

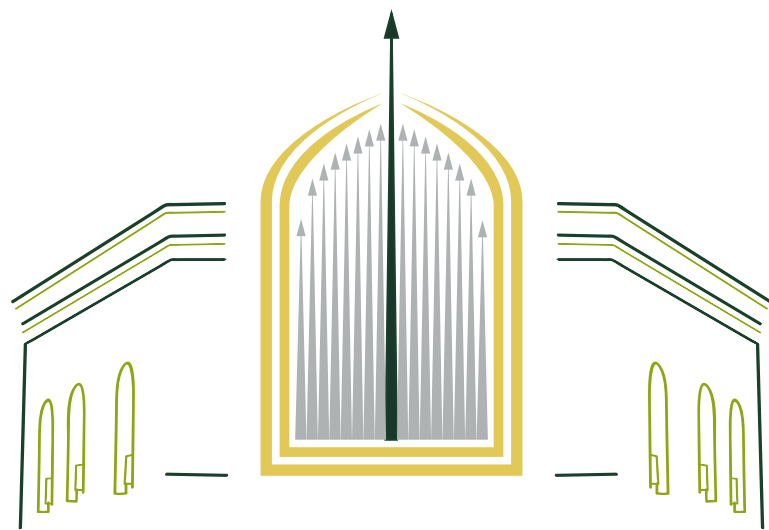


# Annual Report



Sustainable Economy

2024



# **Annual Report 2024**

Sustainable Economy





His Highness Sheikh  
**Dr. Sultan bin Mohammed Al Qasimi**  
Member of the Supreme Council  
Ruler of Sharjah



His Highness Sheikh

**Sultan bin Mohammed bin Sultan Al Qasimi**

Crown Prince Deputy Ruler of Sharjah

Chairman of Executive Council



**Hamad Ali Abdallah Al Mahmoud**  
SEDD Chairman

# Sharjah

Where authenticity meets modernity  
In a journey of sustainable economic development



**71,318**  
An active economic  
entity in Sharjah



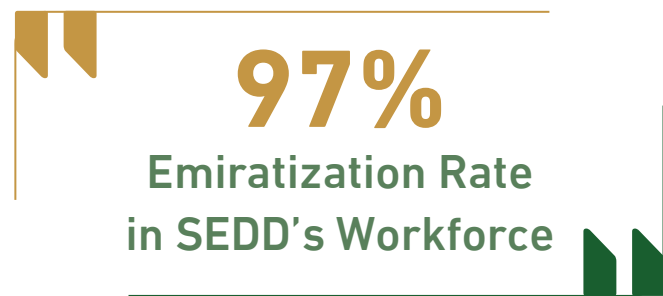
**7%**  
Business license  
growth rate



Under the wise vision and noble directives of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, the foundations of a distinctive economic model have been firmly established in the emirate, one that merges authenticity with modernity. It reflects a steadfast commitment to achieving comprehensive and sustainable development, built on a balance between economic and societal growth, and reinforcing Sharjah's status as a capital of economy, culture, and humanity. This vision is translated into practical policies and initiatives implemented through comprehensive strategic plans aimed at achieving sustainable development, guided by a forward-looking economic outlook aligned with global best practices in competitiveness and innovation. Building on this integrated

approach, the year 2024 marked a pivotal milestone in the journey of SEDD, as we continued to build on previous achievements and worked in synergy with our strategic partners to advance the emirate's economic framework. This was accomplished by supporting the business environment, empowering investment, and promoting digital transformation, all in harmony with the aspirations of the wise leadership and in fulfillment of the expectations of investors and entrepreneurs. Throughout the year, a total of 71,318 economic licenses were issued and renewed, reflecting a growth rate of 7% compared to the previous year. This underscores the sustained confidence in the business environment and the diversity of targeted sectors. Issued and renewed Eitimid licenses recorded a 15% growth, while businesswomen licenses increased by 11%. Moreover,





foreign ownership licenses saw a 23% rise, highlighting the emirate's strong appeal to international investors. SEDD also continued implementing its comprehensive digital transformation strategy to support decision-making and enhance data accuracy. A total of 379,285 electronic transactions were completed, reflecting a 5% increase. Meanwhile, "Smart Investor" transactions recorded a growth of 18%. Inspection and monitoring teams carried out a total of 156,478 comprehensive field visits, contributing to market regulation, consumer protection, and enhanced transparency. A total of 3,536 scales were examined, with a 99% compliance rate. As for legal transactions, SEDD completed 56,511 procedures, including 20,230 contract notarizations, reflecting a 13% growth compared to the previous year. In pursuit of organizational excellence, SEDD obtained quality

and ISO certifications and continued its efforts in benchmarking and enhancing organizational performance efficiency. A total of 17 specialized programs and 25 targeted training workshops were conducted in fields such as anti-money laundering and counter-terrorism financing, among other key areas aimed at upskilling SEDD's human capital. SEDD placed significant emphasis on national talent, achieving an Emiratization rate of 97% within its workforce. During the year, 30 new employees were recruited, along with 11 graduates from diverse academic backgrounds. The year 2024 witnessed the signing of 38 strategic agreements with local and international entities, along with the organization of several economic events and forums that cemented Sharjah's presence on the global economic map. These efforts contributed to promoting the emirate's competitive advantages and attracting more high-value

investment opportunities. Today, as we proudly reflect on these achievements, we reaffirm that what has been accomplished is the result of a methodical organizational effort, a clearly defined vision, and a dedicated team that drives change with a spirit of positivity and high responsibility. Furthermore, the synergy between the public and private sectors, along with our close partnership with the business community, has been among the key success factors, representing the true guarantee for sustained growth and the pursuit of excellence. We pray to Allah to bless these efforts, to sustain the cherished blessings of security and stability upon our beloved nation, and for Sharjah to always remain a shining example of economic leadership, sustainable development, and sound governance under a wise leadership that knows no limits and places human development at the forefront of its priorities.



**Fahad Ahmed  
Al Khamiri**  
SEDD Director

# Sharjah

## Progressing steadily towards the future

The increase in investment volume reveals Sharjah's attractiveness as a promising economic center

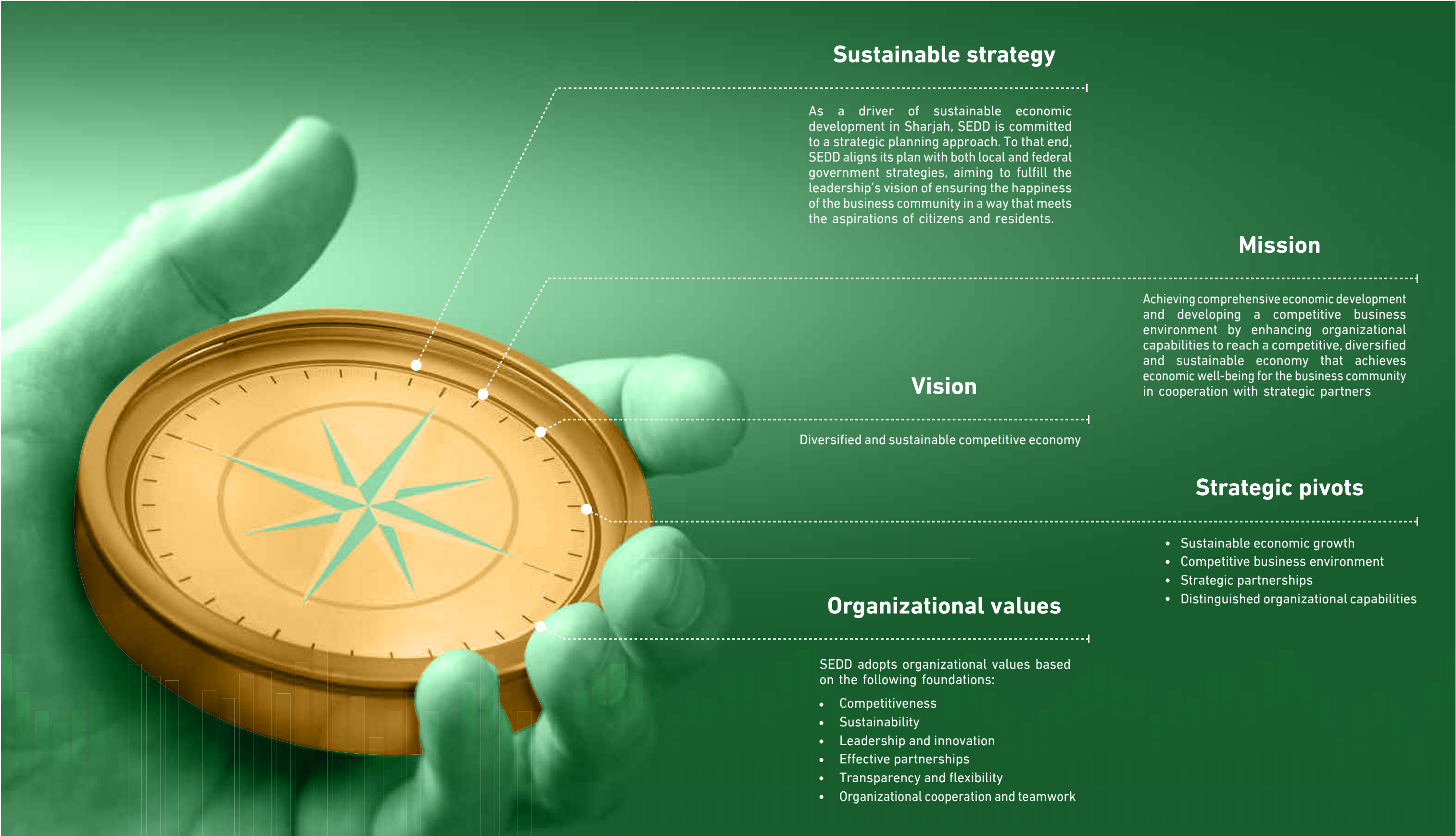
Increased rates of issuance and renewal of all types of licenses

Sharjah continues its developmental journey with confident strides and a sharp vision, rooted in a comprehensive approach that upholds excellence and sustainability, positioning the emirate as a model for balanced economic development. This progress is thanks to the wise guidance and ongoing support of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah. With each passing year, Sharjah affirms its steady march toward a promising future, driven by a balanced leadership vision and a developmental strategy that embodies initiative, belonging, and commitment. At SEDD, we take pride in being an active contributor to shaping this ambitious vision, through the implementation of economic policies that enhance the emirate's status and propel development toward broader horizons. The year 2024 marked a significant milestone in our journey, witnessing qualitative achievements, by the grace of Allah and the dedication of our qualified staff, who played a pivotal

role in realizing notable growth across all economic sectors. We observed an increase in the issuance and renewal rates of diverse types of licenses, alongside a rise in investment volume, clearly indicating Sharjah's appeal as a promising economic hub. The digital transformation adopted by SEDD in recent years has greatly improved performance efficiency and enabled comprehensive smart services, streamlining the investor journey while reducing time and effort. This has rendered Sharjah a flexible and modern business environment, capable of adapting to global changes. We achieved performance rates exceeding expectations in this area, with notable growth in the use of digital applications and Smart Investor platforms. I must also commend SEDD's prominent role in commercial monitoring and market protection throughout the emirate, where our teams spared no effort in overseeing market practices and ensuring establishments comply with approved standards, thereby reinforcing a fair and secure commercial

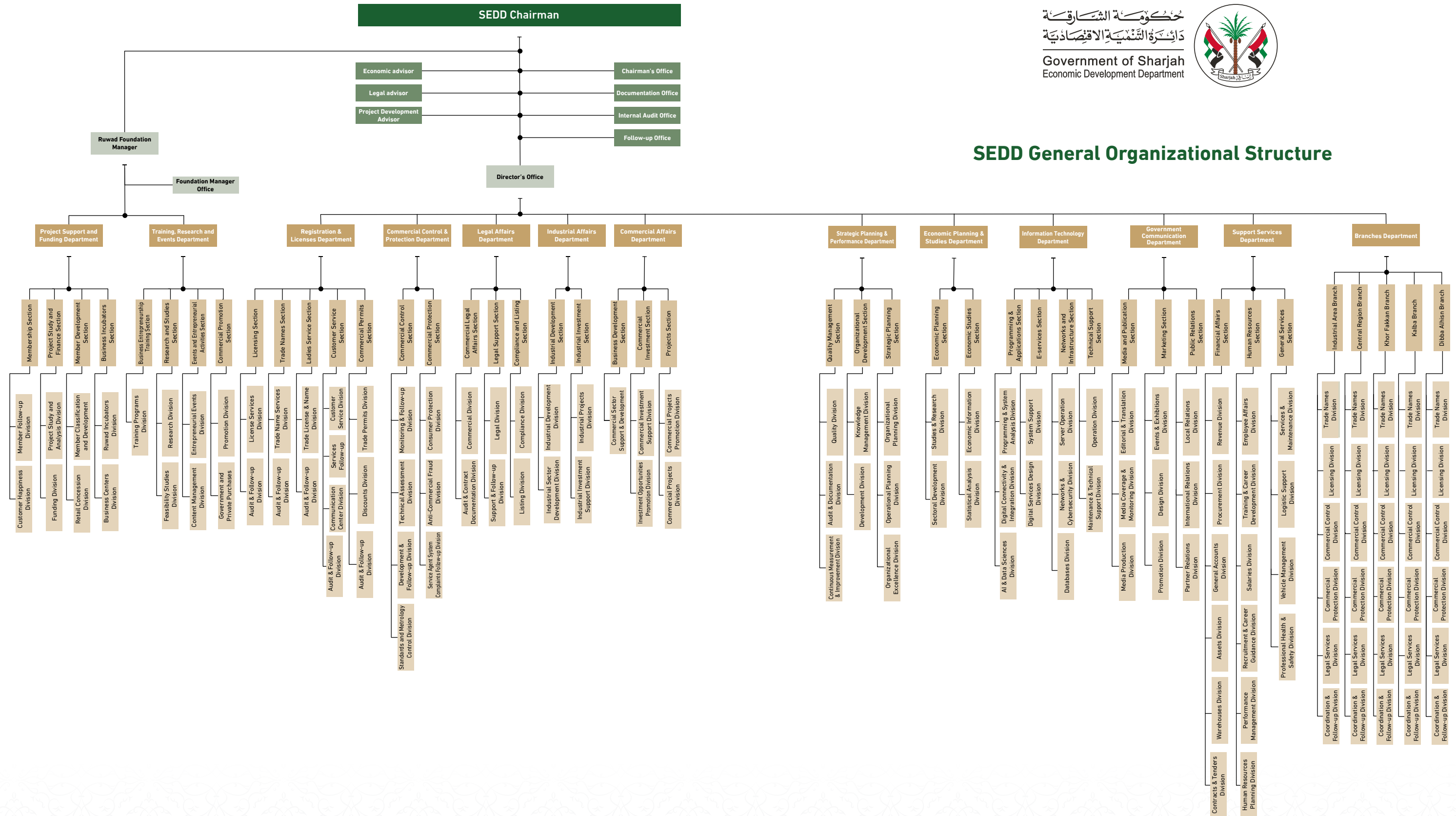
environment that safeguards the rights of both consumers and investors. Believing in the importance of community partnership, we have actively built bridges of cooperation with various entities and institutions, both locally and internationally. We signed multiple agreements and memorandums of understanding that strengthen the emirate's role as a regional economic center, opening new horizons for investment and knowledge exchange. Numerous workshops and forums were also organized to empower entrepreneurs -particularly youth and women – based on our belief in their vital role in shaping the future. In line with our commitment to empowering national talent and elevating organizational performance, SEDD dedicated significant effort to staff development through specialized training programs and initiatives aimed at refining skills and fostering organizational culture, ensuring every employee becomes a true partner in the journey of excellence and leadership.

We further affirm our ongoing commitment to implementing best practices in governance and maintaining transparency in all our dealings, contributing to the establishment of a professional work system built on competence, accountability, and results. Today, SEDD stands as a licensing authority and activity regulator, as well as a strategic partner to investors, offering genuine support throughout their journey in an evolving economic landscape that pulses with innovation. I express my deep pride in the SEDD staff, who have worked with utmost dedication and sincerity, living up to the trust and responsibility bestowed upon them. I also extend my gratitude and appreciation to our strategic partners, both government and private, who contributed to these remarkable achievements. We ask Allah to guide us all in serving our beloved nation, and may Sharjah continue to be a beacon of development and a symbol of sustainability and excellence.





## SEDD General Organizational Structure





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SharjahEconomic





# Sharjah's economy

Between innovation and sustainable development

Under the wise leadership of His Highness Sheikh Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, Sharjah continues to strengthen its position as one of the region's and the world's most prominent economic destinations. The emirate has successfully integrated economic and social development within a balanced and sustainable model, reflecting a strategic vision that aims to secure a more prosperous and stable future. Despite global economic challenges faced by markets



in 2024, Sharjah's economy demonstrated remarkable resilience, achieving growth amid market fluctuations and rising inflation. The total number of issued and renewed e-commerce licenses grew by 31%, while foreign ownership licenses increased by 23%. This growth was driven by an attractive investment environment and competitive enablers that strengthened the emirate's position as a secure destination for investment and entrepreneurship. Commodity trade and consumer activities experienced a notable upswing, contributing



significantly to propelling the economy forward. SEDD played a pivotal role in this success by enhancing transparency and accelerating transaction processing. In 2024, economic performance indicators showed exceptional results, with 71,318 licenses issued and renewed, a 7% increase compared to the previous year. As part of its digital transformation, SEDD improved processes and services by modernizing 58 business reports with advanced analytical technologies that increased data accuracy and expedited information access.





This contributed to a 5% rise in electronic transactions and an 18% increase in Smart Investor transactions, facilitating procedures and providing innovative services.

In the area of commercial oversight, SEDD conducted 156,478 inspection visits to ensure product quality and market integrity, while organizing 64 promotional events, including exhibitions and workshops supporting local entrepreneurs.

Sharjah continues to showcase a unique economic model rooted in diversity and sustainability, within a socio-economic environment defined by ethical values and tolerance. This model has attracted a wide array of nationalities to operate economically in an atmosphere of collaboration and openness. Sharjah also continues to invest in future-oriented sectors such as ICT, education, professional and scientific activities, and artificial intelligence.

In its commitment to innovation and modern technology, SEDD persistently upgrades infrastructure and streamlines procedures to encourage investment. It supports pioneering projects and provides tailored investor services, further

emphasizing the emirate's appeal for smart ventures and the development of innovative startups.

In professional development, SEDD placed special focus on talent cultivation, awarding 152 incentive bonuses and 57 job promotions, and hosting 324 training programs that benefited 2,428 participants, a 93% participation rate across SEDD. These programs earned a 95% satisfaction rate, affirming their effectiveness in boosting organizational performance.

SEDD continues its intensive efforts to empower businesses and foster a sustainable investment environment by maintaining infrastructure and regularly updating investment-related laws and procedures. These efforts are complemented by consistent promotion, activation of the industrial zone investment map, and support for commercial sectors, further improving the business climate by simplifying procedures and reducing operational costs, which remain among the lowest locally and regionally. Economic activities gained momentum through 6 factory promotion visits, 4 industrial workshops, and a flagship economic forum. A total of 13 reports were issued,



highlighting SEDD's commitment to building a competitive and sustainable investment landscape.

In line with the Executive Council of Sharjah's vision to streamline procedures and enhance user experiences, SEDD seeks to remove barriers for investors. These initiatives aim to promote investment and meet global sustainable development standards, propelling the emirate's economic excellence both locally and internationally. Sharjah has earned investor trust, making it an attractive destination for both domestic and foreign investment.

SEDD also strengthens its local, regional, and international standing through strategic partnerships and organizational integration. It expands communication channels and fosters cooperation through educational workshops, promotional tours, and international outreach. In 2024, SEDD held 106 meetings and conducted 4 international visits to advance collaboration.

Moreover, 38 memoranda of understanding were signed across sectors like finance, security, education, and healthcare. In fulfilling its social responsibility, SEDD

organized visits to elderly homes and orphanages, providing emotional support through an annual initiative embodying the values of generosity and community responsibility.

SEDD offers analytical studies, including six specialized economic impact reports for 2024 on licensing trends, covering reasons for e-commerce license cancellations, advertising violations, tourism sector performance, and vehicle maintenance industry development. In addition, 419 internal and external economic reports were produced. Media presence is also amplified through 4,090 media engagements, reflecting SEDD's leadership in sharing its developmental journey globally. SEDD spearheaded numerous social and humanitarian initiatives to reinforce community bonds and foster solidarity.

Through these ongoing achievements, the Sharjah Department of Economic Development reaffirms its commitment to enhancing the emirate's competitiveness and ensuring sustainable economic and social growth—aligned with Sharjah's vision for a brighter, prosperous future rooted in solidarity and service to humanity.



