

# HE MARWAN BIN JASSIM AL SARKAL

EXECUTIVE CHAIRMAN

SHARJAH INVESTMENT  
AND DEVELOPMENT AUTHORITY (SHUROOQ)

## BIOGRAPHY



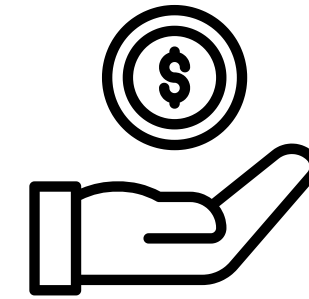
# Transforming Sharjah Economics

Marwan Al Sarkal was appointed Chief Executive Officer (CEO) of Shurooq in 2009 at the time of its establishment as per the Emiri Decree no.2 of 2009 that was issued by His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah. In his capacity as CEO, he intensified efforts to drive and lead the investment and cultural growth and development of Sharjah.

HE Marwan bin Jassim Al Sarkal is Executive Chairman of the Sharjah Investment and Development Authority (Shurooq), an entity tasked with leading the continued transformation and economic diversification of the emirate of Sharjah.

Operating under the wise directives of His Highness the Ruler of Sharjah, and under the vision of Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Shurooq, HE Marwan bin Jassim Al Sarkal played an integral role in transforming Sharjah's economic infrastructure, diversifying markets and facilitating new investments by leading projects and partnerships across major sectors such as tourism, healthcare, environmental, logistics, real-estate, retail and light manufacturing.

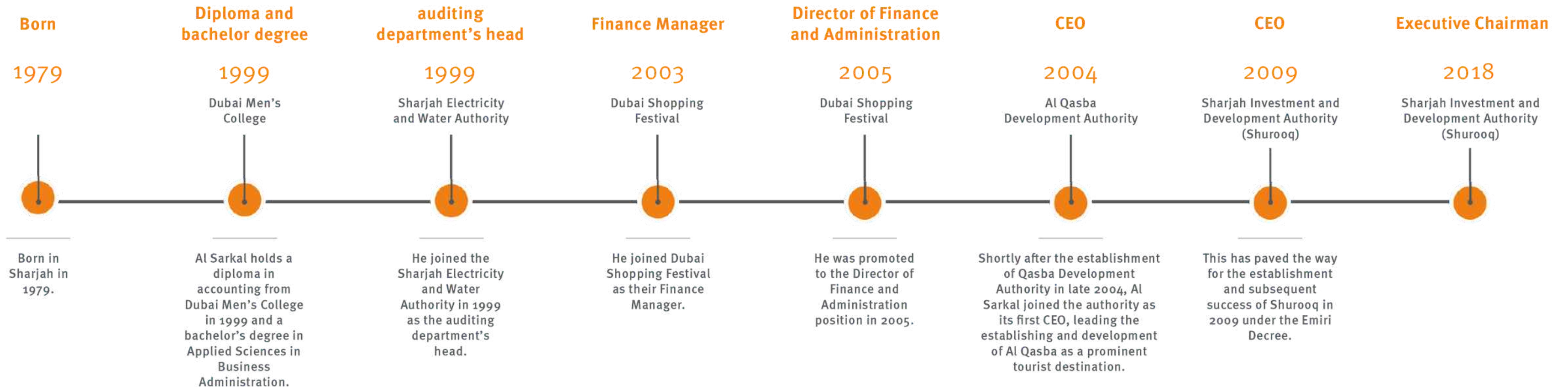
# A World-class Standards



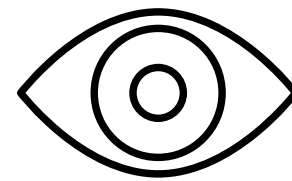
Al Sarkal has spearheaded all the major infrastructural projects and key partnerships at Shurooq, initiating the development of its portfolio of projects, initiatives and partnerships estimated at a total value of more than AED 10 billion (more than USD 2 billion), and covering Sharjah's western, central and eastern regions.

