

Aljumu'riki

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

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**Sheikh Khaled bin Abdullah Al Qasimi
Opens the 40th Mideast Watch and Jewellery Show**

**Soex to Start Operations in
Hamriyah Free Zone in 2017**

**Shurooq and Entrepreneurs' Organization discuss
future collaboration**

Editorial

To all talented persons who are waiting for someone to discover them... take this from me:

Talent is a living creature that if it wishes to survive and grow, it has to nourish, but how? Shall it stay like a pet or a caged bird which if it is not fed will die? Or shall it be like a hunter who manages to grab that which keeps him alive?

Answer comes from everyone who has a talent. Either he is confined, waiting for an opportunity which if it doesn't come will be forgotten, and his talent diminishes, or he will seek the moment by himself where every hard-working person (not a waiting one) has a chance Blood streams in veins will be faster with movement or it may halt with a long time waiting.

Editor

Al Jumruki





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Government Of Sharjah
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Sultan

opens Resources Centre at University of Sharjah



H is Highness Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member, Ruler of Sharjah and President of the University of Sharjah (UoS), opened on May 9, 2016 the Resources Centre for Students with a Disability (RCSD). In a speech he made after opening the centre, Sheikh Sultan announced that he will pay for the expenses of the scholarships for students with a disability wishing to complete their under-graduate and post graduate



studies in the UoS.

"The Emirate of Sharjah has a long history of providing education and other services to the people with a disability, enabling them to make significant contributions," he said. His Highness also issued directives to the Sharjah Department of Human Resources to identify and provide job opportunities to the people with a disability.

Sheikh Sultan toured the new RCSD and was briefed by the officials there about the facilities provided, including the mobility access equipment, Braille devices, white canes, calculators for the visually impaired, and typewriters. ●



Sheikh Khaled bin Abdullah Al Qasimi

Opens the 40th Mideast Watch and Jewellery Show

Under the patronage of His Highness Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, the five-day show of the 40th MidEast Watch & Jewellery was held at Expo Centre Sharjah. It was opened by Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of Department of Seaports and Customs on April 5 2016 at Expo Centre Sharjah.



After generating a lot of buzz across its target markets, curtains have gone up on the landmark.

Held The opening ceremony was attended by Abdullah bin Mohammed Al Owais, Chairman, Sharjah Chamber of Commerce & Industry and Expo Centre Sharjah; Saif Mohammed Al Midfa, CEO, Expo Centre Sharjah; Khowla Al Mula, Chairperson Sharjah Executive Council, other officials, dignitaries and industry representatives. "This is a historic moment for regional jewellery industry. For close to a quarter of a century and through 40 editions, the MidEast Watch & Jewellery Show has been the most reliable marketplace as well as a meeting place for the regional and global jewellery industry. Expo Centre is marking this milestone by offering the best ever jewellery showcase, superior networking opportunities, and celebrated Arabian hospitality – all in one exciting package," said Owais.

On the back of unprecedented interest generated through a 360

degree marketing campaign across the region and other markets, the show witnessed a high double-digit increase in visitor turnout. It had attracted close to 60,000 visitors for its previous edition. The show featured more than 500 exhibitors across 30,000 sq. metres of exhibition space at all the six halls at Expo Centre. Highlighting the campaign unleashed by Expo Centre in order to reach out to every possible exhibitor and visitor, Midfa said, "Never in the four-decades-old history of Expo Centre Sharjah we have undertaken such a massive marketing drive."

Apart from an exclusive jewellery showcase and exciting deals, the show also scored high on ambiance, providing a festive atmosphere inside the halls. Besides, on every purchase of AED500, visitors had the chance to qualify for a raffle draw. The Hong Kong and Thai pavilions were also giving away prizes to visitors. Visitors could also get jewellery customised to suit their style and taste, to take home a piece of history commemorating the 40th edition. ●



IP Section Participates in “Innovation and Creativity Fair”



Under the slogan of “Innovation and Creativity”, the Intellectual Property (IP) Section of Sharjah Customs took part in the fourth fair of “Graduation Projects” which was organized by Communication College at the University of Sharjah.

