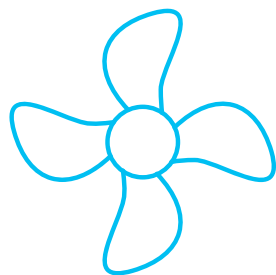
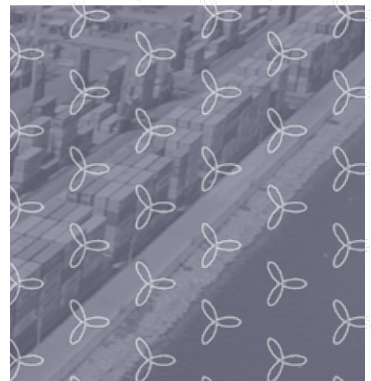
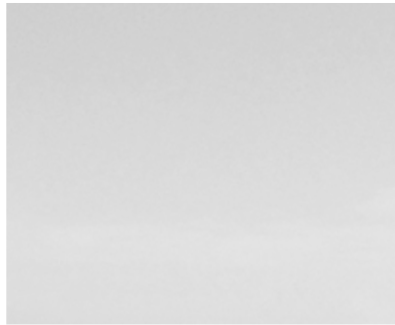
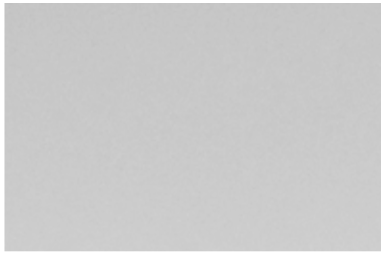
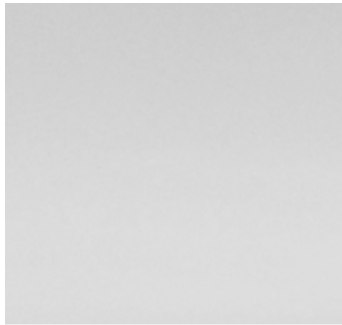


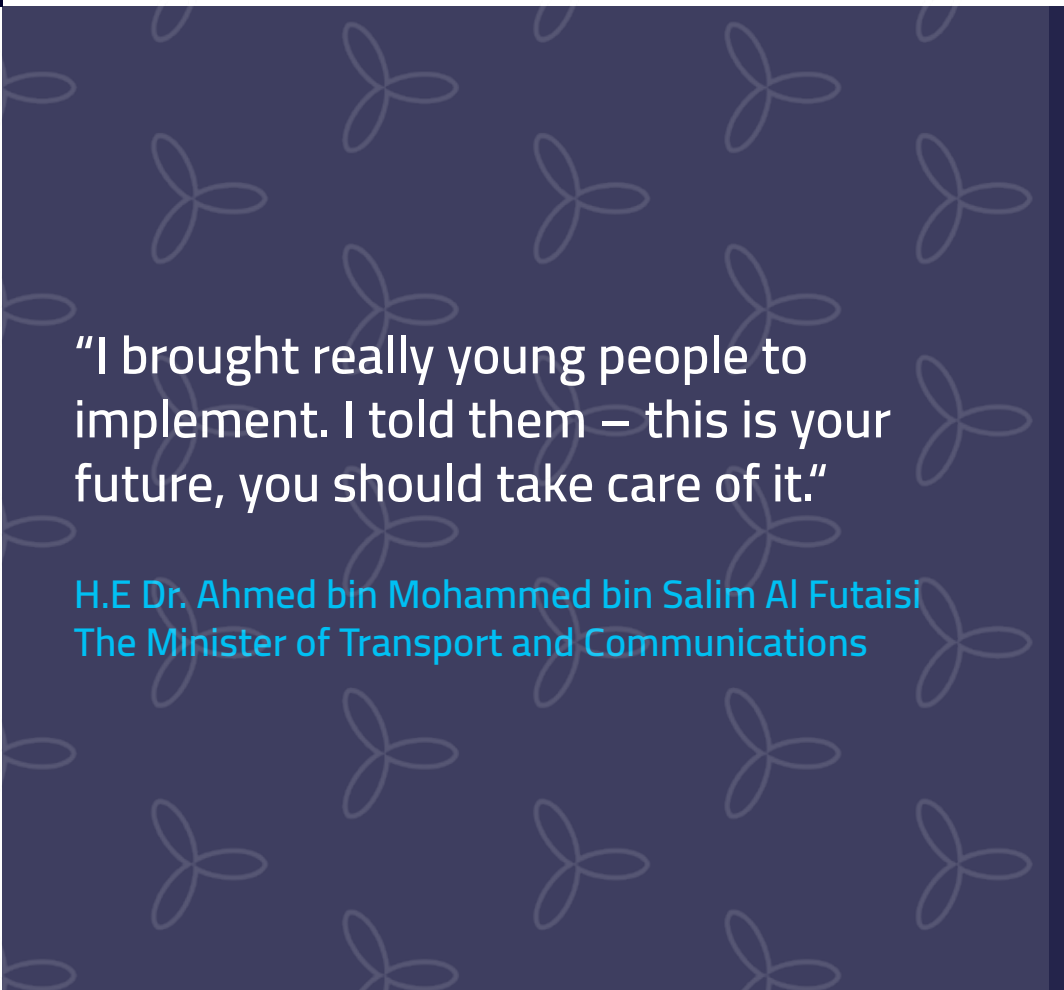
مركز عُمان للوجيستيات Oman Logistics Center



Propelling Progress

ANNUAL REPORT 2018





"I brought really young people to implement. I told them – this is your future, you should take care of it."

