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A quarterly Magazine issued by the Department of Seaports and Customs-Sharjah

Issue **91** August - October 2017

Sultan Witnesses the Launch of Dhs 24b Al Jada Project

Chairman Inaugurates
Watch & Jewellery Exhibition

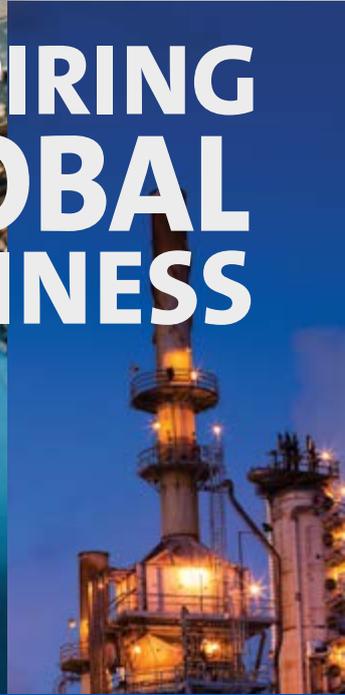
Sharjah Named World Book Capital for the Year 2019



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Issue 91 August - October 2017



Editorial

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has selected Sharjah as the World Book Capital for 2019.

The nomination came in recognition of the tremendous efforts of the Emirate of Sharjah in spreading culture in general and the culture of reading in particular. With a yearly held International Book Fair and several initiatives and events such as “Culture without Limits” and “Kitabi Al Awal” (the Arabic for My First Book) and establishing “Sharjah Publishing City”, the expected event of 2019 will be a world festivity. The doors will be opened widely with great opportunities to discover new horizons and broader paths of Sharjah’s cultural, scientific and knowledge capacities and potentials. The event also will boost tourism and commercial activities in the Emirate.

The whole growing cultural movement in Sharjah has been realized by the dedication and commitment of the patron of science, culture and intellectuals, His Highness Dr. Sheikh Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah,



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Department Of Seaports & Customs

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Sharjah has been named the 'World Book Capital' title for 2019 by United Nations Educational, Scientific and Cultural Organisation (UNESCO).

T

he honour is a recognition of the emirate's pioneering role in supporting and expanding the local and regional publishing industries, promoting reading to become an intrinsic cultural practice, as well as embracing intercultural, knowledge-based dialogue.

The accolade is an important addition to Sharjah's existing portfolio of milestones like, Capital of Arab Culture (1998), Capital of Islamic Culture (2014), and Capital of Arab Tourism (2015). More so, the emirate is the first in the GCC and third in the Arab world and Middle East, to have received this recognition.

An international committee of UNESCO experts reached the decision at a meeting held at the Headquarters of the International Federation of Library

Associations (IFLA) at The Hague. Sharjah has been chosen for the quality of its literary and cultural activities, and for its unflinching efforts to make books accessible to the entire population of the nation. Sheikha Bodour Bint Sultan Al Qasimi, President of the Emirates Publishers Association, Head of Sharjah's World Book Capital Organising Committee, said: "We are so proud to have been recognised on a global scale for literary excellence, and having our name being put on the same platform with some of the world's frontrunners in the world of books and reading.

"This signals a fruition of the momentous project that was established four decades ago by the vision of His Highness Shaikh Dr Sultan Bin Mohammad Al Qasimi,

Member of the Supreme Council and Ruler of Sharjah," she added.

Shaikha Bodour said that Sharjah has now reached a point where it can be safely said that it is a driver of knowledge in the region, and, in its achievements, mirrors the wisdom words of Dr Shaikh Sultan: "Culture is a message to move ahead and purify one's soul. It is a force that takes us to higher levels of fraternity. Also, education is key to fueling progress to see greater horizons'."

Shaikha Bodour launched the 'Kitabi Al Awal' (My First Book) initiative, which aimed to develop a love for books and stories among new-borns. Under the initiative 5,000 book hampers were gifted to expectant mothers across more than 60 healthcare centres and medical clinics in the UAE.

Special attention is afforded to public libraries in the emirate with regular content and knowledge updates. This enables community at large to access latest and most important publications, and reference materials for researchers in the emirate and beyond.

