

NEWSLETTER



Oman Logistics Centre & Achieving the Logistics Strategy of Oman



Thanks to the Sultanate of Oman's strategic location, well-developed infrastructure, and supportive government policies, the logistics sector has become a key player in diversifying the country's economy beyond oil and gas. Recognizing logistics as a priority sector, the government has implemented policies to encourage investment and growth, offering opportunities for job creation, skill development, and technology transfer. Oman has invested significantly in state-of-the-art infrastructure, boasting world-class ports such as Sohar Port, Port of Duqm, and Salalah Port, facilitating smooth operations for international trade.

The country's extensive road network, including Al Batina Expressway and Al Sharqiyya Expressway, enhances connectivity within Oman and supports logistics operations. Special

economic zones like Sohar Freezone and Duqm Special Economic Zone attract businesses seeking favorable conditions, positively impacting the country's economy by contributing to GDP growth, attracting foreign direct investment, and creating employment opportunities across various skill levels. Oman's logistics sector also plays a vital role in successful mega projects and industrial infrastructure implementations.

The Oman Logistics Strategy 2040 holds immense significance, charting a comprehensive roadmap to develop an efficient logistics sector encompassing air, sea, and land transportation. Focusing on enhancing infrastructure, streamlining processes, and fostering innovation, the strategy aims to attract investments, create jobs, and boost trade and connectivity. With its strategic location at the crossroads of international shipping routes, Oman has the potential to become a major logistics hub connecting Asia, Africa, and Europe, contributing to regional economic integration and sustainable development.

By prioritizing logistics, Oman is poised to unlock its full potential as a vital link in the global supply chain, supporting trade and fostering economic growth for the foreseeable future.

Furthermore, the signing of a Memorandum of Understanding (MoU) with the Oman Logistics Association (OLA) provides numerous advantages for businesses and organizations in the logistics industry. The MoU formalizes collaboration, fostering strong partnerships between the signing parties. Partnering with OLA grants access to an extensive network of logistics professionals, industry experts, and government entities, providing valuable resources, knowledge, and expertise. OLA serves as a platform for information exchange, best practice sharing, and industry updates, keeping signing parties informed of the latest developments and trends in the logistics sector. The MoU signifies a commitment to promoting and advancing the logistics industry in Oman, aligning the signing parties with the strategic goals and initiatives of OLA and the government.

H.E. Eng. Khamis Al-Shammakhi
Undersecretary of Ministry of Transport, Communications and Information Technology for Transport

LSSU News Articles

وحدة المهارات القطاعية للوجستيات
LOGISTICS SECTOR SKILLS UNIT



LSSU Workshop Empowers Logistics Professionals with AI and ChatGPT Workshop



ChatGPT

On June 2023 ,14, the Logistics Sector Skills Unit (LSSU) organized an engaging workshop titled «ChatGPT: Mastering AI Conversations for Success» as part of an events week hosted by the Centre for Community Service and Continuing Education at Sultan Qaboos University (SQU). The workshop catered to employees from the logistics industry, aiming to introduce them to the captivating world of artificial intelligence (AI) while emphasizing the Sultanate's commitment to fostering AI adoption in businesses.

Led by Zainab Al Qubtan, LSSU's R&D Specialist, the workshop began with an exploration of ChatGPT, an

advanced AI language model, highlighting its numerous benefits and limitations. A comprehensive online registration walk-through was provided, enabling participants to familiarize themselves with the practical aspects of utilizing AI-powered tools like ChatGPT. The workshop incorporated two enlightening case studies to provide a deeper understanding of ChatGPT's potential in logistics. These real-world scenarios offered valuable insights into how ChatGPT can be a powerful problem-solving tool, particularly in procurement and contracts. By showcasing practical applications, attendees were inspired to explore innovative ways to leverage AI technology, optimize business processes, and enhance logistics industry decision-making.

