



# Investing in Oman's Future:

High-Growth Opportunities  
in Key Sectors





# CONTENT

03

## **INTRODUCTION**

Strong strategic foundations for investment growth

06

## **TRANSPORT AND LOGISTICS**

Oman targets global logistics centre status by 2040

10

## **AGRICULTURE AND FOOD PRODUCTION**

High-potential opportunities linked to food security

15

## **MANUFACTURING AND MINING**

Harnessing Oman's natural resources for downstream production

20

## **TOURISM AND URBAN TRANSFORMATION**

Capitalising on Oman's distinct natural and cultural assets

25

## **ENERGY**

Oman seeks early-mover advantage in the fuels of the future

30

## **ICT AND DIGITAL ECONOMY**

Digital transformation wave presents fresh opportunities

34

## **SUMMARY**

Oman's competitive advantages and standout features

# Qais Al Yousef, Minister of Commerce, Industry and Investment Promotion



Qais Al Yousef

## What are the main priorities for attracting both foreign and domestic investment in key sectors?

**AL YOUSEF:** Our priorities – diversification, investment in infrastructure, re-engineering Oman’s business environment, investment promotion and human capital development, as well as employment generation, trade enhancement, creating in-country value and digital transformation – were established with Oman Vision 2040 and are now reinforced by our net-zero emissions target for 2050. These ambitions are being realised through progressive policies. This has catalysed the emergence of promising industries like manufacturing, logistics, mining, tourism, agriculture, fisheries and renewable energy – forming the cornerstone of a transformative era called Renaissance 2.0. An example is Oman’s green hydrogen sector, targeting production of at least 1m tonnes of renewable hydrogen by 2030 and 8.5m tonnes by 2050. The International Energy Agency forecasts Oman to be the largest green hydrogen exporter in the Middle East and the sixth-largest globally by 2030. This positions Oman as a critical player in the global shift to clean energy. In addition, projects such as the OR616m (\$1.6bn) United Solar polysilicon plant in Sohar exemplify how Oman’s renewable energy efforts generate economic and employment value, projecting exports worth OR769m (\$2bn) annually and creating 2000 jobs for Oman’s youth.

## How is Oman strategically positioning itself regionally and globally in priority industries?

**AL YOUSEF:** Oman boasts advanced infrastructure, including quality roads and deepwater ports that serve as gateways to Africa and Asia. Shipping times are 30–40% faster than competing locations and Oman leads the GCC in import and export compliance times, according to the World Bank. Complemented by free zones, industrial estates and abundant natural resources, Oman provides raw materials for manufacturing while its farmlands ensure food security. This creates a sustainable, innovation-driven economy for business and investment – and a streamlined regulatory environment, fostering growth.

## To what extent will technological innovation shape the evolution of priority sectors in the next decade?

**AL YOUSEF:** Technological innovation will drive Oman’s economic evolution. Green hydrogen and ammonia projects in Duqm will advance clean energy progress, while high-tech manufacturing and artificial intelligence are transforming logistics. Precision agriculture in Najd ensures food security, and tourism leverages digital platforms. Oman Vision 2040 prioritises digital transformation, supported by the Government Digital Transformation Programme. Infrastructure advancements include 5G expansion and fibre-optic – with coverage to reach 75% in 2025.

“

**Oman is forecast to be the largest green hydrogen exporter in the Middle East by 2030**

”

# Ibtisam Al Farooji, Undersecretary, Ministry of Commerce, Industry and Investment Promotion



Ibtisam Al Farooji

## What more can be done to streamline the investment process and raise the attractiveness of key sectors?

**AL FAROOJI:** Our investment landscape has shifted into a pro-business environment, earning recognition as the fourth-most-attractive country for foreign direct investment (FDI) on the FDI Standouts Watchlist 2023.

Future priorities include deeper regional integration within the GCC, and creating a unified investment framework that balances cooperation and competition. Streamlined approvals for joint ventures, consistent regulations and enhanced digital integration – such as in e-commerce laws and cross-border payment systems – are critical. Joint GCC projects like the Oman-Etihad railway, GCC Unified Tourist Visa and GCC Grid highlight collaborative progress in mobility, trade and power efficiency.

## Which overseas markets have been identified as priority source markets for inward investment?

**AL FAROOJI:** Oman is attracting both traditional and emerging investors. Long-standing partners such as India, Japan and South Korea are expanding into green energy and high-tech sectors. China's investment reached OR1.4bn (\$3.6bn) in 2023, spanning infrastructure and a diverse range of other industries. Meanwhile, Europe remains a key player in the space – largely driven by the demand for green energy, as exemplified by Denmark's OR2.3bn (\$6bn) Amnah Green Hydrogen project.

## How do you view the importance of skills and technology transfer in relation to FDI?

**AL FAROOJI:** FDI is vital for introducing advanced technologies and expertise, particularly in sectors such as green hydrogen, where innovation and sustainable practices are key. FDI partnerships foster training, research and supply chain collaboration, benefitting local businesses and boosting economic resilience.

Oman's In-Country Value (ICV) programme ensures that FDI drives not only skills and technology transfer but also job creation, the development of small companies and local acquisition. This builds a self-reliant economy, making ICV a mainstay of Oman's economic strategy.

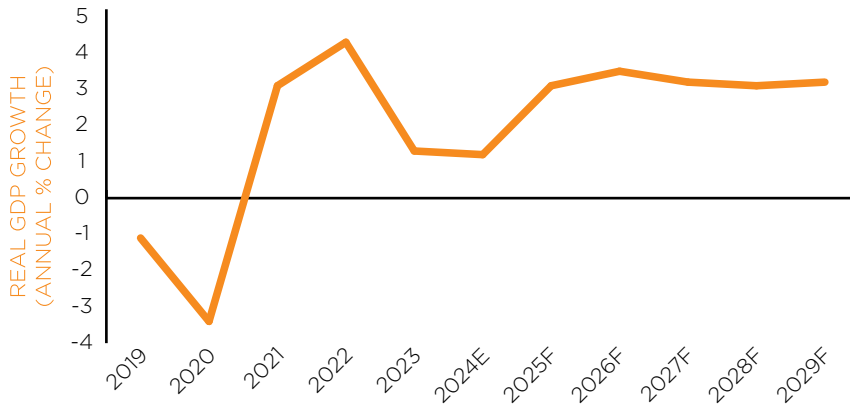
## To what extent has Oman's strategic investment in key sectors achieved success so far?

**AL FAROOJI:** FDI growth of 19.3% between the first quarter of 2023 and the same period of 2024, coupled with increased investment from India, the Netherlands, the UK and the US, signals success. Oman's Industrial Strategy 2040 aims to triple the manufacturing sector's GDP contribution to OR10.8bn (\$28bn) and attract annual investment of OR1.9bn (\$4.9bn), demonstrating measurable goals. Moreover, Oman's global standing is bolstered by international recognition. For example, S&P Global raised the country's long-term foreign and local currency sovereign credit ratings in September 2024.

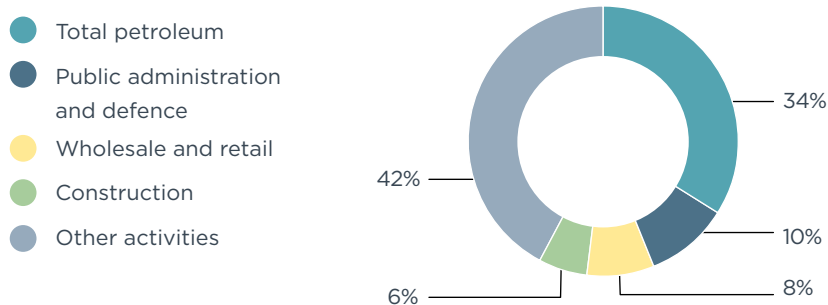
“ **Future priorities include a unified investment framework that balances cooperation and competition** ”

# Oman's long-term economic development trajectory is guided by Vision 2040

Oman is on track for solid long-term economic growth



Oil sector accounts for roughly one-third of Oman's GDP, 2023



**OR41.8bn (\$109bn)**  
GDP, 2023

**5.2m** population,  
2024

**1.5%** unemployment  
rate, 2023

## People and society:

Focus on citizenship, identity, national heritage and culture. Objectives include:

- Sustainable investment in heritage, culture and arts to contribute to national economic development
- Fostering a society capable of assessing, challenging, investing in, producing and disseminating knowledge

## Competitive economic development:

Focus on the private sector, investment and international cooperation. Objectives include:

- Creating a competitive business environment that attracts investment, with the government in a regulatory role
- Developing flexible financing models aligned with global developments and local investment needs

## Responsible government agencies:

Focus on fostering good governance at all levels. Priorities include effective oversight, swift and transparent justice and performance efficiency.



