



# Aljumu'riki

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

Issue **78** January - March 2014

## Sultan Inaugurates Islamic Theme Park

Khaled bin Abdullah  
Al Qasimi, Opens  
MidEast Watch &  
Jewellery show



الشارقة عاصمة الثقافة الإسلامية  
SHARJAH ISLAMIC CULTURE CAPITAL

## Daimler Benz Honors Sharjah Customs for IPR Protection

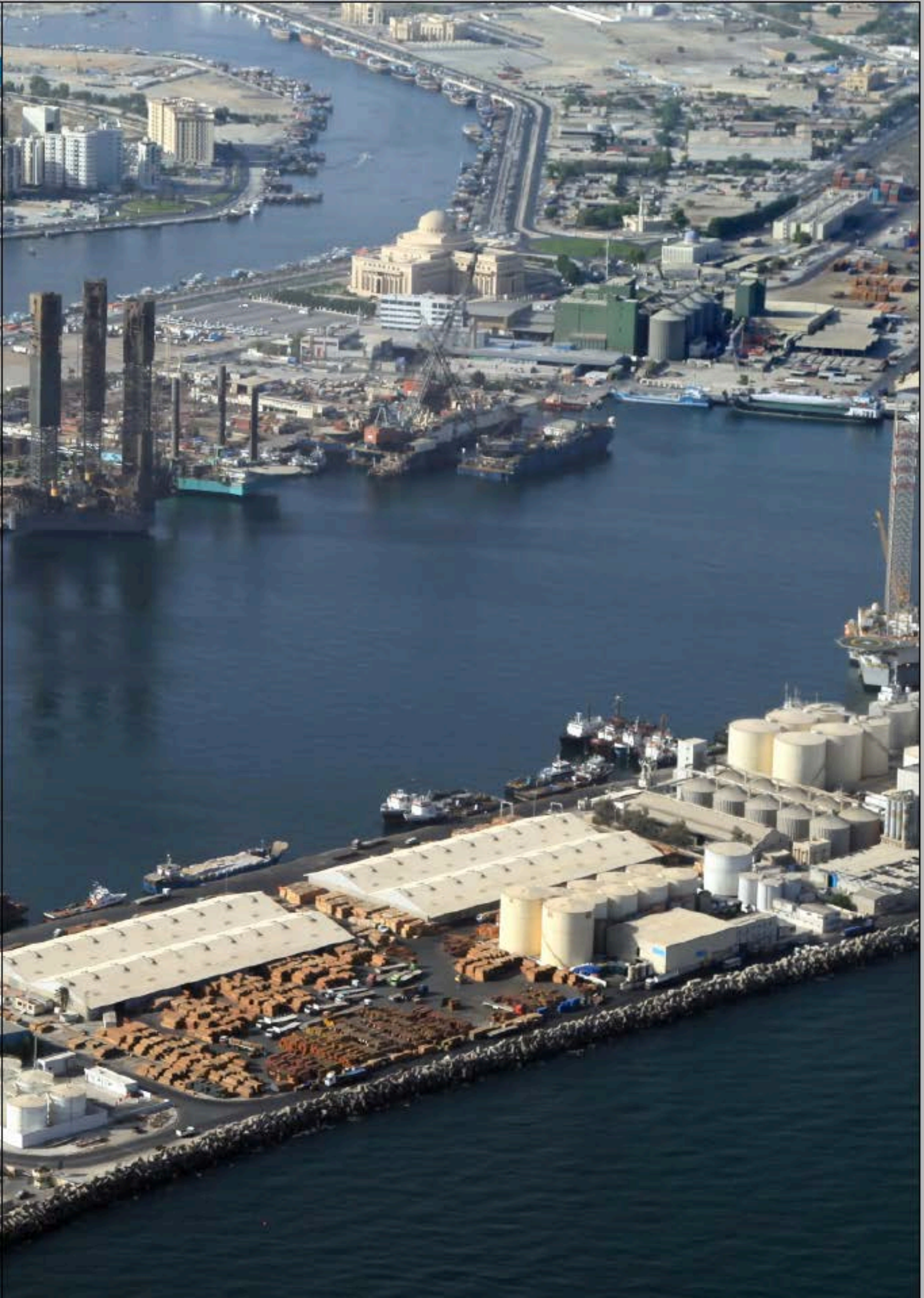


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**Aljumu'ki**



United Arab Emirates  
Governance Of Sharjah  
Department Of Seaports & Customs

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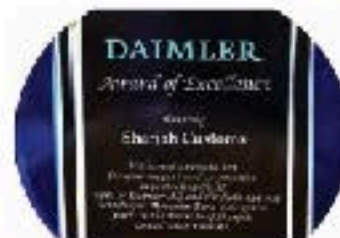
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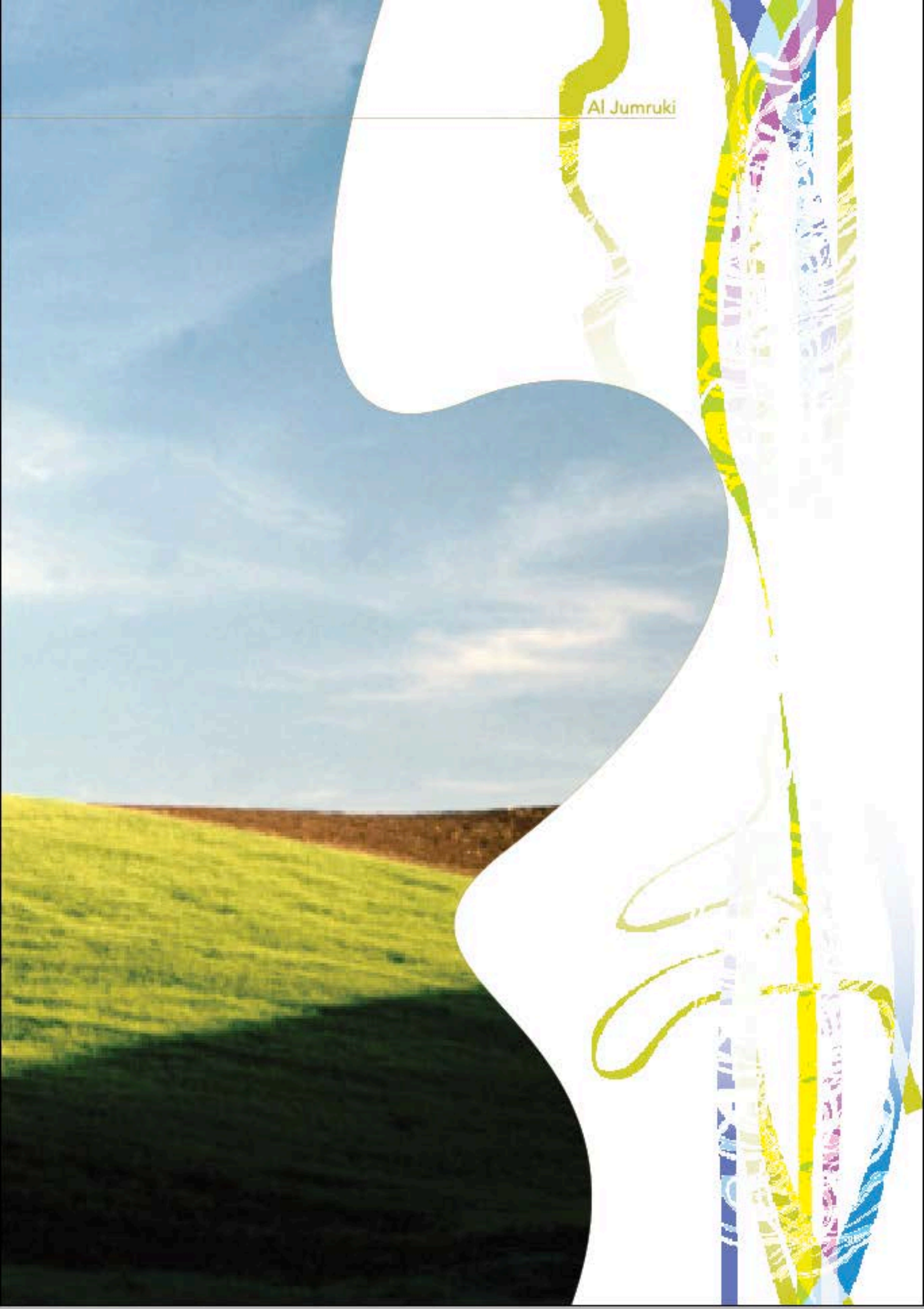
Have you ever asked yourself about how much efforts do you put in your work? If you have, then have you got courage to answer this question directly?

I will make it easy for you. In the beginning you should know that your work is, in fact, under your domain. It is only when conclude what you have been asked to do in a hasty manner, that you will collect unripe fruit which lacks the juice that makes it tender, a smell that makes it fragrant and a colour that makes it vivid. But if you have the initiative to carry out what you have been asked to do in the manner you like, then you are on the right path to collect ripe fruit with excellent taste, smell and colour.

