



World Association of
Investment Promotion
Agencies

UNITED ARAB EMIRATES
MINISTRY OF INVESTMENT



الإمارات العربية المتحدة
وزارة الاستثمار



استثمر في الشارقة
invest in Sharjah

WORLD INVESTMENT CONFERENCE AND SHARJAH INVESTMENT FORUM 2025





FIRST-EVER JOINT EDITION

THE 8TH SHARJAH INVESTMENT FORUM (SIF) AND THE 29TH
WORLD INVESTMENT CONFERENCE (WIC).

HELD UNDER THE PATRONAGE OF
HIS HIGHNESS SHEIKH DR. SULTAN BIN MOHAMMED ALQASIMI

Transforming Our World: Investing for a Resilient and
Sustainable Future



Al Jawaher Reception
and Convention Centre



October
22-23, 2025



Dr. James Zhan
Chairman, Executive Board of World Investment Conference (WIC)



| | | | |
|---|---|---|---|
|  |  |  |  |
| 12,000+ | 80+ | 12 hrs | 50+ |
| Delegates Registered | Expert Speakers | Networking & Learning | Registered Media |

EVENT OBJECTIVES

- To become a pre-eminent global platform for investment and development.
- To promote investment opportunities within the U.A.E. in general and in the emirate of Sharjah, specifically among global business leaders and influential figures.
- Communicate with global investors and learn about international investment trends and new opportunities.
- Highlight opportunities and attract investments in to the following core investment sectors:

ABOUT SHARJAH INVESTMENT FORUM AND WORLD INVESTMENT CONFERENCE

Sharjah FDI Office (Invest in Sharjah), in collaboration with the World Association of Investment Promotion Agencies (WAIPA) and the UAE Ministry of Investment (MOI), hosted the 29th World Investment Conference (WIC) for the first time in Sharjah. The event ran alongside the Sharjah Investment Forum (SIF) on October 22–23, 2025, at Al Jawaher Reception and Convention Centre.

Since 1996, WIC has been a leading global platform for dialogue on Foreign Direct Investment (FDI), bringing together investment promotion agencies, ministers, CEOs,

policymakers, and international institutions to address global economic trends, policy developments, and cooperation opportunities.

The fusion of these two global platforms featured multiple conference tracks, including plenary sessions, a ministerial roundtable, ambassador-IPA meetings, B2B consultations, and networking activities to strengthen public-private sector collaboration.

| | | | |
|---|---------------------------------|---|---------------------------------------|
|  | HEALTH & WELLBEING |  | AGRI-FOOD & TECHNOLOGY |
|  | CULTURE & TOURISM |  | HUMAN CAPITAL & INNOVATION |
|  | GREENTECH |  | SUSTAINABLE INVESTMENT |
|  | ADVANCED MANUFACTURING |  | GREEN FINANCING |
|  | MOBILITY & LOGISTICS |  | CLIMATE SHIFTS |



OPENING AND WELCOME SPEECHES



**Her Highness Sheikha Bodour
bint Sultan Al Qasimi**

Chairperson of the Sharjah Investment and
Development Authority (Shurooq)



**H.E. Dr. Thani Ahmed Al
Zeyoudi**

UAE Minister of Foreign Trade



Dr. James Zhan

Chairman, Executive Board of World
Investment Conference (WIC)



KEYNOTE:

Voice of the Global Investment Community

Mr. Ismail Ersahin

CEO and Executive Director, WAIPA

SESSIONS DAY 1

SETTING THE STAGE | ADDRESSING EMERGING GLOBAL CHALLENGES AND OPPORTUNITIES



Dr. Mohamed El Erian

Chief Economic Advisor at Allianz



GLOBAL LEADERS' INSIGHTS |

RE-STRATEGIZING INVESTMENT PROMOTION AND FACILITATION AT THE GLOBAL ECONOMIC SHIFT

KEYNOTE SPEECHES:

OPENING KEYNOTE:

- **H.E. Mohammed Mulla Yaqoub**
President of WAIPA and Acting Director General of KDIPA
- **H.E. Zaher Al Qatarnah**
Secretary General, Ministry of Investment of Jordan
- **H.E. Wamkele Mene**
Secretary General of the African Continental Free Trade Area (AfCFTA) Secretariat
- **H.E. Farrukh Yusufzoda**
Undersecretary of Ministry of Investment, Tajikistan
- **H.E. Qaiser Ahmed Sheikh,**
Minister of Investment of Pakistan
- **H.E. Sara Pavkov**
Minister of Environmental Protection of Serbia
- **H.E. Eng. Talal Al-Helali**
Director General of the Syrian Investment Authority

Business Representative:
• **Dr. Holger Bingmann**
Member of the ICC-WBO Global Executive Board, and President of ICC Germany



FIRESIDE CHAT |

FROM CONTENT TO CAPITAL: HOW THE DIGITAL GENERATION IS SHAPING GLOBAL INVESTMENTS

The session discussed how influencers, creators, and digitally empowered individuals are turning social influence and creative work into real investment opportunities, shaping market trends and directing capital flows across borders.



