

# NEWSLETTER

ISSUE 1  
MARCH 2024



## CHAIRMAN MESSAGE



### Dear Esteemed Members & Partners,

As we embark on a new year filled with endless possibilities, it is my distinct honour and privilege to extend a warm welcome to our new members and a sincere appreciation for our current members as well to our government stakeholders/ partners, Ministry of Transport, Communication & Information Technology and Ministry of Labour. The year 2024 holds great promise for the logistics industry, and together, we are poised to overcome challenges and achieve unprecedented success.

Throughout the coming year, Oman Logistics Association is committed to providing its members with valuable resources, insightful events, and a platform for networking and knowledge exchange. We will foster an environment that encourages learning, adaptability, sustainability, and the pursuit of excellence.

I extend my deepest gratitude to our members, partners, and the entire logistics community for your continued support. Let us work collaboratively and make 2024 a year of unparalleled success for the logistics sector.

Wishing you a prosperous and fulfilling year ahead.

Sincerely,

**Dr. Aflah Al Hadhrami**  
Chairman

## OMAN'S PATHWAY TO PROGRESS

### THE RUSAYL-BIDBID ROAD EXPANSION PROJECT

Oman's transportation sector is on a positive trajectory, evidenced by a 2.7% growth in GDP from transportation and storage between Q3, 2022, and Q3, 2023[1]. With vehicle registrations climbing to 1,660,803 by November 2023, and the expansion of the asphalted road network to 40,445 km by 2021, the need for an expanding infrastructure is clear. In response, the Rusayl-Bidbid Road Expansion Project emerges, led by the Ministry of Transport, Communications, and Information Technology (MTCIT).

The Rusayl-Bidbid Road Expansion, covering 27 km, enhances Muscat Expressway connectivity by linking Rusayl-Nizwa with Sharqiya Expressway interchanges. The initiative introduces additional lanes, service roads, and pedestrian paths to boost urban integration. Key upgrades include expanding Wadi Al-Jifnain and Wadi Fanja bridges, creating new intersections, and constructing a bridge in Al-Amqat. To ensure safety and longevity, the project incorporates box culverts for water management, lighting poles, barriers, and signage, all adhering to the highest traffic safety standards.

The Rusayl-Bidbid Road Expansion Project is expected to significantly impact Oman's economic landscape, boosting commercial, tourism, and economic activities. By improving connectivity across the sultanate, this project highlights the importance of roads in the nation's development and prosperity.



Image source: Ministry of Transport, Communications, and Information Technology website

[1] Vol 34 (December 2023) Monthly Statistical Bulletin . rep. National Center for Statistics and Information.

# LSSU PROJECTS

## THE POWER OF OCCUPATIONAL MAPS

### NAVIGATING CAREER PATHWAYS WITH PRECISION

In the dynamic landscape of today's workforce, clarity and direction are invaluable assets. Enter the Occupational Map (OM), a comprehensive guide that simplifies the web of career pathways within various sectors in a single map. The OM aims to empower individuals, and organizations alike to make informed decisions and navigate the ever-evolving landscape of the job market.

### WHAT IS AN OCCUPATIONAL MAP?

At its core, an Occupational Map is a detailed blueprint that outlines the level of proficiency required across different professions within a specific sector or industry. It also illustrates the numerous career paths individuals may choose through either horizontal or upward progression. Crafted through research, consultations with experts, and input from industry stakeholders, the OM offers a panoramic view of the sector's workforce landscape. In the Logistics Sector Skills Unit, we are mandated to produce an occupational map for the logistics industry.

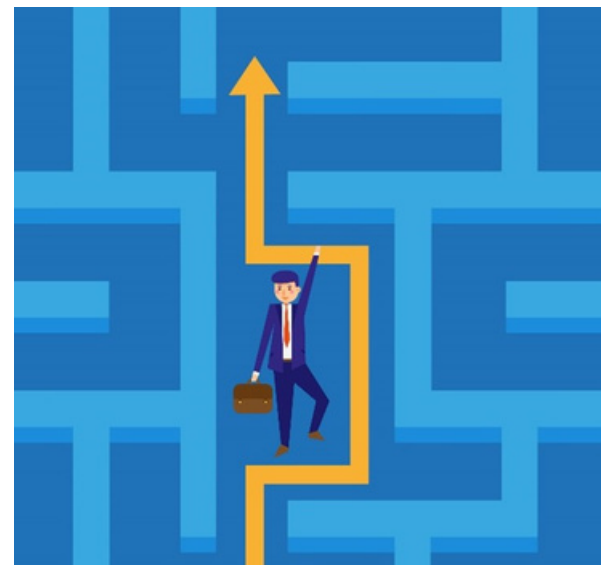
### HOW IS IT USED?