His creative, innovative thinking and ambitious drive, rooted in the emirate's traditions, has enabled Shurooq to adopt world-class standards in providing an array of services and infrastructural facilities to attract investors from the UAE, the Middle East, and beyond.

# Career Timeline

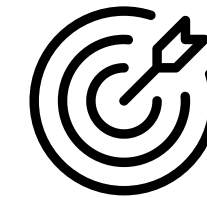


# Vision & Mission



## Vision

Become an influential model in Sharjah as the ‘city of the future’ through the emirate’s deep-rooted culture and history.



## Mission

Lead the transformation and development of Sharjah’s emerging markets and sectors, through initiative strategic forward planning of projects, initiatives and partnerships that deliver and empower added value to Shurooq’s team members, business partners and stakeholders.





# Leadership in Emiratisation and Gender Inclusivity

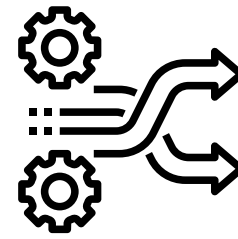
During his tenure as CEO of Shurooq, HE Marwan Al Sarkal emerged as one of Sharjah's most prominent leaders, drivers and game-changers for the emirate's economic and investment growth.

An exceptional leader and an excellent motivator, HE Marwan bin Jassim Al Sarkal has been instrumental in creating a friendly work environment for Shurooq's youth and female workforce, which has enabled them to create, innovate and openly express their ideas.

He is committed to supporting a new generation of promising, young local talents and has instituted a dedicated management development programme at Shurooq to bolster the potential and boost the capabilities of Emirati and female staff by providing them with career-based training to increase and expand employee development.

Guided by Al Sarkal's strategic vision, Shurooq appointed Emirati nationals in key management positions in each of its destinations. As a result, talented UAE nationals, including women, occupy 40% of the key management positions at Shurooq.

# Steering Sharjah's growth ambitions



## A driver of change

Following nine years of exemplary leadership excellence, and an effective driver of change across Shurooq and Sharjah, HH Sheikh Dr. Sultan Bin Muhammad Al Qasimi, the Ruler of Sharjah, issued the Emiri Decree No. 30 of 2018 promoting Al Sarkal to Executive Chairman of Shurooq, on May 20, 2018.



## A leader to success

Today, Al Sarkal continues to be a key figure in Sharjah's growth ambitions, as he continues the journey to lead, grow and diversify Shurooq's achievements, projects and initiatives, as well as lead the development of major projects and joint ventures across a spectrum of sectors in Sharjah.



## A key leader

Committed to the future of Sharjah and considered one of the key leaders in Sharjah's tourism industry growth, HE Marwan bin Jassim Al Sarkal has been instrumental in launching some of the most iconic milestones in Shurooq's impressive projects portfolio

# Shurooq's projects portfolio



1

Leisure Tourism



2

Eco-tourism



3

Cultural Tourism





# Leisure Tourism

Under Al Sarkal's visionary guidance, Sharjah has upped its stakes in the leisure and entertainment category with the development of **Al Qasba**, a premier family friendly destination overlooking the tranquil Sharjah lagoons, and which continues to enjoy an enduring appeal as a buzzing spot for casual dining and panoramic views.



القاسبة  
AL QASBA







# Leisure Tourism

The dramatic transformation of **Al Majaz Waterfront** in recent years has seen a steady rise in growth of the property market and hospitality industry around this development while **Al Noor Island** opens to a world of wonder and here, art and culture embrace the natural environs.

First-of-its's-kind largescale redevelopment and redesigning project in the Eastern region **Khorfakkan Beach** project. Additional leisure tourism destinations which Al Sarkal played a key role in their establishments and developments in phases are **Al Montazah Parks**, Sharjah's first and biggest water theme park attraction, and the **Flag Island**, a fully serviced family friendly island that is home to one of the largest flagpoles in the world.