**Oman Vision 2040**  
is built on four pillars

## Sustainable environment:

Focus on the environment and natural resources. A key goal is the sustainable use of, and investment in, natural resources to deliver high-added value.

**Additionally, Oman Vision 2040 includes fast-paced, intensive national programmes to address challenges related to national priorities, including the National Programme (NP) for Investment and Export Development (Nazdaher), NP for Fiscal Sustainability and Financial Sector Development, NP for Economic Diversification, NP for Carbon Neutrality, the Government Digital Transformation Programme and the National Employment Programme (Tashgheel).**

## Transport and Logistics

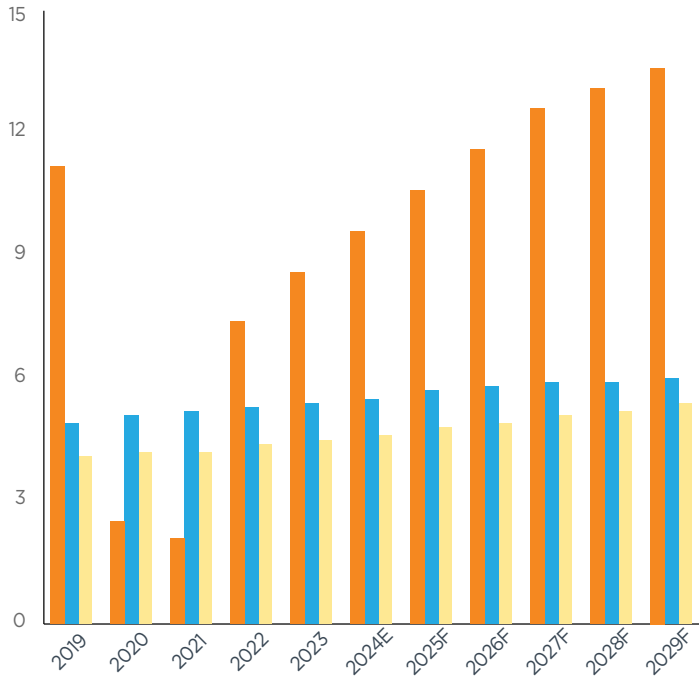
Oman's strategic location at the crossroads of global trade routes positions it as a leading logistics centre. With cutting-edge infrastructure projects, such as Khazaen Economic City, and advancements in air, sea and land connectivity, the transport and logistics sector is a cornerstone of economic diversification. This section explores key opportunities for investors in green supply chains, last-mile delivery solutions and integrated logistics networks – which underpin Oman Vision 2040.



# Transport and logistics drive Oman’s economic growth and diversification

## Oman’s transport sector is poised for widespread growth

■ Air passengers (m)   
 ■ Container port traffic (m twenty-foot equivalent units)   
 ■ Rail lines (100,000 metres)



## Oman’s transport and logistics in figures

**OR1.7bn  
(\$4.4bn)**

GDP contribution, first nine months of 2024

**6.1%**

GDP contribution, first nine months of 2024

**OR13.8bn  
(\$36bn)**

expected GDP contribution, 2040

**300,000**

anticipated new jobs to be created by 2040

**10th in digital readiness and 5th in business fundamentals**

Agility Emerging Markets Logistics Index, 2023

**Oman has solidified its position as a leading logistics node by leveraging its strategic location at the crossroads of global trade routes connecting Asia, Europe and Africa. The 52-m-sq-metre Khazaen Economic City, a flagship public-private partnership, exemplifies the country’s efforts to enhance its capacity to efficiently serve high-demand markets. With shipping times 30-40% faster than competitors and home to the GCC’s fastest import-export compliance processes, Oman offers a distinct competitive edge. Connectivity through Muscat and Salalah airports, a National Cargo Strategy targeting 780,000 tonnes of air cargo annually by 2040 and plans for 10 mid-sized domestic ports further reinforce its role as a gateway for global commerce. Central to these advancements, the Oman Logistics Centre drives investment by coordinating infrastructure development, streamlining regulatory processes and fostering a globally competitive logistics ecosystem.**

# The Omani transport and logistics sector presents wide-ranging investment opportunities

## Logistics sector

- *Growth targets:*
- The logistics sector aims to contribute OR14bn (\$36.4bn) to the national economy by 2040, which would position it as the second-highest economic contributor after hydrocarbons
- As of 2023 the sector contributed approximately 7% to GDP
- Seeking to create up to 300,000 new logistics jobs by 2040
- Sector currently provides over 79,000 jobs
- Investment growth projected for green supply chains, last-mile delivery and contactless delivery solutions

## Achievements

- *New maritime law:*
- This 2023 law aims to make Oman one of the top-10 global jurisdictions for shipowners, boosting the country's competitiveness and reshaping vessel and owner interactions
- *Technological advancement:*
- Port community system improves port efficiency, lowering processing times from 48 to two hours while reducing costs
- Land transport optimisation software tracks road transport and the cross-border movement of goods, and optimises routes
- *Improved International Civil Aviation Organisation audit results:*
- Oman is now among the top-five countries globally



## Outstanding opportunities

- Support second- and third-party trade to enhance the broader trading ecosystem
- Optimise coordination between various transport assets in the air, sea and land segments
- Expand regional aviation connections and partnerships in Africa and China, while strengthening ties with European and South-east Asian markets
- Recently announced investment projects include creek transformations into marinas and business centres; mining jetties for gypsum and limestone; ship repair and dismantling; multipurpose ports; re-export and repackaging facilities; fulfilment centres; airport free zones; and new dry ports

## Sustainability

- Oman targets net-zero carbon emissions by 2050, with transport currently accounting for 19% of total emissions
- Government initiatives include expanding electric vehicle infrastructure, establishing hydrogen fuelling stations and introducing hydrogen-powered vehicles
- Key milestones: first hydrogen corridor for trucks during 2025 and mandatory offshore power solutions for ships in select ports by 2027
- Long-term strategy includes establishing liquefied natural gas (LNG) bunkers in the maritime sector





# Khamis Al Shamakhi, Undersecretary for Transport, Ministry of Transport, Communications and IT



Khamis Al Shamakhi

## What strategies is Oman employing to attract foreign direct investment in the logistics sector?

**AL SHAMAKHI:** The country aims to attract OR961.2m (\$2.5bn) in investment into the logistics sector through various strategic efforts. One approach involves organising workshops every six months, designed to identify new opportunities and address challenges such as cold storage and cold chain issues. Additionally, the workshops are paired with clinics aimed at diagnosing and resolving instances of stalled investment. Furthermore, government agencies play a key role in facilitating the flow of capital into the sector.

## How is Oman enhancing its logistics capabilities to support inward investment?

**AL SHAMAKHI:** Oman is implementing innovative measures to strengthen its logistics infrastructure. The country is piloting blockchain technology to track the movement of goods within economic zones, significantly improving lead times. The Royal Oman Police's Customs clearance system mandates that goods must be cleared within two hours, a measure intended to boost efficiency. Additionally, a port community system has been introduced to streamline procedures, reducing the time required for operations from two days to two hours - as well as minimising fees. These advancements help to enhance the appeal of Oman's logistics sector to foreign investors.

## Which specific developments are under way in Oman's ports to attract investment?

**AL SHAMAKHI:** The ports of Sohar and Salalah are expanding both their infrastructure and service offerings to bolster trade routes. Sohar is set to benefit from a future rail connection to the UAE, while Salalah has increased its trans-shipment capacity with the installation of one of the region's tallest cranes. Smaller ports like Khasab are also being revamped, as strategic agreements such as the partnership with port operator Hutchison Ports drive economic development. These improvements support greater trade capabilities and business opportunities within the sultanate.

## To what extent is Oman addressing challenges in last-mile delivery and regulatory processes?

**AL SHAMAKHI:** Oman is improving last-mile logistics by introducing supportive technologies and stronger regulations. Efforts include new regulations that require operators to register through a central platform in a move to ensure compliance and streamline inspections. The entry of investors like technology firm Yandex - which will provide an application that combines taxi services with last-mile delivery - showcases Oman's commitment to modernising this segment. These steps aim to make the logistics chain more efficient and attractive to investors by ensuring delivery solutions that are both reliable and scalable.

