Oman Tourism Forum

Wednesday, 26th February 2014
GUtech Campus, Halban

Under the Auspices of
H.E. Maitha Saif Majid Al Mahrouqi
The Undersecretary, Ministry of Tourism
Welcome Note

This first 2014 Oman Tourism Forum provides a platform in which current leaders of the tourism-related agencies (including government, major industries, SMEs, academia and communities) can share their insights and experience not only between themselves but also amongst future generations.

This forum was originally conceived as a course requirement of the Sustainable Tourism and Regional Development Department stemmed from the German University of Technology (GUtech). But the commitment and ingenuity of the students have transformed it into something far more significant: an opportunity to share widely the joy and inspiration they derive from engaging within this dynamic sector.

The success of this event will not be measured merely by the production of a conference paper or the completion of an academic course. Rather the test will be the extent to which it promotes understanding, pride and commitment, within and across generations, amongst all those allied to Oman’s tourism sector.

We intend this event to become an annual tradition bringing together all key parties that will shape a flourishing tourism future for the Sultanate of Oman, one that is both economically and socially sustainable.

Prof. Dr. Heba Aziz

Head of Department; Sustainable Tourism & Regional Development

President of the Forum
Programme

8:00 - 9:00  Registration

09:00 - 09:30  Opening Session

Welcome Note
Prof. Dr. Ing. Michael Modigell
Rector, GUtech

Welcome Note
Organising Committee

Oman Tourism Forum: The Initiative
Prof. Dr. Heba Aziz
Head of Sustainable Tourism and Regional Development Department
President of the Forum

09:30 – 10:00  Keynote Address
Discover the Journey
Nabil Al Busaidi, Adventurer & Traveller

10:00 - 11:30  Tourism Sector: Visions and Strategies
Moderator: Mohammed El Habsi, Sessions and Committees’ Advisor, Shura Council

10:00 – 10:20  Tourism Development and National Strategy in Oman
Amina Abdullah Al Balushi, Director of Statistics
Ministry of Tourism
10:20 – 10:40  *Tourism in Oman: Facts and Figures*
Narjis Saad Allah Al Rawahi, Statistician
National Centre for Statistics and Information

10:40 – 11:00  *The Reality of Tourism Employment in Oman*
Salim Naseer Al Hadhrami, Director General of Development and Planning
Ministry of Manpower

11:00 – 11:20  *From Strategies to Operations: Muscat International Airport*
Khalfan Said Al Shueili
General Manager - Operational Readiness
Oman Airports Management Company

11:20 – 11:30  Discussion

11.30 – 12:00  Coffee Break

12:00 – 13:30  *Tourism Projects: Employment Opportunities and Community Development*
Moderator: Prof. Dr. Jurgen Werner, GUtech

12:00 – 12:20  *Tourism, Employment and the Community*
Wael Ahmed Al Lawati, CEO
Oman Tourism Development Company (Omran)

12:20 – 12:40  *The Creative Economy: Royal Opera House Muscat*
Prof. Dr. Issam El Mallah
Advisor to the Board of Directors

12:40 – 12:55  *SMES and the Tourism Sector*
Eissa Sultan Ismaili, Founder
Oman World Tourism
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<td>SMEs: A Recipe for Success</td>
<td>Ihab El Fouly, SME Specialist</td>
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<td>Lunch Break</td>
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<td>14:30 – 16:00</td>
<td>Research &amp; Innovation</td>
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<td>Moderator: Dr. Yousuf Al Busaidi,</td>
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<td>Research Director of Culture, Basic &amp; Social Science</td>
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<td>14:30 – 14:50</td>
<td>Towards Understanding the Experiences and</td>
<td>Lubna Al Mazroei, Strathclyde</td>
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<td>Expectations of Omani Tourism Students</td>
<td>University Ph.D. Student</td>
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<td>14:50 – 15:10</td>
<td>Oman Tourist Atlas</td>
<td>Dr. Lotfy Azaz</td>
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<td>Sultan Qaboos University</td>
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<td>15:10 – 15:30</td>
<td>Determinants and Impacts of Applying E-Marketing</td>
<td>Dr. Mohammed Gamil, Assistant</td>
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<td>in Muscat Hotels: Current Status and Future Trends</td>
<td>Professor</td>
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<td>Oman Tourism College</td>
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<td>15:30 – 15:50</td>
<td>Tourism Careers: Perception and Expectations</td>
<td>Dr. Marike Bontenbal,</td>
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<td>of Omani Tourism Students</td>
<td>Assistant Professor, GUtech</td>
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<td>15:50 – 16:00</td>
<td>Discussion and Closing Remarks</td>
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البرنامج

