

**MUSCAT GATE MUSEUM
TELLS THE STORY OF
OMAN'S LONG HISTORY**

Muscat Gate Museum, located above Muscat Modern Gate, enjoys wonderful views and tells the story of Oman's long history, focusing on the history of the capital, Muscat. **>A4**



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**HM SENDS CONDOLENCES TO
PRESIDENT OF CHINA**

MUSCAT: His Majesty Sultan Haitham bin Tarik has sent a cable of condolences to President Xi Jinping of the People's Republic of China on victims of the plane that crashed in south-western China. In the cable, His Majesty the Sultan expressed his sincere sentiments and sympathy to President Xi, families of the victims and the people of China. - **ONA**



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HONOURABLE LADY VISITS SOCIAL WELFARE HOME

HH the Honourable Lady toured the Social Welfare Home and inspected its units

MUSCAT: Her Highness the Honourable Lady Assayida Ahd Abdullah Hamed Al Busaidi, Spouse of the Sultan of Oman, on Monday visited the Social

Welfare Home in the Wilayat of A'Rustaq, Governorate of South Al Batinah. Dr. Laila Ahmed Al Najjar, Minister of Social Development was present during the

visit. The Honourable Lady went around the facility, which comes in the purview of the Ministry of Social Development. The home offers services and programmes catering to the old aged and other social cases whose wellbeing is difficult to maintain within their households or social milieus. HH the Honourable Lady Assayida Ahd toured the departments of the Social Welfare Home and inspected its different units. **>A4**

'Drowning very high among kids'

Times News Service

MUSCAT: Drowning incidents in Oman are very high among children aged five years and under, the country's Minister of Health has said.

Minister of Health Dr Ahmed bin Mohammed Al Saidi was speaking during an event under the Aman Campaign (Arabic for 'safe'). **>A2**



Future of energy explored at conference organised by petroleum firms and Ministry of Energy & Minerals

A2

TOP THREE INSIDE STORIES

OMAN COVID-19 research

1 Omani research on a potential therapeutic target for COVID-19. **>A3**

WORLD China plane crash

2 A passenger plane with 132 people aboard crashed in south China's Guangxi Zhuang region. **>A7**

MARKET PDO extends contract

3 PDO has extended Super Local Community Contractors' contracts. **>B1**

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Dhuhr.....	12:25pm
Asr.....	3:44pm
Maghrib.....	6:11pm
Isha.....	7:22pm
Fajr (Tomorrow).....	5:18am

OMAN PETROLEUM & ENERGY SHOW

Future of energy explored at conference organised by petroleum firms and Ministry of Energy & Minerals

Times News Service

MUSCAT: With various mega-projects being initiated and realised, the Sultanate of Oman is gearing up for a transformational change in the energy sector.

The Oman Petroleum & Energy Show (OPES) was inaugurated on Monday by His Highness Sayyid Taimur bin Asaad bin Tariq Al Said, Chairman of the Central Bank of Oman Board of Governors in the presence of key officials from various ministries, top-level executives from global companies, and other industry leaders.

Conducted under the patronage of the Ministry of Energy & Minerals and hosted by Petroleum Development Oman, the event is taking place at the Oman Convention & Exhibition Centre from 21-23 March. The exhibition is organised by Petroleum Development Oman (PDO) and features a special conference which is organised by the Society of Petroleum Engineers (SPE). This one-of-a-kind show will serve the entire oil and gas industry and lay a keen emphasis on the future of energy.

Some of the key sponsors of the event include Main Sponsor—bp; Principal Sponsor—OQ; Titanium Sponsor—Oman Shell; Diamond Sponsor—Eni; Platinum Sponsor—Baker Hughes, Halliburton, Oxy, and Schlumberger.

The opening ceremony witnessed remarks from Saleh Al Anboori, Conference Chairperson, Director-General of Exploration and Production of Oil and Gas, Ministry of Energy and Minerals, Sultanate of Oman; Sayyid Khalid bin Hamad Al Busaidi, Chairman, CONNECT, SABCO Group, and Kamel Ben-Naceur, 2022 SPE President, Chief Executive Officer, Nomadia Energy Consulting. The ceremony was followed by the OPES Awards Presentation that recognises companies that have made significant advancements and achieved excellence in major industrial fronts.

While OPES will serve as an ef-



OPENING CEREMONY: The one-of-a-kind show will serve the entire oil and gas industry and lay a keen emphasis on the future of energy. — Supplied picture



fective business and networking platform for energy professionals, oil and gas companies, policy and decision-makers, and stakeholders, a key highlight of the event is the conference that is organised by the Society of Petroleum Engineers (SPE). Themed 'Shaping the Future of the Energy Industry', the conference will be chaired by Saleh Al Anboori, Director-General of Exploration and Production of Oil and Gas, Ministry of Energy and Minerals, Sultanate of Oman.

With a fine selection of highly acclaimed experts, the participants will convene to exchange ideas, share industry insights, and

drive engagement through informative discussions and technical presentations on key topics shaping the current and future needs of the energy industry.

The conference agenda will feature an Industry Dialogue Session themed 'Shaping the Future of the Energy Industry'. An Executive Plenary Session will focus on 'How the Petroleum Industry is Preparing itself for the Era of Decarbonisation and Energy Transition'. Other engaging features of the conference agenda include 4 panel sessions, an Energy Think Tank session, 28 technical and knowledge sharing ePoster ses-

sions, and an OPES Awards Showcase Pavilion.

Commenting on OPES, His Excellency, Salim bin Nasser Al Aufi, Undersecretary of the Ministry of Energy & Minerals, Sultanate of Oman said, "The Oman Petroleum & Energy Show is a national event that has, over the years, become a respected platform for the oil and gas industry across the region. This year's conference theme reflects the major developments happening not only in the Sultanate, but in the wider region. Oman has made significant advancements in IOR/EOR methods, offshore drilling and field development, digitaliza-

tion and artificial intelligence, and these will be debated and shared by leading experts through panel sessions, technical discussions, and presentations at the SPE Conference at OPES."

Highlighting PDO's involvement in the event, Dr. Bader Al Kharusi, PDO Oil North Director and Programme Committee Chairperson said, "We are indeed delighted to act as the host organisation of this prestigious event and are confident that all participants and visitors to the exhibition will find it to be a truly rewarding and fulfilling experience. OPES 2022 brings together the very best the

Oman hydrocarbons sector has to offer. As we work together to support Oman Vision 2040 by reducing our carbon footprint, embracing technological innovation on an unprecedented scale, and operating more efficiently, it is evident that the Sultanate's energy industry is taking monumental strides in its energy transition to a sustainable economy with net-zero emissions. The upcoming event will showcase many examples of how operators are delivering excellence, growth, and sustainable value creation within and well beyond our industry."

OPES will also host a Digital Oil and Gas Zone featuring Digital Oil and Gas Talks that will unite senior executives, service providers, contractors and related suppliers, technology innovators, and industry experts to develop business ideas and exchange thoughts on revolutionizing the oil and gas industry with an emphasis on increasing profitability through sustainable measures.

The Sultanate has achieved significant progress in line with its energy vision to attain a green and circular economy that places sustainability at its core. Through national level, industry-leading events like OPES, the country will continue to stay committed to its goal of achieving energy independence while effectively developing resources such as renewable energy to lower production costs and enhance competitive elements in economic sectors.

It is worth noting that a special pre-conference seminar on current and advanced Enhanced Oil Recovery (EOR) took place on 20 March. Additionally, The OPES 2022 Young Leaders Forum, an important feature of the conference, will take place on 22 March and provide young professionals with key insights on trending topics and industry challenges while also offering a platform for them to learn more about innovative ideas and pioneering initiatives from experts and senior executives.

GATEWAY PROJECT

NCSI organises trial run of mega data portal project

MUSCAT: The National Centre for Statistics and Information (NCSI) on Monday made trial launch of the Mega Data Portal (MDP) project, which is considered a global achievement in the field of using mobile data in statistical work as a source of bulk data collection.

Statistical indicators

The gateway project utilises data from located mobile phones to produce statistical indicators serving the areas of tourism, internal traffic and connectivity between sites in the Sultanate of Oman.

The mega data portal explores inbound tourism traffic of delegations that visit Oman most from abroad, as well as domestic tour-



ism within Omani governorates and wilayats.

It also offers an opportunity to analyze data about connectivity among recurring visits to sites,

the personnel operating during office hours and internal movement between wilayats.

The pilot project constitutes a quality shift forward in statistical data production operations. It provides for the development of a comprehensive system to enhance decision making.

It covers social, economic, environmental and cultural indicators for the measurement of performance.

The United Nations' statistical unit hailed the MDP as a global achievement in the field of mega data management.

The project is being undertaken in form of partnership between NCSI, and the Telecommunications Regulatory Authority (TRA), Omantel and Ooredoo. —**ONA**

DROWNING INCIDENTS IN OMAN

<FROM A1 Aman campaign launched in 2019 and ran virtually in 2020 and 2021

The campaign was launched by the Oman Paediatric Society (OPS) in collaboration with the Department of Woman and Child and the Department of Health Education and Awareness Programmes at the Ministry of Health.

The campaign was launched to make people aware of the menace that drowning posed, and also to train first responders, healthcare workers and paramedics so that they could save people from drowning.

"Drowning incidents in the Sultanate of Oman are very high, mostly among children less than five years of age," said the minister. "The campaign, besides its objective of highlighting the risks of drowning, trains health workers as well those in other sectors on carrying out first aid and CPR in drowning cases.

"Al Dakhiliyah Governorate

has seen the highest occurrence of young and elderly people dying due to drowning because of the existence of numerous wadis and ponds," he added. "Necessary actions have been taken though to limit large-scale collection of water in areas, and to prevent deaths from occurring in the future.