Unlocking Success in Logistics: LSSU's Workshop on Competency Framework and Future Skills

On June 2023 ,15, the Logistics Sector Skills Unit (LSSU) conducted a second workshop as part of the events week organized by the Centre for Community Service and Continuing Education at Sultan Qaboos University (SQU). This workshop focused on the Competency Framework and Future Skills in Logistics, building on the success of the previous ChatGPT workshop.

Dr. Abdul Sallam Ambusaidi, the LSSU Manager, led the workshop, concentrating on developing essential skills for the future of logistics. Participants gained a deeper understanding of the competencies required to excel in their roles and drive positive change within the industry. The workshop explored effective strategies for assessing

and enhancing competencies, equipping attendees with practical tools for continuous professional development. The session also addressed the impact of technological advancements, ensuring participants are well-prepared to navigate and adapt to industry changes. Dr. Abdul Sallam Ambusaidi's commitment to empowering logistics professionals was evident as he provided valuable knowledge, tools, and skills for success in the evolving industry. The LSSU continues to be dedicated to the growth and success of logistics professionals by offering valuable workshops and insights for their continuous improvement.

Ports

ASYAD Ports is established to commercially operate and manage ports within the Sultanate and also regionally and internationally. Terminal operations growth is a critical component of Oman's logistics ambitions. The Government aims to create significant economic benefits including maritime connectivity, cargo growth, job creation, trade and industry development. The company undertakes port operations and management, including harbor and marine services and shore based port operations including dry ports.

Our Services



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Operations**



**Dry Port
Management**



**Anchorage
Services**



**Marine
Services**



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industrial, liquid, Agri)**



**General Cargo
and break bulk**



Cruise



Livestock



**RORO and
Reefer**



DG Training



At Oman SATS, our commitment to excellence extends beyond our cargo handling services. We take pride in our comprehensive training department, which plays a vital role in equipping our employees with the necessary skills and knowledge to excel in their roles. As a leading cargo handling company Muscat, we understand the importance of continuous learning and staying updated with industry regulations and best practices. Our training department serves as the cornerstone of our operations, ensuring that our workforce is equipped with the latest information and techniques to handle various aspects of operations, including storage, loading, build-up of ULDs, and delivery to our valued customers. With an emphasis on safety, efficiency, and compliance, our courses are designed to meet the diverse needs of our employees, enabling them to perform their duties with utmost precision and professionalism. We offer a wide

range of mandatory courses that are essential for maintaining our high standards of service. These courses, such as Dangerous Goods Regulations (DGR) certified by the Civil Aviation Authority (CAA), Cargo Warehouse Operations (CWO), Live Animals Regulations (LAR), and Perishable Cargo Regulations (PCR), are refreshed periodically to ensure that our employees stay up to date with the latest industry requirements. Additionally, we provide training in safety procedures, human factors, Safety Management Systems (SMS), Forklift Driving and various other specialized courses to enhance the overall competencies of our workforce. In addition to serving our own employees, we extend our training expertise to other entities within the industry. We offer tailored training programs for Cargo Agents and freight forwarder companies, recognizing the importance of fostering a culture of excellence throughout the cargo handling community. By sharing our knowledge and best practices with these entities, we aim to contribute to the growth and development of the industry as a whole, ultimately ensuring seamless and efficient cargo operations across the board. At Oman SATS, we believe that investing in training and development is key to maintaining our position as a leader in the cargo handling industry. Our training department is dedicated to empowering our employees and external partners with the skills and knowledge necessary to excel in their roles. With our commitment to excellence and continuous improvement, we strive to deliver outstanding service to our customers while raising the bar for the entire industry. Our training department is delighted to offer and extend its comprehensive training courses to Oman Logistics Association (OLA), ensuring the development and success of your team.

