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Sharjah Chamber To Hold Conference Highlighting Role Of Emirate's Industrial Sector In Achieving Total Sustainable Development

Event aims to promote adoption of best practices and highest standards while developing strategic solutions for environmental, economic and social challenges

The Sharjah Chamber of Commerce and Industry (SCCI) has announced that it will be hosting an event entitled, 'Industry in Sharjah and its role in realizing sustainable growth,' a workshop and conference that aims to highlight the important role that the Emirate's industrial sector plays in the concerted bid to achieve total sustainable development. The announcement was made during a special press conference held today (Sunday, October 10, 2010) at the SCCI headquarters. The event, which is being organized in cooperation with the UAE Business Council for Sustainable Development (UAE-BCSD) under the theme "Be prepared to face tomorrow," will be held from 12 to 13, October, 2010 at Al Majarah Hall. The program is part of the local chamber's strategic initiative to attract more economic activity and opportunities into Sharjah's business sector and help bring the Emirate one step closer towards its goal of total sustainable development.



Present during the press conference were SCCI officials, associate members and representatives from the conference's sponsors and partners. The conference, which aims to promote the importance of adopting best practices and high standards, will tackle three important focus points, which include sustainable business leadership and strategies; sustainable business management and the best industrial practices in Sharjah. The move to host the event is part of the SCCI's commitment to strengthen its ties with the Emirate's private sector. In line with this, chamber officials have announced the participation of prominent companies coming from Sharjah and the rest of the UAE.

Hussein Mohammed Al Mahmoudi, Director General, SCCI, said, "The launch of this event falls in line with the 2025 vision of H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi, Member of Supreme Council and Ruler of Sharjah, to promote more sustainable practices in Sharjah's business sector and underline the importance of the industrial sector in the bid for development. Amidst the current global financial crisis, companies and enterprises today should shift back to the traditional approach of developing and strengthening business ties—promoting closer working relationships between both the public and private sector. This shift can lead to a radical change in the adoption of modern technologies and the development of more green policies and strategies that can help realize a balanced sustainable growth in Sharjah and the rest of the UAE."

The event, which will feature a panel of renowned experts and leaders in the field of business, finance and development, will include important talks, lectures and discussions covering the adoption and implementation of more best practices to help achieve Sharjah's 2025 vision; utilizing strategic business tools to help business growth and achieving sustainable development through programs that focus on key factors such as human resource development, the protection of natural resources and promoting the use of natural energy. Participants are also expected to share and discuss best sustainability business practices that they have implemented to help increase efficiency and productivity in the workplace.

Mohammed Jumaa Al Musharekh, Acting Director for International Affairs, SCCI, said, "The SCCI is looking forward to the success of this conference. With the able support provided by the UAE-BCSD and our distinguished list of partners and sponsors, we intend to showcase the Emirate's line of locally made

products and services and encourage local businesses and enterprises to adopt sustainable methodologies—complementing the SCCI's goal towards the creation of a highly-skilled and competitive workforce that can help in attracting more investment opportunities into the Emirate. Moreover, the SCCI remains steadfast in its commitment to organize key events and launch initiatives that seek to promote the importance and adoption of sustainability and help in the continuous effort to showcase Sharjah as an ideal tourist and investment destination in the Middle East.”

Major sponsors for the event include The Sharjah Environment Company - Bee'ah (Platinum Sponsor); Mulk Holdings, the multinational manufacturing, energy and construction conglomerate (Gold Sponsor) and the American University of Sharjah (Academic Partner). Other partners for the event include Eco-Ventures, Fugu Energy, Enviroserve and Investors.

The SCCI works closely with the UAE-BCSD in promoting the adoption of best business leadership principles and practices as a key factor in the bid to reach sustainability. Both the SCCI and the UAE-BCSD provide major support and assistance to participating companies and their operations, innovation; sparking growth in a community where sustainable development issues are taking the lead. The SCCI also seeks to identify new investment opportunities and facilitate stronger communication ties between diverse economic bodies in Sharjah and the International, regional and local trade communities. The chamber also aims to establish new strategic partnerships with prominent organizations and bodies to help package Sharjah and the UAE as an international trade center for the Middle East region.

Established in January 2009, the UAE Business Council for Sustainable Development (UAE-BCSD) is a regional establishment affiliated with the World Business Council for Sustainable Development (WBCSD). The council offers services and activities to companies and organizations desiring to positively contribute to sustainable development projects through enhancing the application of sustainable plans and stabilizing innovation and development culture within diverse business sectors in the UAE and Sharjah in particular.

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