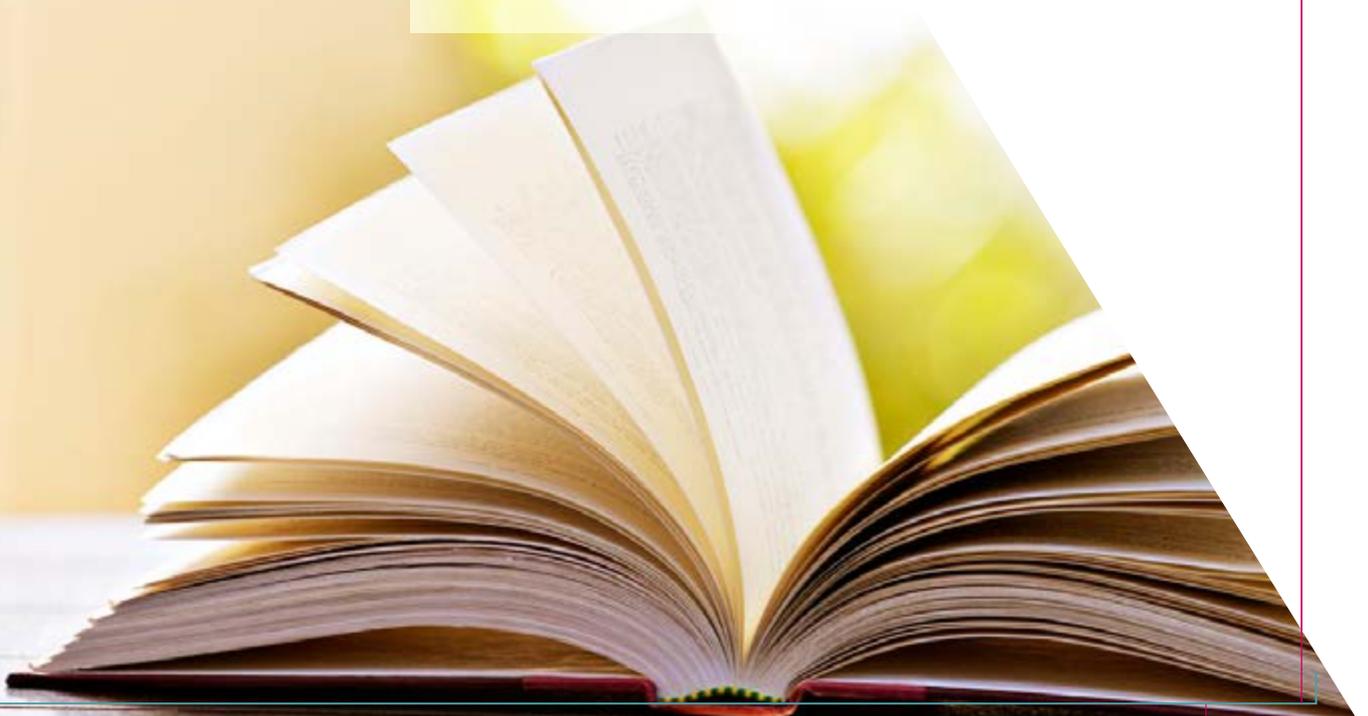
Since 2001, UNESCO has been selecting a World Book Capital every year on the grounds of certain criteria, where the title is awarded to the city, which shows continued excellence in charting a cultural programme of activities throughout the year to promote reading and books focusing on grassroot community involvement. The criteria include the breadth and impact of cultural programmes, and quality of events tailored by countries to promote books and reading.

Sharjah was chosen owing to the quality and diversity of its yearlong cultural programme, which stood out among the other entries competing for the 2019 title. Designated as the UNESCO World Book Capital 2019, Sharjah will be rolling out a wide range of activities and events over



the year. Specialised committees will be formed to organise and supervise these events.

Cities designated as UNESCO World Book Capital undertake to promote books and reading and to organize activities over the year. As the nineteenth cities to bear the title since 2001, Sharjah follows Athens (2018) and Conakry (2017). Past winners include Madrid (2001), Alexandria (2002), New Delhi (2003), Anvers (2004), Montreal (2005), Turin (2006), Bogota (2007), Amsterdam(2008), Beirut (2009), Ljubljana (2010), Buenos Aires (2011), Erevan (2012), Bangkok (2013), Port Harcourt (2014), Incheon (2015), Wroclaw (2016). ●





Chairman Inaugurates Watch & Jewellery Exhibition

Under the gracious patronage of His Highness Sheikh Dr. Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of the Department of Seaports & Customs (DSPC), on October 3 2017, inaugurated the 43rd edition of the Middle East Watch and Jewellery Show at Sharjah Expo Centre.



