

# NEWSLETTER



## MESSAGE FROM THE CHAIRMAN



### Dear Esteemed Readers,

I am honoured to address you as the Chairman of Oman Logistics Association [OLA], and I am grateful for the trust you have placed in OLA through 2023. OLA plays a crucial role in facilitating matters that will improve the conditions and practices of the logistics sector in the Sultanate of Oman.

I am committed to fostering collaboration among our members, promoting knowledge sharing, and advocating for policies that support the growth and sustainability of the logistics industry. Together, we can address the challenges and seize the opportunities that lie ahead.

As we navigate through the dynamic landscape of the logistics sector, it is essential for us to stay at the forefront of innovation and embrace emerging technologies. The challenges we face, from market changes to the adoption of sustainable practices, require our collective effort and expertise.

Over the past quarter, we have witnessed remarkable achievements such as but not limited to:

(i) the launch of the **1st Logistics Best Practice Award 2023** in collaboration with Ministry of Transport, Communication & Information Technology represented by Oman Logistics Centre and (ii) the approval and endorsement of the **1st ever National Occupation Standard for Food Delivery Driver along with its skills certification** created and developed by the Logistics Skills Sector Unit in OLA in collaboration with Ministry of Labour. These efforts have not only improved our efficiency and presence and assuring the quality in place but have also strengthened our relationships with key partners and stakeholders.

In the coming months, our focus will be on supporting the logistics companies to be in line with the government's policy, directions, and strategies in its quest to meet challenges, keep pace with future trends, and strive for the public benefit. As well to work together with our members and stakeholders on setting standards to improve the practices of the logistics sector. I encourage each of you to actively participate and contribute your insights. Our success depends on the strength of our community, and I am confident that, by working together, we can achieve new heights.

I look forward to serving you and the entire logistics community during my tenure as Chairman. Let us build a future where our association continues to be a driving force for positive change and advancement in the logistics sector. Together, let us continue to raise the bar and set new standards of excellence in the field of logistics.

In closing, I extend my gratitude to OLA team and express my confidence in their ability to overcome challenges and seize opportunities.

Thank you for your support.

**Dr Aflah Al Hadhrami**  
Chairman



**OLA**  
الجمعية العمانية للوجستيات  
OMAN LOGISTICS ASSOCIATION

سلطنة عمان  
وزارة النقل والجماعات والمؤسسات  
Subsidiary of Oman  
Ministry of Transport, Communications, and  
Information Technology

جائزة أفضل الممارسات في القطاع اللوجستي  
**LOGISTICS BEST PRACTICE AWARD**

**HAVE YOU REGISTERED? DON'T LOSE THE OPPORTUNITY TO REGISTER FOR THE "LOGISTICS BEST PRACTICE AWARD"**

**AWARD OBJECTIVES**


- Raising the efficiency of the sector and enhancing the competitiveness of companies.
- Enhancing the competitiveness of the commercial efficiency of small and medium enterprises in the logistics sector.
- Sharing best practices in the sector and Best practices in logistics services.

**AWARD CATEGORIES**

Omanization | Health & Safety | Net Zero | Continuous Improvement & Innovation | Omani Products and Services.

**REGISTRATION**

DEADLINE | 15 JANUARY 2024



<https://www.logistics-bpa.com>

OLA Oman Logistics Association +968 95043396

# LOGISTICS DEVELOPMENT



**Dr Abdul Sallam Ambusaidi**  
**Acting General Manager**  
**Logistics Sector Skills Unit Manager**

Over the last decade (2013-2023), the field of logistics has undergone significant changes and developments, driven by technological advancements, globalization, and a focus on efficiency and sustainability. Here are some key trends and characteristics that describe logistics during this period:

### 1. Technology Integration:

- a. **Automation and Robotics:** The last decade witnessed increased use of automation and robotics in warehouses and distribution centres. Automated guided vehicles (AGVs), drones, and robotic arms have been employed to streamline processes and enhance efficiency.
- b. **IoT (Internet of Things):** The integration of IoT devices has enabled real-time tracking and monitoring of shipments, inventory, and vehicles, providing greater visibility and control throughout the supply chain.
- c. **Data Analytics:** The use of big data analytics has become more prevalent for optimizing supply chain operations, predicting demand, and identifying areas for improvement.

### 2. E-commerce Boom & Customer-Centric Focus:

The explosive growth of e-commerce has had a profound impact on logistics. Companies have had to adapt to the changing nature of consumer behaviour, with an increased emphasis on last-mile delivery and faster fulfilment processes. Demand for quicker and more flexible delivery options has led to the exploration of innovative solutions such as drone deliveries and same-day shipping. This led that the logistics operations have increasingly become more customer centric. Quick and reliable deliveries, flexible return policies, and enhanced communication with customers have become essential elements of successful logistics strategies.

### 3. Supply Chain Resilience:

Events like the COVID-19 pandemic highlighted the importance of building resilient logistics supply chains. Accordingly, companies have started focusing on diversifying suppliers, implementing contingency plans, and investing in risk management strategies to mitigate disruptions.

In 2022, the global logistics industry continued to recover from the COVID-19 pandemic hit with a market size of approximately 10.41 trillion U.S dollars. By 2028, the logistics industry scale is projected to exceed 14.08 trillion U.S dollars\*.