“

Oman is improving last-mile delivery by introducing supportive technologies and regulations

”

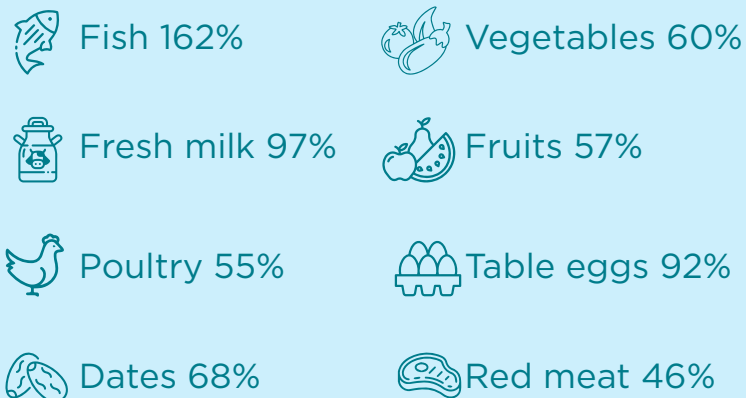
## **Agriculture and Food Production**

With ambitious goals to achieve 100% food security by 2040, Oman's agriculture and food production sector is leveraging advanced technologies and strategic investment. From integrated farming projects to a rapidly growing fisheries and aquaculture industry, this section delves into how Oman is addressing food security challenges while creating sustainable and high-growth opportunities for local and foreign investors.



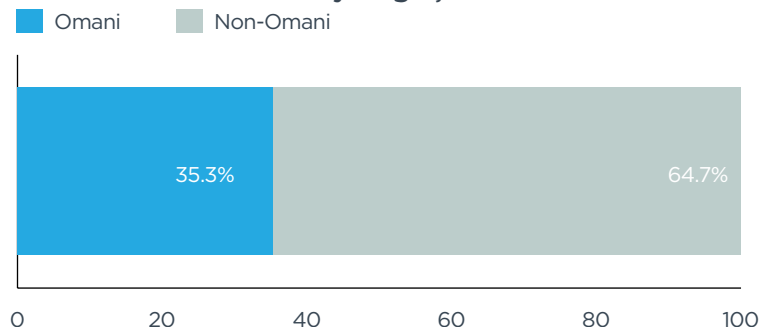
# Agriculture and food production are high-priority areas of Oman’s economy

## Oman’s food self-sufficiency ratios, 2024



There were **139,909 total workers** in the Omani agriculture, stock breeding and hunting sector as of August 2024

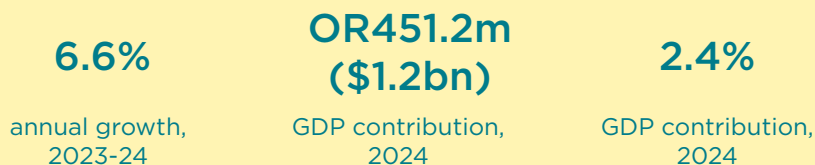
### Breakdown of workers by origin, 2023



Oman is leveraging advanced technologies and strategic investment to optimise its 1.4m ha of agricultural land, boosting growth and food security. By 2024 the country had achieved self-sufficiency rates of 92% for table eggs, 97% for fresh milk and 162% for fish production, underscoring progress in key agricultural and fisheries segments. The ambitious targets set by the Ministry of Agriculture, Fisheries and Water Resources for fruits, vegetables and livestock production aim to further strengthen self-reliance and reduce import dependency. Oman’s agricultural sector generated OR384.5m (\$999m) in 2022, contributing 1.5% to GDP, with plans to expand through modern farming techniques and private sector participation. Meanwhile, fisheries and aquaculture remain vital for Oman’s economic diversification. Fish production reached 748,000 tonnes in 2022, valued at OR461.4m (\$1.2bn), with exports growing 23.7% for the year to reach OR139.2m (\$362m). Oman has positioned itself as a global leader with a 162% self-sufficiency rate for fish, and the government continues to prioritise sustainable practices and advanced aquaculture technologies. By the end of 2025 the sector seeks to create 8500 new jobs and attract \$1.2bn in investment. Leading initiatives include integrated aquaculture farms and artisanal fish farming projects, supported by Oman’s strategic location and robust logistics infrastructure - which enhance its role as a regional food distribution centre.


# Oman’s agriculture and food production sectors present attractive investment opportunities

## Oman’s agriculture and fisheries sector in figures



## Agricultural cities to boost Oman’s food security

<b>Cities</b>	Saham Dhahirah Thumrait
<b>Strategic goals</b>	Promote sustainability Strengthen food security
<b>Technologies used</b>	Hydroponics Aeroponics Fish farming
<b>Expected outcomes</b>	Increased local production Climate resilience
<b>Key site selection criteria</b>	Terrestrial environment Water availability Climate compatibility Strategic location



## Oman announced 151 new projects, with associated investment opportunities, Q3 2024

Agricultural	
89	70 Agricultural
	10 Livestock
	7 Water sector
	2 Fisheries
	9m sq metres Land use
Commercial and industrial	
62	57 Industrial
	3 Mixed-use commercial and residential
	2 Commercial
	100,000+ sq metres Land use

## The OR2bn (\$5.2bn) Future Fund drives Oman’s economic growth

<b>5 years</b>	allocation	<b>8 sectors</b>
<b>90%</b>	direct investment	
<b>7%</b>	SMEs	
<b>3%</b>	start-ups	
<b>Agriculture initiatives</b>		<ul style="list-style-type: none"> <li>• Agriculture</li> <li>• Fisheries</li> <li>• Green energy</li> <li>• ICT</li> <li>• Manufacturing</li> <li>• Mining</li> <li>• Tourism</li> <li>• Logistics</li> </ul>
		<ul style="list-style-type: none"> <li>• Investment in modern farming technologies</li> <li>• Support for innovative agricultural methods</li> <li>• Encouragement of sustainable farming practices</li> </ul>

## CASE STUDY: How Simak plans to scale up fisheries production to meet regional demand

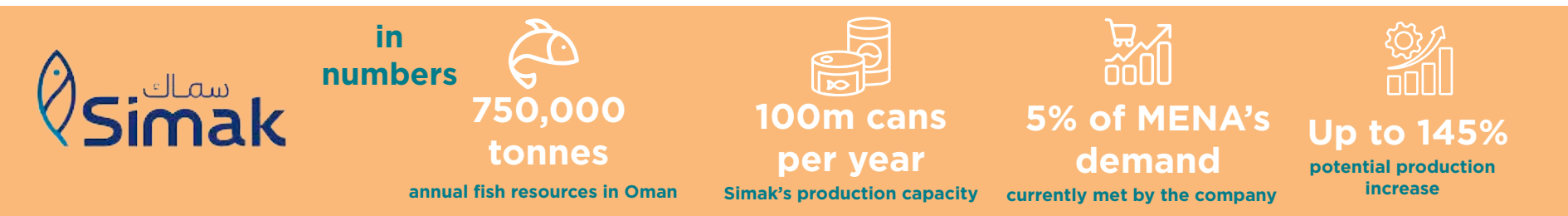
Oman’s commitment to diversifying its economy and attracting foreign investment is reflected in the robust development of its agriculture and food production sectors. One of the key players in these efforts is Simak, or the International Seafood Company, located in Duqm – which has emerged as a significant growth driver in the fisheries industry.

Simak operates as one of the largest fish canneries in the GCC, leveraging Oman’s rich fisheries resources – equating to approximately 750,000 tonnes of seafood annually. Specialising in the processing of tuna and mackerel, the company has a production capacity of 100m cans per year, yet its current output only satisfies around 5% of MENA’s total demand. This untapped market potential has motivated Simak to expand its reach within the GCC, North Africa and eventually the US, capitalising on Oman’s free trade agreements for competitive entry.

The company’s strategic partnerships are a cornerstone of its operations. Collaborating with local small and medium-sized enterprises (SMEs), government bodies and artisanal fishers ensures a sustainable supply chain and supports local economic growth. These partnerships are reinforced by government initiatives – such as collaboration between the Ministry of Agriculture, Fisheries and Water Resources, and Oman’s Food Safety and Quality Centre – to uphold high product standards.

Sustainability is a critical aspect of Simak’s strategy. The company sources raw materials from eco-friendly suppliers like Oman Pelagic, which uses advanced equipment to reduce bycatch. Additionally, Simak’s plans for a solar power facility to meet 10-15% of its energy needs and its zero-waste goal of turning fish by-products into fishmeal underscore its environmental commitment.

Scalability is another advantage for Simak. With pre-installed infrastructure, the company can increase production by up to 145% by adding new equipment, thereby enabling growth without substantial capital investment. This readiness positions Simak to respond efficiently to market demand and further penetrate international markets, supported by certification from bodies including the US Food and Drug Administration and alignment with EU standards, among others.



# Saud Al Habsi, Minister of Agriculture, Fisheries and Water Resources



Saud Al Habsi

## What are Oman's key targets for agricultural production over the next five to 10 years, particularly as relates to food security and import dependency?

**AL HABSİ:** One main area of focus is the diversification of crop production. Oman has some 2.2m ha of agricultural land or land suitable for reclamation, which represents about 7.5% of its total land area. Yet registered agricultural holdings in Oman cover approximately 144,000 ha, with another 119,000 ha being cultivated as of 2023. Another priority is to expand local livestock production to increase the meat and dairy supply – with natural grazing areas covering approximately 1.3m ha as of 2023, representing a substantial proportion of the country's total land area, and a livestock population of around 4m farm animals.