Sheikh Khaled bin Abdullah Al Qasimi, toured the various pavilions at the show, which will be held until October 7th with support from the Sharjah Chamber of Commerce and Industry. Over 500 exhibitors are taking part in the event including the most prominent jewelry and watches makers and designers of as well as world-renowned international brands in the field of worked gold, diamonds, precious stones, pearls, watches, and more.

Following his tour, Sheikh Khaled engaged with a number of exhibitors and officials of the national pavilions partaking at the show. Many countries considered leaders

in the field of watch-making and jewellery are participating in this edition of the show, including India, Hong Kong, Italy, Malaysia, Singapore, Thailand, and Lebanon. In addition, prominent companies and famous brands are represented at the event from the United States, the United Kingdom, Russia, Japan, Latvia, Lithuania, Saudi Arabia, Jordan, Bahrain, and Taiwan, along with tens of Emirati companies.

During the tour, Sheikh Khaled, accompanied by Abdullah bin Sultan Al Owais, Chairman of the Sharjah Chamber of Commerce and Industry, and Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah, Mohammed Meer

Abdul Rahman Al Sarrah, Director of DSPC viewed the latest designs and innovations in watches and jewellery and the latest lines in fashion and contemporary designs. They praised the success of the show in attracting several new exhibitors, foreign pavilions, and the best international brands active in the field of the design and trade of fine watches and jewellery across the globe.

Commending the event, the Chairman said that the scale of participation in the show affirms the standing and growing importance of the event to international companies seeking to expand and boost their presence in the UAE and the region. He also commended the excellent organization and the level of sophisticated services provided by Expo Centre Sharjah to exhibitors and visitors alike. His Excellency noted that the success of the event reflects Sharjah's commitment to bolstering its reputation and position as a leading economic hub for trade, business, and investment in various sectors.

Abdullah bin Sultan Al Owais, Chairman of the Sharjah Chamber of Commerce and Industry, said that the Watch and Jewellery Show is one of the most significant economic events that contribute substantially to fostering competition in the gold, jewellery, and watches industry in the UAE and its importance on the global trade map. This is further asserted by the fact that the UAE accounts for 14% of the world's gold trade, with the country's gold trade volumes growing to AED 244.3 billion in 2016.

Al Owais said that Sharjah is a hub for jewellery and watches trade regionally, which bolsters the commitment of top jewellery and watches manufacturers, designers, traders and international brands to participate in the event due to its strong connection to the retail sector and a broad segment of consumers in the region. Additionally, Al Owais said that the market's prominence strengthens and expands industry players' presence in the domestic and regional markets, enabling them to gain financial returns from this vital sector.

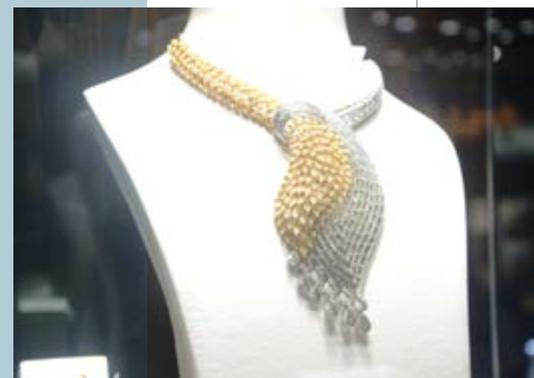
In turn, Saif Mohammed Al Midfa, CEO



of Expo Centre Sharjah said that a wide segment of the public eagerly awaits each edition of the show to discover the latest lines of luxury jewellery, unique watches, precious stones, and diamond products. Visitors also benefit from the opportunity the event provides to shop at enticing prices from the world's top designers of jewellery and watches. Design houses and makers participating in the show offer a large and high-quality selection of masterpieces marked by precision and skillful design, catering to all tastes.

Al Midfa emphasized that the region is known for its interest in luxurious and precious jewellery and watches which represent an essential part of people's lifestyles and tastes. This plays a vital role in increasing the desire to own the latest in luxury products and unique designs available in the market. The region's appetite for unique jewellery and watches has in turn boosted the show's importance and continued growth, making it one of the most significant events hosted by Expo Centre Sharjah, and garnering considerable attention from major companies, trademarks, businessmen, and consumers. The show is being held amid expectations that the UAE's luxury goods market will grow from USD 3.18 billion in 2004 to USD 8.98 billion by the end of the current decade.