### 4. Sustainability Initiatives & Collaborative Logistics:

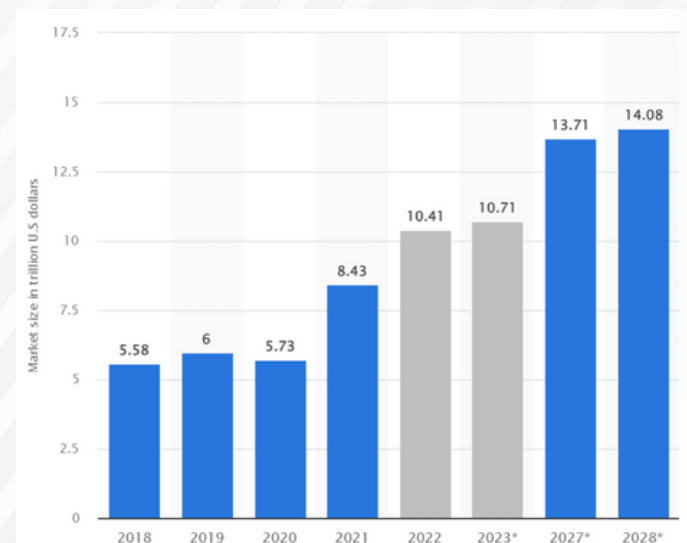
Growing awareness of environmental issues has led to an increased emphasis on sustainability in logistics. Companies are adopting eco-friendly practices, such as optimizing transportation routes, reducing carbon emissions, and employing green technologies.

By adapting the cloud-based logistics management systems it has become more prevalent, allowing for greater accessibility, scalability, and collaboration among supply chain partners. Whereby collaborative efforts among different stakeholders in the supply chain have become more common which includes partnerships between manufacturers, suppliers, and logistics providers to enhance efficiency and reduce costs.

In summary, the last decade has seen a transformation in the logistics landscape, driven by technological innovations, changes in consumer behaviour, and a heightened awareness of the need for sustainability and resilience in supply chains. The industry continues to evolve, with ongoing advancements in areas such as artificial intelligence, autonomous vehicles, and further integration of digital technologies.

### References:

1- \* [Logistics industry - market size 2028 | Statista](#)

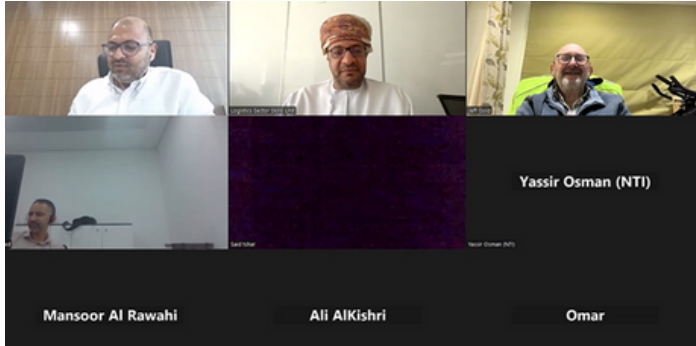


Size of the logistics industry worldwide 2018-2028\*



# OLA KEY MOMENTS

## Insightful Futures and Foresight Webinar with Professor Jeff Gold



On October 18, 2023, LSSU hosted a webinar by Professor Jeff Gold of Leeds Business School, focusing on "Charting the Course of Uncertainty." Key topics included mastering global uncertainties, strategic futures approaches, and enhancing organizational sustainability and innovation. Esteemed OLA members attended this significant event. For a detailed overview, visit the recorded session at <https://www.youtube.com/watch?v=B89S8j7ZvIA&t=70s>.

## Logistics Sector Skills Unit Hosted Majan Institute of Training



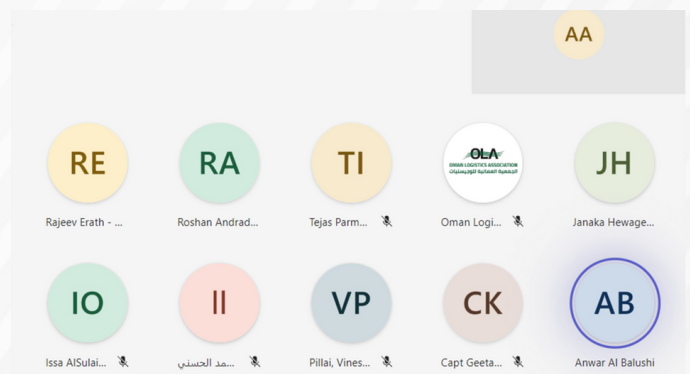
On October 22, 2023, LSSU hosted a discussion session presented by Dr. Hamood Al Harthi, CEO of Majan Institute of Training, and in the presence of LSSU HR Committee Members, to explore the current available academic programs in Logistics.

## Sohar Islamic Bank Workshop for Empowerment & Support towards the Logistics Sector



Part of OLA's ongoing efforts to provide valuable opportunities and information to its members through collaboration with other members. OLA invited its members to attend the "Sohar Islamic Bank Workshop for Empowerment & Support towards the Logistics Sector" which took place on 15th Nov 2023. The workshop aimed to provide OLA members insight details of Sohar Islamic Bank services and how can the bank support the members in expanding their business and enhance their operations through a high range of bank services. The workshop was conducted by Sohar Islamic bank officials and attended by the bank's Chief Executive Officer who has also participated in the session discussion.

## An introductory session about the Oman Logistics Association



OLA and in collaboration with one of its professional members (Mr. Anwar Al Balushi, Senior Manager – Commercial from port of Duqm Company SOC), initiated an induction meeting with potential members from the shipping industry on 21st Nov 2023 whereby during the session an induction about OLA and its services was presented and taken into consideration the concerns and feedbacks from the participants.