التسجيل 8:00 - 9:00

الجلسة الافتتاحية 9:00 - 9:30

كلمة إفتتاحية
الأستاذ الدكتور المهندس مايكل موديجل
رئيس الجامعة

كلمة
عن اللجنة المنظمة

الféتدي عمان للسياحة : المبادرة
الأستاذة الدكتوراه هبة عزيز
رئيسة قسم السياحة المستدامة والتنمية الإقليمية
رئيسة المنتدى

الكلمة الرئيسة للمنتدى : الرحلة
نبيل البوسعيد
المغامر والرحالة العماني

الجلسة الأولى : رؤى واستراتيجيات
رئيس الجلسة: د. محمد بن أحمد الحبسي
مستشار الرئيس للجلسات واللجان - مجلس الشورى

الاستراتيجية الوطنية للسياحة في سلطنة عمان
الفاضلة / أمينة بنت عبد الله البلوشية
مديرية دائرة الإحصاء وزارة السياحة

السياحة في سلطنة عمان : حقائق وأرقام
الفاضلة / نرجس بنت سعد الله الرواحية. إحصائية المركز الوطني للإحصاء والمعلومات

واقع العمالة في القطاع السياحي 10:40 - 11:00
البرنامج
الفاضل / سالم بن نصير الحضرمي
مدير عام - التطوير والخطط
وزارة القوى العاملة

من الاستراتيجيات إلى العمليات: مطار مسقط الدولي
الفاضل / خلفان بن سعيد بن مبارك الشعيلي
مدير عام الجاهزية
الشركة العمانية لدارة المطارات

مناقشة
11:30 - 11:40

استراحة
11:40 - 11:50

الجلسة الثانية: المشاريع الاستراتيجية والمشاريع الصغيرة والمتوسطة: فرص العمل
وتنمية المجتمع
رئيس الجلسة: الدكتور يورغن فيرنر نائب رئيس الجامعة الألمانية للتكولوجية
للشؤون الأكاديمية

المشاريع السياحية: التشغيل والتنمية المجتمع
الفاضل / وائل بن أحمد بن إبراهيم اللواتي
الرئيس التنفيذي - الشركة العمانية للتنمية السياحية (عمان)

الاقتصاد الإبداعي: دار الأوبرا السلطانية
د. عصام الملاح
مستشار مجلس الإدارة للبرامج والفعاليات
دار الأوبرا السلطانية، عمان

الشركات الصغيرة والمتوسطة في قطاع السياحة: تجارب
الفاضل / عيسى بن سلطان الإسماعيلي
المؤسس
شركة عمان للسياحة العالمية

12:40 - 12:55
المشاريع الصغيرة والمتوسطة: استراتيجيات النجاح
المهندس إيهاب الفولی - استشاري إقتصاديات المشروعات الصغيرة
رئيسي للاستشارات

دور صندوق الرفده دعم المشروعات الصغيرة والمتوسطة
الناضال / طارق بن سليمان الفارسي
الرئيس التنفيذي لصندوق الرفده

استراحة الغداء

الجلسة الثالثة: البحوث والابتكارات
رئيس الجلسة د. يوسف البوعيدي
مدير قطاع بحوث الثقافة والعلوم الأساسية والاجتماعية -
مجلس البحث العلمي

