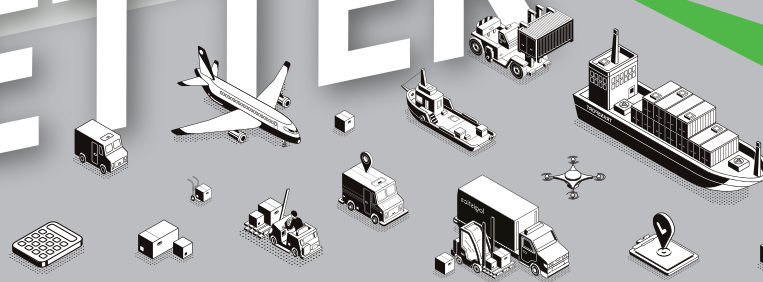


# NEWSLETTER



## Message from the Chairman



Connectivity and logistics are key components of the Oman2040 Vision, and the Sultanate is keen to invest in these areas for the overall benefit of various economic sectors.

OLA's strategy is to strengthen human and technical capabilities in the logistics sector in the Sultanate of Oman. By continuously striving to develop and enhance the connection with the global economy, we will subsequently enable our country to benefit from its geographical position. Establishing and diversifying an advanced logistics-services industry, building high-quality systems of services, and applying competitive business models will enhance overall productivity and sustainability in the logistics sector.

OLA is supporting the transformation of the Sultanate into becoming a global logistics hub by boosting the quality of life across the country, enhancing fiscal sustainability and improving the performance of public entities.

## Oman Logistics Center (OLC):

سلطنة عُمان  
 وزارة النقل والاتصالات وتقنية المعلومات  
 Sultanate of Oman  
 Ministry of Transport, Communications and Information Technology



Oman Logistics Center (OLC) was established and setup under the auspicious Ministry of Transport, Communications and Information Technology (MTCIT) in accordance to Oman's Logistics Strategy

2040 (SOLS 2040). The OLC is responsible for the implementation of the strategy across government ministries, agencies and industrial sectors. OLC is the backbone to make the Sultanate of Oman a global and sustainable logistics hub using the latest technologies to improve trade and logistics and raise the national occupancy standards for Oman's labor force. Additionally, OLC works to mitigate the sector's challenges, and to support and develop the logistics sector.

The Government restructure in 2020 resulted in the transfer of the management of OLC's projects and initiatives from ASYAD Group to the MTCIT by an official decree issued by The Council of Ministers. A team was appointed to operate OLC to carry on the implementation of the SOLS 2040 ambitions.

OLC is working with both governmental entities and private partners to improve the logistics sector in terms of doing business in Oman for easier and more efficient transactions. Eventually, supporting and developing Oman's logistics and economic growth. Oman Logistics Center's main objectives are to:

1. Implement the Sultanate of Oman's Logistic Strategy 2040 and achieve its objectives.
2. Ensure that logistic services are the prime incentive to Oman's Economy.
3. Enable the private sector to work and develop required industry skills and related services.
4. Supervise, improve and develop the logistic services sector in accordance with the best international practices.

The Sultanate of Oman Logistics Strategy 2040 (SOLS 2040) aims to:

1. Increase Logistics contribution to Oman's GDP in real terms.
2. Create job opportunities in the logistics sector and develop sustainable jobs for the Omani workforce.
3. Improve the Sultanate of Oman's various performance indicators from The World Bank and The World Economic Form Indices by raising Oman's logistics index ranking, competitive index ranking and Trade enabling index ranking.
4. Set up Oman to be internationally perceived as a regional and global logistics hub. These ambitions are enabled by four core elements: Improving Commercial feasibility, Raising Logistics Market share, developing efficient human capital that raises the national occupancy standards for the labor force, and finally the use of the latest technologies in the logistics sector. By achieving these elements, many industries will thrive; for instance: chemicals production, e-commerce, automotive industry, retail and wholesale, construction sector, health sector, aviation and maritime transportation and much more. There are factors that contribute to raising and developing the logistics sector and increasing its overall efficiency, factors related to cold chain logistics, fishery and agriculture industries, enabling pharmaceutical and medicine production, increasing air transportation capacity, the ease to invest in the Sultanate of Oman, enhancing multi-modal transportation, creation of logistics cities and enhancing the use of ports.

