

### 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 four informal, interactive morning 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 three 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.

### POST EVENT

Open to all, Tejarah Talks is always free of charge. And 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.

# Inspire Educate Entertain



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- 02 **DIGGING INTO THE FUTURE**  27.5.2025
- 03 **EXPLORING THE GCC ADVANTAGE**  23.9.2025
- 04 **MAKING IT REAL**  4.11.2025

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IMPACT**



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**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](mailto:TT@tejarah.gov.om)  
We typically respond within 24 hours  
during business hours

Tejarah Talks are held at  
Civil Aviation Authority and start at 11:00

# GAME ON



Scan the QR code to register

## The Potential of Oman's Sports Economy

SESSION 1 / 11:00am Tuesday 29 April

With the Middle East recognised by the World Trade Organisation as the world's fastest-growing sports tourism destination – an industry valued at an estimated US\$600 billion – and with Oman's population expected to reach 6 million by 2040, rising demand for leisure and entertainment experiences is set to open up a wealth of opportunities for investors and developers in the sports and events industry. Sporting infrastructure such as stadia, performance venues and golf courses as well as training and sports medicine facilities being particularly attractive prospects. The popularity of e-sports is on the rise amongst the country's Internet-savvy youth and with developments in virtual reality technology and AI, hi-tech locales where players can gather and compete hold significant potential. Investment in more traditional sports such as camel and horse racing could produce dividends for investors given Oman's immense appeal to cultural tourists.

In this session of Tejarah Talks our panel of experts, sports and events industry professionals will tackle the opportunities of the sports economy and its potential to score big in Oman's on-going economic development and growth.

**DON'T FORGET THIS YEAR'S SESSIONS ARE HELD AT THE CIVIL AVIATION AUTHORITY AT 11:00AM**

### PANEL TOPICS AT A GLANCE

- The eSports industry and sport tech start-ups
- Sports tourism
- Driving revenue streams in sports
- Sports infrastructure and urban development
- Public-private partnership in infrastructure development
- The sports industry and its impact on health
- Career opportunities in sport



# EXPLORING THE GCC ADVANTAGE

## The Collaboration-Competition Balance

SESSION 3 / 11:00am Tuesday 23 September

With work on the 303-kilometre Suhar-Abu Dhabi railway about to start, the recent introduction of the GCC Unified Tourist Visa and regional talks underway on green energy co-operation, this Tejarah Talks session looks at harnessing the possibilities of a unified approach to driving sustainable mutual growth, the industries this will benefit and the opportunities it will unlock. Designed to inform and inspire, discussions will also cover maintaining healthy competition, preserving Oman's unique competitive advantages and navigating the challenges of our increasingly integrated business ecosystem.

### PANEL TOPICS AT A GLANCE

- The power of combined effort
- Maintaining national brand identity
- Leveraging unique strengths while collaborating to create synergies and competitive advantages on a regional scale
- Joint initiatives
- Harmonising regulations and procedures
- Trade and market access
- Expanding market reach and global opportunity
- Risk mitigation and diversification
- Innovation and knowledge sharing



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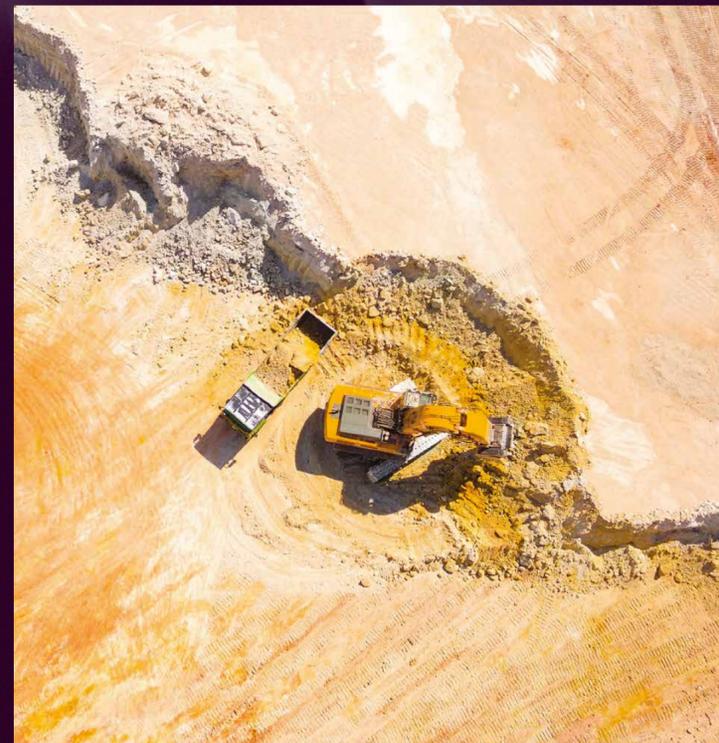


# DIGGING INTO THE FUTURE

## Innovation & Sustainability in Mining



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SESSION 2 / 11:00am Tuesday 27 May

In ancient times Oman was known as Majan, a reference to its trade in copper smelting. Today, metals along with minerals continue to play an important part in Oman's economy, contributing 2.5% to GDP in 2024 and 5% targeted by 2040 as the country positions itself as a regional and global centre for mineral production. Maximising the sector's economic potential is the development of processing capacity with projects such as the titanium dioxide production plant on SOHAR Free Zone and Oman Synergies Casting, producing high-quality aluminum wheels for vehicles. And with much of Oman's considerable metal and mineral wealth - dolomite, limestone, gypsum, gabbro, copper, gold and more – still untapped, prospects for the sector are highly encouraging.

This Tejarah Talks session takes a fresh look at mining, digging into how technological innovation and sustainable approaches are transforming a sector that has traditionally been regarded in something of a negative light due to the dangerous nature of excavations and their environmental impact. Using case studies and success stories as their starting point, the expert panel will uncover new approaches to this age-old contributor to development and growth and dig into the clean, green possibilities it holds for young Omanis along the value chain.

### PANEL TOPICS AT A GLANCE

- Adopting renewable energy sources, improving energy efficiency and developing low-carbon technologies
- Integrating ESG factors into mining operations
- Innovation in exploration
- Digital transformation for improved efficiency and productivity
- Drones and IoT in mining
- Data-driven decision making
- The growing demand for minerals essential for renewable energy and electric vehicles
- Future jobs in mining, hi-tech opportunities, skills development and capacity building

# MAKING IT REAL

## Integrating ESG into Corporate Strategies



SESSION 4 / 11:00am Tuesday 4 November

Essential elements in business plans and purpose statements, Environmental, Social and Governance (ESG) considerations demand more than vague commitments – they are increasingly vital for sustainable growth and trust. In this Tejarah Talks we bring together industry leaders and sustainability experts to share practical guidance and tactics for the robust integration of ESG principles into corporate strategies. From selecting appropriate reporting frameworks such as GRI and SASB to navigating regulatory landscapes and engaging stakeholders, our panelists will share case studies, insights of best practice, approaches and tips for driving meaningful change and creating long-term value.

### PANEL TOPICS AT A GLANCE

- The increasing importance of ESG for businesses and investors
- ESG considerations, long-term value creation and risk mitigation
- Selecting and implementing ESG reporting frameworks
- Engaging stakeholders
- Measuring ESG performance and impact
- Staying compliant
- Building a culture of sustainability
- Impact investing

**Inspire . Educate . Entertain**



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