 نحو فهم تجارب وتوقعات الطلاب للسياحة العمانية
لبني المزروعي ، جامعة سترافكلايد / وزارة السياحة

أطلس عمان السياحي
د. لطفي عزاز
جامعة السلطان قابوس

محددات وآثار تطبيق التسويق الإلكتروني في فنادق مسقط : الوضع
الحالي والاتجاهات المستقبلية
د. محمد جميل، أستاذ مساعد
كلية عمان للسياحة

تصورات وتوقعات طلاب السياحة العمانيين
د. ماريكة بونتنبال
أستاذ مساعد بالجامعة الألمانية للتكنولوجيا

المناقشة والملاحظات الختامية


البرنامج

13:10 - 12:55
13:10 - 13:25
14:30 - 14:03
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15:10 - 15:30
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16:00 - 15:50
Nabil bin Riadh Al Busaidi, popularly known to his friends as Nabs, was proud to carry the name of Oman to the farthest corners of the earth to plant the Omani flag and raise funds for charity. His objective is to inspire the youth in the GCC and to present a positive image of Arabs and Muslims to the rest of the world.

Nabil’s famous words which were broadcast over Oman Radio were: “My name is Nabil Al Busaidi, I am the son of Riadh and Salma Al Busaidi and I am calling from the North Pole. I am the first Omani, the first GCC national and the first Arab to walk to the North Magnetic Pole. I want Oman to be proud of my achievement, so today my name is not Nabil, it is Shabab Oman.”
Session 1
Tourism Sector: Visions and Strategies

Session Moderator:
Dr. Mohammed El Habsi
Ph.D. in Tourism Development

Chairman Advisor for Sessions and Committees and Assistant.
Secretary General for Research and Information – Al Shura Council – Oman.
Occupied several positions in the Ministry of Tourism and acted as a Vice Dean for Oman Tourism College.
Tourism Development & National Strategy in Oman

Amina Abdullah Al Balushi

Director of Statistics & Geographical Information at the Ministry of Tourism, a M.Sc. holder in Tourism Management and Planning from Bournemouth University in the UK with over 16 years’ experience in the field of tourism; planning, studies, statistics and geographical information.
Tourism in Oman: Facts and Figures

Narjis Saad Allah Al Rawahi

Statistician at the National Centre for Statistics and Information working in the field of Tourism Statistics for the past 10 years.
The Reality of Tourism Employment in Oman

Salim bin Naseer Al Hadhrami

Director General of Development and Planning at the Ministry of Manpower.

Holds a Master’s degree in Business Administration from the University of Victoria, Australia, 2002.
Eng. Khalfan Said Mubarak Al Shueili, currently represents as **General Manager – Operational Readiness** for Oman Airports Management Company S.A.O.C. and leads the team to ensure that it is ready, prepared and service providers are on board for successful transition from old airports to new airports in the Sultanate of Oman. Khalfan has a vast experience of over 15 years in the field of Architecture and holds a Master’s and Bachelor’s degree from Drexel University, USA. He is currently continuing with his Ph.D. in Architecture from Macintosh School of Architecture Glasgow, UK titled “Towards a sustainable urban future in Oman”. Prior to his current role, Khalfan has represented as Head of Civil and Architectural Engineering at the Higher College of Technology, Muscat and having an overall responsibility within the Ministry for designing, implementing and managing the development of various projects for seven technical colleges in the Sultanate of Oman.
Session 2
Tourism Projects: Employment Opportunities and Community Development

Session Moderator: Prof. Dr. Jurgen Werner
Deputy Rector for Academic Affairs
The German University of Technology in Oman
Wael was appointed CEO of Omran in 2007 following his instrumental role in launching The Wave, Muscat, Oman’s first Integrated Tourism Complex and is considered one of its most highly regarded mixed use developments. An engineer by background, he has close to 20 years of experience in diverse roles in public-private partnership ventures, strategic management and investment promotion. He started his career at Petroleum Development Oman in various roles in the field and his last position was in the Change Management Team and the new Operating Model Team which established the new vision and roadmap for the organisation.