# OLA KEY MOMENTS

## Oman Logistics Association/Logistics Skills Sector Unit meets with National University for Omanisation/Skill Development



In a pivotal meeting held on Tuesday, December 5, 2023, OLA/LSSU partnered with the Academic Faculty of National University for Science & Technology. This significant collaboration focuses on developing strategies to localise skills within Oman's logistics industry. The primary aim is to foster a skilled workforce that aligns with the specific needs of this vital sector, thereby promoting 'Omanisation' in the logistics field, and ensuring sustainable development in line with Oman's Vision 2040.

The collaboration is a testament to OLA's commitment to driving change and innovation in the logistics industry, fostering an environment where local talent can thrive and contribute significantly to the nation's growth

## Logistics Sector Awareness Session



OLA was represented at a discussion session on 5th Dec 2023 hosted by Modern College of Business and Science in collaboration with Oman Logistics Centre, specifically focusing explaining OLA's role and the logistics industry to the college's student. Part of the session was to introduce the Student Membership Scheme to the students, and it was welcomed by the participants and college.

## Logistics Sector Awareness Session



As part of OLA's ongoing efforts to provide valuable opportunities and information to its members through collaboration with other members. OLA and in collaboration with one of its members namely Trowers & Hamlins (International Legal Firm) invited its members to attend the "Oman New Labour Law Workshop" conducted on 19th Dec 2023. The workshop aimed to provide OLA members insight details of the new Omani labour law as it covers:

- An overview of the new Labour Law;
- Key differences between the Old Labour Law and the New Labour Law;
- New provisions introduced by the New Labour Law;
- Provisions that require clarifications/Ministerial Decisions; and
- Next steps that employers are required to take. Followed by a Q&A session.

The workshop was conducted by T&H's officials Mr. Thomas Wigley, Partner & Ms. Raya Al Harthy, Senior Associate.

## The First Professional Associations Forum



OLA Officials attended the "First Professional Associations forum (Partnership & Networking)" on 6th December 2023 conducted by Ministry of Social Development. The aim of the forum was to discuss the importance of the development of associations, industrial and professional sectors, and exchange of experiences.



## مركز عُمان للوجستيات Oman Logistics Center

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



### ► Oman Logistics Center Executive Program and Logistic Best Practice Award Inauguration & Investment Labs in Transport and Logistic Sector 2023 – 2025

On Sunday, October 8th, 2023, H.E Said bin Hamood Al Mawali, Minister of Transport, Communications, and Information Technology, opened the ceremony by highlighting the rapid growth of Oman's logistics sector and emphasizing its significant contribution to the national GDP. In 2022, the sector accounted for approximately RO 2 billion. His Excellency envisions the logistics sector evolving into the second-largest contributor to Oman's economy by 2040.

H.E Khamis al Shamakhi, Undersecretary for Transport at MTCIT, drew attention to Oman's fifth position on the Arab world's Logistics Performance Index. He provided a breakdown of the sector's GDP contribution, with land transport accounting for 60%, sea transport 6.7%, air transport 3.2%, and warehousing/supporting activities 30%. Moreover, Omani ports witnessed a 21% growth in exports along with an 18% increase in imports and a 3% rise in re-exports in 2022.

The event launched both the Oman Logistic Center Executive program and the logistics Best Practices award inauguration in collaboration with Oman Logistics Association. This accolade aims to recognize outstanding projects from the past year, pushing for enhanced sector efficiency and encouraging competition among businesses and SMEs. The award will feature several categories, including health and safety, Omani products and services, Omanization, net-zero, continuous improvements and innovation.

Event ended with several agreements were signed. Oman National Transport Company – Mwasalat – partnered with Oman Energy Association – Opal – to enhance workforce efficiency in the energy sector. An agreement was also inked between MTCIT and Khazaen City to establish the Khazaen Logistics Complex. Khazaen Dry Port Company additionally entered an agreement to provide comprehensive services at Khazaen Dry Port. Furthermore, MTCIT and the Civil Aviation Authority initiated a two-week program to attract investments to the logistics sector.

### ► Awareness session about logistics sector at MCBS

On December 2023, 5, a team from Oman Logistic Center in the Ministry of Transport, Communication and Information Technology visited Modern College of Business and Science. The main objective of their visit was to provide the audience with a comprehensive overview of logistics in Oman and the role of Oman Logistics Center. The session specifically targeted students and academic staff who are majoring in logistics and supply chain management. It must have been a valuable opportunity for them to learn about the logistics industry in Oman and gain insights into the various aspects of this field. Additionally, Oman Logistic Association also took part in the visit and provided a brief introduction to the services they offer to private logistics companies. This would have given the audience a broader understanding of the resources and support available within the industry.

### ► Integrated Logistics One-Stop Inspection and Clearance Station's Standards

Recently, Oman Logistics Center (OLC) at the Ministry of Transport, Communications and Information Technology is the authority organizing the establishment and operation of Integrated Logistics One-Stop Inspection and Clearance Station. Final approval must be obtained from OLC before establishing any logistical station for inspection and clearance, as it is the competent authority for that. The management of integrated logistics stations for inspection and clearance applies to all goods entering the region. Or emerge from it and the same controls and procedures stipulated in the applicable laws as executive regulations and ministerial decisions applied.