As part of the campaign, in co-operation with other organisations, warning signs were placed around areas containing swimming pools and pools with heavy accumulation of rainwater. Guidance was also provided to parents to take care of their children's health, particularly in light of the COVID-19 pandemic. First responders and healthcare workers were also educated on ways to deal with children suffering from COVID-19.

Adding to this, Her Highness Sayyida Dr Khawla Al Julanda Al Said, the president of OPS, said

the organisation would ceaselessly endeavour to enhance the welfare of children, by dedicating all efforts and available resources to constantly improve health services in the country.

"The society has placed great emphasis on social issues, the most important of which is negligence that leads to paediatric morbidity and mortality," she said. The Aman Campaign was launched in 2019 and ran virtually in 2020 and 2021 through the use of social media platforms.

During the closing ceremony of this year's campaign, awards were handed over to the winners of a competition to raise awareness on drowning. The winners were the team from South Ash Sharqiyah. Furthermore, the Minister of Health also honoured teams from Ad Dakhiliyah and Al Dhahirah governorates for launching the campaign.

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FIGHTING THE PANDEMIC

Omani research identifies COVID specific miRNAs as potential therapeutic target

Times News Service

MUSCAT: Among the many research projects on the Corona-virus pandemic, funded by the COVID-19 Research Programme of the Ministry of Higher Education, Research and Innovation, the one that stands out and is acutely contextual is 'Identifying COVID-19 Specific miRNAs as a Potential Therapeutic Target'. Principal investigator Dr. Zuhair Al Sulti, Head of Pharmacy Department at Al Nahdha Hospital at the Ministry of Health and Researcher at Sultan Qaboos University, and his team has aimed to isolate miRNAs and exosomes from COVID-19 patients using serum collected from mild, moderate and critically ill patients and compared whole miRNA profile of COVID-19 patients with profile of normal control subjects. They have identified COVID-19 specific miRNAs, evaluated the expression levels of COVID-19 specific miRNAs, investigated the RNA and protein targets of these identified miRNAs and studied the signalling pathway of the identified miRNAs.

Dr. Zuhair stressed that the study is important as it allowed the team to identify any deregulated miRNA or any uncharacterised miRNA that could be associated with disease progression and deterioration in COVID-19 infected patients. He added that the findings of this project would help the team identify novel uncharacterised miRNA targets that could be tested as a potential therapeutic target among the infected patients and prevent the deterioration in their health and



Dr. Zuhair Al Sulti

possible death.

Dr. Zuhair and his team managed to identify a few potential miRNAs that were deregulated in the severely ill patients in comparison to the other patient groups. Out of these miRNAs, one was clearly associated with the activation of inflammatory signalling pathway which is linked with the release of inflammatory cytokines and the activation of cytokine storm, which is the main cause of complications in COVID-19 patients. Furthermore, the team managed to identify a potential therapeutic target that would lead them to carry this study forward and test this target using Anti-MiRs that could be developed as a treatment.

The COVID Research Programme was launched by the Ministry of Higher Education, Research and Innovation in March 2020 to provide researchers the technical and financial support to enable them conduct research to find out evidence-based solutions for the current global challenge as well as fostering multi-sectoral collaboration.

WORLD WATER DAY

FAO lauds Oman's groundwater policies

MUSCAT: The Office of the United Nation's Food and Agriculture Organisation (FAO) in the Sultanate of Oman has lauded the efforts of Oman in taking effective measures to reflect the importance of groundwater in devising policies of sustainable development through various projects.

This was stated on Monday for World Water Day, which falls on 22

March each year. This year's celebration is themed "Groundwater – Making the Invisible Visible". The FAO Office in Oman added that the project of building a resilient environment and sustainable agriculture and water resources in Oman is one of its kind. Groundwater is an essential element in ensuring that the ecosystem functions properly, it added. -OMA





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Careers at Khimji Ramdas

Khimji Ramdas (KR) is one of the most respected and admired business conglomerates in Oman. Headquartered in Muscat, it partners with some iconic global brands, across FMCG-Retail, Lifestyle, F&B, Construction & Engineering, Shipping & Logistics, and various other business verticals. As an employer of choice, Khimji Ramdas fosters excellence and individual initiative. Experience a fulfilling career, and be a part of the KR workforce.

The below vacancies are for the Group's Consumer Products business which distributes renowned brands such as Nivea, Bel, Afia, Foster Clark, Britannia, and several others.

KEY ACCOUNT EXECUTIVE

The candidate must hold a Diploma/Degree in Marketing with 3-6 years of experience in handling key FMCG customers with a strong track record of sales volume and maintain visibility of space and freshness of stock. He will be responsible for achieving sales including negotiations with clients and developing new customers, distribution and display of products, proactive in collecting outstanding dues, and enhancing customer relationships.

Candidates with good communication skills with a valid Oman driving license will be preferred.

VAN SALES EXECUTIVE

The candidate must be a graduate or an intermediate with a minimum of 2 years of experience. He will be responsible for maintaining stock levels in the van at all times and updating the PALM customer database, attending to sales inquiries and carrying direct sales activities, adhering to health & safety policies and requirements related to company equipment, managing van merchandising, and attending business meetings to ensure cash and stock controlled accurately. Candidates with good communication skills, the ability to speak Arabic, and a valid Oman driving license will be preferred.

All above positions are located in various parts of the Sultanate of Oman and carry industry-standard salaries and Incentives.

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VISIT

< FROM
A1

HONOURABLE
LADY BRIEFED ON
SOCIAL WELFARE
HOME FACILITIES

She took note of the integrated facilities and amenities offering high quality services to the residents and providing them with appropriate rehabilitation in terms of social, psychological and healthcare, as well as entertainment services.

The Honourable Lady talked to the residents, who briefed her about the comfort and attention they enjoy at the Social Welfare Home.

At the conclusion of the visit, HH the Honourable Lady Assayida Ahd expressed her deep appreciation and thanks for the efforts of the personnel in charge of the Social Welfare Home and wished them success in maintaining the performance of the facility. -ONA



MUSCAT GATE MUSEUM
TELLS THE STORY OF
OMAN'S LONG HISTORY

MUSCAT GATE MUSEUM is located above Muscat Modern Gate, and tells the story of Oman's long history, focusing on the history of Muscat. It describes the UNESCO world heritage listed Falaj irrigation system that Oman is famous for, as well as the nation's distinctive architecture.

According to Oman's Ministry of Tourism, "The Muscat Gate Museum takes the visitor on a journey through the various stages of development and growth of the city over time, from a commercial port to a prosperous modern capital."

Located on Al Saidiya Street, Muscat Gate was earlier an official entrance for the old city of Muscat,



which used to be shut after sunset. The museum is located atop the gate, from where you can enjoy the stunning views.

Opened in January 2001, the museum contains displays about Oman's history from the Neolithic times to the present.

It has a number of special exhibits on Muscat's water springs, the ancient wells, underground channels, the souqs, houses, mosques, harbours and forts.





GOVERNMENT COMMUNICATION CENTRE

Best practices in managing social media accounts reviewed

MUSCAT: The Government Communication Centre (GCC) on Monday organised the 16th government communication meeting, which brings together operators of communication and media departments of government units.

The meeting was attended by Mohammed Said Al Balushi, Undersecretary of the Ministry of Information for Radio and Television.

The meeting reviewed best practices in managing social media accounts of organisations.

This comes within the role of GC in enhancing the abilities of staff in departments of communication and media in various government units by enabling them in actively engaging with social



media platforms. It also aims to enable staff in achieving quality access to the target audiences within the government's visions and strategic goals.

The meeting also highlighted the standards of successful digital content creation and best practices in safely using social media platforms, among other topics. -ONA

ABU DHABI

Royal Cavalry wins UAE Derby Cup



ABU DHABI: The Royal Cavalry (RC) won the UAE Derby Cup.

The horse "RC Haroon" came first in the 4th round (Derby Cup).

The race was held on the Abu

Dhabi Equestrian Club race-course for a distance of 2200 metres.

The UAE Derby saw the participation of elite Arabian horses.

RC won the Derby Cup as Haroon, jockeyed by Antonio Friso and coached by Ibrahim Al Hadhrami, took the lead in the final few metres. -ONA

SPORTS

Interior Minister receives delegation from Bahrain

MUSCAT: Sayyid Hamoud Faisal Al Busaidi, Minister of Interior received in his office here on Monday Issa Mohammed Abdulrahim, Chairman of the Bahrain's Sport for All Federation and the Bahrain's International Sport for All Federation.

The two sides reviewed matters supporting means of sport for all. The meeting was attended by Dr. Juma Ahmed Al Kaabi, Ambassador of the Kingdom of Bahrain to the Sultanate of Oman. -ONA



STRATEGIC PARTNERSHIP

Oman Post, Asyad Express sign pact with Estonia Post

MUSCAT: Oman Post and Asyad Express, a member of Asyad Group, committed to its plan to cement Oman's position as a regional eCommerce and logistics technology hub, signed a strategic partnership agreement with Omniva - Estonia Post.

This strategic partnership enables Oman Post and Asyad Express to further its efforts to promote eCommerce in Oman and the GCC by tapping into the international logistics expertise and capabilities of the Omniva network.

As part of the Oman Post and Asyad Express eCommerce strategy execution, Omniva will also support Asyad Express in the E-parcel locker operating model as well as providing expertise in the setup of the first domestic PUDO (Pick Up Drop Off) network across Oman. The first phase of the partnership is expected to start in Q2 of 2022.

On the importance of such a strategic partnership for the growth of eCommerce in Oman, Nasser Al Sharji, CEO of Oman Post and Asyad Express stated "Our aim is to tap into a global pool of more than 2 billion potential customers; explore opportunities to promote our business with African and Asian markets through Oman Post and Asyad Express; and grow eCommerce and "last mile" delivery and e-fulfilment warehousing solutions".