IATA Certificates

The company over last five has hugely invested in raising its quality standards to match international level in handling and managing products when it at the custody of Oman SATS. The purpose of that to give confidence to all customers whether those are shipping companies or airlines or direct customers that utmost attention will be giving to those products and expect high level of services rendered to them. The company has achieved GDP standards in 2018, CEIV Pharma in 2020, CEIV Fresh in 2020 and HACCP in 2022. Having those standards, by default the company met the requirement of USA & EU standards in handling Pharmaceutical Products and Perishable Products. To ensure also the company follow best recognized systems has acquired ISO2018-9001. The purpose is always to ensure its customers needs/wants are delivered and his/her expectation is always met. The company also obtained the ISO2018/45001 so the working environment is always safe and free from any hazards. Having those standards in 5 years, has exposed the company and staff to enormous knowledge in different fields some of the knowledge has not been implemented in Oman. Oman SATS is ready to exchange with Oman Logistics Association (OLA) for any regulations about those standards.

A small brief about each standard as follow;

- GDP Standards aim to ensure the integrity and quality of products in the pharmaceutical supply chain. It ensures medicines delivered to people in excellent condition.
- CEIV Pharma standard ensure safe transportation of pharmaceutical product, maintaining quality and integrity thought the supply chain.
- CEIV Fresh standards ensure a safe handling and transport of perishable goods, such as fresh produce, maintaining, maintaining quality and freshness, thereby meeting consumer demands and reducing waste.
- ISO9001- (QMS) enhance quality, streamline processes, and ensure customer satisfaction. Compliance fosters trust, competitiveness, and continual improvement.
- ISO 45001 standards are vital for the industry as they establish a systematic approach to occupational health and safety, preventing accidents reducing risks, and fostering a healthy work environment for employees.
- HACCP standards are paramount for the industry as they establish systematic food safety measures, identifying and controlling hazards at critical points, ensuring consumer protection and confidence in food products.

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Highlights on Mwasalat's Innovative and Inclusive Strategies on Sustainability



• Revolutionizing Transportation and Training Standards for a Safer and Efficient Future

Mwasalat, in a series of impressive strides, has solidified its status as a pioneering force in transportation standards, particularly in the oil and gas sector. In 2021, the company achieved the esteemed OPAL Roadworthiness Assurance Standards, a testament to their commitment to safety and efficiency in transportation within oil and gas zones on blacktops. The same year marked the beginning of another significant achievement for Mwasalat as it secured the City and Guilds International Accreditation, adding it to the IVV and Diamond accreditation. Represented by Mwasalat Training Institute, these prestigious accolades served as further proof of Mwasalat's dedication to quality service and training, setting a high benchmark in the industry. In 2021, Mwasalat further secured a position as an approved RAS inspection center for vehicles in the energy sector, following an accreditation from Oman Energy Association (OPAL). This milestone enabled the company to play a vital role in upholding safety and efficiency standards across the energy sector by conducting thorough inspections. Safety, always a top priority for Mwasalat, was internationally recognized in 2022. The company received an important accreditation from the Royal Society for the Prevention of Accidents (ROSPA), based in the UK. This recognition underlined Mwasalat's continued commitment to minimizing accidents and ensuring the wellbeing of all parties involved in its operations. By 2023, Mwasalat, represented by Mwasalat Training Institute, reached a new height in the training sphere. The company earned the status of an OPAL STAR training provider from Oman Energy Association (OPAL). This recognition served as a symbol of Mwasalat's ongoing commitment to delivering high-quality, sector-specific training. In summary, Mwasalat's journey over the past few years has been one of remarkable growth and achievement, setting new standards in the industry and consistently striving for excellence in all areas of its operation.

• Mwasalat's Pioneering Journey in Intelligent Transportation in Oman

In the dynamic landscape of the 21st-century transportation industry, Mwasalat has firmly established itself as a trailblazer with a keen eye on the future. In 2021, the company unveiled the Intelligent Transport System (ITS) alongside Mwasalat App, two groundbreaking innovations designed to transform the customer experience and the operations of the transportation industry in Oman. The Intelligent Transport System (ITS) is a testament to Mwasalat's commitment to harnessing advanced technology to streamline operations and enhance service delivery. The introduction of ITS marked a paradigm shift in how transportation is managed, offering real-time monitoring and control that is both efficient and responsive to the ever-evolving demands of the industry. Complementing the ITS, Mwasalat App was launched as a customer-centric platform offering an array of services at the users' fingertips. The App brought about a new level of convenience and flexibility for the customers, embodying Mwasalat's dedication to improving customer service through technology. The innovation journey didn't stop there. In 2022, Mwasalat introduced the online reservation system, further expanding the company's digital suite of services. The new system facilitated a seamless booking process, allowing customers to secure their reservations quickly and efficiently from anywhere at any time. It proved to be a vital addition to Mwasalat's services, further enhancing

customer convenience and ensuring a hassle-free travel experience. These technological strides by Mwasalat signal a future-oriented approach, as the company continues to leverage technology to drive efficiency, safety, and customer satisfaction in the transportation sector.