The utility of the OM extends far beyond mere documentation. It serves as a strategic tool for various stakeholders, including job seekers, educators, employers, policymakers, and training providers. For job seekers, the OM provides invaluable guidance, showcasing available career pathways, requisite skills, and potential advancement opportunities. Educators may leverage the OM to tailor training programs that align with industry needs, ensuring graduates are equipped with relevant skills.

Employers can utilize the OM to inform recruitment strategies, identify skill gaps, and plan for future workforce needs. Policymakers can draw upon OM insights to formulate labour market policies that foster sustainable economic growth and workforce development.

### WHAT ROLE DOES THE LOGISTICS SECTOR SKILLS UNIT (LSSU) PLAY IN DEVELOPING THE OCCUPATIONAL MAP (OM)?

The Logistics Sector Skills Unit has been tasked by the Ministry of Labour to produce an Occupational Map specifically tailored for the logistics industry. We are actively working on this initiative, carefully researching and consulting with experts to ensure its accuracy and comprehensiveness.



Author: Zainab Al Qubtan  
Research and Development Specialist  
Logistics Skills Sector Unit

# OLA KEY MOMENTS

## LOGISTICS SECTOR SKILLS UNIT HOSTED THE NATIONAL OCCUPATIONAL STANDARDS (NOS) TEAM FROM THE MINISTRY OF LABOUR

Wednesday, January 24, 2023, Oman Logistics Association (OLA) represented by the Logistics Sector Skills Unit (LSSU) hosted the National Occupational Standards (NOS) team from the Ministry of Labour. The LSSU's progress was reviewed during the meeting, and the key projects assigned to the unit were discussed.



## OLA'S PARTICIPATION IN INTERNATIONAL OCCUPATIONAL HEALTH SUMMIT (IOHS)

Wednesday, February 7, 2024, Oman Logistics Association (OLA) participated in the International Occupational Health Summit (IOHS), held during February 4-7, 2024. The summit's theme was "Towards Sustainable Health Excellence at the Work place," which is taking place at Oman Convention & Exhibition Center.

## MEMORANDUM OF COLLABORATION WITH PETROLEUM DEVELOPMENT OMAN LLC (PDO)

Tuesday, February 20, 2024, Oman Logistics Association (OLA), signed a Memorandum of Collaboration with EMDAD Team at Petroleum Development Oman LLC (PDO) aiming to provide training for Omani graduates and equip them with practical skills and real-world experience and foster cooperation and synergy between the logistics sector and the Oil & Gas sector in Sultanate of Oman.



## ASYAD EXPRESS VISIT

Thursday February 22, 2024, Oman Logistics Association (OLA) officials visited ASYAD Express premises to discuss collaboration opportunities for the improvement and development of the logistics sector inclusive of a site visit to the company's facilities.



# OLA KEY MOMENTS

## OMAN LOGISTICS ASSOCIATION HOSTED A GROUP OF TRAINEES FROM " DHL GLOBAL FORWARDING & CO. LLC"

Tuesday, February 27, 2024, the Oman Logistics Association (OLA) hosted its fourth batch of trainees from "DHL Global Forwarding & Co. LLC" in supply chain and logistics. During their visit, the trainees were introduced to OLA and its activities, and an introductory workshop on Generative AI was presented to them.



## THE RED SEA: NAVIGATING STORMY WATERS

Sunday, March 3, 2024, Oman Logistics Association participated in a dialogue session "The Red Sea: Navigating Stormy Waters" organized by Resource Allocation Logistics Company in collaboration with the Oman American Business Council. This session provided insights into the latest developments and strategies to overcome obstacles in the logistics sector and discuss the challenges and opportunities in navigating the Red Sea.

## FIATA REGION AFRICA MIDDLE EAST RAME CONFERENCE 2024

Wednesday, March 6, 2024, Dr. Abdulsalam Ambusaidi, Acting General Manager of Oman Logistics Association participated in the "FIATA REGION AFRICA MIDDLE EAST RAME CONFERENCE 2024" in United Arab Emirates organized by National Association of Freight and Logistics. The goal of the FIATA-RAME 2024 conference is to bring together stakeholders in the logistics and trade sector from Africa and the Middle East. The conference aims to facilitate knowledge exchange, discuss challenges and opportunities in this field, and enhance collaboration between countries and companies to promote sector development and achieve sustainable growth and ways to attract investments in the logistics sector.



## VISIT TO TALABAT ELECTRONIC SERVICES COMPANY

Sunday March 10, 2024, representatives from Oman Logistics Association visited Talabat Electronic Services Company headquarters to explore potential opportunities of collaboration between the two parties.



## ► FORMATION OF LABOR MARKET REGULATORY COMMITTEE IN LOGISTICS SECTOR.

مركز عُمان للوجستيات  
Oman Logistics Center

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

Ministry of Transport, Communications and Information Technology (MTCIT) formed a technical coordination committee specialized in researching and supporting provision of job opportunities in the logistics sector headed by the Undersecretary of MTCIT for Transport with membership from different government and private sector bodies. The Labor Market Regulatory Committee aims to organize the logistics labor market, providing job opportunities for Omani jobseekers first, obtaining appropriate national staff, implementation of Omanization and training replacement plans, collecting, studying and analyzing data about the logistics labor market.