The event has seen strong competition between the national pavilions of several countries considered leaders in the field of jewellery and watches manufacturing; represented by prominent international companies and brands. In the top position among these is the Indian pavilion which is the biggest in this edition, with 72 companies showcasing their latest innovations in traditional and contemporary jewellery. ●





Sharjah Customs in cooperation with the, Federal Customs Authority (FCA), Automobile & Touring Club of the UAE (ATCUAE) and the International Road Transport Union (IRU) conducted a training workshop on TIR system implementation in the United Arab Emirates.

Sharjah Customs Organizes a Workshop on TIR System Implementation



Thirty employees from the ten Customs Centres in the Emirate of Sharjah and the Headquarters participated in the workshop which was held on September 24 2017 for two days.

The workshop was aiming at capacity building for local expertise to manage TIR system.

The most important themes of the workshop were: an introduction of the TIR system and its implementation thus far in the United Arab Emirates, understanding type cycle and types of TIR Carnets and its technologies, TIR EPD messages, TIR Real Time Safe/Customs Portal Demonstration and practical work with various scenarios. Currently linking nearly 71 countries worldwide, the TIR System provides major benefits for transport operators and customs authorities. It reduces transport costs by minimizing formalities and delays through the use of standardized inspection methods, and international customs documents known as TIR Carnets, which are issued on behalf of the International Road Transport Union (IRU). ●



Department of Seaports & Customs Celebrates

Emirati Women's Day



Commemorating the special event of Emirati Women's Day on August 28 2017 Emirati Women's Day, the Department of Seaports & Customs, has celebrated the occasion.

His Excellency Mohammed Meer Al Sarah, Director of the Department had toured the headquarters premises and met with all female staffs and congratulated them on the occasion.

Al Sarah praised the vital role of the Emirati women in the process of advancement and progress in the United Arab Emirates.

There are a considerable number of female staff employed in the Department of Seaport and Customs and they share the same responsibilities, missions and jobs with their male colleagues, especially customs officers and they are well known for their accuracy and dedication. ●

Health Awareness Campaign for Staffs



The Department of Seaport & Customs has conducted a Health Awareness Campaign with collaboration of NMC Group. The campaign which was launched on August 24 2017, aimed at raising awareness among the staff about general health issues related to blood pressure, blood sugar and cholesterol. Free medical checkups were made available for staff including blood pressure, blood sugar and cholesterol as well as dental examination. ●



Eversendai Expands its Activities in

Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority (HFZA) and Sharjah Airport International Free Zone Authority (SAIF Zone) recently signed a new investment agreement whereby Eversendai Engineering Group will lease an additional 1,301,572 square feet. The agreement is part of the expansion plan of the group which currently leases 2,272, 993 square feet in the area.



Mazrouei commented that HFZA aims to balance attracting new investors and the expansion of existing investors by providing a favorable business environment that contributes directly to the success of each investment projects. He pointed out that Eversendai Engineering Group is one of the biggest manufacturer of iron as well as builders of complex projects such as construction of towers, power stations, airports and shopping centers, etc. Eversendai has fabricating facilities in Sharjah, Dubai, Malaysia, India and Qatar. Since its establishment in 1984, the company has completed more than 300 projects in over 14 countries which includes some of the world's most iconic landmark structures such as Burj Khalifa in UAE, Kingdom Center in Saudi Arabia and Petronas Tower in Malaysia. The

new expansion project is part of the Group's strategy to increase the production capacity currently estimated at 150,000 tons of steel annually to develop its services to the oil and gas sector.

Al Mazrouei stated, "HFZA is keen to diversify investments in the free zone to promote economic exchange within investors which will contribute to the revitalization of all industries in the long run."

He further added that there are a number of new investment agreements expected to be signed in the coming months which will confirm Sharjah's status as a distinct economic center in the Middle East and the world. ●



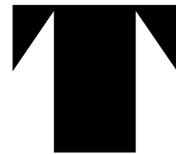




Sultan

Witnesses the Launch of Dhs 24b Al Jada Project

His Highness Sheikh Dr. Sultan bin Mohammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, witnessed the launch of Dhs 24b Al Jada Project, the largest ever mixed-use development project in Sharjah.



he real estate project was launched on September 6 2017 in Sharjah. The Aljada, is a massive 24 million square metre-project to be generating Dhs24 billion owned by Arada, is said to be the largest privately-owned mixed-use real estate project in the Emirate with easy access to the main highways, accommodating neatly designed educational and developmental entities that reflect the unique splendour of the Emirate.

