloud Middle East and
Africa

PAST SPEAKERS



Francis Rolleston Gardner

Journalist
BBC



Jonathan Labin

**Managing Director,
Middle East, North Africa &
Pakistan**
Facebook



H.E. Saud Salem Al Mazrouei

Director
Hamriyah Free Zone and Sharjah
Airport International Free Zone



**H.E. Khaled Eisa
Al Huraimel**

Group Chief Executive Officer
Bee'ah



Thumbay Moideen

Founder & President
Thumbay Group U.A.E.



Siby Siddique

**Vice President, Customer
Success**
Middle East, Africa & Turkey
GE Digital



Neil George

Senior Vice President
Starwood Hotels and
Resorts Worldwide



Nadim Abdul Rahim

Global Public Safety Scientist
Enterprise Business Group



Mohamed Abdel Razek

Chief Information Officer
Standard Chartered Bank

COVERED TOPICS

Sharjah –
a gateway for international expansion

How important
is global connectedness for SMEs?

UAE hyperloop,
a quantum leap in transportation

Sustainable Economy
in the MENA Region



Financing
cross-border expansion

Women empowerment
and their role in regional economies

Raising Funds
to Accelerate Corporate Sustainable Growth

The future of E-commerce trends



Harnessing the investment
potential in the UAE's transportation and logistics sector to meet with expanding trade demand

Beyond oil –
capitalising on investment opportunities in the UAE

The ICO boom:
the end of venture capital or a scam? Will ICO surpass venture capital funding?

The Future of Fintech
(Banking & Finance) investing in innovation and sustainability of digitalized currencies and capital allocation

Man vs. Machine
The application and impact of artificial intelligence on investment management



YOUTH CIRCLE

The Youth Circles initiative is governed by the Federal Youth Authority to inspire youth-centric dialogue across a variety of areas for sustainable engagement with the youth to shape innovative solutions for global challenges. Based on the success of this initiate, the Youth Circle is now organized by the council annually during the FDI Forum.

The participants and guests discuss various topics and after fruitful deliberations, recommend solutions.









Youth Circles exist as forums to enable youth to express their opinions on societal issues and policy matters, and to catalyze community impact and youth leadership. Each Youth Circle seeks to answer one central question through action-oriented discussion and youth-inspired recommendations.



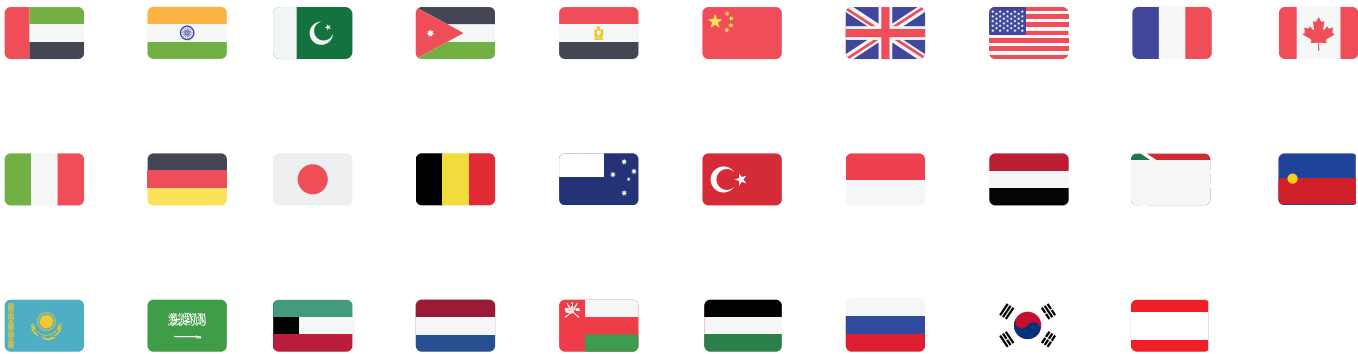
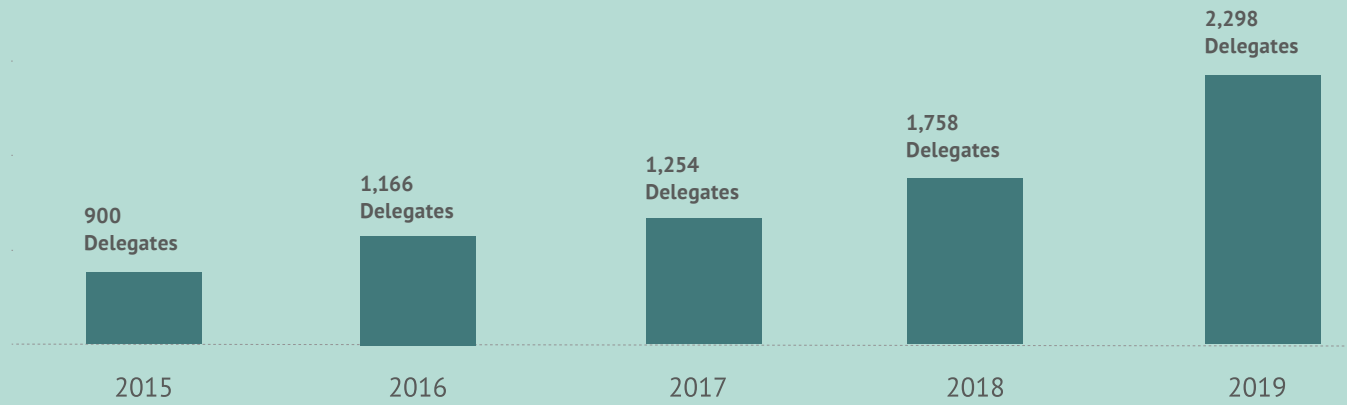
ATTENDEES & REGISTRANTS

