

Zubair EDC at Glance

Zubair Enterprises Development Centre
Edition 1





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Chairman's Message



As inspired by our government's focus on this sector and its adoption of His Majesty's guidance. It is vitally important to provide support to our growing Small and Medium Enterprises sector, encouraging them to contribute to the march towards development of Oman, and preparing them to grow their small businesses into larger and more successful enterprises.

This focus has also inspired our own conviction of the vital role the private sector plays in contributing to the development and progress of small and medium enterprises and in providing better opportunities for this important sector to grow and flourish in the Sultanate.

At The Zubair Corporation, we are proud of the role Zubair Enterprises Development Centre "Zubair EDC" is playing in enabling and establishing successful small and medium businesses led by ambitious promising Omani youth. Every new business adds social and economic value and demonstrates a journey of perseverance and determination by our members. Every new business also highlights the contribution made to the fabric of our society, whether through new job creation, or by promoting local Omani products and services in the local and foreign markets.

I would like to conclude by extending my thanks to all Zubair EDC members, staff, volunteers, and partners, hoping that our collective efforts will help support a positive environment for entrepreneurship to flourish and grow, thus contributing to the growth and prosperity of our wider national economy.

Chairman
Rashad Muhammad Al Zubair
Chairman

Director's Message



Today, we are proud of what has been achieved by Zubair Enterprises Development Centre "Zubair EDC" over the last few years. Despite the pandemic that has been - hitting all economies, especially Small and Medium businesses, the team had witnessed a number of successful businesses in the market by enabling them toward the growth of their businesses. We are pleased with the outcomes of the center and the reputation it has made.

Zubair EDC is a pioneer in the calling for social entrepreneurship and social impact as witnessed by the wide range of social and community activities conducted by the Centre.

I emphasize our strong belief in the vision of Zubair EDC in its mission towards nurturing the entrepreneurial spirit in the Sultanate. We are proud of the achievements witnessed so far, and at the same time we appreciate the collective efforts of Zubair EDC's members and the responsibility handled by its team and advisors. We will continue to evaluate and develop the services provided by the Centre, and the on-going support to members will evolve in the years ahead, serving and helping them to reach their goals.

We hope that Zubair EDC continues to be a beacon for entrepreneurs in Oman for many years to come.

Said Salim Al Sahib
Director

About Zubair EDC

Established in 2013, Zubair EDC is today a professional body that capitalises on its high professionalism, diversified offered knowledge, wide range of accumulated expertise, and its own global and local network and strategic partners. The Centre also builds on The Zubair Corporation's strengths to lead positive change in the local business environment, which supports small businesses and promising initiatives in the Sultanate. Services extended to Zubair EDC members include clinical solution-based advisory, capacity building, networking platforms, business development, and a yearly program that selects ten winners who receive a financial grant, as well as intensive advisory services, branding, packaging, product stabilization, as well as business development.

In the past few years, we have successfully conducted number of programs, as mentioned below:

DIRECT SUPPORT PROGRAMME

Direct Support Programme rewards members who prove throughout their association with the Centre, their commitment towards success and dedication in applying the consultancy and advice, provided to them by the Zubair EDC team. These members' projects and businesses should also reflect proper strategic planning and accurate feasibility studies that in turn exhibits, the business owners' eagerness to apply best business administration measures with the assistance of **Zubair EDC**.

BUSINESS ADVISORY SERVICES

We offer a range of business advisory services tailored to meet the business growth needs of our member small enterprises. Much of our work involves advising our members on regional and economic strategies, benchmarking their business delivery, mapping both demand and supply of their business concepts, and developing practical training and development tools for use across a wide range of business environments.

