

Madayn

eMagazine

AL BURAIMI INDUSTRIAL CITY WORLD-CLASS INDUSTRIAL HUB IN NORTHERN OMAN

► **MADAYN**
INVESTOR BENEFITS

► **IOT TECHNOLOGY**
WELCOME TO THE INTERNET OF THINGS

World-class business cities
Sultanate of Oman



His Majesty Sultan Haitham bin Tarik

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CLOSING MESSAGE

Thank you – Madayn



Welcome!

Welcome to another edition of Madayn eMagazine.

This month, the nation of Oman celebrates another National Day, on 18 November. We hope you will join us as we celebrate this blessed occasion, as well as the Sultanate of Oman's ongoing transformation under the guidance and vision of our leader, His Majesty Sultan Haitham Bin Tarik.

On National Day 2021, we also reflect on our Madayn Vision 2040, which provides the pathway to an illustrious future for Madayn, its investors and stakeholders, and the proud nation of Oman.

Madayn Vision 2040 aims at creating world-class business cities that contribute to Oman's economic growth, while maintaining and staying true to the Omani identity. This is achieved by comprehensive and sustainable economic and social development through strengthening Public-Private Partnerships; through developing and operating business cities with integrated services; and by consistently adopting the best solutions and technologies to meet modern-world business requirements.

On behalf of the Mizah Editorial Team, we hope you appreciate this latest edition of Madayn eMagazine. Have a fantastic month ahead. And, have a blessed National Day on 18 November!

Thank you!

Editorial Team

Mizah

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MADAYN CITIES

AL BURAIMI INDUSTRIAL CITY:

Madayn's World-class Industrial Hub in Northern Oman

Madayn's Al Buraimi Industrial City is a vital hub for product manufacturing and industrial activity in Northern Oman.

MADAYN CITIES

AL BURAIMI INDUSTRIAL CITY: MADAYN'S WORLD-CLASS INDUSTRIAL HUB IN NORTHERN OMAN

Located close to the Oman-UAE border in the far north of the country, Madayn's Al Buraimi Industrial City is a vital regional hub for product manufacturing and industrial activity – and an important contributor to Oman's economic growth.

As of mid-July this year, Madayn was excited to announce that Al Buraimi Industrial City is poised to further be developed as a world-class industrial city, as a result the Al Buraimi Industrial City Development Project being given the go-ahead.

Valued at a total cost of OMR 5.5 Million, the project will entail the development and construction of additional sewage lines and networks within the city, as well as a sewage treatment plant.

A new part of the Al Buraimi Industrial City will also be developed with all the required basic services, including electricity, water, telephone networks, sewage lines, roads, and lighting networks. In addition, the project will entail the rehabilitation of existing and previously constructed roads, asphalt streets, and rainwater drainage channels.

The project is expected to be completed by the end of 2022, and will include improving current service offerings for its investors.

Very importantly, Al Buraimi Industrial City Development Project will also serve to boost local business and industry. As Eng Abdullah bin Ahmed Al Mayasi, Director General – Al Buraimi Industrial City, explained, "This large-scale project will serve to revitalize small and medium-size business activity in the region as a result of their obtaining work from the main development contractor – which is a prerequisite for Madayn tenders."



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**AS OF MID-JULY THIS YEAR, MADAYN
WAS EXCITED TO ANNOUNCE THAT AL
BURAIMI INDUSTRIAL CITY IS POISED TO
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WORLD-CLASS INDUSTRIAL CITY**

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Al Buraimi Industrial City



Location:

Al Buraimi, Al Buraimi Governorate



Total Area:

6,619,064 m²



Nearest Airport:

Suhar Airport (113km)