# Mwasalat's Comprehensive Impact on Oman's Public Transport and Regional Development

## • Mwasalat Launches New Muscat - Al Buraimi - Abu Dhabi Route via Al Ain

Mwasalat, a member of Asyad Group, launched a new route on October 1, 2023, connecting Muscat to Abu Dhabi via Al Buraimi and Al Ain. This service includes key stops at Azaiba Bus Station, Muscat International Airport, and Abu Dhabi Bus Station, utilizing Al Batinah Expressway for part of the journey to ensure a quick and smooth trip.

The service, initially offering one round trip daily, departs Muscat at 6:30 AM, arriving in Abu Dhabi at 3:40 PM, and returns from Abu Dhabi at 10:45 AM. It's tailored for both business and leisure travelers, providing flexibility and convenience. The fare is 11.5 Omani Rials for a one way trip from Muscat to Abu Dhabi, and 22 Omani Rials for a round trip.

Passenger comfort is a priority, with the buses offering free Wi-Fi, USB ports, and comfortable seating. The buses also meet international safety standards and are equipped with the latest safety technology. This new route is expected to boost travel and economic ties between Oman and the UAE, linking Muscat, Al Buraimi, and Abu Dhabi.

Adding to this, the statistics of the route from October 1 to November 30, 2023 has showed impressive results, over 7,000 passengers have been transported. Remarkably, the seat occupancy rate reached 118%, with around 5,000 passengers transported in November alone. This data highlights the route's success and its growing popularity among travelers.

## • Over 3 Million Passengers in Q3 of 2023

Mwasalat has marked a significant milestone in the 3rd quarter of 2023 by transporting over 3.1 million passengers, a clear testament to its expanding influence in Oman's public transportation sector. Mwasalat has managed an impressive daily average of over 11.5 thousand passengers through its bus services. Additionally, ferry services played a substantial role, transporting more than 177 thousand passengers at a daily average of over 652 passengers.

The company's achievements extend to freight and vehicle transportation, with over 45.6 thousand vehicles and more than 18 thousand tons of goods transported through its ferry fleet. These figures underscore Mwasalat's essential role in supporting Oman's economic and social infrastructure.

The increment in passenger numbers can largely be attributed to Mwasalat's efforts in enhancing customer experience, particularly through the introduction of the online reservation system. This innovation has simplified the booking process, contributing significantly to the increase in passenger numbers. Furthermore, Mwasalat's commitment to community and economic development is evident in its corporate social responsibilities, including providing extensive training opportunities and supporting local small and medium enterprises.

The demographic breakdown of passengers shows that Omani nationals constituted about 34.98% of intercity bus users and 80.68% on ferries. Special attention to inclusivity is seen in Mwasalat's policy of reserving priority seats for females and families, with females comprising approximately 12.73% of bus users and around 21.34% on ferries. The company's Omanization strategy in its various departments has reached a significant 93%.

## • Mwasalat Signs Strategic Partnership with OPAL

Strengthening its commitment to sustainability and excellence in transport sector, Mwasalat has signed a strategic partnership with Oman Energy Society (OPAL). This collaboration is aimed at enhancing the qualifications and training of personnel in the energy, minerals, and transport sectors. The focus of this agreement is on achieving sustainability goals, particularly in human resource development and evolving the transport ecosystem.

The partnership is set to develop and implement joint training plans and educational programs in logistics, aligning with the standards of the Ministry of Higher Education, Research, and Innovation. It emphasizes the importance of innovation, with both parties committing to explore digital solutions for vehicle management and logistics. This cooperation will also delve into sustainability initiatives in logistics, like carbon removal plans and promoting green mobility, reflecting a shared commitment to environmental stewardship and sustainable development.

## • Mwasalat CEO Elected as Chair of UITP MENA Bus Working Group and Vice Chair of the UITP MENA Executive Committee

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In a significant development for Oman's presence in the global public transport sector, Bader bin Mohammed Al Nadabi, CEO of Mwasalat, has been elected as the Chair of the UITP (International Association of Public Transport) MENA Bus Working Group for 2023-2025. This election is a testament to his leadership and the trust placed in Omani expertise in the public transport sector.

This appointment is not only elevates Oman's regional influence but also enhances its international standing in public transportation. This role places him at the forefront of discussions and developments in the public transport sector across the MENA region, allowing him to contribute significantly to shaping



the future of transportation in this area. Earlier in the year, Al Nadabi was also appointed as the Vice Chair of the UITP MENA Executive Committee, further solidifying his and Mwasalat's leadership roles in the industry. These dual roles underscore the growing importance of Oman and Mwasalat in the global public transport landscape.

UITP, established in 1885, is the premier global network connecting all stakeholders in public transport, including over 1600 members ranging from government bodies, transport operators, manufacturers, and developers of intelligent transport systems from 96 countries. This organization plays a crucial role in fostering collaboration, sharing best practices, and driving innovation in the public transport sector worldwide.