TAJSEER INITIATIVE

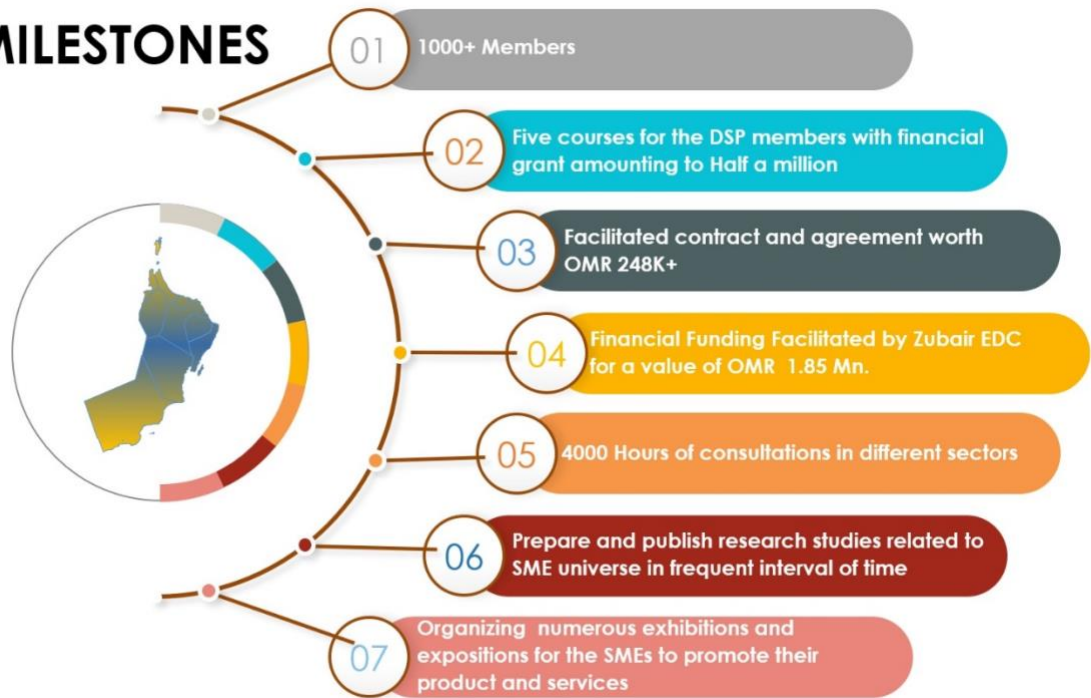
Zubair EDC launched the 'Tajseer' initiative which is a business development platform aimed at bridging between small businesses and large companies in the Sultanate. Enable entrepreneurs to find opportunities for developing their businesses with some of the leading companies in Oman. The initiative offers an opportunity to network between representatives and decision makers of both sides, in a way that could result in positive outcomes for all. In this regard, Zubair EDC is devoting its efforts and various tools to create this cooperation and, at the same time, working closely with its members to ensure their readiness in matter of quality, professionalism, customer excellence, production, service capacity to meet the needs of large companies and to build strong and enduring relations.



TAJRIBATI INITIATIVE

With the ever-increasing number of entrepreneurs who are joining the Centre, Zubair EDC has become a great platform for communication and collaboration. Giving every member the opportunity to meet, discuss, learn from others' experiences, and grow their businesses. In this regard, the Centre launched 'Tajribati' initiative which allows SMEs, members and non-members alike, to attend a monthly general discussion session, attended by entrepreneurs and people of expertise from various public and private organisations. This initiative allows entrepreneurs to discover various opportunities to develop their business and learn best practices that help improve management practices.

CENTRE MILESTONES



ZUBAIR EDC SOLUTIONS TO ENTREPREUNERS





Towards the future:

Our professional profile has grown and evolved over the last few years, and now it is time to adapt the needs of the prospective entrepreneurs. We have altered our new brand name to reflect who we are today and to symbolize our new strategy by adding more services to support the eco system as a non-profit organization.

With a lot of hard-working sessions, we have revised our new strategy to convey our mission and orientation for growth, while remaining true to our longstanding reputation!

We decided to add more focus on sustaining and improving our services towards SMEs to create a bigger impact by launching the new brand name within the new strategy. Engage key stakeholders and partners to make sure the objective of this transformation is capitalized on and the impact is scaled up and well utilized.

OVERALL STRATEGIC DIRECTION

-  Focus our services to cover targeted Sectors | logistics | small manufacturing | tourism services | agriculture and fisheries
-  Distribute the services between, consultancy /services (business process), Building Capacity (workshop/training/Coaching), Incubations (business services/ commercialization) and accelerators (Innovation/ Creativity)
-  Focus on outsource business to conduct programs / initiatives / partnership for public and private entities capitalizing on CSR initiatives and direct them towards SMEs

Initiatives / programs

Initiative 1:

The Core objective of this initiative is to strengthen the capacity of an Entrepreneur through an Incubation program to become sustainable and to increase its effectiveness. Encourage collaboration with core business incubator stakeholders.

Zubair EDC aims to provide small businesses with shared access to infrastructure such as information and communication technologies, and access to business services, finance, mentoring, coaching and commercialization of innovative and creative businesses.

Initiative 2:

Consultation and feasibility in managing business transformation and process reengineering.