# A Peek Into OLA

The Oman Logistics Association (OLA) is the first approved Society in the Sultanate with an aim to enhance the competitiveness of the Logistic Industry in the country. It was registered in 2018 under the regulations of the formation of societies with the Ministry of Social Development, Sultanate of Oman. OLA is a non-Governmental and non-profit organization focusing exclusively on the Logistic sector in the Sultanate of Oman with the primary objective to continuously transform the industry to the next higher level with professionalism and growth that would substantially enhance the visibility of the Sultanate on the logistic map of the world. OLA strives to develop, promote, and enhance the logistics industry in the Sultanate of Oman through international collaboration and skill development which will in turn capacitate the Sultanate to surpass the global growth rate in the industry and become the regional and international Logistics hub.

As part of OLA's commitment to building the capacities of the National workforce in the field of Logistics, OLA undertook the task of operating the Logistics Sector Skills Unit (LSSU) in Oman from 2019 onwards. The primary objective of LSSU is to closely work with different stakeholders who are involved in training and development activities to develop a skill-development and skill-upgrade system that is robust in building the capacities of the national workforce to meet the demands of the Logistic industry from time to time. Towards this end, LSSU will have documented evidence of the expected skill demand in the logistics industry and will initiate measures to impart such training and development programs for the upliftment of the national workforce in the logistics industry.

National Occupational Standards (NOS) benchmarking is one of the main objectives of LSSU through which assistance from experts from the Industry and Academia would be sought

in identifying the required job specifications for each job in the field of Logistics. Through its collaborative efforts, LSSU offers a systematic review through comprehensive job analysis of selected professions in the Logistic Industry that would result in a Qualification Profile (QP). LSSU has been instrumental in conducting various activities and programs set forth by the OLA towards achieving these objectives.

In this direction, LSSU on 27th July 2022 organized an introductory workshop for the Oman Qualifications Framework (OQF) with the objective of emphasizing the importance of OQF in the business sector. This workshop was attended by representatives from the Oman Logistics Centre of the Ministry of Transport, Communication, & Information Technology along with members from its sectoral committees.

On 18th July 2022, LSSU conducted another review workshop on Warehouse Operations National Occupational Standard (NOS) which was attended by a number of subject matter experts from warehousing companies. On 13th September 2022, LSSU on behalf of OLA conducted the second review workshop on the Warehouse National Occupational Standards. This was attended by experts from Oman Logistics Centre, Food Safety & Quality Centre, and companies from the warehousing industry.

On 31st August 2022, LSSU conducted yet another workshop on National Occupational Standards (NOS) for Food Delivery Driver. The workshop was attended by representatives from Oman Logistics Centre, Telecommunications Regulatory Authority and food delivery companies.

As part of the workforce development of LSSU, its members are continuously provided with exposure through workshops to enrich their professional experience. Towards this end, members of LSSU attended an introductory

workshop on National Occupational Standards organized by the Occupational Standards & Labour Market Needs Department of the General Directorate of Training at the Ministry of Labour. The aim of this workshop is to acquaint the participants with NOS Pack Development as part of the continuous Professional Development plan for LSSU employees.

The growth of an institution depends upon its plans for future growth based on its overall performance towards achieving its objectives. OLA through LSSU carries out regular reviews of its efforts towards fulfilling its organizational obligations for the development of the Logistic industry in Oman. Towards this end, LSSU Industrial Advisory HR and NOS Pack Committees carried out a review meeting on 02nd August 2022 to assess the most significant accomplishments of the LSSU-approved business plans. OLA also conducted its Annual General Meeting on 12th September 2022 which was attended by the members of the Board of Directors of OLA, member companies and a representative from the Ministry of Social Development. The financial and overall performance report of OLA for the year 2021 was presented and approved by the members.

