



استثمر في الشارقة  
invest in Sharjah

# HUMAN CAPITAL & INNOVATION

GUIDING YOUR SUCCESS





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## Sharjah FDI Office (Invest in Sharjah)

Sharjah FDI Office (Invest in Sharjah) is Sharjah's investment promotion agency and a strategic partner for global investors looking to grow their business in the emirate.

As Sharjah investment promotion agency, we are committed to guiding foreign investors to the tremendous opportunity and potential Sharjah offers. Our vision is to inspire businesses by building on the strong foundations of Sharjah's sustainable growth and economic diversification.

## We offer Investors:



Expert market knowledge and intelligence



Access to investment opportunities across a range of sectors and industries



Bespoke advice and step-by-step guidance



Aftercare services

Invest in Sharjah facilitates the investment process by fostering close collaboration between the public and private sector. By bringing investors and opportunities together, we fuel growth and prosperity, and we streamline an end-to-end solution to investing in the emirate.



We are a passionate and ambitious team dedicated to opening doors and guiding your success. We are here and ready to support you to achieve your plans and ambitions in Sharjah and realise your investments in the emirate.





## Human Capital: The Knowledge Factor

### A Diverse, Educated And Talented Workforce

As the educational capital of the UAE, Sharjah offers a wide range of world-class international schools, from primary to high school, with various curricula catering to a diverse student body from a wide range of cultural backgrounds.

Sharjah is also a major hub for higher education in the region. The emirate is now increasingly seen by investors and entrepreneurs as a world-class centre for research and innovation.

While Abu Dhabi is the country's federal capital and Dubai is home to the business and financial centres of the UAE, Sharjah is the undisputed centre of education, research and development (R&D).



Sharjah topped a list of high-growth start-up ecosystems globally according to the Global Startup Ecosystem Report (2020) by StartUp Genome.



\$1.5B Investment a year going into education and research. Sharjah also ranks among the Top 20 in Africa and Middle East for "Bang for Buck" and the Top 30 Africa and Middle East Ecosystems for Affordable Talent

### Sharjah has become a leading hub for innovation

The emirate is an attractive destination for expats and has become home to innovators and disruptors from all over the world. Sharjah's Free Zones are a world-class hub of innovation where bold ideas and solutions come to life.



### GTC INDEX 2020

The UAE was ranked first in the region in the Global Talent Competitiveness Index 2020 by IMD.



### RANKED FIRST

The World Bank has ranked the UAE as first in the Arab world in the Human Capital Index, which measures the knowledge and skills that people accumulate over their lives.

The government's National Policy for Advanced Skills and Advanced Skills Strategy, launched in 2018, is aimed at consolidating the concept of life-long learning for citizens and residents of the UAE.





## Sharjah University City: A Mine Of Talent And Innovation

Sharjah has long served as the UAE's knowledge hub, a testament to the government's emphasis on the value of education. The UAE's first school and library were both founded in Sharjah, and the emirate is proud to have been the first to promote education for girls and women's rights in the 1940s.

Today, Sharjah University City encompasses the largest cluster of universities in the region. It is one of the largest college cities in the world, with 22 institutions and home to over 47,000 students from over 100 countries. More than 2,000 PhD graduates across a broad range of disciplines attend university in Sharjah.

The American University of Sharjah is the flagship institution offering programmes in architecture, engineering, business, arts and sciences. The University of Sharjah is a top-class educational facility offering a wide range of disciplines including Health Sciences, Medicine, Fine Arts and Design, Engineering and Communication. It Is Currently Home To More Than 15,000 Students.

This access to students from undergraduate to PhD level ensures a consistent flow of ideas and research, as well as a broad pool of highly-qualified graduates to recruit from.

**Sharjah serves as an excellent hub to develop human capital thanks to its leading position as one of the region's top knowledge centres.**

There are a host of opportunities to invest in and collaborate with both enterprise and academic institutions in the emirate.



**2000+**  
PHD HOLDERS



**47K**  
STUDENTS IN  
UNIVERSITY CITY



**22**  
HIGHER LEARNING  
INSTITUTIONS IN  
THE UNIVERSITY  
CITY (2019)



**232+**  
SCHOOLS (2019)



# Sharjah Research Technology & Innovation Park

The Sharjah Research, Technology, and Innovation Park (SRTI Park) is home to much of Sharjah's start-up magic: it serves as an innovation and R&D hub which leverages University City's rich pool of talent and access to key government partners to support the development, piloting, commercialisation, and adoption of R&D.