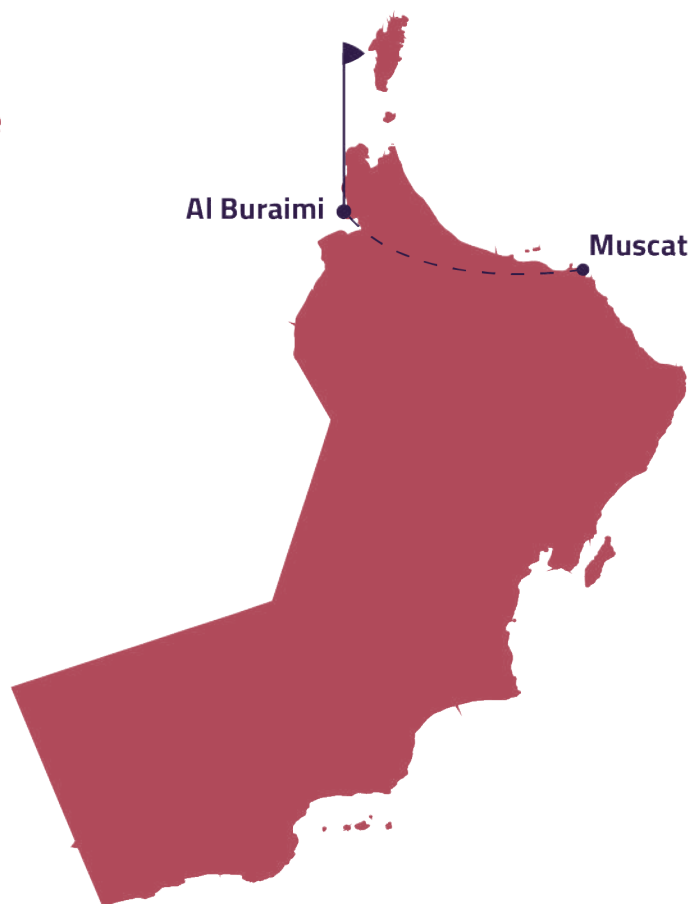
Nearest Port:

Suhar Industrial Port (110km)



Date of Inauguration:

1998



Primary Industries

- Grain production
- Lubricating Oil production
- Cement and Mosaic Tiles manufacture
- Primary Form Plastics production
- Metal Product manufacture and installation
- Plastic Pipes production
- Paints manufacture
- Cement Brick manufacture
- Ready-mixed Concrete production



Universities/Colleges/ Technical Institutes:

- Al Buraimi University
- Al Buraimi University College
- Al Buraimi Vocational Training Center



INVESTMENT TALK OMAN

MADAYN

Investor Benefits

Madayn provides numerous incentives to encourage foreign investments into the country – and to enhance Oman's position as a leading regional center of manufacturing, innovation, communication technology, and entrepreneurial excellence.

INVESTMENT TALK OMAN

MADAYN

INVESTOR BENEFITS

As the Sultanate of Oman's Public Establishment for Industrial Estates, Madayn provides numerous incentives to encourage foreign investments in Oman.

For investors, service benefits provided by Madayn within the industrial cities themselves are numerous. Among many others, these include:

- The provision of suitable industrial, commercial, technical, and service-industry spaces ready for investment.
- The issuing and approval of all types of licenses, plans and permits related to business inside the industrial cities.
- Provision of cleaning and environmental services within the industrial city.
- Provision of world-class infrastructure and maintenance services within the industrial city.
- Provision of 24/7 security services

In addition to the above, Madayn provides various incentives to industrial units, in terms of their workforce and employment requirements, as well as Omanization.

Masar Service Centres

As a focal point and one-stop-solution for investors, Madayn's Masar Service Centres facilitate and simplify all the necessary procedures and processes related to approvals, permits, licenses and other requirements for investors.

Masar Service Centres also serve as a point from which to enhance and create strong partnerships with investors and help their business to flourish – through service excellence, and by addressing the obstacles that each investor needs to overcome.

At the same time, Masar Service Centres partner with a range of government stakeholders in Oman to optimize the investment process.

By incorporating new digital-based technologies, Masar Service Centres now provide the opportunity for investors to process all their investment and localization procedures online – from anywhere in the world. This includes procedures such as submission of their investment applications, examining industrial land through Madayn's online geographic information system, paying contract dues, signing lease contracts online, and other essential actions.



Why Invest in Madayn?

For a comprehensive list of value-adding reasons to invest in Madayn's Industrial Cities.

[Click Here](#)

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**MASAR SERVICE CENTRES NOW
PROVIDE THE OPPORTUNITY FOR
INVESTORS TO PROCESS ALL THEIR
INVESTMENT AND LOCALIZATION
PROCEDURES ONLINE – FROM
ANYWHERE IN THE WORLD**

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MADAYN INITIATIVES

MADAYN

Solar-powered Suhar Industrial City

Madayn recently announced their signed agreement with Mubadrah and Solar Wadi to establish a large-scale Solar PV Farm in Suhar Industrial City.

MADAYN INITIATIVES

MADAYN

SOLAR-POWERED SUHAR INDUSTRIAL CITY

Signed in mid-October, the Madayn-Mubadrah-Solar Wadi agreement sets out the objective to construct a 100MW Solar PV Farm in Suhar Industrial City to be operational by next year.

The agreement aligns with Madayn's overall strategy to provide a significant portion of the energy needs of its tenants from a sustainable renewable energy source. It also comes in line with the sustainability goals as set out in the Sultanate's Oman Vision 2040.