# Investments

1

- Issued and renewed business licenses 2024-2023
- National leadership
- Empowering businesswomen and reinforcing their economic role
- Attractive environment for foreign ownership

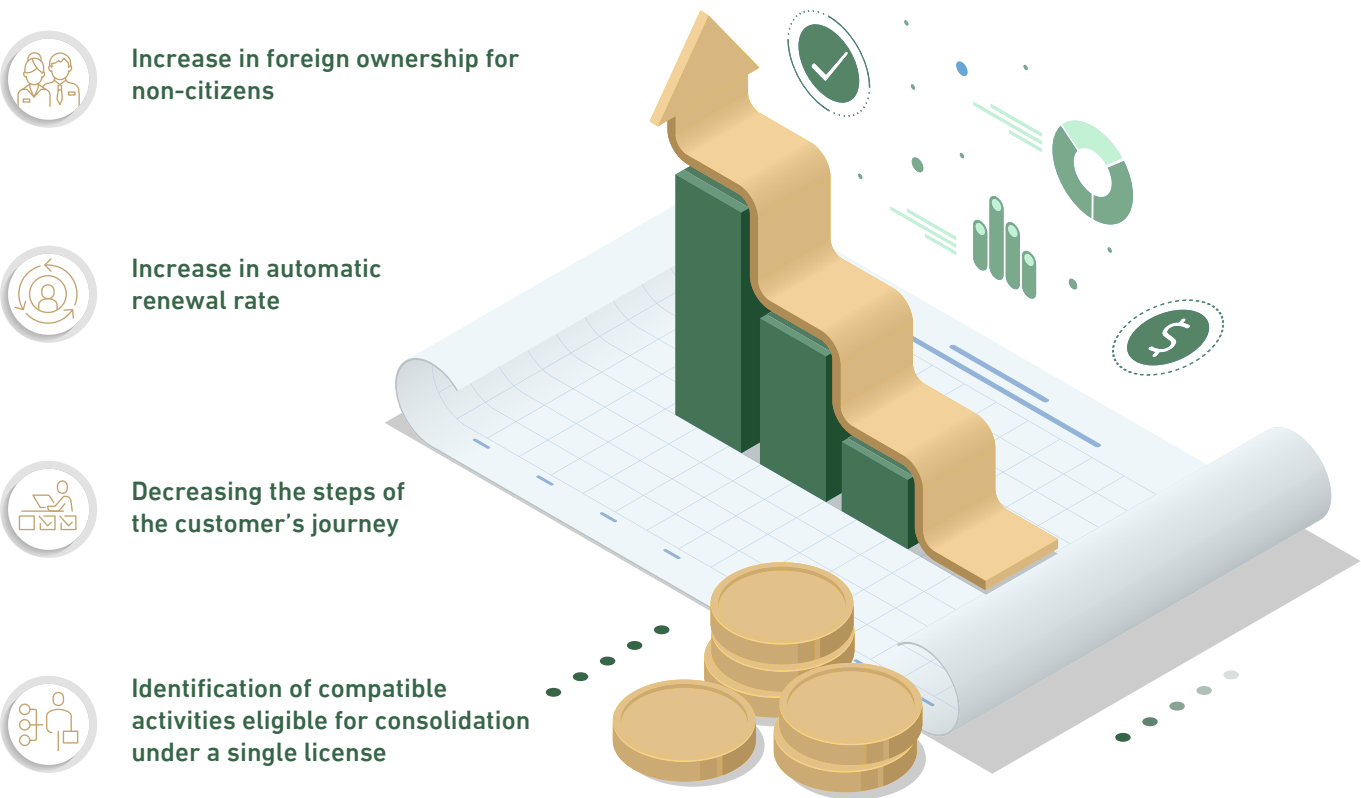


Economic Growth and Milestone Achievements

SEDD plays a pivotal role in monitoring the emirate's economic indicators throughout the year, in addition to formulating strategic plans and conducting economic studies. SEDD continuously produces statistical reports (periodic, quarterly, and annual) as part of its broader strategy to highlight achieved economic milestones, reflect future outlooks, and enhance overall performance. Within this framework, the number of registration and licensing teams and committees has reached seventeen.

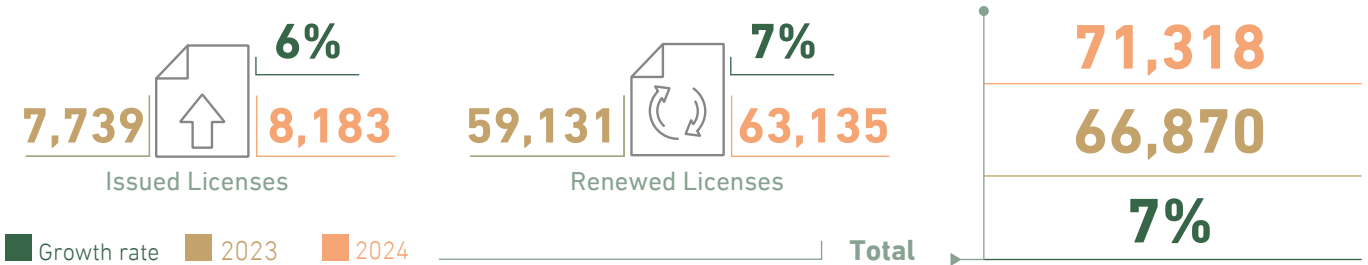
As part of its ongoing efforts to advance the business ecosystem

and stimulate economic growth, SEDD recorded notable progress through the completion of five major projects, while work remains underway on six additional initiatives. Key achievements include the expansion of foreign ownership opportunities for non-citizens in car rental and transport licensing sectors, a rise in automatic license renewal rates, the consolidation of harmonized activities into single licenses, and procedural improvements that have streamlined the customer journey, including enhancements to programming, no-objection protocols, form management, and cancellation processes.



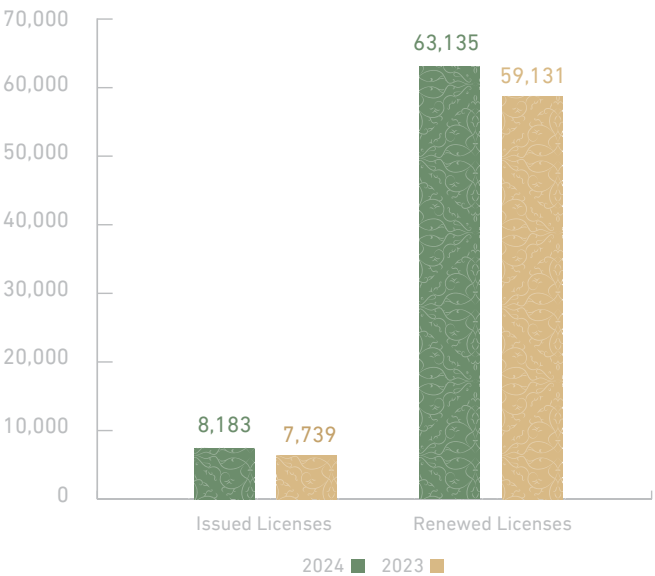
SEDD continues to implement qualitative projects aimed at supporting the investment environment, such as conducting economic studies for the eastern regions in alignment with those previously carried out in the Central Region, revising the regulations governing activities conducted via mobile vehicles, and providing facilitations to members of the

Sharjah Business Women Council in collaboration with Ruwad foundation to support national enterprises. Efforts are also underway to launch the Golden License initiative to support strategic projects, and to expand the number of activities included under the Eitimad license and in e-commerce licensing.



Issued and Renewed Business Licenses 2023-2024

The business sector recorded an increase in the growth rate of issued and renewed licenses in 2024 compared to 2023. According to recorded data, the total number of licenses in 2024 reached 71,318, compared to 66,870 in the previous year, reflecting a 7% growth rate. This progress contributes to the sustainability of economic development and reinforces the emirate's appeal as an ideal destination for business and investment.





Diversity and Evolution of Economic License Activities

Economic licenses are categorized into five main types based on the nature of the activity: commercial, professional, industrial, Eitimad, and e-commerce. Each category encompasses a range of fields that contribute to the development of the local economy. Commercial licenses include diverse activities such as the sale of gold and jewelry, operation of fuel stations, currency exchange outlets, parking rental services, petroleum transportation, as well as the trade and rental of vehicles and spare parts and organizing used car auctions. Professional licenses cover specialized medical clinics and centers, event organization and management, nurseries and private schools, vehicle maintenance and repair workshops, engineering consultancy firms, law offices and legal consultancies, language

and training institutes, medical testing laboratories, and business centers. Industrial licenses relate to production and manufacturing operations carried out in specialized factories and workshops.

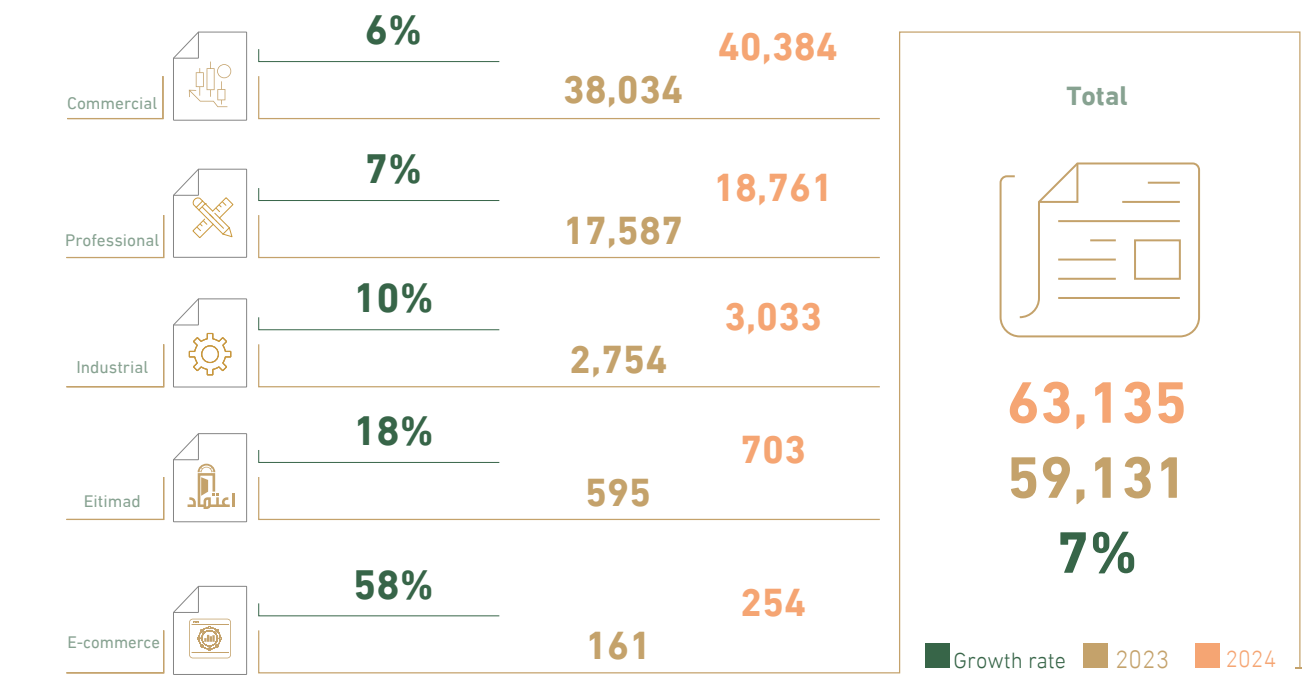
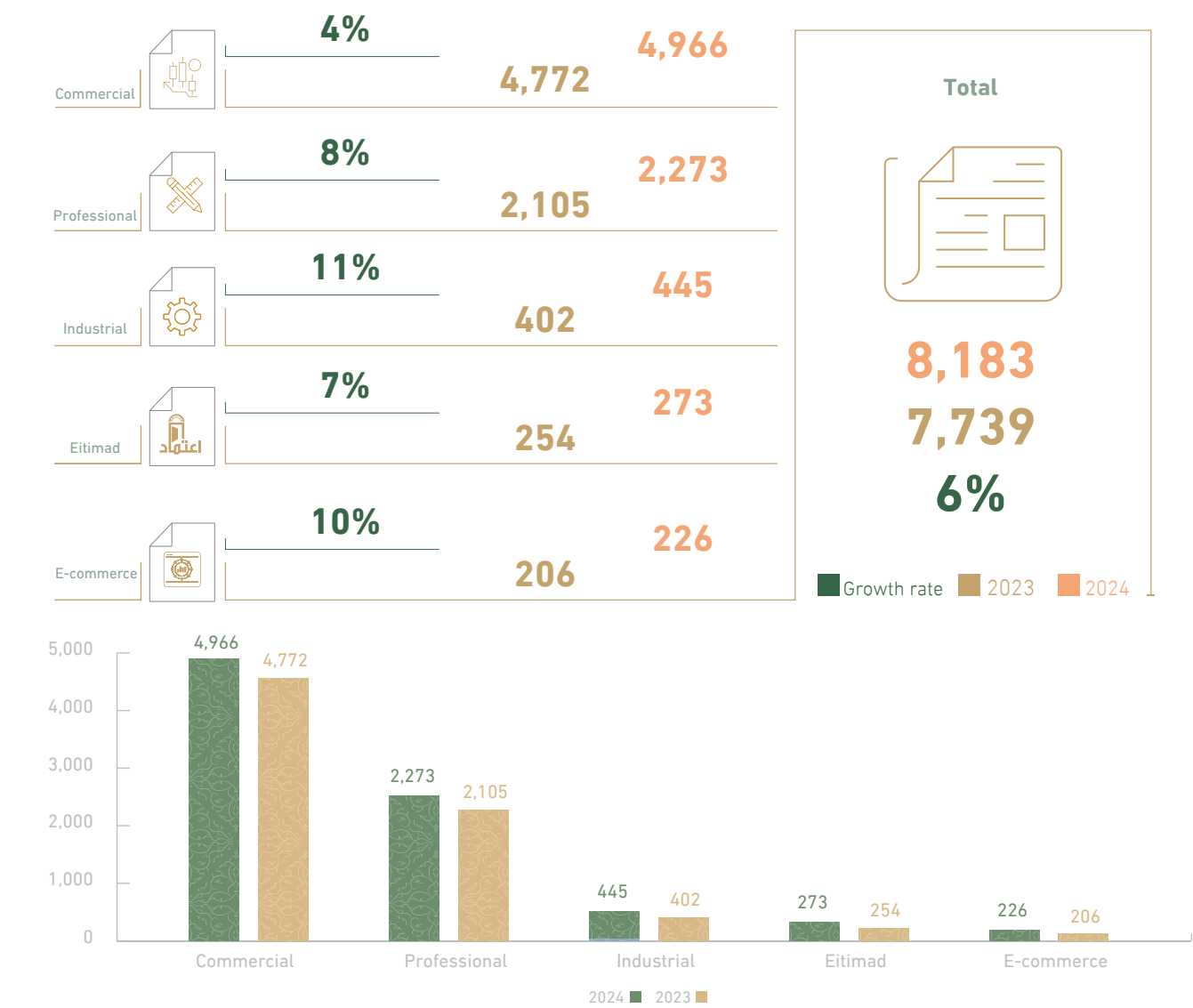
Issued Business Licenses by Type

In 2024, the number of issued business licenses witnessed a notable growth across all license categories compared to 2023. Commercial licenses increased by 4%, professional licenses by 8%, industrial licenses by 11%, Eitimad licenses by 7%, and e-commerce licenses by 10%. As a result, the total number of licenses issued in 2024 reached 8,183, marking a 6% increase over the 7,739 licenses issued in 2023.

Renewed Business Licenses by Type

Renewed business licenses in 2024 registered a notable increase in growth rates across all license categories compared to 2023. Commercial licenses rose by 6%, professional licenses by 7%, industrial licenses by 10%, and

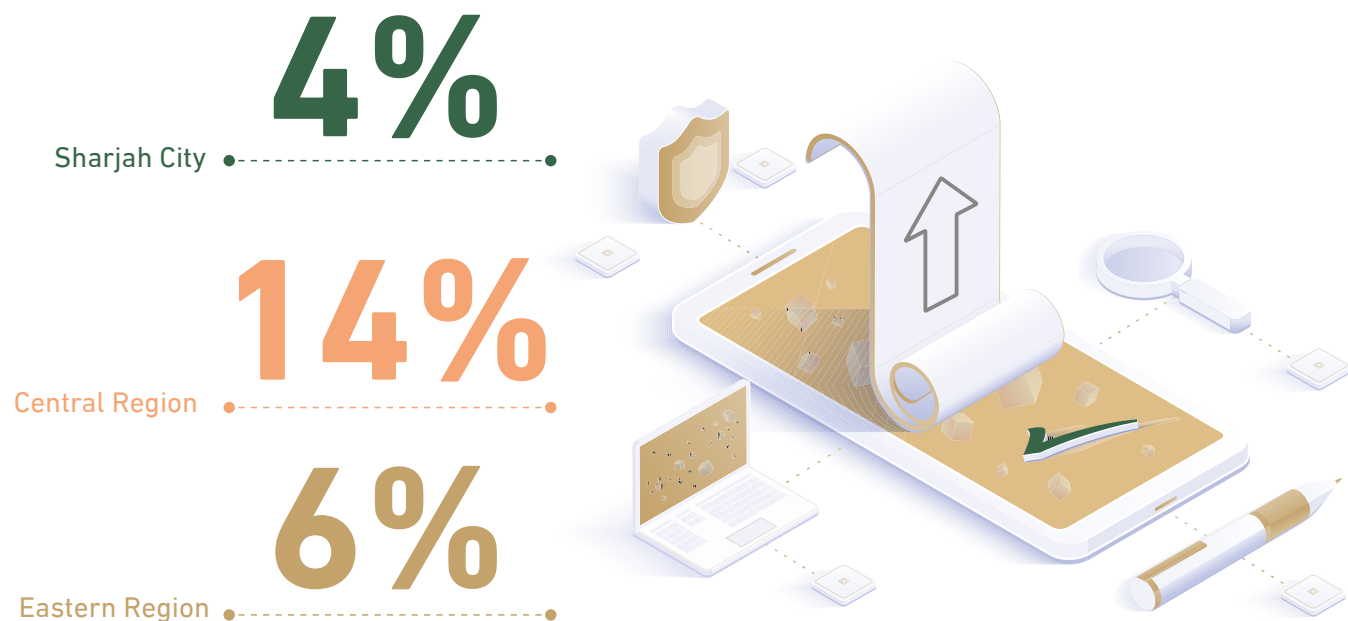
Eitimad licenses by 18%. Meanwhile, e-commerce licenses recorded a significant surge of 58%. The total number of renewed licenses reached 63,135, reflecting a growth rate of 7% compared to 59,131 licenses in 2023.



Issued Business Licenses by Branch

The growth in business licenses issued between 2023 and 2024 reflects a general improvement across various regions of the Emirate of Sharjah. The Central Region recorded the highest growth rate at 14%, followed by the Eastern Region at 6%, while Sharjah City achieved a growth rate of 4%. Looking at the emirate-wide figures, the total number of issued licenses rose from 7,739 in 2023 to 8,183 in 2024, marking an overall growth rate of 6%. This indicates a continued expansion of economic activity within the emirate.