This is the way that things are going in life; a good start that leads to growth and then go on to perfection. So the endeavour to seize opportunity before ripeness is a folly and thoughtless, while patience to carry out work correctly is right and responsible.

**Editor**

Al Jumruki





## **SULTAN** **INAUGURATES** **ISLAMIC THEME PARK**



*His Highness Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah opened the Islamic Park, located at the Desert Park on the road to Al Dhaid on March 31 2014*





**T**he Quranic botanic garden project facilitates linkages between traditional Islamic respect for natural habitats, the cultures inspired by the Holy Books of Islam, protection of environment and biological diversity. Present at the ceremony was Sheikh Sultan Bin Mohammed Bin Sultan Al Qasimi, Crown Prince and Deputy Ruler of Sharjah.

Sharjah is working on 21 projects in celebration of its selection as the Islamic Culture Capital for 2014 (SICC) at a total cost of

Dhs1.5 billion, distributed over new universities, monuments, Islamic parks, traditional markets, museums and libraries, as well as scientific and architectural edifices. These projects translate Sharjah's vision to promote Islamic cultural thought and spread its goodness around the world.

The opening of the new recreational facility comes within the projects carried out by the Emirate of Sharjah in reinforcing its status as a capital of Islamic Culture for 2014 and confirms

the Emirate's attention to serve the Islamic religion. The park will be the first of three parks to be constructed as part of the SICC 2014 projects, adding a significant aesthetic, cultural and social value to the emirate.

Upon his arrival, Sheikh Sultan was received by Sheikh Sultan Bin Ahmad Al Qasimi, Executive Committee Chairman for the Sharjah Capital of Islamic Culture 2014 Celebrations, Sheikh Khalid Bin Sultan Bin Mohammed Al Qasimi, Chairman of Sharjah





## الشارقة عاصمة الثقافة الإسلامية SHARJAH ISLAMIC CULTURE CAPITAL



Urban Planning Council and a number of Sheikhs. Sheikh Sultan and the attendees toured the Quranic botanic garden which features 50 varieties of plants and trees mentioned in the Holy Quran and Sunnah and Sunnah of the Prophet Mohammed (PBUH). His highness hosted a lunch banquet in honour of the guests of the emirate, who came to participate in the Sharjah Capital of Islamic Culture 2014 Celebrations. The

opening ceremony was attended by a number of senior officials.

