

National Vision



Host Organiser



شركة تنمية نفط عُمان  
Petroleum Development Oman

Host Ministry



وزارة الطاقة والمعادن  
Ministry of Energy and Minerals



Oman Sustainability Week

# Oman's National Event for Future Energy, Power, Water, Waste, Environment and Society

**28 APRIL - 2 MAY 2024**

Sultanate of Oman

[omansustainabilityweek.com](http://omansustainabilityweek.com)



French-Swiss artist Saype , Oman. Photo Credit Saype

# About Oman market

The Sultanate of Oman ranks sixth in the world and first in the Middle East and North Africa (MENA) region in renewable energy regulatory index according to the recent World Bank report on energy policies and regulations.

Solar IPPs, wind, solar power, and green hydrogen projects are the leading sub-sectors in Oman's renewable energy sector, and they have created opportunities for businesses related to equipment and services, technology solutions, research and development, and privatization of government assets.

Owing to the geographical position between Europe and Asia and benefits of high-level solar radiation and high-quality wind intensity, Oman holds unmatched potential in generating high-capacity renewable power. As part of the national strategy to reduce the impact of climate change, the country targets generation of 20% electricity from renewable energy sources by 2027. With an aim to shift to renewable energy resources, the Sultanate estimates an increase of daily production of electricity to 3,350 MW from the current 650 MW production.

In March 2023 at Oman Sustainability Week, six agreements worth a total of \$20bn were signed with international developers to build green hydrogen production plants. The agreements are expected to last for 47 years, including seven years for development and construction, and 40 years of operation with an aim to provide over 700 thousand tonnes of green hydrogen, which would be further processed in local industries and into energy carriers for export.

*Source: Times of Oman, Muscat Daily, Oman Daily Observer, International Trade Agency*



# Oman Vision 2040

Oman Vision 2040 represents an integrated framework for the Sultanate's roadmap to achieve economic and social priorities and strike a balance between the requirements of sustainable development and the optimal use of natural resources. All elements of the society including citizens, private sector companies, civil society organisations and government authorities are encouraged to participate in contributions towards achieving the strategic directions and goals defined in Oman Vision 2040.

The plan aims to build a well-preserved environment, with effective and balanced ecosystems and renewable resources. The natural resource management strategy focuses on developing non-traditional sources of natural resources, such as the use of renewable energy. In addition, new infrastructure projects are expected to be powered by clean green sources and based on renewable energy production. Managing traditional resources needs a balance between development requirements and environmental sustainability. Structural reforms in the water sector will be sought to increase water efficiency, expand sanitation services, and use modern technology in wastewater treatment and use in agriculture and energy production.

## United Nations Sustainable Development Goals (SDGs)

Oman Sustainability Week is aligned with Oman Vision 2040 and the Sultanate's commitment to the United Nations Sustainable Development Goals (SDGs) of building equal, inclusive, resilient, and sustainable economies and societies. The SDGs are a universal call to action to overcome global challenges such as protecting the planet, ending poverty, and improving the lives and prospects of mankind. The 17 Goals are interconnected and require the stakeholders, governments, private sector, and civil society to unite in a collaborative partnership.

## Net Zero 2050

Under the leadership of His Majesty Sultan Haitham bin Tariq Al Said, Oman has committed to reaching Net Zero Emissions in 2050, in line with the Paris Agreement's objectives of limiting global warming to 1.5°C compared to pre-industrial levels. Oman Sustainability Week is aligned with Oman's commitment to achieving Net Zero CO<sub>2</sub> emissions by 2050 and building an economy reaching net zero emissions in advance of others. This scenario also meets key energy-related United Nations Sustainable Development Goals (SDGs), in particular by achieving universal energy access by 2030 and major improvements in air quality.

Source: Ministry of Finance (Oman), Ministry of Energy and Minerals and United Nations



# About Oman Sustainability Week

Oman Sustainability Week (OSW) is the Sultanate of Oman's national event for future energy, power, water, waste, environment, and society, held under the patronage of Ministry of Energy and Minerals as Host Ministry and Petroleum Development Oman (PDO) as Host Organisation.

The activities forming OSW support the Sultanate's vision of transitioning to a green, circular economy by achieving net-zero emissions by 2050. The event incorporates a week-long series of activities such as awards, comprehensive exhibition, high-level conference, thought-leadership summit, impactful site visits, CSR, and community engagement initiatives that encourage participation in implementing sustainability initiatives at all levels of economic and social development.