With the increasing number of members in OLA, it has been striving towards excelling in the field of Logistic development in Oman. OLA through LSSU has shown considerable growth in its activities and programs that are aimed not only at developing the national workforce towards achieving Vision 2040 objectives but also towards enhancing the business competitiveness of the logistics companies in Oman through various collaborative measures. We are hoping to achieve our targets with more vigour and enthusiasm in the months to come through the constructive developmental programs for the logistic sector in Oman.

## The First Logistics Sector Dinner

Tuesday, November 1st, 2022, OLA hosted the first dinner for the logistics sector under the patronage of HE Eng. Saeed bin Hamoud Al Maawali, Minister of Transport, Communications, and Information Technology, with the presence of government officials from several governmental organizations, CEOs, and representatives of member companies. During the event, a memorandum of cooperation was signed between the Ministry of Transport, Communications and Information Technology and OLA. In addition, HE the US of the Ministry of Labor approved the renewal of the license for the Logistics Sector Skills Unit.



# OLA Key Moments

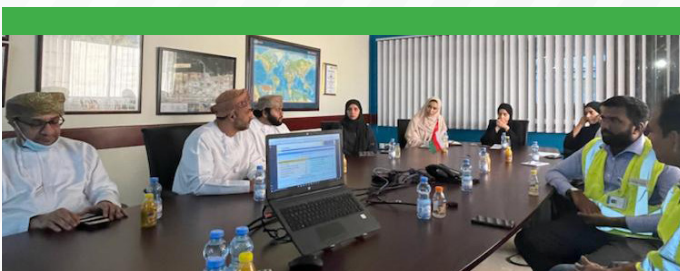


Thursday, August 2022 ,4, the National Occupational Standards (NOS) Learning workshop delivered for the Sectors Skills Units employees was concluded today at the Ministry of Labour premises under the auspices of His Excellency the Undersecretary of the Ministry of Labour for Human Resources Development.

Tuesday, July 2022 ,5, the Logistics Sector Skills Unit at OLA organized the first Food Delivery National Occupational Standards development workshop, attended by a number of subject matter experts from relevant industry companies.



Tuesday, August 2nd, 2022. The Logistics Sector Skills Unit (LSSU) industrial advisory HR and NOS Pack committees held its second meeting of the year 2022, where the committees reviewed the most significant accomplishments of the LSSU 2022 approved business plan.



Thursday, August 2022 11, Oman Logistics Association (OLA) team along with Oman Logistics Center (OLC) – MTCIT , visited the customs warehouse at Al Madina Logistics Company in Barka. The visit aimed to gain insight into the customs warehouse operation, and other logistics services provided by the company that contribute to the development of the logistics industry.



Monday, September 2022 ,12, Oman Logistics Association (OLA) held its Annual General Meeting. The meeting was attended by the OLA's board of directors, member companies and a representative from Ministry of Social Development. During the meeting, the financial and overall performance report for the year 2021 was presented and approved by the members.

## Official Opening of AMLS Sohar Logistics Hub



In partnership with Oman's Ministry of Agriculture, Fisheries and Water Resources (MAFWR), the integrated logistics solution provider Al Madina Logistics Services (AMLS) inaugurated the Sohar Logistics Hub for inspection of agricultural, fishery, livestock and foodstuff consignments in the Governorate of North Al Batinah.

The Sohar Logistics Hub is a one-stop-shop consolidating the services of a dry port, 3PL operations, and on-site laboratories, integrated within an electronic workflow, all purpose-built to enhance Oman's food safety.

The 40,000 sq.m. project comprises of cold and dry inspection docks, temperature-controlled cold storage chambers, greenhouse and fumigation facilities, quarantine zones, office buildings, food laboratories, a commercial complex, customs clearance offices, truck parking, plugin, washing and weighing facilities, as well as prayer and rest-areas for customers and drivers.

"The unique positioning of our Sohar Logistics Hub is its design from the ground up as a comprehensive integrated inspection station for food import and export consignments, within a world-class facility, and in compliance with best practices and global quality standards of cold chain logistics and food safety," said AMLS Group CEO, Mahmood Sakhi Al Balushi.