Stitching or Filling the Gap of finding the right investors for the entrepreneurs who have sharpened their ideas through our programs and other channels.

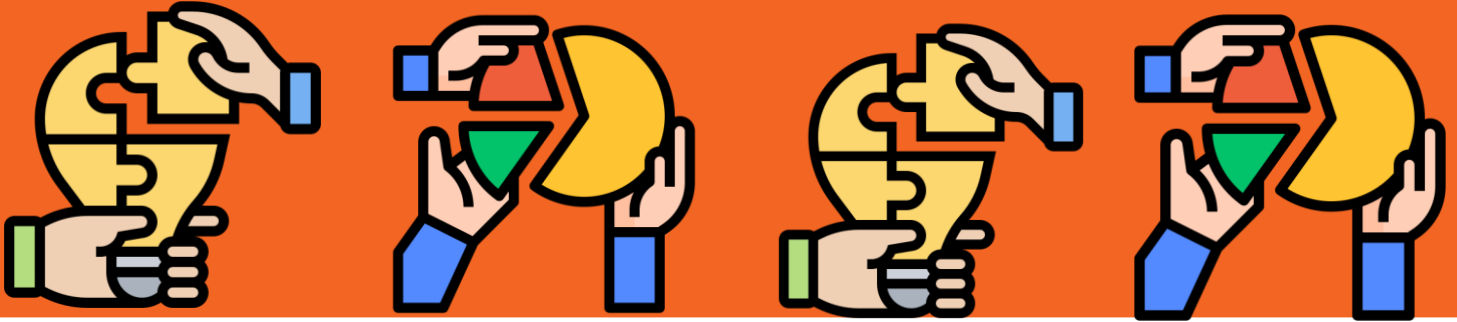
Initiative 3:

Coaching the Entrepreneurs through classroom sessions and workshop building acumen of Finance Management | Sales & Marketing & GTM | Revenue Growth | Revenue Stimulation | Supporting Technology

Stitching or Filling the Gap of finding the right investors for the entrepreneurs who have sharpened their ideas through Izdihaar initiative, Providing Infrastructure at ZEDC premises and handholding through mentors and experts for 6 months

Collaborations

 Our success could not be achieved without the strong collaborations with our partners from both private and government sectors. We in Zubair EDC believe that the joint hands of the relevant partners from the ecosystem will help us serve our country better by investing in the local SMEs and push them toward the success and sustainability of their businesses.



Zubair EDC Partners With Ominvest for Train SMEs On Managing VAT

To help small and medium enterprises (SMEs) be ready to manage the new Value Added Tax (VAT), Zubair Enterprises Development Centre had partnered with the Omani International Development and Investment Company “OMINVEST”, for Jointly organizing a comprehensive program for entrepreneurs and small and medium enterprises, titled “Know your VAT”. This initiative is considered to be the first initiative from the private sector to cover new value-added tax laws and procedures towards small and medium-sized enterprises. This initiative aims to help entrepreneurs and small and medium enterpr

Zubair Enterprises Development Centre (Zubair EDC) signs up with MTI Consulting to strengthen ties in Oman and enable businesses in the country, Middle Eastern region, and beyond.

Zubair EDC is committed to provide comprehensive support to Oman’s promising small and medium enterprises to enable them to succeed and grow in a sustainable manner. We believe that the collaborations with MTI will enable both parties to progress and achieve the targeted objectives, MTI CEO, Hilmy Cader said, “MTI has had a strong presence in the Middle East since establishment and we look forward to working with Zubair EDC to continue to grow our presence and support the development of businesses in Oman. MTI Consulting (www.mtiworldwide.com) is an internationally networked boutique management consultancy that has carried out over 680 projects in the past 25 years in 49 countries – covering diverse industries, businesses, and challenges. MTI’s practices cover Strategy, Operations, Corporate Finance and Digital & Analytics and is powered by a team of internationally experienced



Zubair EDC Participates in GCC Business Incubators And Accelerators Conference In Bahrain

Zubair EDC participated in the fourth GCC Business Incubators and Accelerators Conference held in the Kingdom of Bahrain from 18-21 October, organised in-person and virtually. Zubair EDC was represented by Said Al Sahib, Director of Zubair EDC and Zaima Saif Nasser Al Salami, a Zubair EDC member and founder of Grandma's Mixes. The GCC conference was organised by the Bahrain SMEs Development Society in cooperation with Bahrain's Ministry of Industry, Commerce and Tourism.

Said Al Sahib, Director of Zubair EDC participated in the discussion panel, highlighting the challenges facing business incubators and accelerators.