Another focal point is promoting aquaculture to diversify seafood production, reduce the strain on wild fish stocks and ensure a reliable supply. Downstream, we are focused on improving logistics and supply chains to enhance distribution, as well as nurturing food processing industries to add value to agricultural products – which can create jobs and reduce waste. Sustainability is another major priority, with a focus on enhancing sustainable agricultural practices and supporting research institutions to develop climate-resilient crops and innovative farming techniques suitable for Oman's arid conditions. Investment

in agricultural technology is being encouraged to boost yield and improve efficiency, while public-private partnerships are being fostered to stimulate infrastructure and technology investment.

## In what ways is the private sector being encouraged to participate in agricultural development?

**AL HABSİ:** Oman is focusing on self-sufficiency for key crops such as onions, garlic and potatoes, with investment in modern farming methods and greenhouse cultivation being encouraged to support this objective. Similarly, initiatives like the Al Namaa Poultry project are designed to enhance self-sufficiency in the production of poultry. With respect to fisheries, the government has signed agreements for farming initiatives – such as a shrimp farming project in Al Sharqiyah South valued at OR13.9m (\$36.1m). Fisheries exports amounted to some 324,000 tonnes in 2023, valued at OR189m (\$491.2m), with products marketed to 84 countries. Investment in processing facilities can cater to both local and export markets, adding value to raw products, while firms are being encouraged to modernise storage, logistics and distribution facilities. The government offers various incentives to attract investment in food security, including tax exemptions, land leases and support services. Initiatives like the Food Security Lab 2024 have identified numerous investment opportunities and projects aimed at enhancing food security.

“

**Investment in agricultural technology is being encouraged to boost yield and improve efficiency**

”

## Manufacturing and Mining

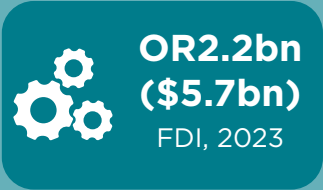
Oman's manufacturing and mining sectors are interlinked drivers of economic growth, supported by free zones, industrial estates and untapped mineral wealth. This section highlights investment opportunities in downstream industries, advanced mineral processing and innovative manufacturing centres that align with Oman's Industrial Strategy 2040 - fostering economic diversification and sustainable development.



# Manufacturing and mining are interlinked drivers of Oman’s economic growth

## Sectoral figures

### Manufacturing



### Mining and quarrying



### Manufacturing strengths

A total of 11 industrial estates, four free zones, two technology parks and a special economic zone form the backbone of Oman’s manufacturing industry. These future-oriented centres of enterprise and innovation house both SMEs and global manufacturers, creating an ecosystem that is conducive to industrial growth.

Manufacturing contributed OR4.6bn (\$12bn) to the economy in 2022, equal to 10.4% of GDP. Non-oil manufactured goods, worth OR7.5bn (\$19.5bn), were exported to over 140 countries, including Saudi Arabia, the UAE, India, the US and South Africa. Omani products are gaining popularity globally, with significant growth in mineral products, plastics, rubber and base metals.

With a focus on sustainability, net-zero goals and public-private partnerships, the manufacturing sector aims to leverage Oman’s natural resources for growth in industries like construction and food and beverage.

### Mining and quarrying strengths

In 2022 the Ministry of Energy and Minerals reported an 11% rise in revenue from the mineral sector. The total sale value of mineral ores, both metallic and non-metallic, reached almost OR97.3m (\$252m), while the production of mineral ores amounted to around 63m tonnes.

Mineral product exports rose 71% to OR71.5m (\$186m) in the third quarter of 2023, driven by global demand and several domestic factors: investor-friendly legislation, streamlined procedures, upgraded regulations, improved infrastructure and public-private partnerships.

Oman aims to become a global mineral production centre with advanced processing capabilities and the ability to feed domestic industrial sectors with local inputs. Notable projects include a titanium dioxide plant in SOHAR Free Zone and an aluminium wheel factory. In 2020, 110 new mining blocks were opened for exploration. Minerals Development Oman offers investment opportunities across the space, and has partnered with local firms Mawarid Mining and Oman Mining Company on sustainable projects in recent years. Oman’s vast, untapped mineral wealth – including dolomite, limestone, gypsum, copper and gold – presents promising investment prospects.



# Oman has established strategic and legislative frameworks for the development of manufacturing and mining

## Oman's industrial sector in figures, first nine months of 2023

**9%**  
GDP growth

**9.3%**  
GDP contribution

**OR2.5bn (\$6.5bn)**  
GDP contribution

**33,000**  
Omani workforce

**OR1.8bn (\$4.7bn)**  
FDI

### Oman's Industrial Strategy 2040 outlines ambitious targets

2024	OR11bn (\$29bn)	Manufacturing contribution to GDP
2040	OR25bn (\$65bn)	Industrial exports
2040	OR40bn (\$104bn)	Total investment

### Strategic framework for industrial development seeks to:



- Set vision and goals
- Develop enabling policies and industrial tools
- Establish governance and performance indicators
- Develop in collaboration with the UN Industrial Development Organisation, to ensure alignment with global economic trends

### Highlights of Oman's Mineral Wealth Framework

- **Streamlined licensing and oversight:** the Ministry of Energy and Minerals now oversees all mining operations, providing a faster licensing process and robust compliance measures. Over 110 mining blocks have been opened for investment and exploration since 2019 under the updated framework, streamlining access for investors.
- **Investor-friendly provisions:** the framework offers competitive incentives, including tax breaks, reduced service costs and discounted land leases for mineral processing facilities. Investors can benefit from 100% foreign ownership in free zones and the absence of Omanisation requirements at the exploration stage.
- **Focus on sustainable practices:** regulations emphasise environmentally sustainable mining practices. These include mandatory environmental impact assessments and the promotion of renewable energy use in mining operations.
- **Vast resource potential:** Oman's extensive untapped reserves include gypsum, limestone, dolomite, copper and silica. Gypsum production alone equates to 11.7m tonnes annually, making Oman the largest exporter in the world.
- **Integration with industrial strategy:** projects such as the titanium dioxide plant under construction in Sohar highlight opportunities for downstream processing. Such projects contribute to the goal of OR40bn in total industrial investment by 2040.

### Investment incentives include:

#### Mining

No Omanisation requirement at exploration stage; right to exploit selected minerals

#### Manufacturing

Tax breaks, service discounts, support for SMEs and job creation incentives

# CASE STUDY: How Oman is driving sustainable growth in mining through strategic actions



Oman’s mining sector demonstrates robust growth potential in both upstream exploration and downstream processing activities. Minerals Development Oman (MDO) – the government’s mining investment arm – has positioned itself at the forefront of this progress, leveraging strategic assets and modern technologies to catalyse growth. Notably, the sector’s potential is enhanced by the country’s significant reserves of industrial minerals such as silica, limestone, gypsum and dolomite. These materials are integral inputs for various industries and present ample opportunities for both local and foreign investors.

Oman’s strategic location, with proximity to major markets in Asia, the GCC and Europe, coupled with advanced infrastructure including ports and transport networks, boosts its appeal as an investment destination. Investors benefit from clear regulatory frameworks, affordable utilities and a competitive tax system. Free zones offer additional advantages, such as 100% foreign ownership and easy access to international logistics.

One of MDO’s strengths is its commitment to integrating technology. The company has conducted comprehensive airborne geophysical surveys, which have enhanced exploration capabilities and led to significant discoveries of copper, gold and other metallic minerals. The incorporation of artificial intelligence (AI) and adherence to strict environmental standards exemplify MDO’s role in setting industry benchmarks.

Moreover, as the world pivots to cleaner energy solutions, Oman’s mining sector is poised to be an essential supplier of raw materials – including copper and rare earth elements, which are necessary for the development green technologies. This aligns with the country’s vision for economic diversification and sustainable development.

In summary, Oman’s mining industry – underpinned by strategic positioning, regulatory incentives and advanced technologies – is an essential contributor to economic diversification and the global green energy transition.