SRTI Park was launched to complement University City and has been very successful in attracting leading innovation and R&D-focused SMEs, multinationals, and startups.



SRTI Park aims to generate innovation, nurture talent and foster an engaging community of like-minded people from over 150 leading academic institutions, companies and start-ups who connect, work and thrive in the SRTI Park. Some of the park's most innovative projects include:



## The Skyway Project

SRTI Park hosts one of the largest and most developed scientific research centres of smart transport in the world. The centre focuses on modern concepts for urban transportation where technology is being developed and tested in Sharjah before it is marketed on a global scale.



## The Green Homes Project

Developed as part of Merlin Digital's Sustainable Technologies Research Site, these houses are made with cutting-edge polymeric compounds and aerospace technology, offering the ability to live integrated in nature, with total comfort and high energy savings at affordable prices. Built in one day, these houses can last for a longer period of time than traditional ones.



## Sharjah Open Innovation Lab (SoiLAB)

SoiLAB is an open innovation lab designed to support collaboration between Sharjah's academic institutions, start-ups and government. It combines access to labs, software, and machinery to create the optimum environment for research and innovation.

SoiLAB promotes innovative ideas that will bring technical advancement and entrepreneurship to the highest international levels in Sharjah.

The space is open to students, artists, entrepreneurs and tech enthusiasts and provides access to a diverse range of equipment from 3D printers to metal and wood working machinery and caters to individual and collaborative efforts.



## Sharjah Angel Investor Network

The Sharjah Angel Investors Network (SAIN) aims to convert high-net worth individuals into angel investors who will provide capital for business start-ups. SRTI Park will provide the angel investors with a training programme to introduce the elements of angel investment and how to diversify risks, negotiate the terms of deals and deal with entrepreneurs. In the next stage, investors will learn how to pursue deals and how to support emerging companies. The angel investors will provide support to entrepreneurs in the field of emerging technology.



## Sharjah Entrepreneurship Center (Sheraa)

The Sharjah Entrepreneurship Centre, also known as Sheraa is a platform where start-ups come to life. More than 110 start-ups have been born here, focused on areas from travel and tourism to sustainability to deeptech.

In just five years since it was established, these businesses have created 1300 jobs, raised \$87 million in investment, and recorded \$63 million in revenue.

Sheraa has inspired a community of over 17,000 changemakers and has graduated 114 startups, 48% of whom are women.

## Access Sharjah

Access Sharjah is a global platform that connects digital start-ups to relevant public and private entities in Sharjah and across the UAE. Participating entrepreneurs are given access to Sheraa's team of experts and network of global mentors, business set-up support, rent-free co-working spaces, free licensing, a pool of skilled human capital and media coverage.



## Sharjah Startup Studio

Sharjah Startup Studio by Sheraa offers early-stage entrepreneurs unlimited access to its network of investors, partners, and service providers. Sharjah Startup Studio brings in a dedicated in-house team and leading product developers to transform bold ideas into a powerful company with the potential to make significant impact.



## Opportunities for Investors in Sharjah

### Specialised Vocational Academies

Already well-known as a centre for education, Sharjah is a prime investment area for vocational training. Specialised training centres focused on sectors that are expanding across the UAE, including hospitality, transport and logistics, and additive manufacturing are likely to find a ready market.

## Makerspaces, Research And Innovation Labs

Given Sharjah's commitment to innovation, there is space for further collaboration between government bodies, academia and the SME sector through hubs. Interdisciplinary spaces where accelerators and design sprints can take place are crucial to this. For spaces that can offer teams access to advanced tools and machinery in a cost-effective way, there is ample opportunity.



## Early Years Learning

Sharjah aims to double its number of nurseries and encourage greater options for women in the workplace. This means there is a gap in the market for childcare centres and kindergarten offerings, a demand that is likely to increase further as Sharjah's population grows.





## Success Stories

### Choueifat International School-Sharjah

Founded in 1976, CIS- Sharjah is a member of the global SABIS Network and continues to be one of the premier multi-national educational institutions in Sharjah with a long tradition of excellence in education.

### GEMS Westminster School- Sharjah

Based upon the renowned Westminster School in Dubai, the Westminster School- Sharjah has been offering its thousands of multicultural students the internationally-recognized British curriculum since 2012 in a purpose-built, state of the art campus.

### Britts Imperial University College

Britts Imperial University College is an academic centre and education partner of four top-tier, globally-recognized British and European universities offering undergraduate, post-graduate and doctoral programs at a vibrant campus located in the heart of Sharjah. It welcomes students from over 30 countries.



**We Lead Your Business  
To Success**

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