## ► DEVELOPMENT, MANAGEMENT AND OPERATION OF NATIONAL PORT COMMUNITY SYSTEM

The National Logistics Community Project is an electronic platform or a single window that integrates various systems operated by stakeholders (sender, consignee, customs broker, shipping agent, etc.) who constitute the shipping and logistics community in Oman, including maritime, land, and air ports, as well as logistics services. The platform facilitates electronic exchange provided by joint entities in the supply chain, whether from commercial enterprises to other commercial enterprises, from commercial enterprises to the government, or from the government to governmental entities. The project aims to:

- Organize logistics operations from the beginning of the supply chain to the end, with the customer receiving the goods.
- Integrate stakeholders and operations under one window
- Facilitate and simplify the exchange of data and information among relevant parties.
- Improve efficiency, transparency, and coordination among different parties.
- Provide a central system for sharing information, tracking goods and documents, and managing logistics service operations.
- Enhance security and safety by improving cargo monitoring and tracking.
- Reduce paperwork and administrative procedures by transitioning to a digital system.

## ► THE WAREHOUSING STANDARDS

This guide aims to integrate all the warehouse standards into a single book, which eases and spreads awareness to the investors in the logistics sector. The guide is going to be published to all entities related and involved to warehousing.

## ► OMAN NATIONAL EWAYBILL

The Ministry of Transport, Communications, and Information Technology has launched the pilot project for the electronic transport document using blockchain technology at Sohar Port. The project aims to:

- Track the journey of goods within remote supply chains using smartphones around the dock.
- Ensure timely delivery and receipt of goods within the specified timeframe, with tight monitoring of the process.
- Provide accuracy, security, and complete reliability at all stages of the logistics process.
- Reduce manual operations and rely on automated logistics management.
- Safeguard the rights of all parties involved in the logistics process in a fair and equal manner.
- Establish an electronic storage and documentation system for all logistics process data.



The distinguished Council of Ministers approves allocating April 30 of each year as a day for the logistics sector. The Ministry of Transport, Communications and Information Technology appreciates the Council's approval, which stems from the government's continued interest in the logistics sector and its effective role in promoting economic diversification in the Sultanate of Oman.

X @mtcitoman

# DHL GLOBAL FORWARDING LLC



DHL Oman is really dedicated to helping young people grow. We want to find and support the talents that will make Oman do well. We believe in these young talents to not only make our company better but also help the whole country.

For us at DHL, internships are not just about teaching; they're like an investment in the leaders of tomorrow. We give interns a good environment so they can learn and become successful team leaders. We strongly believe in the power of the new generation, where new ideas and leadership come together.

Our dedication is shown by the hard work we did last year. DHL proudly trained more than sixty students.

This not only shows how much we care about individual growth but also how we contribute to Oman's workforce development. We're not just helping with careers; we're actively working towards a future where talented individuals make our company and the economy better.

Also, we are supporting local talent by helping them learn and improve in the MENA Region. Moreover, we want to encourage more women to be a part of logistics because we believe they can do just as well as men in this field. This is a great initiative that not only helps individuals but also makes our community stronger and more independent. With context to that we have are also planning to design a program for local students that is designed in such a way that the students get an opportunity to explore the training modules of DHL with in the MEA Region and after these trainings and assessments, the successful candidates will get a chance to be on boarded with DHL. We already had students from Sultan Qaboos University to attend our DHL Innovation Centre in Dubai.







## DAAD TRIP TO GERMANY

A group of fifteen Logistics students from GUTech were prepared for an International Excursion course. This involved research on visited places, focusing on history, culture, and logistics aspects, with a post-assignment of a trip report. The course aimed to foster critical thinking and cultural immersion.

The trip spanned August 26 to September 08, 2023. Supervised by Dr. Mehdi A. Kamran and Mrs. Marya Al Baluchi, students explored several cities in Germany, Netherlands and Belgium which included Aachen, Bonn, Duisburg, Monchengladbach, Duesseldorf, Cologne, Maastricht, Rotterdam, Eindhoven, and Brussels. Visits included universities, historic sites, and companies like Zalando, DAF Trucks, and Port of Rotterdam. The opportunity was made possible through collaboration with DAAD.

The course was successful, with organized assignments and a well-planned excursion. All students completed it, and travel arrangements were seamless. Students appreciated the opportunity, with some considering future internships or studies. The trip fostered ties between GUTech and RWTH Aachen University and DAAD program and familiarized Oman's students with the German education system.

