



استثمر في الشارقة
invest in Sharjah

GREENTECH

GUIDING YOUR SUCCESS





Table of Content

01	Invest in Sharjah	04 05
02	GreenTech: An Environmental Necessity	06 07
03	Bee'ah - a forerunner in regional sustainability	08 12
04	Government supports for green initiatives	13
05	Opportunities for Investment in Sharjah	14 15
06	Success Stories	16 17



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.

GreenTech: An Environmental Necessity

With core advantages including its strategic location, logistics infrastructure and already known as a well-developed manufacturing base, Sharjah is an ideal hub for renewable energy components manufacturing for the Middle East.

The emirate's innovation-led policies have produced an ecosystem that is especially welcoming of sustainability and clean-tech start-ups.

For investors seeking to work with government and semi-government bodies. Sharjah's greentech sector is marked by some groundbreaking public-private partnerships. For SMEs and start-ups, there is ample opportunity for Research and Development, as well as collaboration, at the Sharjah Research, Technology and Innovation Park. Sharjah is on track to be the first zero waste -to- landfill city in the region. It has already achieved a 76% waste diversion rate as of 2021 which is the highest in the Middle East.



5%
ANNUAL INCREASE IN
DEMAND FOR POWER



9.5
HOURS OF DAILY
SUNLIGHT FOR SOLAR ENERGY



2.3 M
TONES OF WASTE COLLECTED BY BEE'AH
FROM 1 MILLION HOUSEHOLDS EACH YEAR



MEA
ENERGY INNOVATION HUB



**Sharjah is on track to
be the first zero waste-to-
landfill city in the region.**

Flagship projects such as the **Solar Landfill Project** and the **Sharjah Waste-to-Energy Facility** will allow the emirate to reach 100% zero waste-to-landfill city in the region. Since 2010, the emirate's top priorities have been waste management and environmental sustainability. Now, these policies are evolving to include air quality, energy efficiency, healthcare technology, sustainable transport and digitalisation.

As attention both locally and globally turns to sustainable living and mitigating the human impact on climate change, an increased focus on smart and sustainable homes that are energy efficient is inevitable. In Sharjah, this is seen in community developments like Aljada and Sharjah Sustainable City, a residential community with Net Zero Emissions.



Bee'ah

A Forerunner in Regional Sustainability

Sharjah is home to Bee'ah, the Middle East's pioneering environment management company with groundbreaking operations across the region.

Founded in 2007, Bee'ah is the Middle East's fastest growing environmental management company, with the objective of creating a sustainable future. Bee'ah's soon-to-be-launched new headquarters will be fully powered by renewable energy, and will support a wide variety of projects including water conservation, environmental consultancy, and community engagement.

It is set to be one of the most advanced buildings in the world, with revolutionary environmental management practices, systematic waste management, sustainability strategies for key resources and utilisation of renewable energy sources.

"Since 2010 Sharjah has prioritised waste management and environmental sustainability. Today these policies are evolving to include air quality, energy efficiency, healthcare technology, sustainable transport and digitalisation."

Khalid Al Huraimel, CEO of Bee'ah



These include Wastepro, a digital waste management platform; a drone monitoring system for landfill management; a blockchain-powered Waste Permit Platform; smart solar powered bins; incentivising recycling through a blockchain-powered app; and autonomous electric shuttles from ION (Bee'ah JV).

Bee'ah has continued to emphasise the green agenda through COVID-19 by establishing new recycling and zero-waste facilities.

SHARJAH SUSTAINABLE CITY

Sharjah Sustainable City aims to create a world-class Net Zero energy community in the UAE. It will comprise 1,120 villas with solar panels on the roofs, designed to the highest specification to ensure energy and water conservation. Mixed use areas will have restaurants, cafes, gym, nursery, and shops.

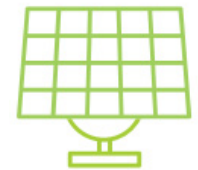


The city will have two gyms with swimming pools for ladies and gents, outdoor fitness stations, and outdoor kids play areas. The K-12 School will accommodate 1200 students, and the curriculum will include sustainability education. The city will have eight indoor farms producing food and will be irrigated by potable water. In Sharjah Sustainable City, sustainable mobility was considered at the design stage, with architects and planners working together to encourage residents to avoid using cars for short journeys. The area is designed to facilitate walking or cycling instead. A transport system that comprises electric shuttles and autonomous vehicles is being developed specifically for the city.



SOLAR LANDFILL PROJECT

The Solar Landfill Project will see capped landfills repurposed to generate solar energy. The joint venture between Bee'ah and Masdar will deliver up to 120 megawatts of solar energy. The project will be delivered across three phases, with the first phase due for completion in 2023. The power plant will divert approximately 300,000 tonnes of solid nonrecyclable waste from landfill each year, helping Sharjah achieve its zero waste-to-landfill target.



Finding productive uses for closed landfills is a major global issue due to stringent environmental monitoring. Emirates Waste to Energy Company will be responsible for the financing, design, procurement and construction.