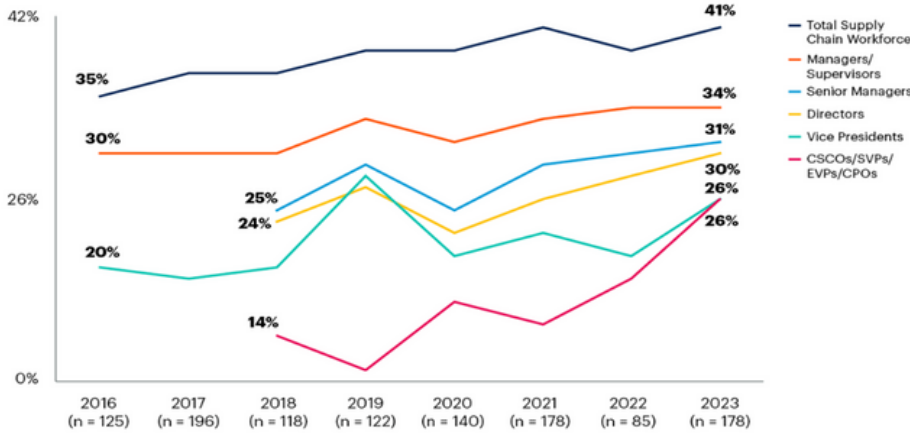




# Women in Logistics

## Representation of Women in Supply Chain Increased at Almost All Levels of Leadership

Mean Percentage



\* [Gartner Says 26% of Supply Chain C-Suite Roles Now Filled by Women](#)

### INTRODUCTION

Women play crucial roles in the field of logistics, contributing to the efficient operations and business across the logistics industry. While the logistics industry has historically been male dominated, there has been a growing recognition of the importance of diversity and inclusion.

Women, throughout the last years, have been increasingly taking on leadership roles in logistics companies whereby some have reached executive positions, such as CEOs and CFOs, bringing a diverse perspective to decision-making processes and strategic planning. Their skills in communication, organization, and multitasking are valuable in coordinating various aspects of the logistics business.

Promoting diversity and inclusion in the logistics industry not only enhances workplace dynamics but also brings a variety of perspectives to problem-solving and innovation. As the industry continues to evolve, efforts to encourage women to pursue and advance in logistics careers are likely to grow.

Efforts are now being made to encourage more women to pursue careers in traditionally male-dominated roles as we can notice that various organizations and initiatives focus on supporting and empowering women in logistics, providing networking opportunities and mentorship programs.

In this edition, we shall shed the light on a couple of women in different logistics fields in the Sultanate of Oman:



**Rahma Al Riyami**  
Logistics & ICT Sectors Lead,  
The National Program for Investment and Export Development

**ACHIEVEMENTS:** Can you share a recent accomplishment or project that you are particularly proud of in your logistics career?

As the former Distributor Team Logistics Manager at Procter & Gamble, I optimized the supply chain, ensuring timely product delivery. Within six months, I assumed the role of Market Initiatives Manager for Global Developing Markets, managing global product delivery. Notably, I was not only the sole Omani woman, but the only Omani in a managerial role at a global consumer goods company. This unique position was a personal milestone, acknowledged with awards like the Platinum-level "Power of You" Award, the Pearl Award "Execute with Excellence", and the Gold Award "Champion Productivity".

These recognized my impact on supply chain and logistics efficiency. I actively contributed to process improvements, setting new standards for diversity and inclusion. My achievements redefine success in logistics.

**FUTURE FORECAST:** Where do you see the logistics industry heading in the next 5-10 years, especially in terms of gender diversity?

In the next 5-10 years, I envision the logistics industry embracing greater gender diversity. Companies will recognize the value of diverse perspectives, fostering inclusive environments.

Initiatives promoting women's leadership roles will become integral, ensuring equal opportunities. As gender stereotypes dissolve, the industry will benefit from a richer talent pool, driving innovation and sustainable growth.

**WORDS OF WISDOM:** What advice would you give to young women aspiring to enter the logistics industry?"

To young women aspiring to enter the logistics industry, I offer this advice: Embrace challenges as opportunities for growth. Be persistent, hone your skills, and build a strong network. Do not be afraid to stand out and break barriers—your unique perspective is an asset. Seek mentors, be vocal about your ambitions, and remember that your contributions are invaluable. With determination and resilience, you can shape the future of logistics. Furthermore, recognize that the logistics sector in Oman needs women like us to flourish, contributing to the country's standout presence in the global logistics sector.



**Najma Salim Al Harthi**  
Chief Executive Officer  
Al Sumri Transport

**ACHIEVEMENTS:** Can you share a recent accomplishment or project that you are particularly proud of in your logistics career?

1. Alsumri transport is one of the leading passengers commuting companies in Sultanate of Oman, and proudly we have achieved significant safety milestone of 32 years free lost-time injury (LTI) within the industry. Such accomplishment is not easy to achieve in high-risk operations such as land transport.

2. We are proud to state that our highly trained Omani team had worked hard to achieve such milestone as we were also recently awarded by the Ministry of Labor to be one of the best companies in the Sultanate with high Omanization at the annual GCC conference.



# Women in Logistics

**CHALLENGES:** What challenges have you faced in this industry, particularly as a woman, and how did you overcome them?

Being a leader in an industry that is mainly male dominated was a bit intimidating at first, however the mentality and maturity of the industry reduced the intimidation factor where gender did not really matter. Nowadays you see females in all fields working together with men and they get all support and respect needed. Once you share one purpose and work as one team then everything follows and nothing else can be an obstacle towards your job. In Alsumri, our main goal is transporting passengers safely to their designated location. For me to assure that I need to step out from my comfort zone, and be at the field, I give toolbox talks to my drivers, inspect the vehicles with them to ensure that we are monitoring the trips from A to Z.

**WORDS OF WISDOM:** What advice would you give to young women aspiring to enter the logistics industry?"

The logistic industry continues to grow and evolve, now there are more opportunities for young Omani women to shine. They can help drive innovation and contribute to the growth and development of Oman's economy and achieving Oman's 2040 vision. So, my advice is that they should pursue their ambitions without hesitation to be part of one of the most critical industries in the country and break the barriers of gender.