SPEAKER

Mr. Raj Shamani

Entrepreneur and Social media celebrity



MODERATOR

Mr. Big Hass

Mr. Big Hass, Radio Host, Pulse 95 Radio



HIGH-LEVEL PANEL |

GREEN IS THE NEW GOLD: COMPETITIVE ADVANTAGE THROUGH SUSTAINABLE INVESTMENT

The session discussed policy incentives, financing models, and successful examples where sustainable investment supported economic growth, strengthened brand reputation, and advanced the transition to a low-carbon economy.

SPEAKERS

• **Ms. Rie Vejs Kjeldgaard,**

Director of the Sustainable Enterprises, Productivity and Just Transition Department of ILO

• **Prof. Lisa Sachs**

Executive Director, Sustainable Investment Centre, Columbia University

• **Prof Raekwon Chung**

Ambassador of Climate Change & Member of the Board of Directors-Ban Ki-Moon Foundation| Noble Prize Winner

• **Mr. Hani Idris**

Member of the Board of Directors at International Development Bank- IDB Group

• **Ms. Roslyn Ng'eno**

Senior Investment Expert, AfCFTA Secretariat

MODERATOR

Mr. Jacopo Dettoni

Chief Editor, Financial Times fDi Intelligence, Member of WIC Executive Board



FIRESIDE CHAT |

DE-RISKING INVESTMENT AMID GLOBAL SHOCKS

The session discussed how investors and policymakers can manage uncertainty caused by geopolitical tensions, market volatility, and climate disruptions. It highlighted ways to reduce risk, diversify investments, and build economic resilience, while identifying opportunities that can emerge during periods of global instability.



SPEAKER

Dr. Mohamed El Erian

Chief Economic Advisor at Allianz



SESSION HOST

H.E. Sheikh Fahim Al Qasimi

Chairman of the Department of Government Relations in Sharjah



HIGH-LEVEL PANEL |

FUTURE PROOFING ECONOMICS – FROM RISK TO RESILIENCE

The High-level Panel examined how countries could move beyond managing immediate risks to building robust, future-shaping investment. High-level panelists discussed strategies to strengthen economic resilience through sustainable investment, diversification, and innovation, while ensuring inclusivity and long-term development impact. The conversation highlighted how proactive policies and strategic investments turned global challenges into opportunities, shaping economies that were not only resilient to shocks but also drivers of sustainable growth and shared prosperity.

SPEAKERS

• **H.E. Fahad Al Gergawi**

former President of WAIPA, Undersecretary of the Ministry of Foreign Trade

• **H.E. Zaher Al Qatarnah**

Secretary General, Ministry of Investment of Jordan

• **Mrs. Taliya Minullina**

CEO of Tartarstan Investment Development Agency

MODERATOR

Ms. Courtney Fingar

Senior Advisor, WAIPA



• Executive Focus | Start-ups and SMEs as Strategic FDI Catalysts

• Thematic Session | Private Equity Funds for Investment Impact

• In Focus | Intro to the Services of the Sharjah Foundation to Support Pioneering Projects

• Executive Focus | From Policy to Performance: What Works in Attracting FDI

• Thematic Session | Smart Cities and Future Markets: Redefining Investment Frontiers

• In Focus | Growth Capital Unlocked: Scaling UAE Businesses with the Emirates Growth Fund

• Special Spotlight | Turning Local Strength into Global Opportunities

• In Focus | Delivering the Future: How NXN and 'Waslah' are Enabling the UAE's Seamless Logistics Network

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• In Focus | Visit Sharjah – The Destination for Investment, Hospitality, Culture & Education

• High-level Panel | Harnessing International Investment for the Digital Economy

• Thematic Session | FDI in Services: A Key Engine of Global Growth

• Executive Focus | AI and the Future of International Investment

SESSIONS DAY 2

**FIRESIDE CHAT | VISION, VENTURE,
VALUE: SHAPING THE REGION
THROUGH LEADERSHIP**

The fireside chat explored how entrepreneurial vision, strategic investments, and value creation contribute to economic growth, urban development, and social impact. It highlighted lessons on turning bold ideas into successful projects, leveraging regional strengths, and supporting sustainable growth in dynamic markets.

SPEAKER



H.E. Mohamed Al Abbar

Founder of Emaar Properties and Noon.com and Chairman of Eagle Hills

MODERATOR



Mr. Kris Fade

Radio Host and Entrepreneur



FIRESIDE CHAT

DAY 2



FIRESIDE CHAT |

**SCALING CHANGE THROUGH
INVESTMENT**

The session highlighted how strategic investment can drive transformative change by supporting innovation, bold thinking, and effective capital allocation. It discussed how these elements help scale impact, advance industries, and create opportunities for the next generation of entrepreneurs.