Zubair EDC participated on ICV discussion on Oman TV

Said Al Sahib, Director of Zubair EDC delivered a TV interview on Oman TV general channel about the importance of In-Country Value (ICV) for SMEs in Oman.

In-Country Value (ICV) is an ambitious plan embarked by the Government of the Sultanate of Oman to boost the oil and gas industry's contribution in the socio-economic development of the Sultanate of Oman. ICV is defined as the total spend retained in country that benefits business development, contributes to human capability development and stimulates productivity in Oman's economy.



Business Year Review 2021 interviewing Zubair EDC Director Said Al Sahib



Highlighting the role and activities:

Zubair SEC has always sought to distinguish itself from other companies that offer services to develop SMEs. By looking into what these companies need, we design programs and initiatives that meet those requirements. We started with a direct support program where we invite a number of entrepreneurs from all over Oman to participate and introduce their business plans. Based on this, we go through a process of evaluation and assessment, we conduct an interview, and we identify the best opportunities for them. We provide them with a grant of USD26,000 and mentor them, develop their skills, and support them with marketing, branding, and so on. We have been doing this for the past seven years for over 48 projects, and only three of the companies did not last. We have introduced an initiative where we gather entrepreneurs for a workshop where they can meet mentors, share their challenges, learn about possible solutions, and receive support to grow their business. We cooperate with large corporations because the entrepreneurs also need to promote their business, and we help them get such opportunities. Some of these large companies outsource their services to SMEs, which gives the SMEs sustainable income. SMEs need corporate governance to grow and reach their full potential, which is why we recently introduced the initiative “Know your VAT.” We have requested a consultant to provide webinars and educational sessions to SMEs, and we have already hosted a few of those.



NUTRITION-SENSITIVE VALUE CHAIN ANALYSIS FOR CARROT AND PAPAYA IN AL BATINAH NORTH, OMAN



With agriculture being a key sector for Vision 2040, Zubair EDC works to support Omani SMEs in any way possible

With the aim of promoting sustainable food systems and contributing to the improvement of food and nutrition security in the Sultanate, the Food and Agriculture Organization (FAO) and Zubair EDC – a social impact initiative by The Zubair Corporation – have signed a Memorandum of Understanding (MoU) to formalize their collaboration towards strengthening the role of Small and Medium Enterprises (SMEs) in achieving food security in Oman. This partnership serves as an example of multi-stakeholder efforts towards meeting the goals set by the 2030 Agenda for Sustainable Development.

It is worth mentioning that Zubair EDC and FAO have signed a number of agreements to conduct studies, develop and empower various Food related sectors in Oman, such as Food security, Nutrition-sensitive Value Chain analysis, Business Farmer School, Aflaj of Oman and Costal Women.





01

Recycling Service Renews Waste Management Agreement with Oasis Water Company

By the facilitation of Zubair EDC, Waste Management Company, Recycling Services and Oasis Water Company, leading manufacturer of pure drinking water, have renewed their waste management agreement for waste management and collection. It is worth mentioning the agreement was signed under the Zubair EDC presence as facilitator and advisor.

The agreement was signed by Mahmoud Al Amri, CEO, Recycling Services and Saleh Al Amari, Deputy General Manager-Admin & HR, Oasis Water Company. Mahmoud Al Amri is the founder of Recycling Services, a waste management company which was among the 10 winners of the Zubair EDC's flagship Direct Support Program (DSP) for the year 2017.

The renewal of this contract demonstrates the confidence Oasis Water Company has in the Zubair EDC member company Recycling Services. Zubair EDC is glad to have provided the necessary guidance and support to his member.

Oasis Water Company expressed that they are pleased to renew the agreement with Recycling Services. And added, the company has proven its ability to provide the best solutions for managing our company's waste in a modern and environmentally friendly ways. also added, "Small Omani enterprises only need to be given opportunities to prove themselves and be competitive in the market.



02

Zubair EDC Company Al Zahi Al Shamilah Launches New Carpet Cleaning Service

Al Zahi Al Shamelah, announced in the first quarter of 2021 the soft launch of a new Automaticcarpet cleaning unit. Founded by Zubair EDC member, Imad Ali Saif Al Ghafri, Al Zahi Al Shamelah is a comprehensive laundry service thatoffers carpet, upholstery, curtain, and sofa cleaning.