On his part, Jason Ashbrook, Commercial General Manager of

at Oman Post and Asyad Express said "This Agreement helps us to expand our eCommerce logistics network across the region and opens up new prospects for the company in key European markets. It will serve to fast-track business growth, unlocking significant e-commerce and last mile business opportunities over the next 2-3 years."

"This new collaboration demonstrates our desire to make significant headway with our e-commerce and 'last mile' courier development, as we will work in collaboration with Omniva to provide innovative postal and express logistics solutions, that will connect the Middle Eastern and European retailers through the Oman Post and Asyad Express network", he added.

He affirmed that the agreement signed with Omniva will also provide wider European e-commerce business potential with major retailers, as Oman Post and Asyad Express will act as a key partner to the Omniva network in the GCC. Having already secured a strategic partnership in Turkey, this agreement with Omniva will further promote and support Oman's eCommerce potential, capabilities and growth.

Mart Magi, CEO of Omniva said, "This strategic partnership opens up the Middle East region for Omniva's existing customer base. Muscat becomes one of the hubs of Omniva alongside London, Amsterdam, Hachenburg,

Kaunas, Tallinn, Helsinki, New York, Chicago, and Los Angeles. At the same time, it opens up for all of Oman Post & Asyad Express existing and future Middle Eastern clients the full Omniva Network with particular focus in Europe, Caucasus and Central-Asian region."

Asyad Group, through its operational arm Asyad Express, aspires to expand its eCommerce services in Europe, which is a key strategic market. The aim being to reach major European brands that are keen on penetrating the GCC markets through active and reliable partners.

Asyad Group also seeks to promote the services of its e-Fulfillment Center to attract regional and international eCommerce companies by providing them with its full range of warehousing solutions and helping them carry out logistic operations in Oman. These companies will also have easier access to neighbouring markets by leveraging the existing technological infrastructure and offering of the integrated logistics group.

Omniva is an international logistics company that transports goods and information through creating e-solutions that make it easier for firms to do their work. Omniva is a partner for buyers and for sellers. Omniva delivers goods quickly to the shopper's home, a nearby post office or a parcel machine irrespective of if it comes domestically, regionally, or globally. -ONA

ANNOUNCEMENT OF TENDER

The Rural Areas Electricity Company (S.A.O.C (announce to float Tender No. TANWEER- 05/2022

Electrification of New Planned Area in Heavy Industrial Area at SEZAD In AL Duqm Wilayat By Construction of New 11KV Feeders From New PSS in Heavy Industry Area

The Conditions:

- 1- Collection of Tender: Interested Companies with grade "C" and Above which registered with Tanweer, Tender Board and Distribution Code Review Panel (DCRP) for Electrical Works may obtain the CD of the tender documents from Procurement & Contracts Department, Rural Areas Electricity Company at Al Seeb, till the date of 29 March 2022 against a non-refundable amount of RO (500/-) for each set of documents. The fees for the tenders shall be deposited on Tanweer account 0423010783090041 – Bank Muscat and for more information please contact via email address i.e. tender.purchase@tanweer.nama.om , or call us on phone number: 24250824
- 2- Bank Guarantee: The Tenderer should enclose original bank guarantee issued by any bank in the Sultanate of Oman for an amount equivalent to (1%) of the tender value with a validity of (90) Days from the last date of submission and addressed to Rural Areas Electricity Company SAOC (Tanweer).
- 3- Offers Submission:
 - A- Original bid bond along Cover letters shall be placed by bidders inside the red waxed Tender's envelopes as communicated to bidders by Tanweer. Tender soft copy must be serialized according to the numbers of the tender items.
 - B- Tender bids shall be provided separately on a CD Roms , along with original cover letters in each envelop. Bids and cover letters shall bear the bidder's official seal and must be signed in either blue or red ink, but not black. A true soft copy of the bids shall be provided on a CD in an inner envelope marked "Copy". Bids who do not comply with these requirements will be overlooked.
 - C- Bidders shall write the following details on the cover of CD:
 - Tender name and number.
 - Addressed it to the Chairman of Minor Tender Committee, Tanweer.
 - Prequalification / Technical Proposal / Commercial Proposal / Bid Bond.
- 4- Submission Location: The Completed bids in CD should be deposited in the Tender Box at Tanweer Main Office at Wilayat Al Seeb, before 12:00 PM on the date of 24 April 2022.
- 5- Tender Price (R.O): 5% VAT is inclusive.
- 6- Tanweer without mentioning the reason is not bound to accept the lowest or any other tender and not bond to refund tender purchase fees if you are not qualified to participate the tender.

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Ministry of Social Development

Tender Announcement

The Internal Tender committee of Ministry of Social Development hereby announces the following tender :-

Tender No.	Tender Subject	Grade	Last date for obtainment of tender document	Last date for tender submission	Tender Document Price (non-retundable)
2/2022	Maintenance work for alwafa center at alswaiq	Companies registered with the General Secretariat of the Tender Board, which have construction contracting and maintenance activities, and are registered in the second class	Sunday 10-4-2022 02:00 PM	Thursday 28-4-2022 10:00 AM	R.O. 25/=

- ❖ Specialized Companies, registered with the Tender Board may obtain the Tender documents at theTender Board e-tendering digital portal link (<https://etendering.tenderboard.gov.om>), **On Tuesday 22/3/2022**
- ❖ Tender shall be submitted in compliance with the technical specifications and terms along with a local bank warranty at (1%) of the tender value, valid ninety (90) days from the date of e-submission.
- ❖ For Inquiry , please contact though the e-tendering website (reg@tenderboard.gov.om) tel. (24402200)

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Zelenskyy warns of third World War if talks with Russia fail

The humanitarian situation in the city of Mariupol continued to worsen as thousands of civilians were estimated to be killed

KYIV: Ukrainian President Volodymyr Zelenskyy warned that if "negotiations" with Russian President Vladimir Putin fail then "that would mean that this is a third World War."

"I'm ready for negotiations with him. I was ready for the last two years. And I think that without negotiations we cannot end this war," reported CNN.

"I think that we have to use any format, any chance in order to have a possibility of negotiating, possibility of talking to Putin. But if these attempts fail, that would mean that this is a third World War," he added.

The humanitarian situation in Ukraine's south-eastern city of Mariupol continued to worsen as thousands of civilians were estimated to be killed in the city since the beginning of hostilities, even as Russian and Ukrainian forces trade charges over who is to blame for the deplorable situation.

Russia's defence ministry has consistently levelled charges of serious human rights violations on the Azov battalion of the Ukrainian armed forces. The Azov battalion has been alleged to consist of "neo-Nazi" Ukrainian nationalist elements.

"There is a terrible humanitarian catastrophe in Mariupol as a



UKRAINE CRISIS: Russia's defence ministry has consistently levelled charges of serious human rights violations on the Azov battalion of the Ukrainian armed forces.

result of the lawlessness brought about by Ukrainian nationalists. Desperate and mindless bandits, realizing the impossibility of receiving any assistance from Kyiv, terrorize those neighbourhoods of the city that are still under their control," the head of the Russian National Defence Control Center, Mikhail Mizintsev, said on Sunday.

He added that the Ukrainian nationalists in the besieged city are killing between 80 and 235 civilians that try to flee each day, Sputnik News Agency reported.

"It has been established that from 80 to 235 innocent citizens die every day at the hands of the Nazis, this is a terrible statistic for the last three days only. These are the people that are trying to leave the city on their own, the militants simply shoot them," Mizintsev said.

The Russian official went on to say that up to 130,000 civilians are being held hostage by Ukrainian

nationalists in Mariupol.

Meanwhile, the Ukrainian authorities have accused Russia of bombing civilian sites including a theatre sheltering civilians and an art school. Mariupol City Council, who had shared an image of the destroyed theatre building, said Russian forces had "purposefully and cynically destroyed the Drama Theater in the heart of Mariupol," CNN reported.

At the same time, Thousands of Mariupol residents who managed to escape from Russian bombs are starving to death in occupied Manhushi and Melekin.

The Head of Donetsk Military-Civil Administration, Pavlo Kyrylenko claimed on Sunday said that the Russian occupying forces are refusing to provide food, water and safe passage.

"Head of Donetsk Military-Civil Administration, Pavlo Kyrylenko, said thousands of Mariupol residents who managed to escape

from Russian bombs are starving to death in occupied Manhushi and Melekin. Russian occupying forces refuse to provide food, water and safe passage," tweeted The Kyiv Independent.

The coastal city of Mariupol has seen some of the most brutal fightings in the ongoing conflict between Russia and Ukraine.

As many as 2,500 civilians have died in Mariupol, Ukrainian officials estimate, and hundreds of thousands of people are trapped in the city -- with officials warning those who remain are without electricity, water and heat, CNN reported.

Russia has been facing immense pressure from the international community to stop its military operations in Ukraine which has created an immense humanitarian crisis with thousands of refugees from Ukraine fleeing to the neighbouring countries to the west.

ANI

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COLLEGE PREMISES



Military Technological College hosts Open Day

MUSCAT: The Military Technological College organised on Monday an Open Day under the patronage of His Highness Sayyid Malik bin Shihab bin Tariq Al Said.

The event was organised within the activities of the college held for school students and par-

ents to acquaint with the college's facilities and services.

On arrival at the premises of the college, Sayyid Malik was received by Air Commodore Mohammed bin Aziz Al Siyabi, Dean of the Military Technological College, administrators and academics. — **ONA**

EASTERN INDIGO SNAKE

Rare snake found in Alabama for just the second time in 60 years

MONTGOMERY: For only the second time in more than 60 years, the elusive Eastern indigo snake has slithered into Alabama.

The discovery of a wild-born Eastern indigo snake marks the success of an intensive program to reintroduce the reptiles to the state.

