



# SHARJAH FDI FORUM 2019

## SPONSORSHIP PROPOSAL

منتدى الشارقة  
للاستثمار الأجنبي المباشر  
**SHARJAH FDI FORUM**



**ABOUT THE SHARJAH FDI FORUM**

Held annually since 2015 under the patronage of His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, the Sharjah FDI Forum is the largest conference in the MENA region dedicated to topics that affect and shape foreign direct investments. The leading economic and finance conference is organized by the Sharjah Investment and Development Authority (Shurooq) and the Sharjah FDI Office (Invest in Sharjah), the foreign investment promotion arm at the Authority.

The Sharjah FDI Forum is Sharjah's premier platform for Foreign Direct Investment (FDI) and one of the largest gatherings of corporate leaders, businesspersons, investors, entrepreneurs and experts that share their knowledge and expertise. The Forum features keynote presentations and lively panel debates that examine the outlook for global business and assess the prospects for investment into various economic sectors in the U.A.E and particularly in Sharjah.



## EVENT HIGHLIGHTS



**80+**

expert speakers



**1500+**

elite business visitors



**20+**

sponsors and exhibiting  
country pavilions

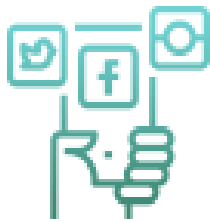


**12hrs**

networking & learning



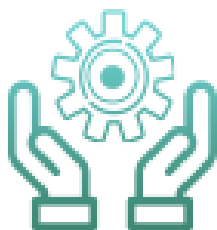
**60+**  
topics covered




**50+**  
registered media



**20+**  
workshop session



MoU's, deals, case studies,  
models & strategies

The background features a series of overlapping, angular teal shapes on a white background, creating a modern, architectural feel. The shapes are composed of straight lines and right angles, some with rounded corners, creating a sense of depth and movement.

## SHARJAH FDI PAST SPEAKERS



**H.E. Sultan bin Saeed Al Mansouri**  
Minister of Economy  
*United Arab Emirates*



**H.E. Abdulla Al Saleh**  
Under Secretary of the  
Foreign Trade and Industry  
*UAE Ministry of Economy*



**The Rt Hon. the Lord Mandelson**  
Ex Parliament  
Member and Minister  
*United Kingdom of Great  
Britain and Northern Ireland*



**H.E. Saud Salem Al Mazrouei**  
Director  
*Hamriyah Free Zone and Sharjah  
Airport International Free Zone*



**H.E. Khaled Eisa Al Huraimel**  
Group Chief Executive Officer  
*Bee'ah*



**Michelle Wu**  
Chief Information Officer & VP  
*GE Power Services, Middle East,  
Africa, South Asia, APAC & China*



**Tarek Abdalla**  
Regional Head of Marketing  
Middle East and North Africa  
*Google*



**Mishal Kanoo**  
Deputy Chairman  
*Kanoo Group*



**Francis Rolleston Gardner**  
Journalist  
*BBC*



**Sir. Timothy John Berners-Lee**  
Inventor of the World Wide Web



**Dina Mustafa**  
Head of Sustainability Operations  
*Expo 2020 Dubai*



**Zaid Al Qufaidi**  
Managing Director Retail  
*Emirates National Oil Company*



**Priya Sarma Mathur**  
Corporate Communication Manager  
*Unilever MENA*



**Dalya Al Muthanna**  
Chief Executive Officer  
Gulf Region  
*General Electric*



**Jonathan Labin**  
Managing Director,  
Middle East, North Africa & Pakistan  
*Facebook*



**Bostjan Skalar**  
CEO  
*World Association of Investment  
Promotion Agencies (WAIPA)*



**Thumbay Moideen**  
Founder & President  
*Thumbay Group U.A.E.*



**Harald Jedlicka**  
Senior Investment and  
Promotion Officer  
*The World Bank Group*



The image features a minimalist, abstract design. On the left side, there are several overlapping, angular shapes in a muted teal color, creating a sense of depth and movement. These shapes are set against a solid white background. The right side of the image is a solid, uniform teal color. In the lower right quadrant, the word "EXHIBITION" is written in a clean, white, sans-serif, all-caps font.