## EDUCATIONAL VISIT TO OMAN PORTS

During the last academic Winter semester, seventy-two Logistics students from the German University of Technology, supervised by Dr. Mehdi Kamran and Mrs. Marya Al Balushi, embarked on an educational journey to explore Oman's maritime industry.

As part of their academic curriculum, the students visited three prominent ports in Oman: Salalah Port, Duqm Port, and Sohar Port.

These visits were invaluable for the students, offering practical applications of classroom learning and providing unique insights into the maritime logistics industry. The experiences allowed students to witness firsthand the complexities of port management, operations, and logistics, providing them with industry insights and networking opportunities. Additionally, the visits served as a source of inspiration, igniting students' passion for maritime logistics and encouraging them to pursue careers in this dynamic field.

The students extend their sincere gratitude to the port authorities for their generous hospitality and for sharing their expertise during the visits. These educational excursions have enriched the students' academic and

professional development, aligning closely with the objectives of their Ocean Shipping and Maritime Logistics course. GUTech acknowledges the support received from the port authorities and looks forward to continued collaboration in enriching the educational experiences of future students.



# INVESTMENTS IN MADAYN SURPASS RO 7.4 BILLION



The total investment volume in all industrial cities under the Public Establishment for Industrial Estates "Madayn" has exceeded RO 7.4 billion, as stated by Eng. Dawood bin Salim Al Hadabi, CEO of Madayn. Al Hadabi noted that Madayn's sustained growth and expansion in various key metrics are attributed to the significant attention given by His Majesty Sultan Haitham bin Tarik to realize an optimal investment environment for both local and foreign investors, aligning with the goals outlined in Oman Vision 2040.

Highlighting the latest figures, Al Hadabi informed that additional investments in Madayn during 2023 exceeded RO 207 million, bringing the cumulative investment in all industrial cities, including the Knowledge Oasis Muscat and Al Mazunah Free Zone, to over RO 7.4 billion. The number of localized projects has reached 2,063 in different stages, employing 55,242 workers, with 38% being Omani nationals. Furthermore, the total area of Madayn's industrial cities has reached approximately 163.2 million square meters, with 33.6 million square meters already leased.

Al Hadabi highlighted that the Madayn Entrepreneurial Complexes project, a new value-added initiative in collaboration with the Small and Medium Enterprises Development Authority, aims at supporting entrepreneurial ideas and the SMEs in Oman by providing ready-to-use model factory complexes in the industrial cities, thereby boosting the growth of the industrial sector and attracting more investments. In terms of enhancing investor services,

Al Hadabi emphasized Madayn's commitment to streamlining procedures across its industrial cities. The Masar Service Centres, aimed at enhancing services and ties with partners, witnessed over 60,000 visits in 2023, delivering more than 55,000 diverse services with an average processing time of 3 minutes. Additionally, a new interactive system for receiving and responding to inquiries is being developed to enhance efficiency and



**Eng. Dawood Al Hadabi**  
CEO of Madayn

responsiveness using modern technologies. The CEO of Madayn also highlighted the implementation of Madayn's new ERP System (eMadayn), which has significantly improved administrative and financial operations, replacing multiple previous systems. Other digital initiatives include the Masar platform to serve investors, and 'My Services' platform for internal employee services. Moreover, Madayn has introduced the Nafith@Madayn project (Gate management system), which manages the entry/exit of vehicles to/from the industrial cities.

Furthermore, Al Hadabi emphasized that Madayn remains steadfast in its commitment to sustainable development, prioritizing waste management, pollution prevention, noise reduction, chemical handling, hazardous waste storage, demolition practices, and efficient water and energy consumption. This commitment aims to foster an eco-friendly and safe working environment, promoting environmental awareness, and realizing zero carbon emissions across the industrial cities.



## PORT OF SALALAH UNVEILS THE 1ST BATCH OF THE WORLD'S LARGEST SHIP-TO-SHORE CONTAINER HANDLING CRANES

On January 24th, 2024, the Chinese transport ship ZHEN HUA 25 delivered four fully assembled Megamax container cranes to the Port of Salalah, marking a historic moment. On January 24th, 2024, the Chinese transport ship ZHEN HUA 25 delivered four fully assembled