**Eng. Rahma Al Shaqsi**  
Retail Regional Manager, Act.  
Oman Post & Asyad Express

**ACHIEVEMENTS:** Can you share a recent accomplishment or project that you are particularly proud of in your logistics career?

I was honored to work in Retail Transformation Project in 2022, to provide postal services in 158 touchpoints (from Musandam to Dhofar) through partnership with private sector, in a record time. Private sectors open its doors to Oman Post's broad spectrum of postal and logistics services' customers.

This project translates our customer-focused approach that puts our customer experience first. Setting a postal services touchpoint in rural areas is an opportunity to offer market-ready and viable services that optimise logistics value chains.

**FUTURE FORECAST:** Where do you see the logistics industry heading in the next 5-10 years, especially in terms of gender diversity?

I strongly believe that women have a lot to contribute, we are living a moment of true revolution of the sector, where skills such as organization, process improvement, digitization and customer experience, will be keys to enable development of a new, responsible, agile and more efficient logistics model; and gender diversity will be a fundamental factor in the equation to achieve this new model. The wider our vision would be, the better response we will give to the challenges that the future holds for us.

**WORDS OF WISDOM:** What advice would you give to young women aspiring to enter the logistics industry?"

Logistic sector like any other future potential sector requires continuous learning. Continuous learning is key to enabling organizational agility and helps you stay alert so you can grow your career. The more you know, the more you're capable of doing.



**Malvika Pankaj Khimji**  
Director  
Khimji Ramdas Shipping LLC

**FUTURE FORECAST:** Where do you see the logistics industry heading in the next 5-10 years, especially in terms of gender diversity?

Oman has a great potential to be a Global Distribution Centre in the coming decade. Our efforts are aimed towards realizing Oman Vision 2040 goals fronted by His Majesty Sultan Haitham bin Tarik which further encapsulates the importance of the Logistics Sector in contributing to the Growth of Oman. The gap of gender divide in the logistics sector is narrowing down. After completing my education in Oman, I moved to London to read Law and graduated

from University of Westminster. Joining Khimji Ramdas Shipping (KRS) in 2015, the workplace ratio was tilted more in the favour of men. However, I am proud to have joined an organisation which treats all genders equally, giving opportunities to succeed in the chosen area of expertise. We all have our individual roles to address some gaps that remain.

**INNOVATIVE CONTRIBUTIONS:** Can you share an instance where you brought a new perspective or innovation to a logistics challenge?

I am pleased to have played an integral part in the of formative working group member for understanding the potential of Dry Ports in Logistics. Subsequently, KRS is a proud investor in one of Oman's first integrated land port, under the Public Private Partnership model - the Khazaen Dry Port (KDP), a world-class logistics facility in Khazaen Economic City, Barka.

Over the years, I have also been associated with many technical and commercial achievements with KRS. This included the unhindered logistics movements to clients during the peak of Covid, including the development of a robust IT platform for KRS, which has played a vital role in contributing to our success.

**WORDS OF WISDOM:** What advice would you give to young women aspiring to enter the logistics industry?"

The logistics industry is a dynamic environment that works around the clock to serve customer needs. Whilst there are set and standard process that govern most of the usual workday requirements, there a frequent challenges that sprout which require a diligent understanding of the business and the ability to put in long hours, and to ensure that the issues are resolved in the best possible manner.

I believe that with discipline and consistency any feat can be achieved with flair. Regular seminars and conferences go a long way in understanding the near term and long-term developments in this sector, within Oman, regionally, and globally as well.

My Motto: Nothing is impossible. Keep focusing on your goals, constantly challenge yourself, and outperform.



**Prepared by the Editor:**  
**Amal Ahmed Al Raidan**  
Membership Network & Events Manager



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# Elite Co. Paving the Way for Enhanced Logistics Efficiency in Oman

In today's fast-paced world, efficient supply chain management has become a critical component for businesses to gain a competitive edge. Elite Co, a leading supply chain solutions provider with branches across the GCC, has emerged as a game-changer in Oman's logistics industry. With its strong presence in the country, Elite Co has revolutionized the way businesses manage their supply chains, enhancing operational efficiency, reducing costs, and ultimately driving economic growth.

With over 25 years experience in the market, Elite Co. has rapidly grown into a powerhouse, offering a comprehensive range of supply chain solutions that cater to various industries. With branches across the GCC, their operations in Oman have been particularly influential.

In 1998, Elite Co recognized the potential of Oman as a key player in the GCC and strategically started its operations in the country. By setting up six well-equipped branches across Oman, the company has not only demonstrated its commitment to the local market but also provided businesses with comprehensive supply chain solutions tailored to their specific needs. Elite Co.'s commitment to delivering exceptional service, coupled with their innovative approach, has transformed the supply chain landscape in the country.

When asked about the key factors that differentiate Elite Co. from other market players, John Dharmaraj - Elite Co. Oman's Country Manager said, "Our delivery and assembly service sets us apart from other market players. While many supply chain solutions providers focus solely on transportation and logistics, Elite Co. goes the extra mile by offering this unique service that combines efficient delivery with professional assembly. This is a game-changer for businesses in Oman, as it saves them time, effort, and resources that would otherwise be dedicated to assembling the products upon arrival."

By providing delivery and assembly services, Elite Co. eliminates the need for businesses to rely on multiple service providers, streamlining the entire supply chain process. This not only enhances efficiency but also reduces costs associated with coordinating different vendors. As a result, businesses can focus on their core competencies, confident that Elite Co. will handle the entire supply chain process seamlessly.