6%  
Growth Rate of  
Issued Business Licenses



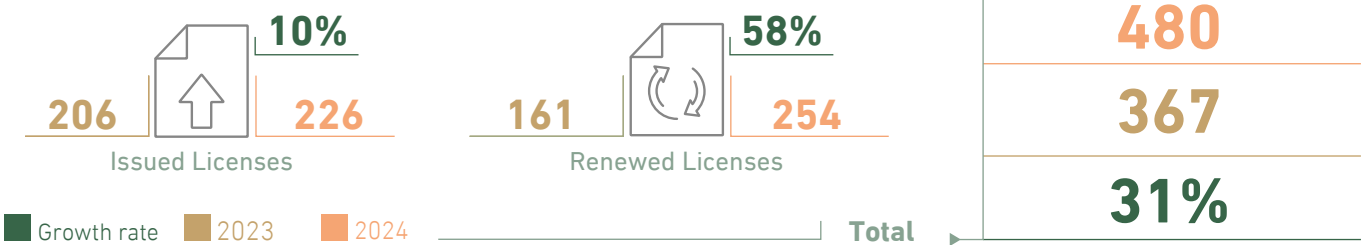
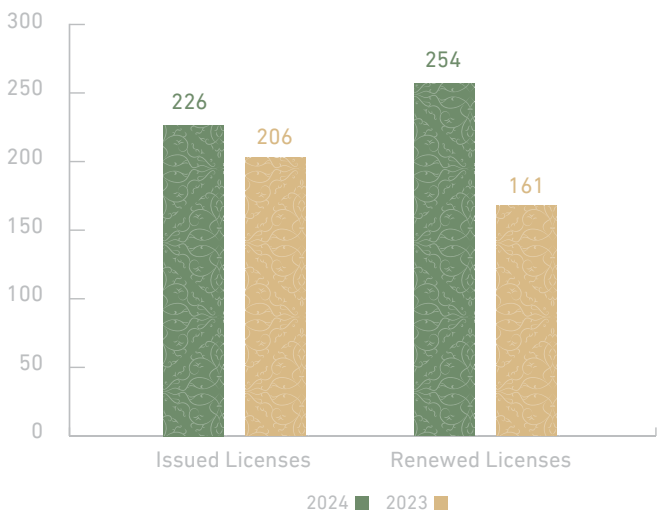
Growth rate of issued business licenses 2023-2024

Branch	2023	2024	Growth rate
Sharjah City	6,485	6,787	4%
Central Region	649	753	14%
Eastern Region	605	643	6%
Total	7,739	8,183	6%

National Leadership

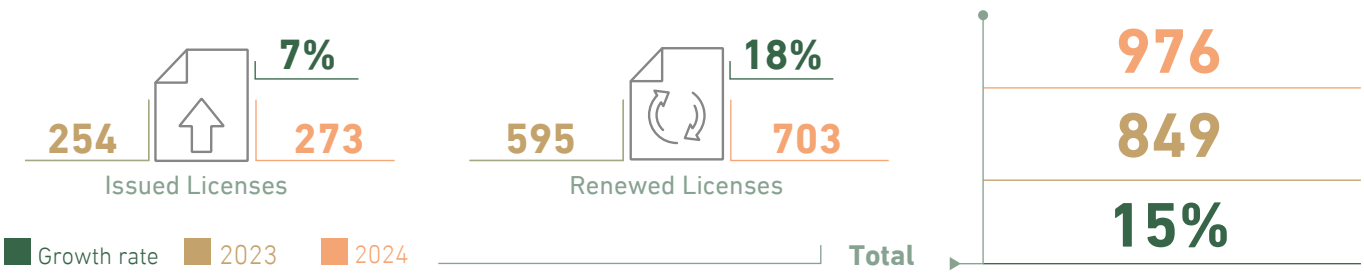
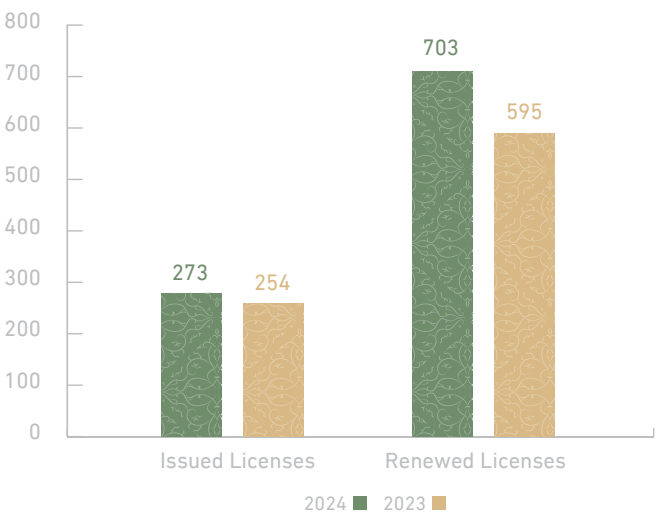
E-commerce Licenses

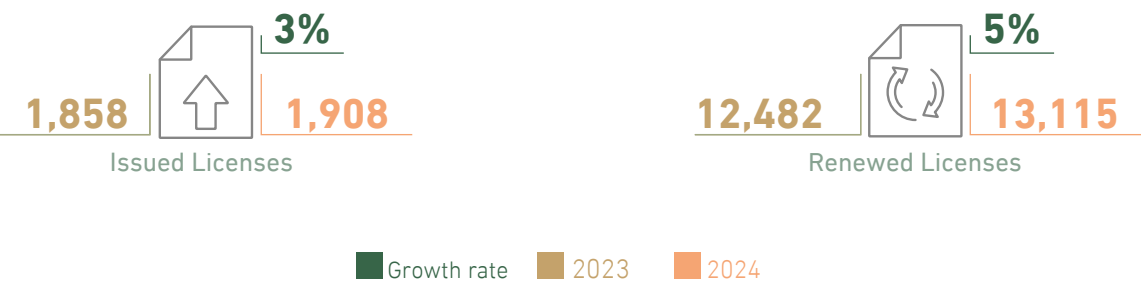
E-commerce licenses registered substantial growth in 2024 compared to 2023, with the total number of issued and renewed licenses rising by 31%, reaching 480 licenses compared to 367 licenses in 2023.



Home-based Licenses (Eitimad)

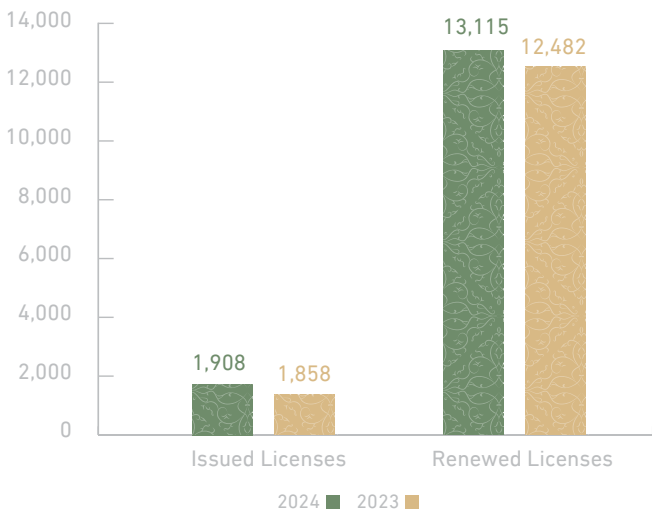
Home-based licenses Eitimad recorded an increase in 2024 compared to 2023, with the total number of issued and renewed licenses growing by 15%, reaching 976 licenses, up from 849 licenses the previous year, reflecting rising demand for this type of licensing.





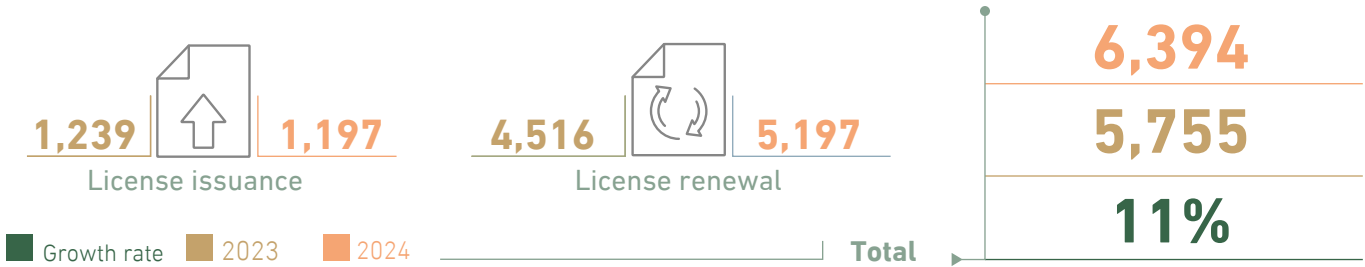
National Licenses

Issued licenses saw a notable increase of 3%, rising from 1,858 licenses in 2023 to 1,908 licenses in 2024. Renewed licenses registered a distinguished growth of 5%, increasing from 12,482 licenses in 2023 to 13,115 licenses in 2024.



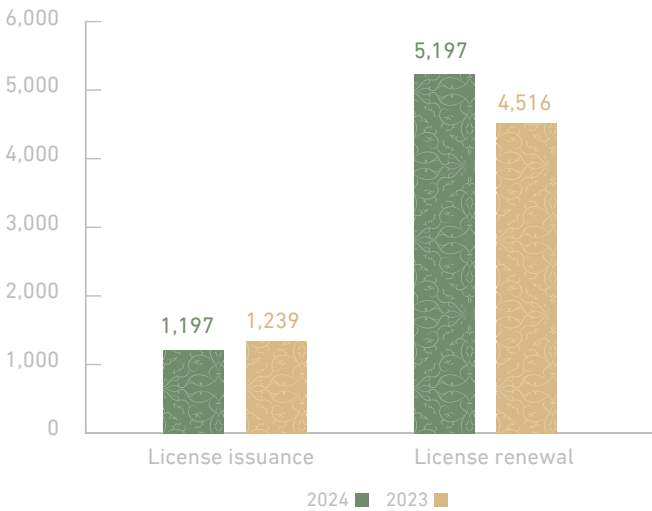
Empowering Businesswomen and Reinforcing their Economic Role

SEDD is committed to supporting and empowering businesswomen in recognition of their vital role in driving economic growth and advancing development across various sectors, particularly commercial and professional fields. In line with this commitment, SEDD continuously monitors data related to female entrepreneurship and prepares periodic reports on licenses associated with their activities, contributing to their increased market presence and reinforcing their role as key partners in sustainable development.



Businesswomen's Licenses

Data from 2024 indicates that businesswomen's licenses registered a growth rate of 11% compared to 2023. The number of newly issued licenses reached approximately 1,197, while 5,197 licenses were renewed, bringing the total number of issued and renewed licenses to 6,394 in 2024.





Diversity of Sectors and Types of Issued and Renewed Licenses for Businesswomen

Issued licenses for women entrepreneurs in 2024 reflected an expansion in both sectoral coverage and activity types, encompassing commercial, professional, and industrial licenses, along with Eitimid licenses and e-commerce permits. The total

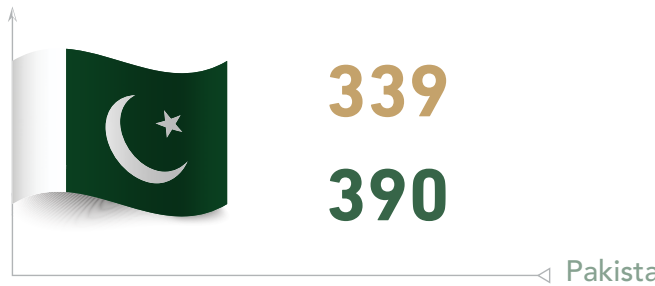
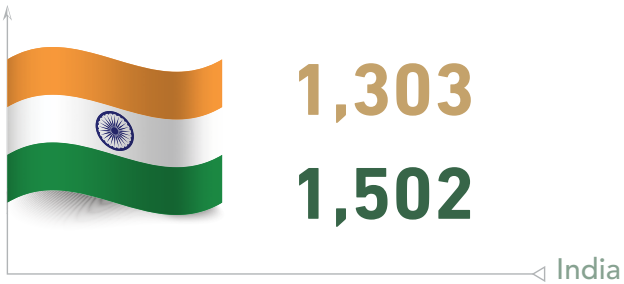
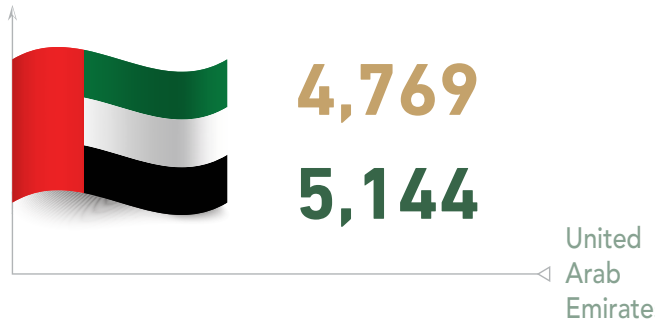
number of issued and renewed licenses rose from 5,755 in 2023 to 6,394 in 2024, marking a growth rate of 11%, a clear indicator of the increasing engagement of businesswomen in economic activities and their expanding presence across various fields.

Procedure Type	Type of licence	2023	2024	Growth rate
Total License Issuance and Renewal	Commercial	2,863	3,097	8%
	Professional	1,918	2,118	10%
	Eitimid	618	724	17%
	E-commerce	215	281	31%
	Industrial	141	174	23%
	Total	5,755	6,394	11%

Businesswomen Licenses by Nationality

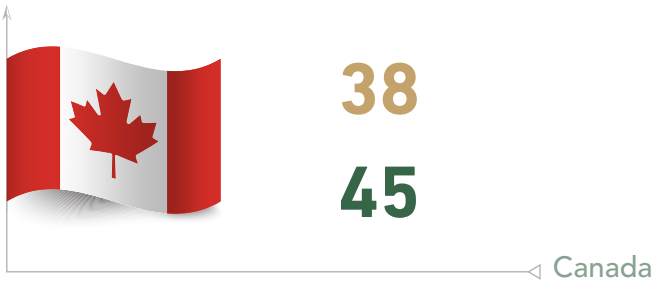
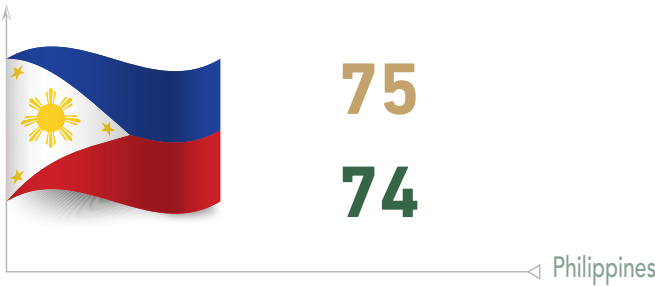
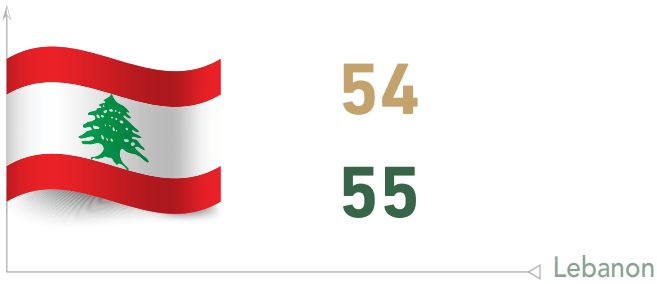
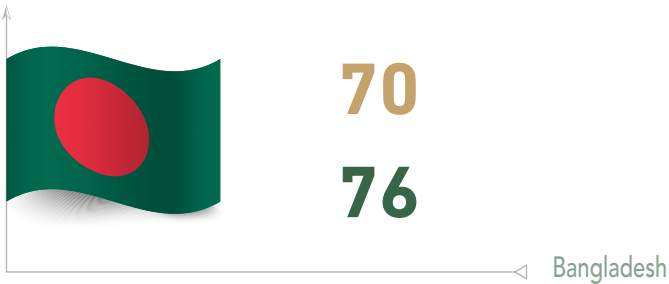
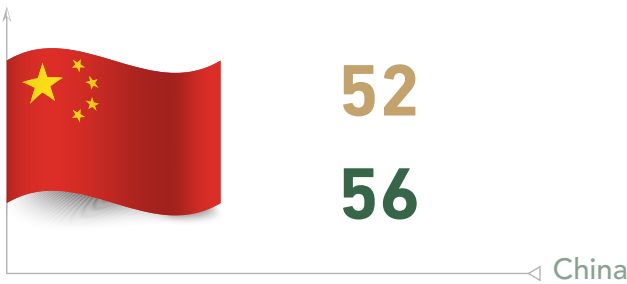
Emirati businesswomen topped the list of licenses issued in 2024, with a total of 5,144 licenses. Indian nationals followed in second place with 1,502 licenses, while Pakistani women ranked third with 390 licenses. The

remaining licenses were distributed among a variety of nationalities including Syrian, Egyptian, Jordanian, Moroccan, and others, highlighting a growing interest among women from diverse backgrounds in investing in the local market.



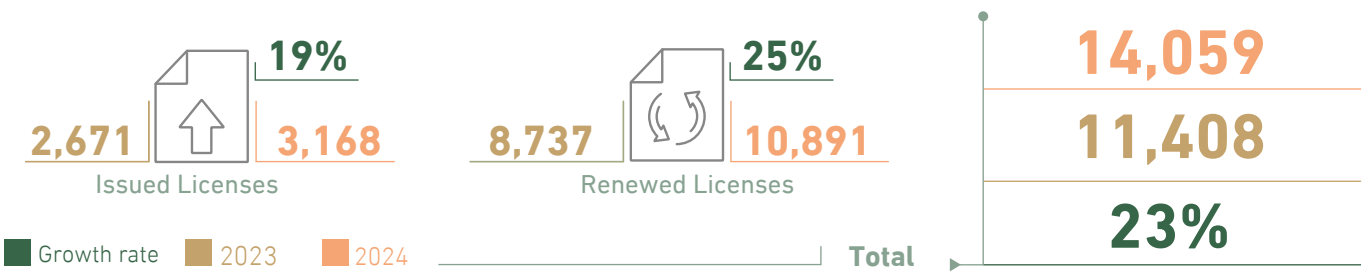
2023 2024





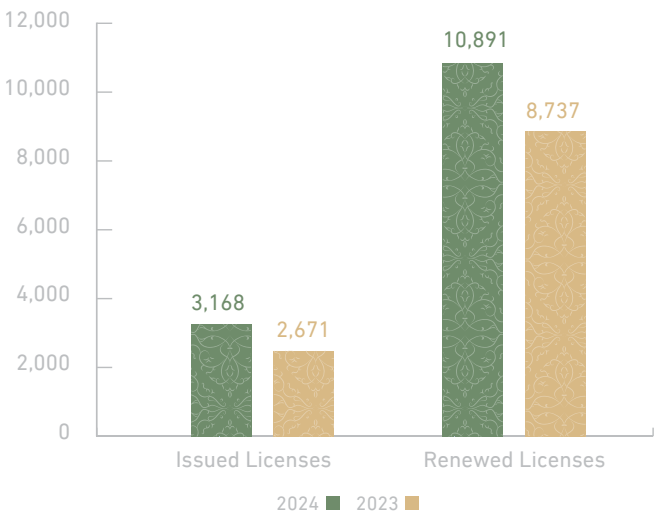
2023 2024

Foreign ownership licenses 2023-2024



Attractive Environment for Foreign Ownership

Foreign ownership licenses registered substantial growth in 2024 compared to 2023, with the total number of issued and renewed licenses rising by 23%, reaching 14,059 licenses, up from 11,408 licenses in 2023. This indicates increasing attractiveness of the investment climate and enhanced opportunities for foreign investors in the emirate's local market.



Legal Forms of Foreign Ownership Licenses

The legal forms of foreign ownership licenses witnessed varied growth patterns in 2024 compared to 2023. Licenses for limited liability companies (LLC) rose by 23%, while Sole Proprietorship LLCs recorded a notable increase of 28%. In

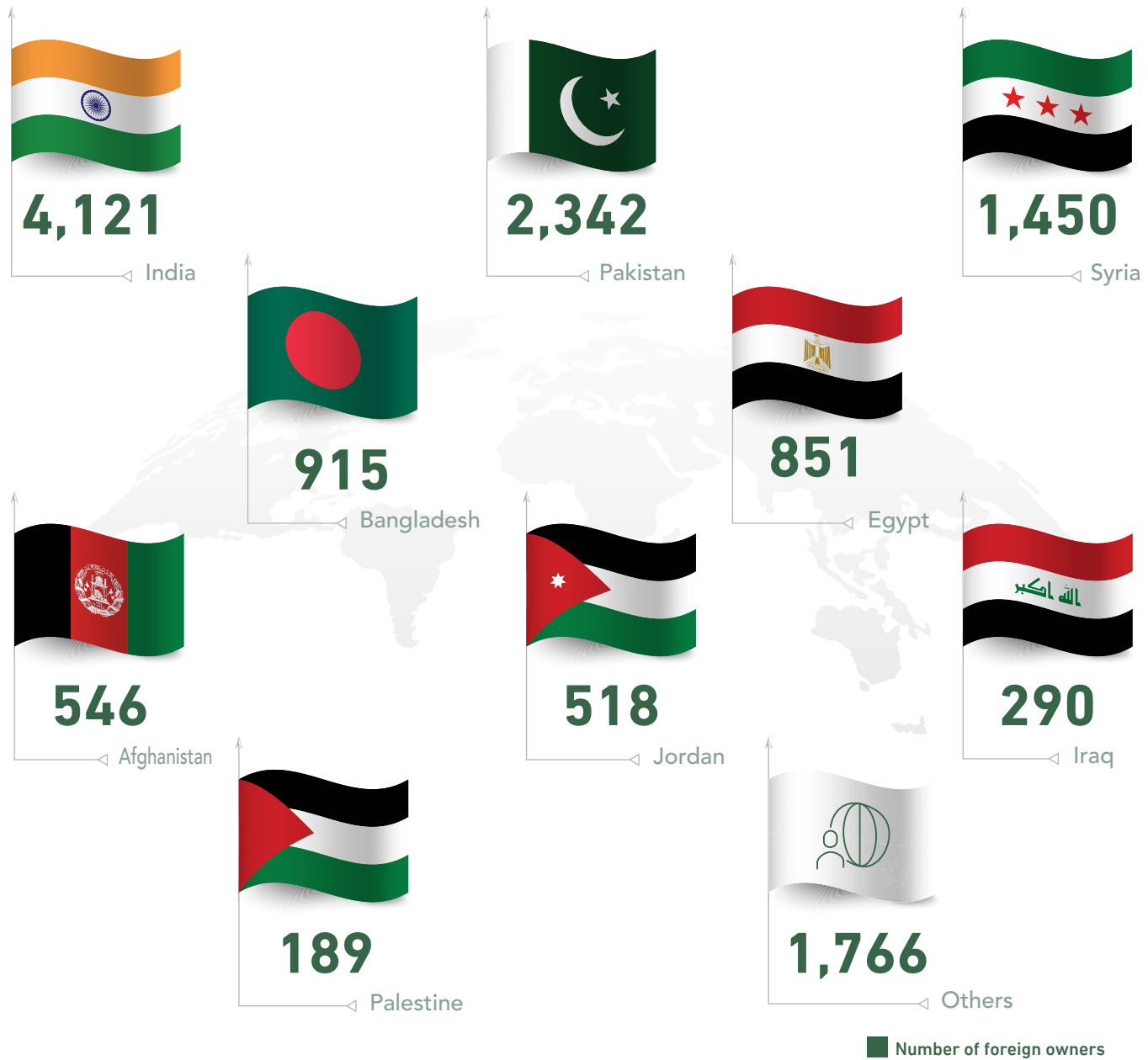
contrast, licenses for branches of local companies declined by 11%, and those for branches of foreign companies dropped by 20%. Overall, the total number of licenses grew at a rate of 23%.

