

2024

# Inspire Educate Entertain

EXPLORE. DREAM. DISCOVER.  
TUESDAY 27 FEBRUARY 2024  
ECONOMIC GARDENING:  
NURTURING & CULTIVATING SECOND STAGE COMPANIES  
TUESDAY 30 APRIL 2024  
THE BLUE ECONOMY: MAKING WAVES  
TUESDAY 4 JUNE 2024  
AGRIFOOD: CULTIVATING OPPORTUNITY  
TUESDAY 24 SEPTEMBER 2024  
AI & DRONES: WHERE ARE THEY TAKING US?  
TUESDAY 12 NOVEMBER 2024  
EXPLORING THE FINAL FRONTIER:  
AN ENTREPRENEUR'S GUIDE TO THE SPACE INDUSTRY  
TUESDAY 10 DECEMBER 2024

Tejarah Talks are held at  
Oman Convention & Exhibition Centre and start at 7.30pm

REAL  
CONVERSATIONS  
REAL  
IMPACT

Get to know us  
obf.om  
@ombusinessforum



Gold Partner



Podcast Partner



Supporters



REAL  
CONVERSATIONS  
REAL  
IMPACT

Inspire . Educate . Entertain

**Live Storytelling**

Tejarah Talks is organized by Oman Business Forum (OBF) in association with the Ministry of Commerce, Industry & Investment Promotion. It is a series of six informal, interactive evening discussions that brings together some of Oman's most inspirational and innovative thinkers and doers to share their stories with a big, unique, warm and enthusiastic crowd. It is a platform for positive interaction.

**Future Focused**

With a firm focus on the future, the goal of Tejarah Talks is to draw in the community to explore and understand the issues shaping our business and investment landscape. We are motivated by the belief that everyone needs to be part of the conversation about the future if they are to get the most from it.

In simple terms, Tejarah Talks has been designed to: Inspire, Educate, Entertain.

**100 Minutes**

Each evening session lasts about 100 minutes and has four panellists plus moderator – there are no presentations, it is all discussion led.

**Ideas & Trends**

Few marketing vehicles offer the advantages Tejarah Talks does. It helps us raise awareness of the smart and ambitious environment in which Oman's business community operates. Indeed, the focus of each session is on ideas and trends relevant to the sultanate's business landscape, and if we share ideas enough we can accelerate positive business development, get the attention of investors and help our exporters achieve a competitive edge.

Tejarah Talks provides unmatched opportunities for attendees to interact directly with thought leaders and get insights and information first hand. Sessions give attendees the chance to delve into a topic they otherwise might not. They allow them to wonder, think creatively and perhaps spark ideas for a new venture or fresh approach. The discussions facilitate relationship and community building with like-minded business and government representatives.

**Broadcast**

Open to all, Tejarah Talks is always free of charge. And to share their interesting and lively deliberations and discussions with as wide an audience as possible, OBF proudly streams every Tejarah Talks to the world via X @omanbusinessforum. To keep the topics covered 'live' and share the outputs of each session with as wide an audience as possible, we publish a TT Report and record a 40-minute podcast after each event.

At this experimental time in media, Tejarah Talks has focused our thinking on ways to raise Oman's business profile, tell its stories and bring people together around them. Certainly, the coverage of Tejarah Talks in print, on radio, TV and online as well as across social media platforms is powerful in helping us boost engagement and raise brand awareness of Oman and its considerable competitive offer.

**Authentic, Relevant & Meaningful**

On a final note, we fully expect Tejarah Talks to grow in popularity at a time when people are weary of traditional marketing and communication initiatives. Why? Because it is authentic, relevant and meaningful, because people feel like they get inside knowledge and get to feel part of the story.

**GET IN TOUCH**

Have a Tejarah Talks question?

Call us at: (+968) 92 42 72 19  
Sunday to Thursday: 08:00 to 14:00  
Oman time (GMT+4).

