



مدينة الشارقة للإعلام
Sharjah Media City

SALES PROPOSAL

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About Sharjah

In a country, renowned for modernity and business, Sharjah serves as the epicenter of history, culture and heritage. Sharjah joined the federation of the UAE in 1972 as a founder member.

Sharjah's position between Asia, Europe and Africa makes it a strategic location to reach a market of more than 3 billion people. Its leadership is at the forefront of the UAE's cultural, economic and social development. It plays a significant role in promoting cultural interaction and dialogue among nations at all levels, local and international.

Sharjah earned its title as the 'Cultural Emirate of the UAE' and the 'Cultural Capital' of the Arab World in 1998. Heritage, history and language are celebrated on a yearly basis in Sharjah.

Sharjah Media City (Shams)

About Shams

Sharjah Media City (Shams) was launched in January 2017 to act as a catalyst for creative and media businesses to grow and thrive. Aiming to be a world-class media hub for innovative facilities and services, Shams covers a wide range of business activities available for those wishing to embark on their entrepreneurial journey in the UAE.

Our mission is to make creative entrepreneurship accessible to all aspiring startups, SMEs and established companies striving to grow their business both locally and globally. We offer smart and innovative services, coupled with a holistic community-centered approach.

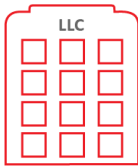
Why Shams?

- Company setup options starting from AED 11,500
- Wide range of business activities available on the same business license
- Shareholders are not required to be physically present in the UAE to incorporate a new company
- Companies will have limited liability
- 100% repatriation of capital and profits
- 100% Foreign Ownership permitted
- 0% corporate or personal income tax
- Quick and simple online registration process
- All Company documents are issued within days
- Allocation of up to 6 visas on a Shared Desk Facility
- Deposits are not required by Shams
- Located 15 minutes from Sharjah airport and 30 minutes from Dubai airport

Formation

Sharjah represents a safe and progressive environment for company formation, offering foreign investors benefits such as 0% corporate tax and 100% repatriation of capital and profits. The UAE is well recognized all over the world as a trading hub, boasting a large non-oil sector contributing to nearly 70% of GDP – 45% of which is contributed by Sharjah's trading activities.

LLC – Limited Liability Company

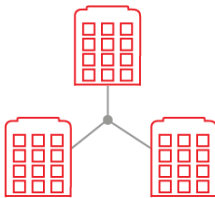


A Limited Liability Company (LLC) is a corporate structure whereby the company is a separate and distinct legal entity. The primary advantage of a LLC structure is that the liabilities of the company, whether arising in contract or otherwise, are the company's liabilities and not the personal liabilities of the shareholders. Equally, the company's assets belong to the company and are not the personal assets of the shareholders.

Advantages:

- Independent operating entity from the shareholders
- Entitled to obtain a license
- Entitled to sponsor employee(s)
- Entitled to open a business bank account
- Entitled to own assets

Branch



A Branch structure is that of an entity belonging to an existing parent company. All profits, benefits, gains, assets and other returns of the branch shall be profits, benefits, gains, assets and other returns of the parent company. Equally, all costs, expenses, debts and other liabilities of the branch are costs, expenses, debts and other liabilities of the parent company.

Advantages:

- Entitled to obtain a license
- Entitled to sponsor employee(s)
- Entitled to open a business bank account
- Entitled to own assets

Types of Business Licenses



Business License at Shams is a permit that allows a company to operate within Sharjah Media City for specified activities. There are multiple types of activities.

Service License



It allows production, re-production, transformation, and distribution of services. Service license includes rendering services as a primary objective and utilizing goods to provide them.

You would require service activities if you provide services, i.e. non-goods or if you provide services as a primary objective while using goods, i.e. restaurants, and media production

Trading License



It allows selling goods within Shams or importing and exporting of goods. Trading license includes movement of goods, wholesale and retail sale of goods and the rendering of services related to the sale of these goods.

You would require trading activities if you need customs code or if you import or export goods or if you sell goods.

Industrial License



It allows for productions, re-production, transformation and manufacturing of goods.

You would require industrial activities if you produce goods or if you transform goods.

Social Media Influencer License



It allows for Social Media Influencers to publish promotional content across their Social Media accounts.

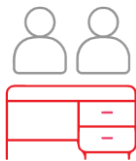
The Package is inclusive of the National Media Council Permit that is required by the UAE Government. This license is applicable to individuals and/or companies that use their Social Media accounts as a revenue-generating platform by disseminating information to a wide audience.

Shams Facilities



Shams facilities are designed to serve clients and cater to their needs and requirements. Shared workplace facilities offered by Shams provide a co-working environment, which is a great solution for start-ups that want to interact with other entrepreneurs. In addition to Shared Desk Facility, Shams will provide Dedicated Desks, Shared Offices, Dedicated Offices and Creative Units.