Signed by Eng. Musallam bin Mohammed Al Shehri – Head of Operations Sector, Madayn; Mustafa Al Lawati – CEO, Mubadrah; and Yazan Faouri – CEO, Solar Wadi, the agreement forms part of Madayn's larger Renewable Energy Project initiative, which is being undertaken to transform the way the electricity needs of all Madayn industrial cities and free zones are being met.

According to Mustafa Al Lawati, CEO of Mubadrah, "The agreement comes along the lines of the efforts undertaken by Madayn in moving towards more sustainable energy sources and helping to reduce the carbon footprint of the industrial sector in Oman, as set out in Oman Vision 2040 – the gateway to Oman becoming a developed nation under the guidance of His Majesty Sultan Haitham bin Tarik."

Madayn and its partners plan to roll out the Madayn Renewable Energy Project initiative across all industrial cities and free zones in the next two years.



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**THE MADAYN-MUBADRAH-SOLAR WADI
AGREEMENT SETS OUT THE OBJECTIVE
TO CONSTRUCT A 100MW SOLAR PV
FARM IN SUHAR INDUSTRIAL CITY**

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SUCCESS STORIES

WOMEN OF MADAYN: POWERING OUR PRESENT AND FUTURE!

With Oman Women's Day celebrated last month, we collectively wish all the women of Madayn a wonderful year ahead. You are powering our present, and future!



On behalf of the entire Madayn board and leadership; to all the women of Madayn, please allow us to say a very big thank-you for playing a leading role in Madayn's success as Oman's Public Establishment for Industrial Estates.

With your unique talents, professionalism and hard work, we are able to move closer to the illustrious Madayn Vision 2040 – to create world-class business cities that contribute to Oman's economic growth, while maintaining and staying true to the Omani identity.

To all the women of Madayn – thank you for playing a leading role in Madayn's success as Oman's Public Establishment for Industrial Estates.

BUSINESS, WORKPLACE & LEADERSHIP TRENDS

IoT Technology:

Welcome to the Internet of Things

Here's what to know about Internet of Things (IoT) technology as we fast approach 2022.

Internet of Things technology refers to physical objects that incorporate sensors and software that connect and exchange data with other devices via the Internet. Here's three big things to know about Internet of Things (IoT) technology right now – as the world fast approaches 2022.

IoT: Potential Big Benefits

According to the online resource IoT For All, with Internet of Things (IoT) technology, all the so-called "things" can be put into three categories: One, sensors that collect information and then send it. Two, computers that receive information and then act on it. Three, things that do both. And, explains IoT For All, all three of these have enormous benefits that can work with, and enhance each other.

Smarter Cities?

Technology trend reports predict IoT technology will increasingly be used to create Smart Cities – wherein city planners and officials can interact directly with urban infrastructure to optimize how the city administered. Examples of IoT tech' being used in Smart Cities include Transportation Congestion Sensors, Waste Management Sensors, Lighting Sensors, Fire Detection, Parking Sensor Apps, and Water Monitoring.

Knowledge Oasis Muscat: IoT-enhanced

On Madayn's own technology front, recent news is that an agreement has been signed with the National Energy Centre to transform Knowledge Oasis Muscat into an IoT-enhanced Smart City. For the transformation, Madayn will benefit from the technical expertise of the National Energy Centre in the field of Internet of Things, as well as its consultancy services related to Smart City projects and communication network infrastructure.



LIFESTYLE & LUXURY

Winter Travel Wonders

Experience Beautiful Oman

As of 1st September, Oman reopened its borders to fully vaccinated travelers, and much of the country is again welcoming tourism-related activity. For business travelers, here are some winter travel wonders to experience in beautiful Oman.

Muscat: Cultural Delights

In Oman's capital Muscat, must-see highlights for business travelers include the Muttrah Souq and Corniche, Muttrah Fort, Al Alam Palace, Royal Opera House Muscat, National Museum, and the exquisite Sultan Qaboos Grand Mosque. Please don't miss out on these cultural delights!

Dive the Daymaniyats

Oman's Daymaniyat islands are around 20 kilometers offshore of the Seeb coastline, just outside Muscat. They're surrounded by crystal clear waters and a world of colorful marine life and coral reefs – and perfect for a day of diving, snorkeling, and Vitamin Sea!

Game of Golf?

Muscat is home to some world-class golf courses, including the exquisite 18-hole championship Al Mouj Golf layout, as well as Ras Al Hamra Golf Club, Muscat Hills Golf Club, Ghala Golf Club, and the Jebel Sifah Golf Course a few minutes outside the capital. With the cooler weather upon us, now is the time to head to the fairways for a game of golf with your business colleagues.