On his part, Oman's Minister of Agriculture, Fisheries and Water Resources, H.E. Dr. Saud Hamoud Al Habsi highlighted that the concept behind such hubs is to leverage the private sector's capabilities to provide services and facilitate the business process of imports and exports, "including inspection and storage, as well as tracking the shipments from or to the Sultanate, for businesses and traders in the food sector," emphasizing the facility's role in supporting the marketing and export of agricultural, fishery and food products in Oman. H.E. further highlighted that the station will principally support businesses based in North Al Batinah, South Al Batinah, Al Buraimi and Musandam, as well as in other governorates and neighboring ports.

## Bahwan Logistics LLC Provides Comprehensive Logistics Solutions in Oman for Over 35 Years...



Bahwan Logistics (BLL), a flagship company under Suhail Bahwan Group(Holding) LLC, is one of the leading logistics companies in Oman, providing end-to-end logistics solutions in the Sultanate of Oman for over 35 years.

A fully-owned Omani company, Bahwan Logistics has an authorised license to handle full range of logistics solutions that include Import/Export Customs Clearance at all entry/exit points of Oman - sea ports, air ports and road borders by licensed Omani staff.

Bahwan Logistics owns and operates a large fleet of vehicles that includes flat bed, low bed, long bed, air ride trailers, trucks, fork lifts, cranes and qualified and trained specialists and drivers certified by third party agencies adhering to oil & gas industry standards and in compliance with Health, Safety & Environment (HSE) regulations.

We provide complete turn-key logistics for industries such as oil and gas, petrochemicals, refineries, power generation plants, desalination plants, fertilizer plants, aluminium smelters and pipe lines. Some of our notable clients at present are BP, Petrofac, CC Energy Development, OOCER, OGC, Exterran, Alghanim Kuwait, Port of Duqm, to name a few.

We own and operate a state-of-the-art warehouse in the capital area of Muscat and Sohar. With a built up area of 60,000 sqm, the Muscat warehouse complex includes, ambient storage, chillers and temperature-controlled facilities, dock-levelers, mechanized overhead doors, latest material handling equipment comprising reach-stackers, fork lifts of various types, cranes, trollies and vertical racking storage system for space optimisation. The complex is fully secured by a compound wall with round the clock security and surveillance and has firefighting arrangements.

### Thunder Logistics SERVICES

THUNDER LOGISTICS اكيلة

- AIR FREIGHT
- CUSTOM CLEARANCE APPROVED FOR ALL OMAN BORDERS
- LAND TRANSPORTATIONS (LOCAL & INTERNATIONAL)
- WAREHOUSING
- AIRCRAFT CHARTER
- SEA VESSEL CHARTER
- SEA FREIGHT
- LOGISTICS CONSULTANT

**Thunder Logistics LLC is 100% Omani company registered under "Public Authority for SME Development". Thunder Providing Logistics Services locally and Globally ( Air / Sea / Land / Customs Clearance and Project Planning ) The founder teams having long sufficient experience in Logistics Globally (since 1999).**

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## The Art of Distribution and Innovation



Omani Integrated Logistics Services - ILS's new approach toward logistic transportation makes delays a thing of the past

Omani Integrated Logistics Services- ILS is introducing a new distribution system that facilitates better online Customer visibility over their distribution delivery. With this new approach, customers should feel safe

that their cargo is delivered on time in the best transparent way.

### ILS Operational Strengths

Our facilities are distributed all over the country starting with Barka's fully integrated and state of art warehouse, Salalah free zone warehouse, Duqm Food Quality inspection center, Sohar office, and Muscat Airport office. Our physical presence across key ports & airports in Oman enables us to effectively manage our customers' logistics requirements across the country. Though we are a local company, we believe in long-term partnerships with global alliances to par all our customer's operational standards with global service standards and to provide extensive local knowledge coupled with international expertise in Supply Chain Management. This has enabled us to strengthen our relationship with all our valued customers throughout our operational existence.



**A'Saffa Logistics LLC** was established in 2014 and started its operation in May 2016. The company provides a high quality warehousing and logistics service with a range of facilities that include cold rooms, dry rooms (temperature controlled). And chilled room. With the unique location and the experience's team, The company provide all business warehouse and logistics need.

The company can provide solution and cost efficiency to small and large business.