• Transforming Transportation through Sustainability and Social Responsibility

In 2022, Mwasalat reached remarkable milestones. The company successfully transported more than 3 million passengers on its buses and over 221,000 on its ferries, reinforcing its robust and effective transportation network. In the same year, Mwasalat took a significant step towards sustainable transportation by launching the region's first bus powered by biofuel in cooperation with Sultan Qaboos University (SQU). This initiative, known as the «Green Bus», was a testament to Mwasalat's commitment to environmental sustainability and a significant stride towards Oman's sustainability ambitious goal of achieving carbon neutrality by 2050. Moreover, Mwasalat extended its sustainability efforts into 2023 by operating three biofuel-powered buses during its participation in Oman Sustainability Week. Further enhancing its social responsibility initiatives, Mwasalat partnered with Ooredoo Oman within the Ooredoo Good Program in Musandam Governorate. Ooredoo will provide screens for Mwasalat ferries, in addition to offering free tickets for people with disabilities and providing wheelchairs to facilitate their mobility. Mwasalat's golden jubilee in 2022, celebrating 50 years of service, was marked by the signing of four Memorandums of Understanding (MOUs). These MOUs, with the Ministry of Social Development, the OTE Group, Sultan Qaboos University, and the International College of Engineering and Technology, demonstrated Mwasalat's strategic focus on sustainable energy, social responsibility, and fostering Omani youth's employability in vehicle maintenance and training. Another notable achievement was the launch of Period passes. These passes, integrated into the Intelligent Transport System (ITS), targeted various segments of society and different age groups. Offering promotional packages, the Period passes were designed to provide passengers with greater flexibility and convenience, further enhancing the user experience and demonstrating the company's commitment to customer satisfaction.

• Championing Inclusivity in Public Transportation (UITP International Recognition)

In a remarkable stride for inclusivity and accessibility, Mwasalat has been honored with a prestigious award from the International Association of Public Transport (UITP) in 2022. This recognition came in response to Mwasalat's innovative efforts to encourage the use of public transportation among females and families. The company implemented a system of priority seating in buses, a simple yet effective strategy that has had a significant impact on the comfort and accessibility of their services for these important demographic segments. The UITP award is a significant milestone for Mwasalat, underscoring the company's commitment to creating a supportive and inclusive public transportation environment. It also demonstrates Mwasalat's dedication to continuously improving and innovating its services to meet the needs of all its customers, thus setting a high standard in the public transportation sector globally.



https://mwasalat.om/

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DHL global Forwarding new office at Rawaq Building was inaugurated on 18th May by Sheikha Amal Suhail Bahwan Al Mukhaini and Mr. Amadou Diallo the CEO MEA DHL Global Forwarding region accompanied by our Country manager Roy Scaria Sheikha Amal, expressed her gratitude and appreciation when she addressed to the employees of DHL Global Forwarding, the new office is based on the prime location with in in the city just opposite to Qurum City Center one of the prominent landmark in Sultanate, DHL Global Forward new office is in the hub of commercial area of Rabi'at Al Qurum. The new office complements the several other initiatives DHL has undertaken to strengthen its footprint in Oman. The office premises is very eco-friendly and Vibrant . DHL Global offers a host of services and solutions to its customers in Oman market.



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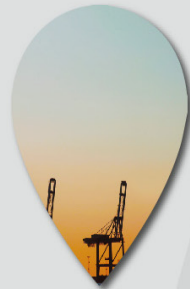
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