## Leading competitive advantages of Oman’s mining sector include:

Geographical location for international trade	Abundance of key mineral resources	Political stability	Clear regulatory frameworks	Competitive tax system	Free zones	Technological integration

# Manufacturing and mining exports are top contributors to Oman's economy

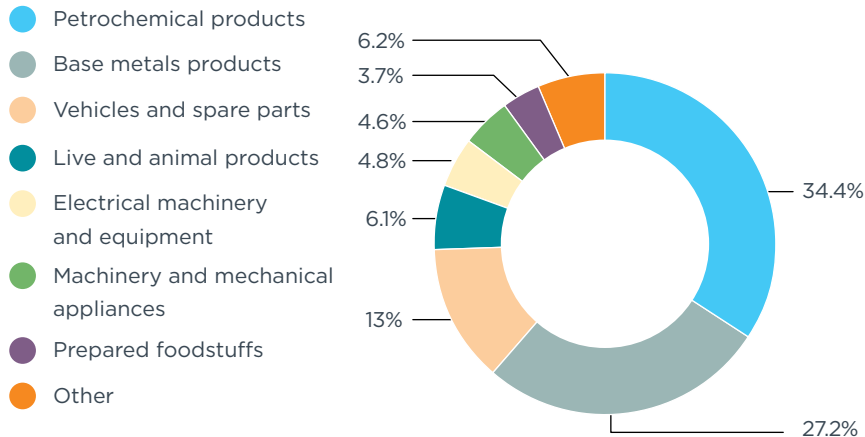
The mining sector represents an integral component of Oman's economic development framework, with the country leveraging its abundant mineral resources to create investment opportunities and promote sustainable development. Through the implementation of innovative practices to enhance market competitiveness, the sector continues to advance its status as a prominent global supplier of gypsum, copper and feldspar.

The sector demonstrated notable progress in 2024, achieving major operational benchmarks with the export of 8.1m tonnes of gypsum and the successful completion of the inaugural copper-gold concentrate shipment from the Al Wash-hi Majaza mine. Furthermore, the implementation of the third mining bidding round enhanced the sultanate's investment landscape through the strategic offering of six mineral blocks containing substantial deposits of nickel, copper and feldspar.

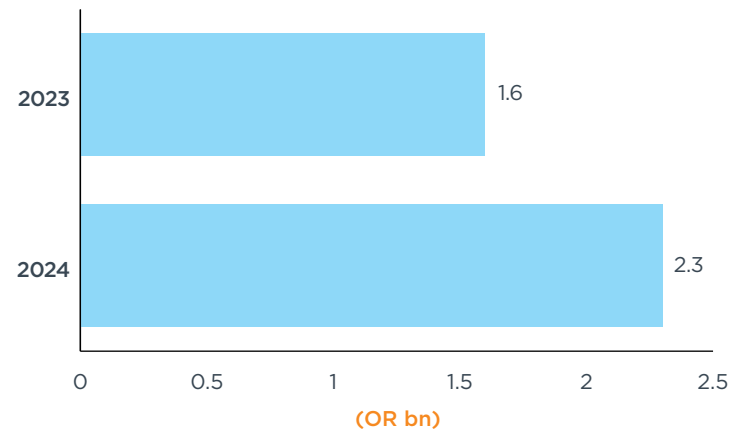
These developments represent significant progress toward the objectives outlined in Oman Vision 2040, strengthening the sector's role in economic diversification and non-oil export growth.

**OR1.5bn (\$4bn)**  
Oman's total mining export value, October 2024

Manufacturing and mining are major contributors to Oman's export revenues, 2021



Non-oil exports grew by 44.9%, March 2023-24



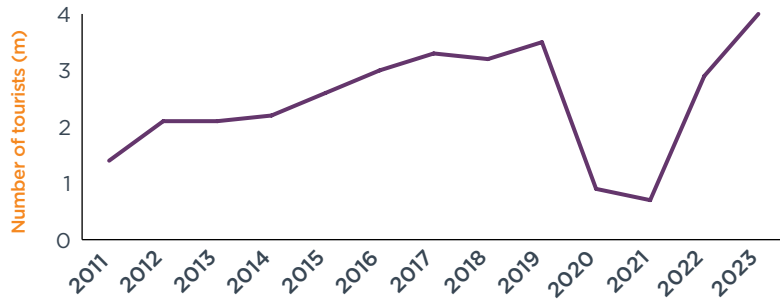
## Tourism and Urban Transformation

Oman's tourism sector is thriving, capitalising on its rich natural landscapes, cultural heritage and eco-tourism potential. Meanwhile, urban transformation projects, like Yiti Sustainable City, showcase the sultanate's commitment to sustainable development and innovative urban planning. This section outlines key investment in luxury, adventure and community-led tourism initiatives and transformational urban developments, contributing to the country's target of 11m annual visitors by 2040.

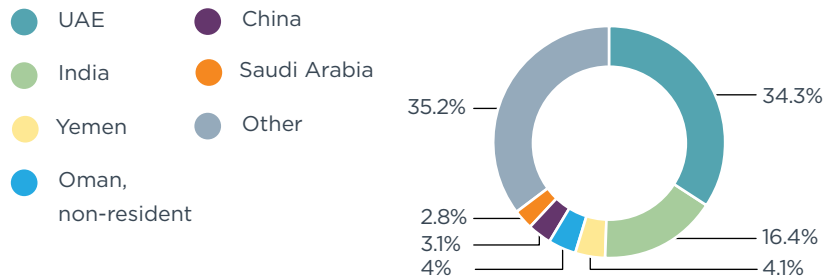


# Oman’s growing global popularity among tourists is contributing to economic diversification progress

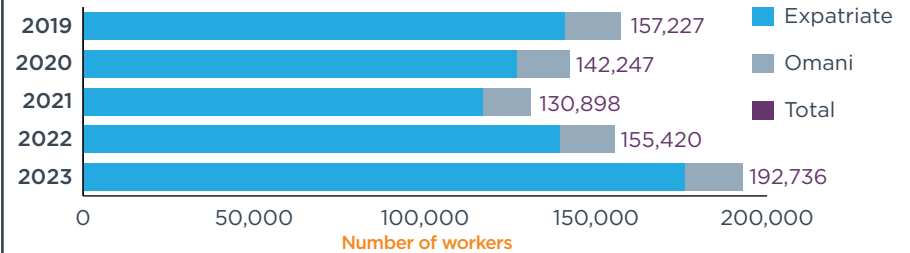
Visitor arrivals reached record levels in 2023



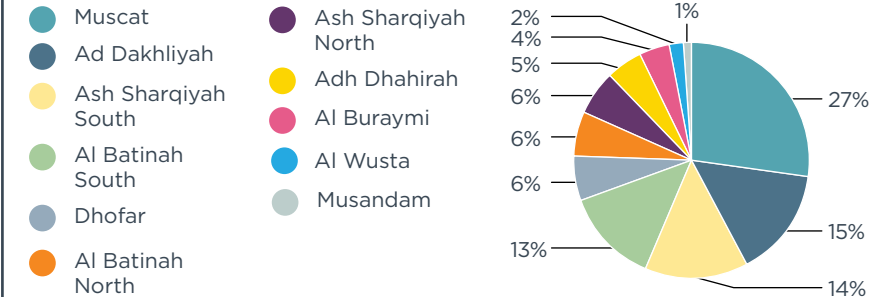
Top tourism source markets by nationality, 2023



Workforce in Omani tourism sector has exceeded pre-Covid-19 levels



Breakdown of total number of hotels by governorate, 2024



- Oman’s diverse landscapes and rich culture are found within a three-hour flight of 30% of the world’s population
- In 2022 Oman saw 2.9m visitors (a 348% increase from 2021) and nearly OR1.9bn (\$5bn) in tourism revenue – marking 47.3% annual growth
- By 2040 Oman aims for tourism to generate OR8.7bn (\$22.6bn) annually, contribute 6% to GDP and include an additional 80,000 hospitality keys. In 2021-23 the sector attracted OR3bn (\$7.7bn) in investment for luxury, adventure and eco-tourism, with work on tourism projects valuing OR1.7bn (\$4.4bn) under way in 2023.
- The government has invested in infrastructure and tourism assets, including Khasab’s 1.8-km zip line and the Oman Across the Ages Museum. A year-round events calendar, promotional campaigns and representative offices boost Oman’s appeal in key markets.
- Oman has introduced tourism-friendly legislation, including easing visa restrictions for over 100 countries, to attract investors and visitors

# Urban transformation plans are reshaping Oman's residential and leisure landscape

## The national real estate strategy comprises five pillars



16 priorities

18 initiatives and 32 key performance indicators

## National Spatial Strategy 2040

-  Urban design guidelines
-  National land use standards
-  Community facilities
-  Parks and open space
-  Urban streets
-  Utilities infrastructure

## Major Omani urban transformation projects include:

- **Sultan Haitham City** – A pioneering sustainable urban development project, Sultan Haitham City offers diverse housing near essential amenities, green spaces and communal areas. Designed for 100,000 residents, it caters to Muscat's diverse population including locals, expatriates and visitors. The project emphasises environmental sustainability and technological integration to enhance residents' quality of life and promote ecological resilience.
- **Al Khuwair Downtown** – The OR500m (\$1.3bn) Al Khuwair Downtown and Waterfront Development Project is designed to revitalise Muscat's urban core. Covering 3.6m sq metres – larger than Muscat International Airport – it aims to create a dynamic new city centre in the Muscat Governorate.
- **Yiti Sustainable City** – The city combines innovative sustainability features with high-standard community living in Oman. This development aims to enhance residents' quality of life while prioritising environmental stewardship. Yiti serves as a platform for research and education, encouraging residents' participation in carbon reduction efforts. As Oman's first net-zero-emissions city, it features renewable energy, efficient resource management, local food production, sustainable transport and air quality measures – all focused on residents' well-being.
- **Madinat Al Irfan** – A new sustainable urban centre in Muscat, the city aligns with Oman's economic diversification strategy. This project aims to create an inclusive community suitable for diverse demographic groups, setting high standards in sustainability and urban planning. It plans to feature efficient public transportation, attract business investment, boost tourism and provide an appealing environment for living and working.