2019 had the highest number of comprehensive registrations throughout the Forum's history including students, international guests, and growing online registrations due to aggressive digital marketing campaigns.

WHO ATTENDS

-  Attendees
-  Speakers
-  Exhibitors
-  Sponsors
-  VIPs
-  Government Officials

REGISTERED DELEGATES



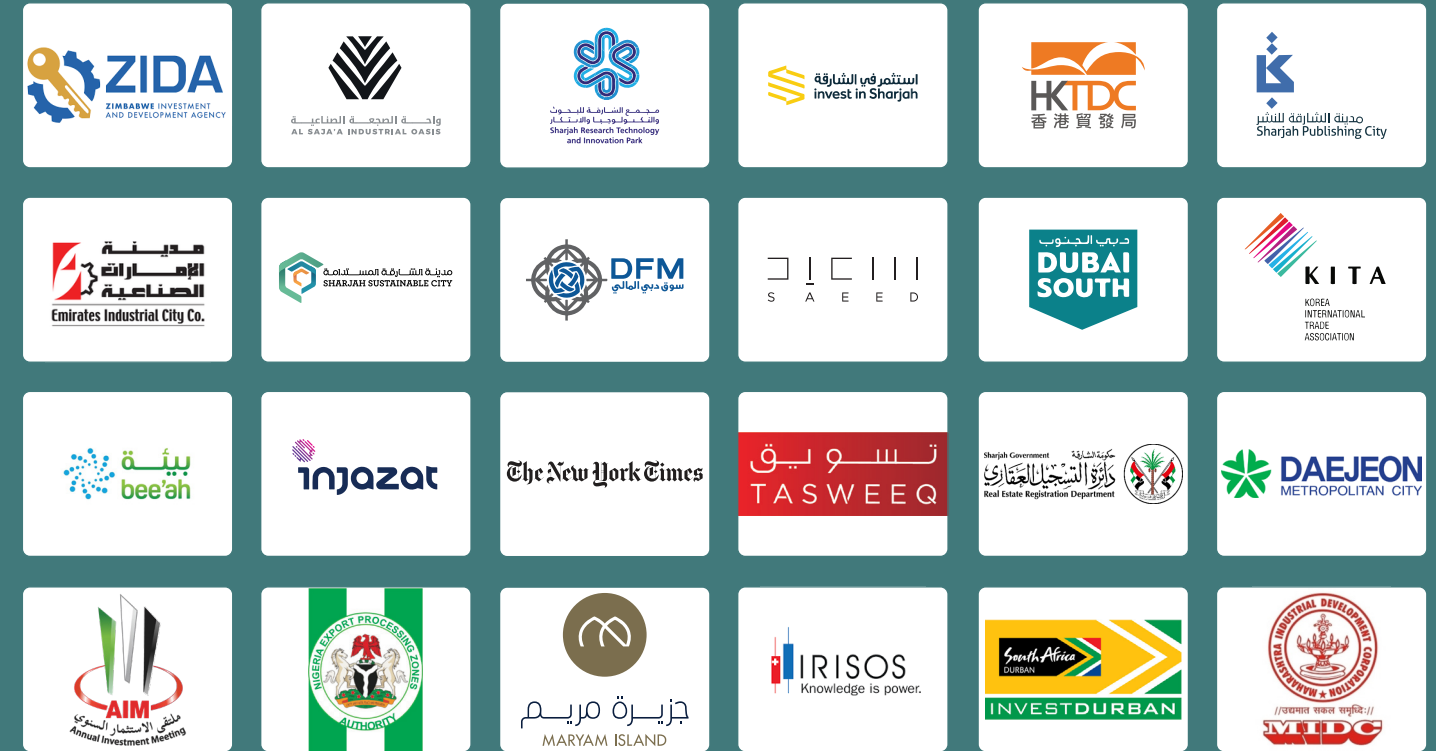
EXHIBITORS COVERAGE

The Sharjah Investment Forum serves as a platform for exhibitors to promote various investment opportunities in their native countries and regions.

It offers a chance to connect and network with visitors and delegates including industry leaders, key stakeholders and elite investors from the region and internationally. A growing number of international exhibitors were represented at the Forum, namely from Hong Kong and Korea, in addition to the local government entities and sponsors.

For more information on exhibiting at the Sharjah Investment Forum, please contact us at:

