



Thu, Oct 14, 2010, 08:58 GMT

[Home](#) » [Article](#)

Sharjah Chamber to hold conference highlighting role of Emirate's industrial sector in achieving total sustainable development

[Press Release](#)

[Email](#)
[Comment](#)
[PDF](#)
[Share](#)
[Print](#)

Text Size



10
 October
 2010
*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.



Top Stories

[Top Gear](#)
[Abyaar Gets UAE Private Funding For Projects](#)
[Dubai's Challenges](#)
[Chinese Railroad Workers Riot In Makkah](#)
[Growth Story](#)
[UAE Economy To Grow 3-4% This Year](#)

» [Home Page](#)

Community Buzz

Stories

Mostread stories by Community in the last 24 hrs

1 [Smart Move By Skype In 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.

Most read stories by Community in the last 24 hrs

1 Smart Move By Skype In UAE

Companies

Projects

Blogs


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.

-Ends-

For further information, please contact:
Orient Planet PR & Marketing Communications
P.O Box: 23345
Dubai, United Arab Emirates
Tel: 00971 4 398 8901
Fax: 00971 4 398 8941
Email: media@orientplanet.com
Website: www.orientplanet.com

© Press Release 2010
from Orient Planet

[Access to this article is subject to specific terms and conditions. Read Disclaimer.](#)

Community Comments (0) -  **[Comment on this article](#)** **NEW!**

The opinions of the authors expressed herein do not necessarily state or reflect Zawya. Read our [Comment Policy](#).