

NEWSLETTER

NOV 2024



Bridging Humanity
And Nature's Beauty

OMAN HORIZON



OMAN ranked the
4th SAFEST COUNTRY
globally (Global Safety Index 2023)



OMAN features
3,165 km OF COSTLINE
with diverse marine life



OMAN developed
60,000 km OF WELL-MAINTAINED ROADS
connecting the country



OMAN is home to
5 UNESCO WORLD HERITAGE SITES
reflecting its rich history



OMAN Vision 2040

drives sustainable development, infrastructure improvement
and global competitiveness



PARTNERSHIP ■●▲

CLUB MED

OMRAN GROUP TO LAUNCH FIRST CLUB MED RESORT IN THE MIDDLE EAST

OMRAN Group has partnered with Club Med to develop Club Med Musandam, the first Club Med resort in the Middle East. Set to open in Oman with an investment of over USD 100 million, the resort will feature 300 rooms, showcasing Omani culture in its design and offerings.

This project, which aims to create over 1,000 jobs, boosts tourism and promotes sustainable development in line with Oman Vision 2040.



SANTANI

SETTING NEW STANDARDS IN SUSTAINABLE LUXURY TOURISM

OMRAN Group, in partnership with Santani, is embarking on the development of a luxury eco-wellness resort in Jabal Shams, Oman, valued at \$100 million. Initially announced at ITB Berlin 2024, the resort will set a new benchmark in sustainable tourism. After visiting the site and recognizing its immense potential, Santani has signed the main term sheet, with the business case validation currently in progress in collaboration with a third-party feasibility study.

Known for its luxury spas and wellness experiences, Santani aims to blend its unique approach with Oman's natural beauty. The Jabal Shams development will feature 70 rooms, including single-room pool villas and family pool villas, along with premium wellness facilities.

"Our upcoming destination in Jabal Shams is designed to blend harmoniously with the natural environment, offering transformative wellness experiences while upholding top sustainability standards," stated Vickum Nawagamuwage, Founder, Santani Wellness Resort.



DEVELOPMENT ■ ● ▲

AL MOUJ MUSCAT

REDEFINING URBAN LIVING

Al Mouj Muscat, a joint venture between OMRAN, Tanmia, and Majid Al Futtaim, stands as Oman's first premier waterfront development, stretching 6 km along Muscat's scenic coastline. **Home to over 8,000 residents from 85 different nationalities**, Al Mouj Muscat offers a unique blend of luxury living with a wide range of residential properties, including oceanfront villas, modern apartments, and stylish townhouses.

This vibrant community is not only a residential haven but also a hub for world-class leisure and hospitality. Al Mouj Muscat proudly hosts Oman's leading hotels, including the Kempinski, Mysk Al Mouj, and St. Regis, providing a luxurious escape for both residents and visitors.

Adding to its appeal, Al Mouj features a renowned golf course, consistently ranked among the World's Top 100 and the Number Two in the Middle East. The stunning 18-hole course offers an unmatched golfing experience along Oman's beautiful coastline. The development also boasts a 400-berth marina and a diverse selection of world-class dining options, elevating the lifestyle experience even further.

Al Mouj Muscat continues to play a pivotal role in advancing Oman's tourism and real estate sectors, contributing to long-term economic growth and delivering exceptional value for all stakeholders.



WWW.ALMOUJ.COM

HOSPITALITY

ALILA JABAL AKHDAR

A PEACEFUL SANCTUARY

Alila Jabal Akhdar, developed by OMRAN Group, is a luxury resort situated 2,000 meters above sea level in Oman's breathtaking Al Hajar Mountains. Known as "The Green Mountain" in Arabic, this region is one of the most stunning and untouched landscapes in Oman. Alila Jabal Akhdar offers guests unparalleled access to this majestic natural beauty, providing a serene escape in the heart of nature.

Combining traditional Omani architecture with modern design, the resort offers stunning views and eco-friendly initiatives, including rainwater harvesting and reverse osmosis for water purification.

As an Earth Check-certified property, Alila Jabal Akhdar provides a unique retreat for guests to explore the region's natural beauty and rich heritage.

WWW.ALILAHOTELS.COM/JABALAKHDAR



ALILA HINU BAY

A BOUTIQUE ECO-RESORT ON OMAN'S COAST

Alila Hinu Bay, launched by OMRAN Group in 2022, is a five-star eco-resort located in Mirbat, Salalah, overlooking the Arabian Sea. Spanning 45 hectares, the resort features 112 rooms, including luxury villas, and offers access to Oman's natural wonders such as Wadi Darbat, Khor Rori nature reserve, and the UNESCO-listed Sumhuram ruins.

Designed to blend with the local landscape, Alila Hinu Bay enhances Oman's appeal to eco-conscious travelers and investors.