H.E Dr. Ahmed bin Mohammed bin Salim Al Futaisi
The Minister of Transport and Communications



The year of dialogue and change

Al Khattab Al Maani
Executive Director
Oman Logistics Center

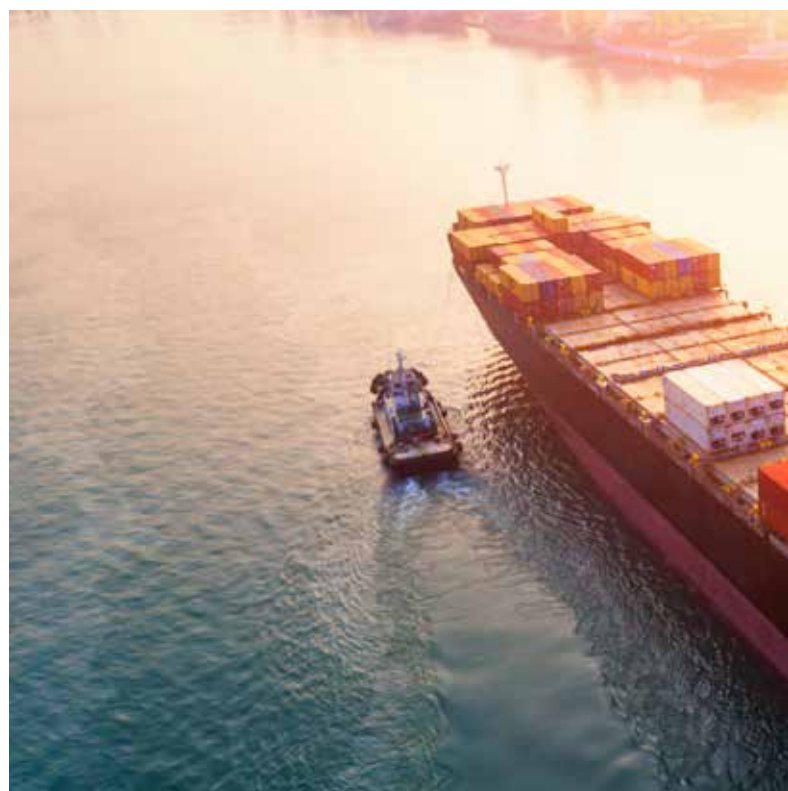


The past year saw remarkable achievements for Oman Logistics Center. We executed transformative projects that resulted in evident improvement on several critical facets. The logistics sector grew by 8% in 2018, more than double the growth rate of the economy as a whole. The sector accounted for 3.75% of GDP. Not only is logistics driving economic growth, the sector is also creating significant job opportunities. Omanization rate improved from 12% to 16.4%. More than 3,500 jobs were created for Omanis in 2018 alone.

Oman's rank in the Logistics Performance Index 2018 improved by 5 positions from 48th to 43rd. The Global Competitiveness ranking improved by 19 places from 66 to 47 showing particular improvements for ports efficiency, which jumped from 44th to 18th. On the operational side, we have helped reduce inspections from 80% to 12% for customs and from 100% to 16% for other Government agencies. Import clearance times dropped from 49 hours to 6 hours at sea ports and 4 hours at airports.

Establishment of four One-Stop-Shops for inspection and coordination of Government services was a significant contributor. Traders also now have access to modern procedures that facilitate warehousing and cargo management, providing new business opportunities for logistics hubs. Furthermore, traders can now fully clear import shipments before arrival of the goods. The proportion of these pre-cleared shipments rose from 1% to 14% in one year. The above initiatives helped improve Oman's trade surplus. Non-oil

merchandise exports grew by 13 % and imports by 4 % over the past year. This reflects the continuous improvement and the performance of the national logistics sector and related services. Oman is achieving in four years changes what have taken decades in many other countries. These accomplishments are the fruits of an unprecedented collaboration, 2018 will be remembered as the year when public and private stakeholders came together and changed the business environment together. The creation of the Oman Logistics Association lays the groundwork for ongoing and deeper collaboration across the logistics sector and with the Government.