"The snake found yesterday indicates the project is resulting in some thriving and reproducing indigos, just what we wanted!" the Alabama Wildlife and Freshwater Fisheries Division said.

The reptile

The reptile, which is the largest snake native to the US, used to be found throughout Alabama. But they went extinct in the state in the 1950s, largely due to habitat loss, according to the Alabama Department of Conservation and



Natural Resources.

The discovery of wild-born Eastern indigo snakes means the released snakes survived and had offspring, providing a glimpse of hope for the species'

success in Alabama.

The first wild-born Eastern indigo snake was discovered in Alabama in 2020, according to the Alabama Department of Conservation and Natural Resources.

The discovery of a wild-born Eastern indigo snake marks the success of an intensive program to reintroduce the reptiles to the state.

During the winter, the project team monitors the burrows of gopher tortoises, where the adult Eastern indigo snakes breed in the colder months, in hopes of identifying the animals, the CNN reported. — **ONA**

Trending
ON SOCIAL MEDIA

BOOK MOST READ ON FACEBOOK

78,224 REACH



Story on expired resident cards in Oman

A story on expired resident cards in Oman reached 78,224 people and had 14,643 link clicks on Facebook.

TV MOST WATCHED VIDEO ON FACEBOOK

1,200 VIEWS



Maghrib Minute news wrap in Hindi

The Maghrib Minute news wrap in Hindi had 1,200 views and reached 6,400 people on Facebook.

CAM MOST VIEWED VIDEO ON INSTAGRAM

1,092 VIEWS



Morning Minute video on drug seizures

The Morning Minute video on drug seizures in Oman had 1,092 views and 72 likes on Instagram.

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Defining moment for Oman's Masoud in rally

Masoud Altawqi moves a step closer to a dream drive in the FIA World Rally Championship

Times News Service

MUSCAT: Oman's Abdullah Masoud Altawqi earned a life-changing place in the FIA Rally Star Training Season after he came out on top of two days of rigorous assessment and evaluation presided over a five-person jury.

Meanwhile, Farah Zakaria qualified for the FIA Rally Star Women's Final, which is due to take place in North America later this year, by completing the FIA Rally Star MENA Final as the leading female competitor.

In qualifying for the FIA Rally Star Training Season, Masoud Altawqi moves a step closer to



a dream drive in the FIA World Rally Championship. At the end of 2023, the best four FIA Rally Star Team members are rewarded with a season in the FIA Junior WRC in 2024. For 2025, three drivers go forward into a second Junior WRC season. And if one

of the FIA Rally Star Team members wins the title, they secure a WRC2 campaign in a Rally2 car for 2026 with a Rally1 drive their next target.

Masoud Altawqi joins Estonia's Romet Jürgenson, the winner of the FIA Rally Star European Final

in January, in the FIA Rally Star Training Season with four places still up for grabs at the remaining Continental Finals.

The seventh spot will go to the Women's Final winner where MENA qualifier Zakaria will join Maja Hallén Fellenius (Sweden) and Katie Milner (United Kingdom), the joint top female performers in the European Final in Germany.

Day three of the FIA Rally Star Middle East and North African Final was held in warm and dry conditions with the 12 qualifiers from Saturday's stages in action on a purpose-built gravel course. The 1.0-kilometre layout was set up in reverse direction from the previous day to add to the challenge facing the drivers.

After completing their timed runs in the Pirelli-equipped, 115-horsepower TN5 Cross Car from FIA World Rally Championship ace Thierry Neuville's LifeLive organisation, the 12 drivers were interviewed by the five-person jury headed by former rally driver Pernilla Solberg and including WRC stage winner Gus Greensmith. The 12 also underwent physical assessment to determine their fitness levels.

COMMENTARY

Once bitten thrice shy

Anis Sajan, Vice Chairman, Danube Group

With two matches drawn in the current series, it was expected the curator of the iconic Gaddafi cricket stadium will lay out a sporty pitch for the decider but to the disappointment of all, there was no grass on the wicket and it was flat like a road.

That Pakistan got two wickets in the first session was due to the brilliance of the ICC Player of the year for 2021, Shaheen Shah Afridi who bend his back and got two wickets in one over. But after that normal procedure returned with both Usman Khawaja and Steven Smith grinded the Pakistan bowlers and stitched a partnership of 138 runs and it looked hard work for all the bowlers. There was nothing for the spinners and only the fast bowlers who got reverse swing got some assistance from the dead track.

That Pakistan dropped a few chances did not help their cause either.

At the end of the day the score might show 232/5 and look like it was an even day but with Alex Carrey and Chris Green at the crease it looks like it might be another toil for the bowlers and if Pa-



kistan don't pick wickets early morning, Australia should cross 400. And we expect Pakistan to continue in the same way, bat the same way to ensure they don't repeat the same mistake as in the first innings of the second test match.

The Gaddafi Stadium was holding a test match after 13 years and there were hardly any fans in the stadium to witness this game which was a shame. One expected some lessons learnt from the first two matches but sadly it's once bitten thrice shy.

FA CUP

Liverpool set semis clash with Manchester City

LONDON: Liverpool will play Manchester City at Wembley in the semi-finals of the FA Cup after they edged Nottingham Forest 1-0 on Sunday.

The Reds progressed to the last four with a 1-0 quarter-final victory over Nottingham Forest at the City Ground, courtesy of Diogo Jota's 78th-minute goal. Jurgen Klopp's men will now take on Pep Guardiola's City in the next round. Semi-final ties are scheduled to be played on April 16 and April 17. Earlier in the day, Crystal Palace surged into the FA Cup semi-finals with a dominant 4-0 victory over Everton before Man City joined them with a 4-1 triumph at Southampton.



Marc Guehi and Jean-Philippe Mateta struck in the first half for Patrick Vieira's side as they went into the half-time break 2-0 up having overcome a bright start from the Toffees.

Further goals from Wilfried Zaha and Will Hughes put the result beyond doubt after the restart as Palace booked their place at Wembley with a flourish at Selhurst Park. **ANI**

FOOTBALL

Monaco stun PSG 3-0, Marseille move to second spot after win over Nice

PARIS: Paris Saint-Germain endured a nightmare afternoon in the principality on Sunday as Wissam Ben Yedder scored twice in a 3-0 win for AS Monaco against the Ligue 1 leaders.

If PSG were still reeling following their UEFA Champions League exit at the hands of Real Madrid 10 days earlier, this game came less than 72 hours after Monaco bowed out of the Europa League against Braga. Yet the principality side appeared determined to make up for that and keep their season alive as they blew away a disappointing visiting side missing a host of players including the unwell Lionel Messi.

Ben Yedder opened the scoring in the 25th minute with a superb



finish with the outside of his left boot from a Youssouf Fofana right-wing cross, and he was involved in the move that led to the second goal midway through the second half. He laid the ball off for Ruben

Aguilar whose low ball into the middle was turned into the net by Kevin Volland.

Volland then won a late penalty when he was fouled by Presnel Kimpembe in the area, and Ben Yedder converted from the spot despite Gianluigi Donnarumma getting a big touch on the ball (84').

Later, Arkadiusz Milik opened the scoring from the penalty spot and Cedric Bakambu came off the bench to net a decisive second goal as Marseille defeated Nice 2-1 to move back into second place in the table.

This was Marseille's 57th league win against Nice, equalling the record they hold (against Metz) for the most wins any club has against another top-flight side. **ANI**

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CRICKET

ICC confirms fixtures for UAE, Ireland at Men's T20 World Cup



International Cricket Council

DUBAI: International Cricket Council (ICC) on Monday confirmed the fixtures for UAE and Ireland at the ICC Men's T20 World Cup in Australia.

The UAE and Ireland booked their tickets to Australia in February after wins over Nepal and Oman respectively in the semi-finals of the eight-team qualifier. UAE's victory over Ireland in the Final confirmed their spot in Group A of the First Round, with their three matches to be played at Kardinia Park Stadium in Geelong. They're grouped with Sri Lanka and Namibia and will be joined by the runner-up in Qualifier B that will be played in Zimbabwe in June.

Ireland join West Indies and Scotland in Group B of the First Round, with their three matches to be played at Bellerive Oval in Hobart. They will be joined by the Qualifier B winner.

The ICC Men's T20 World Cup will be hosted by Australia for the first time in 2022, with 14 of the 16 teams now finalised for the October 16 - November 13 event. **ANI**

OMAN CRUDE PRICE RISES

The price of Oman oil has increased, with prices for delivery by May 2022 reaching \$110.36, said Dubai Mercantile Exchange (DME). The DME statement said that the price of Oman oil rose by \$3.71 from the price of Friday, which was \$106.65. - **ONA**

MARKET

BUSINESS & FINANCE



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TUESDAY, MARCH 22, 2022



MSX INDEX ENDS LOWER

The MSX index closed at 4,302.38 points, down by 0.29 per cent from the previous close. The Sharia Index ended down by 0.49 per cent at 488.82 points. Vision Insurance, up 5.00 per cent, was the top gainer while, A'Saffa Foods, down 4.80 per cent, was the top loser.

PDO extends contract of super local community contractors

These contracts will contribute to providing these companies with hi-tech electric hoists to reduce their environmental impact and reduce greenhouse gas emissions

Times News Service

MUSCAT: Petroleum Development Oman (PDO) signed contract extension agreements with several Super Local Community Contractors (SLCCs), which reflects the great success and the maturity achieved by these companies in the oil and gas sector.

The signing took place yesterday at the Oman Convention



ECONOMIC BENEFIT: This extension comes as an affirmation of PDO's continued efforts in maximising the economic benefit for the local communities in which it operates and increasing the value retained within the national economy. - **Supplied picture**

& Exhibition Centre during the Oman Petroleum & Energy Show (OPES), which was inaugurated by His Highness Sayyid Taimur bin Asaad bin Tariq Al Said, Chair-

man of the Central Bank of Oman Board of Governors. The event is organised under the patronage of the Ministry of Energy & Minerals and hosted by PDO.

