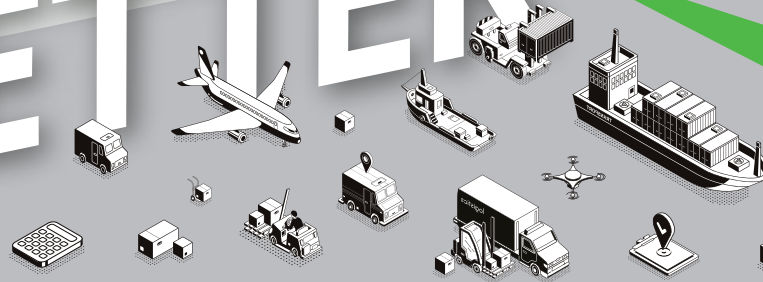


NEWSLETTER



MESSAGE FROM THE CHAIRMAN



Dear esteemed readers,

It is with the utmost pleasure that I extend my warmest greetings to you as we embark upon the unveiling of the third OLA newsletter for the year 2023. It is our unwavering commitment to provide you with not only the latest insights into OLA's endeavours but also to keep you abreast of the pivotal developments shaping our dynamic logistics industry.

In alignment with the grand vision outlined in Oman Vision 2040, we are delighted to report substantial progress within the Sultanate's logistics sector. Key indicators illuminate our nation's efforts and dedication to achieving transformative growth. The transport sector subsidy in Oman has surged significantly from 30 million Omani Rials to a substantial 54 million Omani Rials, marking an impressive 80% in-

crease between the second quarter of 2022 and the second quarter of 2023 {1}. This boost underscores our sustained commitment to strengthening the transport sector's pivotal role in our economy. This continued support is reflected in several key statistics. First, our logistics sector's GDP contribution has grown by 5.3%, increasing from 481.9 million Omani Rials to 507.6 million Omani Rials between Q2 2022 and Q2 2023 {1}. Second, foreign direct investments in transport, storage, and communications have surged by 15.9% from Q1 2022 to Q1 2023 {1}, indicating growing international interest. Third, the private sector has seen a notable 4.7% increase in Omani citizens employed in storage and transport between Q2 2022 and Q2 2023 {1}, signalling ample job opportunities and industry growth {1}. These positive trends suggest that the industry continues to look promising and is on an upward trajectory.

At OLA, we proudly align ourselves with the strategic vision of our great nation. With immense pride and enthusiasm, we are thrilled to announce the recent signing of a Memorandum of Understanding (MoU) that marks the beginning of a strategic partnership with the Indian Logistics Skills Council (LSC). This landmark collaboration is set to have a profound impact as it focuses on bolstering skill development initiatives, particularly in our most critical aspect, human resources, within the logistics industry.

By benchmarking against international standards and tapping into the knowledge of one of the world's most robust logistics economies, this partnership promises to upskill our workforce significantly. It is a monumental step toward enhancing the capabilities of our logistics sector and solidifying our position on the global stage. Stay tuned for more exciting OLA news as we continue to chart our path towards excellence!

Finally, we extend our heartfelt gratitude for your valuable time and attention invested in reading our newsletter. We now invite you to explore the remaining content of the newsletter. We wish you a rewarding and enjoyable reading experience.

Dr. Aflah Al Hadhrami
 Chairman

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1- National Centre for Statistics and Information (NCSI). Monthly Statistical Bulletin. Sultanate of Oman: NCSI; September 2023. 41 p. Vol. 34



جائزة أفضل الممارسات في القطاع اللوجستي LOGISTICS BEST PRACTICE AWARD

Oman Logistics Association is thrilled to announce the launch of the **1st Logistics Best Practice Award 2023** in collaboration with Ministry of Transport, Communications, and Information Technology represented by Oman Logistics Center. The Logistics Best Practice Award symbolizes the activation of the existing cooperation programs between the Ministry of Transport, Communications & Information Technology represented by the Oman Logistics Center and Oman logistics Association in developing and enhancing logistics services in both hubs and levels and making them regional and international leaders. The award will be awarded to the best practices to the most innovative projects in all logistics activities over the past 12 months, and the awards ceremony will shortlist and introduce leading institutions/companies and projects that have developed best practices in logistics. The contestants can apply for the announced category supported by applications in the required format. The awards will be judged by an eminent jury comprising senior industry professionals. Organizations operating in logistics services have the right to be nominated for the award through the different award categories for various activities.



الجمعية العمانية للوجستيات
OMAN LOGISTICS ASSOCIATION

مركز عُمان للوجستيات
Oman Logistics Center

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





جائزة أفضل الممارسات في القطاع اللوجستي LOGISTICS BEST PRACTICE AWARD

AWARD OBJECTIVES



Raising the efficiency of the sector and enhancing the competitiveness of the companies



Enhancing the competitiveness of the commercial efficiency of small and medium enterprises in the logistics sector



Sharing best practices in the sector and best practices in logistics services

AWARD CATEGORIES

Omanization

Health & Safety

Net Zero

Continuous Improvement & Innovation

Omani Products and Services

THE TARGETED LOGISTICS ACTIVITIES

Warehousing & Storage

Shipping Lines Agents & Ships Agents

Air, Sea, Road Transportation

Customs Broker

Ports & Freezones

Ground Handling & Freight Forwarders

To register



OLA KEY MOMENTS

Khazaen Dry Port Company Visit



Thursday, July 2023 ,13, Oman Logistics Association (OLA) team visited Khazaen Dry Port company to discuss the opportunities and development of the logistics sector. During the visit, OLA team was given a site tour of Khazaen Dry Port company facilities.