Legal Form	2023	2024	Growth rate
Limited Liability Company (LLC)	5,460	6,735	23%
Limited Liability Company- Sole Proprietorship	5,267	6,718	28%
Branch of a Local Company	661	590	-11%
Branch of a Foreign Company	20	16	-20%
Total	11,408	14,059	23%

Top Nationalities Investing in Foreign Ownership

Foreign nationalities registered a strong presence in ownership activities during 2024. Indian nationals topped the list with 4,121 investors, followed by Pakistani nationals with 2,342 investors, and Syrian nationals with

1,450 investors. Ownership was also recorded among several other nationalities. This diversity highlights the growing appeal of the local market to foreign investors and their desire to expand and actively participate in the evolving economic environment.







# Competitiveness

## 2

- Enhancing the promotion of Sharjah's industrial sector
- Commercial stimulation and advancing the investment drive
- Legal support
- Combating money laundering and terrorism financing



**SEDD Becomes a Member of the Higher Committee for Economic Integration**

In recognition of SEDD's efforts to strengthen the investment climate, empower various sectors' contributions to the national economy, and enhance their share in the emirate's GDP, and in support of utilizing economic expertise within government entities, SEDD has been appointed to the Higher Committee for Economic Integration in the Emirate of Sharjah, pursuant to Executive Council Resolution No. (48) of 2024. SEDD will be represented on the committee by its Economic Advisor.

- The committee's objectives include:
- Identifying economic opportunities and challenges within the Emirate of Sharjah.
  - Enhancing economic development across the emirate.

**Enhancing the Promotion of Sharjah's Industrial Sector**

SEDD continues to promote the industrial sector by highlighting services and incentives that support industrial investors and enhance the emirate's appeal for industrial investments. These efforts include showcasing key services such as the digital bulletin and the support and advisory request service, as well as highlighting the licensing journey for industrial clients. A promotional video targeting stakeholders in the industrial domain was also released, presenting features and incentives offered by relevant entities. Additionally, the Sharjah Industrial Investment Booklet was published as a biennial report that presents indicators and figures outlining investment opportunities and the emirate's competitive advantages in the industrial field.

As part of its incentive promotion strategy, the Sharjah

Executive Council approved an extension of the 50% discount on newly issued industrial licenses for one year in 2024. SEDD announced the discount via social media in collaboration with entities such as the Sharjah Chamber of Commerce and Industry, Sharjah Police General Command, Sharjah Urban Planning Department, and the Sharjah Entrepreneurship Foundation. This initiative is designed to reinforce the sector's significant growth and development.

Furthermore, SEDD received official statements regarding the Industrial Census Project from the Department of Statistics and Community Development, the Federal Competitiveness and Statistics Center, and the Ministry of Industry and Advanced Technology, aimed at supporting the ongoing planning and development of the industrial sector within the emirate.

Pivot	Entity Name
Promoting Sharjah's Industrial Sector	Sharjah Chamber of Commerce and Industry, Sharjah Police General Command, Sharjah Urban Planning Department, and Sharjah Entrepreneurship Foundation.
Industrial Census Project	Department of Statistics and Community Development, Federal Competitiveness and Statistics Center, the Ministry of Industry and Advanced Technology





Enhancing the Entrepreneurial Environment and Supporting Industrial Projects

As part of its efforts to create an attractive environment for entrepreneurs and to encourage the establishment of small and medium-sized enterprises, SEDD participated in the “Make it in the Emirates” Forum. During the event, it presented several key topics, including industrial office licensing in the Emirate of Sharjah, economic incentives, industrial indicators for 2023, and key free zones. Highlights from factory field visits were also shared through a documentary video. The forum sheds light on the enablers and investment opportunities within the national industrial sector. It serves as a platform for announcing partnerships, initiatives, major projects, and investment prospects in the industry,

providing participants with access to the latest innovations and emerging opportunities. The event also promotes the strengthening of local and international partnerships at both regional and global levels, and facilitates the sharing of pioneering experiences in industry and advanced technology. Additionally, a brief meeting was held between the Korea SMEs and Startups Agency (KOSME) and His Excellency the SEDD Chairman to discuss the areas of cooperation and knowledge exchange between the two sides. The meeting also explored opportunities to support entrepreneurs in both Sharjah and Korea, and to transfer quality standards and modern management systems to bolster economic projects in the emirate.

Theme	Entity	Updates
“Make it in the Emirates” Forum	Ministry of Industry and Advanced Technology	Review of economic incentives, industrial indicators, and the key free zones in the emirate
Meeting with Korea SMEs and Startups Agency (KOSME)	KOSME	Discussion of cooperation mechanisms and enhancement of available opportunities for entrepreneurs





Facilitating and Enhancing Business Start-Up and Operational Services

The Sharjah Industrial Guide 2025 was updated through the comprehensive review and enhancement of procedures and services offered by participating entities, along with improvements to licensing services aimed at providing an innovative and investor-friendly business environment for both local and international stakeholders in the commercial and industrial sectors. As part of these efforts, 13 visits were conducted for newly issued industrial licenses, alongside 114 field visits to factories. Additionally, SEDD collaborated with Sharjah Digital Authority to update the investment map, ensuring transparency and further streamlining services provided to investors.



Local Industry

Sharjah's industrial sector is a fundamental pillar in driving and developing the economy. In this context, regular meetings are being coordinated with investors in the industrial sector to showcase administrative services, learn about factories and their products, and exchange ideas and proposals to advance the sector. These meetings also serve as a platform to discuss challenges and work collaboratively toward effective solutions. As part of these efforts, SEDD staff visited the Sharjah Investors Services Center to explore the services provided, and promotional activities for the center are planned in the upcoming period. Furthermore, educational visits are being arranged for department employees to Sharjah-based factories to deepen their understanding and encourage knowledge exchange within the industrial sector.



Strengthening Relations and Building Strategic Partnerships

As part of its ongoing efforts to support the industrial sector, SEDD formed a joint working group comprising key entities including the Sharjah Police General Command, Sharjah Electricity, Water and Gas Authority, Sharjah Municipality, Sharjah Urban Planning Department, Sharjah Civil Defense Authority, Sharjah Entrepreneurship Foundation (Ruwad), and the Sharjah Chamber of Commerce and Industry. This initiative aims to enhance coordination and develop innovative solutions to support industrial investors.

Industrial Incubators

In line with its awareness and development initiatives, SEDD organized an introductory workshop on the concept of industrial incubators in collaboration with Ruwad. The session provided employees with insights into prominent international experiences and best practices in this field.







Commercial Incentivization and Driving Investment Growth

SEDD places significant emphasis on stimulating the commercial landscape in the Emirate of Sharjah, striving to enhance business activity, accelerate investment momentum, and attract investors to its markets. Sharjah ranked fifth globally in foreign direct investment inflows, reflecting the emirate’s appealing and competitive business environment. SEDD has also organized a series of events and exhibitions aimed at supporting and incentivizing commercial ventures. These include the National Entrepreneurship Exhibition 2024, the Ramadan “Sooq Al-Fareej” Market, the Summer Exhibition for Productive Families, the Khor

Fakkan Women Entrepreneurs Exhibition, and the Eid Al-Adha Exhibition. Additionally, specialized workshops were held to nurture entrepreneurial skills and initiative, such as the “Eitimid License Privileges” workshop, the “Family Businesses” workshop, and the workshop on enhancing income streams through start-up projects. A brainstorming session titled “Business Alignment” was also conducted to foster collaboration among stakeholders, alongside a focus on commercial sector dynamics and considering a 50% exemption on the Eitimid License fee for the People of Determination.



Exhibitions and events	
Number: 20	
National Entrepreneurship Exhibition 2024	Sharjah Real Estate Exhibition – Acres
Ramadan “Sooq Al-Fareej” Market	Al Dhaid Agricultural Exhibition 2024
Summer Exhibition for Productive Families	Student Forum Exhibition – Boys’ Colleges
Khor Fakkan Women Entrepreneurs Exhibition	Sharjah Entrepreneurship Festival Exhibition
Eid Al-Adha Exhibition	University of Sharjah Exhibition for Disability Employment
Industrialists Career Exhibition for jobs in industry and advanced technology	First Annual Exhibition for Practical Training – Al Qasimia University
2024 Sharjah International Book Fair and accompanying cultural seminars	Participation in Sharjah Lights Festival 2024
Sharjah Investment Forum	Make It in the Emirates forum
International Government Communication Forum	2024 Sharjah Investment Forum
Opening Ceremony of the 5th Edition of Women in Tech forum	2024 Sharjah Economic Council





Eitimad License Privileges workshop

Family Businesses workshop

Enhancing Income Streams through Start-Up Projects workshop

Brainstorming session: Business Alignment

**Benchmarking Economic Performance Indicators**

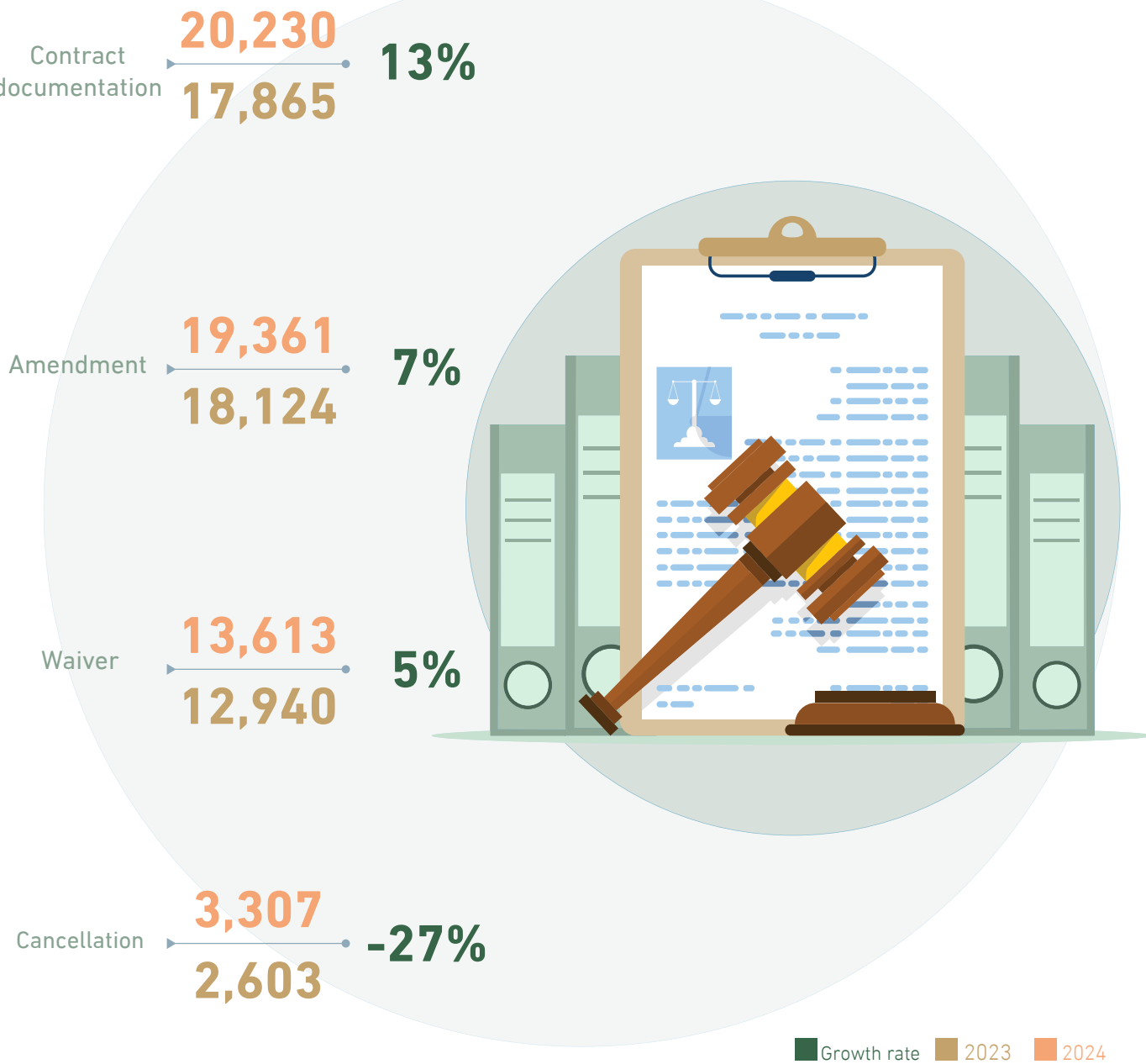
The Office of the Economic Advisor regularly prepares analytical papers featuring benchmark comparisons of economic performance indicators at both the national level and across neighboring emirates. These reports present key insights, relevant implications, and actionable recommendations, and are submitted to senior management and decision-makers. Efforts have also been made to conduct benchmark analyses with economic departments in other emirates to develop and introduce new commercial activities, contributing to the enhancement of the overall business environment. In support of investment initiatives, SEDD organized the Dibba Alhisn Investment Forum to promote commercial and investment opportunities across various regions.



**Legal Support**

SEDD is actively engaged in providing legal support and specialized advisory services concerning amendments to laws and legislation at both the Sharjah emirate and national levels. These efforts aim to improve the legal framework and enhance procedural efficiency across various sectors. The Legal Affairs Department recorded a positive increase in transaction volumes during the year, with 19,361 amendment service transactions completed, a 7% rise compared to 2023,

alongside 13,613 waiver service transactions. Additionally, 3,307 cancellation service transactions were executed, and 20,230 contract attestation service transactions were completed, reflecting a 13% increase. To improve user experience and streamline procedures, legal transaction channels were updated through the Unified Contact Center, the UAE PASS – TASHEEL/digital ID service, as well as electronic services.





Contract Attestation: A Solid Legal Pillar for Business Growth

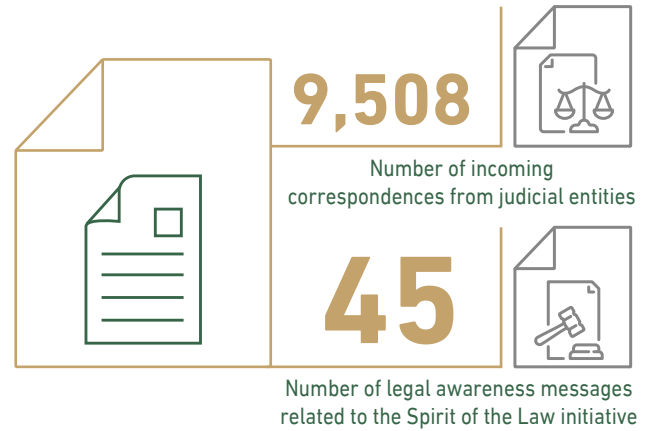
As part of its efforts to enhance the business environment and establish a comprehensive legal framework that aligns with the aspirations of investors and entrepreneurs, SEDD continued to witness notable growth in contract attestation services during 2024. A total of 20,230 contracts were attested, compared to 17,865 in 2023, reflecting a 13% increase. This growth was particularly evident in key contract categories, such as incorporation agreements, which rose

by 20%, business partnership contracts by 23%, and sale agreements by 32%. These figures indicate increased investment activity and growing confidence in the legal services provided by SEDD. Such indicators underscore the significance of attestation services as a legal tool that supports economic stability and plays a vital role in safeguarding rights and promoting transparency between contracting parties.

Contract Type	2023	2024	نسبة النمو
Incorporation Agreement	5,822	6,965	20%
Service Agent Agreement	5,685	5,784	2%
Sale Agreement with Addendum	1,882	2,067	10%
Contract Addendum	1,476	1,441	-2%
Sale Agreement	1,305	1,723	32%
Business Partnership Agreement	1,095	1,344	23%
General Assembly Meeting Minutes	578	698	21%
Contract Termination	22	208	845%
Total	17,865	20,230	13%

Enhancing Efficiency and Communication in Legal Support

SEDD continues to enhance the effectiveness of its legal support services and strengthen communication channels by implementing best legal practices and leveraging smart technologies. A key focus remains on raising legal awareness and building employee capabilities through targeted workshops and various initiatives, contributing to the creation of a transparent and progressive legal environment. In 2024, SEDD responded to 9,508 incoming correspondences from judicial entities, executing all required actions with utmost precision and maintaining a 0% error rate. This was achieved through electronic integration, direct notification to staff and external parties, and the application of internal systems. Authority for prosecution and court-related functions was also granted to staff members of Sharjah Municipality's Rental Disputes Center, along with review of procedural enhancement suggestions. As part of the Spirit of the Law initiative, 45 legal awareness messages were published, one released weekly. Employees were also

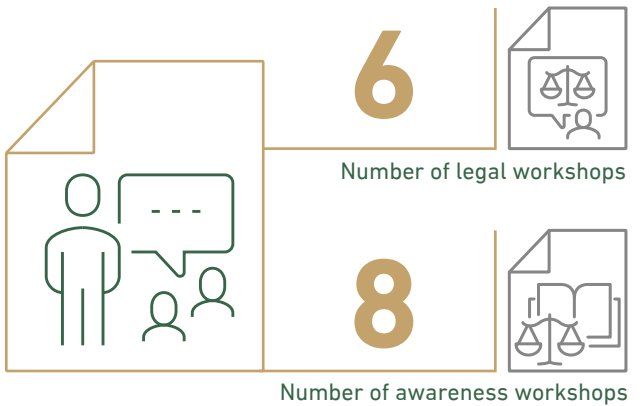


encouraged to conduct internal and external workshops, fostering knowledge exchange and preparing select staff to participate in panel discussions and external seminars. Other key activities included a roundtable at the Sharjah Book Fair, digital contracting through social media platforms, and a risk assessment exercise for anti-money laundering and counter-terrorism financing.



Legal Workshops for Staff and Customers

In alignment with its commitment to knowledge transfer and legal skill enhancement, SEDD adopted an integrated knowledge management approach in 2024 to empower employees and stakeholders with a deeper understanding of various legal aspects. Within this framework, six legal workshops were conducted, covering topics such as anti-dumping and safeguard measures, commercial transactions, product safety, corporate law, and corporate and business taxation, all of which support compliance and elevate legal awareness in the workplace. As part of broader efforts to disseminate legal knowledge, SEDD held a series of internal and external legal workshops aimed at developing the legal competencies of employees and stakeholders. These sessions addressed diverse subjects, including a workshop at the Legal Fair hosted by the University of Sharjah, and specialized sessions on beneficial



ownership inspections and procedures, volunteering under the law, anti-dumping and safeguard measures, corporate and business taxation, agency law, and trademark legislation. These initiatives significantly contributed to enhancing legal understanding and instilling a strong compliance culture across the organization.

7

General Assembly Meetings

**Active role in General Assembly meetings**

SEDD was keen to actively contribute to the general assemblies' meetings of the public and private joint-stock companies during 2024, as part of its efforts to monitor governance and enhance corporate oversight. The meetings were held as follows:





These contributions have participated in enhancing regulatory compliance and supporting the stability of the economic environment, by observing general assembly discussions and ensuring that decisions taken are consistent with approved legal frameworks.

Initiatives to Develop Legal Affairs and Improve Performance

As part of efforts to enhance performance and improve operational efficiency within SEDD, a series of initiatives were launched to boost work productivity and develop legal systems. Particular attention was given to tracking the customer journey, contributing to the streamlining of service delivery. Court personnel were trained on inquiry and enforcement authorities, while improvement notes were reviewed to ensure continuous performance enhancement.

Efforts also included establishing a benchmarking plan across departments to foster knowledge exchange and system automation, as well as identifying key indicators for the development of smart reports that support informed decision-making. A brainstorming session was organized for the Gold and Silver Licenses, and finally, the compliance and listing system was automated in the live environment, reinforcing efficiency and accelerating procedures.