The contracts extended with Al Baraka Oil Services, Shawamikh Oil Services and Al Sahari Oil Services are to provide well maintenance services.

PDO External Affairs and Value Creation Director Eng. Abdul-Amir Al Ajmi said: "The importance of this event lies in the fact that it establishes a new stage for

SLCCs which have reached a high level of merit and efficiency in their various areas of operations. These contracts will contribute to providing these companies with hi-tech electric hoists to reduce their environmental impact and reduce greenhouse gas emissions."

The company also signed the second contract with Sakan Facility Management, an SLCC consortium, to build an integrated station to provide land transportation services for employees working in the concession areas.

Eng. Al Ajmi added: "The signing of the contract to establish an integrated station for land commuting to serve the employees of the concession areas is part of our efforts to reduce traffic accidents and raise the level of safety, to which PDO attaches utmost importance. This extension comes as an affirmation of PDO's continued efforts in maximising the economic benefit for the local communities in which it operates and increasing the value retained within the national economy."

As part of PDO's support to SLCCs and their continuous growth, PDO has recently awarded additional hoists to Al Baraka Oil-field Services and Al Shawamikh Oil Services bringing the total for each company to 10 hoists.

COOPERATION AGREEMENT

Agreement signed to support SMEs



EMPOWERING SMES: This agreement is part of several partnerships through which ASMED seeks to empower SMEs and enhance their sustainability as well as diversify their services. - **ONA**

MUSCAT: A cooperation agreement was signed between the Authority for Small and Medium Enterprises Development (ASMED) and Salalah Port to encourage integration between small and medium enterprises (SMEs), and major companies operating in the logistics field to offer support services and implement In-Country Value (ICV) programmes.

This agreement is part of several partnerships through which ASMED seeks to empower SMEs and enhance their sustainability as well as diversify their services.

The agreement also offers incentives for SMEs to develop suppliers and enhance ICV programmes. According to the agreement, technical support will be provided to facilitate the implementation of the programmes and provide information and data related to the SMEs.

It will also offer financial, technical, administrative and legal consultations, training services and marketing for SMEs. - **ONA**

SEMINAR



Green bonds a socially responsible investment: CMA

Times News Service

MUSCAT: The Capital Market Authority (CMA) organised a seminar to highlight the Moroccan experience in this type of financing and the regulatory frameworks needed for green and sustainable financing at the Oman Chamber of Commerce and Industry.

The seminar was attended by representatives of different government and private sector economic entities and comes after the signing of a memorandum of understanding between the CMA of Oman and the Capital Market Authority of the Kingdom of Morocco for cooperation and exchange of information.

The seminar included a working paper presented by the Moroccan Capital Market Authority on the regulatory frameworks of green financing, the realities of the market, its contribution in directing investments toward economic activities that strike balance between economic, environmental and social objects to improve the welfare of human being and to limit the impact of global challenges such as climate change.

Yaser Al Monsif, Operations and Information Director at the Moroccan CMA said the Moroccan experience is 6 years old with green financing volume at \$450 million in the Moroccan market. He said six issuances have been issued since 2016 pointing out the ideal standards for specifying the

returns and whether or not the instrument is green, the nature of the issuers about volumes of the issuances and the types of funded activities which represented an addition to the Moroccan capital market. He also pointed out to the nature of targeted investors emphasising that it opens the way for individuals and institutions, the attractiveness of the financing instruments compared to the conventional instruments, the methods of regulation of the issuers, violations and penalties.

Abdullah Hilal Al Siyabi, Director of Companies Affairs talked about CMA's preparations for green financing and the alignment of the regulatory framework emphasising that the motivation for such move is to achieve the objectives of sustainable development, Oman Vision 2040 and balancing between economic objectives, natural resources and environmental requirements to preserve the sustainability of such vital resources and enhancing the financial returns for the longest possible term.

Al Siyabi pointed out in his presentation to the green bonds and Sukuk targeting socially responsible investors, which is one of the objects of the strategic plan of the CMA 2021-2025 as well as other initiatives.

It is worth noting that global green financing witnessed rapid growth in the past decade including green bonds and Sukuk, green loans, green funds and green insurance.

BP Oman launches 2021 socio-economic review

Times News Service

MUSCAT: BP launched the second edition of its socio-economic review in Oman at the opening of the Oman Petroleum and Energy Show, where it was presented to His Highness Sayyid Taimur bin Asaad Al Said, Chairman of the Board of Governors of the Central Bank of Oman.

The review highlights BP's commitment to Oman in line with the company's sustainability frame, its alignment with Oman's 2040 Vision, as well as its aim to be a leader in the transparency of reporting.

Yousuf bin Mohammed Al Ojaili, BP Oman President stated, "Oman continues to be a strategically vital country for bp and through our various projects at bp, we are aligning our objectives with Oman's 2040 Vision, to encourage economic diversification and empower local talent."

Key 2021 highlights include:

- Spending \$3.4 million on social investment programmes, with nearly 14,000 people benefiting.
- Supporting local Omani company, Fahud Oil Services and Energy to carry out its first well test at Block 61 with zero flaring.
- Spending \$312 million directly with Omani registered com-



SUSTAINABILITY FRAME: The review highlights BP's commitment to Oman in line with the company's sustainability frame, its alignment with Oman's 2040 Vision, as well as its aim to be a leader in the transparency of reporting. - **Supplied picture**

panies - 89 per cent of BP Oman's total procurement spent.

- Achieving a 90 per cent Omanisation rate four years earlier than planned.
- Safely avoided around 90,000 tonnes CO₂ emissions through our 'green completions' technology at Block 61

- Working to digitalise Oman's educational curriculum to benefit 600,000 students and 55,000 teachers as a gift to the nation.

Dr Khamis bin Saif bin Hamood Al Jabri, Chairman of Oman Vision 2040 Implementation Follow-up Unit, commented, "We are proud of BP's efforts with their social investment programmes and their contribution towards developing Omani talents. As well as utilising environmentally friendly technologies, such as the green completions concept which aligns with our efforts towards achieving some of the key objectives of Oman Vision 2040,

such as sustainability and supporting economic diversification."

The review showcases examples of BP's commitment to improving people's lives through various programmes such as supporting the establishment of Oman's first national Paralympic sailing team consisting of 25 Omanis to empower disabled youth through the sport of sailing - giving 25 Omanis the chance to compete in local, regional and international championships.

In addition, over 200 Omani graduates and technicians have been developed through BP's graduate programme and over 150 Omanis have held international assignments at several locations including the UK, US, and Azerbaijan or global roles based in Oman, gain and share knowledge and boost their capabilities.

In 2021, BP Oman established a roadmap of sustainable emission reduction initiatives that could lead to a 56 per cent reduction of Greenhouse Gas (GHG) emissions by 2030.

BP has had a presence in Oman since 2007 and stands as a major investor within the country. BP continues to deliver on one of the most challenging tight gas reservoirs in the Middle East; block 61 in partnership with OQ, PTTEP and Petronas.



According to researchers at UC San Francisco, people who are gifted with genes that pack the benefits of slumber into an efficient time window, show psychological resilience and resistance to neurodegenerative conditions that may fend off neurological disease. The findings of the study were published in the journal 'iScience'.

"There's a dogma in the field that everyone needs eight hours of sleep, but our work to date confirms that the amount of sleep people need differs based on genetics," said neurologist Louis Ptacek, MD, one of the senior authors on the study. "Think of it as analogous to height, there's no perfect amount of height, each person is different. We've shown that the case is similar for sleep."

For over a decade, Ptacek and co-senior author, Ying-Hui Fu, PhD, both members of the UCSF Weill Institute for Neurosciences, have been studying people with Familial Natural Short Sleep (FNSS), the ability to function fully on -- and have a preference for -- four to six hours of sleep a night. They've shown that it runs in families and, thus far, have identified five genes across the genome that play a role in enabling this efficient sleep. There are still many more FNSS genes to find, the researchers said.

This study tested Fu's hypothesis that elite sleep can be a shield against neurodegenerative disease. Her ideas contrast somewhat with current thinking that, for many people, lack of sleep can accelerate neurodegeneration. The difference, Fu said, is that with FNSS, the brain accomplishes its sleep tasks in a shorter time. In other words, less time spent efficiently sleeping may not equate to a lack of sleep.

The team chose to look at mouse models of Alzheimer's disease because that condition is so prevalent, said Fu. They bred mice that had both short-sleep genes and genes that predisposed them to Alzheimer's and found that their brains developed much less of the hallmark aggregates

SLEEP
QUALITY
IS
MORE
IMPORTANT
THAN
QUANTITY

associated with dementia. To confirm their findings, they repeated the experiment using mice with a different short-sleep gene and another dementia gene and saw similar results.

Fu and Ptacek believe that similar investigations of other brain conditions would show the efficient-sleep genes confer comparable protections. Improving people's sleep could delay the progression of disease across a whole spectrum of conditions, they said.

"Sleep problems are common in all diseases of the brain," she said. "This makes sense because sleep is a complex activity. Many parts of your brain have to work together for you to fall asleep and to wake up. When these parts of the brain are damaged, it makes it harder to sleep or get quality sleep."

Understanding the biological underpinnings of sleep regulation could identify drugs that will help ward off problems with sleep disorders. In addition, improving sleep in healthy people may sustain wellbeing and improve the quality of time we each have, the researchers said. But pursuing the many genes involved is a long game that they liken to putting together a thousand-piece jigsaw puzzle.

"Every mutation we find is another piece," said Ptacek. "Right now we're working on the edges and the corners, to get to that place where it's easier to put the pieces together and where the picture really starts to emerge."