Email us at: TT@tejarah.gov.om  
We typically respond within 24 hours during business hours.



سلطنة عُمان  
وزارة التجارة والصناعة وترويج الاستثمار  
Ministry of Commerce, Industry & Investment Promotion



1

EXPLORE.  
DREAM.  
DISCOVER.

Optimistic about the outlook for the travel and tourism industry over the next 10 years, the World Travel and Tourism Council projects the sector's GDP contribution to reach US\$15.5 trillion, that is 11.6% of the global economy. It further forecasts that by 2033 430 million people worldwide will be employed in the industry, representing close to 12% of the global workforce.

But what will be expected by tourists and travellers in the years ahead? What will influence their expectations, how will this impact the development of Oman's tourism sector? How will the sector attract and train the talent needed to cater to ever evolving wants and needs? This Tejarah Talks session will take a journey round the trends shaping the trajectory of the tourism industry, exploring the importance of technology and the implications and understanding of sustainability, looking at the reimagining of luxury experiences, the interest in authenticity and the emerging importance of blended travel. It will also visit the factors that make a destination desirable, the rise of integrated developments, the importance of heritage as a resource and the multi-faceted role of communities. Central to the discussions will be lessons learned from the COVID 19 pandemic, the industry changes it has brought about and preparedness for similar future shocks.

👁️ **SESSION AT A GLANCE**

- Talent attraction and training
- Tech and tourism
- From sustainability, eco and nature positive tourism to blended travel and reimagining luxury – industry trends
- Authenticity and heritage as a tourism resource
- Integrated developments
- Industry resilience and readiness for future shocks



4

AGRIFOOD:  
CULTIVATING  
OPPORTUNITY

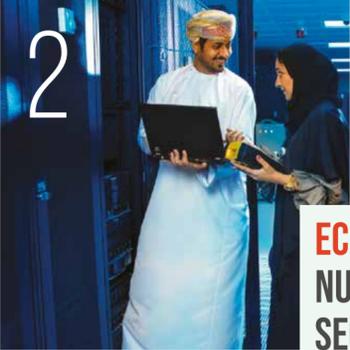
The loss of animal and plant species as well as genetic diversity poses a serious threat to modern agriculture and global food security. This loss is happening at a time when the demand for food production is rising sharply as the world grapples with the challenges of feeding a growing population, addresses the impacts of climate change on farming and seeks to establish sustainable and resilient food systems. In these complex and challenging times, the agrifood sector has a pivotal role in shaping our future as the convergence of agriculture, food production and technology presents immense potential for food security, protection of precious genetic resources and sustainable economic development.

This Tejarah Talks session digs into the ground-breaking advances, transformative strategies and collaborative solutions that will unlock the possibilities of this crucial sector and looks at cultivating the emerging opportunities that will sow the seeds of a well-nourished future.

👁️ **SESSION AT A GLANCE**

- Digital transformation in optimizing agricultural processes, improving productivity and long-term food security
- Food supply chain resilience
- Alternative protein sources and traditional livestock farming
- Adaptation strategies and opportunities for climate-smart farming practices
- Shifting consumer food preferences and expectations
- Public-private partnerships and sustainable agrifood initiatives

TUESDAY 27 FEBRUARY 2024



2

ECONOMIC GARDENING:  
NURTURING & CULTIVATING  
SECOND STAGE COMPANIES

FDI stock in Oman reached US\$59.3 billion end of Q3 2023 – an increase of 26.5% on the same period in 2022. Indeed, success in attracting foreign investment plays a major role in the development of a diversified and sustainable national economy as well as in the generation of quality, long-term jobs in communities across Oman – all goals of Oman Vision 2040.

Offering the possibility of accelerating progress is an additional, and less-well known route, to these all-important goals is the nurturing and cultivation of local second stage companies – economic gardening. Curious to learn more about this fertile strategy for growth? Then join us at this edition of Tejarah Talks as our panel of experts and business professionals dig into what exactly economic gardening involves and its potential contributions to Oman's on-going economic development and growth.