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+968 99188956

Sultanate of Oman , Rusail

www.asaffa-logistics.com

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mohammed@asaffalogistics.com  
sawwafi@asaffalogistics.com



Our mission is to deliver fresh and nutritious products to every home in Oman and the region.



10,000 cows



+180 Products



+190 Tracks



www.mazoondairy.om

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# YEARLY SPONSORSHIP PACKAGES

Oman Logistics Association (OLA) wishes to thank you for your continuous trust in OLA and your well-received interest in all editions of our activities, products, and services.

## Peacekeeper: 5,000 OMR

- On-stage recognition as sponsor for the year in all OLA events.
- Free ads in OLA Monthly Newsletter for one year.
- Logo Featured in all OLA media campaigns and other promotional materials as sponsor for the year.
- Company's name and logo on our website as a sponsor with a link to your main site.
- 2 VIP seats in all OLA events.
- Promoting the company on all social media platforms (Videos, Brochures, leaflets. Etc.).
- Conference speaker opportunity at one of OLA Events.
- Collaboration Campaigns (Workshops, Seminars, Engagements, and Forums).

## Advocate: 3,000 OMR

- On-stage recognition as sponsor for the year in all OLA events.
- 9 ads in OLA Monthly Newsletter for one year.
- Logo Featured in all OLA media campaigns and other promotional materials as sponsor for the year.
- Company's name and logo on our website as a sponsor with a link to your main site.
- 2 VIP seats in ONE of OLA events.

## Partner: 2,000 OMR

- On-stage recognition as a sponsor for the year in ONE OLA event.
- 6 ads in OLA Monthly Newsletter for one year.
- Logo Featured in all OLA media campaigns and other promotional materials as sponsor for the year.
- Company's name and logo on our website as a sponsor with a link to your main site.

## Supporter: 1,500 OMR

- On-stage recognition as a sponsor for the year in ONE OLA event.
- 3 ads in OLA Monthly Newsletter for one year.
- Logo Featured in all OLA media campaigns and other promotional materials as sponsor for the year.
- Company's name and logo on our website as a sponsor with a link to your main site.

## OUR SPONSORS

اسياد  
ASYAD

AKILA  
THUNDER LOGISTICS  
أكيلا

## OLA MEMBERS

KR  
كيمجي رامداس  
KHIMJI RAMDAS  
الشحن  
Shipping

النورس  
AlNewras



BADAR SHIPPING AGENCIES LLC

خزائن  
khazaen

tamauez

الصفوة و شركائها  
AlSafwa & Partners

ONECLICK  
SERVICES

DB SCHENKER

OCEAN  
GULF  
AGENCIES

Arkan & Sohar

GREENFIELD  
Logistics Services L.L.c

HUTCHISON PORTS  
SOHAR



C. Steinweg Oman LLC

وصلة العالم  
للشحن و الخدمات اللوجستية ش.م.م  
WORLDLINK  
SHIPPING & LOGISTICS L.L.C

الملكية اللوجستية  
ROYAL LOGISTICS

ILS  
OMAN  
INTEGRATED LOGISTIC SERVICES

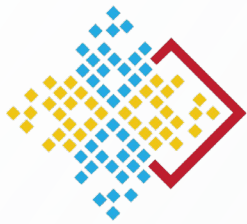
اسياد  
ASYAD

# OLA MEMBERS



الجامعة الوطنية  
National University  
Science & Technology للعلوم والتكنولوجيا

كلية عمان البحرية الدولية  
International Maritime College Oman



MIS

مسقط العالمية  
للشحن والتخزين ش.م.م.  
Muscat International  
Shipping & Logistics LLC



الأشعاع  
للشحن اللوجستي ش.م.م.  
(شركة منطقة حرة)  
RADIANT  
Freight & Logistics LLC (FZC)



الشمس للخدمات اللوجستية  
SUN LOGISTIC SERVICES



الشوامخ للخدمات النفطية ش.م.ع.م.  
AlShawamikh Oil Services SAOC



التعاونية الشاملة للوجستية ش.م.م.  
GLOBAL CORP LOGISTICS LLC.