Megamax container cranes to the Port of Salalah, marking a historic moment. These colossal cranes, the first batch of a total of 10 cranes, have a lift height of 58.00 meters and an outreach of 75.00 meters. They are among the largest container gantry cranes globally and set new standards of size and capability. Salalah's container terminal is undergoing an upgrade to accommodate the largest container ships. The container terminal at the Port of Salalah already boasts a quay length of 2,197 meters, a draft of 18.00 meters, and an existing design capacity of 5.00 Mteu. The new cranes, part of the Terminal upgrade project which upon completion in Q1 2025 will not only enhance its capacity to 6M TEUs but also bolster its capability to meet the evolving demands of the maritime industry. Keld M Christensen, CEO of Port of Salalah, welcomed these megamax container cranes to Salalah Port and said, "In welcoming these engineering marvels to Salalah Port, we mark a significant milestone in our journey towards enhancing global trade connectivity. These cranes not only elevate our port's infrastructure but also reinforce our commitment to delivering excellence in maritime services. With our partners and stakeholders, we continue to lead the way in facilitating efficient and sustainable trade operations, positioning Salalah Port as a premier gateway for international commerce". The arrival of these cutting-edge cranes marks a significant stride towards elevating Salalah Port's status as a global maritime hub. As the mega max-ready terminal continues to attract major players in the industry, it cements its position as a key player in handling the world's largest container vessels. In 1998, the Port of Salalah was established as a joint venture between APM Terminals and ASYAD, representing the Government of Oman. APM Terminals, which spearheads container terminal operations and holds a 30% stake in the venture, partnered with the government and institutional investors to create a state-of-the-art facility capable of handling the world's largest container vessels. This long-standing partnership is a testament to the Sultanate of Oman's commitment to excellence and its contribution to port management and development.



AL BATHARI  
GROUP LLC

**Nimr Contracting Company (NCC)**, is one of AL Bathari Group of companies, established in 1998 under the Local Community Contractor (LCC) initiative, adhering to guidelines from the Government of Oman and Petroleum Development Oman (PDO). NCC was the pioneering entity under this initiative, aiming to create a diversified local company and provide job opportunities to Omani locals. NCC holds the Riyda under the Small Medium Enterprises (SME) category. Operations began in November 1999 when PDO awarded NCC its first contract, setting up headquarters in Marmul, South Oman, covering Bahja to Harweel fields, then the operations extended to the north of Oman. Known for its commitment to timely delivery and quality work, NCC operates under the motto of 'Serving the Society' with discipline and dedication. NCC stands out for its logistical expertise and experience in the oil field industry, making it a preferred choice for local business needs. With a focus on reliability, NCC has retained core clientele for over 20 years and expanded its reach, creating multiple businesses and employment opportunities for local community. From a modest team in 1998, NCC has grown to employ over 130 individuals, the majority being local Omanis from concession areas, highlighting its dedication to local employment and community welfare. The company's commitment extends to community development, contributing to the growth of the nation by fostering employment, self-sufficiency, and self-development. Specializing in logistics services for the Oil & Gas sector. NCC has been awarded a '5 Star Certificate' by the Business Development Centre of the PDO for successfully completing training courses for improving local community contracting. **Fleet of more than 100 trucks offering the following services:**

- Water Haulage
- Fuel Haulage
- Cargo Haulage
- Hiring and letting of cranes, forklifts, tankers and trucks all related to transportation throughout the Sultanate of Oman.



### Our clients:

- Petroleum Development of Oman PDO
- Occidental Of Oman OXY
- Abraj Energy
- Schlumberger
- Saud Bahwan Group.
- RAY International
- British Petroleum BP
- Total Energies





## ONE STOP SHOP AT INTEGRATED INSPECTION FACILITY



Hutchison Ports Sohar's latest One Stop Solution facility is impressing everyone. We recently organized enlightening familiarization forums at our Integrated Inspection Facility's One Stop Shop.



The solar powered facility spreads across 37,000 sqm, and is laced with 66 inspection bays, three x-ray scanners, Container Radiation Monitor System, and high-tech laboratories to ensure food safety control on growing import-export of the Sultanate. Hutchison Ports Sohar's efforts at food safety & security does not just stop with an advanced inspection area, we are keeping our promise by adding a new feather to our One Stop Shop at the Integrated Inspection Facility (IIF).



We are pleased to announce the signing of an agreement with the Ministry of Agriculture, Fisheries and Water Resources, aimed at enhancing the service level for handling foodstuff and frozen cargo round the clock.

## FACILITATING MOBILITY: OTAXI'S CONTRIBUTION TO OMAN'S TRANSPORTATION SECTOR

Oman's transport sector plays a crucial role in supporting the country's economy and facilitating connectivity within the region. The transportation sector has undergone a significant transformation in recent years, thanks to technological advancements and the emergence of transportation apps. These developments have

