

# Aljumu'ki الجمركي

A quarterly Magazine issued by the Department of Seaports and Customs-Sharjah

Issue **79** April - June 2014

## Shurooq starts Second Phase of Flag Island

## Opening a New Factory for Production of Lifting Equipment at Hamriyah Free Zone



الشارقة عاصمة الثقافة الإسلامية  
SHARJAH ISLAMIC CULTURE CAPITAL

## New Runway for Sharjah International Airport





A quarterly Magazine issued by the Department of Seaports and Customs-Sharjah

Aljumruki



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Department Of Seaports & Customs

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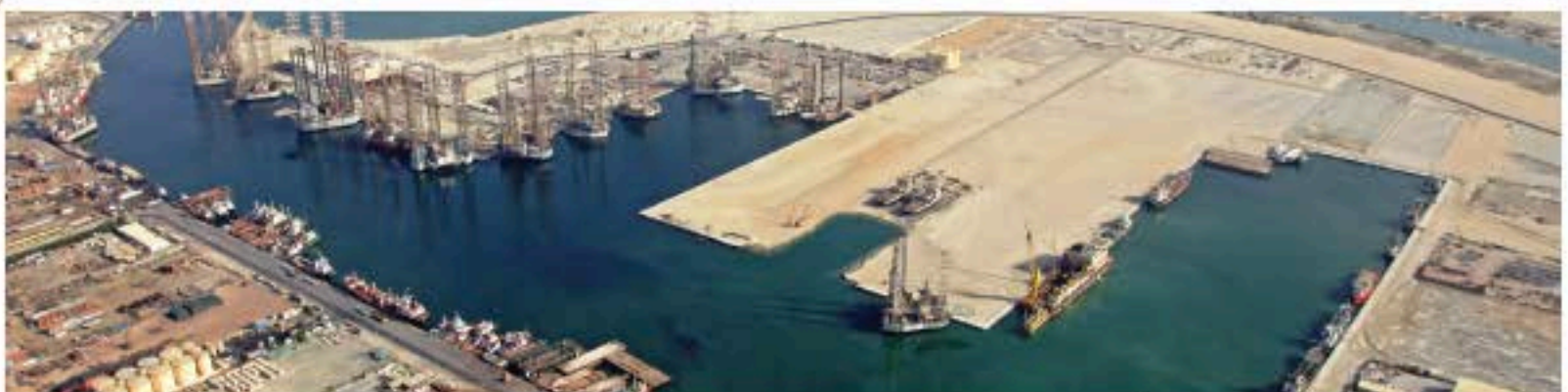
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# Editorial

There is no way to deny a hard working staff member who won't hesitate to carry out his duties even outside his working hours. On the contrary, there are other examples of an employee who works like a machine. He won't go to work unless within fixed timings and also lives in the same manner. On leaving his office, he severs his relation bond with his work for the next day as if programmed in that style.