شاطئ  
خورفكان  
KHORFAKKAN BEACH

واجهة المجاز المائية  
Al Majaz Waterfront



المنتزه  
Al Montazah

أعلام الشارقة  
SHARJAH FLAGS  
جزيرة العلم  
THE FLAG ISLAND

جزيرة النور  
at noor island





# Leisure Tourism

Through the Flag Island, and operating under the vision and directives of His Highness the Ruler of Sharjah, Al Sarkal was successful in contributing to the nation's pride and patriotism by establishing a touristic destination that allows visitors, residents and citizens to appreciate UAE's history and success story, with that Al Sarkal played a major role in leading the development of "The Flag Squares" project which included community developments involving the installation of 4 new flagpoles across 4 different cities in Sharjah which are: Kalba, Al Dhaid, Dibba Al Hisn and KhorFakkan.

Shurooq carries forward Sharjah's vision of bringing communities together through a creative blend of entertainment and cultural offerings all through the year, and its iconic destinations have formed the backdrop for the hosting of the Sharjah Food Festival, which offers the right mix of food and entertainment; the Sharjah Fringe Festival where theatre, music, puppetry, magic, dance and interactive street shows take centrestage; Reflections, Sharjah's first annual festival of, culture, art, music, dance, theatre, food and fashion; and The Platform, a first-of-its-kind stand-up comedy and entertainment roadshow.







## Eco-tourism

Under the leadership of HE Marwan Al Sarkal, Shurooq has carved a niche for itself in the regional and global tourism industry by delivering a diversified portfolio of tourism and leisure projects that highlight its emphasis on sustainable tourism development and underscores the potential of ecotourism in the conservation of natural and cultural heritage.

Al Sarkal has also been at the forefront of setting new standards in ecotourism offerings through enhanced innovations, promotion of environment-friendly behaviour, minimising impacts and driving up the sustainability quotient.

For daring thrill seekers and natural history buffs, Shurooq is shaping up the **Mleiha Archaeological and Eco-tourism Project** to offer diverse extreme adventure options and educational programmes at the 130,000-year-old Stone Age settlement.

**MLEIHA**  
ملیحه







# Eco-tourism

For those looking for experiential travel and authentic connections with local peoples and nature, Shurooq's **Kalba Eco-Tourism Project** set amidst a stunning serene lagoon surrounded by mangrove trees will offer a unique experience in one of the most beautiful and tranquil areas in the country.

Through its '**Sharjah Collection**' brand, operated and managed by MYSK by Shaza, Shurooq reveals the essence of Sharjah's unique identity and character, and feeds into the soul and senses of this emirate, blending adventure and heritage experiences with intimate encounters with the natural landscape.



مجموعة الشارقة  
SHARJAH COLLECTION  
من ميسك MYSK BY

كلباء  
Kalba





## Cultural tourism

The sustainable tourism leadership of HE Marwan Al Sarkal is driving changes across Sharjah, leading to local community development and empowerment, and reinforcing its distinctive cultural heritage and identity. Several heritage initiatives spearheaded by him has enabled Sharjah to carve a real niche as a high-quality tourism destination.

The Heart of Sharjah, for instance, is a shining jewel in Shurooq's portfolio. Principles of conservation and sustainability are clearly the cultural catalysts underpinning the **Heart of Sharjah** - the region's biggest heritage project to date. As Shurooq brings international standards of sustainable development and environmental principles to take this landmark development into fruition, it is also raising the bar for luxury hotel accommodation in the UAE with **The Chedi Al Bait**, Sharjah Hotel, nation's first 5-star luxury hotel built on a restored 19-century heritage district, taking the sustainability and responsible tourism agenda forward with its indigenous building design and materials.