## CASE STUDY: Oman is expanding its tourism potential through collaboration and niche segments



Oman's tourism sector has seen robust growth, surpassing its pre-Covid-19 arrivals benchmark of 2019 and attracting 4m international visitors by the end of 2023. The year 2024 also started positively, with 12% annual growth in visitor numbers recorded in the first quarter. This trajectory places Oman on a competitive path within the global tourism market. In order to maintain competitiveness, the Ministry of Heritage and Tourism is focusing on strategic partnerships, niche tourism segments and community integration, according to Azzan Busaidi, Undersecretary of Tourism.

Facing intensifying competition within the region, Oman has aligned with key players like Saudi Arabia to launch joint marketing initiatives. This collaboration, announced at ITB Berlin, leverages their combined strengths to promote both countries' tourism offerings and capitalise on their complementary strengths globally.

Adventure tourism, a resilient performer during the Covid-19 pandemic, remains an important focus. The ministry's promotion of projects such as the longest double zipline over the sea in Khasab showcases Oman's commitment to creating unique experiences. Similarly, the Omani Culinary Arts Centre, introduced in late 2023, brings modern twists to traditional cuisine – elevating culinary tourism. Innovative dishes like frankincense-flavoured ice cream and rose water lattes have attracted audiences from Germany to Dubai, proving the global appeal of Oman's local flavours.

Oman's approach balances tourism growth with environmental conservation and community involvement, with a focus on small-scale, locally led initiatives that enrich the tourism landscape while boosting regional economies. Such endeavours preserve cultural heritage and align with sustainable development goals. The government is also seeking to involve the private sector in managing heritage sites, and by end-2025 Oman aims to open 25 historical sites to private and civil investment, with the ministry already securing 12 investment contracts, including one for the UNESCO-listed Bahla Fort.

With Oman's Tourism Strategy 2040 aiming for 11m visitors, current trends indicate this milestone could be reached sooner. Post-pandemic dynamics have reshaped competition, but with strong community involvement, strategic partnerships and sustainable practices, Oman is well positioned to attract tourists seeking distinct holiday experiences.

### Milestones in Oman's tourism growth

**2019**

witnessed  
record visitor  
arrivals

**2023**

4m visitors,  
surpassing 2019  
record

**Q1 2024**

12% y-o-y  
growth



### Niche tourism segments and their impact

**Adventure  
tourism**

sustained growth,  
after the pandemic

**Culinary  
tourism**

success at global  
events such as ITB  
Berlin

**Community-  
led projects**

with economic and  
cultural benefits

# Azzan Busaidi, Undersecretary of Tourism, Ministry of Heritage and Tourism



Azzan Busaidi

## Which key strategies are being implemented to develop tourism following the Covid-19 pandemic?

**BUSAIDI:** Oman Vision 2040 guides policies in heritage preservation, job creation and regional development. The National Tourism Strategy 2040 outlines sustainable tourism goals. The 2024 *khareef* (monsoon) season highlighted the importance of domestic and regional tourism, attracting over 1m visitors – 700,000 of whom were from Oman. Domestic tourism accounted for 68% of tourism production in 2022, generating OR1.3bn (\$3.4bn) for the economy.

## To what extent is sustainability a priority alongside the growth of the tourism industry?

**BUSAIDI:** We align tourism with the UN Sustainable Development Goals and Oman's target of achieving net-zero emissions by 2050. The \$1bn Yiti Integrated Tourism Development aims to be Oman's first net-zero community by 2040, featuring energy-efficient buildings, renewable energy and conservation systems to meet evolving traveller and investor preferences.

## In what ways is the industry diversifying its markets?

**BUSAIDI:** Oman welcomed over 4m visitors in 2023, up 37.9% from 2022. The GCC accounted for 40% of this growth, with China, Germany and India showing significant visitor increases. More than 2m visitors arrived in the first half of 2024 alone. However, competition

is intensifying globally and within the region with new players entering the market. We have aligned with strategic competitors to develop complementary initiatives, such as our partnership with Saudi Arabia announced at ITB Berlin in 2024. This collaboration includes joint marketing campaigns and packages to promote both countries' tourism products globally.

## How can cultural heritage and UNESCO World Heritage sites be leveraged to attract international tourists without compromising their preservation?

**BUSAIDI:** Our heritage is central to tourism. We aim for sustainable growth that preserves these sites while creating jobs and supporting local businesses. Key examples include Misfat Al Abriyeen and Nizwa, developed by local communities and recognised by UN Tourism, allowing authentic cultural experiences through local accommodation, art and folklore.

## By what means does the shift towards a diversified sector affect infrastructure and investment needs?

**BUSAIDI:** Oman's goal to attract 11m visitors annually by 2040 requires robust infrastructure. Over OR2.1bn (\$5.5bn) is allocated to projects supporting adventure, eco- and luxury tourism, and other segments. Public-private partnerships, such as for Al Mouj Muscat and Jebal Sifah, are key, with OMRAN contributing to master developments, hospitality and heritage attractions.

“ **Oman Vision 2040 guides policies in heritage preservation, job creation and regional development** ”



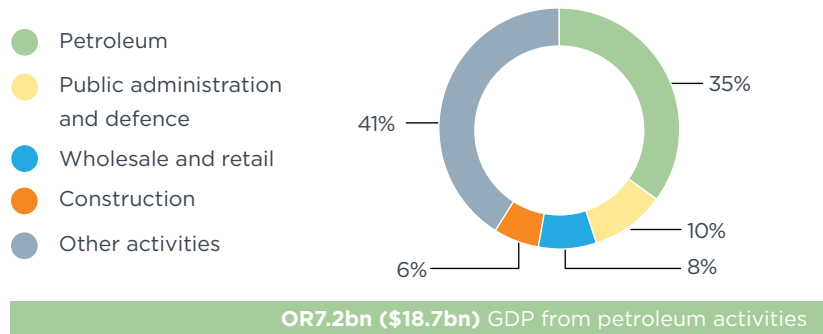
## Energy

As a global energy player, Oman is transitioning from traditional oil and gas dominance to a future-focused clean energy landscape. With ambitious green hydrogen production targets and significant solar and wind investment, the energy sector offers vast potential for investors. This section highlights Oman's strategic energy initiatives, which align with its 2050 net-zero target and position the sultanate as a leader in clean energy production.

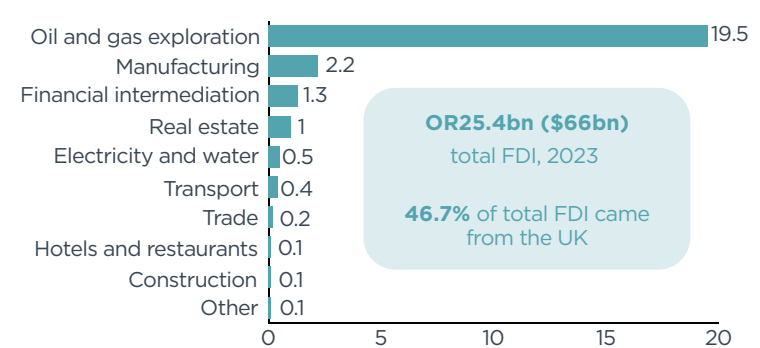


# While oil remains a cornerstone of Oman’s economy, clean and renewable energy is the future

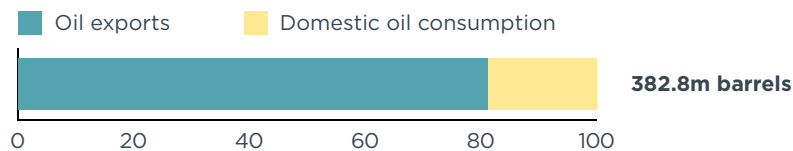
## Petroleum remains the largest contributor to Oman’s GDP, Q2 2024