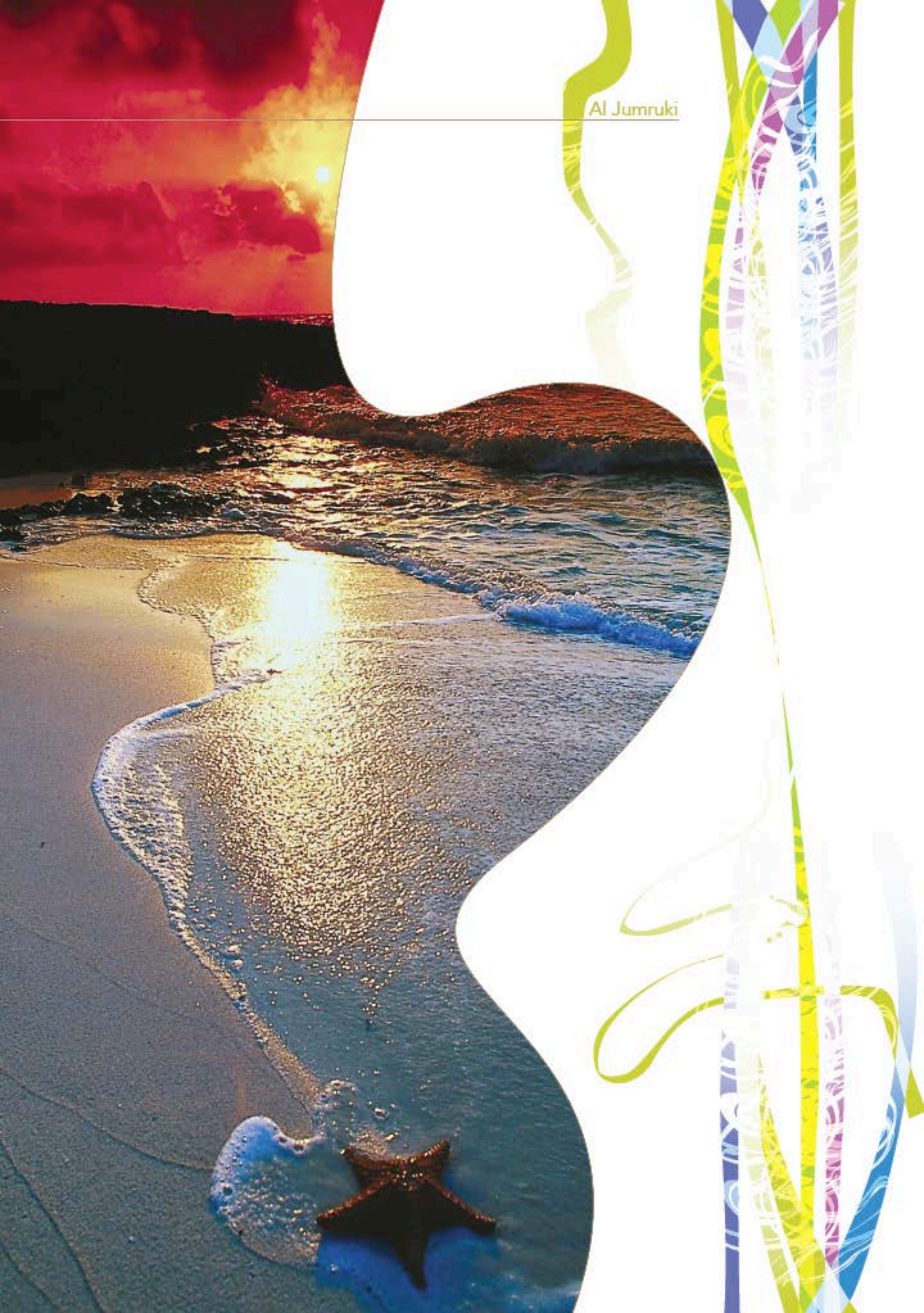
The former develops the work he has assigned, whilst the latter only performs what he has been asked to do. Therefore the first will abandon any climate where he finds himself in pre-designed working mould, while the second loves to stay in such a working atmosphere .... This is the difference between an establishment that develops every day and another which clings to the past.

**Editor**





Al Jumruki







## Shurooq Starts Second Phase of Flag Island





The Sharjah Investment and Development Authority (Shurooq) has commenced the second phase of the Flag Island development which aims to turn the island into a new tourist destination that offers a varied facilities and amenities.



**U**pon completion of the second phase, the island will feature varied recreational facilities and amenities, including an open-air 1000-seat amphitheatre, an art gallery, and a range of shops, restaurants, and cafes through which Shurooq is keen to provide a vibrant and alluring destination that caters to the needs and preferences of surrounding residents and visitors alike. The island is strategically located



at a walking distance from downtown and from the most visited places by residents and tourists throughout the year.

Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Shurooq, said that the launch of the works on the second phase of the Flag Island development comes in response to the directives of His Highness Dr Shaikh Sultan bin Mohammed Al Qasimi, Ruler of Sharjah and Member of the Supreme Council. This is in line with Shurooq's commitment to go forward in developing new projects and managing the existing destinations in Sharjah to serve the interests of citizens and residents, alike, and to boost the emirate and the UAE's position as a destination of choice for residents and tourists.

She added: "We are planning to position Flag Island as one of the must-visit tourist, cultural and art destinations on the emirate and UAE's tourist map.