As Chief Executive Officer of Omran, Wael oversees the Government of Oman’s tourism development and investment efforts. Omran is currently developing a growing portfolio of projects which are geographically spread throughout the country including the Oman Convention & Exhibition Centre. In addition to projects, Omran is also responsible for the Asset Management of 8 operating hotels and a portfolio of over 12 joint venture investments. Wael’s role is to ensure maximising the positive impact of these projects and investments in the country’s economic diversification process.

As part of his role as CEO of Omran, he is a board member of Yiti Tourism Development Co, Muriya Tourism Development Co., Oman Sail, Ras Al-Hadd TDC and Chairman of International Hotel School. He is also member of Injaz Oman (Junior Achiever’s Programme) and Middle East Leadership Academy which are in line with his passion in developing new leaders. Previous roles include: Vice Chairman of the Middle East Executive Committee of the Urban Land Institute (ULI), Board Member of Muscat Hills which developed the first 18 hole green golf course in Oman, founding member of the Oman chapter of the Young Arab Leaders Organisation (YAL). Also previously acted as Vice Chairman and Board Member of the Oman Society of Engineers (OSE), and a member of the founding board of the Oman Society of Contractors (OSC) in addition to personal memberships of boards of real estate development, manufacturing company and private equity fund.

Wael graduated with a Bachelor’s Degree in Mechanical Engineering and obtained a qualification in Real Estate, Hotel Design and Development from Cornell University. He has also attended executive education and leadership programmes at Harvard Business School, IMD and Shell.
Prof. Dr. Issam El Mallah is the Advisor to the Board of Directors for Programming and Events at the Royal Opera House Muscat. He is Professor for Ethnomusicology at the University of Munich where he is teaching since 1980. He holds his Ph.D. in Musicology since 1979 and his Ph.D. Habil in Ethnomusicology since 1994, both from Munich University. His list of publications comprises numerous monographs and articles, mainly about Arabic Music. From 2007 until January 2010 he was the Founder Dean of Qatar Music Academy. Between 1988 and 2002 he was Advisor of Oman Centre for Traditional Music (OCTM) providing the OCTM with the UNESCO Music Award. His teaching mission led him not only to Universities in Germany, but also to the USA (UCLA, Pepperdine), Switzerland (Bern & Basel) and Austria (Innsbruck) and also to Arab countries. He organised several projects and festivals in Europe and in Arab countries with the aim of bridging both cultures because he believes in “embracing” and not in “fight” of cultures. Awards: 2004 Award of the “13th Conference and Festival of Arab Music”, Opera House, Cairo. 2007 Award of the Arab Music Council, Arab League Countries, for “Studies and Research in Music”. He is particularly proud of his award from 2005: “Sultan Qaboos Medal for Culture, Sciences and Arts of the first degree”.
I have started Oman World Tourism, a destination management company in 2006 where I sell Oman as a destination and offer other travel related services to local and region corporate houses into Oman, and since then other business opportunities within the service came my way. In 2007 we established the first internationally approved Kite Surfing Centre in the GCC, with two operations today on Sawadi Beach and Masirah Island (www.kiteboarding-oman.com). In 2009, I got the opportunity to obtain the master franchise of Gloria Jean’s Coffees from Australia. In 2012, we opened the first store in Oman and today we have two stores with a development quota of 12 outlasts by end of 2020.
A venture capital firm deeply believing in enabling game-changing entrepreneurs to build market-disruptive companies, aspiring for sustainable development of our nation. Other than establishing through Raneen an unique and innovative 5 Points Support System for startups and incubators, Ihab also innovated a matchless Development Platform concept based on which Raneen hub was built (www.raneenhub.com). Through Raneen hub, Ihab targets to create an effective mechanism to supports SMEs - to result in synergy and integration, through stimulation, enabling, and integrating crowds, groups and companies.