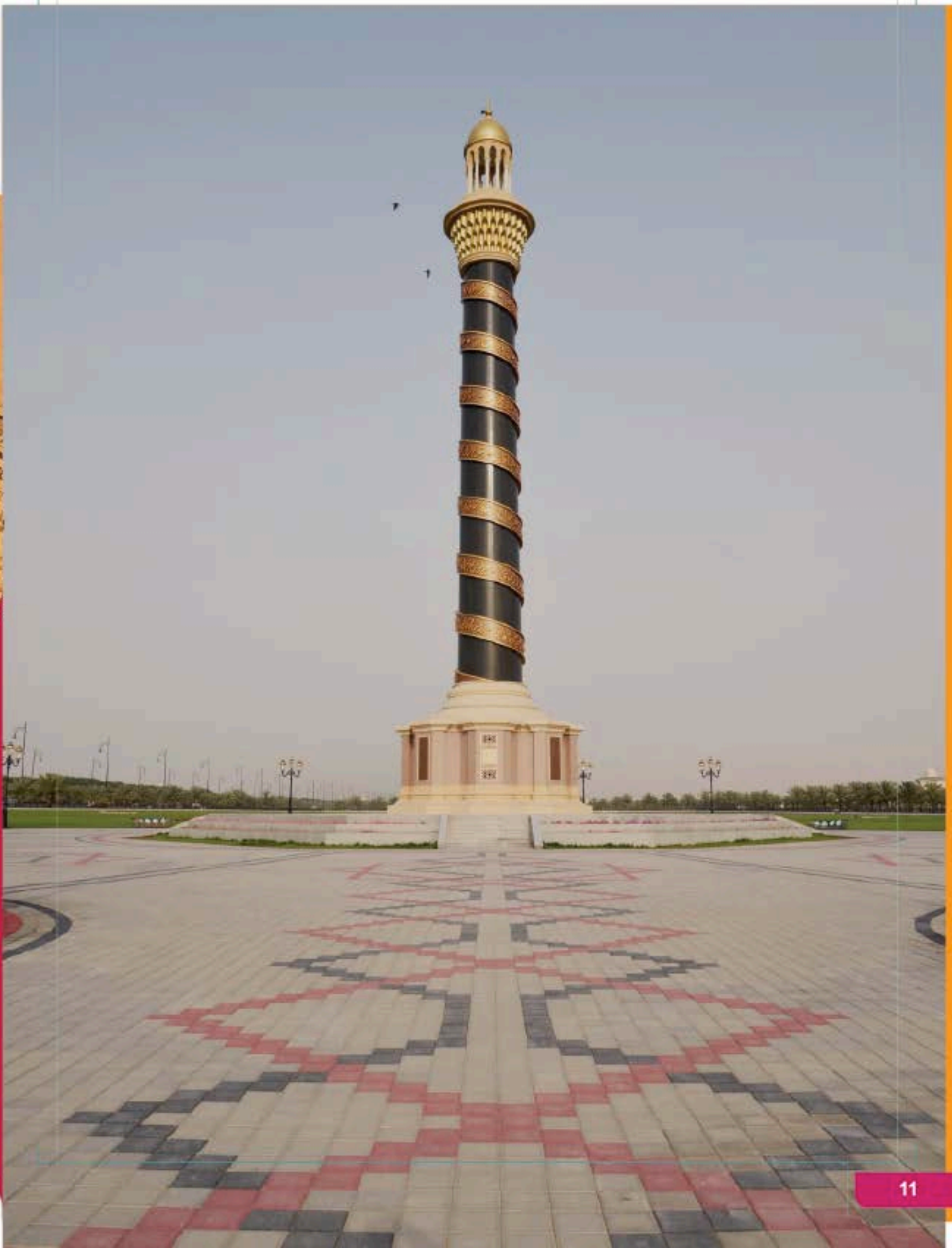
### Amphitheatre opened

Sheikh Sultan opened Al Majaz Amphitheatre in the presence of Sheikh Sultan bin Mohammed bin Sultan Al Qasimi, Crown Prince and Deputy Ruler of Sharjah and was attended by Sheikh Ammar Bin Humaid Al Nuaimi, Crown

Prince of Ajman along with a number of Sheikhs and Sheikhas.

The Dhs140m Roman-style amphitheatre, covering an area of 7,238 square metres, can accommodate up to 4,500 people is the official venue for the Sharjah Capital of Islamic Culture (SICC) 2014 celebrations and other international cultural and art events. ♦







# Khaled bin Abdullah Al Qasimi, Opens MidEast Watch & Jewellery show



*Under the patronage of His Highness Dr. Sheikh Sultan bin Mohammed Al Qasimi, Member of Supreme Council and Ruler of Sharjah, the 36th MidEast Watch & Jewellery show was recently opened by Chairman of Department of Seaports and Customs.*





**T**he annual Show was organised by Expo Centre Sharjah with the support of the Sharjah Chamber of Commerce and Industry.

The UAE has no doubt proved to become an important trading hub for all luxury brands and is also rated as one of the largest trading nucleus in the world. The show is a testimony that UAE's ranking as one of the world's top jewellery trade destinations, which took place at the Expo Centre in Sharjah with over 450 global exhibitors.

During his tour of the various pavilions, Sheikh Khaled bin Abdullah Al Qasimi was accompanied by

Abdullah bin Mohammed Al Owais, Chairman, Sharjah Chamber of Commerce and Industry; Saif Mohammed Al Midfa, CEO, Expo Centre Sharjah; government officials, dignitaries and industry representatives.

"After the biggest fall in 30 years last year, when the precious metal lost nearly 30 per cent of its value, gold prices are likely to be less volatile this year, which will be great news to jewellery buffs. Apart from this, positive consumer sentiment that is backed by a growing economy will further spur demand for gold



& diamond jewellery," said Midfa.

The global and regional upswing of consumer gold jewellery demand is also reflected in the expected turnout of registered hosted buyers at the five-day event that started on Tuesday.



## Highlights



Initial indications point out that the demand for consumer gold items has been healthy during the first quarter of 2014, and, since price expectations have stabilised, the demand is likely to carry into the second quarter too.

Dedicated top-level buyers from Albania, Bahrain, Kuwait, Macedonia, Russia, Saudi Arabia, Turkey and Ukraine, are expected to be the main purchasers of the latest rough stones, precious gems and metals and finished fine jewelry from the exhibitors.

The number of exhibitors present during this year's edition indicates a positive consumer confidence that has resulted in a significant increase of demand for watch and jewelry, both regionally and globally.