Number of internal meetings	48
Number of cases involving the rectification of violations	132
Number of customer phone inquiries addressed	1,555
Number of establishments contacted for awareness regarding Beneficial Owner registration	7,910
Number of customers received	1,152
Number of inquiries from the Ministry of Economy addressed	3,220
Number of inquiries from law enforcement authorities addressed	20
Number of high-risk licenses inspected	170
Number of completed field inspection visits related to Beneficial Owner criteria	7,800
Number of completed desk inspection visits related to Beneficial Owner criteria	90,600

In continued pursuit of performance enhancement and process development, SEDD held 48 internal meetings to review departmental activities and implement new regulatory requirements. Additionally, a benchmarking field visit was conducted to Abu Dhabi Global Market to observe best practices.

A total of 132 cases involving the rectification of Beneficial Owner violations were received, alongside responses to 1,555 phone inquiries from clients. Outreach efforts included engaging with 7,910 establishments to raise awareness about Beneficial Owner registration. SEDD also welcomed 1,152 walk-in visitors and addressed their inquiries.

Further, 3,220 inquiries were handled from the Ministry of Economy and the Financial Intelligence Unit, and 20 inquiries from law enforcement agencies were addressed. Inspections were conducted on 170 high-risk licenses, and a total of 7,800 field inspections and 90,600 desk inspections were carried out regarding Beneficial Owner criteria. SEDD also updated its compliance and listing procedures manual to align with operational developments.

Anti-Money Laundering and Counter-Terrorism Financing

SEDD organized 25 specialized training workshops addressing anti-money laundering (AML), counter-terrorism

25

Number of training workshops on AML/CTF

financing (CTF), and arms proliferation. All requirements related to AML/CTF systems were implemented, contributing to the country's removal from the grey list. Compliance efforts also included fulfilling obligations set by the Executive Office for AML and the Ministry of Economy in line with national policy. A series of coordination meetings were held with both entities to ensure alignment of approved procedures and policies.

SEDD's website was also updated to feature AML/CTF procedures and provide access to Beneficial Owner data in accordance with recent legislation. Moreover, a collaborative awareness bulletin was launched with the Anti-Money Laundering Division of the Criminal Investigation Department to highlight money laundering crimes.



Fostering Innovation and Enhancing Services

In 2024, SEDD aims to foster an environment that supports innovation and encourages employees to adopt ideas and initiatives that contribute to enhanced performance and improved services. In this context, a set of goals and initiatives have been identified to drive continuous improvement, with a particular focus on upgrading work procedures and the services provided. Eight services are targeted for enhancement, with a 100% completion rate expected. Efforts also include reducing the rate of transaction rejections within the Legal Affairs Department by 30%, through proposing recommendations to the IT Department. Additionally, work is underway to improve the licensing amendment service and automate the Compliance and Listing Division's systems, with a transition made from a pilot environment to a live one. Observations on service centers (TASHEEL) are being collected and relayed to the relevant team to refine operational procedures. Further improvements include integrating the scanning system with all licensing systems, auditing transactions on a weekly basis, and upgrading the Smart Reports system.

To strengthen employee engagement, SEDD seeks to implement improvement ideas and procedures by at least 50%, and to increase employee participation in submitting ideas to a minimum of 50% of the total organizational unit staff. SEDD has also begun automating 50% of the Compliance and

Committees and Task Forces

SEDD establishes multiple working committees across its departments, aiming to foster innovation and enhance the workplace environment. These committees play a vital role in developing organizational policies and procedures. Internal committees include the Investigation Committee, the Employee Disciplinary Committee, the Commercial Fraud and Dispute Resolution Committee, the Innovation Leaders Taskforce within SEDD, and the Data Governance Team. In parallel, SEDD coordinates external taskforces in collaboration with relevant entities, including the Advisory Committee for Combating Harmful Practices in International Trade, the Working Group for the National Program on Family-Owned Enterprises, and the Executive Committee

50%

Increase in Employee Participation in Idea Submission

Listing Section's procedures for 2024, by enhancing transaction tracking mechanisms, linking the risk classification system with Know Your Customer (KYC) and ultimate beneficiary data, and activating mandatory input fields. A specified timing was introduced for transaction visibility, whether before trade name issuance or post-inspection, for the purpose of assessing company risk levels. Moreover, the requester's name and phone number, or the details of the party providing form data, have been included to improve communication and accuracy. Through these efforts, SEDD strives to achieve tangible performance improvements, foster innovation, and increase service efficiency, positively reflecting on organizational operations throughout 2024.

8

Number of Internal and External Task Forces and Committees at the SEDD Level

of the Arbitration Center. These initiatives contribute to the advancement of regulatory policies and reinforce the organizational environment.





## Markets

3

- Integrated regulatory system to support market quality
- Commercial protection
- Rapid response
- Interactive solutions





Integrated Regulatory System to Support Market Quality

Comprehensive oversight of commercial establishments is a cornerstone of SEDD’s efforts to ensure a fair and safe marketing environment, free from violations and negative practices, while safeguarding the quality and safety of products available in the market. To this end, SEDD operates through specialized teams of qualified commercial officers who carry out inspection and oversight across various cities of the Emirate of Sharjah. These operations follow well-designed mechanisms aligned with the latest regulatory standards, ensuring enhanced compliance and protection of consumer rights. To achieve this vision, SEDD has implemented a series of vital projects that strengthen regulatory effectiveness and support market quality. Efforts focused on developing smart systems, including programming a Smart Inspection System

to avoid duplicating visit entries. Productive collaboration with the Ministry of Industry and the Central Bank has helped address non-compliant establishments. Coordination with the Ministry of Health was also enhanced by processing all incoming correspondence and integrating the Industrial Oversight Branch into the main headquarters to improve administrative alignment. In support of further professional development, a specialized Arabic training program was launched for commercial officers to boost their ability to provide exceptional services to clients. An outreach campaign was executed to raise awareness of the importance of commercial oversight, and a new survey was introduced to assess client satisfaction with officers’ interactions, ensuring continuous service quality improvement and stronger public engagement.



Market Monitoring

Market monitoring across various regions of the Emirate stands as one of the key instruments to ensure consumer protection, regulate the quality of goods and services, and verify the compliance of establishments with applicable laws and regulations. As part of these efforts, a total of 156,478 inspection visits were carried out across multiple branches. The Industrial Branch recorded the highest number of visits, with 75,203, followed by the Main Headquarters with 43,709 visits, the Central Region Branch with 21,662 visits, the Khor Fakkan Branch with 9,241 visits, the Kalba Branch with 5,042 visits, and finally, the Dibba Alhisn Branch with 1,621 visits. These efforts reaffirm

SEDD’s commitment to intensifying field inspections, ensuring a transparent commercial environment, and safeguarding the local economy against non-compliant practices, fully aligned with Sharjah’s sustainable economic development objectives.

Weighing Scales Monitoring

The total number of weighing scales subject to inspection reached 3,536, of which 3,490 were found compliant, reflecting a 99% conformity rate. Only 46 scales were deemed non-compliant, representing 1%, which demonstrates an elevated level of adherence to approved specifications and standards across Sharjah’s markets.

Weighing scales monitoring						
Type of scale	Compliant	Non-compliant	Total	Compliance rate	Non-compliance rate	Total
Commercial	2,947	26	2,973	99%	1%	100%
Gold	543	20	563	96%	4%	100%
Total	3,490	46	3,536	99%	1%	100%

Commercial Protection

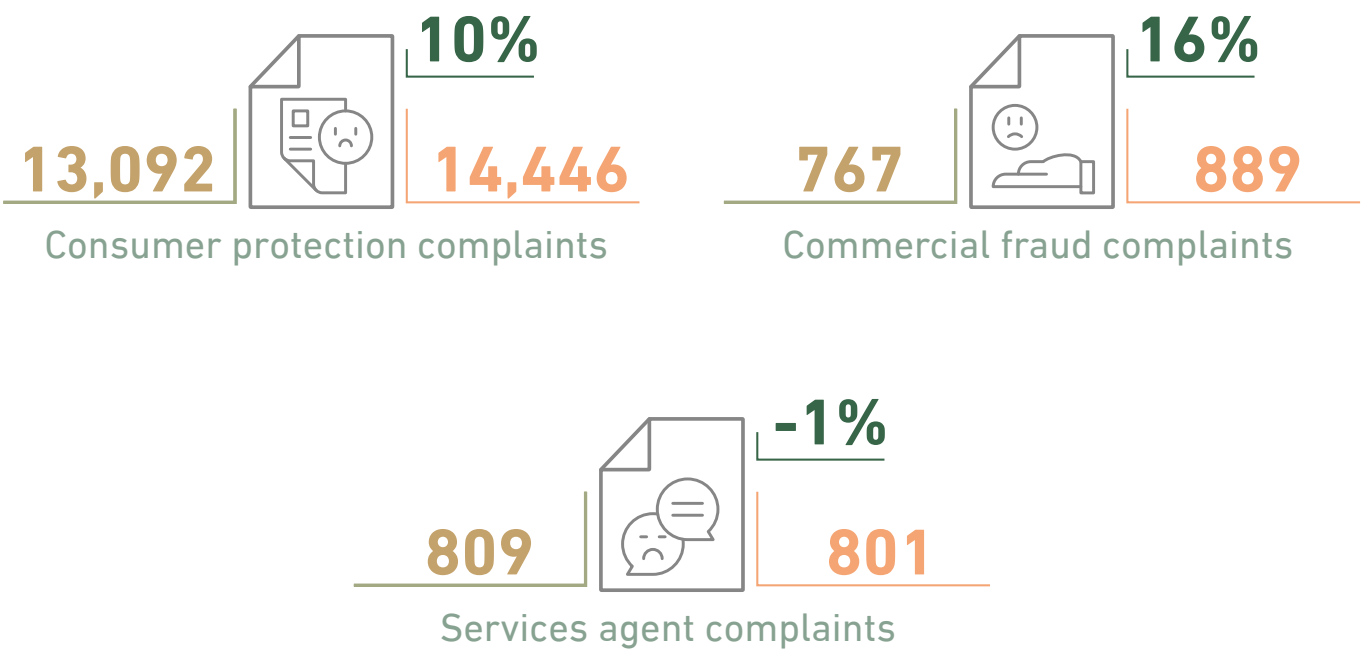
SEDD places strong emphasis on protecting markets and stakeholders, continuously striving to foster a safe commercial environment grounded in transparency and fairness. It works to develop effective and rapid mechanisms to reach residents across the emirate and respond to their needs, while preventing any illegal practices in markets or commercial establishments. These efforts aim to establish a marketing environment that safeguards consumer rights and prevents any violations that may harm the market or stakeholders. SEDD continues to improve its systems and procedures to meet growing market challenges, implementing projects and initiatives that strengthen oversight and safeguard consumers. This includes addressing violations related to intrusive marketing phone calls, enforcing strict penalties on the trading of hazardous petroleum products, and developing efficient tools for handling consumer complaints. These mechanisms allow users to challenge complaint closures and facilitate more responsive engagement with their needs.

Furthermore, artificial intelligence technologies are applied in smart response systems, helping enhance user experience and improve service efficiency. Through these ongoing efforts, SEDD aims to build trust between stakeholders and markets and ensure a safe and sustainable commercial ecosystem.

Rapid Response

SEDD strives to strengthen consumer culture and increase awareness among consumers and investors regarding their rights and responsibilities by educating them about buying and selling procedures and the importance of contacting SEDD in case of improper practices. The goal is to foster an ideal commercial environment built on awareness and impartiality, while adhering to the highest international standards and practices. SEDD is also committed to addressing observations and complaints promptly and interactively. In 2024, it received 16,136 complaints, with an increase of 10% compared to 2023.

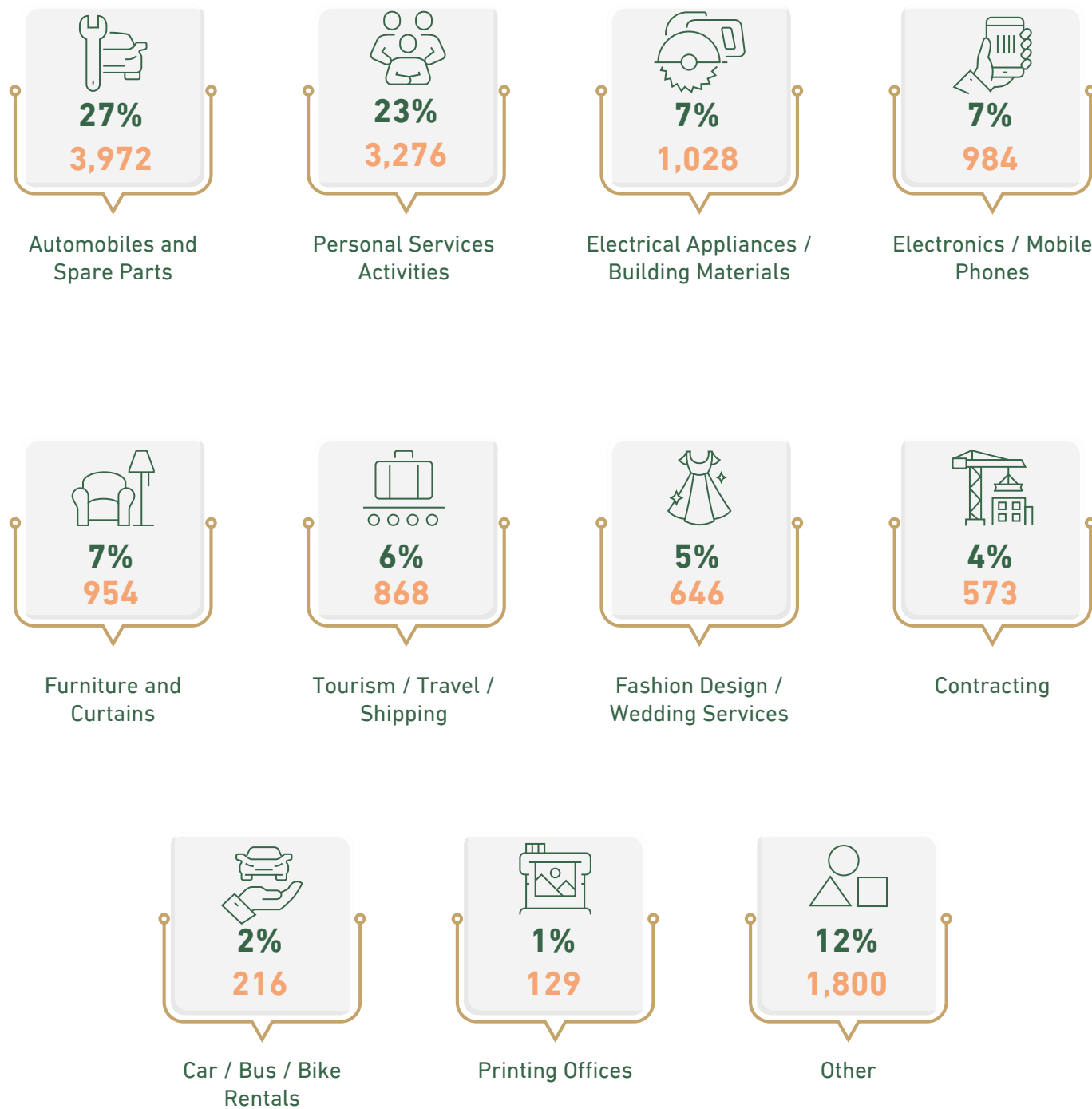
Complaints Classified by Type



Total 14,668 16,136 10%

■ Growth rate ■ 2023 ■ 2024

Sectoral Indicators of Consumer Complaints



Total 14,446 100%

■ 2024 ■ rate



Interactive Solutions

SEDD is committed to delivering effective and prompt solutions for all transactions received from investors and stakeholders, particularly market visitors who may encounter unauthorized or unlawful practices by traders. To streamline communication and facilitate the submission of complaints and suggestions, SEDD offers a variety of channels, including a hotline (800 80000) and the official website (www.sedd.ae), where users can easily submit feedback through a dedicated complaints service. Additionally, this service is accessible

via SEDD's smart application (SEDD App). To further simplify the process, SEDD also provides a WhatsApp service at (065122222) for receiving transactions and complaints, helping accelerate procedural responses. A specialized committee has also been established within the SEDD, comprised of professional personnel dedicated to handling complaints and observations swiftly and efficiently, ensuring a commercial environment free from violations and enhancing trust between stakeholders and markets.

Various and Diversified Channels for Receiving Complaints and Suggestions





**800 80000**  
Hotline



**065122222**  
WhatsApp Business service



**www.sedd.ae**  
SEDD official website



**SEDD App**  
Smart application





An abstract digital graphic on the left side of the slide. It features a central cluster of interlocking gears in a golden-brown hue. Surrounding this central element are several circular icons connected by thin, glowing lines. The icons include a document with a checkmark, a document with a pencil, a clock face, a bar chart with an upward arrow, a smartphone, a lightbulb, and a group of people. The background is dark with subtle, glowing circular patterns and lines, suggesting a digital or technological theme.

# Digital

## 4

- Advanced digital achievements
- Organizational leadership powered by data
- Digital integration and connectivity projects serving investors
- E-transactions during 2024-2023
- Key technology-related events



### Advanced Digital Achievements

Amid the rapid developments shaping the digital world and in line with the vision of the Government of Sharjah to enhance technological infrastructure and foster government innovation, SEDD continued its efforts in 2024 to strengthen its digital foundation and enhance system and service capabilities, ultimately improving customer experience, operational efficiency, and organizational sustainability.

### Digital Transformation

This year's most prominent accomplishments centered around digital transformation, with a focus on rebuilding and upgrading digital platforms to be more agile and intelligent, aligned with the needs of stakeholders and investors through unified and secure channels. The digital services platform underwent extensive enhancements, including the integration of the organizational compliance suite, Ruwad services, and the Trade Name Bank. Improvements also targeted user interface design and experience across the main dashboard and control panels. Service security

was reinforced using encryption technologies and modern cybersecurity practices.

The licensing system was activated using UAEPass digital identity, supplemented with advanced features such as "Know Your Customer (KYC)" verification, integration with the Beneficial Owner's data, the launch of the employee performance index suite, and mobile-enabled system access.

Moreover, SEDD implemented 119 service enhancements, directly contributing to reduced transaction turnaround times and improved precision and quality in service delivery.

### Artificial Intelligence

The Information Technology Department made AI a core component, not merely an operational tool, in service design. This included the development of a professional search engine using Retrieval-Augmented Generation (RAG) techniques and integration with Large Language Models (LLMs), as well as the full automation of trade

name issuance without human intervention.

Further integration with AWS services boosted cloud capabilities, and a comprehensive digital infrastructure feasibility study was conducted to pave the way for broader application of AI across various fields.

### Data-Driven Organizational Leadership

To support a data-based decision-making environment, SEDD prioritized fostering a culture of organizational leadership grounded in data through awareness campaigns and training programs. Major technology upgrades were also implemented for data analysis platforms and decision-support tools.

Key developments within the Business Intelligence Platform included:

- Launch of 50 new digital dashboards supporting real-time tracking of strategic and operational indicators.
- Enhancement of 58 business reports using modern analytics techniques to improve accuracy and speed of access to insights.

**50**  
New Digital Dashboards

**58**  
Improved Business Reports

**27**  
Business Analysis

### Process Reengineering and Bureaucracy Elimination

Aiming to improve operational efficiency and simplify stakeholder experience, SEDD actively participated in the federal-level "Zero Bureaucracy" initiative through two key national challenges, one led by the Federal Tax Authority and the other by the Ministry of Industry and Advanced Technology. These efforts targeted simplifying procedures, expediting government services, and reducing administrative burdens. SEDD also took part in user experience labs under the "Restaurant License Issuance" initiative, led by the General Secretariat of the Sharjah Executive Council and Sharjah Digital Department. It contributed to redesigning the customer journey to meet user expectations and elevate service quality. At the organizational level, the Information Technology Department conducted 27 business analysis operations to enhance internal workflows and process design. In addition, six key services were redeveloped under the Zero Bureaucracy initiative, resulting in reduced administrative steps and more responsive, flexible service delivery.





16

### Digital Integration and Connectivity Projects

#### Digital Integration and Connectivity Projects Serving Investors

As part of its ongoing efforts to promote government integration and facilitate service delivery through an interconnected system, the Information Technology Department at SEDD completed 16 integration and digital linkage projects with various local and federal entities. These initiatives aim to advance the smart transformation journey by offering more flexible and efficient services, enhancing customer experience and

strengthening coordination among government bodies. Key projects implemented in collaboration with the Sharjah Digital Department include:

- Restaurant License Project
- Unified License Project covering all activities
- Investment Map
- Smart Survey System
- Interactive Real Estate Platform
- Local Economic Registry

Entities involved in integration efforts at the emirate and the UAE levels:

- Sharjah Private Education Authority
- Sharjah City Municipality
- Khor Fakkan Municipality
- Sharjah Electricity, Water, and Gas Authority
- Real Estate Registration Department
- Civil Defense Authority
- Sharjah Police General Command

Entities involved at the federal level:

- Federal Authority for Identity and Citizenship
- Ministry of Human Resources and Emiratization
- Ministry of Economy

#### ESCWA Assessment – Digital Services Maturity

As part of efforts to enhance organizational performance indicators, SEDD participated in the regional ESCWA assessment of the Electronic and Mobile Services Maturity Index (2.0), which focuses on improving service quality, usage rates, and user satisfaction. This participation provided an objective reading of the services' maturity level and contributed to strengthening SEDD's orientation toward delivering inclusive and proactive smart government services.