Ihab has an extensive track record and experience in the fields of Telecommunications and Medical Technology. Ihab comes with 26 years experience in diverse fields; he started his professional career in the field of Medical Technology occupying several leading positions in Siemens International, AGFA International Middle East and GE Medical System.

Ihab holds a B.Sc. with highest honours degree in Electronics Engineering from Alexandria University.

He is also the Co-founder and Chairman of Nabda Care - an unique healthcare network - winner of Ericsson Technology for Good Award 2012 and second place for best mobile application for 2012.

Ihab is a Member of the Information Technology Advisory Committee (ITAC) in the Social Fund for Development (SFD).

Raneen is helping entrepreneurs, start-ups and SMEs to build and fast-grow companies representing their dreams and have high impact on the society. By giving these entrepreneurs the freedom and provide them with guidance and coaching both on the business and cultural side, availing resources, state-of-the-art support on technical and business level while reducing the overall cost of being in business and maintaining business relationship that enables sustainability. Raneen manages a portfolio of companies such as NabdaCare, Wasalny, Social Fruits, Zoboon, NAS Trends, Edfa3ly and Wireless Stars.
Dr. Yousuf Al Busaidi has a Doctoral degree in Strategic Management from the University of Texas, USA, and a Master of Business Administration (MBA) from Kansas State University, USA. His Bachelor degree is in Commerce and Economics from Sultan Qaboos University (SQU). Currently he is the Research Director for Culture, Basic and Social Science and the Director of the Social Observatory Research Programme at The Research Council (TRC). Previously he held positions at SQU as the Head of Management Department and Assistant Professor of Strategic Management and International Business. He has participated in a range of conferences and workshops, both regional and international, and has published in several journals, including Business Review and International Journal of Commerce and Management.
Towards Understanding the Experiences and Expectations of Omani Tourism Students

Holds a Bachelor of Arts degree in Tourism Management from Leeds Metropolitan University in the United Kingdom, and a Master of Arts degree in Tourism Policy and Planning from the University of Waterloo in Canada. Employed as a Tourism Planning Specialist at Oman’s Ministry of Tourism. Currently is undertaking a Ph.D. degree in Entrepreneurship at the University of Strathclyde in the United Kingdom.

Abstract:
This presentation will describe a doctoral study, which focuses on the experiences of female tourism entrepreneurs in Oman. The presentation will outline current thinking on the research and will reflect critically on the key theoretical and methodological issues. The presentation will also provide information on the researcher’s ongoing field work in Oman.
Experienced GIS and Urban Planning Academic and Consultant with Ph.D. in GIS and Urban Planning from Geomatics Department, School of Civil Engineering and Geosciences and School of Architecture, Planning & Landscape school of Newcastle University (UK). He has a total experience 17 years in managing GIS and Urban Planning projects from conception to completion in Egypt, UK and Oman. He has a strong background in Cartography and Surveying as well. He has a significant record of Research experience and publications in international Journals and conferences. Dr Azaz is a reviewer for a number of international and regional Journals. He was a principal investigator and a team member for a number of research projects in Egypt, UK, and Oman. He published a book "Introduction to Surveying and Cartography" (2007). He also contributed to the "Modern Techniques in Geography" book for the 12th Grade, Ministry of Education, Oman, 2007. He is also an associated author of Tourist Atlas of Oman (Arabic and English versions). He has also published 9 chapters in 9 books. He received some prizes for research at the regional and international level.