The new automatic carpet washing unit is a part of an ongoing expansion plan and it was fully inaugurated in the third quarter of 2021. under the patronage of Qais Rashid Al Tobi, Vice President of the Authority for SME Development, in the presence of Said Al Sahib, Director of the Zubair Small Enterprises Centre and the team, The new carpet cleaning unit features ultra- modern equipment with innovative technology from GarMak.

The automatic machine offers an extra capacity that can wash over 1,000 square meters per day and can accommodate carpets of different sizes with a width of up to 5 meters, at any given length. the new unit eliminates hand- washing mistakes and will save overall time, electricity and water consumption. Other featuresinclude specialised equipment to dry clean, package and perfume carpets, alongside a private indoor room for the final drying.



03

Smartech Solution Becomes Exclusive Agent for Global Company Posbank

Zubair Enterprises Development Centre member's company Smartech Solution has become the exclusive agent global company Posbank. Zubair EDC member Abdul Aziz Saleh Ahmed Al Mawali, founder of Smartech Solution is the winner of the fifth edition of the Direct Support Program 2018 organised by Zubair EDC. Abdul Aziz Saleh Ahmed Al Mawali's company Smartech Solution offers accounting tech solutions.

Abdul Aziz Saleh Ahmed Al Mawali managed successfully to obtain the trust of a global company like Posbank. As they have become an exclusive agent in Oman for their accounting systems. Smartech Solutions will encourage micro, small and medium-sized entrepreneurs to take advantage of this system. More than 1,000 systems have been installed in Oman and in neighboring countries.

Furthermore, With the support of Zubair EDC, the company has transformed from a small to a medium-sized company by the support of the team at Zubair EDC who has been paying close attention to every detail of the business operations and providing the owner with guidance



04

Zubair EDC Member's Omani Tea Brand Karak Baitna Brews a Success Story

In a country that is ideally known for its love for tea or rather its Karak chai, Yaqoob Salim Al Rawahi's business idea is a sure shot winner. Zubair member and founder of Karak Baitna, Yaqoob Salim Al Rawahi has been brewing a success story since 2018 when he first launched the Omani brand.

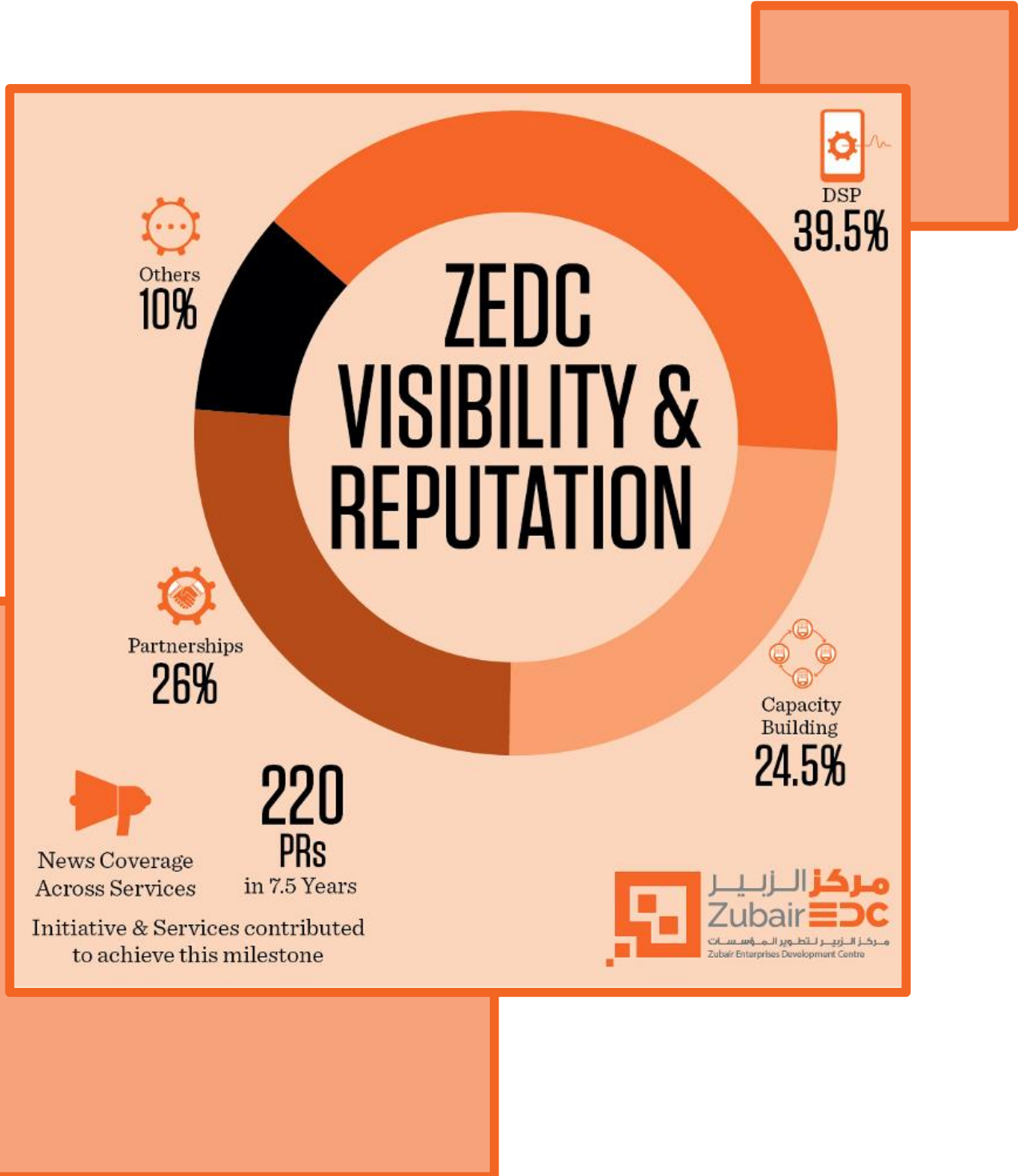
Karak Baitna came about from the owner's fascination and love of making Karak tea. The product, which is a mixture of tea and special spices such as cardamom, ginger, saffron, cinnamon and cloves has a keen fan base of its own. Over the last few years, he has added readymade Karak tea blends with different flavors to add value to the brand.