DHL Global Forwarding Visit



Wednesday July 2023 ,19, Oman Logistics Association (OLA) team visited DHL Global Forwarding & Co. LLC. During the visit, an overview of OLA & DHL was presented, as well as discussed the collaboration opportunities and development of the logistics sector. The association's team also visited DHL's training classes during the visit.

Thunder Logistics Company Visit



Monday July 2023 ,31, Oman Logistics Association (OLA) team visited Thunder Logistics Company to discuss the challenges facing freight forwarding National companies.

Meeting to Lay the Groundwork



Wednesday August 2023 ,2, Oman Logistics Association conducted a meeting with Port of Duqm, Sohar Port, Port of Salalah & ASYAD Drydock to discuss and lay the groundwork for future maritime committees and its objectives under OLA's umbrella aiming to develop and raise the maritime sectors efficiency.

OLA hosted a representative from the «Nazdaher» team at the Ministry of Commerce, Industry, and Investment Promotion



Sunday, August 2023 ,13, the Oman Logistics Association hosted a representative from the «Nazdaher» team at the Ministry of Commerce, Industry, and Investment Promotion at the OLA headquarters. The visit aimed to strengthen collaboration and discuss ways to attract investments in the logistics sector.

Oman Association Day



Tuesday, August 2023 ,29, representatives from OLA attended the ICCA "Oman Association Day" conference conducted by The Ministry of Heritage and Tourism and Oman Exhibition and Convention Centre. Objectives of the conference to elaborate importance of growth of different association communities and industries. In addition to tapping into valuable insights and international best practices.

OLA KEY MOMENTS

Oman National Transport Company (MWASALAT) Visit



Wednesday, August 2023, 30, Oman Logistics Association's team visited Oman National Transport Company (MWASALAT) to discuss different opportunities in enhancing land transportation and support the logistics sector.

Renaissance Services Company Visit



Wednesday, August 2023, 30, Oman Logistics Association's team visited Renaissance Services Company to discuss the opportunities and development of the logistics sector and understand their warehousing standards.

Logistics Investment Labs Workshop



Sunday, September 2023, 3, Representatives from Oman Logistics Association participated in Introductory Workshop for Logistics Investments Labs conducted by the Ministry of Transport, Communication, and Information Technology. The discussions aimed to engage stakeholders whilst planning for logistics opportunities and projects.

OLA's Participation in 'Landmarks in Logistics Summit 2023' KSA



Wednesday, September 2023, 6, Representatives from Oman Logistics Association participated in 'Landmarks in Logistics Summit 2023' in Jeddah in the Kingdom of Saudi Arabia. The summit was forged to discuss landmark achievements, plans, and key projects in the region.

Welcoming of Oman Information Technology Society Officials



Tuesday, September 2023, 19, Oman Logistics Association welcomed Oman Information Technology Society representatives, ways of collaboration and knowledge exchange.

Workshop to foster the growth in the logistics



Thursday, October 2023, 12, Oman Logistics Association, in partnership with Talabat Electronic Services Company and to foster the growth in logistics sector, held a workshop targeting Talabat < logistics partners. The workshop discussed the association's objectives, scope of work, and membership benefits as well to discussing the National Occupational Standards (NOS) for "Food Delivery Drivers and Professional Competency Framework"

LSSU NEWS

Elevating Standards: The Ministry of Labour Approves OLA's Food Delivery Driver Skills Certification



وحدة المهارات القطاعية للوجستيات
LOGISTICS SECTOR SKILLS UNIT

OLA's Logistics Sector Skill Unit (LSSU) has gained official approval from Oman's Ministry of Labour for its «Food Delivery Drivers Skills Certification Scheme Framework,» underscoring its commitment to raising food delivery standards in Oman. This initiative focuses on enhancing driver skills, improving service quality, and enhancing safety for all stakeholders. The LSSU's dedication to advancing the food delivery sector highlights its commitment to shaping the future of logistics in Oman, ensuring greater consistency and excellence in services. The next phase involves implementing the certification scheme, which will further elevate food delivery quality in the Sultanate of Oman.

Revamping Oman's Logistics Education: MOHERI and LSSU's Joint Vocational Program Review Workshops



Grounded in a Memorandum of Understanding (MoU) between the Oman Logistics Association (OLA) and the Ministry of Higher Education, Research, and Innovation (MOHERI), significant strides are underway to transform logistics education in Oman. In a two-day workshop held between September 13 and 2023, 14, the Logistics Sector Skills Unit (LSSU), in collaboration with MOHERI, conducted a comprehensive review of the vocational program 'Warehousing and Logistics Management'.