SPEAKERS



Ms. Amira Sajwani

Managing Director - DAMAC Properties, Founder and CEO - PRYPCO



Mr. Inzamam Rashid

Gulf Editor at Monocle

MODERATOR



Mr. John Aguilar

Founder & Host of 'The Final Pitch', The Longest Running Reality Pitch TV Show in Asia



HIGH LEVEL PANEL |

BEYOND BORDERS: WHAT MAKES THE UAE HOME FOR GLOBAL ICONS

The session discussed why the UAE is a preferred destination for international talent, focusing on leadership, infrastructure, and an inclusive culture. It highlighted how the country supports creativity, personal success, and global business growth through key projects and initiatives.

SPEAKERS



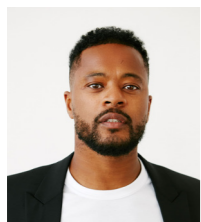
Mr. Amir Khan

Two Time World Champion Boxer



Mr. Edgar Davids

Artist, Former Professional Footballer and Entrepreneur



Mr. Patrice Evra

Former Professional Footballer, Investor and Entrepreneur

MODERATOR



Ms. Rania Saadi

Radio Presenter -Sharjah Broadcasting Authority



HIGH-LEVEL PANEL |

SHARJAH'S VALUE PROPOSITION: DRIVING INNOVATION, INVESTMENT, AND SUSTAINABLE GROWTH

The session explored Sharjah's value proposition for promoting innovation, attracting sustainable investment, and supporting long-term economic growth. It highlighted key sectors, policies, and partnerships driving Sharjah's development as a hub for technology, industry, and sustainability.

SPEAKERS

• H.E. Khalid Jasim Al Midfa

Chairman of Sharjah Commerce and Tourism Development Authority (STCDA)

• H.E. Ahmed Al Qaseer

CEO of the Sharjah Investment and Development Authority (Shurooq)

• H.E. Mohamed Juma Al Musharrkh

CEO of the Sharjah FDI Office (Invest in Sharjah)

• H.E. Hussain Al Mahmoudi

CEO of Sharjah Research Technology & Innovation Park (SPARK)

• H.E. Sara Al Nuaimi

CEO of the Sharjah Entrepreneurship Center (Sheraa)

MODERATOR

Ms. Silvia Lambiase

Director of Strategic Partnerships, The Business Year



FIRESIDE CHAT |

FUTURE INVESTMENT POLICIES AND ITS INTERFACE WITH OTHER KEY POLICIES

A dialogue between the Co-Chairs of the 2025 World Investment Conference and the Sharjah International Investment Forum. The discussion addressed policies for international investment and their interface with trade, tax, and industrial policies, as well as development strategies, highlighting trends and prospects at the national, regional, and global levels.



SPEAKER

H.E. Mohamed Alsuwaidi

UAE Minister of Investment



SESSION HOST

Dr. James Zhan

Chairman, Executive Board of World Investment Conference (WIC)

- High-level Panel | The Impact of AI and Sustainability on Investment Decisions
- Executive Focus | Catalysts of Capital: SWFs, PFs, and the Future of Global Investment
- Executive Focus | Data-Driven Investment: Unlocking Opportunities Through Statistical Insights
- Thematic Session | Streamlined Licensing and Policies for a Stronger Business Environment
- High-level Panel | Visionary Investment in Cities, E-commerce, and Human Potential
- Thematic Session | Looking at the Glass Half Full – The Comparative Advantage of SIDS, LLDCs, and LDCs
- High-level Consortium of Think Tanks | Setting Future Agenda for Investment Policymaking
- Thematic Session | Asian Infrastructure Investment Bank’s Role as a Sustainable Infrastructure Financier
- Special Spotlight for OIC | Leveraging Insights from the OIC Investment Opportunities Report: The Role of IPAs in the Digital Economy and Digitalization of Investment Promotion Services
- Executive Focus – ITC | Integrating Environmental & Social Priorities into IPA Strategies
- Thematic Session | Why to Invest in Tourism? Global and Regional Trends
- WFZO-UN Tourism Fireside Chat | Special Economic Zones and Other Enablers for Tourism Investment
- Executive Focus | Nation and City Branding as Driver of FDI
- Thematic Session | Asian Infrastructure Investment Bank’s Role as a Sustainable Infrastructure Financier
- In Focus | Youth Initiatives & Entrepreneurship: From Ideas to Impact
- High-level Panel – UNIDO | Scaling Impact: Aligning Investment Strategies with SDGs
- Thematic Session – ILO | - Beyond the Bottom Line - Turning FDI into Better Jobs

SEAL THE DEAL

The second edition of Seal the Deal, Sharjah's flagship pitch initiative fostering entrepreneurship and connecting innovative founders with leading investors and business leaders, was held during the World Investment Conference And Sharjah Investment Forum 2025. Organised by Sharjah Research, Technology and Innovation Park (SPARK) in collaboration with Sheraa, Sharjah FDI Office (Invest in Sharjah), the American University of Sharjah, and the University of Sharjah, the event reaffirmed Sharjah's position as a regional hub for innovation and entrepreneurship.