WWW.ALILAHOTELS.COM/HINUBAY



EXPERIENCE

EXPLORE OMAN'S STUNNING COASTLINE

SeaOman by Oman Sail offers a wide range of marine experiences along Oman's coastline. From catamaran charters and scuba diving around coral reefs to wakeboarding and day voyages to the Daymaniyat Islands.

SeaOman provides world-class leisure services. With locations at Al Mouj Marina and Millennium Hotel Resort Mussanah, it also offers RYA powerboat and PADI diving courses, recognized globally for their excellence.

SEAOMAN.COM



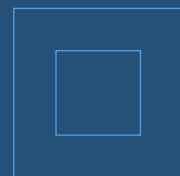


NEWS ■ ● ▲

OMRAN GROUP'S SUSTAINABLE VISION SHINES AT GULF HOUSING WEEK

During Urban October and the First Gulf Housing Week, OMRAN Group proudly showcased its commitment to sustainability. Its flagship project, The Sustainable City – Yiti, received the prestigious GCC Housing Award, recognizing its innovative management in economic, environmental, and social aspects. The project, a symbol of sustainable urban development in Oman, aims for carbon neutrality by 2040.

OMRAN Group's Yiti Integrated Tourism Development aligns with Oman Vision 2040, fostering investment and building modern, eco-friendly communities. A partnership with Diamond Developers, the project promotes renewable energy, healthy living, and local value creation.

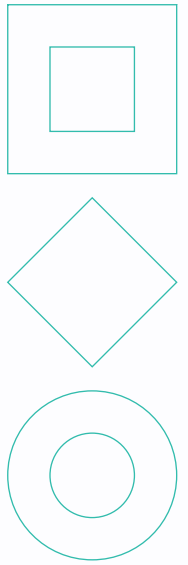


OMRAN GROUP'S OCEC WINS 2024 SUSTAINABLE INITIATIVE PROJECT OF THE YEAR

The Oman Convention & Exhibition Centre (OCEC), a cornerstone subsidiary of OMRAN Group, has been honored with the coveted 'Sustainable Initiative Project of the Year 2024' award at the Sustainability Innovation Awards. This prestigious accolade recognizes OCEC's groundbreaking solar panel project, which powers the Centre with clean, renewable energy.

The state-of-the-art solar system, strategically installed on OCEC's roof, is a testament to the Centre's commitment to reducing its carbon footprint and supporting Oman's national sustainability agenda. By tapping into the region's abundant sunlight, OCEC has significantly decreased its dependence on non-renewable energy, setting a new standard for sustainable practices in the business and tourism sectors.

WWW.OCEC.OM



OCEC WINS “BEST VENUE” AWARD AT MIDDLE EAST EVENT AWARDS 2023

The Oman Convention & Exhibition Centre (OCEC) has been recognized with the prestigious “Best Venue” award at the 2023 Middle East Event Awards, held in Dubai on June 15. Competing against leading regional venues such as the Coca-Cola Arena and Abu Dhabi National Exhibition Centre (ADNEC), OCEC’s victory underscores its unwavering commitment to excellence in hosting world-class events and setting new benchmarks in the industry by delivering exceptional experiences.



LEADERS



DR. HASHIL AL MAHROUQI

CHIEF EXECUTIVE OFFICER

Hashil Al Mahrouqi spearheads the OMRAN Group, as its Chief Executive Officer. Under his able leadership, OMRAN Group, the executive arm for tourism development in the Sultanate of Oman, is on a consistent path towards the development, and progress of the tourism sector, viably contributing to drive growth, economic diversification, and boost investment returns, in line with the objectives of Oman Vision 2040 and the National Tourism Strategy. Al Mahrouqi's distinguished experience in the management of a range of mixed-use real estate developments and tourism investments, managing local and international real estate investment portfolios in the sectors of hospitality, entertainment, logistics, retail and multi-purpose projects, has helped enrich the OMRAN Group's strategic direction, and way forward business plans.

He has held many senior positions in the Oman Investment Authority and named to a number of Boards of Directors and associated committees within the Authority's real estate investments in both the United Kingdom and the Republic of Germany.

Al Mahrouqi holds a PHD in Philosophy - Information Studies from Sultan Qaboos University, in addition to multiple academic and professional qualifications in the fields of investment, real estate management and leadership from prestigious institutions, including the Harvard Business School, and the INSEAD International Business School.



VINICIO ALBERELLI

MANAGING DIRECTOR DHIAFFA

Vinicio Alberelli is a distinguished hospitality executive with over 20 years of global experience in the luxury resort and hotel sector. Known for his extensive international knowledge and impactful leadership, Vinicio has made significant contributions across Asia, Europe, the Americas, and the Middle East.

Currently, Vinicio is the Managing Director of the National Omani Hospitality Company (Dhiaffa), a subsidiary of OMRAN in Muscat. In this role, he leads the operational asset management of all Hospitality Asset and operational management of high-profile hospitality projects, focusing on transferring global best practices and enhancing operational standards and revenue generation.