This workshop featured industry key representatives, academics, and overseas partners who provided invaluable feedback to enhance the program, aligning it with industry needs. Additionally, on Tuesday, August 2023, 1, MOHERI and OLA, represented by LSSU, jointly hosted a workshop to evaluate two vocational diplomas in 1) Logistics Management and 2) Marketing and sales. This further solidifies the LSSU's dedication to shaping a workforce that excels in Oman's thriving logistics sector. This dynamic gathering also brought together esteemed academics and industry experts from the logistics sector to ensure that educational programmes align seamlessly with industry demands.

Empowering Oman's Logistics Workers: LSSU and Indian Council Sign Strategic MoU



Oman's Logistics Sector Skills Unit (LSSU) has forged a significant partnership with the Logistics Skills Council of India by signing a Memorandum of Understanding (MoU) on 13 September 2023. This collaboration seeks to elevate skill development within Oman's logistics industry by sharing knowledge and expertise. The Indian counterpart, offering services akin to LSSU, brings a complementary set of skills and resources to the table. This strategic alliance promises to enhance the capabilities of the logistics workforce in Oman. Through this synergy, both organisations are committed to exchanging best practices, pioneering innovative training techniques, and nurturing a highly skilled logistics sector in Oman. This partnership represents a decisive leap towards empowering and upskilling the logistics workforce, ensuring Oman remains at the forefront of the industry.

Connecting with Future Talent: OLA and LSSU Host DHL Trainees



On August 2023, 14, and September 2023, 7, the Oman Logistics Association (OLA) and its Logistics Sector Skills Unit (LSSU) welcomed two batches of eager supply chain and logistics trainees from «DHL Global Forwarding & Co. LLC.» These dynamic workshops served as their gateway into the world of OLA and LSSU, providing them with valuable insights into our activities. Beyond that, these sessions also unveiled the fascinating realm of artificial intelligence (AI) in logistics, with a special focus on the exciting role played by ChatGPT.

Oman's Logistics Omanisation Efforts: OLA Teams Up with Industry for Workshop



On 28 of August 2023 representatives from OLA, in collaboration with the National Employment Program (Tashgheel), recently engaged in a pivotal workshop titled «Driving Omanisation in the Logistics Sector.» This workshop brought together key stakeholders to evaluate and fortify Oman's Omanisation strategy within the logistics industry. Stay tuned for updates on this influential partnership.

مركز عُمان للوجستيات Oman Logistics Center

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



Oman Logistics Center (OLC) was established in MTCIT in 2015 as the regulator of the logistics sector in the Sultanate of Oman and to execute Sultanate of Oman Logistics Strategy 2040. The center plays a vital role in enabling the various logistic sector parties via the implementation of Oman logistics Strategy 2040.

In order to ensure the implementation of the initiatives and projects emanating from the strategic plans, OLC continues to work to manage plans and overcome the difficulties through regulating, establishing, participating, several events, workshops, decisions and visits with all involved concerned parties (governmental, private and associations such as OLA).

One of the recent achievements of OLC is the issuance of the Ministerial Decision Number (2023/264) on August 21st, 2023 concerning the "one stop shop" for the Logistics Clearance and Inspection stations.

The Decision aims to unify the station's standards and develop a complete overview of the station's facilities, the services provided and operational and safety standards. The decision identifies Oman Logistics Center (OLC) as the responsible entity for organizing the establishment and the operation of these stations, and OLC possesses the ultimate authority to grant the approval for stations setup, due to its role as the competent authority. Some key facilities are: offices for authority parties, well equipped warehouses based on commodities, labs, trucks weighing devices, inspection devices, a well-equipped platform to accommodate huge numbers of trucks and many more. The decision also indicates the assistive logistics services like

seals removals, packaging after clearance procedures and more handling and added value services. Furthermore, the decision outlines a framework for managing these logistics stations in compliance with relevant laws, executive regulations, and ministerial resolutions.

Furthermore, OLC members from the human capital directorate participated in The Driving Omanisation in the Logistics Sector Challenges, Opportunities, and Implementation Workshop, held on August 28, 2023, organized collaboratively between National Employment Program and its consultancy partner Wabas Enterprises and Investments. The workshop aimed to present the proposed Logistics sector Omanisation strategy and the findings of collaboration with logistics companies. In addition, gathering insights from logistics sector stakeholders to enable a successful implementation of the proposed strategy and identify any potential challenges that these companies in the sector might face, followed by devising suitable solutions.

Oman Logistics Center also makes periodic visits to partners and stakeholders in logistics sector in various destinations, including Khazaen Dry Port, Khazaen Central Market for Vegetables and Fruits, Sultan Qaboos Port, Sohar Industrial Port, Sohar Free Zone, Suwaiq Port, Ghadfan Logistics City, and the Cargo and Finance Building at Muscat International Airport. To identify the opportunities and challenges that exist in these entities and try to coordinate between them and the relevant authorities to overcome these challenges, and to identify investments opportunities.