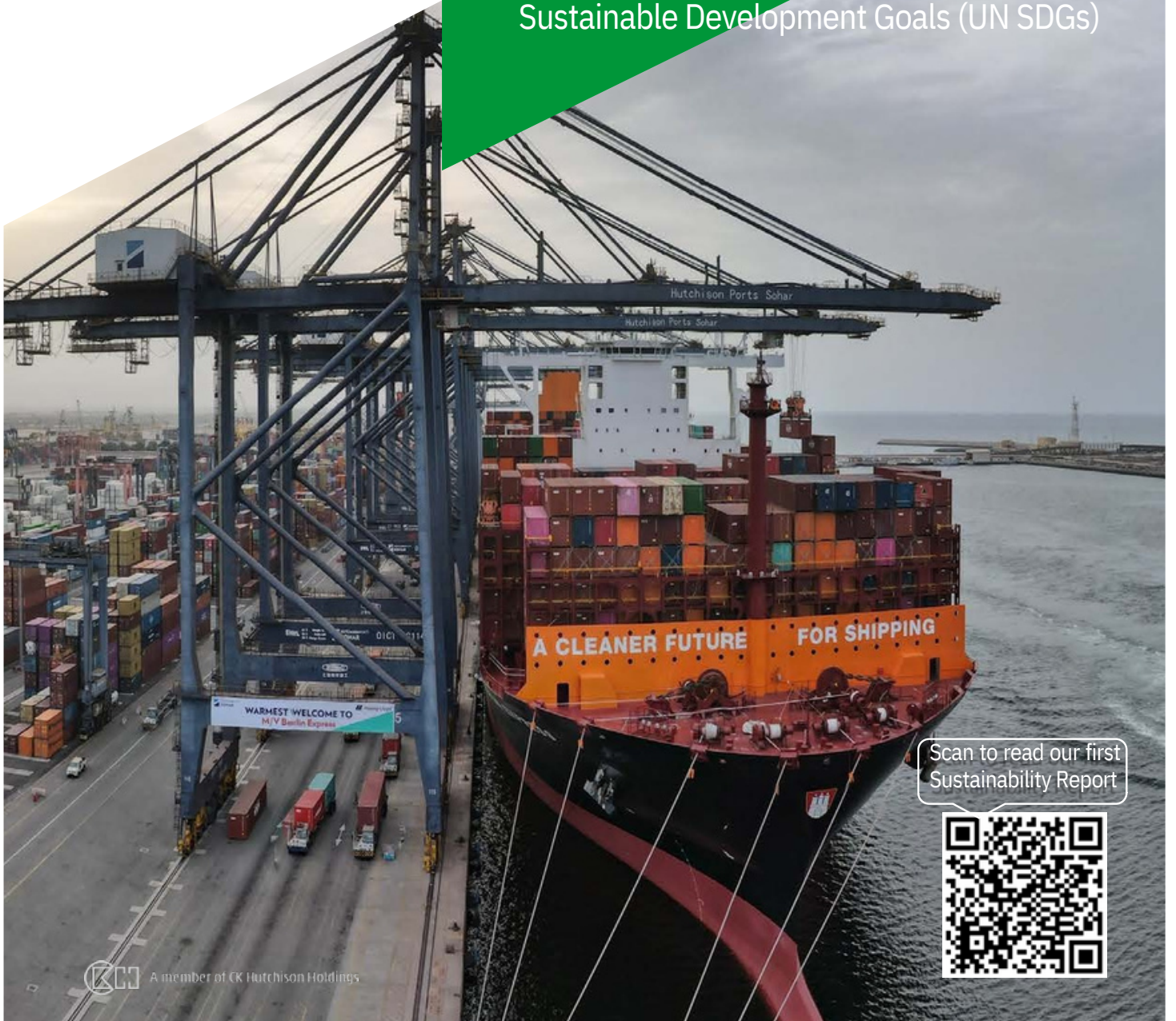


revolutionized the way people move from one place to another, making transportation more efficient, accessible, and convenient. Otaxi app has been one of the transformative changes in the transportation sector in Oman since its establishment in 2018. Otaxi is the first ride-hailing app in Oman, connecting taxi drivers with customers. It provides numerous services matching different needs: Economy service, female service, van service, premium service, luxury service, and airport service. **What makes Otaxi distinguishable?** Its services are available 24/7, in addition to safety and trip-tracking capabilities. Moreover, the taxi's average arrival speed with an average of 5-7 minutes. Otaxi also ensures using clean and modern cars to ensure guest comfort. It is worth mentioning that Otaxi's drivers are well trained and professional. Drivers undergo training workshops before starting to work. These workshops are designed to enhance their customer service etiquette and familiarity with the app's functionalities. In conclusion, Otaxi strives for continuous development and improvement in all aspects. Staying ahead requires a commitment to enhancing services, efficiency, and customer experience.



# SMART PORT THAT RESPECTS YOU AND YOUR ENVIRONMENT!

We are committed to sustainable business practices aligned with the United Nations Sustainable Development Goals (UN SDGs)



Scan to read our first Sustainability Report





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## Sharaf Shipping Services & Co. L.L.C

P.O. BOX 1179, JIBROO, PC 114, AL MASA MALL, SHATTI AL-QURUM, MUSCAT, SULTANATE OF OMAN  
TEL: (968) 24 956 333, FAX: (968) 24 956 300, E-mail: info@sharafoman.com, C.R. No. : 1626051

Founded in the year 1976, Sharaf Shipping Agency (SSA), has grown into the largest shipping house with our own existence in more 43 economies worldwide

Part of a diversified conglomerate with Ship Agency as its core activity, SSA has emerged as a one stop for :  
**HUB SERVICES**

### OFFSHORE SUPPLY SERVICES

FREIGHT FORWARDING

PROJECT CARGO HANDLING

CHARTERING AND BROKING

LOGISTICS & WAREHOUSING

SERVICES, ANTI-PIRACY SECURITY SERVICES

P&I CORRESPONDENT SERVICES.

