



## Press Release

Under the patronage of H.H. Sheikh Sultan bin Ahmed Al Qasimi

### **Sharjah Media City organizes Shams Business Matching to promote services offered by registered Media Companies**

**Sharjah 21 November 2021:** under the patronage of His Highness Sheikh Sultan bin Ahmed Al Qasimi, Deputy Ruler of the Emirate of Sharjah, Chairman of Sharjah Media Council, Sharjah Media City (Shams) organized 'Shams Business Matching' today. The event was held at the Shams headquarters aimed at promoting the services delivered by companies registered in the Free Zone and bring it forward to Sharjah Broadcasting Authority to leverage its advantages and potential to enhance work ecosystems across its affiliates.

The event was attended by H.E. Khalid Omar Al Midfa, Chairman of Sharjah Media City (Shams), H.E. Shihab Alhammedi, Director of Sharjah Media City (Shams), H.E. Rashid Al Obaid, Director of Sharjah Broadcasting Authority, and a number of directors and representatives of both sides.

The Forum hosted 29 registered companies in Shams that provide services in areas such as content creation, Broadcasting production, IT, virtual event organization, application and software development, website design, sound systems, electronic marketing, podcasts, digital solutions and other services. The Forum witnessed the signing of cooperation agreements with 5 companies.

H.E. Dr. Khalid Omar Al Midfa said: "Shams seeks to build an integrated business society, in particular the media sector, and to contribute to the growth and prosperity of business in the free zone by building on its leading role in elevating the media industry in the UAE and the region. Shams Business Matching reflects this approach, which underlines our goal to bolster the media ecosystem and share the best experience and services for realizing common interests."

"Today's signing of 5 cooperation agreements with Sharjah Broadcasting Authority reflects the competencies of the companies registered at Shams to provide competitive and quality services. This event marks the beginning of a series of forums that we intend to host to strengthen media partnerships between registered companies and institutions and those aspiring for their services in the future. We aim to build an integrated network of partnerships that serve Shams and its partners in



Sharjah and the UAE, and to strengthen cooperation for the advancement of the media sector in accordance with the innovations in the industry.”

H.E. Rashid Al Obaid said: "We are pleased to attend ‘Shams Business Matching’, where we signed 5 cooperation agreements to work with a select group of companies registered at Shams. We focused on a range of media services that are advantageous to the Authority in the near future in providing creative, accessible and technology enabled content. We look forward to strengthening our cooperation with Shams, which has many of the leading media companies that can support the media scene in the emirate of Sharjah and the UAE."

### **Endorsing Partnerships**

Registered companies introduced their services to representatives of Sharjah Broadcasting Authority during ‘Shams Business Matching’. The meeting witnessed Sharjah Broadcasting Authority signs cooperation agreements with 5 companies with an ambition to adopt their services in various future operations.

These companies included COTREX, Babylon Gate Films, LEODEN, Roots & Wings, and Elegance Experts.

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