Despite the long road ahead, there's already promise in some of the few genes they've identified. At least one of them can be targeted with existing drugs that might be repurposed. Their hope is that within the next decade, they'll have helped facilitate new treatments that allow people with brain disorders to get a better night's rest.

"This work opens the door to a new understanding of how to delay and possibly prevent a lot of diseases," said Fu. "Our goal really is to help everyone live healthier and longer through getting optimum sleep." - ANI

ROUND-UP

BankDhofar launches Ramadan car loan offer with attractive interest rate



Customers can own their dream car during Ramadan with interest rates starting from 3.45%

MUSCAT: BankDhofar launched the Ramadan car loan offer with an attractive interest rate. The offer translates BankDhofar's commitment to providing the best services, products and financial solutions to its customers. The offer enables customers to own their dream car during the holy month of Ramadan with interest rates starting from 3.45%. Commenting on the offer, Mu-

hammad Al Raisi, Executive Manager - Assets Products Development and Bancassurance, said: "With this offer, we wanted to make sure that our customers get the chance to buy the car of their choice without having to worry about the high-interest rates. At BankDhofar, we are always keen to provide our customers with the best financial solutions. Recently we have launched various loan offers, and we look

forward to designing further attractive offers that will meet the various needs of our customers." The offer will be valid until May 31. To avail of the offer customers may visit the nearest BankDhofar branch to apply for a car loan during this period. BankDhofar is one of the best banks in the region, catering to customers' needs and requirements, and setting the standard for the best customer

experience within the banking industry in the Sultanate through innovative products and creative solutions. Following best international banking practices, provision of outstanding customer experience, in addition to its commitment to community development and contribution to the growth of the national economy, has placed BankDhofar at the top of the list of best banks in the region.

OPTIMUM PERFORMANCE

Ensure peace of mind in every journey with Nissan Genuine Parts

MUSCAT: Nissan Oman, from the house of Suhail Bahwan Automobiles (SBA), offers a broad range of Nissan genuine parts which are designed, tested and manufactured to the same exacting standards to fit perfectly for optimum performance, durability and safety. By fitting Nissan Genuine Accessories customers can rest easy knowing its high-quality standards ensure the perfect fit, increased safety, and reliability, allowing them to future-proof their car.

A senior official from Nissan Oman said, "Nissan genuine parts are forged and conceived under strict standards and rigorous rounds of quality control. The parts are tested for the best accuracy of fit and are available at a competitive price and covered for warranty. Every Nissan vehicle is an important investment so customers must never compromise on safety or reliability. They must always be aware of non-genuine parts and always insist on Nissan Genuine." SBA, the exclusive distributor of Nissan genuine parts in Oman, over the years has become a trusted name in Oman automotive market and is renowned for its customer service excellence, fostering enduring customer relationships. The company leads the way across the region as a value-



adding partner and has been recognised globally by Nissan. Living by the corporate core values and commitment to their customers, SBA continuously conducts awareness campaigns to educate their customers on the importance of using genuine parts. The SBA official added, "Owners can also be assured that when their car is in for service, maintenance or repair, not only is it in the safe hands of experts who have genuine knowledge of everything that has to do with your car - they can count on lasting quality and a perfect fit every time." Even the smallest particles can cause friction in the car's engine, and this leads to damage over time. Nissan genuine oil filters are built specifically for Nissan. Its high filtration function extends the engine's

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san genuine viscous-type air filter elements trap dust and foreign particles minimising air-flow resistance, improving fuel efficiency, prevents loss of engine power thereby saving your money in the long run. Shock absorbers and struts are important components of automobile suspension systems and help keep tyres in contact with the road. Genuine Nissan shock absorbers and struts maintain their damping performance over a long period. This is because their components such as the rod guide and piston are especially designed and engineered to minimise friction and have undergone severe endurance testing. Strict quality standards are applied to the manufacturing process. Nissan genuine parts have undergone thousands of hours of rigorous testing to meet the highest standards of quality and performance, as your safety is our priority. Nissan genuine parts are built to be reliable, with the added peace of mind that they are covered by the Nissan New Vehicle Warranty. Nissan genuine parts are made to perfectly fit your vehicle, ensuring it runs at its optimum level and is ready for any adventure. Nissan genuine parts keep the vehicle complete, just like the day the customer bought it, maintaining its resale value.

'WORLD WATER DAY'



Water Awareness Exhibition at Salalah Grand Mall

MUSCAT: As part of the annual United Nations 'World Water Day' event, A'soud Global School, Salalah, working with the Ministry of Agriculture, Fisheries and Water Resources and Salalah Grand Mall participated in an exhibition on 22nd March at the popular shopping destination. The 'Water Awareness Exhibition' marked the culmination of an extended project that involved members of the Ministry visiting AGS to present to students this year's campaign - that exploring, protecting and sustainably using groundwater will be central to surviving and adapting to climate change and meeting the needs of a growing population. Students in Grades 3 to 8 then took a visit to both the Salalah Protection Dam and the Ain Gar-

ziz Spring to see these important features firsthand. The exhibition celebrated the talents of AGS children from KG1 to Grade 2 who prepared imaginative and colourful 3D structures, paintings and other artwork aimed at raising awareness of this important natural resource. Damon Hewson, Principal at AGS Salalah, said, 'it has been an incredibly positive experience to work alongside colleagues at the Ministry of Agriculture, Fisheries and Water Resources and Salalah Grand Mall on this important project. Our students have engaged with enthusiasm and confidence and their effort and hard work is evident in the wonderfully creative pieces they have produced. We are all very proud of them.'

3D MODEL

McDonald's fries lighting up Al Qurum corniche



MUSCAT: Strollers and drivers on Al Shatti Street in Qurum could not fail to have noticed a larger-than-life, 3D model of the world-famous McDonalds fries surprising walkers by. In a groundbreaking move towards exceptional creativity in street advertising, McDonald's, in partnership with Muscat Municipality and JCDecaux Oman, has launched an innovative advertising campaign, the first of its kind on Muscat's streets. The McDonald's campaign is the first initiative to develop innovative installations of outdoor advertising across the city. It is intended to enhance the reach of advertisers to their target groups and maximise returns on their advertising spend leveraging on the use of cross-media marketing. The campaign creates a unique interaction between product and consumer, whereby it is more of a holistic experience than simply the viewing of a flat image. JCDec-

aux has a dedicated network for innovative campaigns that cover key locations centred around high traffic, footfall and dwell time that enables clients to target various audience segments. Ali Daoud (Chairman and President of Al Daoud Restaurants) expressed delight at the first of its kind animation of the French Fries stating, "It is the most famous and iconic product for McDonald's and a perfect fit for such an innovative execution. It will strengthen our position as leaders in the industry." He said that the partnership between McDonald's and JCDecaux Oman has played a major role in the brand's growth and success in the Sultanate, "We truly value the partnership between our organisations." This particular innovation campaign will be complemented with activation on social media to celebrate the ever-popular McDonald's fries. Speaking on behalf of the Mus-

cat Municipality, Sayyid Shabib bin Harib Al Busaidi, General Director of the Directorate General of Investment and Economic Development, says that such campaigns produce an effective interaction with the public and contribute to the aesthetic aspect of the city. He says this is the kind of progressive campaign that we aspire to create through the strategic partnership between the Municipality and JCDecaux. We can expect to see more attractive and innovative advertising campaigns on panels and street furniture across the city in the near future, he told us. Seconding the value of partnership working, Bechir Chehab, Managing Director of JCDecaux Oman, expressed the importance of introducing creativity and out of the box thinking from the traditional forms of execution, thus focusing on innovation in advertising campaigns. This execution, he says, supports the general trend

of innovation in the Sultanate and supports its vision for Oman 2040. Projects such as this will enhance the role and effectiveness of outdoor advertising and bring with it certain energy to Muscat. In addition, such innovative campaigns leverage the compatibility of out-of-home to digital marketing when consumer engagement extends to the social media platforms. It is with pride that JCDecaux Oman operates as the strategic partner of Muscat Municipality in managing and operating outdoor advertisements and street furniture programs in the Muscat Governorate. The company is also the exclusive strategic partner for managing and operating advertisements at airports in cooperation with Oman Airports Company. These partnerships are carefully nourished to ensure that collaborative working produces the best results for the advertiser, the consumer, and the environment.

FIDE RATED

International Chess tournament on March 23

MUSCAT: The much-awaited FIDE rated International Chess tournament sponsored by Design Group Engineering Consultants is back and will be held under the auspices of the Oman Chess Committee led by Ahmed Darwish Al Bulushi, the Chairman. Musallam Salim Al Wadhahi will be the Chief Arbiter. A passionate chess lover and trainer from India, V.U. Divakar will be the tournament director. Director of Khimji Ramdas Group Pankaj Khimji will be the chief guest for this inaugural international tournament. The tournament is scheduled to start on March 23 and the finals will be played on March 26.

MILESTONES

ARA Petroleum celebrates 2021 achievements

MUSCAT: ARA Petroleum, one of The Zubair Corporation's companies specialised in the oil and gas sector, celebrated its achievements over the past year at the Shangri-La Barr Al Jissah Resort. The event was conducted in the presence of Al Zubair Mohammad Al Zubair, Vice Chairman of the Board of Directors of The Zubair Corporation. During this celebration, Sultan Al Ghaithi, CEO of ARA Petroleum, shed light on the various milestones of 2021, despite the challenges the company faced and stated, "First and foremost, we would like to congratulate all employees of ARA Petroleum and its subsidiaries for the excellent results achieved, whether in the field of exploration and produc-



tion or occupational health and safety. We look forward to achieving more of our objectives during the coming period to serve the company's future vision." The celebration included a number of competitions and

events aimed at promoting the common corporate culture and values among employees. This stems from the company's plans to enhance and strengthen positive relationships between all employees of the company to improve the

work environment to contribute directly to the development of employees' skills. Al Ghaithi also stressed, "This celebration is a part of the company's keenness to share its achievements and results achieved over the last year

with its employees." ARA Petroleum was established in 2016 and owns several companies, namely ARA Petroleum Exploration and Production, ARA Petroleum BB44, ARA Petroleum B31 and ARA Petroleum Tanzania.