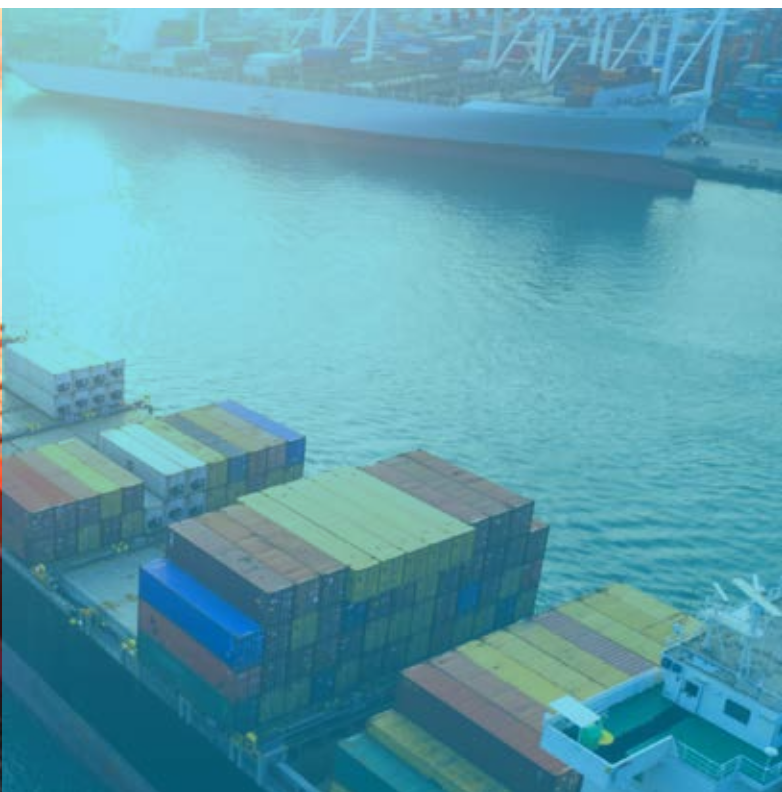
In telling Oman's success story to the world we used multiple communication channels including bringing the International Road Transport Union World Congress to Muscat. This brought more than 1,000 professionals from around the world including 27 ministerial delegations and 10 international organizations. The Muscat Compact signed at the Congress provides best practice advice for the global logistics community.

OLC propels progress by helping our partners achieve their ambitions to implement improvements for the mutual benefit of the logistics sector and the country. Dialogue and

technical assistance are our main instruments of change.

We listen to our stakeholders, find solutions and encourage and suggest productive ways and improved systems of governing, managing and practicing logistics.

Together we deliver!



**"Import clearance times
dropped from 49 hours to
6 hours at sea ports and
4 hours at airports"**



PROPELLING PROGRESS

- FOSTERING GROWTH 08
- ENABLING TRADE 12
- HARNESSING TECHNOLOGY 16
- BUILDING BETTER SYSTEMS 20
- ENCOURAGING DIALOGUE 24
- TELLING OUR STORY TO THE WORLD 28



FOSTERING GROWTH

DEVELOPING
LABOUR MARKET
INTELLIGENCE

LOGISTICS SECTOR
ACCOUNTS FOR
3.75 %
OF GDP

OMANISATION
SHARE IMPROVED
FROM
12% TO 16.4%

MORE THAN
3,500 JOBS
CREATED FOR
OMANIS IN 2018



IBHAR
PROGRAM
PROMOTES
ENTREPRENEURSHIP

QUALITY
ASSURANCE
PROGRAM
KICKED OFF

NUMBER OF JOBS
IN THE SECTOR
AT RECORD HIGH
83,600

Workforce development

The Human Capital initiatives are aimed at developing a sustainable workforce through skills development, spreading awareness and conducting research and development for the Logistics sector.

Omanisation share improved from 12 % in 2016 to 16.4 % by end of 2018 and 3,588 jobs were registered for Omanis in 2018 alone. This significant increase in jobs that were filled by Omanis partly resulted from OLC's efforts in programs and initiatives to attract Omanis to the sector and to generate job opportunities.

Another window of opportunity OLC fosters growth through is IBHAR. This small business incubation program promotes the attractiveness of the sector and encourage SMEs to the sector. OLC provided support in incubating 4 small businesses in logistics.

Labor Market Intelligence

The LMI study was established in 2018 with the aim to understand the sector's human resources capabilities and gaps. By combining the LMI study results with the new occupational standards, the educational and occupational institutions will be better able to align their educational programs with national requirements. Outlook of required skills for Omanis job opportunities in logistics sector will also be supported by the study.

OLC will similarly use the LMI outputs for strategic planning and targeting of future development needs and initiatives.

Quality Assurance Framework

To support curriculum development by educational and occupational institutions, a Quality Assurance Framework was drafted. Once finalized the framework will be nationally accredited and mandated by the Ministry of Education for education and training providers to use.



