



Sharjah Media City hosts second session of Shams Talks titled 'How to Grow Your Business Using TikTok'

Sharjah, 16 November 2021: Sharjah Media City (Shams) hosted the second session of its "Shams Talks" series virtually "How to Grow Your Business Using TikTok".

The live stream session was attended by H.E. Dr. Khalid Omar Al Midfa, Chairman of Sharjah Media City (Shams), H.E Shihab Alhammadi, Managing Director of Shams, it was attended by a number of directors and staff members. Among the virtual attendees were entrepreneurs and stakeholders who are interested in business and marketing.

The panel discussion was inspired by the remarkable growth of 'TikTok' that attracts promotional and marketing campaigns to sell various products and services to consumers. This is reflected in the significant opportunities for companies to grow and scale across different markets in the UAE, the region, and the world.

The session was moderated by Abdul Karim Hanif, Radio Presenter & Producer at Pulse 95 radio in Sharjah, and attended by Aref Yehia, Head of Retail and Ecommerce at TikTok Global Business solutions, METAP; Khoula Al Mujaini, Director of Fairs and Festivals at Sharjah Book Authority; George Schempers, Head of Marketing Department at Deliveroo; Serge Zabbal, Business Director at Empire Entertainment; Onur Alp Aydın, Senior Business Development Manager, Qanawat Music; and Mohammad Sweidan, Influencer & content creator.

Commenting on the event, H.E Dr. Khalid Omar Al Midfa said: "We are happy to hold the second session of Shams Talks and discuss the business growth opportunities offered by TikTok. Sharjah Media City launched Shams Talks initiative to be a leading platform aimed at educating entrepreneurs on up scaling their business by delivering the practical visions and insights shared by specialists and experts in their respective fields."

"At Shams, we aim to create informative programmes to educate & elevate entrepreneurs, by providing them with insights from industry experts. Sharjah Media City will continue to devote unwavering efforts, through Shams Talks and other initiatives, to add a distinctive value to the media sector & talent development."

Panellists at the session discussed ways to use TikTok to support entrepreneurs and develop new marketing tools in several areas of entrepreneurship.



For her part, Khoula Al Mujaini said the panel discussion opened doors for understanding how Sharjah Book Authority used TikTok to reach out to younger generations in Sharjah and the UAE and encouraged them to develop the habit of reading by providing creative and accessible content on the platform. "Currently, we have over 73,000 followers on our TikTok account. Having a broad base of followers inspires us to continue sharing content and streaming our activities online to attract as many followers as possible. Transparency and creativity are the most vital elements to providing quality content on TikTok, and to deploying specific messages to all segments of society to raise awareness of a cause."

Meanwhile, George Schempers said: "Participating in this panel discussion offers a great opportunity to highlight Deliveroo's expertise in leveraging TikTok, which we used to enhance our quest for customer satisfaction, as well as our teams, and above all the drivers, who are a fundamental pillar for our growth. TikTok is suitable for launching our offers and enhancing our communication, with the community and our clients by identifying trends and gaining feedback on our services to improve it both in the short and long term. TikTok helps enhance our services and enrich our experience with innovative creators."

For his part, Serge Zabbal said: "It's a pleasure to be part of Shams Talks and to see Shams is leading the way to help local and regional professionals implement best practices and understand the most efficient ways to deliver their project. TikTok specifically is a great way to tap into a younger target group and have them engage with your content in a fun and unique way. We have so much talent in the region and have all the tools needed to succeed."

Onur Alp Aydın explained: "The consumption methods of the content and the mediums has been evolving faster than ever in the past few years. This paradigm shift created massive opportunities for everyday people. Emerging artists, figures, and influencers tremendously changed how companies market their products and how musicians position themselves and their careers. The main difficult challenge of our work on the long run is to create the right and safe path for our partners, to maximize their discoverability whilst engaging and touching the lives of their audiences and carrying the right emotions using their musical works".

Mohammad Sweidan said: "TikTok provides unprecedented opportunities for creators to uncover their true potential. Diversity, authenticity, and creativity are not only embraced by the community of users and creators, but they are pillars which elevate the content quality and help creators express themselves. Thanks to TikTok, creators



have successfully been able to showcase their talents which, in turn, opened doors to a sea of life-changing opportunities”.

Sharjah Media City launched Shams Talks as an interactive initiative that aims to address various relevant issues and topics to advance the business ecosystem and promote the media sector and talent development.

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