Moreover, Elite Co. has made significant investments in cutting-edge technology and infrastructure to ensure the highest level of service quality. Their fleet of well-maintained vehicles, equipped with GPS tracking systems, enables real-time monitoring and ensures timely deliveries. Additionally, their dedicated assembly teams possess the expertise to swiftly and accurately assemble products of all complexities, ensuring a hassle-free experience for their clients.

Another competitive edge that sets Elite Co. apart, is the tailored solutions offered to their clients. The supply chain requirements of different industries vary significantly, and Elite Co has excelled in catering to this diversity. From the automotive sector to trading, and retail, Elite Co offers tailored supply chain solutions that optimize operations, streamline processes, and ensure timely delivery of goods. By understanding the unique challenges faced by each industry, Elite Co has successfully developed customized solutions that address their specific pain points, enhancing productivity and profitability.



To facilitate smooth operations, it is worth mentioning that Elite Co. has established strategic partnerships with entities in Oman and other countries. For free zone clearance, the company collaborates with a trusted supplier that aids in streamlining the customs clearance process. Additionally, Elite Co. leases trailers from various transport suppliers, enabling them to efficiently handle transportation requirements and meet their clients' diverse needs.

The impact of Elite Co.'s presence in the logistics market in Oman has been significant. The company boasts its own bonded facility, where the efficient clearance of goods takes place under the supervision of customs officers. This dedicated facility not only expedites the customs process but also ensures compliance with regulations, thereby reducing delays and enhancing overall operational efficiency.

"With six branches spread throughout Oman, we have established a strong network that spans the entire country. This expansive reach enables us to cater to the diverse logistical demands of clients across various regions, ensuring prompt and reliable services." said John Dharmaraj - Elite Co. Oman's Country Manager. By strategically positioning their branches, Elite Co. has successfully bridged the gap between suppliers and customers, creating a seamless flow of goods within Oman's logistics ecosystem.

As Elite Co. continues to expand its presence and enhance its offerings in Oman, the company remains dedicated to delivering customized supply chain solutions that meet the unique requirements of their clients. Through their expertise in Delivery & Assembly, strategic partnerships, and extensive branch network, Elite Co. is poised to shape the future of logistics in Oman, setting new industry standards and propelling the Sultanate towards enhanced efficiency and economic growth.







**Tawseel E-Commerce and Logistics LLC**  
STRATEGIC COLLABORATION WITH  
**OMANI INTEGRATED LOGISTIC SERVICES SAOC**



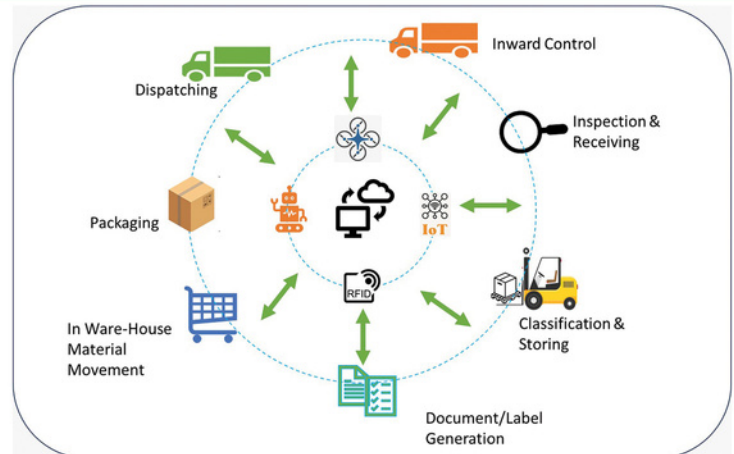
We are thrilled to announce a significant milestone in the growth and expansion of Tawseel E-Commerce and Logistics as we proudly join hands with Omani Integrated Logistic Services SAOC (ILS) in an exciting collaboration that promises to redefine

the landscape of logistics in Oman and beyond. In our mission to foster global business connections for seamless B2B transactions.

Tawseel E-Commerce and Logistics has successfully forged partnerships with 25 esteemed global business associates. Our commitment to excellence is evident in the recent successful dealings with Qoot Food Industry and Al Amana Oman, where we played a pivotal role in promoting Omani products to our extensive network of Locals global partners. Our collaboration extends beyond mere transactions; it is about creating lasting relationships and contributing to the realization of Oman's 2040 vision for growth and prosperity.

## TawseelOnline

The foundation of the Tawseel E-Commerce and Logistics LLC Platform is a flawless coordination of engineering skills utilizing cutting edge computing stacks and upcoming technologies. Our platform has a strong architecture that integrates devices, computations, networks, and data in a way that maximizes the benefits of decision making and exploits the effectiveness, productivity, and economy of logistics operations. We use technologies like artificial intelligence (AI) for smart decision making, robotics for operational excellence, visual computing for safety and surveillance, RFID for efficient



tracing, cloud computing for high business availability, etc. to mention a few. In order to help customers succeed with lower costs and shorter time-to-market, our platform can grow and adapt to their specific demands.