ENABLING TRADE

PRE-ARRIVAL
CLEARANCE
AT SOHAR
PORT UP
FROM
1% TO 14%

DWELL TIME AT
SOHAR PORT
REDUCED
FROM **8** TO **5** DAYS

CUSTOMS
INSPECTIONS RATE
DROPPED
TO **12%** AND
16% FOR OTHER
CONTROL AGENCIES
IN ONE YEAR

DWELL TIME AT
MUSCAT AIRPORT
REDUCED
FROM **120** HOURS
TO **67** HOURS



4 ONE-STOP-SHOPS
FOR IMPORT
CLEARANCE
AND INSPECTION
ESTABLISHED

93% OF AIR
FREIGHT
MANIFESTS
SUBMITTED
BEFORE ARRIVAL

GOVERNMENT
CLEARANCE TIMES
DROPPED FROM 49
HOURS TO **6** HOURS
AT SEA PORTS
AND **4** HOURS AT
AIRPORT

CUSTOMS
DECLARATION
SUBMISSION
BEFORE ARRIVAL
UP
FROM **3% TO 18%**

AIR FREIGHT
**PRE-
CLEARANCE**
PILOT
STARTED

RELAXED BOND
REQUIREMENTS
FOR **FREE ZONE**
INVESTORS

CARGO MANIFEST
SUBMISSION
BEFORE ARRIVAL
UP FROM
15% TO 56%



Pre-clearance trial kick-off

Trade facilitation at OLC

Trade facilitation is best described as the cooperative management of borders and trade flows to benefit regulators and traders alike. Throughout 2018 accelerating trade flows and border cooperation were the key focusses. OLC worked closely with the Directorate General of Customs, other Government control agencies and private enterprise stakeholders to improve trade flows and to understand how to achieve the best possible results for the trade and logistics communities. Over time these improvements will show as shorter trade lead times and reduced costs to consumers.

The concepts of trade facilitation are well understood across the world and are described in multiple international trade facilitation agreements, conventions, and standards. The key instrument is the World Trade Organization's Bali Trade Facilitation Agreement (TFA), which Oman is a signatory to. The TFA agreement offers advice on how to facilitate trade by reducing bureaucracy and red tape at borders by promoting cooperation between border agencies and the trade community.

Key to the success or failure of a nations' trade facilitation practices is management of the border by Customs administrations and the trade practices of the private sector. The majority of trade facilitation initiatives progressed in 2018 were primarily focused on changing customs practices and integrating their work with Government agencies and private sector stakeholders. By encouraging

better understanding and cooperation between stakeholders OLC was able to propel progress in border reform and trade facilitation practice.

Faster clearances

Traders in Oman now have a choice of expediting the movement of their import shipments by customs clearing them before arrival of the carrier. This outcome is result of a joint effort by Customs, OLC and 10 pilot importers and their logistics service providers. We came together and worked out a solution that saves time and cost for all the stakeholders. The share of pre-cleared shipments reached 14%. Partly as consequence, the average time of sea cargo staying at ports reduced from 8 days to 5 days in 2018.

Fewer inspections

Four One Stop Shop (OSS) Government service centers were established around the country, under the leadership of Customs. The OSS arrangement brings together all of the border regulatory agencies, simplifying service delivery for traders and enabling the concept of single inspection to meet all border control agency requirements at the one time and place. This simplifies processes for traders and means they can fulfil all their cross-border trade reporting with one stop at a single location. The current OSS's are operating at Muscat Airport, Sohar port, Salalah airport &



Public consultation on new procedures for bonded warehousing

Suwaiq port. In addition, the control agencies now operate under service level agreements which trigger automatic release if a decision is not provided within 2 hours.

Risk management has introduced Customs and other Government control agencies to the concepts of data driven decision making and intervention by exception. This is helping Government officials to better understand the trade community to facilitate “honest traders” and intervene only when there is a reason to do so. In 2018 this led to significantly reduced inspection rates, which in turn contributes to shorter dwell times and reduced costs for traders. Customs physically inspected approximately 12 % and other Government Control agencies 16 % of import shipments at the end of the year. The risk management system is managed through the Customs Bayan system and Customs risk officers and OLC support other agencies to develop and refine their risk management regimes.

automatically available for Authorized Economic Operators and for compliant traders through a separate application. This relaxation of the bond requirement is expected to significantly increase the attractiveness of Omani free zones and contribute to their future success.

Relaxed bond requirements for free zones investors

Customs introduced new incentives for free zone investors, who now can move cargo to and from free zones without a bond for each transaction, using a long-term written guarantee which is renewed bi-annually. Inspections are exempted provided the company operates a reporting system that confirms goods entrance into the free zone. These opportunities are



HARNESSING TECHNOLOGY

**LOGISTICS
TECHNOLOGY
TREND RADAR
CREATED**

**SECTOR
ASSESSMENT
SHOWS
DIGITIZATION IS
NOW A PRIORITY**

**SECTOR SCORE OF
1.8 OVER 5 SHOWS
READINESS
TOWARDS DIGITAL
TRANSFORMATION**

**TECHNOLOGY
ROADMAP AND
GUIDELINES
LAUNCHED FOR
SECTOR REFERENCE
AND USE**



Logistics Sector Assessment for technology adoption

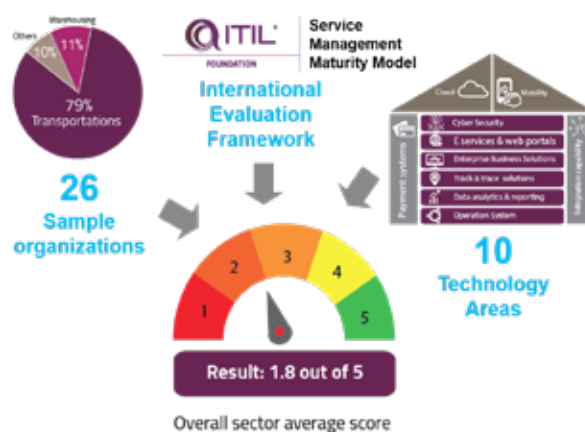
As part of Oman Logistics Center initiatives in 2018, the Technology team studied the technologies implemented in the logistics sector in Oman. This current state assessment was a critical step to understand the situation with regards to technology adoption and how to elevate the sector to the global competitiveness level using latest technologies.

