



## **Press Release**

To explore pathways to grow business and deliver the best services in the Free Zone

# **Dr. Khalid Omar Al Midfa Meets Representatives of Media Companies Registered in Shams**

**Sharjah 18 November 2021:** His Excellency Dr. Khalid Omar Al Midfa, Chairman of Sharjah Media City (Shams), met with representatives of media companies registered in Shams. The meeting explored approaches to growing business, services and facilities that the Free Zone can provide to promote business development across various sectors, most notably the media sector, in the near future.

The gathering was attended by H.E. Shihab Al Hammadi, Managing Director of Sharjah Media City (Shams), company representatives and Shams department heads.

H.E. Dr. Al Midfa expressed Shams' interest in strengthening the business community in the Free Zone with a vision to bolstering the media sector through innovation. Al Midfa highlighted the important role played by registered companies in delivering exceptional experiences to elevate the media ecosystem in the UAE and the wider region.

"We look forward to upgrading our services to contribute to the growth of Shams registered companies. We plan on hosting more meetings with the companies to advance the continued development of Shams and realizing all common interests."

The media representatives expressed confidence in Shams' competencies to promoting the media sector in Sharjah and the UAE by boosting business and supporting its growth. They commended the services and facilities offered by Shams which enable their activities to add to the growing media landscape in Sharjah and the UAE.

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### **About Sharjah Media City (Shams)**

Sharjah Media City (Shams) was established in January 2017 by decree from His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, UAE Supreme Council Member, Ruler of Sharjah, as a free zone within the Emirate of Sharjah with its own integrated infrastructure. Shams provides an attractive investment environment for major companies, small and medium enterprises, and startups in the emirate, offering a host of services and facilities that allow entrepreneurs to expand and develop their business. It also provides support for human resources in the media and creative industries.

Shams offers several options for launching a business. Benefits include 100% ownership for foreign investors and for all investment's activities. Shams offers integrated business development solutions, a wide range of commercial activities, and total flexibility in switching commercial activity.