The Fair was opened by Professor Hamid Majol Al Nuaimi, Chancellor of the University of Sharjah on Wednesday, May 18 2016. Eman Al Salman, In charge of the IP section in Sharjah Customs said: “This is the second time that Sharjah Customs represented by IP Section has participated in this fair. Sharjah Customs has always the intention to take-part and contribute actively in all public events to raise the awareness on intellectual property due to its role in developing the community.” The pavilion of the IP Section also showcased several items of banned commodities and duplicated products which were confiscated by the Sharjah Customs authorities. The fair is aiming at promoting the thought of Innovation and Creativity among the students of the University which comes with the strategies of the United Arab Emirates in supporting the soul of Innovation and Creativity in all arenas and to build up the national capacities in all fields of life. ●

Innovation without limits

Celebrating the anniversary of the world day of the Intellectual Property on twenty sixth of April 2016, The Department of Seaports and Customs launched project "Innovation without limits". The project was aimed at spreading social awareness about Intellectual Property (IP).

The United Arab Emirates is among the pioneer states in field of applying and legislating Intellectual Property laws as it has joined the World Intellectual Property Organization (WIPO) in 1971. The UAE has attained high ranking in combating software piracy and became one of the best states in world in protection of IP rights. Protection of IP rights in general and trademarks in particular has been carried out since the year of formation of the United Arab Emirates and hence the Constitution of the UAE protects the IP rights. By joining the World Trade Organization (WTO) in 1996, the UAE government has revised and updated its IP legislation in order to meet the concerned modern emerging international requirements of the intellectual property rights. The UAE Ministry of the Economy, the government arm dealing with the IP protection with cooperation of other local and federal stakeholders are practicing several procedures of combating intellectual piracy and protection of the intellectual rights through activation of IP law, authors rights, patents, trademarks law and other related rights issued by the ministry.

Eman Al Salman, In charge of the IP section in Sharjah Customs said that it is due to the importance of IP and IPR, the UAE celebrated the event of the World Intellectual Property day which coincides with date of establishing of WIPO on April 26 1970.

She added that the Department of Seaports and Customs through its IP section signalized the event and launched the project "Innovation without limits" which included banners, brochures, and promotional three dimensional designs as well as showing explanatory films about IP protection via internet. ●



Training Courses

For Sharjah Customs Officers

The Department of Seaports and Customs organized several training courses for customs officers. By these training courses it is aimed at improving skills of Staff and to acquire more knowledge about the latest customs related developments which might reflect positively on their performance and Sharjah Customs as a whole. During the second quarter of the year the following training courses were conducted:



Drugs and trafficking

Several Customs officers from six Customs Centres participated in this training course which was conducted during the period 1012- April 2016. The training course was conducted in cooperation with the Sharjah Police Academy at which the trainees have attended many lessons on types of drugs and methods followed by traffickers to bring drugs into the country. The session was strongly supported by the Sharjah Police expertise and considered as a basic training course in the core of the customs specialization as customs officers are in the frontline in controlling attempts of the drug traffickers.

The course was concluded with the attendance of Colonel Mohammed Ali Al Qaseer- Sharjah Police Academy.

Improving Skills of Security Sentiment

Under patronage of Colonel Mohammed Khamis Al Athmani, Director-General of Sharjah Police Academy and attendance of Mr. Hassan Ahmed Dimas, Director of Passengers Customs Centre / Sharjah International Airport, the Academy celebrated graduation of Improving Skills of Security Sentiment training course. The course was held during the period 2628- April 2016 at the academy and was organized with the cooperation of Sharjah Police Training Institute with the Department of Seaports and Customs.

Disclosing Explosive, Hazardous, Radioactive and Inflammable Materials

Under patronage of Colonel Mohammed Saeed BuZanjel, Office

Director of Director-General of Sharjah Police Academy and in attendance of Mr. Jarsh Mohammed bin Jarsh, Director of Sharjah Creek Customs Centre, the training course on Disclosing Explosive, Hazardous, Radioactive and Inflammable Materials concluded. It was held during the period 012016/05/03- with the participation of several customs officers including Creek Customs Centre, SAIF Zone Customs Centre, Container Customs Centre, Port Khalid Customs Centre and Hamriyah Customs Centre.

"Suspecting in Customs" related crimes

Within the vital cooperation between the Department of Seaports and Customs and Sharjah Police Academy and in attendance of Colonel Mohammed Khamis Al Athmani,

Director-General of Sharjah Police Academy, a group of Sharjah Customs Officers concluded "Suspecting in Customs" related crimes training session.