The UAE-headquartered real estate developer, Arada, was jointly established in January 2017 through a partnership enterprise between KBW Investments and Basma Group.

Sheikh Sultan during the launch ceremony was briefed on the details of the landmark project which boasts direct access to Al Dhaid Road and easy access to Sheikh Mohammed Bin Zayed Road, Al Jada is adjacent to the emirate's University City. It is located just five minutes' drive from Sharjah International Airport and the Sharjah Airport International Free Zone. The district's multiple access points and general road widths will serve to ease congestion.

With construction activities scheduled to commence in Q1 2018, Al Jada will be delivered in 10 phases starting in 2019. The entire project is expected to complete by 2025.



"We are delighted today to launch a new project that embodies the unique essence of the real estate strategy adopted by the Emirate of Sharjah, being an epicenter of science, culture and knowledge," said Sheikh Sultan Bin Ahmed Al Qasimi, Chairman of the Sharjah Media Council, Chairman of Arada.

"We want to offer residents and investors upscale living experiences that are currently unavailable in the market, and ensure a better life for everyone who visits, lives, or works in Aljada. We are confident that this development will raise interest in Sharjah even further, while strengthening its position as a secure

and sought-after investment destination."

The Central Hub, Aljada's entertainment and leisure precinct, will feature an urban piazza replete with coffee shops and restaurants, and a musical fountain display as its centrepiece. Other attractions will include skate parks, an extreme sports centre, and the largest children's adventure and discovery complex in the Northern Emirates. ●



Mercator Programme A Navigational Map for Trade

A WCO Initiative to Support WTO TFA implementation

1. In June 2014, the WCO launched the Mercator Programme to ensure uniform implementation of the World Trade Organization (WTO) Trade Facilitation Agreement (TFA), using the WCO instruments and tools as most of the TFA provisions relate to Customs.
 2. The WCO established the Working Group on the Implementation of the TFA (TFAWG), inviting Member Customs administrations, trade ministry representatives, international organizations relevant to border management, the private sector, academia and other stakeholders. The TFAWG meets twice a year with more than 200 delegates in attendance at each session. It has examined each article of the TFA and developed new tools for the uniform implementation of provisions of the TFA, drawing on the existing WCO instruments, tools and best practices of Members. These tools include the TFA Implementation Guidance, Coordinated Border Management Guide, National Committees on Trade Facilitation (NCTF) Guidance, Single Window Compendium, Guidelines for Post-Clearance Audit and Technical Guidelines on Advance Rulings for Classification, Origin and Valuation.
 3. The WCO organized regional awareness-raising workshops for its 6 regions that cover all of its 180 Members, inviting Customs, trade ministries, the private sector and international organizations (governmental and non-governmental) to raise awareness of the TFA and the need of its implementation through WCO tools. It has also enhanced partnership with international organizations, including sanitary, phyto-sanitary and transport sectors to provide basis for border agency cooperation, as well as with business associations for Customs-business partnership. A second round of regional workshops, more focused on technical implementation issues, is under way.
- Achievements under the Mercator Programme.**
4. For those countries that identified their needs on technical areas, the WCO has delivered around 180 technical assistance missions to more than 70 countries in the following areas in the past 2 years. The needs are often related to category B and C commitments:
 - Authorized Economic Operators (Article 7.7): 69 missions



- Time Release Study (Article 7.6): 29 missions
- Post-Clearance Audit (Article 7.5): 11 missions
- Coordinated Border Management (Article 8): 10 missions
- Single Window, including Data Model (Article 10.4): 12 missions
- NCTF and stakeholder engagement (Article 23.2): 10 missions
- 5. Other TFA related areas in which technical assistance and capacity building (TA/CB) support was provided include Risk Management (Article 7.4), Pre-arrival Processing (Article 7.1), Enquiry Points (Article 1.3) and Advance Rulings (Article 3) which account for a further 29 missions.