Take a Tour: Royal Opera House Muscat

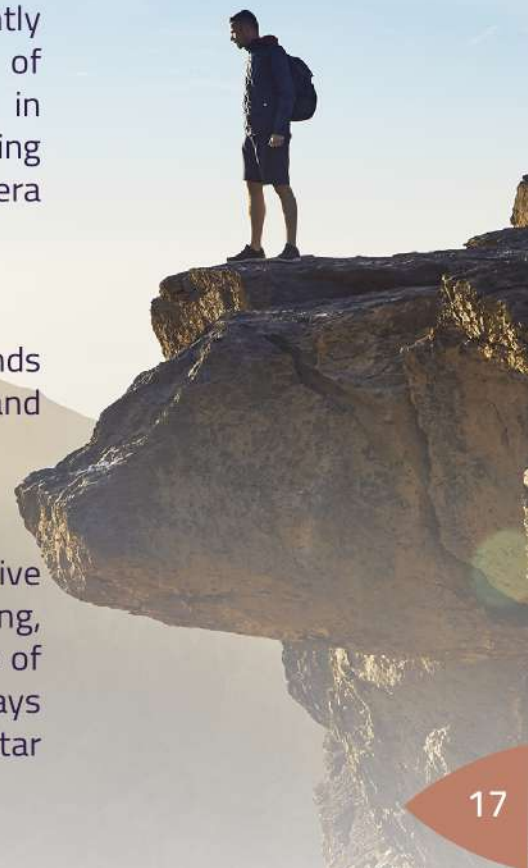
Muscat's much-loved Royal Opera House Muscat recently celebrated their 10th Year Anniversary, and a decade of incredible performing arts. Despite having to limit events in recent times due to the Covid-19 Pandemic, ROHM is offering visitors what are very memorable guided tours of the opera house complex.

Find Solitude in Sharqiyah Sands

During Oman's cooler months, the legendary Sharqiyah Sands desert is where you can find solitude in gorgeous golden sand dunes, and overnight in a luxury-style tented camp.

Head into the Al Jabal Al Akhdar Heights

The famous Al Jabal Al Akhdar mountain (an easy mornings' drive outside of Muscat) is a hotspot for adventure – trail-running, rock-climbing, mountain-biking and hiking – but also a place of magnificent mountain scenery, and award-winning luxury stays in the form of the 5-Star Anantara Al Jabal Al Akhdar, and 5-Star Alila Jabal Akhdar Oman.



Latest News of Madayn

click on the image to read the news



SOLAR FARM AGREEMENT SIGNED FOR SUHAR INDUSTRIAL CITY

Madayn, Mubadrah, and Solar Wadi recently signed an agreement to develop a 100MW Solar PV Farm in Suhar Industrial City by 2022. The development forms part of Madayn's strategy to provide a significant portion of tenants' energy needs via sustainable and renewable energy sources.



KNOWLEDGE OASIS MUSCAT SIGNS AGREEMENT WITH NATIONAL ENERGY CENTRE

An agreement has been signed by Madayn with the National Energy Centre to transform Knowledge Oasis Muscat into a smart city through Internet of Things (IoT) and other new technology.



MADAYN PROVIDES ASSISTANCE TO CITIES AFFECTED BY CYCLONE SHAHEEN

Madayn's Emergency Committee, in cooperation with Mubadrah Company for Comprehensive Services, continued their efforts throughout October to deal with the adverse effects of Cyclone Shaheen experienced by various Madayn Industrial Cities.



MADAYN PRESENTS INVESTMENT OPPORTUNITIES TO SENEGALESE BUSINESS DELEGATES

Madayn, in cooperation with the Omani Embassy in the Senegalese capital, Dakar, recently provided a visual presentation for Senegalese business delegates – in which they highlighted prominent investment opportunities available in the industrial cities.



MADAYN PARTICIPATES AT AL ROYA ECONOMIC FORUM

During Madayn's recent participation at Al Roya Economic Forum, Eng. Musallam Al Shehri, Head of Operations Sector, highlighted that in line with Madayn Vision 2040, the organization aims to continue attracting foreign investors and developing investment opportunities, while also providing more job opportunities for Omanis.

THANK YOU

As we make our way through November, and as 2022 fast approaches, Madayn looks back on another successful year in the Public Establishment for Industrial Estates history – since its establishment in 1993.

However, Madayn, along with many other industry organizations around the world, also had our share of challenges in 2021 due to the situations surrounding the Covid 19 pandemic.

Nevertheless, as a testament to our hard work, visionary approach to operations, and our dedication to succeed despite adverse conditions, Madayn has progressed steadily through these, and other challenges.

Backed by Madayn's strong and experienced teams, we continue to create world-class business cities that contribute to Oman's economic growth, while maintaining and staying true to the Omani identity.

Until next time, have a wonderful month ahead, and have a fabulous Oman National Day on 18 November.

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