A sample size of 26 organizations were selected and the primary stakeholders were consulted to obtain relevant information about the Technology use and maturity level of these. Companies covered included shipping, Ports and terminal, Air cargo, Transportation, Warehousing and manufacturing. This assessment also covered the technology providers and IT companies that are providing IT solutions, services and support to the logistics sector in Oman by capturing details of their technology services and case studies. The methodology was based on the internationally acclaimed ITIL service management maturity model and OLC considered the technology grouping into 10 broad areas to cover almost all operational activities in a logistics business. These included Enterprise Business Solutions, Operational Systems, Track and trace solutions, Data analytics and reporting, Integration capability, E services and web portals, Cyber security, Payment systems, Cloud and Mobility.

The assessment revealed a sector overall score of 1.88 on scale of 0 to 5.

This shows that the sector is in-between the

stages of digitization and digitalization. While some companies have embarked on the digital transformation agenda and have made significant progress in some operational areas, others that were operating manually have now started the technology adoption necessary towards the changing business climate. The study highlights that Logistics Service Users like manufacturing and service organizations who consume logistics services are much advanced in technology adoption cycles. From the logistics service providers group, the ports and terminal companies stand most ahead on the adoption agenda. The core sector service companies engaging in transportation and warehousing services have a wider dispersion in size and maturity resulting in overall lowest scores. This also highlights the need to bring these services at a common maturity level by supporting the small and medium enterprises in their technology adoption agenda.



Sub Sector	Enterprise Business Solutions	Operations Solutions	Track and trace systems	E services and web portals	Data analytics and reports	Integration capability	Payment systems	Cyber security	Cloud solutions	Mobility solutions	Sub sector average
Warehouse	1.75	2.50	2.33	1.25	0.67	1.67	1.50	2.00	0.00	0.67	1.43
Users	3.50	3.67	2.00	2.00	3.00	3.33	2.33	2.67	1.67	2.00	2.62
Transportation	1.67	2.17	2.50	1.17	1.17	1.50	1.00	2.00	1.50	1.33	1.60
Shipping	2.43	2.71	2.75	1.71	1.00	1.71	1.33	2.00	0.57	0.17	1.64
Ports and terminal	2.50	3.25	2.50	1.75	1.75	2.75	2.00	2.00	1.50	0.50	2.05
Air Cargo	2.00	3.00	2.00	2.50	2.00	2.00	2.00	2.00	2.00	0.00	1.95

Logistics Technology Guidelines and Roadmap for the Sector

The world is going digital with the advent of the Fourth Industrial Revolution and Omani enterprises must be ready with a digital roadmap in logistics to compete and stay ahead of its competing economies. OLC created roadmap guidelines that propel Oman's logistics sector towards global competitiveness as well as deliver business value. The following tenets are central to the roadmap and incorporated in the document based on sector interaction on barriers, challenges and opportunities for technology adoption:

- Mindset shift to technology as a profit center with customer facing solutions.
 - Technology creates best practices towards competitive advantage.
 - Technology enables lasting customer experience bringing business loyalty and trust.
 - Technology driven business models can become mainstay sources of income.
 - More employment and productivity focus by reducing non-value add activities.
 - Technology brings enterprise collaboration enabling sector growth and GDP contribution.
- The roadmaps and adoption guidelines are built upon the twin-approach of using traditional as well as the next-gen digital ideas that can bring about a rapid and disruptive change to the logistics operations. Key decision parameters and success criteria are suggested to ensure technology delivers on the value promise and out-performs ROI expectations. OLC simplified the technology selection process to initiate digital transformation and lead culture

change through proof of concepts (POCs) and technology pilots. OLC considered the new age need of information collaboration through systems integration within the enterprise as well as with partners and customers.

The identification as well as quantification of benefits is important to bring out business returns on technology investments. The OLC Technology team has developed an effective framework to earmark benefits, categorize them by business areas and quantify them towards a recognizable value. The document covers an assessment of traditional technology ideas along with the next-gen emerging levers to showcase their relative presence on their current maturity towards adoption as well as the likely impact on business goals and objectives.

The roadmaps were built for 3 sub sectors including transportation and delivery organizations, warehousing and distribution enterprises and ports & terminal companies. Our roadmap also covers the general principles to be considered whilst formulating and implementing Enterprise Digital Roadmaps. These recommendations are simple and easy to comprehend and therefore easy to proliferate within the diverse logistics community in Oman.



BUILDING BETTER SYSTEMS

**NATIONAL PORT
COMMUNITY
SYSTEM
SCOPED FOR
IMPLEMENTATION**

**MODERN
PROCEDURES
INTRODUCED
FOR BONDED
WAREHOUSING**

**OMAN RATIFIED
TIR CUSTOMS
TRANSIT
CONVENTION**

**ELECTRONIC AIR
WAYBILL LAUNCHED
AS FIRST STEP TO
E-FREIGHT**



DEVELOPING
NATIONAL
OCCUPATION
STANDARDS

National Port Community System

OLC conducted a feasibility study to examine the potential for implementing a National Port Community System (NPCS) for Oman. The proposed NPCS intends to provide services for land, air and sea transport management and related trade flows. The Study collects and analyses the ground operational needs for Oman and international best practices for development, operations and management models of the NPCS platform. A comparative analysis of the different models was completed and the most suitable option for Oman's needs was identified.