THE SHARJAH WASTE-TO-ENERGY FACILITY

The Sharjah Waste-To-Energy Facility, a joint venture between Bee'ah and Masdar, converts waste into produced heat which is then supplied directly to the Sharjah electricity grid. The landmark facility will process up to 300,000 tonnes of non-recyclable waste per year, to produce 30 megawatts of energy that can power up to 28,000 households in Sharjah. It will enable Sharjah to become the Middle East's first zero-waste to landfill city, and serve as a model for other cities to adopt as part of their sustainable waste management and alternative energy strategies.



WASTE-TO-HYDROGEN PROJECT



In collaboration with UK-based Chinook, Bee'ah will develop the region's first waste-to-hydrogen project in Sharjah

The project will include a green hydrogen generation plant and a hydrogen vehicle fuelling station. The stations will use green hydrogen produced from the waste-to-hydrogen plant from non-recyclable plastic waste and waste wood with the green hydrogen fed into the fuelling station to power hydrogen vehicles.

GOVERNMENT SUPPORT FOR GREEN INITIATIVES

The government of the UAE has developed several policies and strategies that support greentech.

These include the **UAE Environment Policy**, the **UAE Circular Economy Policy**, the **UAE Energy Strategy** which is focused on diversification, the **National Climate Change Plan**, and the **UAE Water Security Strategy**, which focuses on conservation.

An intense government focus on this sector makes public-private partnerships a potentially lucrative option for investors. For example, the UAE Ministry of Energy and Infrastructure and the Sharjah Research Technology and Innovation Park have launched the MEA Energy Innovation Hub aimed at accelerating opportunities in the energy, low carbon, and oil & gas sectors. It aims to attract SMEs and corporate investors to launch, scale up and commercialise technology ventures.



UAE is the first country in the region to:



Sign and ratify the Paris Agreement



Commit to an economy-wide reduction in emissions



Announce a Net Zero by 2050 Strategic Initiative



Host the United Nations Climate Change Conference (COP28) in 2023

Opportunities for Investors in Sharjah

SMART BUILDING AND GREEN CONSTRUCTION

The construction sector is acknowledged worldwide as one where much can be done to improve environmental outcomes. In line with the UAE Vision 2021 National Agenda, the need to ensure sustainable development creates opportunities in developing smart buildings, eco-friendly and energy efficient communities using technologies such as 3D printing.

Waste prevention is facilitated through quantity surveying, and AI can be used to ensure overconsumption is tackled before it becomes a problem.

WASTE COLLECTION AND DIVERSION

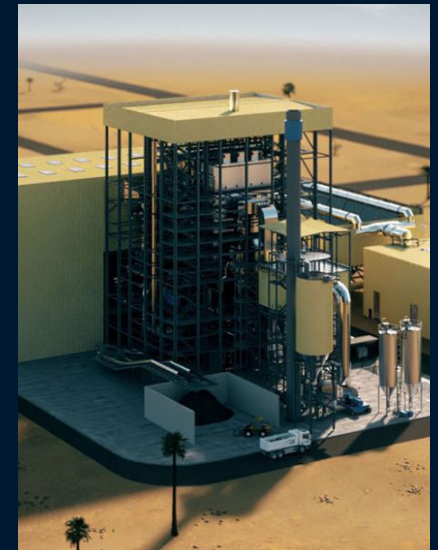
Sharjah's goal is to have no landfill waste by 2025. This ambitious goal requires the partnership of public and private enterprises. Investors focused on the core areas of recycling technologies, particularly in PET recycling, wood waste recycling, medical and hazardous waste recycling will find a growing and lucrative market in Sharjah.



DIVERSIFYING ENERGY SOURCES

The abundance of fossil fuels in the region facilitated much of the UAE's early industrial and commercial success, but the country is now keen to transition to the increased use of clean energy.

As the population continues to grow, pushing up demand for power, there is huge potential for investors in Sharjah to leverage other energy sources such as hydrogen and biofuels. Known for its year-round sun - averaging 9.5 hours a day, there is massive potential for the further development of solar projects to address the rising demand for energy.





Success Stories

CIVIL TWIN RENEWABLE MIDDLE EAST

Based in the Sharjah Research, Technology and Innovation Park (SRTIP), Civil Twin Renewable Middle East is a consultancy company working in the renewable energy sector.

The company is deploying and testing the latest solar and renewable technologies in the Park in collaboration with government, private and academic institutions. It is working on improving the photovoltaic industry by creating, testing and installing new solutions to renewable solar energy.

QATRA

Qatra is a wastewater and water reuse company. In an environment where there is little rainfall, it seeks to ensure water is used efficiently and reused in productive ways. It is a public-private partnership between Shurooq and BESIX.

In 2019, Qatra announced an expansion aimed at doubling its capacity in order to tackle the growth of tankered septage water resulting from the fast-paced growth in Sharjah.

GULF ECOSYSTEMS RESEARCH CENTRE

The Gulf Ecosystems Research Centre (GERC), is a joint venture with the American University of Sharjah (AUS), whose remit is conducting advanced research on environmental issues. The GERC aims to become the global center for pioneering discoveries and progress in environmental research.

**We Lead Your Business
To Success**





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