

Ms. Fatima Al-Shuwaihi
Head of Events Unit in Heart of Sharjah
Sharjah Investment and Development Authority (Shurooq)
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Fatima Al-Shuwaihi serves as Head of Events Unit in Heart of Sharjah, one of the Sharjah Investment and Development Authority “Shurooq” main destinations. Ms. Al Shuwaihi has extensive experience in both public relations and events, through her organization and the supervision of many events. Prior to assuming her current responsibilities, she was head of the media and marketing division in the Mohammed Bin Rashed Al Maktoum Foundation (MBRF). While working at the MBRF, she developed the TV program Al Muntada in collaboration with DMI, and established in-house media processes for the Foundation. She also managed the media teams for major events such as the Arab Strategy Forum and Arab Knowledge Report and led a group of more than 75 volunteers supporting 20 presidents and 75 ministers at the World Energy Forum 2012. In addition, she has volunteered in two major conferences, "Globalization in the Gulf" and "Philanthropy in Higher Education and Responsible Social Giving: When Giving is its own Reward." Ms. Al Shuwaihi recently graduated from the Sharjah Leadership Program.