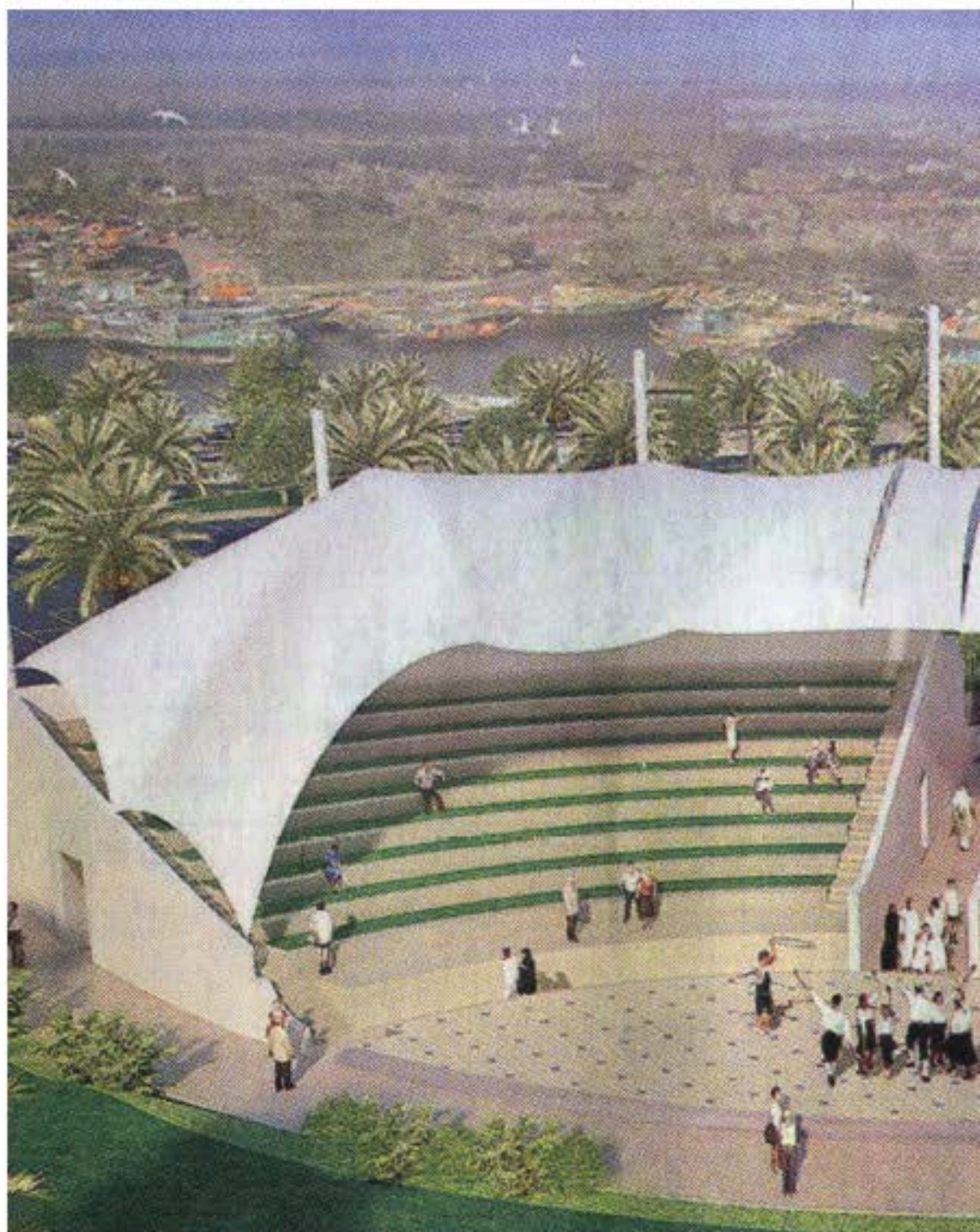
The island is home to a national symbol represented by the flagpole on which the UAE flag is flying, in addition to the permanent exhibition of the union's achievements, the quality of new facilities we are going to develop, and the cultural, art and national activities where will be hosted in the island throughout the year."

Sheikh Khalid bin Saqr Al Qasimi,

Chairman of the Department of Public Works, said that the department is willing to be involved in development of the leisure and tourist destinations, developed by Shurooq and other government entities in the emirate, with the aim of keeping pace with the social and economic development

in Sharjah, provided that commitment to highlight the national and Islamic identity is embodied in these projects.