Expected direct benefits for the Port Community are estimated at 25M OMR over 12-year period while the indirect benefits are anticipated at 3.8 billion OMR over the same period. These indirect benefits are accrued by productivity gains through increased use of electronic reporting, reductions in time, process improvements, improved planning and utilization of resources.

Bonded warehousing and LCL cargo

Customs introduced new procedures that allow more flexible operations for bonded warehousing. The new standard operating procedure includes several features that make the business more flexible and productive. Bonded and non-bonded goods can be stored in single premises and there is a streamlined procedure for transporting and handling less than container load (LCL) goods.

The new SOP is expected to open new

business streams for Omani service providers using Oman as a logistics hub for regional distribution.

AEO-program

OLC continued to support Customs in developing the Authorized Economic Operator program, which allows trusted traders to enjoy certain privileges in terms of inspections and relaxations of bond requirements. 11 AEO's were registered at the end of the year. Several other companies had applied for the membership.

Public Consultation

OLC worked with Customs, Ministry of Transport and others to encourage Government to consult the private sector and seek the opinion of the before changing rules or laws. Several such public consultations were arranged to review the draft Law for Multimodal Transport, adoption of international transport conventions and proposed new regulations for the shipping industry. Work is underway to establish a permanent National Public Consultation Committee in accordance with the WTO Trade Facilitation Agreement, which Oman has ratified.

TIR system

The Government of Oman ratified the Convention on International Transport of Goods Under Cover of TIR Carnets (TIR

Convention) in November through a Royal Decree. Mwasalat was appointed by Customs to be the “Issuing and Guaranteeing” party to manage the operations in Oman. When functional in May 2019, the TIR system will significantly facilitate multimodal cross-border movements with neighbouring countries. Traders will no longer need to provide separate customs securities for each country of transit as the TIR system will provide a single, global guarantee. Border crossings will be expedited as sealed TIR transports will generally not be inspected at borders.

Electronic air way bill (e-AWB) standard

In-line with the Government plans to implement international best practices in business, Oman adopted the International Air Transport Association’s electronic air waybill (e-AWB) standard to replace the paper air waybill - the contract of carriage for international airfreight shipments.

Oman Air Cargo and Asyad conducted an e-AWB workshop on 26th September 2018 for the trade partners and airlines, inviting delegates from IATA and CHAMP systems to share the best practices and create awareness about e-AWB. The introduction of the e-AWB standard in the Sultanate will reinforce Oman’s position as an internationally competitive logistics hub with a digitally connected and integrated air cargo supply chain. The use of e-AWB allows freight forwarders and traders

to communicate directly with over 120 airline operators around the world to report and manage their shipments. Omani traders will also benefit from the use of the e-AWB as it will remove barriers to trade by facilitating early (pre-arrival) reporting to customs and earlier release, reducing cargo storage time and costs.

National Occupation Standards

Last year OLC identified five logistic areas for the development of National Occupation Standards. Out of the five selected areas Business development, Customer Service and Warehousing were completed. This work will continue in 2019 for the outstanding areas. The intention of Occupational standards is to improve professionalism across the logistics sector and alignment with international practices. They will foster clarity of roles for sector participants by defining activities, responsibilities and safe practices. These standards encourage development of nationally consistent modes of operations and business practices.

The developed standards have been submitted for national accreditation, after which they will be used by educational and occupational institutions to develop trainings and other course materials for the use across the sector.



E-airway bill launch



ENCOURAGING DIALOGUE

85 OF 128
CONCERNS
EXPRESSED BY
PRIVATE SECTOR
SUCCESSFULLY
RESOLVED

32 OF 35
CONCERNS
EXPRESSED BY
GOVERNMENT
SUCCESSFULLY
RESOLVED

2 LOGISTICS
FORUMS
ORGANIZED

GOVERNMENT
CONTROL
AGENCIES PROVIDE
SERVICES 24/7



LOGISTICS
TECHNOLOGY
WORKING GROUPS
LAUNCHED
FOR SECTOR
INTERACTION

OICT CRANE
PRODUCTIVITY
UP **67%**

OMAN LOGISTICS
ASSOCIATION
(OLA)
ESTABLISHED

Addressing private sector's concerns

What OLC had started in 2017 as eight different “industry focus groups” was refined in 2018 into more targeted project-based groups to tackle the various challenges and ideas expressed by the private sector. All-in-all 128 key issues were addressed of which 85 were successfully resolved.

31 out of 41 issues concerning Customs were resolved. Similarly, 15 out of 16 issues raised for the DG of Passports and Residences and 24 of 50 for MoTC related issues and 15 out of 17 issues involving OICT were successfully resolved.

To exemplify the dialogue outcomes, the pre-clearance for import declarations was implemented, OICT's container crane productivity rose 67 %, visa issues for international ship crews and port technicians were solved and Customs and other Government control agencies now provide 24*7 services.