Building on the success of its inaugural edition, Seal the Deal 2025 expanded to include student-led startups, faculty ventures, and early-stage Sharjah-based companies, with nine startups pitching to an esteemed panel of investors and business leaders, collectively securing over AED 4 million in investment commitments. Inspired by the vision of H.H. Sheikha Bodour bint Sultan Al Qasimi, Chairperson of SPARK, the initiative reflects Sharjah's collaborative model that bridges academia, entrepreneurship, and the private sector.



EXHIBITORS COVERAGE

The event serves as a platform for exhibitors to promote various investment opportunities in their native countries and regions.

It offers a chance to connect and network with visitors and delegates including industry leaders, key stakeholders and elite investors from the region and internationally.

A growing number of international exhibitors were represented at the forum, in addition to the local government entities and sponsors.

For more information on exhibiting at the Sharjah Investment Forum, please contact us at: exhibition@sharjahinvestmentforum.ae

ALMARWAN | REAL ESTATE DEVELOPMENTS



ATTENDEES & REGISTRANTS

2025 had the highest number of comprehensive registrations throughout the Forum's history including international guests, and growing online registrations due to aggressive digital marketing campaigns.

EVENT ATTENDEES

12,000+

QUALIFIED MEETINGS
CONDUCTED:

211

INVESTOR'S LOUNGE
REGISTRATIONS

45

MOUS/ CONTRACTS/
COMMITMENT
REPORTED:

\$104,500,000

POTENTIAL
OPPORTUNITIES
REPORTED:

\$924,500,000

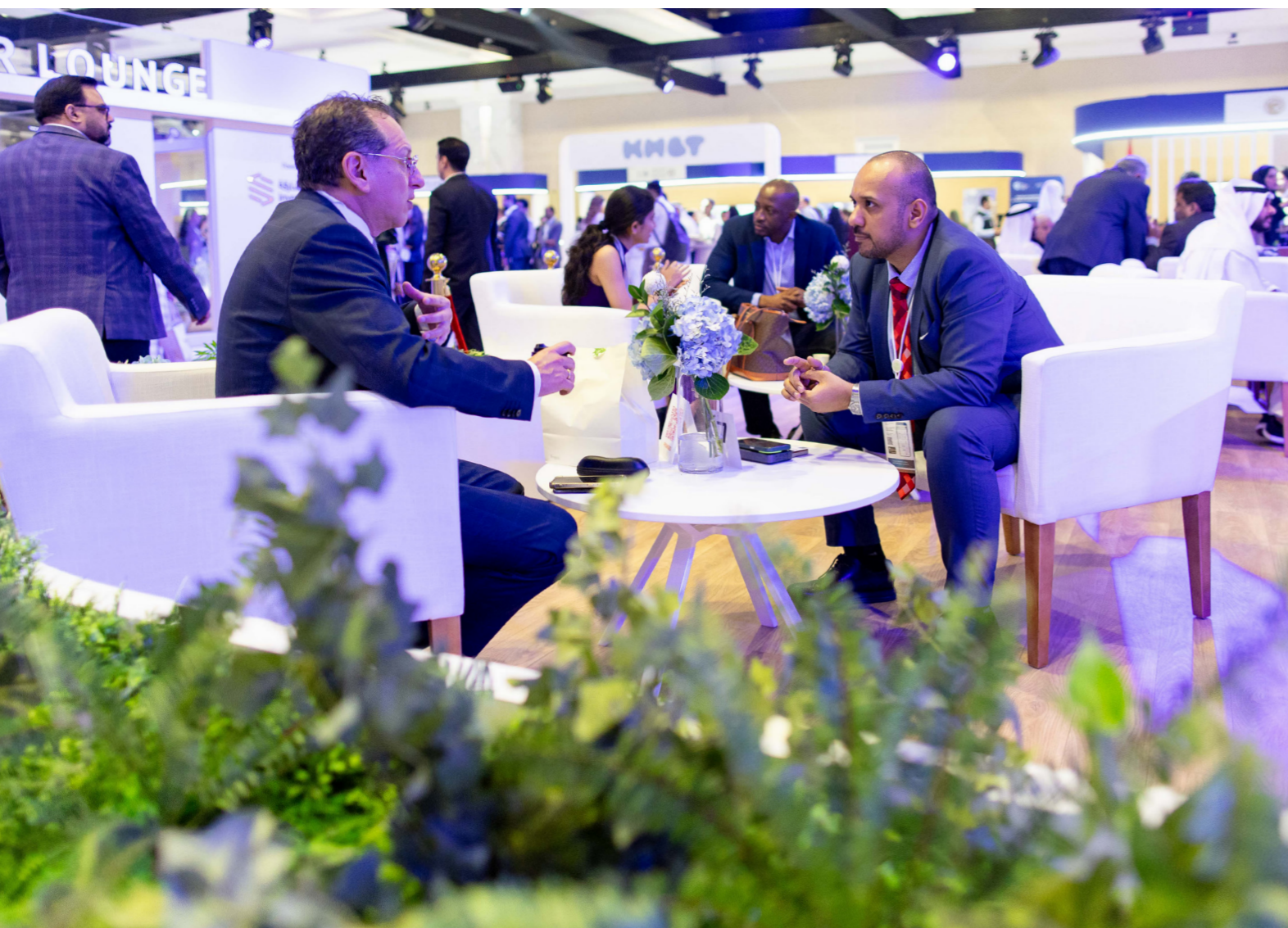


INVESTORS' LOUNGE

The Investors' Lounge is an exclusive, registration-only space designed to foster high-level networking and relationship-building with international investors. This premier lounge facilitates meaningful interactions with a diverse group of attendees, including global investors, senior government officials, decision-makers, visionary entrepreneurs, influential policymakers, strategic investors, and venture capitalists.

It serves as a unique platform for exploring collaborations, sealing deals, and discussing global economic trends and emerging investment opportunities. The lounge encourages dialogue on capitalizing on prospects and driving sustainable growth at a global level.

Returning by popular demand, the Investors' Lounge continues to elevate the networking experience, offering unmatched access to strategic partnerships, investment insights, and forward-looking opportunities.



MEDIA & PRESS COVERAGE

Executive Summary

The event enjoyed significant success with regards to media coverage.

This edition was extensively covered in the media and press highlighting the forum's position as an international platform that attracts leading corporations, IPA's and high-net-investors.

KEY ACHIEVEMENTS



More than

150 Media

Outlets Covered the forum



More than

945

media coverage



More than

AED 11 million

Media coverage valued



70+

Media Interviews



PRESS SUPPORT

Total of 29 PRESS MATERIALS were produced in both English and Arabic throughout the project

DISCUSSION POINTS

11 press materials were produced in both English and Arabic during the 'pre-event' period

18 press materials were produced in both English and Arabic during the days of the forum

A total of 28 press releases were produced in both English and Arabic during the project

COVERAGE BY MEDIA TYPE



NEWSPAPER



TELEVISION



WEBSITE



RADIO

NEWSPAPERS AND MAGAZINE



TELEVISION



WEBSITE

108 WEBSITES

MEDIA COVERAGE

RAISE AWARENESS ABOUT THE FORUM

INCREASE NUMBER OF VISITORS

THE FOLLOWING MEDIA WERE UTILIZED



DIGITAL



PRINT



OUTDOOR



RADIO

RADIO

MARKETING COVERAGE



PRINT ADS FEATURED IN:

Khaleej Times



arabian Business

INVEST GCC

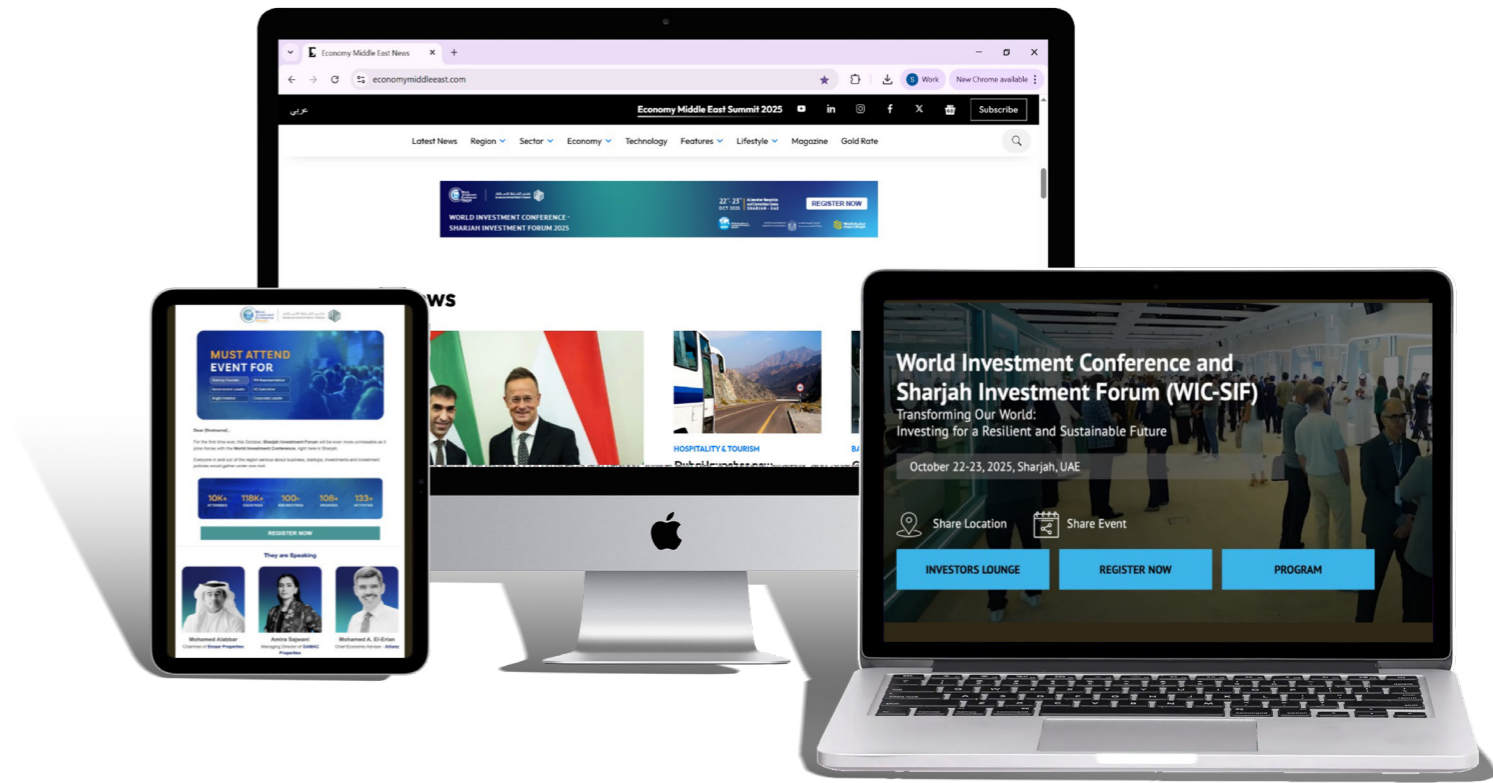
OUTDOOR

MARKETING COVERAGE



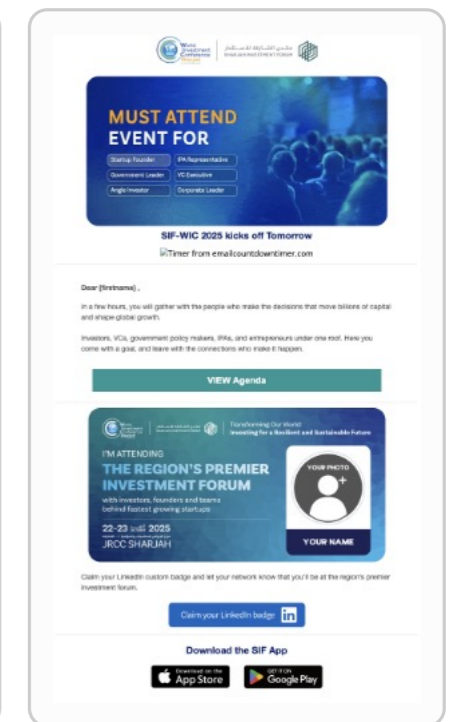
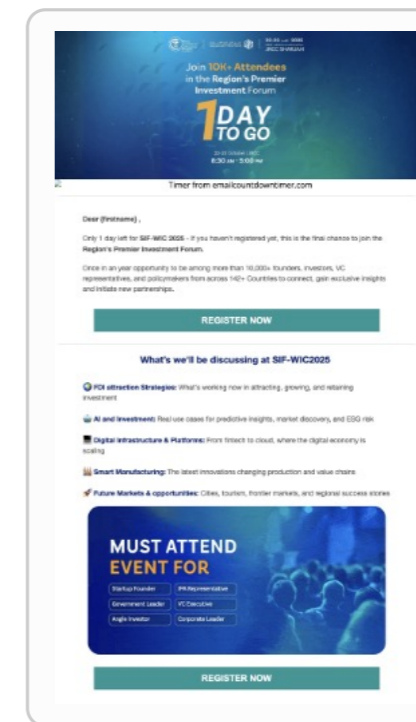
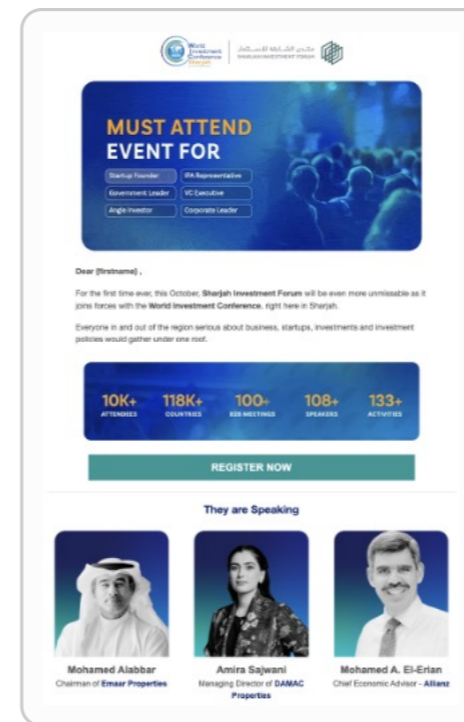
DIGITAL