Tailored Support

- 6. The Mercator Programme provides tailor-made support that takes into account local conditions and environment for implementing trade facilitation measures. The WCO moves on to this tailor-made assistance for countries that need strategic advice in the following manner.
 - Provide analysis of all previous needs assessments by various organizations to consolidate a comprehensive plan and roadmap for implementing the TFA;
 - Conduct TRS to set baseline data for the future improvement, involving Customs, other government agencies (OGA) and

- the private sector;
- Support the establishment of NCTF as a platform for coordination, including the planning, analysis and developing a reform plan for implementing TFA involving a range of stakeholders;
- Monitor and evaluate the progress of the recipient countries in implementing TFA. Performance measurement, including TRS, is employed to ensure result-oriented assistance;
- Use the WCO forum to collect and share practices of TFA implementation in cooperation with the WTO;
- Organize regional/national donor conferences to match the needs of recipient countries and donor funding.
- Future TFA Implementation Support under Mercator
- The Mercator Programme has been integrated into the broader WCO support for Customs reform and modernization. Therefore to support CB/TA delivery, the WCO will continue to take the following measures:
 - to develop implementation tools and best practices including e-learning platforms. So far, two e-learning courses based on the TFA Implementation Guidance and the WCO Transit handbook (Article 11) have been developed;
 - 1. to expand its network of accredited

- experts of Mercator Programme Advisors (MPAs); technical and operational advisors (TOA) and training experts. Accreditation of MPAs began in 2015 and the WCO has capacity to mobilize experts from its 180 Members covering various topics relevant the TFA agenda;
- 2. to source for funding from the WCO reserve and donors (China, Finland, Germany, Japan, Korea, Norway, Sweden, UK); and
- 3. to enhance partnerships and work with other International Organizations.

Why connect with the WCO to implement the WTOTFA?

The Mercator Approach ensures results-based management and performance measurement forms an integral part of monitoring implementation plans and activities, including in the area of Time Release Studies (TRS).

The WCO capacity building operational platform is already tested and consolidated and it is at disposal of the Mercator Programme, including its regional structures (Regional Offices for Capacity Building and Regional Training Centres).

Development partners and donor institutions that may wish to partner with the WCO may contact the Office of External Relations (external.relations@wcoomd.org). ●

Prepared by:

Mohammed Abdul Wahid Sultan Al Ajmani

Project Manager

The Internet of things (IoT)

The Internet of things (IoT) is the [inter-networking](#) of physical devices, vehicles (also referred to as “connected devices” and “[smart devices](#)”), buildings, and other items [embedded](#) with [electronics](#), [software](#), [sensors](#), [actuators](#), and [network connectivity](#) which enable these objects to collect and exchange [data](#). The IoT allows objects to be sensed or controlled remotely across existing network infrastructure, creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit in addition to reduced human intervention. When IoT is augmented with sensors and actuators, the technology becomes an instance of the more general class of [cyber-physical systems](#), which also encompasses technologies such as [smart grids](#), [virtual power plants](#), [smart homes](#), [intelligent transportation](#) and [smart cities](#). Each thing is uniquely identifiable through its embedded computing system but is able to interoperate within the existing [Internet](#) infrastructure. Experts estimate that the IoT will consist of about 30 billion objects by 2020. The year 2017 marks the beginning of the Internet of Things, and market leaders are rushing to get out and become the main company to become the hub of this

revolutionary concept. There have been multiple predictions over the years which declare that there will be at least 30 billion connected devices by 2020.

But each device which is connected increases privacy and security concerns surrounding the Internet of Things. These concerns range from hackers stealing data and even threatening the lives of people. While the IoT’s progress will not be stopped anytime soon, here are some of the biggest issues which consumers and businesses need to consider before using these connected devices.

Connected devices are at risk

The fundamental security weakness of the Internet of Things is that it increases the number of devices behind your network’s security infrastructure. Ten years ago, most of us had to only worry about protecting our computers. Five years ago, we had to worry about protecting our smartphones as well. Now we have to worry about protecting our car, our home appliances, our wearables, and many other devices connected over the internet.

Because there are so many devices that can be hacked, that means that hackers can accomplish more. Cyber criminals are working hard to steal information, demand ransom, political demolition and destruction. You

may have heard about how hackers attack corporations, banks, health institutions and government departments. Hackers could use even seemingly unimportant devices like baby monitors or your thermostat to uncover private information or just ruin your day. The point is that we have to think about what a hacker could do with a device if he can break through its security.

Security Patches, updates and upgrades

As the Internet of Things becomes reality, we have to worry about protecting more devices. Manufacturers follow security standards that protect consumers from being potentially compromised. This means that an IoT device which was safe when you first bought can become unsafe as hackers discover new vulnerabilities. Regular updates and patches should be done to protect against new threat from hackers.

