

**Mohamed Ali Al Noman**

**Chairman,  
Sharjah Commerce and  
Tourism Development  
Authority (SCTDA)**

Having been involved in tourism in the Emirate of Sharjah for nearly 15 years and seeing the industry grow substantially during that time, Mr. Al Noman must be considered an expert in Middle Eastern tourism. Along with the excellent team from SCTDA driving through many initiatives and positive changes in the industry, the licensing of hotels and apartments; the development of international level festivals and initiatives to help level changing demands of seasonality.

Mr. Al Noman has witnessed impressive growth during his time with SCTDA from small beginnings to nearly two million arrivals today. SCTDA has benefited from Mr. Al Noman's strong leadership and management style that has enabled the initial vision of HH the Ruler of Sharjah to develop the industry in a strong positive, sustainable and well managed way.

The strategic direction and growth of SCTDA is an important driver in Mr. Al Noman's work and the industry is confident of continued growth in today's positive climate.

Being a strong and passionate advocate for tourism, Mr. Noman is a well recognized and sought after speaker. He believes in being able to manage growth to ensure the tourism product remains authentic and valuable for many generations to come.

As well as being Chairman of Sharjah Commerce and Tourism Development Authority, Mr. Al Noman is a member of the Sharjah Executive Council and sits on the Board of the Sharjah Media Corporation along with other government and non-government entities.