It lasted for three days from 8 till 10 May 2016 with the participation of officers from Creek Customs Centre, SAIF Zone Customs Centre, Passengers Customs Centre/ Sharjah International Airport, Container Customs Centre and Hamriyah Customs Centre.

Explanation of Common Customs Law of the GCC States

In attendance of Mr. Jarsh Mohammed bin Jarsh, Director of Sharjah Creek Customs Centre, a training course on Explanation of Common Customs Law of the GCC States was concluded. It was conducted during the period 10-12 May 2016.

Customs Officers from Creek Customs Centre, SAIF Zone Customs Centre, Passengers Customs Centre/ Sharjah International Airport, Cargo Customs Centre, Sharjah International Airport, Container Customs Centre, Creek Customs Centre and Hamriyah Customs Centre participated in this session.

Disclosing Weapons, munitions and explosives

A three days training session (17-19-May) was concluded at Sharjah Police Academy on disclosing weapons, munitions and explosives Under patronage of Colonel Mohammed Saeed BuZanjali, Office Director of Director-General of Sharjah Police Academy.

Customs officers from SAIF Zone Customs Centre, Creek Customs Centre, Passengers Customs

Centre, Container Customs Centre and Hamriyah Customs Centre participated in the training course.

Banned and Restricted Commodities from Importation

Sharjah Customs also concluded "Banned and Restricted Commodities from Importation" course which was held at the Al Jawhara hall - Sharjah Chamber of Commerce and Industry during the period 24-26 May 2016. Customs officers from six customs centres took part in this course. ●



Drugs and trafficking



Disclosing Explosive, Hazardous, Radioactive and Inflammable Materials



"Suspecting in Customs" related crimes



Improving Skills of Security Sentiment

Disclosing Weapons, munitions and explosives



Banned and Restricted Commodities from Importation









SAIF Zone receives Excellence in GIS Implementation Award

Sharjah Airport International Free Zone (SAIF Zone) was presented with an Excellence in GIS (Geographic Information System) Implementation (EGI) Award during the GISWORX 2016 gala dinner held at Al Bustan Rotana Hotel in Dubai recently.



The award was bestowed upon SAIF Zone after a review by the independent EGI Award Committee, as part of GISWORX 2016, the 11th annual GIS Workshops & Exhibitions.

Wafa Balaswad – Marketing Manager of SAIF Zone received the award during the ceremony, on behalf of SAIF Zone.

The award is given to organizations that foster innovation and experimentation in the area of GIS implementation, and to honor outstanding GIS implementation programs. Since its birth in 2007,

EGI has become the most known and prestigious award given to organizations which use GIS in unique and innovative ways in the UAE and GCC.

«It is an honour to receive this award, and we would like to thank GISWORX and the EGI Award Committee for its recognition. We have been developing and growing GIS within the SAIF Zone. Today, it is an integral part of our operations and it helps our investors/clients a lot including in decision making and business planning. This award

endorses our excellence in GIS on par with the latest international standards,” said Saud Salim Al Mazrouei, Director of SAIF Zone and Hamriyah Free Zone

The Geographic Information Systems in SAIF Zone helps the clients to make quick decision on business planning and studies. Authorized users can access GIS to find out the availability of warehouses, plots and other required information. They can also book warehouses or plots and send feedbacks.●

Soex to Start Operations in Hamriyah Free Zone in 2017



The North Germany-based Soex Group, a globally leading company in the sector of marketing and recycling of used textiles, will start its operations from Hamriyah Free Zone in Sharjah, UAE, by the middle of 2017.

The Soex Group covers the entire value chain of used textiles collection, marketing, recycling and reuse on six continents, said a statement from the company.

"We have leased 322,917 sq ft area in Hamriyah Free Zone and will be starting the construction work of the new plant as soon as possible. We hope we can start our operations by the middle of next year," said Axel Buchholz, managing director of executive board of the Soex Group, after signing the contract with Saud Salim Al Mazrouei, director of

Hamriyah Free Zone Authority and Sharjah Airport International Free Zone.

The Soex Group has been giving used textiles a new lease of life for more than 35 years. Founded in 1977, the company has sites and shareholdings in five countries and more than 1,000 employees today.