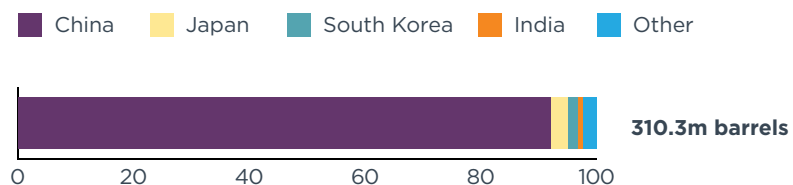
## Oil and gas exploration is the most attractive sector for FDI, 2023



## Oman exported 80% of its yearly oil production, 2023



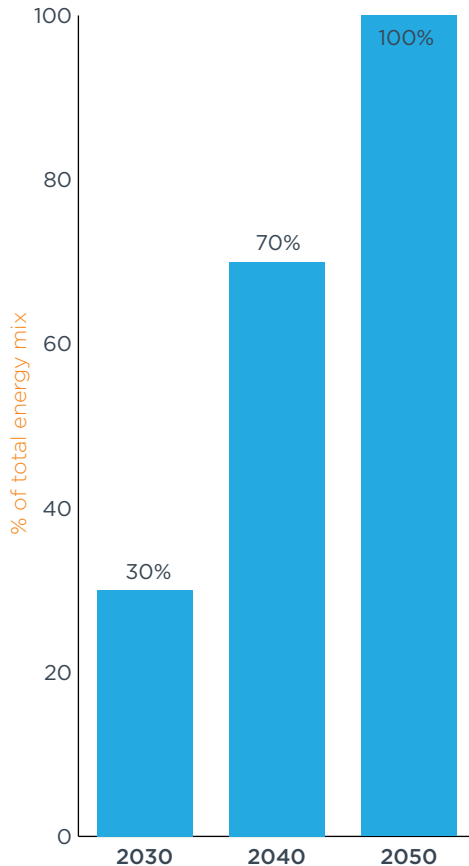
## Over 90% of Oman’s oil exports are directed to China, 2023



- Oman boasts abundant solar and wind resources, with significant land available – approximately 50,000 sq km – for development. This positions the country as a potential global renewable energy leader and a top producer of cost-effective green hydrogen.
- The sultanate targets significant green hydrogen production: 1m tonnes annually by 2030, 3.8m tonnes by 2040 and 8.5m by 2050, surpassing Europe’s current demand. The 2040 goal equals 80% of Oman’s current LNG exports in energy terms, with 2050’s target doubling this.
- Hydrom – wholly owned by Energy Development Oman – leads the country’s green hydrogen revolution, supported by Hy-Fly, a public-private alliance for green hydrogen
- Oman ranks third in MENA for the energy transition, with three large-scale independent power producer solar projects and the GCC’s first wind farm
- These contribute to the net zero by 2050 target and Oman’s goal for renewables to constitute 30% of the energy mix by 2030

# Oman possesses standout advantages that position it to be a competitive global player in renewables

## Renewable energy targets



### Challenges

The energy transition presents several challenges, including:



Addressing renewable energy intermittency



Implementing effective energy storage solutions



Upgrading existing grid infrastructure



Establishing and maintaining robust export markets for energy

### Solutions

Technological advancements: cutting-edge energy storage systems and intelligent grid technologies are currently under evaluation to optimise renewable energy integration. These advanced solutions aim to address intermittency challenges and enhance overall grid reliability, including:



**Energy storage:** the implementation of advanced infrastructure and storage solutions, including batteries and pumped hydro systems, is crucial for ensuring a consistent energy supply. Current evaluations are focused on energy storage capabilities, with 10-11 Omani locations identified as potential sites for cost-effective pumped hydro storage facilities. These facilities are projected to provide up to 18 hours of energy storage capacity.



**Infrastructure development:** the Northern Command and phased interconnection with Dhofar, projected for completion by 2027, will enhance support for large-scale renewable projects and energy storage capabilities. Additionally, the North-South Interconnect project aims to improve connectivity in remote areas, thereby facilitating the more efficient distribution of renewable power across the region.

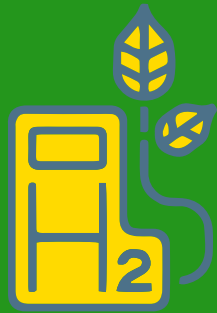
Oman possesses substantial solar and wind resources, complemented by the extensive availability of land suitable for renewable energy development. This could position the country as a global leader in the renewable energy sector.

The Tawazun Offset Programme further bolsters these efforts by facilitating capacity-building in the emerging clean energy sector and related industries.

Oman's commitment to renewable energy is evidenced by its implementation of three large-scale independent power producer solar projects and the Harweel Wind Farm – the first of its kind in the GCC.

These initiatives play a crucial role in advancing net zero objectives and align with Oman's renewables targets. To solidify this commitment, three more major wind-based projects are scheduled for procurement through 2027.

# Oman looks to establish an early-mover advantage in green hydrogen as part of its energy transition



## Green hydrogen

### Strategic plans

- Oman's energy transition strategy has a notable focus on hydrogen development to achieve its 2050 goals of energy security, carbon neutrality and economic sustainability
- The country aims to become a major green hydrogen producer, supporting industrial decarbonisation and emissions reduction
- Royal Decree 10/2023 allocated 65,000 km<sup>2</sup> for renewable and green hydrogen projects, leveraging wind and solar resources

### Geolocation

- Site selection prioritises proximity to hydrogen infrastructure for cost-effectiveness and efficiency

### Key projects

- Hyport, Green Energy Oman and Salalah H2 contribute to annual green hydrogen production goals
- Integrated Gas Company introduced spot sales and auction mechanisms to promote green hydrogen adoption
- A recent auction for eight green steel projects attracted multinational corporations from Asia. Buyers must procure a portion of hydrogen locally, fostering the growth of Oman's green hydrogen market.

### Challenges

- Fluctuating renewable energy supply
- Need for advanced energy storage
- Grid modernisation
- Evolving regulatory landscape
- Building robust market demand

### Blue hydrogen

- Blue hydrogen production with carbon capture, utilisation and storage is evaluated for domestic use and for export to Japan and South Korea
- Oman is assessing its hydrogen resources to support industries lacking green hydrogen access

Oman is strategically positioning itself to become a prominent global producer of green hydrogen, as projections indicate its potential to be highly competitive in this space. The sultanate has established ambitious production targets: 1m tonnes annually by 2030, 3.75m tonnes by 2040, and 8.5m tonnes by 2050.

It is noteworthy that the 2050 target surpasses Europe's current total hydrogen demand. In terms of energy equivalence, the 2040 goal would correspond to approximately 80% of Oman's current LNG exports, while the 2050 target would effectively double this figure.

Two key entities are instrumental in driving Oman's transition to green energy. Hydrom, a recently established green hydrogen company under Energy Development Oman, is leading this initiative. Concurrently, Hy-Fly, a national alliance for green hydrogen, is facilitating collaboration among crucial public and private stakeholders to promote local production, transportation, utilisation and export.

# Mohsen Al Hadrami, Undersecretary, Ministry of Energy and Minerals



Mohsen Al Hadrami

## In what ways are strategies for attracting investment in oil, gas and unconventional energy resources evolving, particularly concerning global energy demands and sustainability concerns?

**AL HADRAMI:** Our investment strategy in oil, gas and unconventional resources is undergoing substantial refinement to address global energy demands alongside sustainability. We are enhancing exploration programmes, which are essential for attracting sustained international and local investor interest. This approach includes both traditional reserves and unconventional resources requiring specialised expertise, similar to the US shale industry. Our diverse portfolio – ranging from heavy oil to tight gas – positions Oman as a resilient energy player. Concurrently, Vision 2040 focuses on alternative power sources to help achieve a sustainable energy mix for long-term growth.

## How is the sultanate planning to develop its renewable energy sector for sustainable economic growth and energy diversification?

**AL HADRAMI:** Oman is committed to fostering a sustainable, diversified energy sector with a strong focus on clean and renewable sources, including green hydrogen. In 2023 we marked a major milestone with the first public auction for green hydrogen projects, integrating investor feedback

into our regulatory framework and establishing Oman as a leader in this field. The successful Green Hydrogen Summit Oman in December 2023 and the conclusion of the second auction round, which secured agreements for 1.4m tonnes of annual hydrogen production and OR18.8bn (\$49bn) in investment, highlight growing international interest. This progress sets the stage for downstream industries such as green ammonia, contributing to economic diversification aligned with Vision 2040 and supporting long-term sustainable growth.

## To what extent is mining contributing to Oman's energy transition, and what measures are being taken to align the sector with sustainability goals?