28 April 2024



29 April - 1 May 2024



29 April - 1 May 2024



29 - 30 April 2024



30 April - 1 May 2024



30 April 2024



1 May 2024



2 May 2024

# Oman Sustainability Week 2024 in numbers

OSW is a national platform addressing commercial corporations as well as the wider society to enable the sustainability transition at all levels.

## OSW AWARDS

**350+** attendees  
**25+** participating organisations  
**5** categories

## OSW EXPO

**12,000+** visits, Representatives from **50+** countries  
**120+** exhibitors  
**10+** exhibiting countries

## OSW TALKS

**60+** sessions  
**70+** speakers  
**12+** countries

## ISRTC

**300+** delegates  
**35+** speakers  
**10+** countries represented

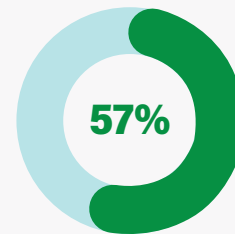
## GAIA SUMMIT

**100+** delegates  
Attendance from **12+** countries

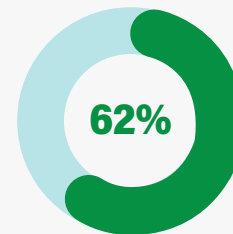
## OSW SITE VISITS

**10+** sites  
**300+** visits

OSW 2023 was hugely successful in supporting the Sultanate's national objectives of sustainable development and highlighting the nation's position as a global leader in the sustainability transition.



Space rebooked onsite for OSW 2024



Year-on-Year increase in exhibitors



Year-on-Year increase in visits



Year-on-Year increase in award ceremony guests

# Oman Sustainability Week Themes

*Responding to the global challenges and making a positive change to protect the planet*

One of the main highlights of OSW is to act as a catalyst in achieving the national goal of sustainable economic growth. Aligned with Oman Vision 2040 and the United Nations Sustainable Development Goals (SDGs), the key themes of OSW contribute towards improving Oman's global competitiveness and drive the diversification and growth of the economy to lead to sustainable development.



# Oman Sustainability Week Activities



“ Oman Sustainability Week is growing. OSW is timely. OSW is very strategic for the region. ”

**Samer Kamal**  
Chief Sustainability Officer - AVERDA



OSW provides a national platform of annual week-long programme of events that engages the entire economic spectrum, government, academia, and wider society, through business development, networking, learning, celebrating achievements in lines with the national objectives defined in Oman Vision 2040 plans aligned with the United Nation's Sustainable Development Goals and Net Zero 2050.

The event targets audience from the national public and private sector, decision makers, policy makers, influencers, subject matter experts, thought leaders, and drivers across all facets of sustainability.



## Recognising contributions to sustainability across the Sultanate's public and private sectors

The OSW Awards are the annual national awards that assess organisations operating in the Sultanate of Oman in areas of sustainability and corporate responsibility.

The awards are based on internationally recognised framework established on GRI standard by Center for Sustainability and Excellence (CSE) to felicitate top-performing companies in implementing sustainable practices pertaining to environmental, social, and governance (ESG) factors, which align with Oman Vision 2040 objectives.



CO-ORGANISER



SUSTAINABILITY SPECIALIST



The event draws C-level and ministerial representation from SMEs, large enterprises, government, and academia to recognise success and provide recommendations in ESG and set the benchmark to other entities.



## Showcasing sustainable projects across the Sultanate

The OSW Site Visits activity features guided tours to live projects and sites across the Sultanate of Oman that are on the forefront of building a sustainable environment. The programme provides the opportunity for local and international visitors to visit live sustainable projects to learn best practices and engage with key industry players driving sustainable development in the country.



# Shell NXplorers

The Shell NXplorers programme is a proven, innovative educational activity that aims to build awareness, develop knowledge, and provide thinking tools and problem-solving skills to the emerging leaders of the future.

Focused on the Food-Water-Energy Nexus, the programme introduces the complex and creative thinking skills among youth to recognize how they can shape and create change.



# Shell Nawafidh

The Shell Nawafidh programme is conducted in partnership with German University of Technology in Oman (GUTech) and Outward Bound Oman (OBO) to provide Omani youth with the opportunity to explore the future energy market through a structured and integrated technical and life skill curriculum. The objective of the program is to expose participants to the latest technology and applications of emerging sources of energy and to enable participation in discussion groups hosting professionals and leaders in the energy market in Oman.



# Knowledge Forums

Oman Sustainability Week brings together energy leaders and pioneers to discuss the current landscape and shape the future of energy transition. At the high-level strategic and technical conferences, delegates gain first-hand insights from experts in power, renewables, green hydrogen, water, and eco-waste verticals on the local, regional, and global measures taken to implement environmentally friendly, cost-effective solutions.