exhibition@sharjahinvestmentforum.ae



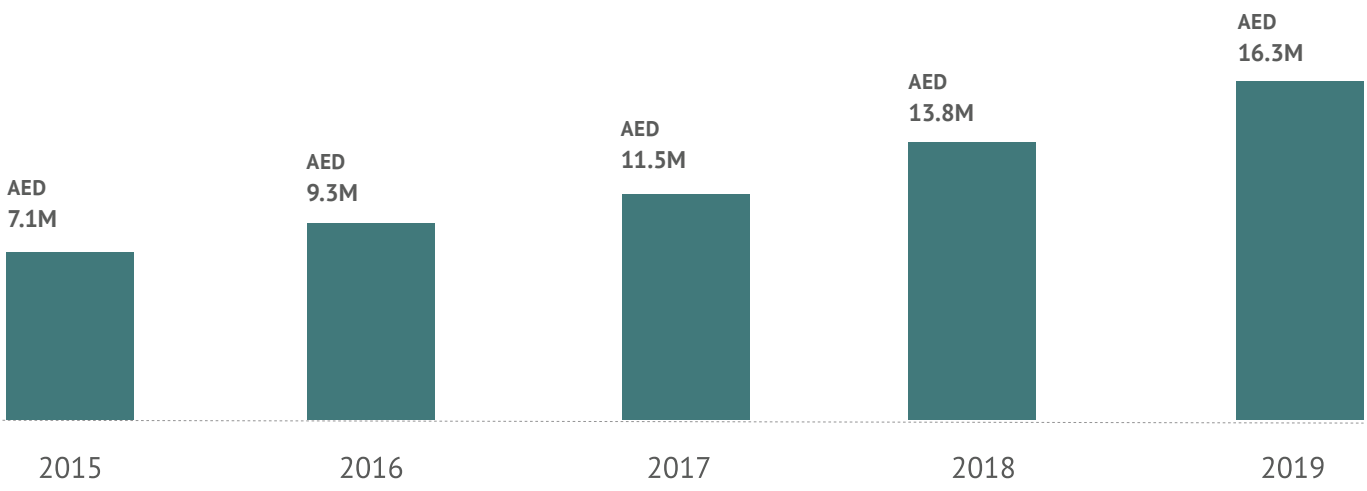
MEDIA & PRESS

EXECUTIVE SUMMARY

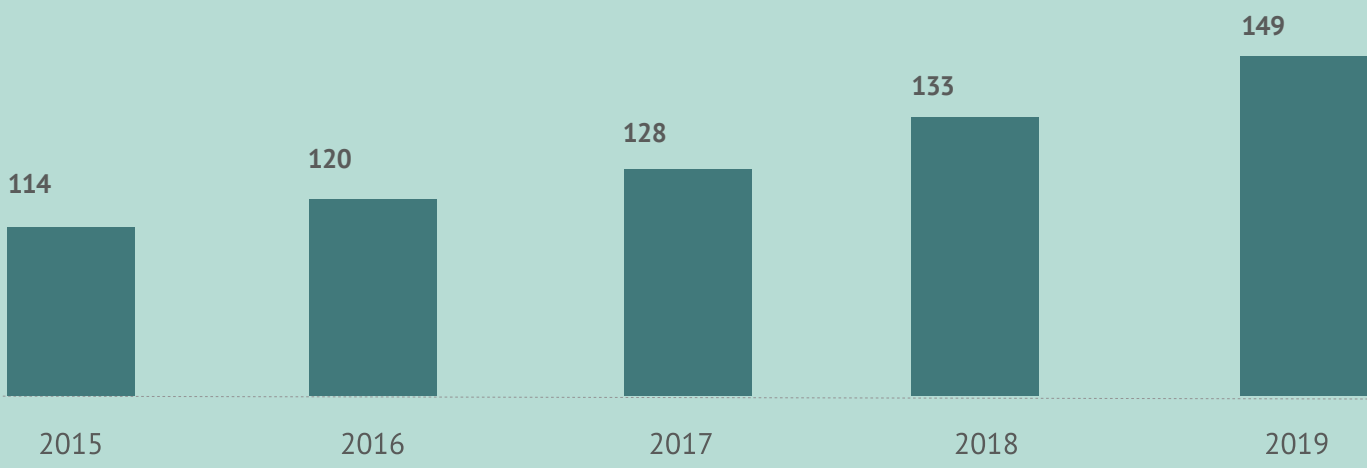
Every edition enjoys significant success with regards to media coverage. All editions of the Sharjah Investment Forum are extensively covered in the media and press, highlighting the forum's position as an international platform that attracts leading corporations, IPA's and high-net-investors.