ROUND-UP

SHARIA-COMPLIANT

50% off on Talabat app for Ahli Islamic credit cardholders

MUSCAT: Emphasising its commitment to meet customers' needs through exclusive offers and deals from different sectors of the market, Ahli Islamic continues its promotional campaign in collaboration with Talabat app, the region's leading food delivery and q-commerce app, to provide an exciting Sharia-compliant discount to its credit cardholders.

The bank had announced earlier that the offer would continue for six months, from January to June. The 50% discount offer is available for all Ahli Islamic customers making their purchases on the app through credit cards and is applicable at all restaurants and food outlets on the Talabat app. Customers can not only avail lowest prices on several local and international beverages and cuisines but also benefit from Ahli Islamic's distinctive, Sharia-compliant banking experience.

Describing the offer as an exclusive opportunity for credit card holders, Yousuf Al Rawahi, DGM – Head of Ahli Islamic, said, "We are pleased to associate with the Talabat app to present such an exciting promotion for our customers. It is reflective of our relentless efforts to exceed our obligations through value-added services. As one of the fastest-growing Islamic banks in the country, we are committed to creating and implementing banking solutions that are secure and swift and are suited to meet the requirements of our customers as well as the ever-changing global banking environment.

"It is in tandem with our focused approach to improve our

The bank announced that the offer would continue until June

customers' everyday banking experiences, while bolstering our position in the market, which is shifting steadily towards refined digital services."

Al Rawahi also pointed out the bank's ongoing efforts to expand its partnerships in the local and regional markets through tie-ups with organisations and business entities from various sectors and leverage its status to maintain and sustain the country's economic growth trajectory.

With the Islamic banking sector witnessing significant growth, both in operational network and customer base, these initiatives are expected to have a more positive impact on the country's economic development.

The current long-term agreement with Talabat will help Ahli Islamic credit card customers to avail a maximum discount of OMR10 on each order made through the app or their website, with the cash-back facility every third week of the month. The discount can be availed alongside other offers or deals that a restaurant may offer on its menu. The discounted amount will be absorbed by the bank, as it is a BIN (Bank Identification Number) based campaign with an auto-apply discount on the checkout page of Talabat.

Al Maha inks agreement with Vision Insurance

The agreement will offer additional benefits to Al Maha customers who hold a prepaid Al Maha fuel card - a free voucher for car care from M3 Spa for vehicle care, in addition to three discount vouchers for car care from Vision Insurance



from M3 Spa for vehicle care, in addition to three discount vouchers for car care from Vision Insurance.

Eng. Hamad Al Maghdari said, "Al Maha Oil Products Marketing Company has strengthened its services by offering quality products according to the needs of the market in line with the strengthening of the economic sector as per Oman 2040 vision.

Al Maghdari said, "The Al Maha Petroleum Products Marketing Company has witnessed a significant growth in the local market with the expansion of service station networks across, which led to gaining the loyalty of many customers who continue to trust the quality of products and services that are of the highest specifications."

Al Maha has succeeded in doubling its sales volume over the past two years by following a special strategy, which is to enhance its presence, increase the number of customers, and have a partnership with different sectors.

and we will continue to grow with more service stations of high specifications and services. We always monitor market trends to ensure that products meet the requirements of just the local market level, but also of foreign destinations."

Mouslimani of Vision Insurance Company expressed his happiness with this strategic partnership with Al Maha Oil Products Marketing Company, which will pave the way for a new phase in the field of customer service, The beginning of this journey will be reflected in the promotional offers offered by the company on the comprehensive insurance policy, where the insured gets through Al Maha a free voucher from M3.

In addition, there will be three additional discount vouchers that provide several distinct services in car care, valued approximately at RO37. This will be in addition to the services that can be provided from Vision Insurance to its customers such as the comprehensive and third-party insurance policies, including roadside assistance, alternative car and instalment Security deposit for bank Muscat credit cardholders.

It should be noted that the Al Maha campaign for this year is characterised by a monthly draw for 12 winners of free cash for a year. With 4 winners with free fuel for a full year every 10 days, in addition to the card user receiving free additional litres directly during fuel filling, as well as a draw for lucky customers from Al Maha stations to give them free fuel cards worth RO5 and a free vehicle care voucher from Vision Insurance.

The Al Maha prepaid cardholders receive a 15% discount at Oman International Hospital.

OPINION

Veolia showcases pillars of ecological transformation at Oman Sustainability Week



Erwan Rouxel*

THIS last week marked Oman Sustainability Week, a national platform hosted by the Ministry of Energy and Minerals (MoEM) that focuses on finding sustainable solutions to energy and water demands and the protection of the environment in the Sultanate, in close alignment with the UN Sustainable Development Goals (SDGs) and Oman Vision 2040.

The economy and development of Oman are heavily dependent on oil and gas, accounting for up to 85% of all government revenue. .

This is a journey in which Oman has made rapid progress with a focus on building sustainable cities and clean

energy resources, enabling a circular economy and aiming to rank among the top 20 countries in the global Environmental Performance Index.

Veolia, which has operated in Oman for more than 15 years, is a significant partner in this journey, working hand-in-hand with its stakeholders in the country to create sustainable economic, social and environmental solutions.

Oman Sustainability Week not only highlights a wide gamut of such successful partnerships, but also brings together the government, the industry, and policy experts in their quest to forge new ones.

Ensuring water security

The 17 UN SDGs provide a blueprint for peace and prosperity for people and the planet, whilst simultaneously reversing climate change and working to preserve our oceans and forests. As a company offering solutions for water, waste and energy management, Veolia is uniquely positioned to contribute towards many of the UN SDGs, especially with regards to clean water and sanitation (SDG 6), which is a pertinent issue for Oman.

With its population nearly doubling over the last decade, demand for water in Oman is anticipated to grow at 8% annually – underscoring the importance of providing access to safe and affordable water supply and sanitation through Oman's National Water Sector

Master Plan, which Veolia supports through several sustainable projects.

This includes its management of the operations and assets of Sur Desalination Plant (SDP) in Sharqiyah; the raw and wastewater treatment plants of BP Khazzan Gas Field; the Salalah Independent Water Project (VFN); and several packaged reverse osmosis solutions in Tiwi, Qalhat, Al Dakhiliyah region in Adam, Owiefiya, Al Zahiya, Burhan, Qarn Al Alam and South Sharqiyah governorate in Khowayma & Quhaid, that bring high-quality water to customers in remote and rural areas

Protecting Oman's rich biodiversity

Apart from water resources, SDG 15 – dedicated to preserving natural ecosystems and reducing biodiversity loss – is also directly relevant to the country. Oman is one of the most biodiverse countries in the region, which contributes significantly to the Sultanate's economy and must be robustly protected.

Projects such as Veolia's Sur Desalination Plant, which produces 130,000 m3 per day of drinking water, offer great examples of marine biodiversity conservation through regular monitoring and eco-conscious design of the built-in underwater infrastructure while ensuring an abundant supply of one of the region's most precious resources. Studies regularly carried out

around the desalination plant site found that concentrations of marine life were higher near the site than in the surrounding environment, with the underwater infrastructure acting as an artificial reef. But Veolia's commitment to Oman's sustainable growth doesn't stop there.

Promoting environmental awareness

By renewing its partnership with the Environment Society of Oman (ESO), Veolia is proud to equip Omani youth to actively contribute to a sustainable future and raise awareness of environmental protection with the Namat School challenge and capacity building activities. These and more best practices and innovative strategies to mitigate future environmental challenges form the core foundation of Oman Sustainability Week.

Building a circular economy

Locally and globally, Veolia is also dedicated to pushing towards a circular economy through the recycling and reuse of waste products to create an economic system of closed loops. Recycling is crucial to reducing the amount of litter in natural environments and minimising its negative impact on animal and plant species, especially in large water bodies.

*Erwan Rouxel is the Director of Veolia Oman

RAMADAN

Kempinski to feature international celebrity chef Joe Barza

MUSCAT: Kempinski Hotel Muscat will be presenting Ramadan this year with celebrity master chef Joe Barza. Known for his on-air appearances in several popular cooking shows such as Top Chef and Chopped, Chef Joe returns to Kempinski again this time to celebrate the Holy Month of Ramadan. He will be featured at The Kitchen restaurant and Zale "Arabesque Lounge" bringing his expertise in Levantine cuisine to Oman.

The Kitchen will feature the city's standout Iftar buffet every day with live cooking stations and culinary wonders from the Levant for OMR 24 per person.

Zale will be transformed into an Arabesque Lounge, the perfect backdrop to spend Layali Ramadan every night from sunset onwards. Chef Joe will present his signature creations, influenced by homemade Lebanese dishes and delectable specialties in an exclusive a la carte menu. Zale Arabesque Lounge will also offer suhoor in addition to refreshing Ramadan mocktails and the sounds of Arabesque tunes.

At Bukhara restaurant, a 3-course Indian Iftar will be available including a selection of North Indian dishes prepared by Chef Ashish Tiwari for OMR 15 per person, inclusive of a selection of Ramadan beverages.

For suhoor, the opulent Amwaj Lounge will feature an a la carte menu every night, perfect to gather with friends and family.

Whether it's a small or large Iftar function, Ramadan this year



will be a memorable one as the hotel prepares to craft beautiful dining experiences that embody the true spirit of this special occasion. Special group packages are available by contacting the hotel directly.

Kempinski is known for its art of catering and legendary bespoke service. Perfect for private functions and business events during the Holy month of Ramadan starting from OMR 16 per person.