EXHIBITION

















# AGENDA

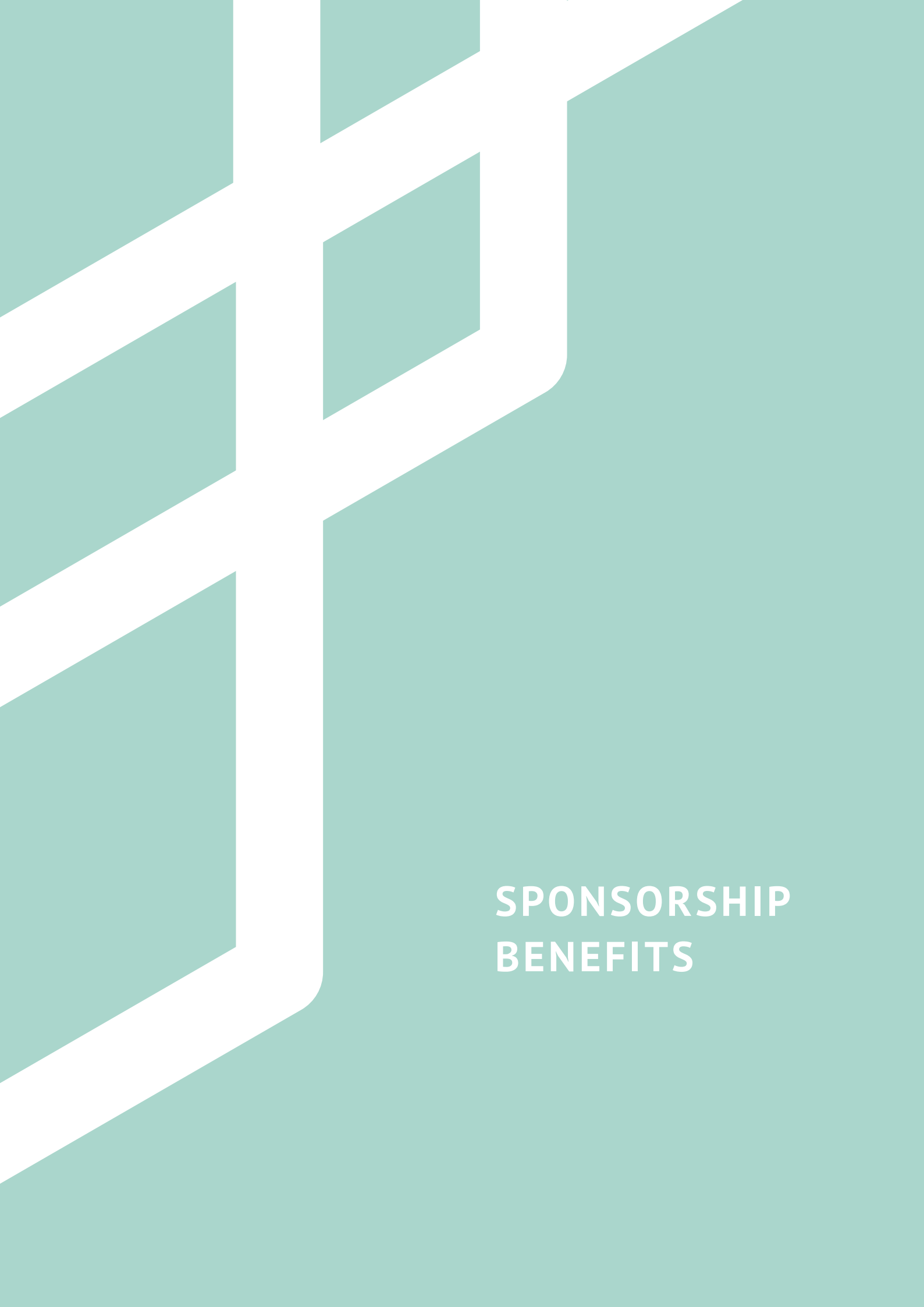
## FUTURE TRENDS IN FOREIGN DIRECT INVESTMENT

TIME	SESSION – TOPIC
9:00 a.m. – 10:00 a.m.	Registration and Networking
10:00 a.m. – 10:20 a.m.	Welcome message followed by Main Address
10:20 a.m. – 10:30 a.m.	Executive Chairman Address – H.E. Marwan Bin Jassim Al Sarkal
10:30 a.m. – 11:00 a.m.	Keynote Speech
11:00 a.m. – 11:30 a.m.	Recognition Awards by H.H. Sheikh Dr. Sultan bin Muhammad Al Qasimi
11:30 a.m. – 12:15 p.m.	Panel 1: Applying Industry 4.0 to FDI for Sustainable Development – Accelerating growth and economic transformation
12:15 p.m. – 1:00 p.m.	Panel 2: The Future of Manufacturing – FDI geolocations and resources: a value chain perspective
1:00 p.m. – 1:30 p.m.	Interview: Innovation in Future Industrial Technologies and Manufacturing 4.0
1:30 p.m. – 2:00 p.m.	Lunch and prayer break
2:00 p.m. – 2:45 p.m.	Panel 3: The Future of Banking and Finance - investing in innovation and sustainability of digitalized currencies and capital allocation
2:45 p.m. – 3:30 p.m.	Panel 4: The Future of Energy - investing in innovation and sustainability: shifting from natural resources to renewables
End of Day 1	Closing speech