Buchholz added: "This is our first venture in the UAE. We are going to invest €5 million (\$5.64 million) for this project and we plan to export 50 per cent of our products to African countries and 25 per

cent each to Eastern Europe and the Middle East respectively. Our facility in Hamriyah Free Zone will have 300 to 400 workers."

After signing the contract at the headquarters of Hamriyah Free Zone Authority, Al Mazrouei, said: "We remain committed to giving our valued customers the best possible infrastructure to help support their growth aspirations."

"This step will enable them to grow in the region and we see this development as another example of our efforts in empowering businesses paying off," he said. ●

Radiant Group to build new factory at Hamriyah Free Zone, Sharjah

India's Radiant Group, an expert in oil distillation process, is set to build its new factory on a 107,639 sq ft of land at Hamriyah Free Zone, Sharjah, at an investment of \$10 million.



fraternity, Al Mazrouei said:
"It is pleasing to see more manufacturing units flocking to HFZ, which is surely a sign that we are progressing. I hope that Radiant's new initiative here will increase its output and expand its network."
"A number of new companies have been opening in Hamriyah Free

Zone due to its strategic position and attractive offers and facilities. Our goal is to create a robust business environment by meeting the needs and demands of our investors," he added. Gupta said that potential customers can now look forward to new product offerings, such as special solvents from Radiant Overseas, globally in paint industries, agro-industries and

other sectors.
"We chose Hamriyah as our regional base because Sharjah plays a vital role with its strategic location between three continents, serving a growing market of 2 billion people. Moreover, we found that the free zone has a well-developed infrastructure and an environment suited for growth", he added. ●



Shurooq and Entrepreneurs' Organization discuss future collaboration

Officials of the Sharjah Investment and Development Authority (Shurooq) and the Entrepreneurs' Organization (EO) recently met to explore future collaboration and discuss a sustainable framework that supports their business goals and business infrastructure.



During the meeting at Al Qasba, the two bodies aligned their initiatives to foster sustainable innovation in business and streamlining their expertise and services to entrepreneurs' demands and needs. Attending the roundtable were Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Shurooq, Marwan bin Jassim Al Sarkal, CEO of Shurooq, Manish Hira, President of EO, and Bilal Alibhai, Integration Chair and President-Elect of the organisation, and others. Sheikha Bodour Al Qasimi reiterated dedication to supporting entrepreneurial innovation and

leadership and her efforts in providing the necessary facilities and services that act as a sustainable framework to help entrepreneurs achieve their business goals, emphasising on how Al Qasba was a prime example of entrepreneurship in practice, with its location now a beacon for entrepreneurial businesses. Sheikha Bodour added that the popular tourist and leisure destination continues to deliver premium entrepreneurial services and offer a dedicated business environment, highlighting the destination's distinctive ability to attract a diversified set of visitors.



"All of the projects that Shurooq undertakes are carefully selected and aim to be at the forefront of heritage, leisure cultural and eco-tourism developments. Our objective is to diversify Sharjah's tourism sector to boost the emirate's non-oil foreign investments and entrepreneurial opportunities and to create new and exciting experiences for tourists seeking unique cultural tourism experiences. This strategy was implemented to meet our local and regional market demands by providing a diverse economic ecosystem that attracts innovative technologies and pioneering businesses. Our goals are in line with the UAE's directives in growing its travel and tourism sector," said Sheikha Bodour Al Qasimi. Sheikha Bodour Al Qasimi also said that these leading initiatives play a key role in developing Sharjah's cultural, educational and social

infrastructures, which are in-line with the wise vision of H.H. Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah.

As an example, Sheikha Bodour highlighted UNICEF's accrediting of Sharjah as a 'baby-friendly city', which has served as a catalyst to attract many innovative solutions and ideas by women entrepreneurs in particular. She noted that baby-friendly rooms are allocated across multiple organizations where women entrepreneurs can enjoy the tranquil environment of conducting their businesses while their children rest in a safe facility. These initiatives not only allow a feasible business and investment environment, but also encourage women to pursue their business goals in a peaceful state-of-mind.