*Building a roadmap for achieving climate-resilient and sustainable growth for a better future*

PROGRAMMED BY

**ECONOMIST  
IMPACT**

ORGANISED BY



The internationally renowned International Sustainability Resources & Technology Conference (ISRTC) spotlights industry experts and top influencers from Oman and across the globe to exchange thoughts on pressing issues surrounding climate action and discuss the latest technology, best practices, national government policies, and international commitments towards developing and implementing strategies for smooth and sustainable energy transition.

## ISRTC 2023 in a nutshell



**338**

Attending delegates



**15**

Countries represented



**31**

International speakers



**20**

Speakers from Oman



**11**

Number of plenary sessions



**8**

Number of breakout sessions



## Designed to educate and inspire best practices, innovations, and technologies

Oman Sustainability Week (OSW) Talks presents content-rich insights from market leaders, industry influencers, technology experts, policy makers, product specialists, environmentalists, and strategists on leading projects, practical applications of cutting-edge technologies, and new developments to accelerate sustainable energy transition.

### OSW Talks 2023 in numbers

Total speakers:

**68 from 10 countries**

Total sessions:

**57**

Total attendees:

**811**



## Creating actions to address the planet's sustainability challenge

The Gaia Summit is organized in partnership with the Society of Petroleum Engineers (SPE) addressing areas of sustainability that enables global energy leaders and government authorities to engage in closed forums such as fireside chats and fishbowls, to discuss, learn, collaborate, and progress the energy transition. The two-day Summit covers highly interactive sessions allowing participants to engage in deep discussions with experts and peers about the opportunities and challenges of connecting systemic complexities with their day-to-day operational practices and decision-making.

### SPE Gaia Summit 2023 in numbers

**94** Number of Delegates

**35** Organisations represented by delegates

**11** Number of countries represented

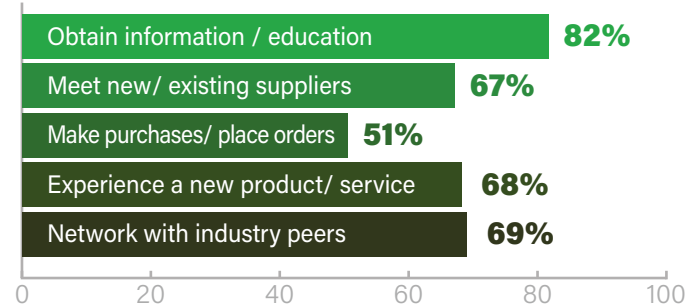


# Why Exhibit

OSW Expo provides a unique platform to companies across private and public sectors in the sustainable energy verticals to showcase their solutions and services.

- Join 120+ participating companies showcasing latest products, solutions, and services across the energy, power, water, waste, and environment sectors.
- Present your products to over 8,000 key customers, investors, policy makers, and energy professionals.
- Meet existing and prospective customers face-to-face.
- Expand your business by generating new sales leads.
- Achieve remarkable brand exposure to a highly engaged target audience.
- Gain significant spotlight for your brand.
- Get valuable feedback on your services and solutions from experienced industry leaders and decision makers.
- Engage with wider society to educate and promote your social development initiatives.

## OSW 2023 Visitors' Satisfaction



# Who Exhibits

OSW Expo provides unmatched opportunities to showcase products, technologies, and services to an audience of direct buyers, investors, and influencers.

## POWER

- Automation Technologies
- Cabling and Wiring
- Electric Distribution and Transmission Equipment
- Energy Saving Solutions
- Energy Storage
- Hybrid Power
- Meters
- Monitoring and Control Equipment Systems
- Network and Security Solutions
- Power Generation, Transmission, and Distribution Equipment
- Switches and Controls

## RENEWABLES & GREEN HYDROGEN

- Alternative Energy
- Bio Energy
- Electric and Hybrid Vehicles and Infrastructure

- Energy Conservation Products and Technologies
- Hydrogen
- IOT and Digitalization
- Pollution Prevention Solutions
- Solar
- Waste-to-Energy Solutions
- Wind

## WATER

- Conservation Techniques
- Desalination and Treatment
- Drainage and Irrigation
- Tanks and Pipes
- Water Cooler and Water Heaters
- Water Distribution Solutions

## ECO-WASTE

- Environmental Cleaning
- Facility Management Services

- Green Engineering and Environmental Technologies
- Green Materials and Technology (Biofuels, Bioplastics)
- Pollution Control Devices and Solutions
- Waste Recycling
- Waste Transport Vehicles and Technologies
- Waste Treatment and Disposal

## TECHNOLOGY

- Artificial Intelligence
- Automation
- Consumer Electronics
- IOT
- Lighting
- Networking and Communication
- Robotics and Drones

# Who Visits

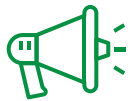
OSW attracts energy professionals seeking solutions for their business needs with an intent of forging long-term partnerships. Through its engagement of key stakeholders, the event fosters meaningful conversations and facilitates positive development for establishing a circular economy nationally and globally.