Heart of Sharjah

THE CHEDI

فندق ذا تشيدي البيت ، الشارقة  
AL BAIT, SHARJAH, UAE

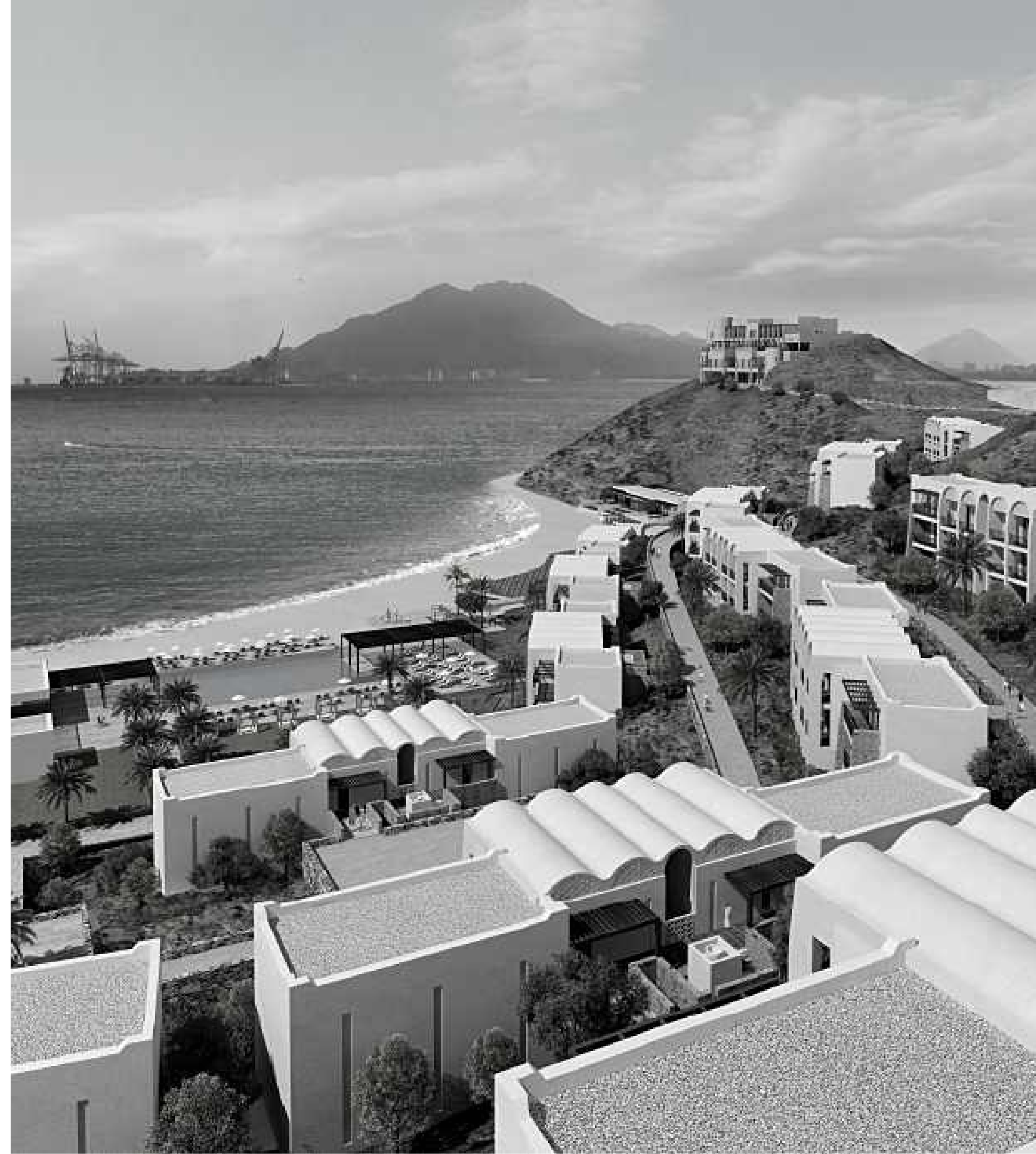


## Cultural tourism

Building up on the success and positive cultural impact through The Chedi Al Bait Sharjah, Al Sarkal has carried forward his ambitions to the emirate's eastern region, where he established the concept of an eco-destination through the development of the unique and pristine **Al Jabel Resort, The Chedi Khorfakkan**. Al Sarkal's goals behind such projects is to transform and redefine tourism experiences and investments across niche sectors that merge world-class luxury experiences with Sharjah's rich history, nature and culture.