Shared Desk



A shared desk is a common space shared by like-minded individuals. It is ideal for today's entrepreneurs seeking flexible space and networking opportunities. It's modern aesthetic and practical setup makes it a pleasant environment.

Packages

Pricing

Business License	Fees (AED)
1 Year	11,500
2 Years	20,700
3 Years	29,325
5 Years	40,250
Additional Class	2,000 ¹

Facility	Fees (AED)
Shared Desk	3,675

Immigration	Fees (AED)
Pre-Approval ²	500
Immigration Card – 3 Years Validity ³	1,500

Visa ⁴	Fees (AED)
Visa Allocation	1,600
Employment Visa (3 Yr. Validity)	3,080
Investor/Partner Visa (3 Yr. Validity)	3,500
Change of Status	950
Visa Allocation - Amendment	2,000

¹ Limit of 5 Additional Classes

² 30 Calendar Days Validity

³ Immigration Card (3yr validity) – in case of 5 years license period, AED 3,000 will be charged as immigration card fee

⁴ Not inclusive of Medical and Emirates ID fees where applicable

Shams Standard Package

Details ⁵	Rate (AED)			
	1 Year License ⁷	2 Years License ⁷	3 Years License ⁷	5 Years License ⁷
Number of Visa Allocations ⁶				
0 Visa	11,500	20,700	29,325	40,250
1 Visa	16,775	31,250	45,150	58,713
2 Visas	18,375	34,450	49,950	64,313
3 Visas	19,975	37,650	54,750	69,913
4 Visas	21,575	40,850	59,550	75,513
5 Visas	23,175	44,050	64,350	81,113
6 Visas	24,775	47,250	69,150	86,713

Shams Social Media Influencer Package

Company Package	Activity	Rate (AED)	Frequency
0 Visa	Advertising	13,000	Annual

⁵ Does not include immigration card fee of AED 1,500 (3 year validity)

⁶ Shared Desk Fees included except 0 Visa Allocation Package

⁷ Not inclusive of any external approvals and fees

Disclaimer: E-Channel registration fees apply.

Documents Required



- Business Setup Form
- Authorized Signatory Form
- Terms and Conditions
- Shareholder(s) / Manager(s) / Directors(s) Documents

Documents for individuals as Shareholder(s) / Manager(s) / Director(s)



- Colored and clear full page of Passport Copy
- Colored and clear full page Entry Stamp page copy / Residence Visa page copy (if applicable)
- 2 Passport size photos (for immigration card application)

Documents for companies as Shareholder(s) / Manager(s) / Director(s)



- Certificate of Formation
- Certificate of Incumbency / Good Standing (if applicable)
- Memorandum of Association copy
- Board Resolution Copy
- Documents for the Authorized Person(s)
 - Passport Copy
 - Colored and clear full page Entry Stamp page copy / Residence Visa page copy (if applicable)
 - 2 Passport size Photographs

Documents Specifications

- Passport Copy
 - Colored and clear full-page passport copy
 - Passport should be valid for a minimum of 7 months
 - Amendment / Modification page should be included (if applicable)
 - Additional remarks for below nationalities:
 - India – First and last page copy
 - Pakistan – First and second page copy
 - Sri Lanka – First and fourth page copy
 - USA – Special comment page copy
 - Nepal – First and last page copy
- Photographs
 - White background
 - Teeth should not be visible
 - Light colored shirts are not allowed
 - Jewelry and eyeglasses are not allowed
 - Handwritten marks are not allowed on the photos

Timelines

Company Incorporation Documents	
Day 1	Submit required documents and payment to Shams. Formation documents (Certificate of Formation, Business License, Share Registry, Memorandum (if applicable) and Occupancy Agreement) are released ⁸ and you may start operations at this point.
Employment Visa	
Day 2	Process initiated to acquire Immigration Card.
Day 12	Immigration Card is released by Shams. You may apply for visas at this point.
Day 13	Submit required documents and payment to Shams to apply for Employment Visa.
Day 14	E-channel registration for company is completed.
When do I receive my Employment Visa?	
Day 21	Employment Visa is issued. If you are outside the country when the visa is issued you will need to enter the country using the new Employment Visa. You will not be allowed to enter using a Tourist or Visit Visa or Visa on Arrival.
Day 22	Print the E- Visa and do a Change of Status by performing one of the below tasks: 1. Inside country Change of Status (2 working days) 2. Exit and Enter the country via any immigration point 3. Enter Country if already outside the country
Day 24	Change of Status is completed. Proceed for medical examination to any Preventive Medicine Department of Ministry of Health & Prevention and for Emirates Identity to any Emirates ID Service Centre.
Day 26	Collect Medical Examination Results and submit required documents for Residency Visa Application.
When do I receive my Residence Visa?	
Day 31	Residence Visa process is complete and passport is released by Shams.

⁸4 Hours timeline for license issuance comes into effect after payment has been credited to the Shams account. Cut-off time for submitting documents is 10:00 am.