Finally, Kempinski extends its popular homemade shuwa for take-away crafted by Chef Thuraya for Ramadan and Eid for OMR 35, with at least 48 hours before reservation.

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ROUND-UP

Ford unveils exclusive benefits with ‘Season of Generosity’ campaign

Customers owning a brand new Ford can benefit with service 3 years / 60,000km and 5 years / 100,000km and registration 1 year

MUSCAT: Ford has recently announced a range of exclusive benefits across the range to add to a delightful start to the new year. Ford has launched ‘Season of Generosity’ campaign in Oman.

Customers owning a brand new Ford can benefit with service 3 years / 60,000km and 5 years / 100,000km and registration 1 year. (Conditions apply. For details visit a Ford showroom.) The offer is valid until May 18.



Ford’s range in Oman, includes the all-new F-150 XLT. This powerful truck raises the standard for all light-duty trucks. It boasts best-in-class towing and payload capability, introduces all-new features to increase customer productivity. The Ford F-150 is equipped with a 3.5-litre EcoBoost twin-

turbo V6 engine that produces 400 horsepower and 677 Nm torque to give it impressive payload capabilities. The all-new F-150 starts with a durable, proven foundation – a fully boxed high-strength steel frame with a high-strength, military-grade, aluminium alloy body. All-new F-150 offers the lat-

est driver-assist features as part of Ford Co-Pilot360 2.0. More features are now standard, including Pre-Collision Assist with Automatic Emergency Braking and Pedestrian Detection to help avoid a possible collision with another vehicle or a pedestrian, rearview camera with dynamic hitch assist,

auto high-beam headlamps and auto on/off headlamps.

The Ford Explorer comes standard with a 2.3L i-4 Ecoboost engine. The Ford Explorer now sports abundant new features; better cargo space behind the third row and a quiet highway ride, Intelligent 4WD Terrain Manage-

ment System, BLIS with Cross Traffic Alert, Individual Tyre Pressure Monitoring System, 360-Degree Camera, Tri-Zone Electronic Temperature Control and more.

The Expedition is the most powerful and fuel-efficient Ford SUV till now, offering customers a full-size utility vehicle with a 3.5L V6 EcoBoost Engine producing 400 HP, stylish design and fresh interiors. It also features rotary gear shift and 10-speed automatic transmission and safety features like Pre-collision assist with pedestrian detection and much more.

The Ford Taurus has been redesigned with a focus on safety and practicality. The Taurus has the effortless power to match its sporty appearance. The Taurus is powered by a 2.0-litre EcoBoost inline four-cylinder petrol engine that produces 240 horsepower and an impressive 390Nm torque. The engine is mated to an eight-speed automatic transmission which is operated by a contemporary rotary gear shifter on the centre console.

In Oman, Ford vehicles are brought to you by Arabian Car Marketing Co.

TEJARAH TALKS

Corporate culture the secret sauce?

MUSCAT: Post-COVID corporate culture and its many challenges – from the great resignation sweeping global companies of all sizes to hybrid working and more - is the topic up for discussion at the next edition of Tejarah Talks.

Organised by the Ministry of Commerce, Industry & Investment Promotion (MoCIIP) in association with Oman Business Forum and supported by HSBC and Sohar Port & Freezone, Tejarah Talks are scheduled for 7:30pm Wednesday 30 March at the Civil Aviation Authority Training Centre in Al Hail North.

With His Highness Sayyid Dr Adham Al Said, Founder, The Firm as moderator, the panel line-up includes Sir Charles Shaw, CEO, Bondoni; Shatha Al Maskiry, Managing Director, Protiviti Oman; Dr Ghalib Al Hosni, Chief People Officer, Omantel; and Saif Al Manji, Managing Consultant, Quintal Ventures.

Speaking ahead of the event, Maymuna Al Adawy, MoCIIP Director and Tejarah Talks organiser explained, “Clearly the pandemic has impacted on the way we all work and our attitudes to our jobs and careers, bringing significant changes to corporate culture in



its wake. While this might seem initially to mean things like different approaches to business hours and office set-up, it also extends to areas around manufacturing practices, employment conditions, pri-

vacy regulations, or environmental commitments. And these changes are having a significant impact on business results. A recent LRN Corporation survey of 8,000 executives across 14 countries and 17 in-

dustries found that companies with the strongest culture outperform by approximately 40% across all measures of business performance, including customer satisfaction, employee loyalty, innovation, adaptability as well as growth.”

Al Adawy continued: “While the LRN data provides a strong and compelling case for Omani businesses to invest in building a stronger corporate culture it is important to acknowledge that culture change in any organization, irrespective of size is not easy.”

Commenting on the importance of corporate culture, HH Sayyid Dr Adham Al Said remarked, “A strong corporate culture does not magically appear and to understand its real impact Omani business leaders need to think about it more holistically. We have to understand how culture can fundamentally shift the way a company operates, in a way that generates better outcomes for the business, employees and customers. If the challenges of the past two years have taught us anything it is that corporate culture truly counts. Needless to add, it will take an effort to change things, but given the potential rewards it is worth it.”

5 GALLON SPECIAL DISCOUNT OFFER



Oman Oasis picks raffle draw winners

MUSCAT: Oman Oasis, the nation’s leading water brand manufactured and distributed by Oasis Water Company, recently announced the conclusion of two of three draws held for the Oman Oasis 5 gallon special discount with 222 winners being awarded various gifts and vouchers. Offering customers more value for their purchase, the discount draw will see a total of 310 prizes given away throughout three draws.

In the raffle draw, customers won a variety of prizes including 8 winners that received 22 carats 8 grams gold coins, 14 winners that walked away with 22 carats 4 grams gold coins, 140 winners that received 10 Oman Oasis 5-gallon water coupons and 60 customers that won gift vouchers from Lulu worth OMR 10. The scheme will see one final round of draws with 88 more winners after March 31.

With a plethora of raffles, draws, and rewards, Oman Oasis has ensured that its customers stay loyal to the brand. With a customer-centric approach to all its campaigns, it has strengthened its ties with its customers while increasing its reach across the Sultanate.

Complementing its creative marketing strategies with its state-of-the-art production line that ensures adherence to international standards.

Oman Oasis has always ensured the quality of its products

by adhering to stringent quality control, maintaining international standards & production practices securing numerous regional and international awards & certifications.

It is this unflinching commitment to the highest quality standards that has now also earned them the title of Oman’s Most Trusted Brand. Winning the award for the fifth time demonstrates the level of trust consumers have in the brand, showing that the nation’s favourite water brand is also the most trusted.

Oman Oasis has been steadfast in coming up with creative ways to engage with their consumers and reward them for their loyalty. By rolling out innumerable promotions, contests, and awareness campaigns that are shaped keeping the consumers’ benefits in mind, Oman Oasis has become the preferred choice and a household name.

Complementing its marketing strategies and excellent levels of customer service and its international product quality certifications like the IBWA membership, NSF, ABWA, and WQA that serve as a testament to the brand’s commitment to quality.

With over 26 years of experience in providing quality drinking water, a deep understanding of the local market, and its customer-first approach, Oman Oasis has successfully created an ever-growing consumer base.

INSTANT FINANCE SOLUTION

Get new furniture for your home in 10 minutes with Alizz Islamic Bank

MUSCAT: Alizz Islamic Bank and IFIN (the first Islamic Fintech of its kind) continue to provide instant ‘Goods Financing’ for the bank’s customers. This is part of Alizz Islamic Bank’s constant pursuit to provide its clients with innovative financial solutions.

The instant finance solution is available at all branches of Danube Home as well as at Mustafa Sultan Electronics, Enza Home, Sofa Land and Fahmy Furniture. Alizz Islamic Bank customers can avail themselves of instant finance on their goods right at the stores.

This service allows customers to instantly take home their de-

sired goods from any of the aforementioned merchant stores having them financed for up to 120 months without the need of visiting any bank branch.

The process of availing of finance has been simplified into a simple 10-minute process at the store’s checkout counter, where the customer will go through an online verification process and sign the finance contract following an immediate approval.

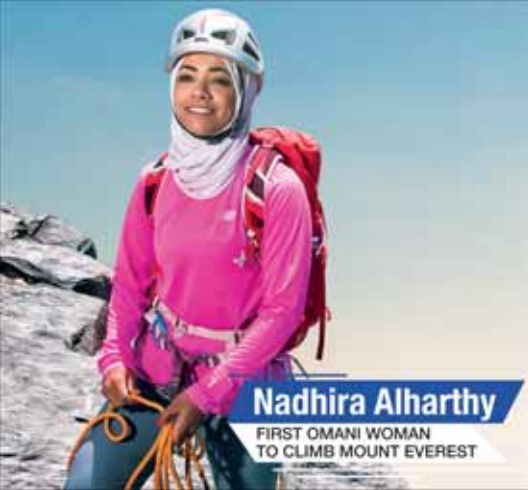
IFIN is the world’s first Sharia-compliant, multi-institutional, multi-product, multi-channel Islamic FinTech solution facilitating instant Islamic financing at the

retailer outlets. This game-changing solution is geared to redefine the way Islamic financing is being done, making it secure, quick and easy for everyone.

The first product offered by Alizz Islamic bank on IFIN is based on the Islamic concept of Goods Murabaha, where the bank purchases the goods desired by the customer, from the authorised dealer and sells the same to the customer at an agreed price that is paid in instalments. The advantage is complete transparency as the customer knows the bank’s profit margin and instalment plan at the time of signing the contract.

This arrangement allows for immediate possession and ownership of the goods by the customer who never pays more than the agreed amount.

Since its inception in 2013, Alizz Islamic Bank has bridged the gap between customers and the bank using the latest technology solutions built on solid infrastructure. The bank is committed to providing its customers with innovative financial solutions and responsive customer services via its corporate website, online banking, mobile banking, short message service, call centre, ATM, ITM, and branch banking.



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