SHIP & CARGO AGENCY

MARINE SERVICES

CUSTOMS CLEARANCE



**SHARAF SHIPPING SERVICES & CO LLC** - Oman was incorporated in 1999 & is now a leading service provider of Ocean Transport and 3rd party Logistics Solutions in Oman.

**SHARAF OMAN** has dedicated teams for handling, Container - Mainliners + Feeders, Break-bulk, Ro-Ro, Dry Bulk & Liquid Bulk vessel and End to End Logistics Services.

**SHARAF OMAN** is an ISO 9001: 2015 certified Ship Agency & Logistics Services Company.

**SHARAF OMAN** is today one of the leading logistics solution provider in Oman with fully owned offices across Oman - **MUSCAT, SOHAR, SHINAS, SUR, DUQM SALALAH AND KHASAB ETC.**

**SHARAF OMAN** is one the leading Agency House in Oman handling over 500 ship calls annually across all Oman main Ports.

**SHARAF OMAN** is always at the forefront and the leader in obtaining many prestigious awards in all Omani ports in terms of handling the number of ships and the highest volume of traffic.

**SHARAF OMAN** is one of the leading agency handling 14,000+ (biggest ever mainliners to call Sohar consistently till date) TEUS "W" type vessels @ Sohar Port on regular basis.

**SHARAF OMAN** is one of the leading agency house representing NAVY of major economies across Muscat, Salalah, Duqm etc. & providing state of art value added services.



## ELITE CO. NAVIGATES THE RED SEA SHIPPING CRISIS

In light of the ongoing Red Sea shipping crisis and the challenges faced by ports like Jebel Ali, Oman has swiftly emerged as a strategic alternative for global supply chain operations. With disruptions in major shipping routes impacting businesses worldwide, the Sultanate of Oman has stepped up to offer viable solutions to mitigate the risks associated with the crisis.

Elite Co., the leading supply chain solutions provider in the GCC, has been at the forefront of navigating this turbulent period. Leveraging its expertise and innovative approach, Elite Co. has introduced multi-modal transportation solutions, including efficient sea-road-sea routes, to ensure the smooth flow of goods and maintain supply chain integrity.

Speaking on the current shipping landscape, Elite Co.'s CEO, Hisham Albahar, emphasized the importance of adaptability and resilience in the face of such challenges. He stated, "In times of crisis, it's imperative for businesses to be agile and proactive. Our focus on multi-modal transportation has allowed us to offer reliable alternatives to traditional shipping routes, ensuring minimal disruption to our clients' operations."

Our focus on multi-modal transportation has allowed us to offer reliable alternatives to traditional shipping routes, ensuring minimal disruption to our clients' operations."

Furthermore, Elite Co.'s Oman Country Manager, John Dharmaraj, highlighted the company's commitment to customer satisfaction and operational excellence during these tough times. He remarked, "Oman's strategic location and our tailored multi-modal solutions have enabled us to effectively address the challenges posed by the Red Sea shipping crisis. Our dedicated team in Oman is working tirelessly to provide seamless transportation options that meet the evolving needs of our clients." As the global shipping industry navigates uncertain waters, Elite Co.'s innovative approach and commitment to excellence continue to set the benchmark for supply chain solutions in the region. With Oman's rising prominence as a reliable alternative port, businesses can count on Elite Co. to provide the necessary tools and expertise to overcome the challenges brought about by the Red Sea shipping crisis.





TekRack is the future of warehousing, it presents a set of high-end solutions to your warehousing dilemma. Our Automation Storage solutions provide you with visibility, ease, and clarity to reach your high levels of efficiency. By having a suitable Storage solution, you will get real-time insights that will support decision-making at your corporation.

In today's fast paced world, efficiency and reliability are paramount. Recognizing this, we are proud to announce our strategic shift towards automation in our Storage solutions. This move aims to streamline operations, increase efficiency, and elevate service standards for our valued clients in Oman. At TekRack, innovation lies at heart of everything we do. By embracing automation, we are not just modernizing our operations; we are revolutionizing the logistics landscape in Oman. With our unique clients in the Omani market we are revolutionizing the logistic industry this approach is all about enhancing operations, cutting costs, and boosting customer satisfaction. Our investment in state-of-the-art technology underscores our unwavering commitment to providing unparalleled service and exceeding customer expectations. Our Automated Products are; Automated Pallet Shuttle, Mobile Racking system etc.