Some applications may be subject to additional approvals, in which case the timeline shall be 2 working days.

Notes

All procedures, requirements, fees and timelines are valid at the time of going to print; however, may become subject to change without prior notice.

Timelines

- Timelines correlate to working / business days and are based on historic average processing time and may be shorter or longer.
- Timelines may vary due to security approval and during the Holy month of Ramadan, days of mourning, Eid and other National or Religious Holidays.
- Timelines to process Immigration Card, Employment Visa and Residency Visa for certain nationalities may be longer due to security approval and immigration may require additional documents.
- 4 Hours timeline for license issuance comes into effect after payment has been credited to the Shams account.
- Cut-off time for submitting documents is 10:00 am.
- Some applications may be subject to additional approvals, in which case the timeline shall be 2 working days.

Company Formation

- There can be a maximum number of fifty Shareholders and four Directors on a Company Formation and a maximum of four Managers of each Business License.
- The minimum age for a shareholder to apply for a Partner/ Investor visa is 19 years.
- The minimum age for an individual to apply for an employment visa is 18 years.
- Shareholders up to 69 years old are eligible to apply for Partner/ Investor Visas. Non-shareholders applying for employment visas should not be more than 57 years old.
- Memorandum is issued only for companies with more than one shareholder. Companies having a single shareholder may request for a Memorandum for an additional fee.
- Additional documents are required for Company Formation with certain activities, such as:
 - Legal Sector – Educational Degree Certificate Copy of the Manager
 - Education or Finance Sector – Curriculum Vitae (CV) of the Manager
- Certain Business License activities require external approval from competent authorities prior to commencing operations and Shams will not be responsible to seek information related to the external approvals.

- For educational activities, supporting documents (a business plan or a synopsis) shall be submitted.
- By submitting this proposal, you acknowledge the requirement to comply to the Federal conditions of the jurisdiction the business is operating from including external approvals, special conditions and the like.
- Pre-approval check is required for individuals either born in or nationals of Afghanistan, Algeria, Bangladesh, Egypt, Ethiopia, Guinea, Iran, Iraq, Kenya, Lebanon, Liberia, Libya, Nigeria, Palestine, Sierra Leone, Somalia, Syria, Yemen, Tunisia, and Turkey.
- Correspondence details provided at the time of company formation will be used to communicate with the client and any updates in the correspondence details need to be submitted to Shams in writing.
- The share capital value of the company will be AED 100,000 by default unless a specific amount is requested by the shareholders during the company formation.
- It is mandatory to renew or cancel your Shams license before its date of expiry. If you wish to cancel your license, you may do so by paying a cancellation fee. Failure to do so will result in necessary fines / legal action.
- The email address used for portal applications cannot be changed. This is not applicable for amendment of the Shareholders and Managers.
- Please note that a governmental cancellation fee of AED 150 plus a bank fee of AED 41 will be deducted from your E-channel deposit of AED 5,000.
- Additional approval is mandatory for multi-company formation with the same Shareholders, Managers and/or Directors. This will immediately take effect on the second company formation.
- Shareholders, Managers and Directors are required to undergo Identity Verification before the processing and issuing of the company formation and amendment.
- The Identity Verification is only valid for 6 months upon the issuance of the license.

Immigration Card & Visa

- Refunds will not be issued if the Visa Application is cancelled. You will be required to submit a new application along with the full listed fees to restart the process.
- Outstanding overstay penalties will have to be settled to process visa application.
- The original Immigration Card is held at Shams and only an electronic copy is sent.
- The Medical Authority may at its discretion approve medical fitness for residency only for a one-year period. Shams will not be responsible to inform the applicant of the same prior to Residence Visa processing.

- Shams is not responsible to pay any dues to employees in case the shareholders or managers abscond and holds the right to cancel any visas under the company.
- You will need to enter the UAE at least once every 180 calendar-days in order to maintain your UAE residency.
- In the event of rejection of an Immigration Card application, a decision to downgrade the company package or cancel the company formation must be made within 90 days of the rejection date.
- All visa applicants shall have one Unified Identification Number. Applicants who have more than one UID shall do a merging process of their UID numbers to produce a new one. You can ask for the UID merging service by contacting Shams Concierge Services.
- Downgrades are permitted on Visa Packages.
- Diplomatic Passports are not accepted for Immigration card and visa applications.
- Specific business activities are subject to the approval of the Immigration Department.
- For Kenyan nationals - if the applicant is outside the country or inside the country on a Visit / Tourist Visa, an attested Police Clearance Certificate issued from Kenya must be submitted along with the visa application. However, if the applicant is inside the country on a cancelled residence visa then a Police Clearance Certificate issued from UAE must be submitted.

Change of Status

- Applicable Overstay Fines will continue to be incurred until the Change of Status process is completed.
- An individual cannot exit the country after completing the Change of Status until the Residence Visa is issued.
- If you are entering the country to process Change of Status, kindly contact your airline to check if they will require an "OK to Board" status.