



استثمر في الشارقة
invest in Sharjah

CULTURE AND TOURISM

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



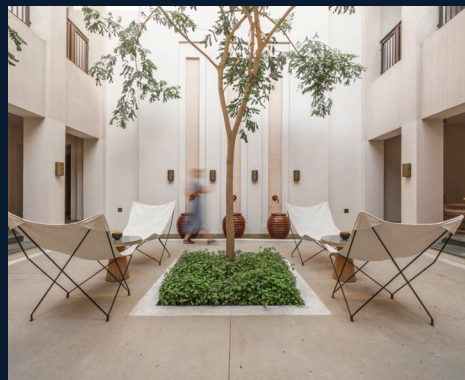
We are a passionate and ambitious team dedicated to opening doors and guiding your success. We are here and ready to support you to achieve your plans and ambitions in Sharjah and realise your investments in the emirate.

Sharjah: The Exciting New Frontier of Sustainability and Ecotourism



Capturing the hearts of adventurers, eco-warriors and intrepid travellers

Sharjah provides a diverse range of offerings for investors in the tourism and hospitality sectors. Building on the success of its status as the cultural hub, the emirate has invested heavily into becoming a modern and progressive destination. Sharjah now offers a host of new opportunities in the eco-tourism and adventure space.



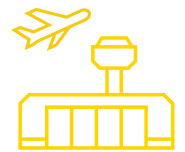
Sharjah has an exquisite culture dating back millenia, like its name, which translates to 'rising sun', the emirate is keen to shine a light on its rich heritage. Sharjah's ruler, His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi has placed great emphasis on Sharjah's role as a leading city for Arab culture.

Sharjah is a key regional destination for family and cultural tourism, attracting visitors from the Gulf, Europe and Asia in particular. The culture and tourism industry is also a substantial contributor to the emirate's economy, accounting for 8.8% of its GDP in 2019.



Tourism contribution to Sharjah with GDP 2019

Sharjah is well-connected to all key airport entry points into the country, which presents an enormous opportunity to capitalise by investing in the latest frontier for development in UAE tourism. Sharjah has undertaken several large-scale projects to add value and promote local tourism, including the expansion of Sharjah International Airport, the completion of the Sharjah-Khorfakkan Road and the Sharjah-Kalba, so Sharjah has undertaken several large-scale projects to add value and promote



Well connected to all key Airport

The emirate's three regions; comprising Sharjah City, the Central Region, and Eastern Region each have distinct offerings. **The UAE Strategy for Domestic Tourism** has increased demand for new tourist offerings in Sharjah's central and eastern regions. These regions have seen rapid growth as tourist destinations due to significant investment in tourist attractions and major infrastructure projects which have improved accessibility.

Arab Culture, Heritage And Tradition

Sharjah's cultural and heritage offerings have long attracted tourists to the emirate and garnered international recognition: it is home to several UNESCO Heritage sites and was named UNESCO World Book Capital 2019 and the Arab Tourism Capital of 2015. Sharjah was crowned the Islamic Culture Capital in 2014.



More than 20
Museums and galleries



Numerous UNESCO
World Heritage sites

More than 20 museums and galleries across Sharjah explore Middle Eastern art and culture, archaeology, heritage, science, marine life, as well as the history of Sharjah. The emirate is home to a thriving art scene which is a major draw for domestic and international visitors; Sharjah Art Foundation organises the hugely popular Sharjah Biennial with participation from renowned artists from across the world. The emirate's cultural institutions are committed to collaborating with private enterprise to create new opportunities in the tourism sector.

Heart of Sharjah

Heart of Sharjah, the largest historical preservation and restoration project in the GCC region, offers significant investment opportunities in the retail and hospitality sectors. It seeks to revitalise the heritage district as a vibrant cultural destination by unraveling a glorious past.

This includes restoring historic buildings and building new ones according to traditional architecture. They will become investor-worthy hotels, restaurants, cafes, art galleries and markets, where visitors can experience Sharjah's cultural and social fabric.



On-Location Film Shoots

Recently, Sharjah has been used as a filming destination for several movies. For studios, the emirate's open deserts, mountains, beaches, and natural reserves offer an abundance of locations for outdoor shoots, with contrasting landscapes available at short distances.

Sharjah's climate means that outdoor filming is possible in autumn, winter, and spring. Sharjah is keen to support this type of on-location film shoots with dedicated support at government level to cut the red-tape that often surrounds filming permissions.



Vaccinated And Ready To Go

As one of the leading countries in the world when it came to both testing for COVID-19 as well as the availability of and the rolling out of COVID-19 vaccines, the tourism industry in the UAE and indeed Sharjah has rebounded quickly, with the Sharjah Government expecting to attract northwards of 10 million tourists by 2022. The success of the federal COVID-19 strategy has undoubtedly led to greater economic and consumer confidence in the tourism sector and broader economy.

Travel And Transport

Sharjah has invested in large-scale projects to add value and promote local tourism and growth within the region. Sharjah's International Airport is ideally placed to welcome greater tourist numbers - it is currently undergoing an expansion to add four new gates. The expansion will increase annual capacity to 20 million passengers by 2027.