Khazaen A Preferred Destination for GCC Logistics Giants

خزائن
khazaen

+20 Agreements
Signed in the Logistics Sector

+60 million OMR
Total Logistics Investments

WWW.KHAZAEN.OM INFO@KHAZAEN.OM

Khazaen Economic City is an ambitious project that stands as one of the largest Public-Private Partnership (PPP) development initiative in the Sultanate of Oman. It is situated in Barka, within the South Al Batinah Governorate, and holds the distinction of being the largest integrated economic city planned for development in that region with the aim to attract foreign direct investments and domestic investments in key-driving sectors such as logistics, industrial, food, pharmaceutical, clean energy and business & technology. It is conveniently located within a -30minute drive from Muscat Airport, allowing for efficient air transportation. Moreover, it is only a -35minute drive from Suwaiq Port and approximately a -2hour drive from Sohar Port, providing convenient access to maritime trade routes. These logistical advantages make Khazaen a strategic hub for trade and commerce. Khazaen Economic City has successfully attracted a significant number of investors, marking its appeal as a lucrative investment destination. To date, over 100 investment agreements have been signed, with a cumulative value surpassing 820 million USD. This impressive achievement highlights the growing interest and confidence that investors have in the city's potential. The International Logistic Hub, supported by the Khazaen Dry Port Oman's first inland dry port, stands as a central and vital component of the logistics sector within Khazaen Economic City. This hub serves as a key component for the efficient movement and management of goods, providing comprehensive logistics services to businesses operating within the city. It facilitates seamless connectivity between different transportation modes, enabling the smooth flow of goods both domestically and internationally. Furthermore, the International Logistics Hub provides a seamless opportunity for investors seeking to expand their E-commerce enterprises. This hub encompasses industry-leading logistics giants that offer comprehensive integrated logistics services, coupled with cutting-edge technological solutions. These solutions encompass inventory management, online order monitoring, and shipment tracking, ensuring a streamlined and efficient operation for businesses. It's important to note that the Khazaen Dry Port operates on a Public-Private Partnership (PPP) model, with ownership lying in the private sector. This approach leverages the expertise and resources of the private sector to develop and operate the dry port, promoting efficiency and effectiveness in cargo handling and distribution. Khazaen Dry Port is the first integrated international dry port in the sultanate. It links various seaports, commercial, and industrial areas. It is considered a main pillar in the city due to its importance to enhance integration of

logistics solutions for investors. One notable investor that Khazaen has attracted is the Global Warehousing Company (GWC), a prominent player in the GCC region known for its extensive warehousing capabilities. Recognizing the potential in Oman, GWC has chosen Khazaen as its base to establish and expand its business operations. With their vast experience and millions of square metres in warehousing infrastructure across the GCC, their decision to invest in Khazaen is a testament to the city's appeal and potential for growth. Another significant investor is Naqel Express, a Saudi Arabian company that has recognised the opportunities in Khazaen Economic City. Their involvement further strengthens the city's appeal as a preferred investment destination. The inclusion of renowned companies such as GWC and Naqel Express signifies the growing interest from established players in the region, further boosting Khazaen's reputation and credibility. This year, Khazaen signed an agreement with SARCO, subsidiary of the Qatari Al Mana Group, to establish an integrated logistics centre on area of 37,000 sqm. Investors looking to establish logistics operations will find the Khazaen Logistics hub to be an ideal location. It provides the necessary infrastructure and facilities to support manufacturing, warehousing, and distribution activities. The Khazaen Fruits and Vegetables Central Market is currently under construction and is scheduled to open in the first quarter of 2024. This market serves as an integral part of the Food City within Khazaen Economic City. It aims to centralise and relocate all wholesale activities and central cold stores from the existing market. It is strategically located near Khazen Economic City anchor logistics project to ease the business operations of export and import, enhance food supply chains and cold chains, attract companies in packaging and storage. It is strategically situated near Khazaen Dry Port and Khazaen International Logistics Hub with the aim to become a regional centre for importing, collection, distributing and exporting food products. Khazaen Economic City offers an ecosystem that streamlines the investment journey, providing integrated components to facilitate the successful establishment and expansion of projects. To further enhance the investment process, Khazaen has strategically planned the establishment of a comprehensive one-stop shop within the city, in accordance with the esteemed Royal Decree 2023/44. This decree also grants the establishment of two free zones: one exclusively designed for logistics operations, and the other dedicated to facilitating industrial and commercial activities.

Maharat Academy Aspires in Creating a Globally Competitive Logistics Omani Workforce



In today's competitive global business environment, possessing the right practical skills is crucial for individuals to succeed in the corporate world. MAHARAT Academy recognizes this need and offers an array of employability and entrepreneurship practical skills training programs to equip job seekers with the expertise required to compete and succeed globally. Practical Employability skills are qualities and competencies that make an individual desirable to potential employers. They include communication, teamwork, problem-solving, adaptability, and time management. The MAHARAT Academy's practical employability skills training provides job seekers with the tools to enable them to stand out in a crowded job market. The various programs equip job seekers with the knowledge and technical skills that employers seek, making job seekers more attractive job candidates. Entrepreneurship blended with Employability skills open doors of great opportunities not just for job seekers but also for the economic wellbeing of society. With the right entrepreneurial skills, individuals can start and grow their businesses, creating revenue and driving economic growth. The MAHARAT Academy's entrepreneurship skills training offers programs in innovation, creativity, financial management, leadership, and project management, covering all aspects of entrepreneurship. Through the Academy's training programs, job seekers learn how to be innovative, develop fresh business ideas, manage financial resources effectively,