#### Digital Governance and Compliance

The results of the annual audit reflected SEDD's full commitment to international standards. Global quality certifications were successfully renewed without any recorded violations, including:

- ISO 20000 for IT Service Management
  - ISO/IEC 27001 for Information Security Management (updated version)
  - ISO 22301 for Business Continuity Management
  - ISO 45001 for Occupational Health and Safety Management
- Additionally, the Flyway system was adopted as a platform for database management and migration, enabling technical teams to control updates and integrate seamlessly within the continuous development environment.



18%

An Increase in Smart Investor Transactions

#### E-transactions in 2023-2024

Transaction type	2023	2024	Rate
Service delivery centers	257,948	254,770	-1%
Smart Investor	60,554	71,266	18%
Automatic renewal	42,054	53,249	27%
Total	360,556	379,285	5%

SEDD is undergoing a rapid digital transformation that reflects the evolving business landscape in the Emirate of Sharjah. Throughout 2024, digital initiatives have played a vital role in enhancing service efficiency and accelerating transaction processing through smart and flexible systems.

Digital indicators have emerged as a clear benchmark for ongoing transformation, with e-transactions witnessing notable growth compared to 2023. Data shows a significant

increase in total electronic transactions, with Smart Investor transactions rising by 18% and auto-renewals increasing by 27%, highlighting SEDD's success in adopting advanced digital solutions that streamline procedures and improve service efficiency.

Conversely, service center transactions declined slightly by 1%, underscoring a continued shift toward smart platforms and a gradual reduction in reliance on traditional service channels.



### Qualitative Programs

1. Zero Bureaucracy Program
2. Formulation of the 2025–2026 Strategic Plan for SEDD's Youth Council
3. Design and Development of Priority Services
4. Sharjah Government's Strategic Direction for Advancing Public Service Ecosystems – Phase 3
5. Formulation of Initiatives and Projects (2023–2025)
6. Future Diploma Program
7. How to Prepare a Feasibility Study
8. Enhancing Income Sources Through Start-Ups
9. Money Laundering Crimes
10. Boost your Productivity
11. culture how to manage team conflict
12. Deep learning
13. Product Management
14. Training on Kafka and publication of a paper in IEEE
15. Training on Advanced Artificial Intelligence Algorithms
16. Training on Firewall Evasion Techniques
17. Training of Trainers (ToT) Program

SEDD launched 17 specialized programs spanning various strategic domains aimed at enhancing organizational performance and developing employees' specialized competencies. These initiatives included streamlining administrative procedures through the Zero Bureaucracy Program, drafting the 2025–2026 Strategic Plan for SEDD's Youth Council, formulating 2023–2025 initiatives and projects, and designing and improving priority services in alignment with the Government of Sharjah's strategic vision for advancing public service ecosystems. The programs

also featured specialized training courses in feasibility study preparation, income generation through start-ups, and advanced efforts in combating money laundering crimes, production and team management, and the Future Diploma Program. Furthermore, they included training in AI technologies and Deep Learning, learning advanced algorithm models, firewall evasion techniques, leadership and management development, and culminated in the Training of Trainers (ToT) Program to certify internal trainers within the organization.

### Work Teams

- Customer Experience Team
- Internal Audit Team
- Knowledge Ambassadors Team
- Budget Team
- Financial Inventory Team
- Zero Bureaucracy Team
- Guidance and Job Representation Committee
- SEDD Youth Council

SEDD seeks to enhance the workplace environment by forming six specialized teams aimed at improving internal operations. This includes the Customer Experience Team which focuses on improving client services and delivering an exceptional experience. Also included is the Budget

Team, responsible for planning and managing financial resources efficiently. The Financial Inventory Team is part of the initiative; it oversees financial operations. The Zero Bureaucracy Team is also involved; its mission is to simplify procedures and enhance organizational efficiency. The Guidance and Job Representation Committee is another key body that helps strengthen employee representation in organizational decisions. SEDD Youth Council plays a critical role. It reflects the leadership's future vision by involving young professionals in strategic planning and decision-making. Through these teams, SEDD continues to foster collaboration across its divisions. It strives to achieve its strategic goals with efficiency and innovation.



### Key Technology Events

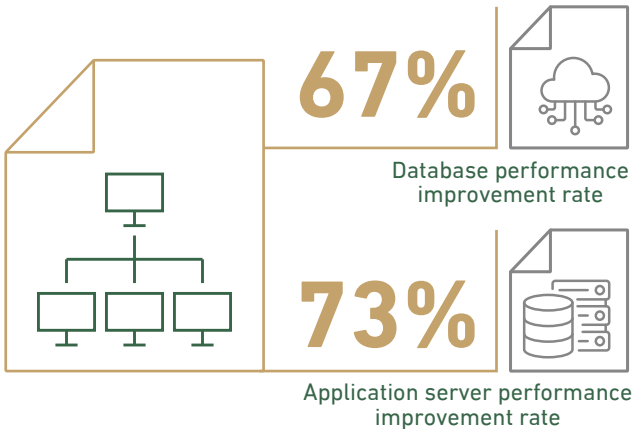
1. GITEX Technology Exhibition 2024
2. Doctoral Symposium on Computational Intelligence
3. 2024 Innovations in Intelligent Systems and Applications Conference (ASYU)
4. Visit to Headquarters Huawei
5. Visit to Headquarters Amazon
6. Discover the transformative power of generative AI and Data
7. GeoWorld Exhibition

8. Panel Discussions on the Future of Economy and Entrepreneurship  
SEDD is organizing eight major technology events, including exhibitions, conferences, and field visits to leading global companies. Key highlights from this initiative include GITEX Technology Week 2024, GeoWorld Expo, and specialized conferences such as ASYU 2024. The events also feature visits to headquarters of renowned companies like Huawei and Amazon, in addition to panel discussions on generative artificial intelligence and the future of economy and entrepreneurship.



Advanced Technological Readiness

SEDD places foremost importance on digital transformation as a core pillar in enhancing the quality of services provided to clients. It continues efforts to develop an integrated digital infrastructure that aligns with the latest global technological standards. The technical and engineering teams are consistently working to update systems and improve operational efficiency, ensuring an advanced technological environment that meets the needs of employees and clients with flexibility and ease. Technical indicators reflect SEDD's digital readiness, characterized by a sophisticated infrastructure capable of rapid adaptation to changes, guaranteeing innovative, high-quality services around the clock. In this context, a series of fundamental enhancements were implemented to SEDD's digital infrastructure. These include separating processing operations between Oracle and WebLogic databases, leading to performance improvements of 67% for databases and 73% for application servers. Work was also undertaken on the SOA BPM project, which involved studying server architecture and optimization, collaborating with Digital Sharjah to provide suitable infrastructure, and partnering with CNS to configure servers to the highest efficiency



standards. As part of ongoing updates, several servers were upgraded, including the GitLab system. Advanced business support systems were also developed, such as the launch of the initial version of the Teams and Committees system, and the development of the first version of the Electronic Agenda project, aimed at improving work organization mechanisms and enhancing productivity. Through these projects, SEDD affirms its continued commitment to advancing its digital infrastructure in support of comprehensive digital transformation.

55% Percentage of transactions responded to immediately (within less than 5 minutes)

93% Percentage of transactions processed within less than one hour

91% Percentage of transactions completed on the same day

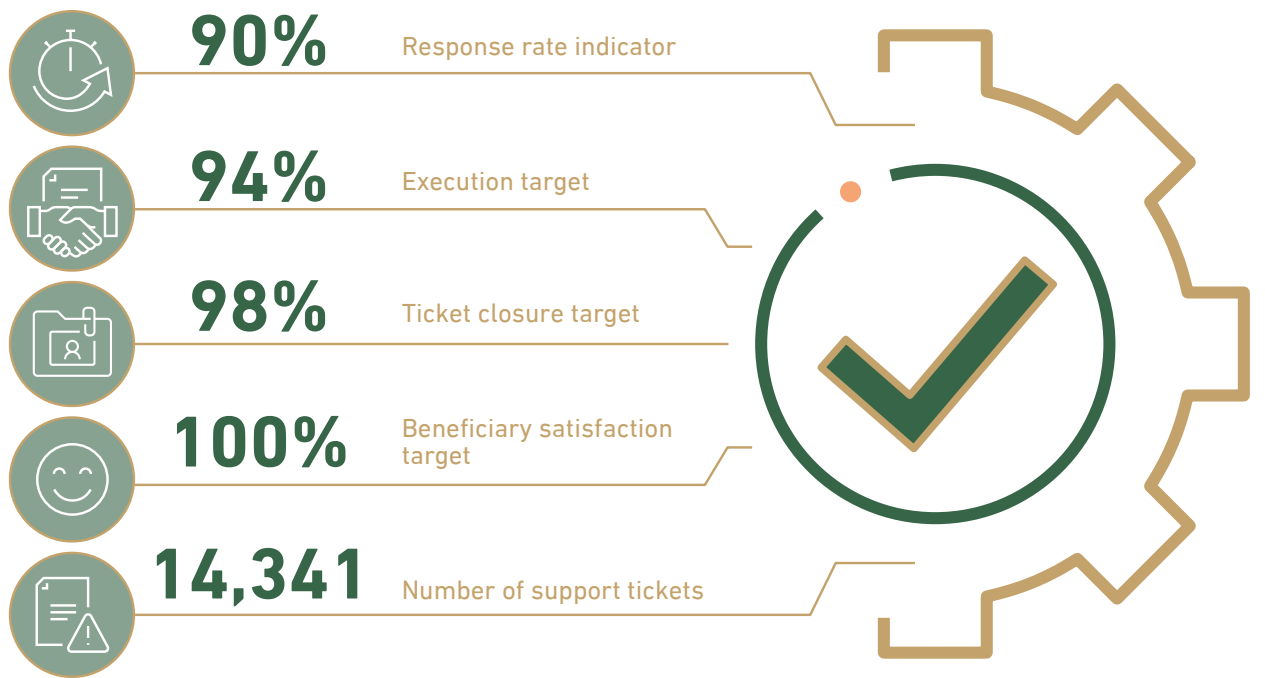
Overall average time taken to execute the transaction 7 minutes



Technical Support

The technical support system has witnessed progress in responsiveness and execution efficiency. A total of 14,341 support tickets were recorded, indicating high engagement with clients and swift responsiveness to

their needs. The response rate reached 90%, while the execution target rate stood at 94%, underscoring SEDD's commitment to delivering technical services that meet client expectations.



Hotline

SEDD has continued to strengthen direct communication channels with customers through the hotline, where incoming calls reflected clear engagement and public

confidence in the services provided. A total of 24,075 calls were received, distributed between 11,617 calls via line 151 and 12,458 calls via line 224.





# Communication

5

- Strengthening organizational presence
- Strategic partnerships to support development
- Active participation in economic forums
- Effective promotional campaigns



Strengthening Organizational Presence

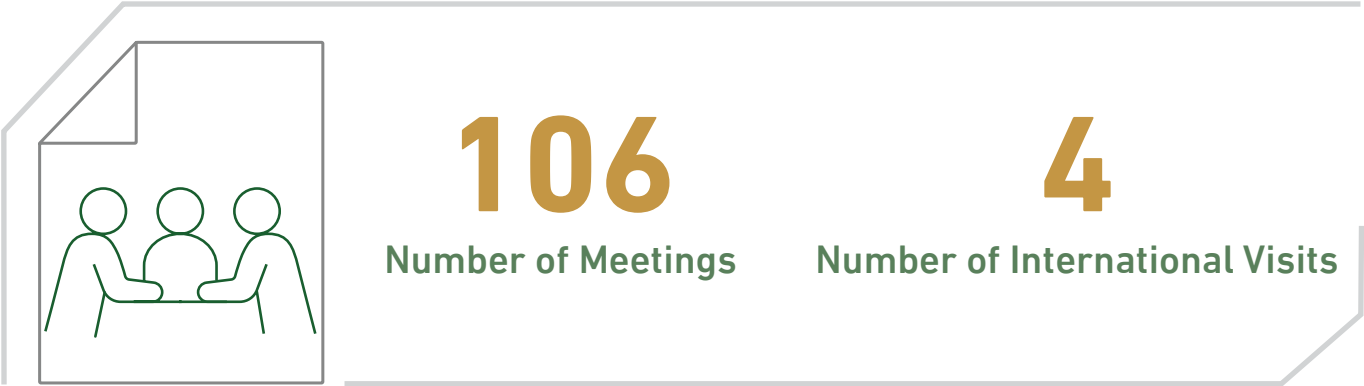
SEDD focuses on enhancing its presence locally, regionally, and internationally by fostering strategic partnerships with various entities and institutions. It strives to develop communication channels through official delegation visits and international tours in collaboration with relevant authorities. These efforts form part of a comprehensive

vision aimed at effectively promoting SEDD and strengthening its global standing. During the recent period, SEDD engaged in intensive activity, holding 106 meetings, submitting 81 nominations, and organizing international visits to support organizational cooperation and integration initiatives.



International Visits

- Visit by the Sharjah delegation to the People's Republic of China.
- Visit by the UAE delegation in cooperation with the Ministry of Industry and Technology to the INNOPROM Expo (Russia).
- Participation in the workshop on experience exchange in building and utilizing economic models – Oman mission.
- Attendance at the "2024 COMEUP" Startup Exhibition and Forum in South Korea.



Opening International Trade Markets with Strategic Partners

Opening International Trade Markets with Strategic Partners SEDD participated in the fifth session of the Joint Economic Committee between the United Arab Emirates and the Republic of Uzbekistan. These meetings served as a platform to introduce external entities to the investment map of the Emirate of Sharjah and open further domestic markets to foreign investors. During the discussions, joint areas of cooperation were identified to be added to the Committee's agenda in alignment with the economic roadmap of the UAE and the Emirate, and consistent with the economic orientation of the Republic of Uzbekistan.

Cooperation with International Institutions

In 2024, SEDD took part in reviewing the methodology of the "B-Ready" report issued by the World Bank, studying its framework and guidelines and submitting comments and perspectives on the new methodology to the relevant international body. This participation reflects a commitment to aligning international indicators with the actual business environment in the United Arab Emirates.

External Visits

As part of its ongoing efforts to develop the economic sector and enhance knowledge exchange, SEDD organized numerous meetings and visits with various institutions and entities. These visits focused on exploring cooperation in economic projects, analyzing sectoral data, and leveraging smart systems for data processing. The visits also included exposure to best practices in economic development, along

with the implementation of community initiatives that reflect SEDD's dedication to social responsibility. Efforts encompassed meetings with the Tourism Development Authority to prepare travel and tourism sector data for inclusion in the third issue of the sector series, as well as collaboration with the Department of Statistics and Community Development on strategic economic projects, including activity classification. Additionally, SEDD reviewed the "Khawarizmi" smart systems for data analysis during a visit to the Advanced Software Company. Benchmarking visits were conducted to the Department of Economic Development - Ajman and the Sharjah Commerce and Tourism Development Authority to draw on successful economic development experiences.

In line with its social responsibility commitments, SEDD organized visits to homes for the elderly and orphanages to offer moral support, an annual initiative that embodies its values of generosity and social responsibility.

Cooperation with the Ministry of Economy on Macroeconomic Balance Models

Sharjah, represented by experts from the SEDD, contributed to developing the General Equilibrium Model for the UAE in collaboration with the Ministry of Economy. The initiative aimed to create a national version for policy simulation in response to economic shocks. The participation involved analyzing trade scenarios and outcomes, evaluating economic policies and foreign investment flows, and reviewing the model slated for nationwide implementation through coordination between the Ministry and local economic departments.





Strategic Partnerships to Support Development



33

MoU with Calligraphers

SEDD is keen to strengthen its organizational relationships by signing cooperation agreements and memoranda of understanding with various entities across the country, contributing to the achievement of its development goals and promoting cross-sectoral integration. In 2024, a total of 38 agreements were signed across diverse sectors including finance, security, education, and health, in addition to initiatives that support entrepreneurs and creative project owners. These agreements included strategic partnerships with financial institutions to boost investments, collaboration with security entities to ensure a safe economic environment, and agreements with the education sector to advance economic knowledge. They

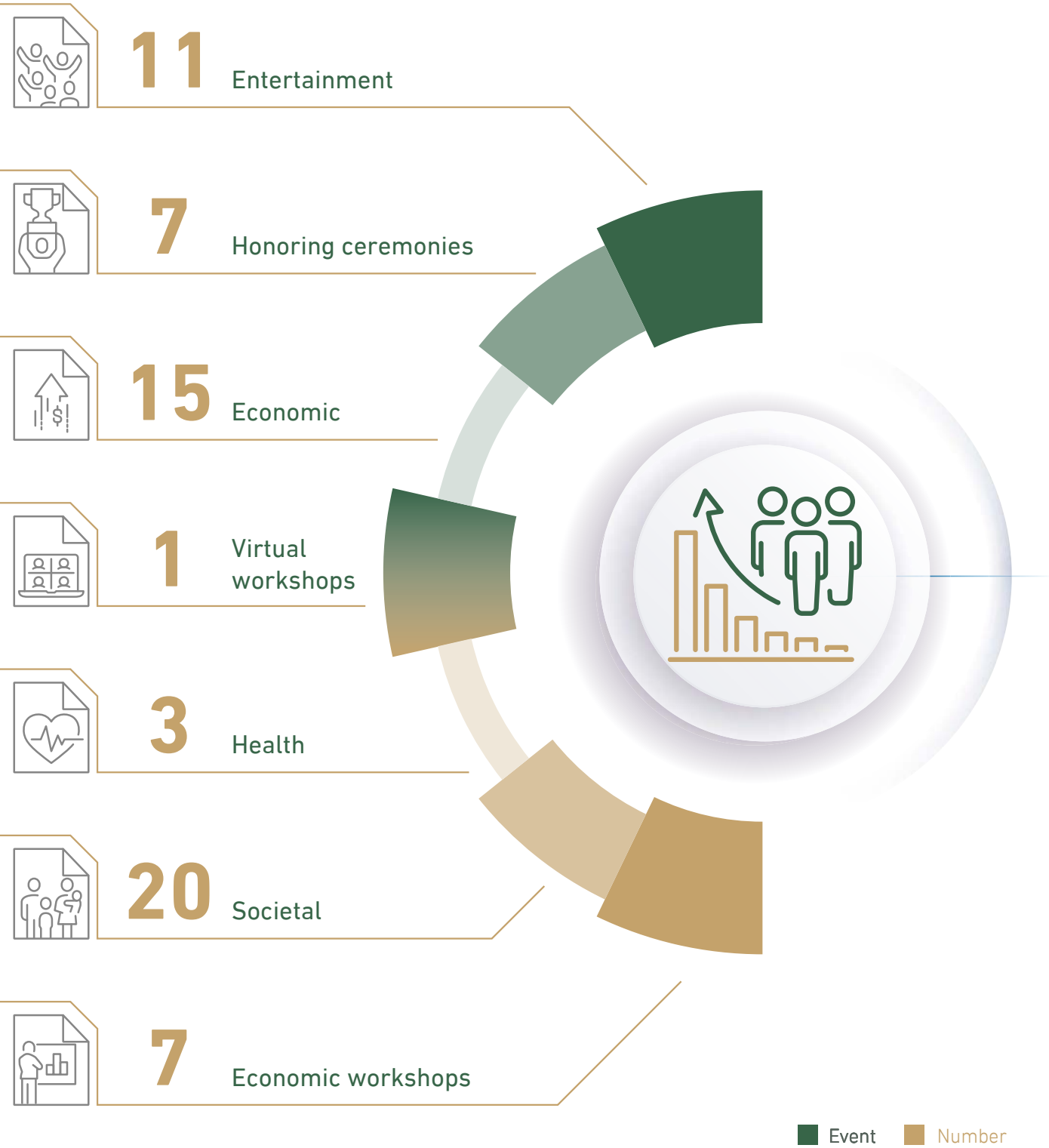
also featured cooperation with health authorities to improve the business environment from a sustainable health perspective. Furthermore, cooperation agreements were activated with the Federal Authority for Identity, Citizenship, Customs, and Port Security, alongside initiatives to support creative endeavors through memoranda of understanding with calligraphers aimed at promoting craftsmanship and the creative arts within the economic domain. These partnerships underscore SEDD's commitment to implementing strategies that enhance the emirate's competitiveness and foster effective integration between the public and private sectors, in service of sustainable economic development.