Industry working committee for logistics technology

The inaugural session was conducted in April 2018 with participation of more than 60 participants from various sector players, including Logistics Service Users, Providers, Technology Providers, Govt. Agencies and Regulatory bodies, Small and Medium Enterprises and Incubation and Financing Agencies.

The results from the discussion and brain



Figure 4. Inaugural session of the Logistics Technology Working Group at Asyad

storming helped identify the industry problems and organize the group along four technology streams. Digital Transformation was marked as a key technology group to promote this agenda amongst the logistics players in Oman. Improved decision making via dashboards and real-time decision support systems was targeted through the group focusing on Governance through BI (Business Intelligence). The core need towards track and trace of goods and the logistics assets involved was covered by the Visibility and Infrastructure group while New and Emerging Technologies formed the central theme for the fourth group.

OLC Technology team remained focused on driving change through showcase of technology in actual use in the logistics sector in Oman. Sessions were conducted every quarter for the Industry Working Groups which included Site visits followed by discussion forums.

The first visit focused on the Digital Transformation and the Governance through

BI agenda. This involved a site visit to the PDO Safe Journey Management Center to observe the live tracking of 9000+ vehicles working on logistics activities. This was followed by presentations on Digital transformation story at PDO Logistics comprising of several IT platforms that catered to end-to-end logistics process automation enabled with digital dashboards and mobility solutions.

The second visit was to the Oman Air Cargo Complex at the newly inaugurated Muscat International Airport and focused on Innovation in the Visibility and Infrastructure area. New technologies deployed were explained including the Inspection setups and the automated robotic system towards storage and retrieval of the ULD containers. The third and last visit of the year was undertaken at Areej Vegetable Oil Derivatives to observe their manufacturing plant and the warehouse. This visit focused on the emerging technology adoption in Oman and use of robotics in storage and movements of goods. This was followed by a presentation from the leaders at AVOD who showcased their technology adoption over the recent years and the benefits that were realized from the transformation exercise.



Figure 6: Industry Visits with Logistics Technology Working Groups

Oman Logistics Association established

The reference from the logistics sector is vital to drive many initiatives and legislations within the sector. Special highlight of 2018 achievements were the establishment of Oman Logistics Association (OLA) which is the logistics sector voice that includes three pillars, logistics professionals, academia, and vocational institutions. The roadmap and action plan of OLA was defined together with sector representatives to activate the collaboration and engagement in various sectorial challenges and solutions.



Professor Lauri Ojala from University of Turku, Finland presented "Triple Helix Concept" to improve Logistics Performance Index at Logistics Business Forum in March

Logistics Business Forum

OLC started a series of high-profile dialogue events, Logistics Forums, which gathered together sector's practitioners to network and discuss pressing matters. The first two themes were the Logistics Performance Index, and The Disruption of Technology. The events generated wide interest and vivid discussion. Logistics Forums will be continued to be arranged quarterly in 2019.



TELLING OUR STORY TO THE WORLD

IRU WORLD CONGRESS IN MUSCAT:

INNOVATION
ON THE MOVE

6-8 November 2018
Muscat, Oman

The new
global event
for road transport,
mobility and logistics

1,000+
DELEGATES
FROM 5
CONTINENTS

27
MINISTERIAL
DELEGATIONS
FROM AROUND
THE WORLD

"MUSCAT
COMPACT"
SIGNED BY
GLOBAL
LOGISTICS
COMMUNITY

10
INTERNATIONAL
ORGANIZATIONS

The background is a collage of four photographs. The top-left photo shows a building entrance with a large, ornate, golden-colored metal canopy. The top-right photo shows a modern building facade with a sign that reads 'RU WORLD'. The bottom-left photo shows a crowd of people from behind, walking towards a building. The bottom-right photo shows a group of men in suits standing near a white car.

320+
MILLION
"OPPORTUNITIES
TO SEE" (OTS)
WORLDWIDE

12
PRESS RELEASES
PUBLISHED IN
ARABIC AND
ENGLISH

= OMR 1,5 million
Advertising
Value
Equivalency!

30
BROADCASTS
IN RADIO,
TELEVISIONS

12+
INTERVIEWS
PUBLISHED

819
PRESS
ARTICLES

IRU World Congress

More than 1,000 road transport industry leaders, policy makers and representatives of non-governmental organizations came together in Muscat 6 – 8 November from over 75 countries to discuss and debate the future of the road transport industry. The World Congress carried a theme “Innovation in the Move” and it was co-hosted with the International Road Transport Union under the auspices of His Highness Sayyid Asa’ad bin Tariq bin Taimour Al Said, Deputy Prime Minister for International Relations and Cooperation Affairs.

27 Ministerial delegations attended the World Congress and sat with business industry around a table to discuss the Muscat Compact. The Muscat Compact is a principle-based framework for cooperation, bringing the industry together to take control of its future by using innovation to overcome current challenges and uncertainty. It focuses on four key elements: talent, trade, environment and innovation. The aim is to drive collective action and guide public-private collaboration at local, national, regional and global levels, and to share harmonized global best practices.