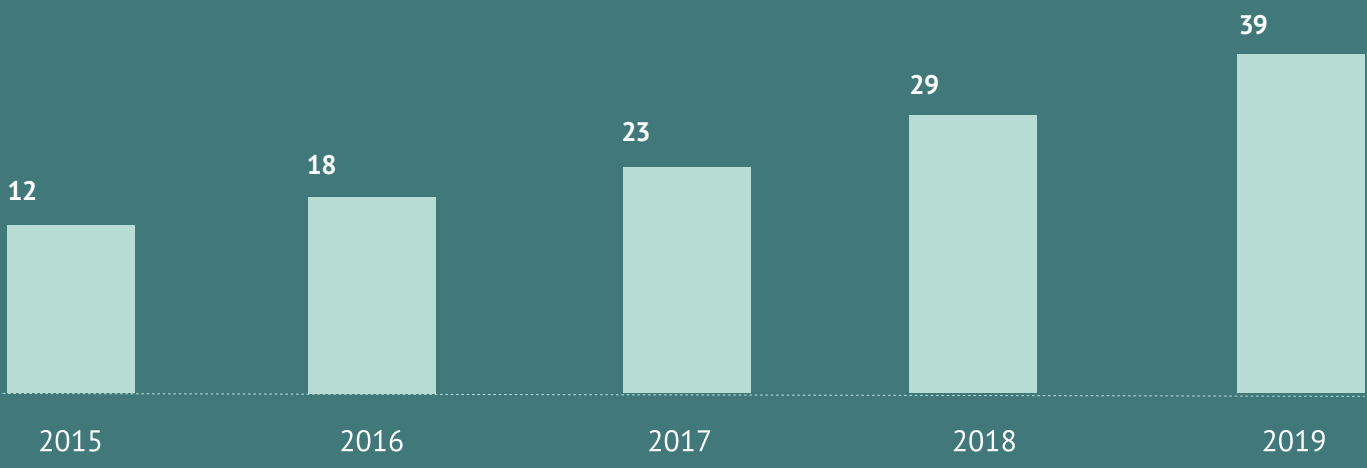
MEDIA COVERAGE VALUE



MEDIA INTERVIEWS



PRESS RELEASE



TV AND RADIO COVERAGE



NEWSPAPERS AND MAGAZINES COVERAGE



WEBSITES COVERAGE















































SPONSORSHIP

BENEFITS

SPONSORSHIP BENEFITS	PLATINUM SPONSOR (AED 500,000)	GOLD SPONSOR (AED 350,000)	SILVER SPONSOR (AED 200,000)
Customize title of sponsor	●	●	
Sponsor to be recognized and awarded by the event patron HH the Ruler of Sharjah	●	●	●
Logo to be placed on event website with hyperlink to sponsor website	●	●	●
Logo to be placed in sponsor section of event app	●	●	●
Sponsors to be mentioned by MC during the event	●	●	
Logo to be placed in Invest in Sharjah social media handles	●	●	●
Logo to be placed in Sharjah Investment Forum electronic mailers sent to Invest in Sharjah database	●	●	
Logo to be placed on digital media marketing campaign	●	●	●
Logo to be placed on VIP invitation	●		
Logo to be placed in newspaper advert	●	●	
Logo to be placed in media interview backdrop	●		
Corporate advert to be played on screens placed in the networking area	30 Seconds	15 Seconds	
Logo to be placed in outdoor campaign	●	●	●
Logo to be placed on on-site outdoor flags	●	●	●

SPONSORSHIP

BENEFITS

SPONSORSHIP BENEFITS	PLATINUM SPONSOR (AED 500,000)	GOLD SPONSOR (AED 350,000)	SILVER SPONSOR (AED 200,000)
Logo to be included on media centre room	●	●	●
Logo to be placed on stage during networking breaks and between panels	●	●	●
Exhibition space	6 X 3	4 X 3	3 X 3
Post show report to be provided to sponsor	●	●	●
Sponsor mention in radio commercials	●		
Sponsor wall in reception area	●	●	●
Logo on badges	●		
Social Media mentions	●	●	●
Street Directional Signage	●		
Youth Circle Sponsor	●		
Panelist Opportunity	●		
Inclusion of logo in the agenda / program	●	●	●

THE SHARJAH INVESTMENT FORUM'S MARKETING STRATEGY AIMED TO SATISFY THE FOLLOWING:

Aimed to satisfy the following

- RAISE AWARENESS ABOUT THE FORUM
- INCREASE NUMBER OF VISITORS

THE FOLLOWING MEDIA WERE UTILIZED



DIGITAL



PRINT



OUTDOOR



RADIO

MARKETING

RADIO

MARKETING COVERAGE



106.2 **big fm**



PULSE

dubai eye
103.8



PRINT ADS FEATURED IN:

MARKETING COVERAGE

GULF BUSINESS

FOUR



arabian business

THE WEEK

GULF NEWS

البصائر

CEC
MAGAZINE
INSPIRING THE BUSINESS WORLD

Entrepreneur
MIDDLE EAST



DIGITAL

MARKETING COVERAGE



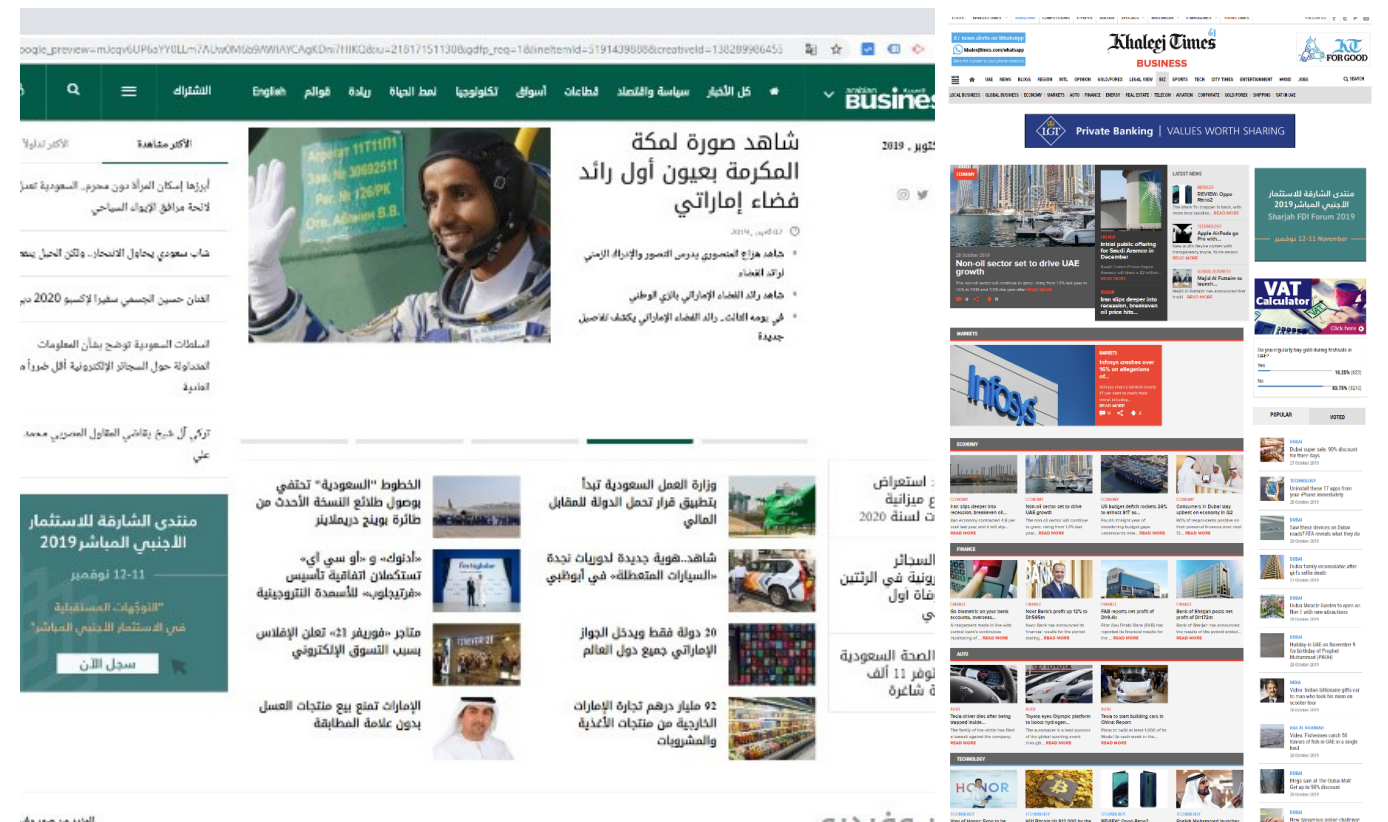
EDMS (EMAILERS)