Active participation in economic events

SEDD continues to strengthen its presence across various economic and investment events, stemming from its strategic role in building bridges of cooperation with institutions

and entities both within and outside the country. These participations aim to facilitate the exchange of expertise and explore investment opportunities.



Collaboration with local and regional bodies to upgrade economic performance

In 2024, SEDD participated in the Regional Data & Community Development Forum, in collaboration with the Department of Statistics and Community Development. The forum aimed to introduce government entities to the agenda of this pioneering event, specialized in data, and to highlight ways of harnessing data to serve communities and enhance well-being and quality of life. The event was attended by a distinguished group of specialists and experts in the fields of data, statistics, education, health, and business administration. In addition to this, SEDD took part in the Business Alignment Session and the GCC Experience Exchange Workshop held

in Muscat, Oman. It also contributed to key events such as the International Government Communication Forum. Its involvement extended beyond the investment domain, to include support for entrepreneurship and professional development. This was reflected through its attendance at the opening ceremony of the Women in Technology Forum, participation in the Industrialists Career Exhibition for jobs in industry and advanced technology, and the inaugural annual practical training exhibition at Al Qasimia University. SEDD further reinforced its social presence by supporting initiatives that contribute to human resource development and foster innovation.

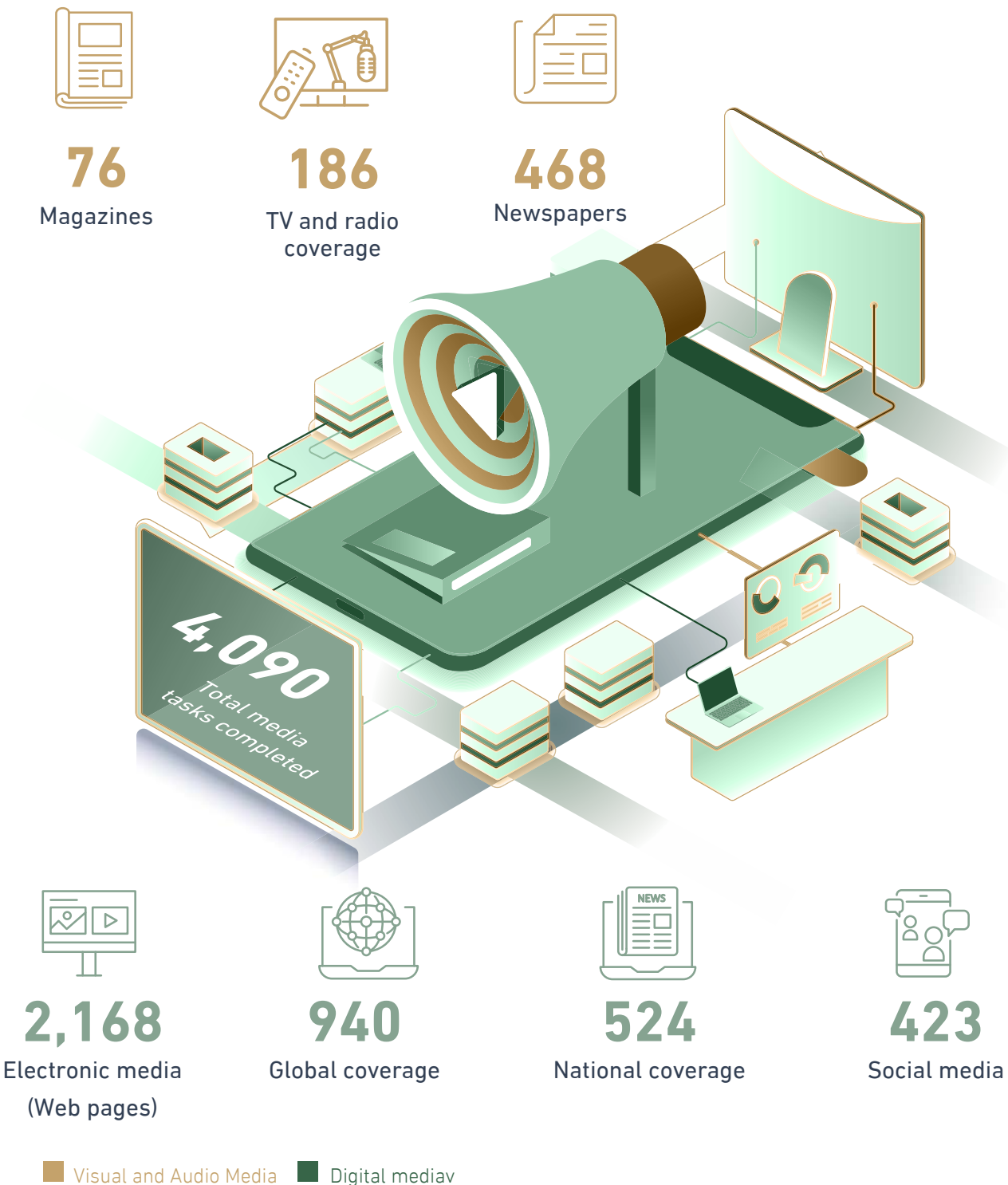
Key events		
Regional Data & Community Development Forum	Business Alignment session	GCC Experience Exchange Workshop held in Muscat, Oman.
Make It in the Emirates forum	International Government Communication Forum	Women in Tech forum
Inaugural annual practical training exhibition at Al Qasimia University	Sharjah Investment Forum	Industrialists Career Exhibition for jobs in industry and advanced technology

These events embody SEDD's pioneering role in reinforcing the Emirate's status as a competitive economic center. They also underscore its commitment to keeping pace with global developments and attracting investments.

Media Highlights

SEDD continued to strengthen its media presence through an integrated strategy that underscored its pioneering role and expanded its reach across a wide spectrum. This was reflected in the 2024 media highlights, where coverage

of SEDD’s news and events spanned various local and international media outlets. A total of 4,090 media tasks were completed, affirming SEDD’s growing influence within the media landscape.



Effective Promotional Campaigns

SEDD continues to exert dedicated efforts in implementing innovative promotional campaigns that enhance its presence and introduce the public to its various initiatives. It organizes distinctive events and exhibitions aimed at supporting the growth of the local economy and fostering effective engagement with diverse segments of society. In 2024, SEDD held a total of 64 events and exhibitions including the graduation ceremony of Entrepreneurship Ambassadors in collaboration with Ruwad Foundation, International Workers’ Day, a virtual workshop on enhancing income sources through start-up projects, introductory workshops on the Ruwad Foundation in the Central Region and Dibba Alhishn, a religious lecture at the Kalba Branch titled “Fair Weighing and the Role of Market and Scale Oversight”. As part of its human capital development initiatives, SEDD honored the Outstanding Employee of the Month, organized an awareness lecture for school students covering topics related to commercial protection and intellectual property, and held a training workshop for the “Masar License” at the Khor Fakkan branch. It also conducted promotional activities for external entities, such as the “Hind Al Oud” event. To further promote community participation, SEDD launched the online “Summer Events” competition, hosted a candle-



making workshop, and celebrated Emirati Women’s Day in recognition of women’s achievements and impactful roles. Additionally, it organized the “Mark of Distinction” workshop for entrepreneurial projects, designed to support entrepreneurs and develop their skillsets.

1. Graduation Ceremony for Entrepreneurship Ambassadors – Ruwad Foundation
2. International Workers’ Day
3. Workshop on Enhancing Income Sources through Start-Up Projects – Virtual Workshop
4. Introductory Workshop on the Ruwad Foundation
5. Outstanding Employee of the Month Award Ceremony
6. Training Workshop for “Masar License” – Khor Fakkan Branch
7. Emirati Women’s Day





## Development

6

- Enhancing organizational efficiency through benchmarking
- Honorary awards and recognitions
- Knowledge management and experience sharing
- Developmental reports and studies

### Enhancing Organizational Efficiency through Benchmarking

As part of its ongoing efforts to enhance performance and improve service quality, SEDD organized numerous benchmarking visits with various entities and institutions throughout 2024, totaling 49 visits. These visits aimed to explore best practices and experiences implemented by

other organizations, with the goal of fostering innovation and improving transactions and services provided to clients, while also identifying the intended objectives of each visit. Additionally, a training workshop was held to clarify the new mechanism for benchmarking and knowledge management.

25



Total benchmarking exercises

17



Number of bodies

8



Number of recommendations and improvement opportunities implemented



الهيئة الاتحادية للموارد البشرية الحكومية  
Federal Authority For Government Human Resources



دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT



SHARJAH GOVT  
MEDIA BUREAU



ABU DHABI GLOBAL MARKET  
سوق أبوظبي العالمي



Government of Ajman  
Department Of Economic Development



مركز دبي  
للشركات العائلية



الهيئة الاتحادية للهوية  
والجنسية والجمارك وأمن المنافذ  
FEDERAL AUTHORITY FOR IDENTITY,  
CITIZENSHIP, CUSTOMS & PORT SECURITY



## Quality Certifications

SEDD remains committed to upholding the highest standards of quality across all areas of its operations. This is achieved through the adoption of strategic plans and operational objectives that contribute to enhancing organizational

efficiency. SEDD is equally keen on renewing its quality certifications, affirming its ongoing efforts to improve performance and develop internal systems. In 2024, SEDD successfully renewed several prestigious

certifications, including Benchmarking Certificate PAS 7070:2016, Quality Management System ISO 9001:2015, Customer Service Charter ISO 10001:2018, Complaints Handling System ISO 10002:2018 and others. These

accomplishments reflect SEDD's continuous commitment to strengthening its organizational quality framework, which has enabled it to secure a total of 10 ISO certifications over the years.

## ISO and PAS System Certification Specifications

1. ISO Certificate for Quality Management System Specification 9001:2015
2. ISO Certificate for IT Service Management System Specification 20000-1:2018
3. ISO Certificate for Information Security Management System Specification 27001:2013
4. ISO Certificate for Customer Service Charter System Specification 10001:2018
5. ISO Certificate for Complaints Handling System Specification 10002:2018
6. ISO Certificate for Customer Satisfaction Monitoring and Measurement System Specification 10004:2018
7. ISO Certificate for Business Continuity Management System Specification 22301:2012
8. ISO Certificate for Occupational Health and Safety Management System Specification 45001:2018
9. ISO Certificate for Benchmarking Management System Specification PAS 7070:2016
10. ISO Certificate for Human Resources Management System – Employee Engagement Specification 23326:2022





Honorary Awards and Recognitions

SEDD seeks to reinforce its pioneering role in serving the community and advancing sustainable development. It has been recognized by numerous official bodies and local and international institutions, owing to its distinguished participation

and sustainable initiatives. SEDD received several awards and certificates of appreciation, reflecting its impactful efforts and continued dedication to achieving organizational excellence and strengthening community partnerships.

Certificate of thanks and appreciation for the effective contribution in achieving the entity's objectives under the Sharjah Age-Friendly Program Plan – Global Network.	Sharjah Social Services Department
Gratitude and appreciation for the SEDD's sponsorship and support	Sharjah Cooperative Society
University of Sharjah Career Fair for People with Disability 2023-2024	University of Sharjah
In appreciation of participation in the inauguration of the Clinical Legal Office, the launch of its website, and the accompanying exhibition	University of Sharjah
Invitation to the Official Announcement Ceremony	New Emirates Post Group
Public Prosecution	
Entrepreneurship Exhibition- Kalba Branch	Entrepreneurship Festival
Success Partners	Sharjah Sports Council
Gratitude and appreciation	Sharjah City Municipal Council
Participation in the Sharjah Lights Festival	Sharjah Lights Festival
25th Sharjah International Arabian Horse Festival	Sharjah Festival
Sharjah Emirate Committee for Union Day Celebrations	Union Day 52 events
Emirates Development Bank	Partner Recognition Award
Injazat Company	
Sharjah Police General Command	Department of Planning
Sharjah Police General Command	Agreement between Sharjah Police General Command and SEDD
PUMA	Presented to the Commercial Protection and Control Division
Department of Economic Development – Ajman	Government Communication Department – Benchmarking
Sharjah Investment Office	Invest in Sharjah Forum – Chairman's Office
Land and Property Department – Government of Dubai	
Ruya Local Islamic Bank	Strategic partnership agreement
Federal Authority for Identity, Citizenship, Customs & Port Security	
Saba & Co. Intellectual Property	Presented to the Commercial Protection and Control Department
Union Day Celebration Committee	Sharjah Committee for the 53rd Union Day Celebrations
Sharjah Award for Voluntary Work	
Shield of the 2nd Partners Forum 2024	Federal Tax Authority







Knowledge Management and Experience Exchange

Session title	Speakers	Attendees	External bodies
Investment and Sustainability Prospects in the Tourism Sector	7	44	5
The Future of Statistics in the Age of Artificial Intelligence	4	56	3
Businesswomen in the Emirate of Sharjah	5	25	Attendance at the Book Fair

SEDD organized a series of seminars and workshops aimed at promoting awareness and exchanging expertise on developments across various sectors. These activities included panel discussions that addressed investment and sustainability prospects in the tourism sector. SEDD also held a specialized session titled The Future of Statistics in the Age of Artificial Intelligence, which provided participants with insights on how AI can be utilized to enhance performance accuracy and increase efficiency in internal and external transactions.

In support of entrepreneurship, a panel discussion was held focusing on the role of businesswomen in the Emirate of Sharjah. It highlighted the significant impact of women in driving commercial activity, with notable growth reflected in the issuance and development of business licenses, up 24% in 2023 compared to 2022.

Additionally, SEDD invited the Sharjah Department of Statistics and Community Development to join a panel titled The Future of Statistics in International Organizations, which explored the role of the United Nations and other global bodies in classifying and publishing data. This session was held at the Sharjah Academy for Space Science and Astronomy.

Bridges to the Future

My Book in My Office Initiative

In line with SEDD’s commitment to promoting knowledge culture

and organizational learning among staff, the “My Book in My Office” initiative, held during the Sharjah International Book Fair, aimed to cultivate a knowledge-driven work environment. The initiative provided access to educational resources for all employees and emphasized the ongoing update of department libraries, contributing to a well-informed and culturally engaged workforce.

Knowledge Debate Initiative

On Knowledge Day, SEDD organized a debate event titled “From Peak Professional Life to Peaceful Retirement: Is Work a Continuation or a New Beginning?” This initiative was led by the Strategic Planning Department in collaboration with other internal departments.

Ideas and Innovation System

The Ideas and Innovation System was designed to encourage staff and external stakeholders to propose innovative ideas and developmental suggestions. It operates through:

- Reviewing employee ideas and channeling them to the relevant departments for implementation
- Reviewing suggestions from external clients and directing them according to department specialties
- Honoring contributors whose ideas were successfully implemented in 2024
- Coordinating with the Ideas and Innovation System representatives to document issues and feedback and forwarding them to the IT Department to take necessary action.



Knowledge Publications

SEDD publishes a diverse range of specialized materials covering various aspects of the economic sector and its activities. These publications aim to provide individuals and institutions with reliable sources of information and validated data on economic indicators in the Emirate of Sharjah, along with comprehensive details on available facilities. All publications are available in digital format through the official website, reinforcing SEDD’s commitment to environmental sustainability and reducing paper usage.

- SEDD’s Annual Report.
- Tourism and Travel Sector Handbook.
- Sharjah Industrial Investment Booklet.
- Promotional bulletins such as “Made in Sharjah”.
- Industrial Office Licensing Guide
- Monthly bulletins for the “Development Lens” initiative (12 issues for 2024).
- Monthly releases for the “Milestones and Successful Experiences” initiative (12 issues for 2024).

Glossary of SEDD’s Economic Terms and Concepts

SEDD issued a glossary titled Key Economic Terms and Definitions Used by the SEDD, which serves statistical

reports, data analyses, publications, and media briefings. The glossary defines commonly used economic and developmental terms within SEDD, drawing from international economic sources as well as legal and procedural references at the national, local, and international levels. It distinguishes between economic and operational terminology, enabling all divisions to speak a unified language and share consistent concepts, thereby simplifying data analysis and promoting data governance.

Sharjah Business License Economic Indicators Handbook

SEDD published the 2024 Business License Report titled Economic Indicators of Business Activity in the Emirate of Sharjah, offering a comprehensive overview of the economic status of companies in the Emirate. The report covers investment indicators and business establishment performance by highlighting growth trends in the volume and types of licenses issued to investors. It aims to spotlight various facets of Sharjah’s business environment, including ongoing developments in licensing and efforts to support and encourage commercial activity across the Emirate.





Developmental Reports and Studies

Numerous studies were presented by the Planning Section to clarify the changes that occurred in 2024 and their impact on licensing across various sectors. These studies included an analysis of the causes behind the cancellation of e-commerce licenses during the year, an examination of the reasons for license expiration and revoked licenses, and a focused study on violations related to advertising signage. In-depth insights were provided on these areas with the aim of improving performance and ensuring compliance with applicable regulations.

Periodic Analysis of National Accounts

The Office of the Economic Advisor at SEDD prepares analyses related to national accounts, GDP, and key economic indicators for the Emirate of Sharjah. It coordinates regularly with the Statistics Department to review GDP figures and develop economic indicators that reflect the economic status, as well as interpret Sharjah's most significant development indicators and their impact on licensing activity.

Field Analysis of Economic Conditions and Market Shifts

SEDD maintains continuous engagement with investors to inquire about labor market changes and developments. A report was completed on licenses operating in the used car sector in the Central Region, alongside another report focused on industrial zones in the same region. Contributions to the study of the Central Region's economic conditions included distributing questionnaires and collecting as much data as possible, which was then delivered to the Economic Advisor for analysis and interpretation.

- Study of the Tourism Sector in Sharjah (2020–2022)
- Study on Developing the Vehicle Maintenance and Repair Sector (2020–2023)
- Analysis of the Causes Behind E-Commerce License Cancellations in 2024
- Studies on Reasons for License Expiration
- Studies on Revoked Licenses
- Studies on Advertising Signage Violations



Customer satisfaction survey  
Government services in the Emirate of Sharjah



Customer satisfaction survey  
Consumer protection



Customer satisfaction survey  
Complainant satisfaction

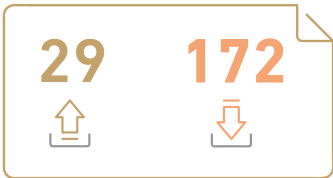
Ongoing Analysis to Enhance Customer Experience

SEDD is committed to the principle of continuous improvement across all its services and operations, with the goal of providing an advanced environment that meets customer expectations and enhances their service experience with efficiency and high quality. This approach reflects SEDD's dedication to adopting global best practices and ensuring optimal organizational effectiveness. It has been evidenced by periodic surveys conducted to measure customer satisfaction, which revealed a 93% satisfaction rate with the government services provided, a 63% satisfaction rate among complainants regarding SEDD's responsiveness, and a 77% satisfaction rate with consumer protection services.

This outstanding performance underscores SEDD's ongoing efforts to elevate the customer experience and improve its service ecosystem according to the highest standards of quality and organizational excellence.

Credit Rating Analysis of the Emirate

SEDD regularly prepares reports that explain the Emirate's credit rating and financial solvency through a framework that outlines the economic ecosystem, defines the rating objectives and key credit rating agencies, and presents the approved measurement methodologies. The report also addresses the position of the Emirate of Sharjah within the credit rating system.



Periodic report

Number of external reports



On-demand reports

Number of internal reports



Total reports

Number of internal and external reports





## Staff

7

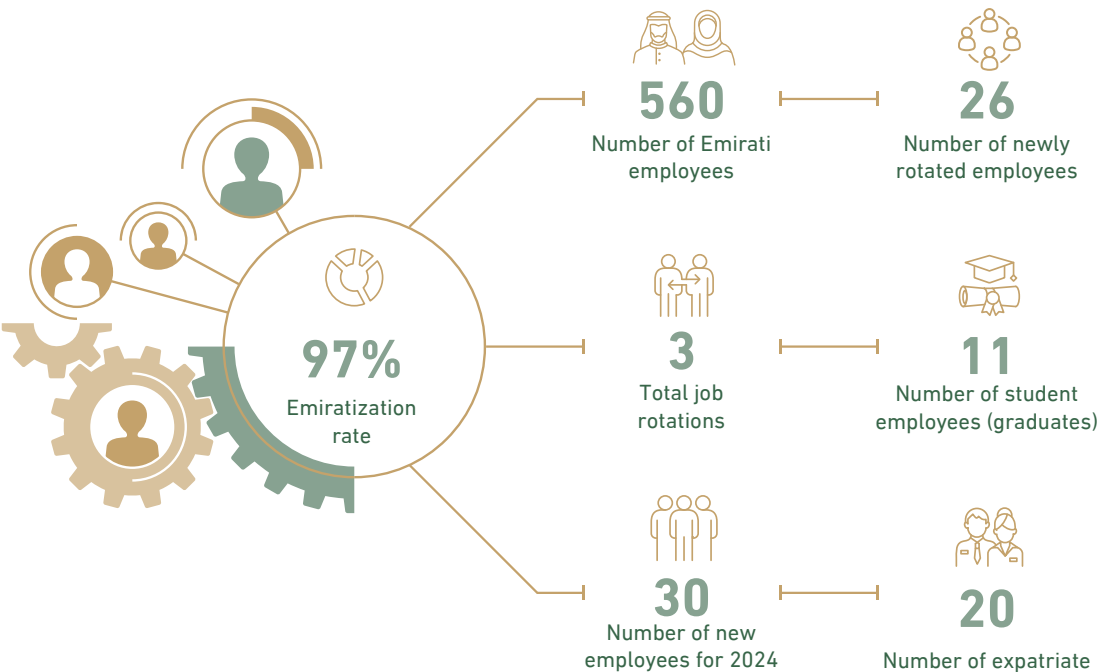
- Human resources in numbers
- Professional motivation
- Performance evaluation
- Pioneering Social and Humanitarian Initiatives



Human Resources in Figures

SEDD continues to achieve its objectives by investing in human capital. According to 2024 statistics, the number of Emirati employees in SEDD reached 560, while expatriate employees totaled 20, highlighting a high Emiratization rate of 97%.