## FUTURE TRENDS IN FOREIGN DIRECT INVESTMENT

TIME	SESSION – TOPIC
9:00 a.m. – 10:00 a.m	Registration and Networking
10:00 a.m. – 10:30 a.m.	Keynote Speech
10:30 a.m. – 11:15 a.m.	Panel 5: The Future of Environment and Resource Planning - investing in innovation and sustainability for ‘Greenfield’ projects
11:15 a.m. – 12:00 a.m.	Panel 6: The Future of Education - investing in innovation and sustainability: a re-skilling perspective for digital growth
12:00 p.m. – 12:30 p.m.	Interview: Investment Promotion 4.0 – what is the role of IPAs in sustainable investment?
12:30 p.m. – 1:00 p.m.	Lunch and prayer break
1:00 p.m. – 1:45 p.m.	Panel 7: The Future of Healthcare - investing in innovation and sustainability: how the quality of life impacts FDI
1:45 p.m. – 2:30 p.m.	Panel 8: The Future of Logistics and Transport - investing in innovation and sustainability of infrastructure and mobility
End of Day 2	Closing speech



The background features a large, solid teal area on the right. On the left, there are several white, angular, geometric shapes that overlap and interlock, creating a sense of depth and movement. These shapes resemble stylized architectural elements or abstract letterforms.

## SPONSORSHIP BENEFITS



## WHY ATTEND

- Promote your achievements and projects to a targeted audience that include:
  - ◊ Private Funds
  - ◊ Multinationals
  - ◊ Businessmen
  - ◊ Consultants
  - ◊ Financers
  - ◊ Investors
- Exhibit your projects to investors and incubators
- Connect and network with key stake holders and industry leaders
- Explore the latest FDI trends and economic projections from business leaders and experts.
- Discover investment opportunities

## WHY SPONSOR

Sponsorship ensures a greater impact on attendees to exhibitions and conferences than any other marketing activity because it combines multiple communication channels to create a powerful marketing vehicle that allows companies to achieve predefined objectives.

## THE SPONSORSHIP OPPORTUNITIES AT THE SHARJAH FDI FORUM ALLOW COMPANIES TO:

- **DEMONSTRATE SUPPORT** - Show their support for local and regional partners at a global event
- **BUILD RELATIONSHIPS** - Meet and network with existing and potentially new customers and suppliers
- **RAISE BRAND AWARENESS** - Reinforce and enhance their company's positioning within the local and regional markets
- **INCREASED VISIBILITY** - Raise their company profile beyond that of their exhibition stand

## SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	PLATINUM SPONSOR (AED 500,000)	GOLD SPONSOR (AED 300,000)	SILVER SPONSOR (AED 150,000)
Customize title of sponsor	●	●	
Logo to be placed on event website with hyperlink to sponsor website	●	●	
Logo to be placed in sponsor section of event app + display ads	●	●	
Sponsors to be mentioned by MC during the event	●	●	
Logo to be placed in Shurooq and Invest in Sharjah social media handles	●	●	●
Logo to be placed in electronic invitations sent to Shurooq and Invest in Sharjah database	●	●	
Logo to be placed on all digital media marketing campaigns	●	●	
Logo to be placed on VIP invitation	●		
Logo to be placed on Television commercial	●	●	●
Logo to be placed in newspaper advert	●	●	
Logo to be placed in media interview backdrop	●		
Corporate advert to be played on screens placed in the networking area	●	●	
Logo to be placed in outdoor campaign	●	●	
Logo to be placed on on-site outdoor flags	●	●	●
Logo to be included on media centre room	●	●	●

## SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	PLATINUM SPONSOR (AED 500,000)	GOLD SPONSOR (AED 300,000)	SILVER SPONSOR (AED 150,000)
Logo to be placed on stage during networking breaks and between panels	●	●	●
Exhibition space with give-away distribution	●	●	●
Sponsor to be recognized and awarded by the event patron HH the Ruler of Sharjah	●	●	●
VIP passes for C-level representative into the VIP room in presence of HH	●	●	
Post show report to be provided to sponsor	●	●	●
Sponsor mention in radio commercials	●		
Sponsor wall in reception area	●	●	●
Logo on badges	●		
Snapchat ad and - Instagram sponsor story/post	●	●	●
Street Directional Signage	●		
Corporate AD to be placed in delegate handbook	Double page	Full page	Half page
Gala Dinner Sponsor	●	●	●
Youth Circle Sponsor	●	●	
Panelist Opportunity	●	●	●
Inclusion of logo in the giveaways	●		
Inclusion of logo in the agenda / program	●	●	●
Sponsors to be mentioned by emcee during the event	●	●	
Logo to be included in media centre room	●	●	●
Inclusion of sponsors logos in press conference branding	●	●	●
Mention of sponsors in press releases (print and digital)	●	●	



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THANK YOU



[www.sharjahfdiforum.ae](http://www.sharjahfdiforum.ae)  
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    InvestinSharjah