He added: "We are constantly striving to be part of a development process that aims to meet the future needs of the emirate's residents and







visitors. Flag Island is one of the destinations that drew a great deal of attention since its opening in 2012.

The second phase will provide more facilities to enable the destination attract visitors and instill the national values into their hearts".

The open amphitheatre at the Flag Island can accommodate 200 spectators, with an additional capacity of up to 1,000 spectators on national, social, cultural and art days and celebrations. The island will be in position to host such activities and to provide fully equipped venues, including an art gallery to host various art exhibitions and attract artists and art aficionados from the emirate and the entire region.

The new facilities will be open to public in the first quarter of 2015. ♦





## Khorfakkan and Khatm Melaha Customs Officers Participate in "Combating Counterfeits" Course



**S**harjah Customs increased its efforts in organizing various training sessions to raise skills of customs officers, especially for the recently joined inspectors, in order to provide best customs services, maintain high performance of the Customs Officers and to achieve the visions of the Department of Seaports and Customs in supporting the national economy and protecting local products and fighting smuggling. The Department of Seaports and Customs with the cooperation of the Trade Mark Council conducted

a training session in fighting and seizure of counterfeits which included customs officers from Khorfakkan and Khatm Melaha Customs Centres. Several officers From Fujairah Customs and employees from Kalba Economic Development Department also joined the training course. Eman Al Salman, Head of Intellectual Property Rights Section at Sharjah Customs said: "the Intellectual Property Rights Section was keen to hold the training session at the Oceanic Hotel in Khorfakkan due to its proximity to officers from

Khorfakkan, Khatm Melaha Customs centers in addition to Fujairah Customs and several employees from Kalba Economic Development Department who were able to join the course. It has addressed the importance of protecting local industries, products and consumers alike. Also the training course focused on distinguishing counterfeits from genuine products, underscoring its danger as potentially harmful to the local products and threatening the national industry with a negative impact on the productivity". ♦



## Sharjah Customs Conducts a Session on Managing Hazardous Materials



**I**n the course of increasing the efficiency, knowledge and professional skills of its staff, Sharjah Customs recently arranged a training course on managing hazardous materials.

The workshop was especially aiming at improving the skills of customs officers in managing hazardous materials. The Training course, which lasted a week was conducted at one of the halls of Sharjah Chamber of Commerce and Industry.

It was conducted with the cooperation of "Harvest" Training Centre under supervision of Dr. Elham Refaat Abdel Aziz, Chemical Expert and Hazardous Substances and Waste Expert.

Customs inspectors and Officers from Sharjah International Airport- Cargo Customs Centre, Sharjah International Airport- Passengers Customs Centre, Hamriyah Customs Centre, Container Customs Centre, Port Khalid Customs Centre and Creek Customs Centre attended the course. ♦





## SAIF Zone Organises First Investors Forum

**T**he B2B investor forum was held under the patronage of Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of Sharjah Free Zones Authorities and Chairman of Department of Seaports and Customs. Sheikh Khaled expressed his pride in organising this event by SAIF Zone which seeks to create a platform for investors to network and share ideas with the aim of developing business environment and improving practices for the benefit of both the investors and customers. Sheikh Khaled pointed out that the Investor Meet 2014 is one of the premier economic events initiated by SAIF Zone, providing a genuine opportunity for investors to share experiences and skills for business development. It is also an ideal platform to interact, exchange ideas and share expertise and practical and technical skills, so as to achieve further success and address negative aspects and problems that may face investors. He added that the first edition of the Investor Forum will be the cornerstone

*The Sharjah International Airport Free Zone Authority (SAIF Zone) recently organised the first Investors Forum at Al Jawaher Reception Hall and Convention Centre in the presence of a large number of investors from across the country.*

of consecutive editions which will build on its outcomes, calling on investors to make their comments and suggestions for the upcoming editions.

In a keynote address about challenges in the investment sector, Eng. Rashid Al Leem, Chairman of Sharjah Electricity and Water Authority, guest honour of the event highlighted SAIF Zone's major role in removing impediments facing investors.

"The SAIF Zone has contributed significantly to removing obstacles that face local and international



investors by providing the necessary facilities to its customers to become one of the major economic hubs in the Arab world", Al Leem said.