**AL HADRAMI:** Oman's mining sector – which helps to reduce reliance on gas-powered industries – is undergoing a major transformation, with 21 agreements signed by February 2025 to help mining support the energy transition. Modernisation efforts include the Taqa digital platform, new health, safety and environmental guidelines, a new industry classification benchmark committee and enhanced reporting systems. Oman is also expanding renewable energy to decarbonise its grid and drive industrial growth. New offshore and unconventional oil and gas blocks will reinforce long-term production, aligning with global industrial trends.

“ **Our diverse portfolio – ranging from heavy oil to tight gas – positions Oman as a resilient energy player** ”

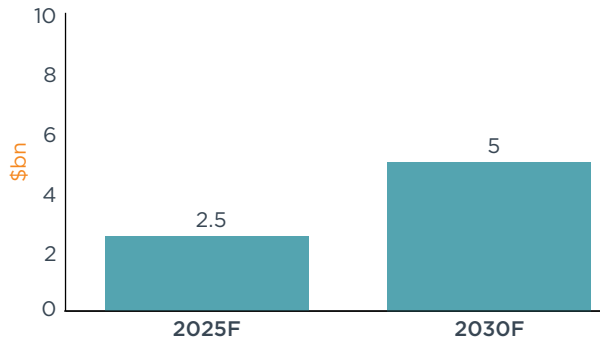
## ICT and Digital Economy

Oman is at the forefront of regional digital transformation, driving growth through innovative programmes in digital infrastructure and industries, as well as emerging segments such as financial technology (fintech) and e-commerce. This section explores how investment in cloud services, broadband expansion and advanced technology centres are creating a knowledge-based economy, offering diverse opportunities for technology-driven businesses and global connectivity.

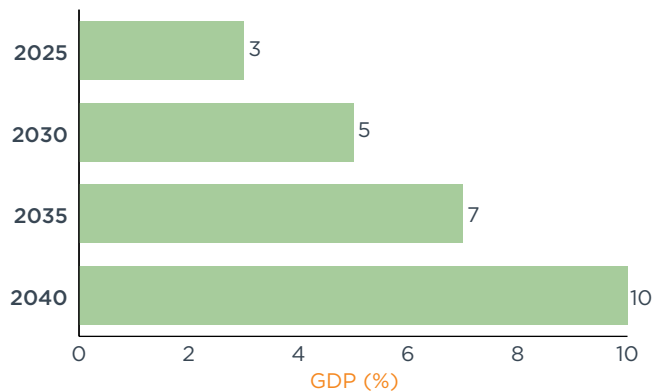


# Oman’s digital ecosystem creates a robust platform for economic productivity and diversification







Oman’s ICT market size, 2025F-30F



Targeted contribution of the digital economy to GDP under Oman Vision 2040



Headline digital metrics, mid-2024

- 
134% penetration of mobile phone subscriptions, mid-2023
- 
113% penetration of mobile broadband subscriptions, mid-2023
- 
99% 5G and 4G network population coverage
- 
79.8% penetration of fixed broadband internet subscriptions (households), mid-2023
- 
45th Oman’s rank in Government AI Readiness Index
- 
6 data centres and cloud service providers hosted, 2023

# Oman has launched an interconnected web of national initiatives to foster digital economy growth



## National Programme for Digital Economy

- Launched in 2021, focused on economic diversification, private sector engagement, sustainability, job creation and workforce development
- Covers **government digital transformation, digital industry, space, AI, cybersecurity, digital infrastructure, fintech and e-commerce**



## National Programme for AI and Advanced Technologies

- Launched to create a strategic framework for AI and advanced technology adoption
- Monitors international indicators and facilitates workshops with public, private, academic and entrepreneurial partners



## Government Digital Transformation Programme

Enhances public sector efficiency and service delivery by leveraging advanced digital technologies



## Cybersecurity Industry Development Programme

- Establishes a specialised cybersecurity sector to ensure safety and drive innovation
- Focuses on human capital development and fostering cybersecurity innovation



## Digital Industry Programme

- Advances projects that strengthen ICT-related industries, expanding the contribution of digital services to GDP
- The **Makeen initiative** aims to equip Omanis with **advanced digital skills** to meet market demand and create new opportunities. Its goal is to enhance the digital proficiency of **10,000 Omanis by the end of 2025**.



## Digital Infrastructure Programme

Enhances connectivity and the growth of the digital economy through robust broadband, 5G, infrastructure, data centres and cloud services



## Fintech Programme

Facilitates fintech advancement, boosting financial inclusion and strengthening Oman's position as a fintech centre



## E-commerce Programme

Supports access to finance for SMEs as well as promoting e-commerce growth



## Space Programme

Develops policies and strategies for space science and technology applications, supporting space systems and satellites, and their production



# Ali Al Shidhani, Undersecretary for Communications and IT, Ministry of Transport, Communications and IT



Ali Al Shidhani

## In what ways does the Centre for the Fourth Industrial Revolution affect the digital economy?

**AL SHIDHANI:** Oman's Centre for the Fourth Industrial Revolution, established in collaboration with the World Economic Forum, places the country among a select group of countries shaping global digital economy policies. This centre focuses on enabling innovation such as artificial intelligence, quantum computing and cross-border data flows, which are vital for multinational data sharing. By fostering advanced technologies and regulatory frameworks, the centre is expected to attract global firms seeking a supportive environment for technological advancement.

## How is Oman leveraging alliances with technology firms to enhance ICT and the digital economy?

**AL SHIDHANI:** Oman's collaboration with US-based technology giant Google on the implementation of Google Street View is a key example of leveraging partnerships to enhance its ICT and digital economy sectors. Google has deployed its technological and logistical expertise to map thousands of kilometres, covering areas such as Muscat and its surroundings. This project will deliver comprehensive 3D mapping of tourist sites, landmarks and commercial zones. The partnership highlights Oman's streamlined processes for facilitating foreign investment, ensuring efficient approvals and operations for global organisations.

## Which strategies ensure regulatory adaptability in the sultanate's ICT and digital initiatives?

**AL SHIDHANI:** Oman uses regulatory sandboxing as a strategy to adapt regulations to rapidly evolving technologies. This approach allows innovation such as drone deliveries to operate under flexible conditions while regulations are developed. By minimising delays and fostering investor confidence, Oman balances innovation with regulatory oversight, demonstrating a commitment to creating a supportive environment for ICT and the advancement of the digital economy.

## By what means is Oman supporting start-ups in the regional digital economy through its initiatives?

**AL SHIDHANI:** Oman has launched several initiatives to fund and support start-ups at different levels of maturity. The number of start-ups and scale funding accelerated in the years leading up to 2025. We have seen more focus in deep tech and technologies related to logistics, health and education. Oman is also working on creating a dedicated technology start-up zone. This initiative offers incentives to regional firms, providing them with a cost-effective entry point into GCC markets. The start-up zone integrates Oman's logistical connectivity with a business-friendly environment, enabling entrepreneurial growth and positioning the country as a centre for digital innovation and economic collaboration in the region.

“

**Oman has launched several initiatives to fund and support start-ups at different levels of maturity**

”

## Summary

Oman's investment landscape is defined by its strategic location, competitive advantages and visionary economic diversification goals. Across key sectors such as logistics, energy, agriculture, manufacturing, tourism and ICT, the country offers attractive opportunities for international investors. This section summarises Oman's standout features, sustainable growth trajectory and the strategic initiatives that position the sultanate as a compelling investment destination.



---

# KEY TAKEAWAYS

## STRATEGIC GROWTH NODES

---

Oman's infrastructure and logistics investment, as in Khazaen Economic City for advanced port systems, positions it as a vital trade and logistics centre. With a targeted OR14bn (\$36.4bn) contribution from logistics by 2040, and strong regulatory and technological support, Oman offers unparalleled access to high-demand markets in Asia, Africa and Europe. This makes it a prime destination for investors seeking long-term returns in logistics and export-related ventures.

## SUSTAINABLE TRANSFORMATION

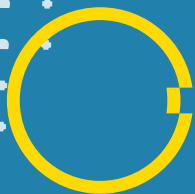
---

Vision 2040 prioritises sustainable economic diversification through initiatives such as Yiti Sustainable City, renewable energy projects and eco-friendly manufacturing. Developments like Yiti, designed to integrate smart technology and green energy, highlight the country's commitment to low-carbon urbanisation. Paired with green hydrogen and large-scale solar initiatives, Oman is paving the way for environmentally conscious investment that aligns with global sustainability goals.

## INNOVATION- DRIVEN ECONOMY

---

Oman's ICT and digital transformation strategies are fostering a dynamic, innovation-driven economy. Programmes in fintech, e-commerce, advanced technologies and digital infrastructure aim to enhance efficiency and connectivity, while promoting a technologically advanced environment for businesses. The country's focus on knowledge transfer, the localisation of technology and advanced capabilities in emerging sectors make it a fertile ground for tech-savvy investors.



OXFORD  
BUSINESS  
GROUP