Gold and jewellery is a major contributor to the Middle East's luxury market, and the UAE has always been at the forefront

of the sector, attracting luxury consumers from around the world.

This is why the region's largest event, the MidEast Watch & Jewellery Show is such an important business networking platform as it provides an effective gateway into the high value regional market, while bringing together the world's most prominent jewellery makers

and serious international buyers. However, jewellery retailers still remain confident that the surge in consumer demand will further drive sales, despite the restrictions introduced by the Indian government in 2013 on importing gold through official channels had the intended effect of substantially suppressing demand.







Statistics according to the World Gold Council indicate that there was a 21 per cent increase in demand for gold jewellery last year, which stood at a historic high of 3,863.5 tonnes. In fact, 2013 recorded the largest volume increase in annual jewellery demand since 1997 and marked a return to pre-crisis levels.

The show continues to hold the

distinction of the only event that is held twice a year and has the highest rate of exhibitor retention and regular VIP customers. It is one rare consumer fair that is popular amongst both the general public and trade visitors, says Mohamed Amjed, Project Manager of the MidEast Watch & Jewellery Show.

The luxury items displayed included

gold and diamond jewellery, other precious stones, loose pearls, pearl sets and luxury watch brands.

National Pavilions, which has been one of the mainstays of the show, featured a rich repertoire of gold & diamond jewellery, precious & semi-precious stones, pearl sets, gemstones and branded watches. This time, Hong Kong-China, India, Italy, Malaysia, Singapore and Thailand have National Pavilions.

The Thailand Pavilion, was showcasing dazzling gold and diamond jewellery under the brand 'Ploi Thai' Fashion Show, which was held for the third consecutive time, featured top models from Thailand presenting 'Ploi Thai' creations.

Visitors took part in the daily raffle draw. On every purchase of Dhs. 500, visitors had a chance to qualify for the raffle draw. The Hong Kong Pavilion also gave away prizes to visitors. ♦





## Evacuation Drill at Container Customs Centre



*In line with the directives of Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of the Department of Seaports and Customs, and recommendations of the Committee of Crisis's and Emergencies to fulfill safety requirements of the evacuations, an evacuation drill was successfully conducted at Container Customs Centre.*

**T**he drill involved evacuation of personnel of the facility including all personnel of GulfTainer, the operators of Sharjah Inland Container Depot, and customers who were at the depot at the time.

The exercise was conducted with the cooperation of Sharjah Police and Department of Civil Defence.

Khalid bin Samnaoh, Director of Sharjah Container Customs Centre said that the drill is within the department's plan to sustain total readiness of the staff and all persons inside the port to react to all possible fire or other incidents. He said: "the Centre had prepared an evacuation plan and designated missions on certain superintendents

to control the required measures of sustaining safety of lives of all persons at the depot and to decrease losses to the minimum level."

"The centre will practice other evacuation exercises in the future to sustain high response to emergencies. According to the recommendation of the Sharjah Police Operations Department, SEWA, the Municipality and Sharjah Police Air Wing will participate in a larger and comprehensive drill."

Bin Samnoh extended his thanks to the Chairman of the Department for making this opportunity available and thanked all who participated in the drill and honoured police and Civil

Defence Officers for their cooperation and for their fast response by providing all required means to conduct a successful drill.

The drill witnessed evacuation and firefighting essentials and methods of dealing with the evacuation system, with staff and customers participating in it.

The Container Customs Centre has obtained a high degree of evaluation (very good) from the General Commandment of Civil Defence on the drill, which is regarded with a very high degree of evaluation and tribute for the centre's attention to such practices, especially as it was the first held in the centre. ♦







# Dimas Unveil Airport Passengers' Customs Confiscations



**H**assan Dimas, Director of Passengers Customs Centre at the Sharjah International Airport recently unveiled the centre's confiscations for the year 2013 which were 857.

He declared to Al Jumruki that 596 out of these confiscations were drugs while the remaining included prohibited medicines, narcotics, cold weapons and other prohibited items. He said that traffickers have sought many ways to hide drugs in suitcases, hand bags, clothes and other items to deceive customs officers but they fail whatever coverage they are seeking. Dimas emphasized that Customs authorities are always standing in the front line against illicit trafficking to

protect the community from the evils of drugs and smuggling of various items that represent a prominent risk on the safety of the community, interests of companies and the national economy.

He said that each time the traffickers are adopting new ways of camouflaging their hidden contrabands to be out of customs control, however, they fail, as it is the long experience and awareness of the Customs Officers that defeat their efforts.