Speaking about his experience, Omar Al Busaidy, Head of Experience Development Unit at Abu Dhabi Tourism and Culture Authority, who has multiple skills and vast experiences in the banking and investment sectors, highlighted the importance of human value in any business. ♦





## Opening a New Factory for Production of Lifting Equipment at Hamriyah Free Zone

**S**heikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of Department of Seaports and Customs and Hamriyah Free Zone Authority and Sharjah International Airport Free Zone Authority recently attended the opening ceremony of the new facility of Liftik FZC at the Hamriyah Free Zone. Saud Salem Al Mazroui, Director of Sharjah Free Zones and Ahmed bin Hadah Al Suwaidi, Director of Administrative Affairs (HFZA) also attended the event.

The new facility which costs DHs 30 million, comprising a factory

is established on 150,000 square feet, designated to manufacturing and assembling heavy lifting equipments for maritime and oil and gas industries.

Al Mazroui emphasised that provision of facilities to the investors is a priority in the free Zones of Sharjah which is in line with directives of His Highness of Dr. Sheikh Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah.

For his part, John Alexander, Managing Director of Liftik FZC

said that the company has been operating in the United Arab Emirates since 2003 and has offices at Dubai, Abu Dhabi and Sharjah. He explained that the choice of Liftik FZC on Hamriyah Free Zone to open the new facility was based on the excellent investment climate available at the zone which has essentially contributed to expanding the operations of the company and launching its new project that involves production of a wide range of maritime, oil and gas industries products which are launched for the first time in the UAE. ♦