Additionally, 30 new employees were recruited during the year, along with 11 graduates holding academic qualifications. Regarding job rotation, SEDD recorded 3 internal job rotation cases and 26 instances of rotation among newly recruited employees.



Career Advancement Toward Organizational Excellence

Excellence is a fundamental pillar of success and ambition, guiding individuals and institutions in their pursuit of top-tier achievement and leadership across various fields. In this spirit, SEDD continues to strengthen

its leading position in organizational excellence, striving to elevate its human capital and achieve high performance standards. SEDD's key accomplishments in this area include:



Middle East & North Africa Stevie Awards

- SEDD won the second place in the award for Innovative Use of Technology in Human Resources.
- SEDD won the third place in the award for Innovation in Human Resources Management, Planning and Practices.



ISO Certification for the Human Resources Management System

SEDD received ISO certification for the Human Resources Management System – Employee Engagement Standard 23326:2022, becoming the first local and federal government entity in the country to achieve this milestone.



Professional Motivation

SEDD places strong emphasis on professional training and motivation, considering both as fundamental pillars for empowering human resources in delivering services and upholding quality and excellence in work. To reinforce this approach, numerous allowances and promotions were granted to encourage outstanding performance: 152 incentive bonuses, 57 career progressions, 8 financial raises, and 11 allowances for employees holding a master’s degree.

Incentive bonuses	152
Career progression	57
Financial raises	8
Master’s degree allowance	11



Employee Excellence Award 2024

SEDD has adopted a comprehensive system for employee excellence, embodied in the annual Employee Excellence Award granted to outstanding staff across various categories. These include supervisory, administrative, technical, field-based, customer happiness, and new employee categories. A number of employees were honored in each category, with awards presented to those who demonstrated exceptional performance. These recognitions reflect SEDD’s commitment to encouraging innovation and enhancing overall performance.

Area	Number of honored employees
Supervisory (Section Head and Deputy / Branch Head)	2
Supervisory (Division Head)	2
Administrative	3
Technical	3
Field-based	2
Customer happiness	2
New employee	3



Outstanding Employee of the Month Award 2024

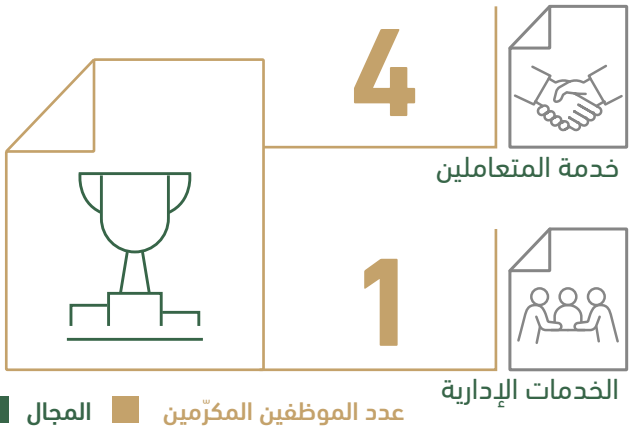
As part of SEDD’s strategic focus on strengthening outstanding organizational capabilities, the 2024 Outstanding Employee of the Month Award was relaunched to encourage staff to reach peak performance levels, foster a spirit of positive competition, and highlight exemplary employee models who serve as role models.

The award resulted in the recognition of 64 employees from the executive level and 33 from the supervisory level. Nominations covered all organizational units within SEDD, with the selection process based on precise evaluation criteria and specific conditions, including specialized judging meetings to validate the results.



Award for Best Idea for Using Artificial Intelligence in Organizational Work

SEDD honored employees who won the “Best Idea for Using Artificial Intelligence in Organizational Work” award. This initiative forms part of SEDD’s broader efforts to promote the adoption of smart and digital solutions across various professional domains. The recognition included outstanding ideas in customer service and administrative operations. SEDD reaffirmed its ongoing commitment to fostering creativity and strengthening a culture of innovation within the organizational work environment.





Human Resources Development

Training programs are a fundamental pillar in developing human capital, directly contributing to the enhancement of specialized skills and the growth of participants' leadership capabilities. In this context, SEDD organized a diverse array of training programs led by 16 internal instructors, benefiting 794 individuals. In 2024, trainee numbers were distributed across various departments: the Department of Planning and Economic Studies had 7 trainees, Government Communication had 4, Registration and Licensing had 1, Support Services and Commercial Protection both had 8 each, Commercial Affairs had 3, Information Technology had 4, and the Branches Department had 14.

794  
Number of Beneficiaries  
of Programs Presented by  
Internal Instructors



Active Participation in Training Programs

SEDD demonstrated strong engagement in training programs, organizing 324 human resources courses that benefited 2,428 trainees. Additionally, 865 participants attended 33 certified trainer programs. Internal programs totaled 70, with 1,537 beneficiaries, while external programs numbered 214 and served 2,121 trainees. This resulted in a participation rate of 93% across SEDD.

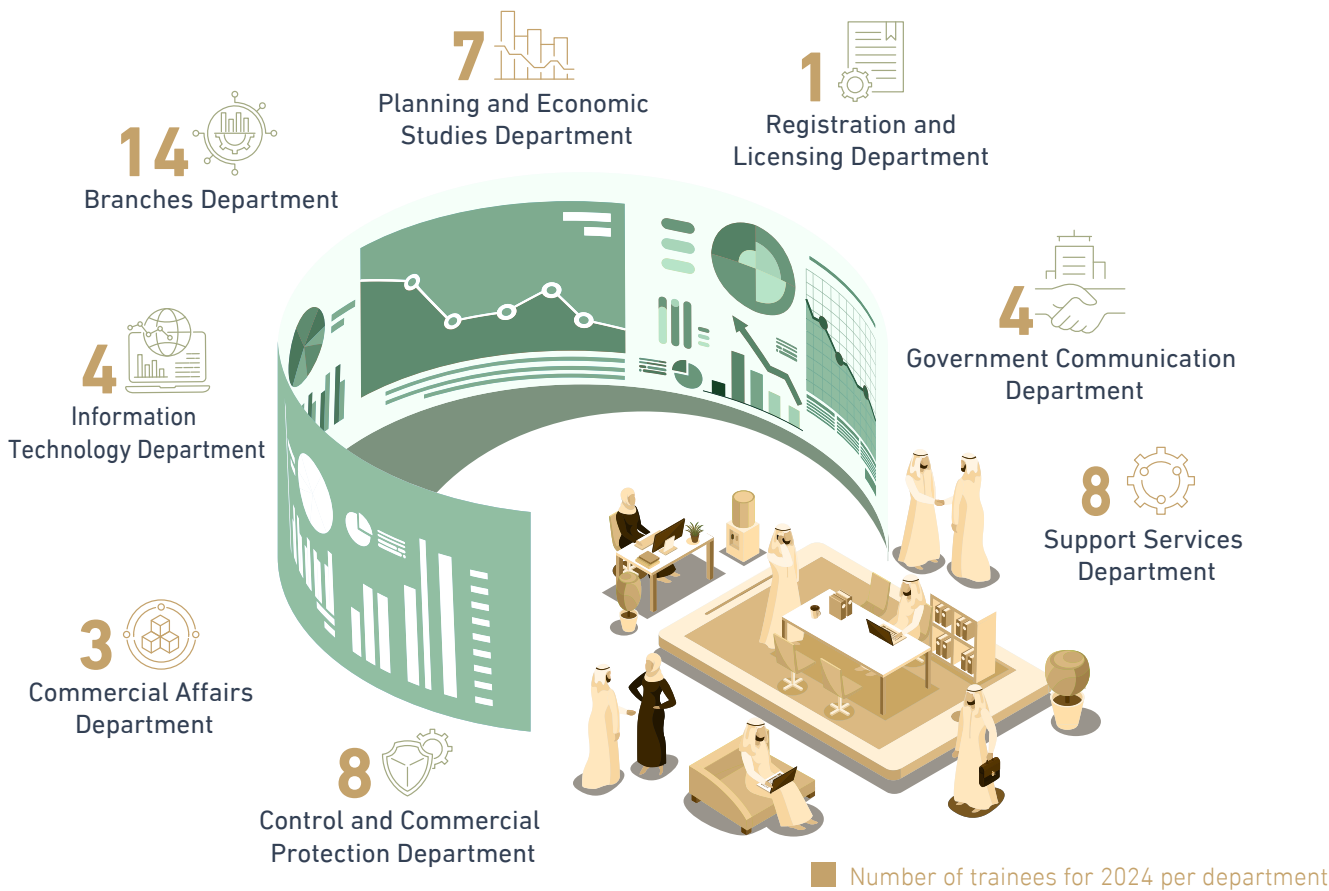
Key programs included Future Leaders, Project Management, Security Awareness, Crime Scene Training in cooperation with the General Command of Sharjah Police, Crisis and Disaster Management, Customer Service, Customer Experience Design, and Financial Auditing. The training services achieved a high satisfaction rate of 95%, reflecting the effectiveness and quality of these programs in advancing organizational excellence.

Programs	Number	Beneficiaries
Human resources programs	324	2,428
Accredited Trainer programs	33	865
Internal programs	70	1,537
External programs	214	2,121
Participation rate at SEDD level	93%	

“The Impact of Service Quality on Investor Satisfaction and Loyalty” Workshop

In its ongoing efforts to enhance investment services, SEDD organized a series of internal workshops in coordination between the Office of the Economic Advisor and the Training Section. One of these sessions, titled “The Impact of Service Quality on Investor Satisfaction and Loyalty,” was delivered to a

group of 25 officials and directors within SEDD. The workshop aimed to define and establish a framework for building strong relationships with investors, while also raising awareness among participants about the importance of investment services.







Employee Social Security

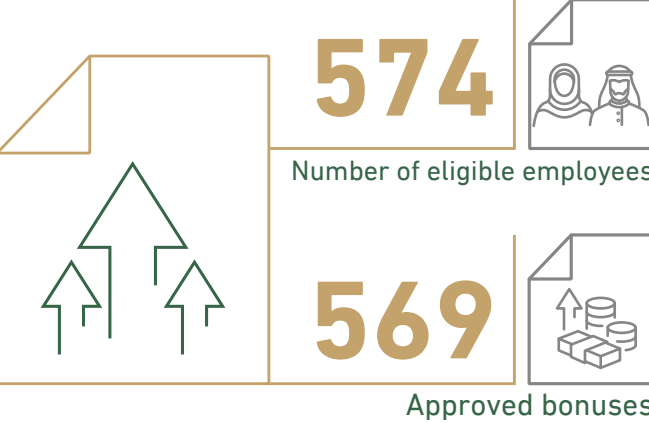
SEDD provides a range of supportive services to secure employee social welfare. Health insurance for parents was extended to 19 employees, in addition to coverage for employees and their family members, which benefited a total of 79 individuals. Health insurance was cancelled in 18 cases, and 30 employees joined the Sharjah Social Security Fund.

Performance Evaluation

SEDD remains committed to enhancing employee efficiency through precise performance evaluations based on clear standards that ensure fairness and transparency. In the 2024 evaluation, 312 employees significantly exceeded expectations, 156 exceeded expectations, 37 met expectations, and one employee required improvement, bringing the total number of evaluated employees to 506.

As part of its efforts to support human capital, SEDD approved bonuses for 569 out of 574 eligible employees. This decision affirms its commitment to recognizing dedication and promoting excellence in performance.

2024 bonuses



Evaluation Outcome	Number of employees
Significantly Exceeds Expectations	312
Exceeds Expectations	156
Meets Expectations	37
Needs Improvement	1
Total	506

Logistical Support

SEDD is committed to providing the necessary logistical support to ensure smooth operational workflows. This is achieved through the implementation of diverse initiatives and programs, while continuously enhancing employee performance and supporting team capabilities in delivering services with excellence.

This approach encompasses various areas, including occupational safety awareness, vehicle maintenance, and the provision of essential tools and supplies to create a safe and healthy work environment.

For example, SEDD issued over 1,100 “To Whom It May Concern” certificates and launched numerous initiatives that improved internal operations, such as lighting initiatives and specialized “Salameh” awareness programs. Many vehicle maintenance requests were also completed in coordination with the Public Works Department to ensure equipment and infrastructure readiness. Additionally, SEDD actively supplied occupational health and safety materials to employees and supported evacuation planning by designating a qualified team for that purpose. It also fostered a flexible professional environment through the organization of both virtual and in-person workshops and programs, totaling over 2,200 initiatives aimed at supporting continuous professional development.

Number of “To Whom It May Concern” certificates	1,110
Number of SEDD’s lighting initiatives	65
Number of “Salameh” awareness initiatives	14
Number of SEDD vehicle maintenance requests	183
Number of employees in SEDD’s evacuation team	11
Number of meeting room bookings	495
Number of maintenance requests coordinated with the Public Works Department	908
Number of certified first responder employees	25
Number of employees benefiting from occupational health and safety supplies	61
Number of disbursement orders	758
Number of purchase orders	144
Number of participants in the Talent Exhibition	9
Total number of virtual and in-person programs	2,244



Pioneering Community and Humanitarian Initiatives

In 2024, SEDD's Khor Fakkan Branch implemented numerous community and humanitarian initiatives aimed at strengthening social bonds and bringing happiness to employees and community members. A total of 13 employee happiness initiatives were carried out, positively impacting more than 250 individuals. SEDD actively contributed to organizational and social activities, participating in various local and international forums. These initiatives included an awareness workshop on consumer protection held at Sajaya Girls Center in Khor Fakkan, and the "How to Start Your Business" initiative, which focused on empowering youth and entrepreneurs to launch their own ventures. Additional initiatives included distributing flowers at the Industrial Branch, as well as themed giveaways for Emirati Women's Day, National Day, Ramadan, and Eid Al-Adha, bringing joy and fostering a spirit of social solidarity. As part of its environmental responsibility, SEDD organized clean-up campaigns for Al Khan Sea and the beachfront to preserve environmental health. Humanitarian efforts

>250  
Number of Community  
Members Who Were  
Made Happy by the  
Initiatives

included visits to pediatric patients at Al Qassimi Hospital, the Elderly Care Home, and the Big Heart Foundation, along with the distribution of gifts to children outside the country and sweets to laborers, reinforcing values of compassion and generosity. SEDD also gave special attention to its employees by organizing recognition events for outstanding staff, which promoted productivity and strengthened the sense of belonging. These initiatives reflect SEDD's ongoing commitment to community engagement, sustainability, and social responsibility.

Training of Students from Al Qasimia University and the University of Sharjah

As part of its role in strengthening collaboration with economic development partners across the emirate and the nation, particularly educational institutions, SEDD designed the "Economic Research-Based Training Program." The program aims to connect academic knowledge in higher education institutions with the administrative and organizational expertise

exercised by SEDD in managing Sharjah's economy, thereby supporting efforts to achieve sustainable development. Through this program, and in collaboration with the Training Department, the Office of the Economic Adviser trained students from Al Qasimia University and the University of Sharjah over an 8-week period, focusing on applying economic knowledge to the emirate's economy.

International Day of Charity Workshop

SEDD hosted the Sharjah Charity Association to highlight the importance of charitable work and its role in enhancing mutual positive impact across the Emirate of Sharjah. The workshop also aimed to promote the reputable standing of charitable organizations both locally and globally.

During the session, the Sharjah Charity Association showcased its most prominent achievements and humanitarian programs implemented over the past years. In 2023 alone, the Association succeeded in constructing 1,275 mosques and drilling 8,409 water wells across 110 countries worldwide.

Awareness Campaigns

SEDD organized a comprehensive awareness campaign focused on intellectual property protection and consumer rights. Additionally, a targeted campaign was launched

for sectors that use commercial scales, particularly the retail sector, aiming to register these scales electronically and ensure measurement accuracy and compliance with standards.

48



Proposed ideas

6



Approved ideas

"Sharekna Afkarak" Initiative

SEDD launched the "Sharekna Afkarak" initiative to enhance its services. A total of 48 proposals were

received, of which 6 were approved, reflecting SEDD's commitment to promoting community engagement and benefiting from public feedback.





### Volunteering

As part of efforts to promote volunteerism, SEDD participated in the initiative “Volunteer for Endowment during Ramadan,” aimed at reviving and spreading

awareness of endowment practices within the community. SEDD also took part in the volunteer opportunity “Supporting the Residents of Al Siyuh,” which sought to provide assistance to local families and strengthen social cohesion.



### International Coffee Day

As part of its celebration of global occasions, SEDD organized a variety of activities to mark International Coffee Day. These included a video presentation on coffee cultivation,

preparation methods, and types of coffee, along with a contest titled “Most Delicious Emirati Coffee” prepared by staff members, adding a joyful and engaging atmosphere to the event.

### “Meer Ramadan” Initiative

Khor Fakkan Branch organized the “Meer Ramadan” initiative on behalf of SEDD. The initiative aimed to assist underprivileged families in Khor Fakkan by providing them

with essential supplies and meeting their needs. This effort contributed to alleviating the financial burdens of these families and brought joy to their hearts during the blessed month.

### Intaj Express Exhibition for Productive Families

SEDD hosted the Intaj Express exhibition for productive families in collaboration with the Social Services Department, reflecting its commitment to supporting

productive families and encouraging them to achieve economic stability by enhancing community partnerships and activating their role in development.

### Visit to the Elderly Home and Orphanage

A delegation from SEDD paid a visit to the Elderly Home and the Orphanage. The visit aimed to provide moral support to the residents, engage in conversations with them, and listen to their life stories and experiences. The delegation

also reviewed the activities and services offered by the facility to its residents.

This initiative reflects SEDD's commitment to fostering social solidarity, supporting the most vulnerable groups, and highlighting the humanitarian values that characterize Sharjah's society.

### Training High School Students in Economic Problem Solving

SEDD provided training to a group of students from Taryam American Private School through a program led by the Office of the Economic Advisor. The program introduced

students to the economy of the Emirate of Sharjah and equipped them with analytical thinking skills and the ability to solve economic challenges facing both the emirate and the UAE.

### “Barkethom Bekilbait” Event

On the occasion of the International Day of Older Persons, SEDD hosted the event titled “Barkethom Bekilbait” in collaboration with the Social Services Department. The

event welcomed senior citizens, listened to their stories, and highlighted their traditional activities. Several public schools participated by presenting various segments in tribute to them.

### Together We Elevate Our City Campaign

SEDD launched the “Together We Elevate Our City” campaign in collaboration with the Municipality of Dibba Alhisan, with the aim of removing damaged signage and preserving the city's aesthetic appeal.



# Economic Achievements that Inspire the Future

In conclusion, we extend our deepest appreciation to all those who contributed to the preparation of this report, which offers a comprehensive overview of SEDD’s distinguished economic achievements throughout 2024, anchored in a well-crafted strategy and ambitious vision.

The year 2024 was rich with both challenges and accomplishments. Our efforts centered on realizing our ambitious vision to strengthen the emirate’s economic standing. Numerous initiatives and projects were successfully implemented, each contributing directly to economic growth. We remain committed to championing excellence and innovation, expanding investment horizons, and enhancing collaboration with our strategic partners, cementing the emirate’s position on the global economic stage.

We reaffirm our unwavering commitment to pursuing our future vision through diligent work and continuous capacity-

building. Driven by a spirit of teamwork and perseverance that knows no limits, we look forward to further achievements and a bright future marked by prosperity and sustainability for our beloved emirate under the wise leadership that spares no effort in supporting our people’s aspirations.

Our determined pursuit of leadership and excellence continues. We will raise the indicators for license issuance and renewal across the emirate, intensify promotional and marketing campaigns for our services, and further develop and implement efficient, globally aligned organizational policies and systems to reinforce the emirate’s economic resilience and adaptability to future challenges.

Together, we will shape the economic future of our emirate, guided by organizational innovation, strategic partnerships, and continuous improvement to achieve our sustainable goals.