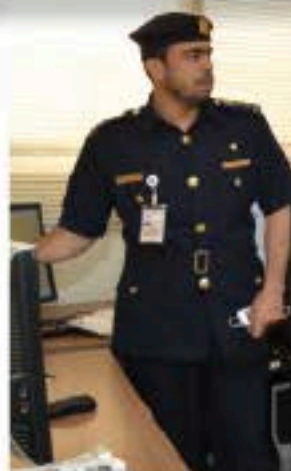
He said that the directives of Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of the Department of Seaports and Customs to recruit customs officers in training sessions and workshops were essential in developing the skills of the staff. These sessions, which are organized throughout the year including: trends and methods of trafficking; general control of drugs; controlling styles of forgery; body language; improving security functions; dealing with hazardous and explosive materials; inspecting passengers and luggage; communication skills; negotiation skills and skills of dealing with diplomats.

The Director of Passengers Customs Centre also praised the vital role of the young and female customs officers in combating such threats. ♦





## Dubai Customs Delegation Visits Hamriyah Customs Centre



**A** technical delegation from Dubai Customs recently visited Hamriyah Customs Centre. The delegation which was headed by Abdul Aziz Al Mulla, Development Officer at Dubai Customs, was received by Mr. Yacoub Ghabish, Director of Hamriyah Customs Centre with the attendance of Mr. Hamdan Al Hudaidi, Director of Purchase and International Contracts Section at Sharjah Customs and Mr. Omar Bushabs, Director Assistance of Hamriyah Customs Centre. The delegation visited the Container Scanner and acquainted themselves

with the systems of monitoring and controlling containers. They listened to the explanation of the Centre's staff regarding the machine and exchanged opinions and expertise in the field of container scanning.

At the end of their visit, the delegation thanked the staff of the centre for their cooperation

while Ghabish emphasized the keenness of the Department of Seaports and Customs represented by its Chairman, Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, to offer the highest degree of cooperation with Dubai Customs which enhances the tight relation with all customs departments in the UAE. ✦



## Daimler Benz Honors Sharjah Customs for IPR Protection



In acknowledging outstanding contribution of the Sharjah Customs in protecting the IP rights of Daimler AG, the world's most successful automotive companies having the celebrated brands including the Mercedes Benz.

Daimler-Mercedes Benz, Germany presented an "Award of Excellence" to Department of Seaports & Customs.

The award signifies a rare honor extended to Sharjah Customs in 'great appreciation' of its support and co-operation in protecting Intellectual Property rights of Daimler AG and its fight against counterfeit Mercedes Benz auto spare parts in the Emirate of Sharjah, United Arab Emirates. The honor also recognizes the outstanding services of Sharjah Customs in weeding out irregular and undesirable business practices in sprawling markets of UAE. ♦



# **Customs**

## **Confiscations Exhibition Opened at Khatm Al Melaha Customs**

**T**he first Customs Confiscated Items Exhibitions, organized by Khatm Al Melaha Customs Centre was recently opened. The inauguration ceremony of the Exhibition was attended by Mohammed Al Raisie, Director of Khatm Al Melaha Customs Centre, Khamis Al Bedaoui, Director of Khorfakkan Customs Centre, Khalid bin Samnoh, Director of Containers Customs Centre, Colonel Abdullah Mubark bin Amer, Director of Eastern

Region Police Department, Colonel Ali Juma, Head of Passport control at Khatm Al Melaha Terminal and a number of officers and officials.

The attendees acquainted themselves with the displayed customs-confiscated items by the centre for the last years which included various drugs, weapons, lachrymators, radar detectors, magic and sorcery items, night balloons and others which are

enlisted as prohibited items.

Al Raisie praised the efforts of Customs Officers at the border terminal in preventing smuggling attempts and confiscating prohibited items which are potentially dangerous to the health and security of the community.

The exhibition also witnessed a briefing about the performance of the







Khatem Al Melaha Customs Centre and the plan for the centre till the year 2017. The performance -growth indicator of the last three years was around %20 yearly, and the number of transactions processed was around 140 thousand in 2013 while the number of confiscations reached 3080 during the last year.

A great deal of effort was taken in developing the skills of the staff of the Centre ( more than fifty) with Emiratization rate of %100 in all technical and managerial posts .

Al Raisie stressed that the partnership strategy adopted by the Sharjah Police Headquarters and the General Authority for Airport, Terminals and Free Zones has its impact on increasing the number of confiscations due to the training sessions conducted by them at the centre. Several trainers and police officers from Sharjah Police Academy and trainers from outside the country have participated in training them.