lead others effectively, and communicate with employees, customers, and key stakeholders efficiently. These skills help them to take control of their professional careers and offer greater value to organizations they work for. The training programs are delivered by industry experts in Oman and globally, ensuring high-quality training standards are met. Thus, MAHARAT Academy's approach to employability and entrepreneurship skills training is hands-on and practical, with a focus on real-world scenarios and experiential learning. Job seekers are given opportunities to work in teams, initiate projects, and get coaching and feedback from experienced professionals. This approach ensures that job seekers develop practical skills they can apply in their chosen fields, making them more productive and effective in their roles.

In conclusion, Employability and entrepreneurship skills are essential for job seekers to succeed in a competitive, global business environment. The MAHARAT Academy is committed to offering the best training programs in employability and entrepreneurship skills, providing students with hands-on, practical training that prepares them for a successful professional career. The training programs equip students to think critically, develop innovative ideas, communicate effectively, collaborate efficiently, and lead with confidence. Join us at MAHARAT Academy today and develop the skills to be successful in the corporate world and make a difference globally.

Khimji Ramdas Shipping enables Oman outbound trade



Khimji Ramdas Shipping LLC (KRS), Oman recently executed the outbound haulage from ex works Oman to FOB Duqm and Sohar ports of Heavy Lift Separators and storage tanks, along with their accessories from interior regions of Oman to Duqm and Sohar ports, to facilitate the outbound movement ex Oman to overseas. The shipment volume handled was 6550 cbm and 20x40'SOC containers, all loaded on Breakbulk mode. The heaviest piece cargo dimensions: 17 mtrs x 9 mtrs x 9 mtrs Max individual unit weight: 230 tons Total no of pkgs handled : 147 units KRS scope was to execute all logistics activities facilitating the customs clearance, safe haulage to ports, lay down at Port, feeding of cargo under the vessel hook, SOC container stuffing and lashing, transportation of HL unit and other ODC cargo with Police and private escorts. KRS also undertook the lashing, welding, securing of the cargo on board the nominated Heavy lift vessel, vessel husbanding and chandelling services and also arranged for a On board cargo survey for the shipments at both Omani Ports. The execution was seamless, time bound and to the satisfaction of the end client's requirements notwithstanding the challenges of Heavy lift transport destined to two different ports and the volume of shipment handled within a short period.

SKYMUSCAT 24 551118 للمعلومات

01 إدارة وتشغيل محطات الوقود
02 الخدمات اللوجستية
03 تقنية المعلومات والبرمجة

Oman Driver Forum



DHL Global Forwarding Oman conducted an event for drivers on 31st August 2023 at Intercity Hotel in Muscat. In this event DHL recognized the drivers for their hard work and awarded them with appreciation certificates followed by dinner. This event is the first by any logistics company in Oman and will be held on an annual basis to reward our hard working drivers. Drivers are our unsung heroes since without them there would be no deliveries, hence no business. Drivers play a key role in our operations. Their task is not limited to the driving, loading and unloading of goods. They also do paperwork, check their loads, take care of their supplied vehicle and keep a close eye on their safe journey planning. As the main link between the head office and our customers, drivers also have a direct impact on our company's image.

We have a diverse and multicultural driver community. The diversity of cultural backgrounds among drivers is a valuable asset to DHL. We manage and celebrate it, this diversity leads to improved problem-solving, communication, and innovation, contributing to the overall success and strength of DHL and customers. It showcases how individuals from various backgrounds can come together as a unified and effective workforce. DHL sought to recognize and reward our drivers by inviting them to be a part of an amazing evening. DHL's Country Manager, Roy Scaria, inaugurated the first DHL Oman Driver Forum by congratulating on completing 15 million kilometers driving LTI-Free. In his speech he expressed how thankful he is to work with all the gathered drivers and appreciated them for gathering in one place for their celebration.

C. Steinweg Oman

C. Steinweg Oman (CSO) is a part of the C. Steinweg Group, a globally recognized logistics service provider operating in around 60 countries. CSO, established in the Port of Sohar in 2004, specializes in various operations, including the loading and discharging of dry-bulk, break-bulk, project cargo, and Ro-Ro services. Besides, the company also offers bonded warehousing, container stuffing and stripping, transportation, sea freight booking, and more. CSO stands out for its commitment to excellence, professionalism, and continuous improvement. The company's diverse team of experts collaborates to deliver tailored logistics solutions that meet clients' specific needs. As CSO embraces innovation and expansion, it sets an inspiring example of how technology and sustainability can drive success in the logistics industry and beyond. New Mobile Harbor Crane C. Steinweg Oman LLC (CSO) is writing a new chapter in its growth story with the introduction of a state-of-the-art mobile harbor crane. This move reflects CSO's commitment to operational efficiency, business continuity, and environmental responsibility. Over the last three years, CSO has made large investments in its equipment fleet, obtaining four mobile harbor cranes to support its operations. With the latest addition, CSO now have a group of six modern mobile harbor cranes capable of servicing multiple vessels simultaneously. The newly Konecranes Gottwald crane (type ESP.8B) is a state of the art mobile harbor crane, offering a lifting capacity of 125 metric tons under the hook and 63 metric tons for grab operation. Designed for efficient handling of mining products and industrial feedstock, it enhances CSO's capabilities significantly.