Generally, integrating robotics solutions and technological aspects into storage solutions aligns closely with Oman's vision for economic diversification, technological innovation, and sustainable development, positioning the country for long-term prosperity and success in the global marketplace. By demonstrating the tangible benefits of technological storage solutions in addressing key logistics challenges and driving operational efficiency, companies in Oman can effectively leverage technology to enhance their logistics capabilities and gain a competitive edge in the market. Overall, the adoption of automation technologies represents a strategic move for FMCG companies to stay competitive in a rapidly evolving marketplace, enhance operational efficiency, and deliver exceptional customer experiences. As technology continues to advance, the integration of automation will likely become increasingly prevalent across the FMCG industry, reshaping the way goods are stored/warehoused, distributed, and delivered to consumers.

TekRack Mission is to create a seamless and sustainable supply chain ecosystem that empowers businesses to thrive in an ever-changing marketplace while delivering value and exceeding expectations at every run and by offering comprehensive and tailored storage and logistics solutions. TekRack is Exhibiting in Seamless Middle East in Dubai from 14 – 16th May 2024, do not miss the chance to visit our booth and meet our team to discuss more technological solutions.

In conclusion, our transition towards automation signifies our unwavering commitment to excellence and our relentless pursuit of innovation. We are excited about the possibilities that lie ahead and remain dedicated to serving our clients with unparalleled professionalism and proficiency.

Thank you for your continued trust and support as we embark on this transformative journey together.



# STREAMLINING CARGO OPERATIONS: THE CARGO AND CUSTOMS SERVICES TERMINAL AT PORT OF DUQM



Efficient cargo handling plays a pivotal role in the success of any port, ensuring the seamless movement of goods to and from their destinations. At Port of Duqm, this process is facilitated by the Cargo and Customs Services Terminal—a state-of-the-art facility designed to optimize logistics operations and enhance trade facilitation within the Special Economic Zone Authority at Duqm (SEZAD).

The Cargo and Customs Services Terminal serves as a critical link in the supply chain, connecting the port with the broader economy and enabling the smooth flow of goods and commodities. One of its key features is its integration with the Royal Oman Police (ROP) General Administration of Customs' "Bayan" system, a sophisticated electronic platform that streamlines customs procedures and transactions. Through the "Bayan" system, all customs-related processes, including declarations, inspections, and clearance, are conducted electronically, eliminating paperwork and reducing processing times. This digitalization of customs operations not only enhances efficiency but also enhances transparency and reduces the risk of errors or discrepancies. As part of the third package of projects at the Port of Duqm, the Cargo and Customs Services Terminal comprises several essential buildings and facilities tailored to meet the diverse needs of cargo handling and customs clearance:

1. One-Stop Shop: A centralized facility where stakeholders can access a range of services related to cargo handling, customs clearance, and documentation, streamlining processes and reducing administrative burden.
2. Truck Registration Building: Dedicated to registering and regulating the movement of trucks entering and exiting the port area, ensuring compliance with safety and security standards.
3. Transit Permit Building: Facilitating the issuance of transit permits for goods in transit through the port, enabling seamless cross-border trade and transit operations.
4. Ministry of Health Medical Clinic: Providing medical services and healthcare facilities for port workers, truck drivers, and other personnel, ensuring their health and well-being while on-site.
5. Service Buildings: Including essential infrastructure such as sewage stations, power stations, and firefighting water tanks, ensuring the smooth functioning of port operations and emergency response capabilities.

6. Inspection Buildings: Designated inspection facilities for the Royal Oman Police and the Ministry of Agriculture, Fisheries, and Water Resources, facilitating the inspection of goods for compliance with regulatory standards and requirements.

7. Customs Gates: Dedicated entry and exit points equipped with advanced scanning and monitoring systems to control the movement of trucks to and from the port, ensuring the security of cargo and preventing unauthorized access.

The completion of the Cargo and Customs Services Terminal represents a significant milestone in the development of the Port of Duqm, enhancing its capabilities as a strategic maritime hub and bolstering its role in facilitating trade and commerce. By leveraging advanced technology and modern infrastructure, the terminal is poised to contribute to the continued growth and prosperity of the region, driving economic development and fostering international trade partnerships.

## LAND FOR YOUR LOGISTIC PROJECT

AVAILABLE NOW

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## Port of Duqm

A Hub of Maritime Excellence and Sustainable Development

Unlock the power of efficient logistics with the Port of Duqm, your gateway to seamless connectivity and streamlined operations. Situated within the heart of the Special Economic Zone of Duqm, our port offers unparalleled advantages for businesses seeking to optimize their supply chain.

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## OLA SPONSORS



## OLA MEMBERS



# 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.

5,000 / -OMR

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- ✓ On-stage recognition as sponsor for the year in all OLA events.
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- ✓ 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).

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