MARKETING COVERAGE



PROGRAMMATIC BANNERS

MARKETING COVERAGE



SOCIAL MEDIA

MARKETING COVERAGE



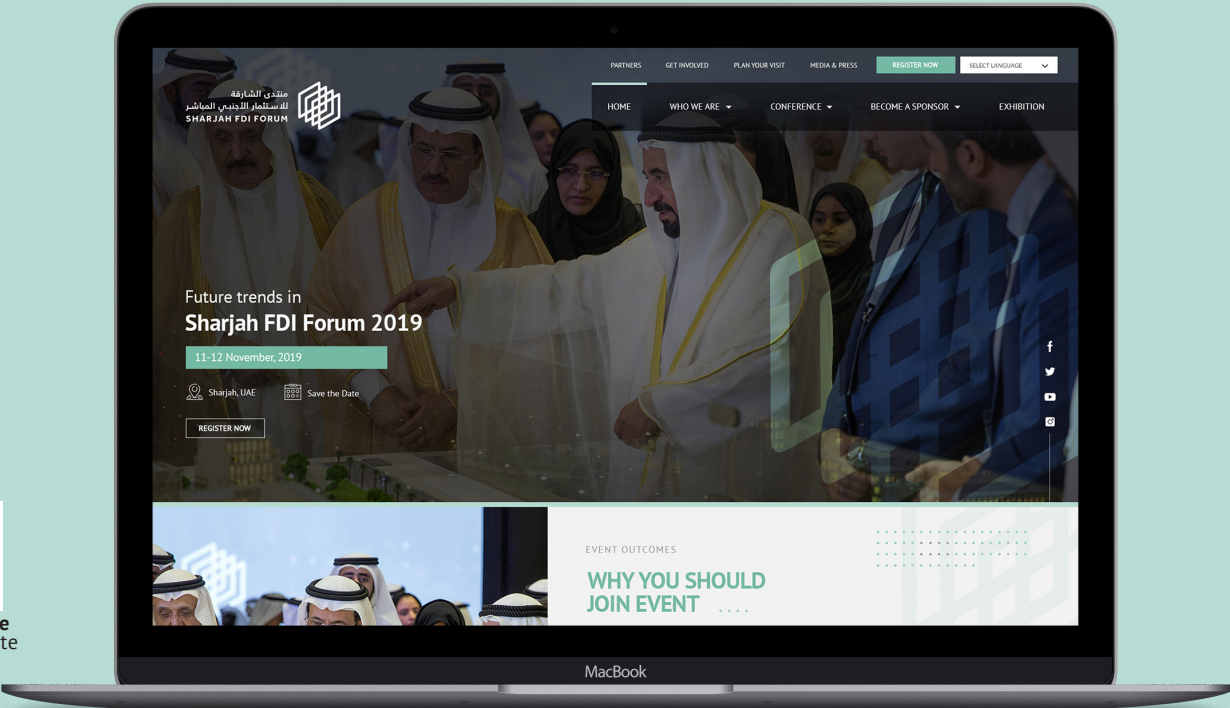
WEBSITE & MOBILE APP



Download App From

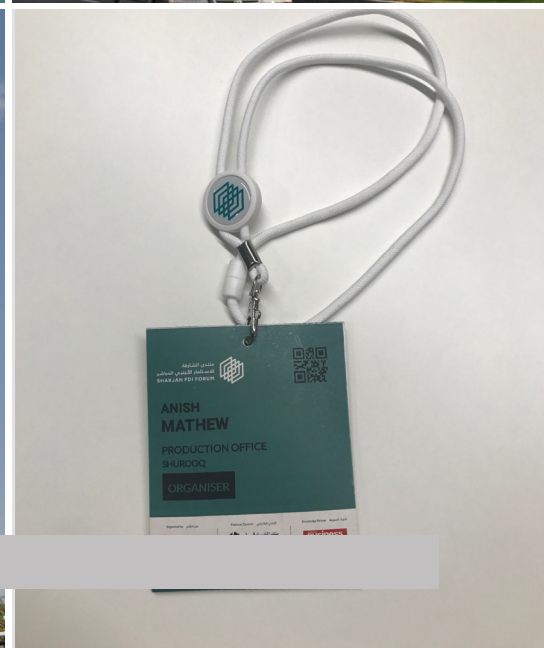


Scan QR Code to view website



OTHER MARKETING COLLATERAL





TESTIMONIALS

“

Thank you for a great forum
I really appreciated your
enthusiasm, very motivated,
excellent topics.

Elma Altorok
Embassy of Macedonia

“

Insightful revealing business
forum revealing an emerging
state I know little about.

Anonymous

“

“The key concern for FDI
is really more an issue of
diligence in terms of where
your investments sit and
who you are investing in;
will they feel a direct impact
from VAT
on their pricing and are they
prepared to apply VAT?”

Marc Collnette
Senior VAT Specialist.

“

Perfectly organised, looking
forward to future forums

Joe Thomas
M H Al Otaiba Group

OUTDOOR MEDIA DUBAI AND SHARJAH



SPONSORS COVERAGE

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sponsorship@sharjahinvestmentforum.ae



من تنظيم
Organized by



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Platinum Sponsor



الراعي الذهبي
Gold Sponsors



الراعي الفضي
Silver Sponsor



شريك التعليم
Education Partner



الراعي المضيف
Venue Sponsor



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Official Automotive Partner



الشريك الإذاعي الرسمي
Official Radio Partner



شريك المعرفة
Knowledge Partner



الشريك الإعلامي
Media Partner



شريك الضيافة
Hospitality Partner



جهة داعمة
Supporter



منتدى الشارقة
للاستثمار الأجنبي
SHARJAH FDI FORUM



الجلسة الحوارية الأولى
1st PANEL DISCUSSION



منتدى الشارقة للاستثمار
SHARJAH INVESTMENT FORUM



www.sharjahinvestmentforum.ae