For instance, it can load an impressive 1,500 metric tons per hour of aggregates or limestone. What sets this crane apart is its eco-friendly technology, leading to a reduction of carbon dioxide emissions. This aligns with CSO's commitment to environmental sustainability. The crane has already started operating, contributing to CSO's objective of achieving high productivity, keeping vessel turnaround time in port to a minimum. Furthermore, CSO's investment in this technology supports Oman's vision for 2040, particularly in the development of the logistics of the mining sector.

Mwasalat in the 2nd half of 2023

Accelerating Growth, Expanding Networks, and Championing Quality

2 Million Passengers in the First Half of 2023

Mwasalat, a member of ASYAD Group, observed a significant rise in the number of passengers transported during the first half of 2023. Over 1.9 million passengers were transported through bus services, an average exceeding 10,000 passengers daily. Additionally, more than 111,000 passengers were transported using ferry services, at a daily average of over 618 passengers. This demonstrates Mwasalat's efforts to promote the culture of using public transport.

It's worth noting that Mwasalat also provides freight and vehicle transportation through its ferry fleet. They transported over 29.3 thousand vehicles and more than 10.5 thousand tons of goods. This underlines the vital economic and social role the company plays in meeting the transportation needs of both citizens and residents in Oman.

Furthermore, Mwasalat has provided training opportunities for job seekers, clocking more than 15,000 training hours. Notably, %84 of contracts and purchase orders have been assigned to small and medium enterprises (SME's). The company continued its community-based initiatives, launching approximately 17 initiatives, reaffirming its commitment to its social responsibilities.

On another note, Omani passengers constituted about %37.32 of intercity bus services and %80.09 on ferries. Given the company's special emphasis on allocating priority seats for women and families, women accounted for approximately %13.18 of bus users and around %21.8 on ferries. Mwasalat's Omanization programs across various departments reached a significant %93.

This progress is a part of the company's ongoing effort to make public transportation more appealing. Mwasalat diligently incorporated modern technological solutions. Their new online reservation system facilitated direct bookings for intercity bus journeys. This positively influenced passenger numbers, enabling travelers to efficiently plan their trips, enhancing the customer experience and boosting the services provided by the company.

With this surge in passenger numbers in the first half of 2023, Mwasalat remains committed to enhancing its transportation services. They are dedicated to fostering community and economic development. Their core values emphasize safety, quality, and passenger comfort, aiming to provide exceptional and easily accessible transportation services. Mwasalat looks to the future with confidence, striving to sustain its pioneering role in the public transportation sector in Oman. Their goal is growth and expansion by strengthening public transport services sustainably, in line with the objectives of Oman vision 2040.

Mwasalat and Capital Express Signed Transportation Agreement

Mwasalat, a member of ASYAD Group, has signed a passenger transportation agreement with Capital Express, a passenger transport service provider from the Integrated Transport Centre in Abu Dhabi, United Arab Emirates.

The agreement initially entails the facilitation of a daily route to and from the main bus terminal in Al Ain city, located in Abu Dhabi, connecting it to Al Buraimi bus station in Oman.

This route will offer passengers an integrated transit service with other routes, enabling journeys from Abu Dhabi through Al Ain to Muscat, Salalah and vice versa.

The agreement was officially signed by Mr. Badar bin Mohammed Al Nadabi, CEO of Mwasalat, and on behalf of Capital Express Mr. Said bin Khalaf Al Qubaisi, a board member of Capital Express.

Mwasalat Training Institute Achieves Highfield International Accreditation Mwasalat Training Institute has achieved accreditation from the prestigious UK-based Highfield International, known for its globally recognized training programs. This collaboration propels the Institute into hosting diverse international training programs, thereby enhancing staff skills, training quality, and practices. This strategic move



not only fortifies Mwasalat Institute's position in Oman's professional training landscape but also emphasizes its commitment to premier education and skill development. In line with this commitment, the Institute has strengthened its profile to emphasize pivotal areas such as shuttle services, technical capability in RAS inspection, hands-on training in vehicle repair and maintenance, and the integration of modern GPS tracking services. These offerings ensure that trainees are equipped with both theoretical knowledge and practical expertise to navigate the evolving landscape of public transport.

The Institute's dedication to offering top-tier training programs, especially in the public transport sector, is evident in its focus on maintaining road health and safety standards. This aligns with the broader transportation needs of Oman, covering government, private sectors, and other key industries. With added credentials from notable organizations like RoSPA, City & Guilds, and IOSH, the Institute continues to demonstrate its commitment to upholding global quality standards, aligning perfectly with ASYAD Group's vision for enhancing Oman's logistics sector efficiency.