The number of the training sessions reached 20 in the field of customs security, methods of checking suitcases and vehicles, body language, recognizing drugs and methods of smuggling drugs, customs goods evaluation and dealing with VIPs.

Eight administrative training sessions were held at the centre during the last year including the behavior





in dealing with public, methods of writing minutes of confiscation reports, leadership, creative thinking and how to get rid of work stress.

During the exhibition, several recognized Customs Officers of the centre were honoured for their performance during 2013 including

Hamad Al Mozahimi, best field leader.

Mohamed Al Marashdah, customs officer with the highest recorded of confiscations.

Souror Mohamed and Ali Al Mazroui, best staff in discipline.

Hameed Al Haias and Ali Karam for providing best services.

Adel Al Zaabi for obtaining Master Degree in general administration. ♦



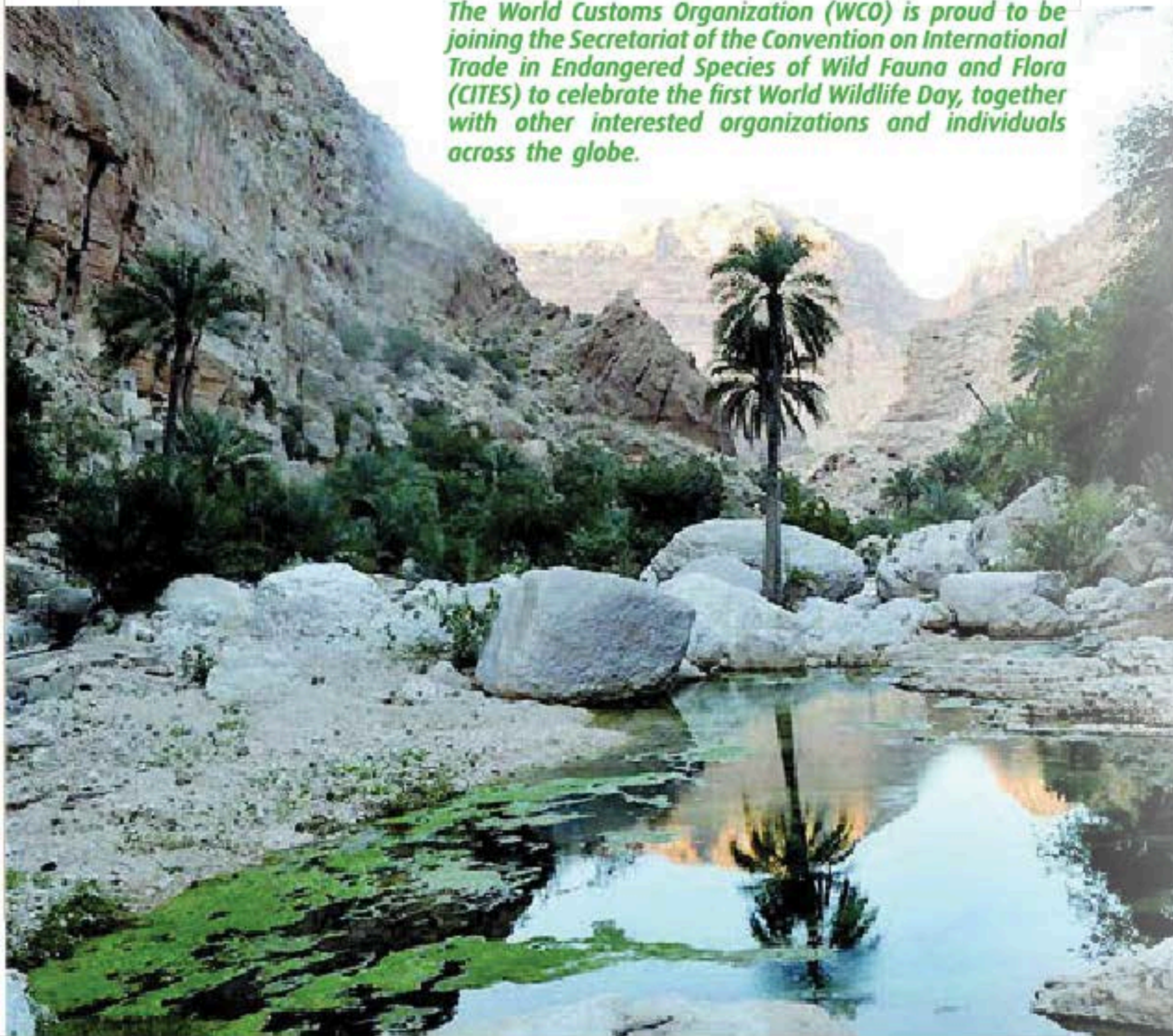


# Global Customs Community Marks First World Wildlife Day

*Brussels, 3 March 2014*

**Press Release**

*The World Customs Organization (WCO) is proud to be joining the Secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) to celebrate the first World Wildlife Day, together with other interested organizations and individuals across the globe.*