MARKETING COVERAGE



EDMS (EMAILERS)

MARKETING COVERAGE

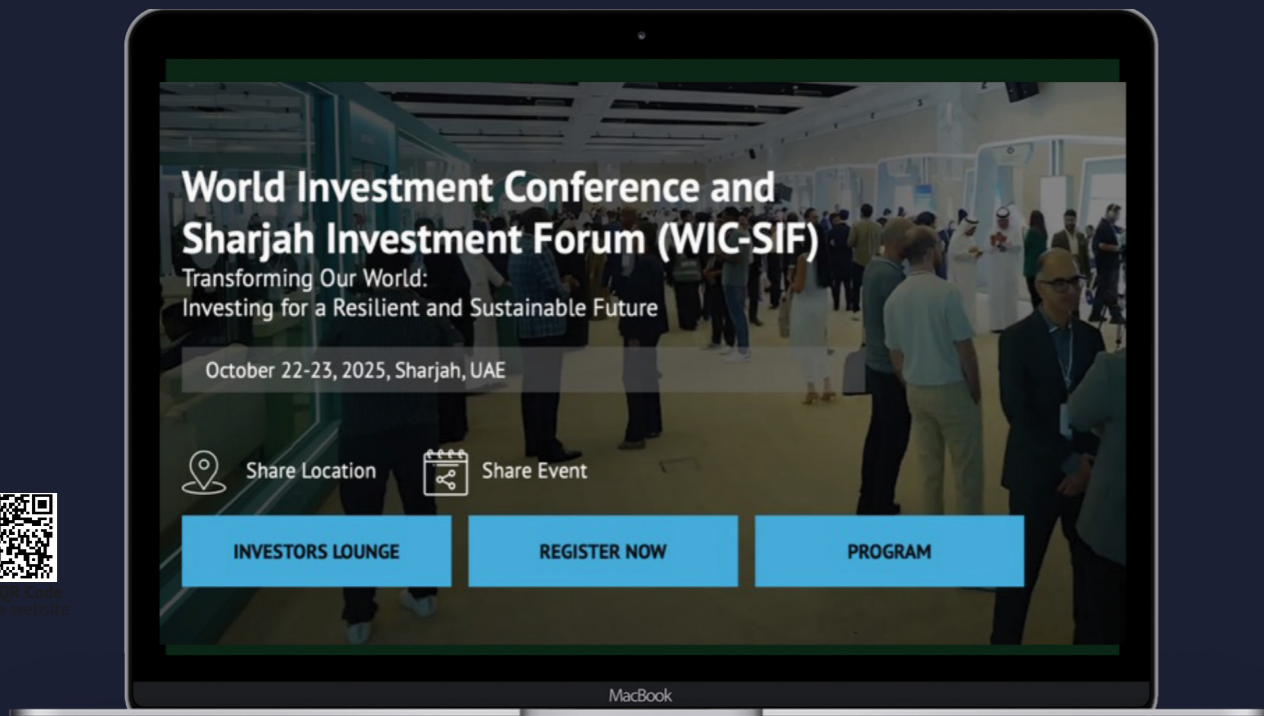


WEBSITE & MOBILE APP

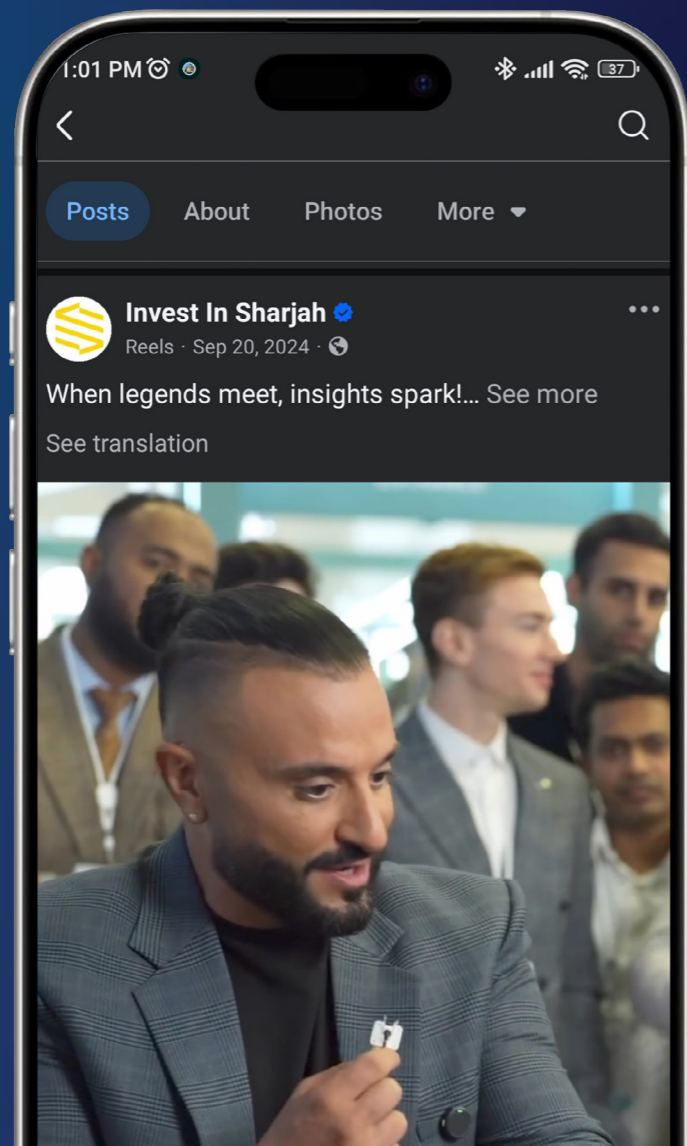
OTHER MARKETING COLLATERALS



Download App From







SOCIAL MEDIA - INVEST IN SHARJAH



Total followers

10,982

TOTAL FOLLOWERS

Engagement

4,569

S U M

Number of Posts

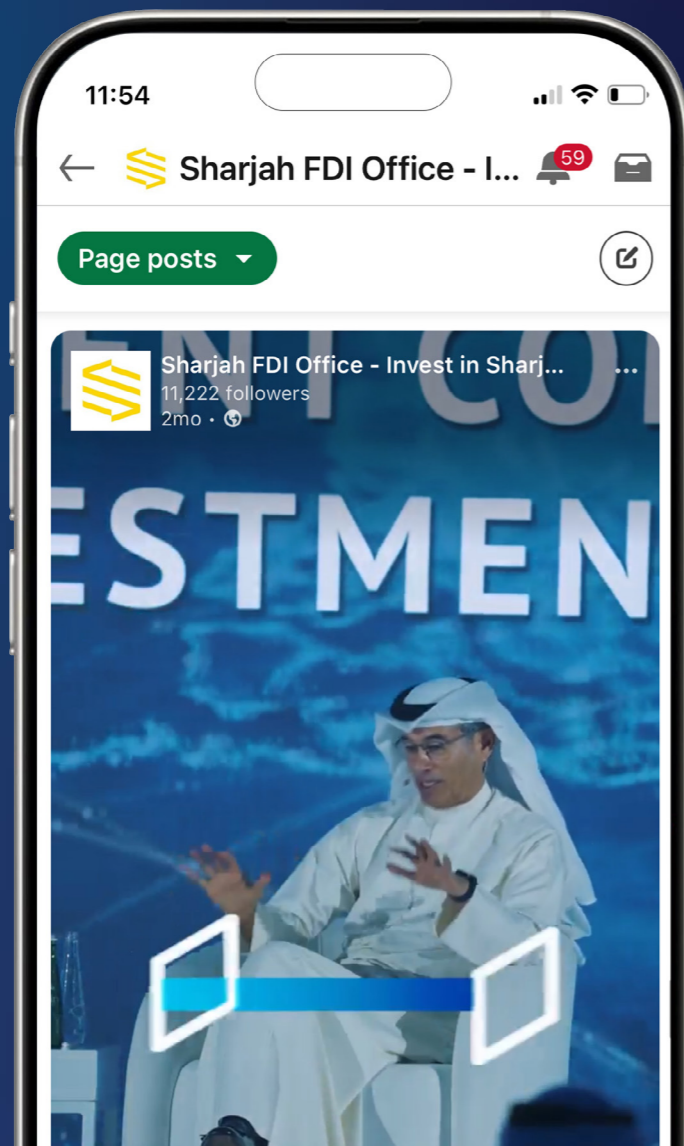
122

TOTAL

Growth of Total Followers

405

GROWTH OF
TOTAL FOLLOWERS



SOCIAL MEDIA - INVEST IN SHARJAH



Total followers

1,239

TOTAL FOLLOWERS

Impressions

21,400

SUM

Number of Posts

21

TOTAL





Reach

1.7M+



Impressions

5.7M+



Video Plays

5.9M+



Clicks

76K+



Total Engagements

780K+



2025 SPONSORS

Strategic partner



Government Partners



Platinum Sponsor



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Silver Sponsors



Innovation Partners



Venue Partner



Logistic Partner



Support partner



Mobility partner



Media partner





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