Computers used to have this problem, but automatic and easier updates have helped alleviate this problem. Technology has become so fast that manufacturers releases IoT that are not certified to be secure. Even if they may offer firmware upgrades for a time, they often stop when they focus on constructing the next device, leaving customers with slightly outdated hardware that can become



a security risk.

Protecting your data from threat and vulnerability

Hackers are scary, but they are not the only threat to the Internet of Things. In fact, the corporations which create and distribute interconnected devices could also use these devices to obtain personal data, particularly dangerous when used for money transfers; Programmers write code or programs used by cybercriminal organization; Distributors distribute and sell stolen data and goods from associated cybercriminals; IT experts maintain a cybercriminal organization's IT infrastructure, such as servers, encryption technologies and databases; Fraudsters create and deploy schemes like spam and phishing; System hosts and providers host sites and servers that possess illegal contents; Cashiers provide account names to cybercriminals and control drop accounts; Money mules manage bank account wire transfers; Tellers transfer and launder illegal money via digital and foreign exchange methods

For now, the best protection which consumers have is to actually read any agreement they sign when receiving a device. Also find what that device's corporation's policies are in regards to keeping data safe and sharing

said data. This may mean refusing to use certain IoT devices, but said device may not be worth the privacy tradeoff.

Ignorance and lack of awareness

Computers have automatic updates partly because most users are too lazy to perform even the basic steps needed to keep their computer safe. Now that connected devices have spread across the globe it will be even harder than a single computer to keep protection and this problem will get even worse.

While tech companies and the government are taking the IoT security threat more seriously, the first line of defense in your home is you. This means taking the time to think about how IoT devices could be used against you as well as going over their security features.

For example, an IoT device from a smaller and less established company may be cheaper or have other attractive features. But if that smaller company closed down then there is no one around to patch its vulnerabilities. IoT boasts opportunity, but the security risks cannot be ignored whether it is from hackers or cybercriminals. Above all the best remedy is to consider the potential risks of installing connected devices and bringing awareness to users. ●

Air Arabia

Posts Strong Q2 Net Profit of AED 158 million

Air Arabia (PJSC) announced on August 7 2017 strong financial results for the second quarter of this year ending June 30, 2017 as the Middle East and North Africa's first and largest low-cost carrier continued to deliver robust and sustained performance.



Air Arabia's financial results for the second quarter ending June 30, 2017 exceeded analysts' expectations and registered a net profit of AED 158 million, an increase of 21 per cent compared to the AED 131 million reported for the same period last year. The company's turnover for the second quarter of 2017 increased to AED 906 million, compared to AED 894 million in the corresponding period last year. Air Arabia served over 2.05 million passengers in the second quarter of 2017, while the average seat load factor – or passengers carried as a percentage of available seats – for the same quarter stood at an impressive 79 per cent. Sheikh Abdullah Bin Mohammad Al Thani, Chairman of Air Arabia said: "Air Arabia's strong second quarter financial performance is a testament to the carrier's operational efficiency and robust

growth strategy. Despite the continuous pressure on yield margins, which is driven by the market and the economic environment, Air Arabia managed to register a solid second quarter net profit backed by the carrier's cost control measures, operational efficiency and combined with its momentum growth". Air Arabia's net profit for the first six months of 2017 stood at 261 million, up 7 per cent compared to the corresponding period of 2016 while the turnover for the first six months of this year reached AED 1.716 billion. The low-cost aviation pioneer served over 4.1 million passengers in the first six months of 2017 while the average seat load factor – or passengers carried as a percentage of available seats – for the same period stood at an impressive 79 per cent. "The first half of this year have seen Air Arabia continue its robust growth by



launching new routes and increasing capacity across its operating hubs while remaining focused on driving operating cost margins lower by the day” Al Thani continued.

Air Arabia received two new Airbus A320 aircraft in the first half of 2017 ending June 30 and added 12 new routes from its five operating hubs in the UAE, Morocco, Egypt and Jordan. Air Arabia currently serves a global destination network of 130 routes across the world.

He concluded: “We are confident about the appeal of low cost travel in general and Air Arabia services in particular across the markets we operate in. As we continue to further expand our reach and network, we remain focused on operational efficiency, cost control as well as delivering even more value for money air travel to our customers”. ●