👁️ **SESSION AT A GLANCE**

- Transformative birth and growth of Economic Gardening
- Strategies for nurturing growth-oriented businesses beyond the start-up stage
- Job creation capacity of second stage growth companies
- Fostering sustainable economic growth through information, growth-friendly infrastructure and business connections
- Connecting entrepreneurs, innovators and job seekers with second stage growth companies
- Supportive public policies and development of second stage growth companies

TUESDAY 24 SEPTEMBER 2024



5

AI & DRONES:  
WHERE ARE  
THEY TAKING US?

Two emergent technologies – AI and drones – have begun to dramatically reshape industries, economies and regulatory frameworks across the globe. This intersection of AI and drone technology promises profound transformations, from reshaping our supply chains with autonomous delivery and creating life-saving applications in emergency and disaster management to revolutionizing agricultural practices and beyond.

However, these advancements are not without their challenges and complexities. They raise significant questions about safety, privacy, ethics, regulation and job displacement. Delving into these topics, this Tejarah Talks session will examine the current state of AI and drone technology, discuss its potential and address its challenges as it navigates the trajectory for the future of our skies.

👁️ **SESSION AT A GLANCE**

- The role of AI in autonomous drones
- Commercial applications
- Job creation and displacement
- Regulatory framework and legal considerations
- AI and drones in emergency and disaster management
- Cybersecurity

TUESDAY 30 APRIL 2024



3

THE BLUE ECONOMY:  
MAKING WAVES

The world's Blue Economy – worth an estimated US\$3–6 trillion – provides over 30 million jobs and supplies a vital source of protein to over three billion people, offering vast opportunities for developing countries to build more innovative and resilient economies. But climate change, resource extraction and pollution along with multiple global crises are threatening the ocean's health and significantly impacting sectors including fishing, shipping and coastal tourism.

With a focus on innovation in the conservation, utilisation and responsible management of marine resources and ecosystems, this Tejarah Talks session takes a deep dive into issues including the Global Blue Deal, decarbonising maritime transport, sustainable fisheries and aquaculture. It casts its net too around the opportunities making waves in the blue economy from ocean-based renewable energy and marine biotechnology to deep sea mining and more.

👁️ **SESSION AT A GLANCE**

- Conservation, utilisation and responsible management of marine resources
- The Global Blue Deal
- Blue renewable energy
- Marine biotechnology
- Deep sea mining
- Sustainable aquaculture

TUESDAY 12 NOVEMBER 2024



6

EXPLORING THE  
FINAL FRONTIER:  
AN ENTREPRENEUR'S GUIDE  
TO THE SPACE INDUSTRY

Using knowledge of the stars to navigate their way across the then known world, the forefathers of today's Omani entrepreneurs forged international trade links that flourish to this day. And now, ambitious young Omanis are turning their sights to the stars once again as scientific advances such as the development of cost-effective satellite technology and reusable rockets have moved the space industry beyond the exclusive orbit of governments and large corporations. Indeed, a new era for enterprise is taking off, one that invites terrestrial businesses, high-fliers and small-scale start-ups to be pioneers in a constellation of limitless opportunities.

In this Tejarah Talks, we explore the terrain of the space industry, taking on board the stellar possibilities for innovative thinkers and business visionaries as well as the potential for existing on the ground companies. We will look at the trends and technology shaping this exciting industry, the application of traditional business models and public-private partnerships, stimulating the space start-up eco-system and much, much more.

👁️ **SESSION AT A GLANCE**

- The commercialisation of space and the space economy
- The small satellite revolution
- Space education and workforce development
- Space and sustainability
- Space-enabled businesses
- Creating value from space today

TUESDAY 4 JUNE 2024

TUESDAY 10 DECEMBER 2024