منتجع الجبل  
AL JABAL RESORT

ذا شيدى خورفكان  
THE CHEDI KHORFAKKAN







## Partnerships: Retail & Real Estate

Al Sarkal's helm as Executive Chairman and previously as CEO at Shurooq has seen Sharjah carve its name as a trusted investment destination. Its motto that Sharjah is open for business, and Shurooq is open to partnerships has helped redefine a large portion of the emirate's investment infrastructure.



# Partnerships: Retail & Real Estate

To raise the efficiency and effectiveness of performance and promote transparency and accountability, Shurooq has encouraged the concept of a long-term partnership approach. Some of the major PPP projects currently transforming Sharjah's landscape today include: three large-scale projects setting new benchmarks for housing, hospitality and retail offerings under the “Sharjah Eagle Hills Development” - Maryam Island, Kalba Waterfront and Palace Al Khan – in partnership with Eagle Hills; the emirate's first fully integrated, net zero energy community – the Sharjah Sustainable City, in partnership with Diamond Developers; The Avenues mall in Sharjah, a 65,000 sqm development in the Mughaider area in Sharjah, in partnership with leading Kuwaiti real estate developer, Mabanee; a new shopping, dining and leisure hub in the rapidly-expanding Al Rahmaniya district in a tie-up with master developer Nakheel.

Al Sarkal has spearheaded a number of strategic partnerships such as the Shurooq-Besix joint venture which resulted with the establishment of Sharjah's first waste water management company Qatra, as well as Shurooq's partnership with Careem to establish the Sharjah Transport Solutions. In addition to this, Al Sarkal led the Shurooq-Injazat Services partnership which resulted with the establishment of Sharjah's first luxury and fully-integrated investors services centre, The Sharjah Investors Services Centre (Saeed).





## Awards, Titles and Recognitions

Al Sarkal's journey has been a series of award-winning accomplishments, and an empowering force for his staff members and the youth in Sharjah.







## Awards, Titles and Recognitions

In 2016, HE Marwan bin Jassim Al Sarkal was awarded with the Middle East CEO of the Year by the prestigious, this was also followed by Burj CEO Awards Golden Friends of India Award in 2017. He was named the Best Official Spokesperson as part of the Sharjah Government Communication Award 2017, and was ranked as Best CEO in the FDI Environmentally Sustainable Developments Industry during the European CEO Awards in 2018.

In 2019, Al Sarkal was ranked as one of 56 World's Most Powerful Arabs 2019, according to Arabian Business magazine, in recognition of his ongoing efforts in managing and developing successful strategies for Shurooq to enhance Sharjah's position in the international business and investment world.

Al Sarkal is a Board Member of the Sharjah Sports Club, a patron of Design Days Dubai, Board Member of the German Emirati Joint Council for Industry & Commerce (AHK), and a former Board Member of Sharjah Tourism and Development Authority (SCTDA).

He is also a board member in Mabanee-Shurooq joint-venture which is responsible for the development of "The Avenues Mall" in Sharjah, a board member at the Eagle Hills Sharjah Development, Chairman of the Board at Qatra Water Solutions, Founder of Al Murr Investments, and the Chairman of the Sharjah Sustainable City project.

Al Sarkal is well-known for his oratorial skills. His energetic and charismatic personality endear him to the youth. He has addressed the youth on several prestigious platforms including, 'Vision2Reality', the American University of Sharjah, Sharjah University, Sharjah Tatweer Forum, Sharjah Skyline College, Sharjah Men's College, and at the Du Best campaign.

# Projects Awards

## Al Faya Retreat



## The Chedi Al Bait



# Projects Awards

## The Flag Island



## Al Majaz Waterfront



## Al Montazah Parks



## Mleiha



## Al Qasba



## Al Noor Island