Abstract:
Co-Author: Dr. Talal Al Awahi

His Majesty Sultan Qaboos bin Said emphasises the importance of diversification of Omani national income. Oman is gifted with plenty of unique archaeological, cultural and tourist resources. These resources – if invested well - can put Oman in the position where the tourism can represent a big share of the national income compared with the current situation. Therefore, there is a growing official interest to give more attention to the tourism sector. Part of this interest was characterised by the cooperation between the Ministry of Tourism and Geography department of Sultan Qaboos University to quantify all available archaeological, cultural, and tourist resources in Oman. Spatial database using Geographic Information Systems (GIS) and Global Positioning Systems (GPS) can be used for that purpose. In the middle of 2007, the project started with Data Collection phase through filed Surveys all over the Sultanate of Oman. Members from our integrated team collected coordinates data using GPS devices and ancillary data as well (digital photos, descriptive data, etc). The second phase started late 2007, where, all spatial data were transferred to our customized spatial database using ArcGIS for processing. Ancillary data were linked to the spatial data as attributes. The third phase, Data Delivery, where GIS data were delivered to the Ministry of Tourism to be used as a base for the GIS unit and to be used for WebGIS portal of the Ministry of Tourism as it was planned from the beginning to publish this information on the Internet using the integration between Geographic Information Systems (GIS) and Web publishing technology (WebGIS). The fourth phase was maps production for the English version of Oman Tourist Atlas (Get Going). Oman Tourist Atlas, which the first edition of which was published in 2010, contains 12 chapters with 101 high quality maps with different scales. Moreover, the atlas has plenty of photographs and descriptive information of tourist places in Oman. In 2013, the Arabic version of Oman Tourist Atlas was published. These outcomes may help to achieve short and long term goals of the Ministry of Tourism in developing the tourism sector for the benefit of the Omani economy. Meanwhile, it may enable tourists and holiday makers to plan their tours to Oman in advance.
Assistant Professor at Oman Tourism College, Muscat, Sultanate of Oman


Abstract:
Co-Author: Dr. Rehab Yassin Zoweil

Muscat offers an absorbing snapshot of the country’s past and present. Physically, much of the city is unequivocally modern, now home to a population nudging up towards marks, exemplified by a string of opulent hotels which line the city’s sand-fringed coastline. Currently, there are twelve Five-star hotels (7%) and seventeen Four-star hotels (9%) in Muscat. Due to increasing inbound tourist arrivals and growing regional competition, Muscat hotels’ operators need to adopt and implement creative marketing tools. This study explores the role of electronic marketing (e-marketing) strategies and e-distribution channels in Muscat hotels. Despite the exponential growth of e-marketing, little is still known about its application and effectiveness in Muscat hotels, therefore, this exploratory study aims to fill in this gap. The field study revealed that most e-marketing procedures have not been applied, application of Awareness/General-Policy-related procedures helps better the procedures in other phases, and that 5-star hotels apply e-marketing partially better than 4-star hotels. Further managers’ opinions and thoughts have been sought, concerning the overall context and perceived barriers of applying e-marketing, both current and future aspects. Finally, best e-marketing practices are identified, and a simplified strategy for developing an effective e-marketing mix is proposed.
Assistant Professor at the Department of Sustainable Tourism and Regional Development

She is a development geographer with special interest in development planning, urbanization, labour markets and tourism development in the Arab Gulf region. She obtained an M.Sc. and Ph.D. from Utrecht University, Department of Human Geography and Urban and Regional Planning (The Netherlands). Her current research projects include various neighbourhood studies in the Muscat area; female labour participation in Oman’s private sector; and employment challenges for Oman’s tourism industry. Marike has further conducted research in several other countries, including South Africa, Peru and Nicaragua, and has worked in development cooperation policy at the Dutch Ministry of Foreign Affairs and the European Commission. She has been a consultant, evaluator and trainer in various development projects, and has her work published in the Journal of Arabian Studies; Urban Studies; Environment & Urbanisation; Habitat International and Public Administration and Development, among others.