hard work and commitment that has made a difference to his success. He has the approach to do things differently and that has helped in setting a good name for his brand". The journey of making Karak Baitna a success story has been one of hardwork, planning and application.

Today, Karak Baitna tea brand is available in 32 commercial outlets across various governorates of Oman, including Al Buraimi, Dhahira, Al Dakhliya, North and South Sharqiya, North Al Batinah and Dhofar.

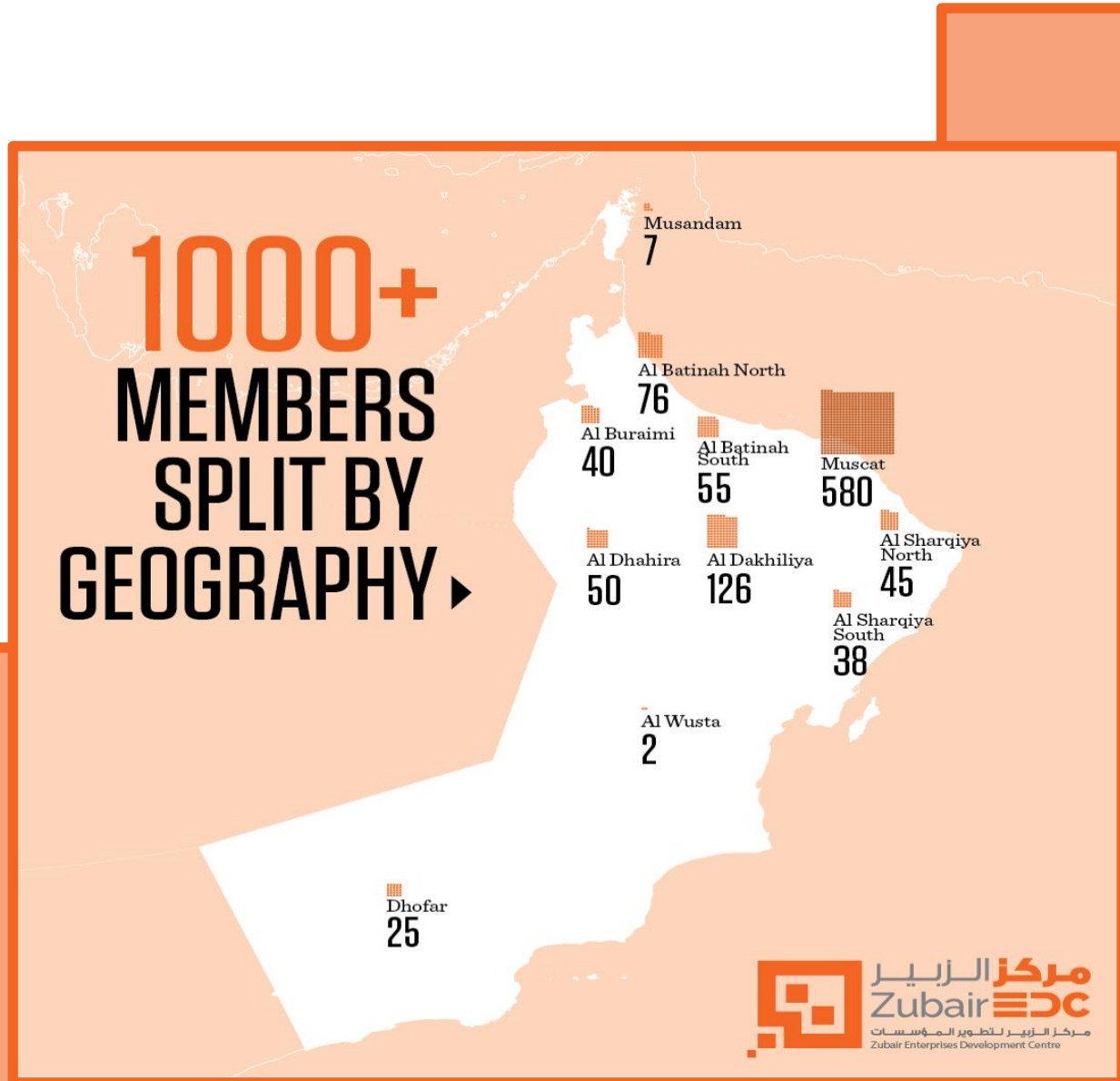
Total Reputational Analysis

Zubair EDC initiatives and services which contributes to achieve the milestone and objectives, as shown in the below infographics:



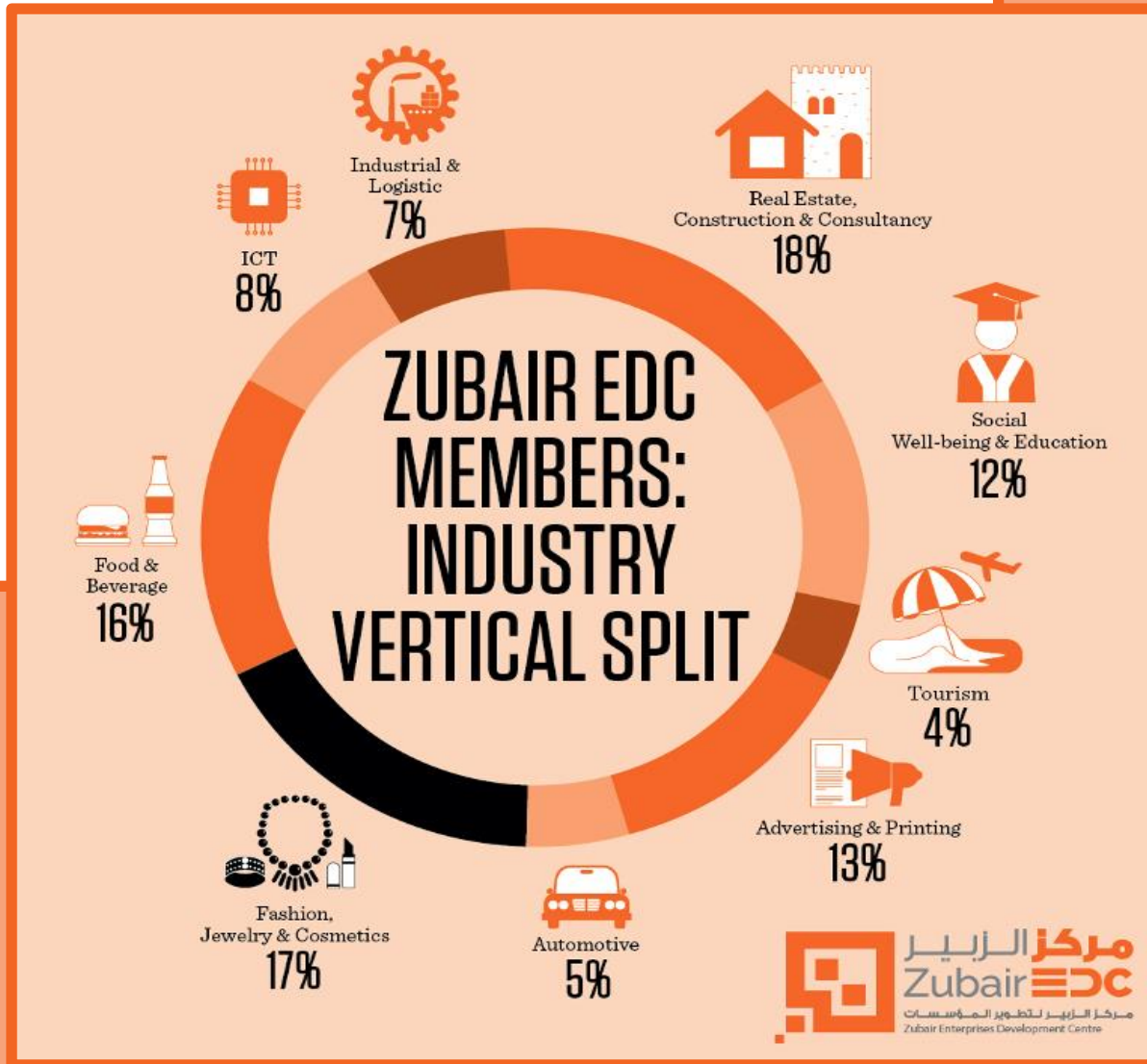
Members Distribution- Geographical area

The number of members benefited from Zubair EDC services exceeded 1000+ member, distributed on various sectors in all around Oman, the below chart shows the percentage of beneficiaries as per the service or program provided:



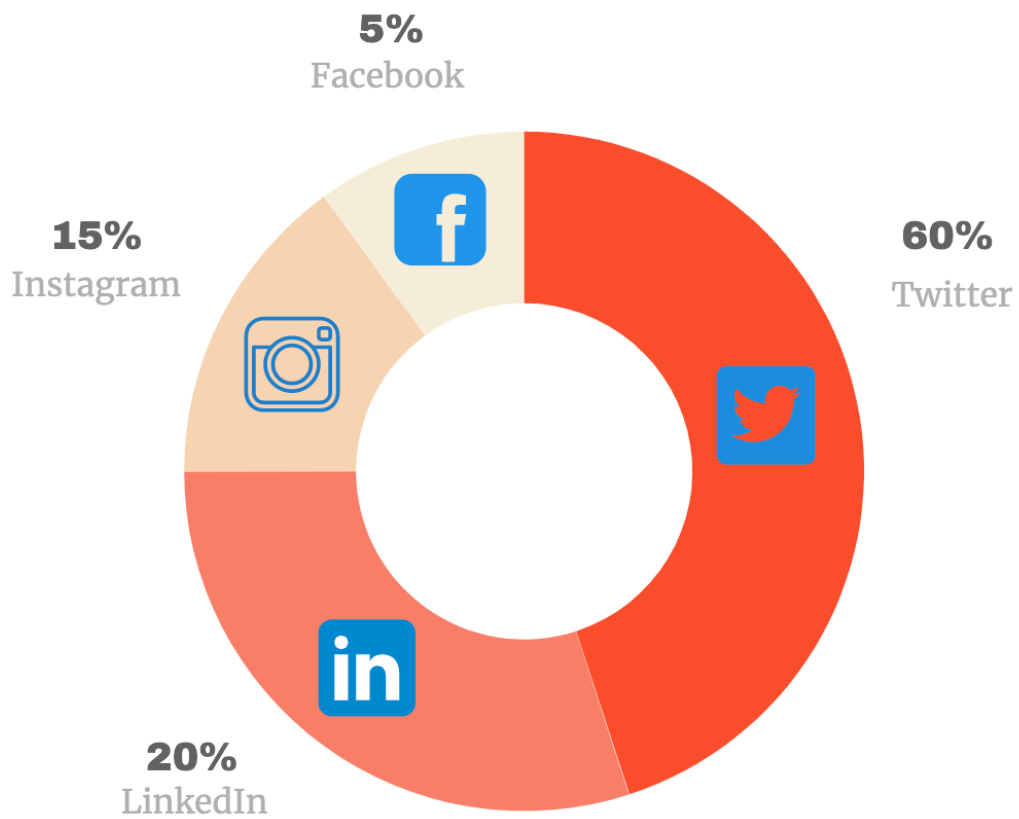
Members Distribution-Sectors

Our provided services covered different sectors, with focusing on the sectors highlighted by Oman vision 2040



Appearance on social media

We have obtained a good presence on social media during the past few years, our performance on Twitter was very strong compared to the other platforms.





مركز الزبير
Zubair EDC

مركز الزبير لتطوير المؤسسات
Zubair Enterprises Development Centre