In recognition of the intrinsic value of wildlife, its huge and varied contribution to sustainable development and human well-being, and the threats that it faces to its survival on a daily basis, World Wildlife Day was proclaimed by the UN General Assembly on 20 December 2013 and will be celebrated on 3 March each year, the day the CITES Convention was adopted.

"World Wildlife Day provides an ideal opportunity to celebrate the many beautiful and varied forms of wild fauna and flora and raise awareness of the multitude of benefits that wildlife provides to people," said CITES Secretary-General, John E. Scanlon. "At the same time it reminds us of the urgent need to step up the fight against wildlife crime, which has wide-ranging economic, environmental and social impacts."

"Marking World Wildlife Day enables the WCO to recall the key role played by Customs in combating cross-border wildlife crime," said WCO Secretary General, Kunio Mikuriya. "The WCO is committed to protecting the earth's natural heritage from being decimated by criminals chasing easy profits without regard for the consequences of their illegal actions on people and economies around the world."

"For millennia, people and cultures have relied on nature's rich diversity of wild plants and animals for food, clothing, medicine and spiritual sustenance," said UN Secretary-



General, Ban Ki-Moon in his official message celebrating World Wildlife Day. "Wildlife remains integral to our future through its essential role in science, technology and recreation, as well as its place in our continued heritage."

World Wildlife Day follows closely on the heels of the recent London Conference on the Illegal Wildlife Trade which took place on 13 February 2014, due to the alarming increase in the global wildlife trade that threatens the survival of many species, with some facing the possibility of becoming extinct unless concerted international action is taken, particularly by way of a coordinated enforcement response.

"We need to tackle wildlife crime with a concerted global response as vigorous and forceful as the trade itself, and to act as one global community," said HRH The Duke of Cambridge, Prince William on the occasion of the first World Wildlife Day. "Only this way can we save the extraordinary species, so close to

extinction, for future generations." "Increased action against wildlife crime is now imperative both globally and at the local level," said Secretary General Mikuriya. "Our collective efforts will be bolstered by enhanced cooperation between the WCO and other international and regional law enforcement organizations and a closer working partnership between Customs authorities and other border control agencies."

Already committed to protecting the environment and ensuring the security of endangered wildlife, the global Customs community is ready and willing to play its part in combating illicit trade through cooperation and information-sharing, of particular significance in 2014 which has been designated by the WCO as the Year of Communication with the slogan 'Sharing information for better cooperation'. ♦

Source: [www.wcoomd.org](http://www.wcoomd.org)





## **Air Arabia** **receives the 6000th** **Airbus A320 as part** **of its fleet**

**A**ir Arabia, the first and largest low-cost carrier in the Middle East and North Africa, recently announced that it has taken delivery of its 37th aircraft, the 6000th Airbus A320 made to date. The aircraft, which has been adorned with a commemorative 6000th logo, was unveiled at a ceremony in Hamburg, Germany, attended by senior officials from Air Arabia, Airbus and CFM as well as the entire Airbus technical team.

Air Arabia has now received 23 of the 44 A320 aircrafts ordered from Airbus in 2007, and once completed in 2016, the





order will more than double the size of Air Arabia's existing fleet.

Adel Ali, Group Chief Executive Officer of Air Arabia said: "The delivery of our 37th aircraft marks a significant step in the development of our fleet expansion strategy. We are proud to be in the process of creating the industry's most modern fleet as we look forward to receiving seven more aircrafts this year. Air Arabia is committed to not only providing customers with the best value for money and most convenient flights, but these new aircrafts also ensure the highest quality of travel and comfort." The latest A320 aircrafts come equipped with Shraklets, fuel saving large wing tip devices which reduce fuel burn and emissions by significantly improving the aerodynamics of the aircraft. Air Arabia is the first carrier in the Middle East to fly these planes.

The A320 Family is the world's best-selling and most modern single aisle aircraft Family. All Air Arabia aircraft cabin interiors are fitted with a world-class comfort seats offering highest seat pitch of any economy cabin across the globe and therefore, offering passengers extra leg room to sit back and relax during their flight. ♦