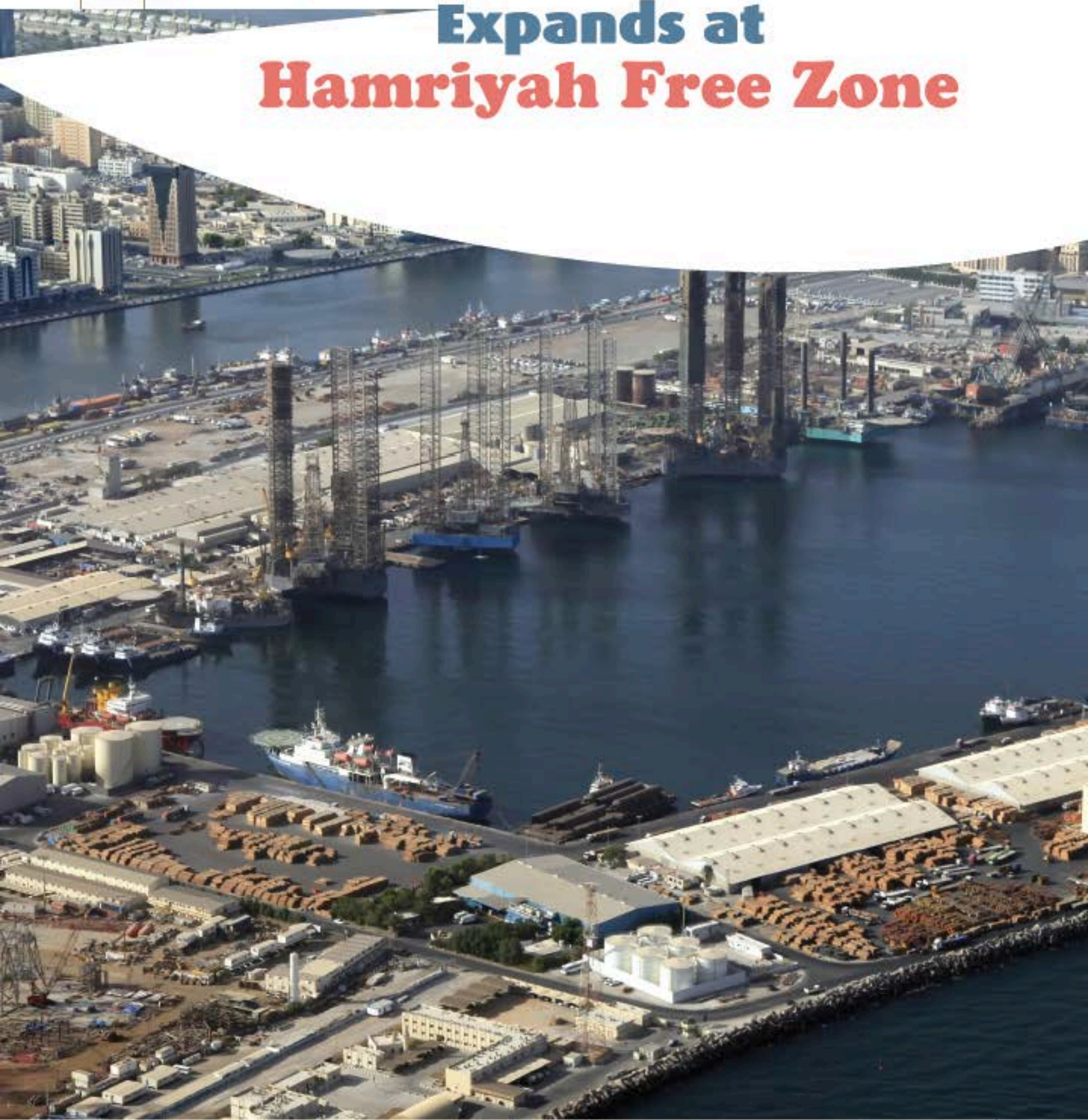




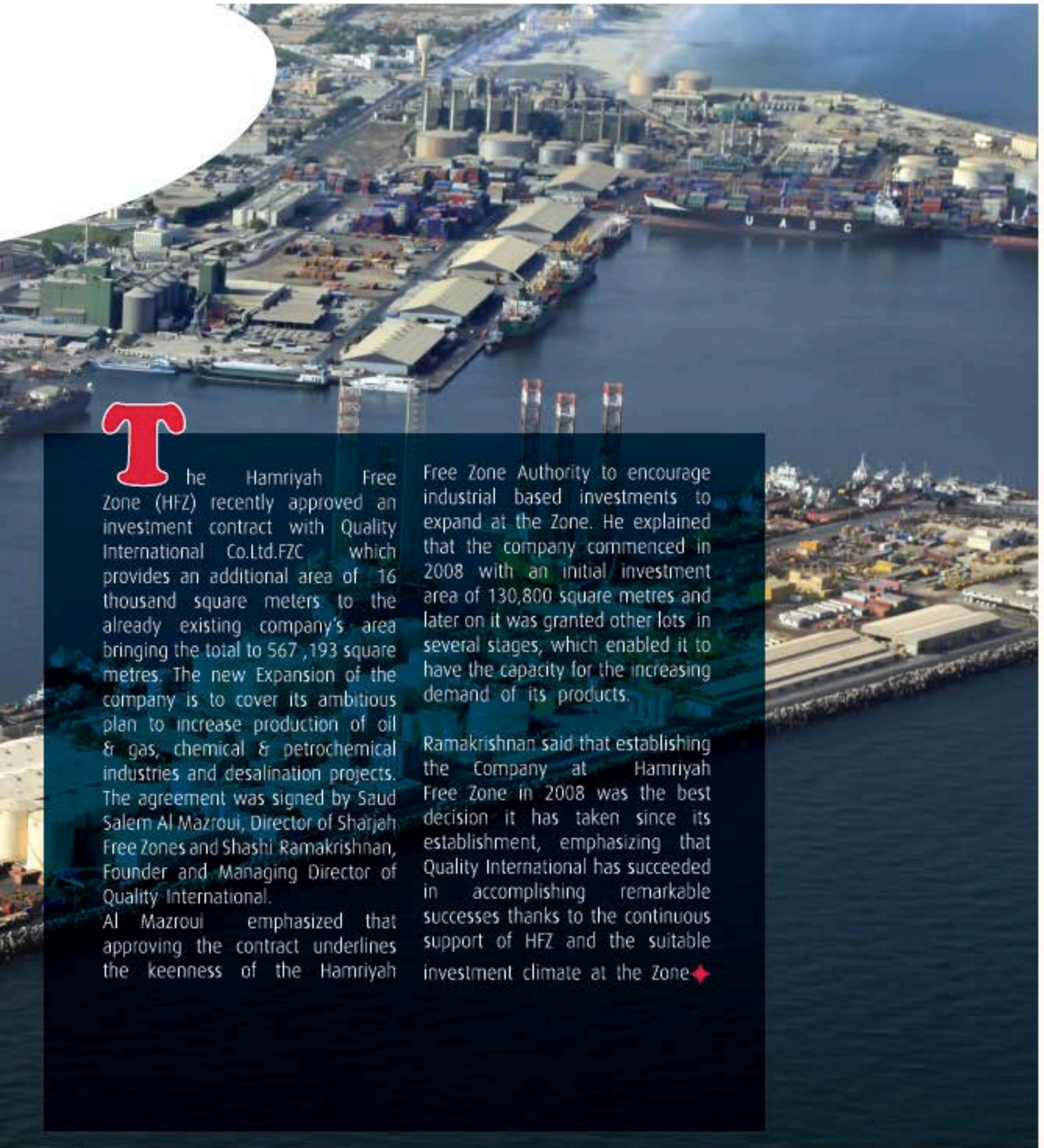




# **Quality International Expands at Hamriyah Free Zone**







**T**

he Hamriyah Free Zone (HFZ) recently approved an investment contract with Quality International Co.Ltd.FZC which provides an additional area of 16 thousand square meters to the already existing company's area bringing the total to 567,193 square metres. The new Expansion of the company is to cover its ambitious plan to increase production of oil & gas, chemical & petrochemical industries and desalination projects. The agreement was signed by Saud Salem Al Mazroui, Director of Sharjah Free Zones and Shashi Ramakrishnan, Founder and Managing Director of Quality International. Al Mazroui emphasized that approving the contract underlines the keenness of the Hamriyah

Free Zone Authority to encourage industrial based investments to expand at the Zone. He explained that the company commenced in 2008 with an initial investment area of 130,800 square metres and later on it was granted other lots in several stages, which enabled it to have the capacity for the increasing demand of its products.

Ramakrishnan said that establishing the Company at Hamriyah Free Zone in 2008 was the best decision it has taken since its establishment, emphasizing that Quality International has succeeded in accomplishing remarkable successes thanks to the continuous support of HFZ and the suitable investment climate at the Zone ♦



# New Runway for Sharjah International Airport

**S**harjah International Airport, the first in the UAE that opened in 1932, is set to operate a new capacious runway alongside the old one by September this year, expecting to see 25 million passengers by 2025, Ali Salem Al Midfa, member of the Sharjah Executive Council and chairman of Sharjah International Airport, said the new airstrip is to suffice the future needs of the third-biggest airport in the UAE, particularly for large and new-generation Code-F aircraft such as the A380, apart from the expected 14 million passengers in 2017, and the already-one million tonnes of shipment capacity.

Al Midfa said they opted for establishing the -4,060metre long and -60metre wide new flight strip against Dh500 million rather than maintaining the old one against Dh260 million.

Speaking to the members of the Sharjah Consultative Council as part of the 17th session of the eighth legislative chapter, Al Midfa said the airport saw 8,505,268 passengers in 2013, with an annual jump of