Mwasalat Transports Over 166,864 Passengers to Darbat Waterfalls

Mwasalat, a member of ASYAD Group, has successfully transported more than 166,864 passengers in Darbat Waterfalls area from parking lots to Darbat Waterfalls viewing area. This significant feat was achieved in collaboration with Dhofar Municipality and Vodafone Oman.

The service, which was operational from July 27th, 2023, to August 31st, 2023, aimed to ease vehicle movement in the area. In its endeavor to provide added convenience and privacy, Mwasalat also offered special buses for families.

Mwasalat Extends Bus Service to Knowledge Oasis Muscat in Collaboration with Madayn Following the agreement signed between Mwasalat and Madayn, a new bus stop has been added to be operated at Knowledge Oasis Muscat starting from September 1st, 2023. This development forms part of Route 6 service, with the aim to bolster accessibility and commute by offering a convenient and secure transportation service to and from Knowledge Oasis Muscat.

Mwasalat consistently aims for excellence and efficiency in public transport, and this collaboration with «Madayn» underscores the enhanced access to Knowledge Oasis. The partnership is dedicated to having an impact on inspiring the community to embrace this mode of transport.

Towards Digital Transformation of Oman's Logistics Sector.

Oman has been at the crossroads of world trade and logistics for centuries. Its history of seafaring began during the 3rd millennium BC mainly due to its strategic position between Southeast Asia and Africa, its long coastline and its safe natural harbors. Trading activities and maritime navigation flourished as Omani ships sailed to the ports of Malabar Coast, Sri Lanka, the Bay of Bengal, the Malay Archipelago, Sumatra and Java Islands, the Philippines and China. In the 9th century AD, Oman's military and merchant fleet was considerably reinforced. Trading between Oman and China became more active with Omani sailors regularly sailed to the port of Guangzhou in China. During the first half of the nineteenth century, the Omani fleet became the second largest naval fleet in the Indian Ocean, which enabled Sultan Said bin Sultan (1856-1804 AD) to create a large empire from Bandar Abbas in the gulf to Zanzibar in east Africa and during this period, the first Omani Ambassador to USA, Ahmed Bin AL-Numan AL-Kaabi, arrived in New York on the ship "Sultana" on April 1840 ,30.

The Vision. It's no wonder that with such rich trading heritage, in 2015 the government saw fit to make Logistics one of strategic objectives in its Vision 2040. The strategy outlined key targets for achievement by 2040, including a top10- position in the LPI, 300,000 jobs in logistics services and a GDP contribution of OR14bn (36.4\$bn), a sum that would make the sector the country's second-largest economic contributor after hydrocarbons. That ambitious target can only be achieved when all existing challenges are addressed. In this regard, by virtue of the Royal Decree No. 2016/10, The Ministry of Transport and Communication (MOTC) issued a Land Transport Regulations of the Road Transport Law (Ministerial Decision No. 2018/2) that stipulated requirements for commercial vehicles regarding, registration, licensing, permits, safety, vehicle tracking and weight monitoring. The overall aim of Ministerial Decision was to regulate the land transport sector. Article (11) of the Road Transport Law required the Ministry to issue licenses and the operation cards for all commercial vehicles while Article (12) set the terms of license and the operation card and renewal conditions and procedures. Article (4) set fees for land transport services and Article (5) stipulated the ministry to create electronic or paper records to register the license holders.

The Mandate. In order to implement the above requirements, the ministry mandated Asyad to develop an integrated technology platform on PPP basis for commercial vehicle registration, compliance and enforcement and to enhance the value and performance of the transportation sector. The proposed open platform would fully automate the data capture and facilitate validation, renewal and issuance of the Vehicle Operating Card {VOC} and other permits and facilitate speedy processing of commercial vehicle data for optimization, monitoring, tracking and enforcement, including capturing violations and penalties. So in April 2018, Asyad floated a PPP tender for a Developer to design, develop, finance, operate and maintain a platform with above functionalities for a period of 10 years.

The platform shall integrate with existing relevant Government systems and include the following modules:

- Module 1: Permits and VOC application, issuance, and renewal.
- Module 2: Vehicle Inspection.
- Module 3: Industry Standards compliance.
- Module 4: Weight and dimensions monitoring.
- Module 5: Vehicle Tracking {IVMS}.

The Platform is expected to generate Revenue from all the modules.

The System. A local Omani company, Global Computers Services, was awarded the above work which they completed on time and the system, now called Naql, went live on 1st December 2019. However, modules 4 ,2 and 5 are not complete awaiting steer and guidance



from the government. Currently Naql has about 150,000 active VOCs representing 62,000 owners. It has 14 automated services which users can initiate themselves or via Sanad or Oman Post Offices and 9 manual approval services used by ministry officials. It is hosted at a local Omani cloud. Globcom maintains and supports the system in two shifts including problem resolutions, minor enhancements and bug fixes. It has an all-Omani call center which in July 23 alone received 3833 calls and resolved %93.6 exceeding the target KPI. Globcom is continually working with MTCIT to improve the system performance and enhance the user experience. The Benefits. The major beneficiary of Naql is MTCIT. Now it has a tool to effectively regulate and manage the goods transport business by ensuring only bonafide and approved operators are on our roads. It helps to ensure operators have valid permissions to carry only the type of goods they are licensed. Also, Naql is continually capturing a lot of data which the ministry can utilize later for planning and decision making. Omani transport operators also benefit greatly from Naql as unlicensed and foreign operators are easily identified and stopped operating allowing more business opportunities, and revenues, to them.