- Academia
- City planners and architects
- Construction and development companies
- Consultants
- Contractors
- Development agencies
- Distributors and retailers
- Engineering companies
- Government agencies
- Industrial companies
- International organizations and NGOs
- Large industrial companies
- Media
- NGOs and municipalities
- Oil and gas companies
- Plant operators
- Power companies
- Power production companies
- Researchers and scientists
- Service and maintenance providers
- Technology providers
- Water authorities and regulators

# Focused Marketing Reach

A 360-degree focused marketing campaign focuses on attracting qualified buyers and decision makers interested in upgrading their business offerings with latest innovations for a smooth energy transition.

## Digital Media



**3,000,000+**  
Social Media  
and Google Ads  
Reach



**9,000,000+**  
Social Media  
and Google Ads  
Impressions



**800,000+**  
Social Media  
and Google Ads  
Engagement



**2,000,000+**  
Emailer  
Reach



**1,500,000+**  
SMS  
Reach



**100,000+**  
E-invitations  
Reach

## Traditional Media



**300+**  
**Clippings**  
Media Coverage on Print  
and Digital Platforms



**25+**  
Total onsite  
interviews



**250+**  
Radio Ad  
Spots



**15+**  
Trade Media  
Partners



**10+**  
Supporting Ministries  
and Association Partners

# Some of our participating organisations



“ Oman Sustainability Week offers an excellent networking platform to drive collaboration, co-operation and knowledge exchange between industry leaders, sustainability experts and stakeholders from various organisations. ”



**Eng. Abdul-Amir Al Ajmi**  
External Affairs and Value Creation Director and Member of the OSW Steering Committee  
Petroleum Development Oman

“ Oman Sustainability Week is certainly an important event to the Sultanate as it elevates national strategies and supports the implementation of strategic projects in sustainability. It does this through creating effective collaboration between the public and private sector and through the participation of individuals and the community overall. ”



**Eng. Faiza Mohamed Al Harthi**, Head of Energy, Environment & Natural Resources  
Oman Vision 2040 Implementation Follow-up Unit



# Steering Committee

The OSW Steering Committee is formed of C-level executives from private and public sector entities across the Sultanate's key economic pillars and government entities with a sole objective of driving the sustainability transition to support OSW initiatives for economic and social change.

|  |  |   |   |
|--|--|---|---|
|  <p><b>Dr. Ali Al Rajhi</b><br/>Director General for Planning and Studies,<br/>OSW Steering Committee Chair<br/>Ministry of Energy and Minerals</p>  |  <p><b>Essam Al Sheibany</b><br/>Vice President Sustainability<br/>ASYAD</p>    |  <p><b>Dr. Mohab Ali Al Hinai</b><br/>Vice President - Sustainability and Circular Economy<br/>be'ah</p>  |  <p><b>Mohammad Saif Al Kalbani</b><br/>Acting D.G., Environmental Affairs<br/>Environment Authority</p>  |
|  <p><b>Ghada Mohammed Al Yousef</b><br/>Executive Manager for Group Communication of Sustainability<br/>Nama Group</p>                            |  <p><b>Chokri Ben Amor</b><br/>Executive Director &amp; VP QHSE - NESR<br/>Committee Chairperson of the Gaia Summit<br/>NESR</p>  |  <p><b>Ismail Al Sawafi</b><br/>Senior Manager CSR and Public Relations<br/>Oman LNG</p>                |  <p><b>Ashraf Al Mamari</b><br/>Chief - People, Technology and Culture<br/>OQ</p>                      |
|  <p><b>Shaima Al Lawati</b><br/>Vice President Sustainability<br/>OQ</p>   |  <p><b>Abdul Amir Al Ajami</b><br/>External Affairs and Value Creation Director<br/>PDO</p>                                     |  <p><b>Malak Al Shaibani</b><br/>External Relations Country General Manager<br/>Shell Oman</p>        |   |

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Confirm your participation for OSW 2024 now!

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