The formal debates set the scene for wide-ranging discussions in ministerial meetings, nine different roundtable discussions and during the networking events, including the show-piece gala dinner. The result was much-needed clarity on how the road transport industry can harness and exploit the opportunities of new technologies to build

a sustainable future for road transport in the 21st century and beyond. The list of over 60 speakers included political leaders, technology experts, futurists and entrepreneurs, and road transport and logistics experts.

The World Congress also featured a competition involving seventy startup companies that had applied to participate. Six finalists were selected to pitch their business ideas at the congress and win the price of USD 100,000.

The event gained wide media coverage internationally associating Oman with state-of-the-art development and sector leadership.





TELLING OUR STORY TO THE WORLD

OMAN'S RANK IN
THE LOGISTICS
PERFORMANCE
INDEX **IMPROVED**
BY **5** POSITIONS

SAWAED
PROGRAM
PROMOTES
THE LOGISTICS
INDUSTRY

28 PRESS
RELEASES
PUBLISHED

WORKING SESSION
AT WTO IN GENEVA
"LEADERSHIP
BEYOND THE VEIL"
SHOWCASING OMAN
AS A **BUSINESS**
PLATFORM



Oman's LPI rank improved 5 positions

Oman improved its position in the World Bank Logistics Performance Index (LPI) by five positions from 48. to 43. as perceived by international freight forwarding community worldwide. The two LPI indicators that improved were "Customs" and "Timeliness of Shipments." Since its initiation in 2017 the LPI survey has been conducted biyearly and it has become an important tool for governments to benchmark their logistics performance against their competition. The Index also serves business leaders worldwide providing unbiased information on potential investment destinations.

The global LPI report "Connecting to Compete" highlights Oman's path in developing logistics in a box story and the factors that have led to the LPI rank improvement. Omani Government's strategic decisions to develop the sector, the Tanfeedh program and SOLS National Logistics Strategy 2040 are covered among others.

Working session at WTO Public Forum in Geneva

OLC hosted a Working Sessions at the WTO Public Forum in October under the theme "Leadership beyond the veil". The session attracted representatives from civil society, academia, business, media, governments, parliamentarians and inter-governmental organizations. It focused on the important and vibrant leadership roles of women in Oman's business community. Three distinguished

female Omani business leaders told their eye-opening stories to the international audience followed by vivid public discussion. The event was also provided an opportunity for OLC to disseminate information on Oman as a business- friendly option for trade and logistics operations.

SAWAED Program

Increasing awareness of the logistics sector is fundamental for the delivery of our various sector programs. One of OLC's awareness program is SAWAED Program which aims to promote the industry and engage the audience in various levels such as students, apprentices, skilled talent, individuals, professional partners and ambassadors. This resulted in restoring 114 internship opportunities, new academic programs in logistics, and an increasing number of students pursuing a career in logistics.

Hackathon

Sohar Hackathon which was a three-day program at the International Maritime College of Oman from 10 to 12 January 2019. The program included a site visit to the Sohar Industrial Estate and Sohar Port & Free Zone with brainstorming sessions led by mentors to guide teams come up with solutions to improve the business community with series of presentations and evaluations, concluded with the announcement of winning teams.



Sawaed Program



Suhar Hachathon

PRESS RELEASES

All-in-all 28 press releases were published on OLC activities and in conjunction with the IRU World Congress:

- Oman Jumps 5 places on logistics index
- 14% of imported goods cleared before arrival
- Al Buraimi University hosted SOLS 2040 presentation
- General Director of Education in Al Dakhilyah region organizes a workshop for career guidance specialists
- Induction about Oman logistics sector from ASYAD in National Center for Vocational Guidance
- Logistics Month in collaboration with Al Zain Nursery
- Suhar Hackathon to be held from Jan 10-12 - I Oman
- Suhar hackathon comes to a successful conclusion
- Suhar Hackathon, a Call for Innovation!
- ASAYD Launches Ibhar Incubator for Startups in Logistics Sector - Asyad
- Four Omani start-ups to be hosted by Asyad's incubator "Ibhar"
- Asyad, al Raffd fund sign MOU to support SME growth in logistics
- ASYAD sent out 10 Omanis for entrepreneurship program in the Netherlands
- Oman to join TIR Convention

- Oman Adopts to e-AWB standard
- Oman ports performance which included pre-clearance, reduction of inspection of GCAs and Customs, private sector issue resolution, establishment of 3 one stop shops
- Oman to Host Global Leaders at International Road Union 32nd World Congress
- HH Sayyid Asa'ad Bin Tariq Al Said to Inaugurate IRU World Congress on November 7th
- The International Road Transport Union World Congress Brings Acclaimed Speakers to Oman
- Registration for IRU World Congress in Muscat Hits Record High
- IRU World Congress to Commence on Tuesday
- Held for the First Time Ever in the Region Registration for The IRU World Congress Is Now Open
- Start-Ups to Win Us\$ 100,000 in Investment at IRU World Congress
- Technology and Automation Will Define the Future of Road Transport in the GCC according to New IRU Research
- Over 75 Countries Engage to Map Out the Future of Road Transport Industry at IRU World Congress
- Landmark World Transport Industry Roadmap Signed as IRU World Congress Concludes
- IRU World Congress Confirms Oman's Rising Logistics Hub Status
- IRU Congress to Strengthen Oman as Global Logistics Hub

OLC Team