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Empowering the Future, One Doorstep at a Time.

Said Al Harthi

Chairman

Tasweel E-Commerce & Logistics



Introduction

Tawseel E-Commerce & Logistics LLC (Tawseel Online), established in Nov. 2022, emerged as a response to the global challenges posed by the COVID-19 pandemic. Witnessing the collective suffering of humanity, we envisioned a new era of convenience, connectivity, and progress. Our mission is to provide unparalleled door-to-door services, transforming the way people experience logistics and e-commerce across the nation.

Our Commitment:

Tawseel Online is dedicated to supporting Oman's Vision 2040 by contributing to economic growth and well-being. Our innovative services are designed not only to boost GDP but also to enhance the quality of life for all individuals. We are committed to reducing traffic congestion, simplifying daily routines, and fostering prosperity.

Global Reach, Local Impact:

With a robust business network spanning the GCC, Central Asia, and Europe, Tawseel Online is uniquely positioned to connect nations, businesses, and communities. We recognize the importance of unity and collaboration in our mission to create a brighter future for all.

Our Contribution:

Tawseel Online caters to diverse needs, from person to-person (C2C) transactions to business-to-consumer (B2C) and business-to-business (B2B) solutions. By bringing people and businesses together, we aim to foster national development and strengthen our collective vision.



Explore Madayn's 2022 Achievements

مدائن
madayn



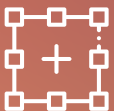
Investment Volume
RO 7.2 billion



Project Count
2,398



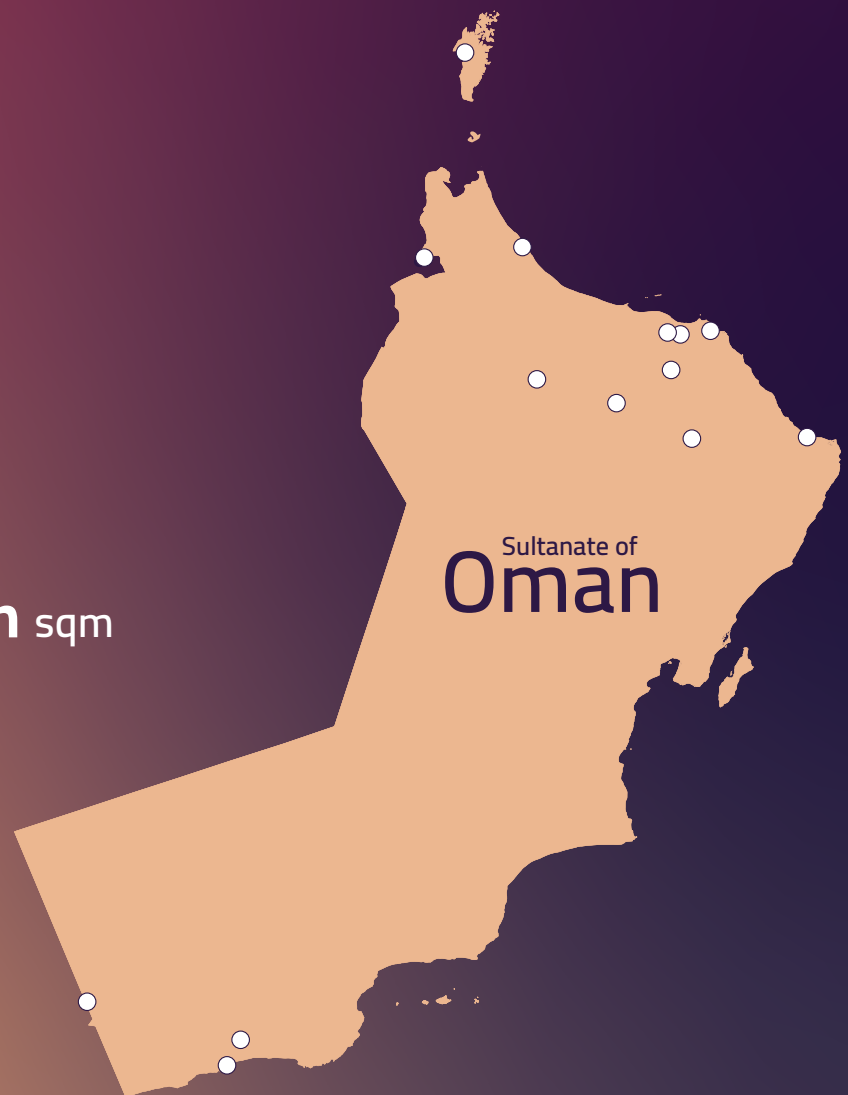
Skilled Workforce
50,267



Total Area
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- Promoting the company on all social media platforms (Videos, Brochures, leaflets. Etc.)
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