## OMANI INTEGRATED LOGISTIC SERVICES SAOC

**Logistics & Warehousing :** We provide a full suite of distribution and warehousing services. Our facilities combine cutting-edge machinery and systems with industry best practices to serve every customer and help them raise their service standards to satisfy a range of market demands. In addition to providing specialist distribution and storage solutions for a variety of sectors, we also provide our esteemed clients with the following quick services and facilities:

- 30000 single selective pallet positions
- 15000 FSMS graded temperature-controlled pallet positioning +/- 25 °C
- 500 SQM of mezzanine space for value-added services
- More than 20 enclosed docks with automatic dock levelers
- Battery various operated VNA (Very Narrow Aisles), Articulated RT, Counterbalance, PPT, and HPT equipment



## Scope of Services



We are pleased to share our recent accomplishments, including securing deals with Thai-Oman businesses Center and forging long-term partnerships with Korean counterparts. These collaborations not only underscore our commitment to fostering global connectivity but also signify our dedication to being an integral part of Oman's growth story.

As we move forward, Tawseel E-Commerce and Logistics, along with Omani Integrated Logistic Services SAOC (ILS), looks forward to further collaborations that align with our mission of connecting global business partners for successful and sustainable B2B deals. Together,



We aim to contribute to Oman's economic development and showcase the excellence of Omani products on the global stage. We extend our deepest gratitude to OLA for their continued support and look forward to a fruitful collaboration that will not only benefit our organizations but also contribute to the realization of Oman's vision for 2040.

## Business Associate and Clients





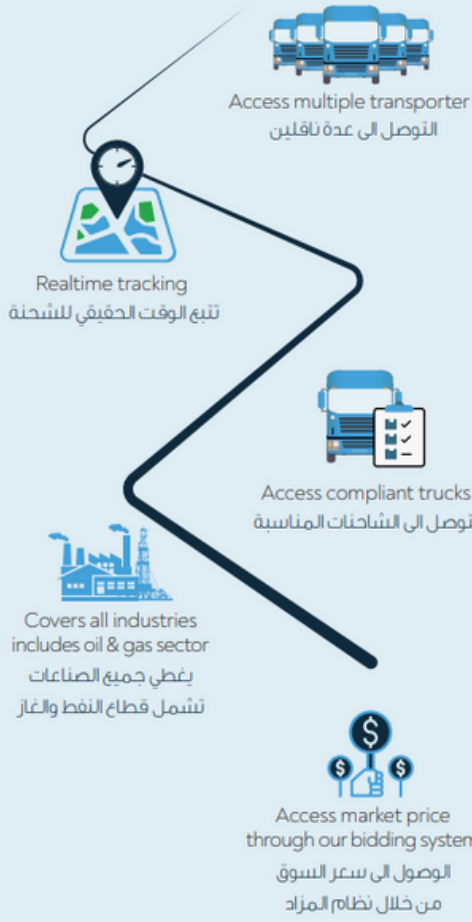
Logistics through innovation,  
dedication, and technology  
اللوجستية من خلال الابتكار والتفاني والتكنولوجيا

**Fastmovers** is an Omani company providing the perfect match for shippers and transporters. Our cutting edge platform makes it easy for you—it takes just seconds to match up a shipper with a transporter in the right place, at the right price. **Fastmovers** can provide truckers who comply all industries include major oil and gas company's safety regulations. We're **FAST, COST EFFECTIVE, WORRY FREE** and just a click away.

شركة **فاست موفرز** هي شركة عمانية تقدم أفضل تطبيق ما يناسب الشاحنين والناقلين، نظامنا المتطور يسهل عليك مطابقة الشاحن مع الناقل في المكان وبالسعر المناسب. توفر **فاست موفرز** لسائقي الشاحنات الذين يطبقون لوائح السلامة النقل في مختلف الصناعات بما في ذلك شركات النفط والغاز. نحن سريعون، ذو فاعليه أكثر وبتكلفه أقل، وبدون قلق.

## Benefits

## الفوائد



## How to register

Registration with **Fastmovers** is easy! All you need to do is download our app. Click on the register tab and follow the registration instructions by creating a username and password.

## كيفية التسجيل

التسجيل مع **فاست موفرز** أمر سهل! كل ما عليك فعله هو تنزيل التطبيق. انقر فوق علامة التبويب "التسجيل" واتبع إرشادات التسجيل عن طريق إنشاء اسم المستخدم وكلمة المرور.

## Address

Way 5016, Building 574/1, Office 107,  
Behind Gulf Energy, Ghala Heights, Muscat,  
Sultanate of Oman.

## العنوان

سلطنة عمان، مسقط، مرتفعات غالا، سكة 5016، 1/574،  
خلف شركة الخليج للطاقة.

## Contact

## للتواصل

✉ info@Fastmovers.om  
☎ +968 914 2 6630  
☎ +968 914 5 6630





# OLA SPONSOR



# OLA MEMBERS







ميناء صلالة  
Port of Salalah



الجامعة الألمانية للتكنولوجيا في عمان  
German University of Technology in Oman



الجامعة الوطنية  
National University  
Science & Technology  
للعلوم والتكنولوجيا



Khazaen  
Dry Port



Royal Saham United Asstd  
Your Trusted Transporter



معهد التدريب الوطني ش.م.م  
National Training Institute LLC  
A Babcock International Group Company



Shipping



Drydock



we are getting there safely



# YEARLY SPONSORSHIP PACKAGES

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

## PEACEKEEPER SPONSOR

**OMR 5,000**



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

## ADVOCATE SPONSOR

**OMR 3,000**



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

## PARTNER SPONSOR

**OMR 2,000**



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

## SUPPORTER SPONSOR

**OMR 1,500**



- On-stage recognition as sponsor for the year in all OLA events.
- 1 Free ad in OLA Quarterly Newsletter for one year.
- Logo Featured in all OLA media campaigns and other promotional materials as sponsor for the year
- Company's name and logo on our website as a sponsor with a link to your main site