Discussing Sharjah's desire to build

a diversified economy, Marwan bin Jassim Al Sarkal described how Sharjah was originally developed to be a commercial hub. He explained that oil represented just one per cent of its GDP, with tourism now ten times this amount. He went on to outline how Shurooq was aiming to encourage investment and entrepreneurship in four key sectors; tourism, healthcare, logistics and the environment. "Sharjah is working towards changing perceptions about Sharjah by showing the multitude of opportunities and benefits it offers entrepreneurs. The emirate is home to the 22 million square foot Sharjah Healthcare City and with Sharjah only currently offering 0.6 hospital beds per 1,000 of the population when the global average is 2.2 beds, there is a real potential for high returns on entrepreneurial endeavours in this area," he said. ●



UNESCO holds a unique round table on regulation, cooperation and diligence of professionals for cultural heritage protection



O

n 30 March 2016 in Paris, France, in cooperation with the Conseil des Ventes Volontaires (CVV), the regulatory authority for operators of voluntary sales operators of chattels by public auction in France, UNESCO organised a pioneering round table consisting of major stakeholders and regulators of the art and antiquities market, including

representatives of the major auction houses, museums, the World Customs Organization (WCO) and other international organisations, non-governmental organisations, national law enforcement agencies and relevant Ministries as well as cultural heritage experts and academia. The round table was opened by Mr Francesco Bandarin, the Assistant



Director-General for Culture to UNESCO and Catherine Chadelat, the President of the CVV.

The event was divided into four main thematic sessions where the panelists discussed such issues as establishing the provenance of cultural objects from plundered archeological sites, diligence of art market professionals and market regulation to effectively fighting against illicit trade, challenges and prospects for the art market in the near future and the role of transit countries in fighting against illicit trade where the WCO presented on the role of Customs administrations in the prevention and investigation of this crime. In particular, the need to exchange information among the border agencies was highlighted along with the need for specialised training for Customs officers and awareness-raising on a more

general level. In relation to concrete advances in the fight against illicit trafficking of cultural objects, a positive experience was shared by Switzerland that recently amended its Customs legislation to enhance regulation and management of its free zones and Customs warehouses to prevent smuggling and money laundering.

The speakers came to several important conclusions. First, e-commerce platforms and social media play a crucial role as a newly emerged trading ground for arts and antiquities; thus the cooperation between these stakeholders and the governmental agencies is critical in order to prevent illicit trade of cultural objects. Second, this market is not regulated; thus more efforts are needed from all stakeholders, which includes both the revision of the national

legislation and adoption of the international legal instruments, such as the 1970 UNESCO Convention and the 1995 UNIDROIT Convention, and proactive due diligence by the auction houses, art and antique collectors and museums, who are the final recipients of these objects. Third, close cooperation and exchange of information between law enforcement agencies, including Customs and Police, as well as awareness-raising and specialised trainings were identified as crucial to raise the capacity of these agencies in tackling this cross-border crime. And last but not least, in relation to the activities of armed groups, round table participants agreed that even one dollar in the hands of a terrorist is a dollar too much; thus, illicit trafficking and trade in antiquities for terrorism financing must be brought to a halt. ●





Air Arabia named 'Best Low-cost Airline Serving the Middle East'

Accepting the award, Adel Ali, Group Chief Executive Officer, Air Arabia, said: "We are proud to be recognised as the region's best low-cost airline for business travellers. This prestigious accolade is a reflection of our efforts in

Air Arabia, the first and largest low cost carrier in the Middle East, announced today that it has been named "Best Low-cost Airline serving the Middle East" at the Business Traveller Middle East Awards 2016, held on April 24 2016 in Dubai.

Air Arabia received the award in recognition of its consistent ability to meet the needs of executive travellers, such as ease of booking, speed and flexibility of check-in, on time performance, and in-flight comfort.

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bringing the world closer for business travellers and to making their work trips as hassle free as possible."

Senior executives from airlines, airports, and hotels across the region attended the Business Traveller Middle East Awards to celebrate the best solutions for executive travellers over the past 12 months.

The Business Traveler award is the latest in a series of accolades that Air Arabia has won recently. Last year, the airline won an array of prestigious recognitions, including "Best Low Cost Carrier in the Middle East" at Skytrax World Airline Awards 2015, "Best Low-Cost Airline" at the World Tourism Forum 2015 in Turkey, "Best Low Cost Airline" and "Airline of the Year - Middle East" at the Aviation Business Awards 2015, "World Travel Leaders" Award - at the World Travel Market 2015, and "Customer Innovation Award (Loyalty Scheme)" at the Aviation Achievement Awards 2015, among others.