Abstract:

Co-Author: Dr. Heba Aziz

The Sultanate of Oman has prioritised the tourism and hospitality sector and earmarked it as a catalyst for development and tool to diversify its oil-based economy and to create jobs for Omani nationals. Despite such prioritisation, the proportion of Omani nationals in the labour force for the tourism and hospitality sector has not yet reached its desired target. Moreover, tourism and hospitality higher education programmes in Oman are often not recruiting to their full capacity. In order to better understand the human resource challenge of the country’s tourism sector, this paper explores the career perception and attitude of students of a tourism and hospitality higher education programme in Oman. It presents the empirical findings of a survey conducted among eighty students of the Oman Tourism College in Muscat. The survey addressed the motives of Omani nationals to study tourism and hospitality, their expectations and attitudes towards working in the sector, and the perceptions about tourism and hospitality as a career choice. The paper concludes with policy implications and a research agenda emerging from the findings which are of relevance in the context of economic diversification of entire economies, tourism development and labour nationalisation policies in the oil dependent Arab Gulf region.
Sponsors
The Public Authority for Investment Promotion and Export Development (Ithraa) is committed to being recognised on a global scale as the economic development engine driving the export of non-oil Omani products and attracting strategic investment to the Sultanate. Indeed, we are intent on paving the way for Oman to become a leader in the Innovation Economy and one of the most business friendly, productive and competitive economic development climates in the world.

We employ seasoned and knowledgeable investment and export professionals and with representatives in major markets worldwide, we have the global expertise and reach to assist your company. Moreover, our range of investment and export assistance programmes help companies of all sizes realise their full potential. In brief, our aim is to:

- Develop and maintain a valuable network of partners worldwide to attract investment and create jobs for Omanis.

- Help existing and new Omani companies increase exports and expand the visibility of their business in the global marketplace.

- Simplify the process of international trade from Oman.

- We provide an extensive, free and confidential package of assistance to help identify the full range of hard and soft benefits of choosing Oman as a business destination.
Omran is the leading tourism-related investment, development and management company in Oman.

We aim to create memorable destinations and experiences, which deliver long term benefits to local communities and the national economy, working in harmony with Oman’s environment and natural resources.

Omran is the company behind many of Oman’s tourism assets and projects. Our portfolio includes luxury hotels and resorts, a world-class sports venue, business destinations and large joint venture developments. We are Oman’s largest tourism related company with many new projects under development.
National Ferries Company S.A.O.C. is a significant contributor to the maritime transport infrastructure and development in the Sultanate of Oman. The exceptional challenges of the long coastline of the Sultanate, which is about 3,165 km long, make this ferry service a necessity for the population and tourists alike as it provides vital links between ports and saves travelling time. On passage between destinations, passengers get to enjoy the picturesque and majestic coastline of the country by relaxing in the highly comfortable seats and first class service onboard.
Oman Textile Mills Company L.L.C. (OTM)

Oman Textile Mills is an ISO 9001:2008 for Quality Management System and ISO 14001:2004 for Environmental Management Certified Company, situated in Rusayl Industrial Estate complex on the outskirts of Muscat. It is a Public Limited Company, owned 100% by Omani Nationals. OTM today is a striking example of the Sultanate’s industrial success aided by private sector enterprises. The Company was established in early 1988 for production of textiles, primarily for the domestic market. Since then OTM has expanded its market to all of GCC and MENA region.

The Mill is well-equipped with state-of-the-art production lines from Europe and Japan, having Shuttle-less Projectile Looms in Weaving Department, Screen and Digital Printing, Dyeing and Finishing machines in Process House. OTM is well-equipped to dye and print fabrics of varying blends like Cotton, Polyester, Silk, etc. Value added products are also offered with embellishment equipment including Embroidery, Crystal Embossing, Gold Foiling, Flock Printing, etc.

Product range of Oman Textile Mills includes the following:

**Institutional Fabrics**
- Printed Camouflage and Military Uniform Fabrics
- Performance Fabrics like Flame Retardant and Water Repellant
- Dyed Uniform Suiting
- Industrial Work-wear Fabrics and Coveralls

**Apparel Fabrics**
- Ladies Dress Material, Cotton Voile, Cambric, Satin, Polyester Voile
- Arab Wears – Dishdasha, Gothra, Laysoo, Sudani Emma & Shawl
- Silk Satin, Chiffon, Georgette, Digital Print Dress Material and Scarves
- Suiting and Shirting, School Uniform
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