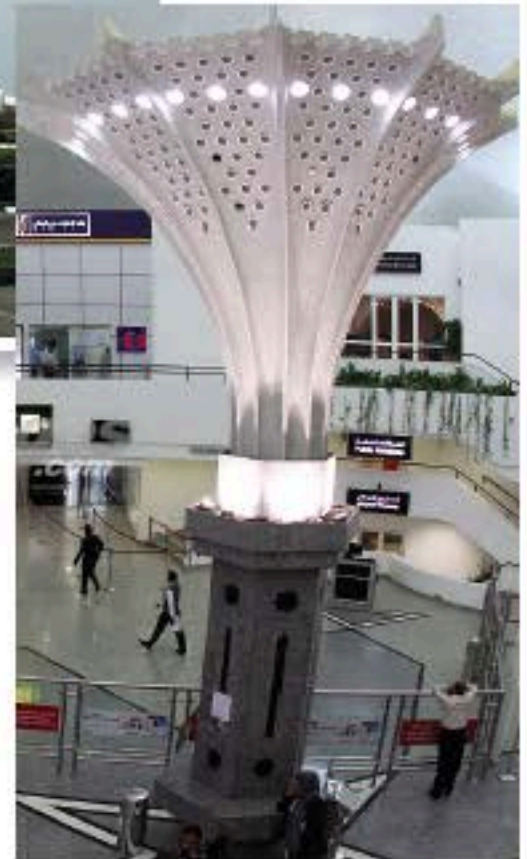






around one million passengers. "We have adopted an emergency plan, as of May 1 and for three months, to meet the pressing demand of flights and passengers after the partial -80day closure of the Dubai International Airport runway for maintenance," he said. Indicating that up to 200 flights are being transferred from Dubai to Sharjah every week, he said they added 20 counters for processing travel procedures, apart from a temporary -800passenger tent, spanning four extra departure gates, with all facilities required, and 160 newly-recruited inspectors. "The free car-parking period of the airport has been extended from 15 to 30 minutes to encourage better and more convenient use of the already-expanded facility," he said, while unveiling plans to build a multi-story parking lot there. Official statistics show Sharjah International Airport, located 10km off Sharjah city and 15km off Dubai city, witnessed 6,306,698 passengers in 6,634,570 ,2010 in 2011 and 7,516,538 in 2012. "The airport, named Best Global

Airport of the Year in 2005 by the Institute of Transport Management of London, saw 65,401 flights in ,2010 63,737 in 65,975 ,2011 in 2012 and 66,247 in 2013," he said. Al Midfa said they have assigned Gama Aviation, an air charter company, as an official private service provider. "The international company shall develop this important sector in the airport." Sharjah International Airport has further contracted Bechtel, one of the most respected engineering, construction and project management companies, to do a thorough development plan for the airport. "The eight-month plan, to be ready this September, will identify the expansion trends of infrastructure projects in the airport and surrounding northern or southern areas," he said, adding that the only bridge leading to the airport, even used by residents around, is to be developed soon to meet the pressing demand. Al Midfa said they spare no effort to boost Emiratisation at the airport. The airport, other than adopting the shift-based work system, has



launched several strategic initiatives to attract UAE nationals and offer intensive training courses. "Some 90 to 95 per cent of senior managing positions are now being held by Emiratis while other technical and specialised departments are localised by 50 to 65 per cent to ensure smooth and effective flow of operations." The five per cent Emiratisation in SAS company, a major service provider recruiting 2,000 employees, let alone other operating companies here, shall be increased at least 10 per cent every year, he added, noting that there are proposals to establish an aviation college to educate and train national cadres. ♦



## **Air Arabia** first quarter 2014 net profit soars to **AED 75 million,** up 27 per cent

*Air Arabia (PJSC), the first and largest low-cost carrier (LCC) in the Middle East and North Africa, announced its financial results for the three months ending March 31, 2014, reflecting the airline's solid financials, strong business model and broad customer base.*

**A**ir Arabia reported a net profit of AED 75 million for the three months ending March 31, 2014, representing an increase of 27 per cent compared to AED 59 million reported in the corresponding quarter of 2013. In the first quarter of this year, Air Arabia posted a turnover of AED 827 million, an increase of 14.5 per cent compared to AED 722 million in the same period of 2013.







The airline served 1,630,000 passengers in the first quarter of 2014, an increase of 12 per cent compared to the 1,450,000 passengers carried in the same period of last year. The airline's average seat load factor – or passengers carried as a percentage of available seats – during the first three months of 2014 stood at an impressive 81.5 per cent.

"Air Arabia has enjoyed a remarkable start to the year, which builds on our long and proud track record of success and achievement," said Sheikh Abdullah Bin Mohammed Al Thani, Chairman of Air Arabia. "Our route, fleet and hub expansion strategy continues to deliver

profitability while bringing ever greater connectivity and flexibility to people across the Middle East and North Africa".

Ali added: "We remain confident about the long-term prospects for the industry and fully intend to continue spreading our value-for-money philosophy to more destinations and more passengers in the future."

The first quarter of 2014 witnessed Air Arabia announce the formation of a second hub in the UAE and fourth worldwide. The airline has entered into a strategic partnership with the Ras Al Khaimah Department of Civil Aviation, enabling it to become the emirate's designated carrier operating services from Ras Al Khaimah International Airport. The first flight took off on May 6 and the carrier is currently offering direct services to 7 cities from Ras Al Khaimah.

In the first three months of 2014, Air Arabia also added three new destinations from its main base in Sharjah: Cairo in Egypt, Antalya in Turkey, and Shymkent in Kazakhstan. The airline also added extra frequency to existing routes, including an additional daily service between Sharjah and Doha, and opened a several new sales office across the region. ♦