Completion of the Sharjah-Khorfakkan Road and the Sharjah-Kalba Road have also created significant investment opportunities in the emirate, as the east coast can now be accessed in 45 minutes.



Approximately one-third of the world's population live within a four-hour flight of Sharjah, while two-thirds live within six hours.

It connects the emirate to more than 170 locations across the Middle East, Africa, Asia and Europe. The airport serves as a hub for Air Arabia, the region's leading low-cost carrier, making it ideal for regional tourism. Just 25km away is Dubai International Airport, the world's busiest airport by international passenger traffic.

Opportunities or Investors in Sharjah

Sharjah: A venue for business
and entertainment events



The newly-established Al Majaz Amphitheatre and Khorfakkan Amphitheatre reflect Sharjah's desire to host live performances and events. They are home to a growing collection of performing arts, theatrical performances, musicals and concerts attracting an increasing number of visitors. As the variety and volume of events grows, demand has been created for new hospitality and accommodation offerings. The hospitality sector should see more visitors choosing to stay overnight in Sharjah rather than returning to other emirates.



Meanwhile, Sharjah's location and connectivity makes it ideal for Meetings, Incentives, Conferences and Exhibitions (MICE), especially for businesses that want a more cost-effective option than neighbouring emirates can offer. Sharjah is home to premier meeting venues including the Expo Centre Sharjah, which is centrally located in the city, and Khorfakkan Expo Centre (on the east coast). The UAE is seen as an excellent place to host such events based on its location and government support; Sharjah is a place where businesses can take advantage of these benefits without a hefty price tag.

Adventure And Ecotourism Opportunities

While Sharjah's cultural offering is well known, investors may be pleasantly surprised to learn about the range of opportunities in ecotourism and adventure holidays that are available in the emirate. Entrepreneurs focused on experience-led businesses will find Sharjah has much to offer in this space, particularly through the emergence of the eastern and central regions as tourism hotspots. Large - scale investments in infrastructure, tourism destinations and offerings have been key to this success.



The development of ecotourism is a core part of Sharjah's tourism strategy. Throughout the emirate, retreat centres have sprung up around the area's UNESCO Heritage sites and archaeological centres. As millennial and Gen Z consumers increasingly seek sustainable travel options, ecotourism is a sector set for a post-pandemic boom focused on immersive experiences and retreats.



World's largest safari park outside Africa in Sharjah's Al Dhaid

Sharjah also attracts both domestic and international visitors through a wealth of activities including camping, deep sea fishing, hiking and trekking, or scuba diving, and off-roading. The new XQuarry Off-Road & Adventure Park, located around Al Faya Mountain in Mleiha desert, offers activities including offroading, obstacle courses, and mountain biking. Investors in this sector will find a market ripe for growth. Sharjah Safari, the world's largest safari park outside Africa has recently opened in Al Dhaid and is home to over 50,000 animals.

The Hospitality Sector: Luxury And Boutique Hotels

As Sharjah's tourist population grows, there is huge potential for investment in the hospitality sector. Khalid Jasim Al Midfa, Chairman, Sharjah Tourism and Commerce Development Authority (STCDA) said "the emirate aims to accommodate high visitor numbers following the pandemic by expanding hotel capacity".



In 2020 there were 12 five-star hotels, 20 four-star hotels, and 12 three-star hotels in the emirate, along with six deluxe hotels. The SCTDA recently estimated that the number of hotel rooms in Sharjah City would increase by 50% over the next five years. Figures for 2019 show that 1.3 million guests at five-star hotels stayed for 2.6 million nights with four-star hotels proving the most popular.

For investors, there are opportunities for investment in the hospitality sector at all levels, from affordable boutique hotels for budget travellers to the luxury offerings the UAE is known for worldwide, particularly in the emerging central and eastern regions where demand currently exceeds supply.



Success Stories

Xquarry Offroad And Adventure Park

XQuarry Off-Road & Adventure Park caters to off-roaders and adventure seekers with almost 12km of 4×4 tracks, 24 purpose built obstacles, a dedicated obstacle running course which is home to the Etisalat Gladiators, MTB (Mountain Bike Trails) trails, an off-road RC cars area, as well as hiking trails.



House Of Wisdom

The House of Wisdom is an iconic library and cultural centre opened in Sharjah in 2020. Reinterpreting the library as a social platform for learning supported by technology, the House of Wisdom builds on Sharjah's reputation as an international cultural capital. The centre is home to thousands of physical and digital books, exhibition facilities, a fabrication lab, and world-class equipment to stimulate innovation and creativity.

Khorfakkan BeachTV

Khorfakkan Beach is a revitalized 3-km stretch of beach nestled between the blue waters of the Indian Ocean and the majestic mountains on the UAE's east coast. Featuring newly-built dining and hospitality options as well as world-class public amenities and a range of family-friendly activities in close proximity to historic cultural sites, it has emerged as a bustling tourist destination in Khorfakkan with visitors from across the UAE and the region.

**We Lead Your Business
To Success**





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