Previously, as Vice President of the Global Hotel Division at Nikki Beach Hotel Group in Dubai, Vinicio played a key role in the launch of new resorts in Greece and Montenegro. His responsibilities included overseeing the development of upcoming resorts with branded residences and implementing international operational standards to drive growth and profitability.

Vinicio's career also includes a notable tenure as Global Vice President of Food & Beverage at Jumeirah Hotel Group, where he shaped global dining strategies and fostered innovation. His leadership extended to roles at Orange Brand Management and Hakkasan Group as Group Vice President, where he managed high-revenue operations Globally and launched new dining concepts across various continents.

Vinicio holds a university degree in Finance & Hospitality Management and has completed the Finance for Non-Financial Directors course at the Institute of Directors in London. He also possesses advanced certifications in culinary and sommelier training. Fluent in Italian, French, and English, Vinicio excels in fostering international collaborations, mentoring talent, and creating career opportunities within the global hospitality industry.



HALIMA AL KINDI

PORTFOLIO ANALYSIS & PLANNING MANAGER/ASSET MANAGER – OMRAN HOSPITALITY

Halima Al Kindi is an experienced real estate professional with 15 years of industry exposure; covering multiple positions across the sector. Her primary expertise is in hotel investments and asset management, she has also been involved in other real estate asset classes including residential and mixed-use developments.

Halima began her career at Ernst & Young as a Business Executive in the Transaction Real Estate Services department, involved in providing financial feasibilities and market research advisory on numerous real estate and hospitality projects.

Halima is currently overseeing the largest hotel portfolio in the country including 20+ hotels of various categories, sizes and locations and is involved in all stages of the asset lifecycle. Over her tenure at OMRAN, halima has been part of the business development, strategy and asset management divisions.



ENG. SAID SALIM AL SHANFARI

CHIEF EXECUTIVE OFFICER OMAN CONVENTION & EXHIBITION CENTRE

Eng. Said Al Shanfari is the Chief Executive Officer of the Oman Convention and Exhibition, the Sultanate premier events venue. An expert in the business event industry, Al Shanfari also represents the wider region as Chairman of the Global Association of the Exhibition Industry (UFI) for the Middle East and Africa chapter.

With over ten years in senior management roles, Al Shanfari started his career in the telecommunication sector, managing large marketing projects for Omantel and Oreedoo.

In 2017, Al Shanfari completed Oman's National CEO Programme which prepared Oman's brightest talent to compete in the global marketplace with an aim to build the next generation of Omani leaders.

A leading voice in Oman, Al Shanfari was selected as one of the Top 100 Most Influential CEOs in Oman & OER Innovative CEO of the year in 2023.

Al Shanfari holds a Master of Business Administration from the University of Hull and a double Bachelor's from Southern Illinois University Edwardsville, in Computer Management and Information Systems, as well as Business Administration and International Business.

He has completed additional leadership and management courses from the London Business School and the IMD Business School and is a qualified Associate Certified Coach with the International Coaching Federation.

PLANET & PEOPLE



ZAREE KHASAB

EMPOWERING WOMEN AND SHOWCASING
OMANI HERITAGE

Promoting Sustainable Tourism and Women's Empowerment, the Zaree Initiative in Khasab, Oman, highlights Omani culture while supporting sustainable tourism. Entirely run by local women, Zaree offers tourists a unique cultural experience through traditional crafts, cuisine, and language lessons.

As the first initiative of its kind in the Middle East, Zaree goes beyond enriching the tourist experience. It creates meaningful employment, fosters cultural exchange, and supports economic development, while promoting women's empowerment and preserving the beauty of Omani culture.



Instagram icon @zaree_khasab

CULTURE & HERITAGE

MUSANDAM - DIBBA

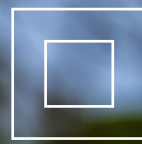
A HARMONY OF NATURAL WONDERS AND CULTURAL LEGACY

Musandam - Dibba, often called the “Norway of Arabia,” enchants visitors with its stunning fjords, **2,000-meter-high mountains**, and crystal-clear waters. Guests can immerse themselves in cultural adventures, from dolphin-watching on traditional Omani dhows to exploring historic sites like Telegraph Island or diving among vibrant coral reefs.

Dibba is more than just a travel destination. It's a journey through time, a celebration of nature, and a testament to the determined spirit of its people. For people seeking adventure, tranquility, or a touch of history, Dibba promises to leave an indelible mark on the souls.

OMRAN Group recognizes Dibba's potential as a luxury tourism destination and is spearheading the redevelopment of the Dibba Beach Resort to transform it into a premier hub for high-end tourism, enhancing Dibba's standing as a key luxury destination in Musandam.





“

“This is what we will endeavour to keep alive, with you and by you, so that we can all, with determination and perseverance, accomplish our civilisational role and honestly discharge our historic responsibility.”

His Majesty Sultan Haitham bin Tariq Al-Said

omran.om

