



مركز الزبير
Zubair EDC
مركز الزبير لتطوير المؤسسات
Zubair Enterprises Development Centre

Annual Report FY 2022



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OUR MESSAGE

At Zubair EDC, we share the government's vision of promoting the Small and Medium Enterprises sector, enabling them to contribute to Oman's development and preparing them for growth. Our mission is to support and establish successful small businesses led by promising Omani youth, adding social and economic value to society.

Despite the pandemic's impact on economies, Zubair EDC has enabled the growth of many successful businesses, and we are proud of the reputation it has earned. During 2022, Zubair EDC financed around 40% of received projects, relying solely on generated revenues, demonstrating our commitment to sustainability.

We have participated in over 40 events and functions, and over 50 inquiries came to the Centre seeking our services, including advisory, meetings, business plans, feasibility studies, and facilitations. With available resources, we have maintained decent visibility on social media platforms and newspapers.

Zubair EDC is a pioneer in social entrepreneurship and social impact, and we appreciate the collective efforts of our members and the responsibility handled by our team and advisors. We have developed a new strategy for sustaining the Centre in a long-term plan, and we continue to evaluate and improve the services provided to our members, helping them reach their goals.

We will continue to capture and share our achievements through an annual report, highlighting our commitment to transparency and accountability. We hope to be a beacon for entrepreneurs in Oman for many years to come, contributing to the growth and development of the Sultanate.

Finally, we would like to extend a sincere thank you message to our stakeholders, partners, and members for their continued support and dedication. Together, we are making a positive impact on the development of the SME sector in Oman, and we look forward to continuing this journey with you.



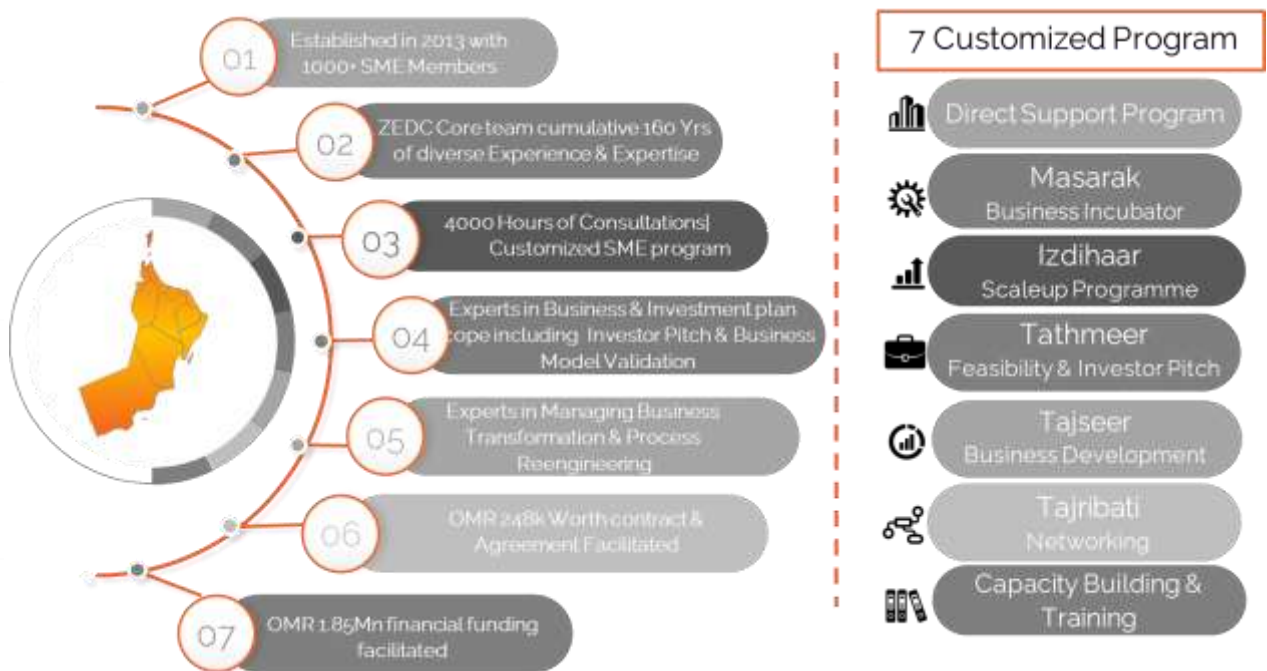
INTRODUCTION

On 28 March 2022, the erstwhile Zubair SEC had been crowned with a new brand identity **Zubair Enterprises Development Centre, (Zubair EDC)** and the new name was established enabling the centre to achieve new milestones.

These milestones shine, as a new horizon on the centre motivating the core team to cultivate new strategies through ideation and refining new ideas.

Zubair EDC has created a significant impact on a matter of its members' business progress, and on the wider SME support ecosystem in the Sultanate.

Below is a glance at the Key milestones the erstwhile centre had achieved till now and the key customized initiatives the centre has created for the upliftment of SMEs:



In the year 2022, we have witnessed the achievement of key milestones for Zubair EDC, while maintaining growth in the number of members, strategic partnerships, positioning, and reputation.



VISION & MISSION



ADMINISTRATION & OPERATIONS

ORGANISATION STRUCTURE

The hierarchy of the Zubair EDC has evolved aligning with the new strategies to meet the new demands of the developments. A new expansion of programmes that will serve the SMEs sector in a variety of fields will play a cornerstone to leverage the SMEs to the next stage. The newly found positions in 2022 are:

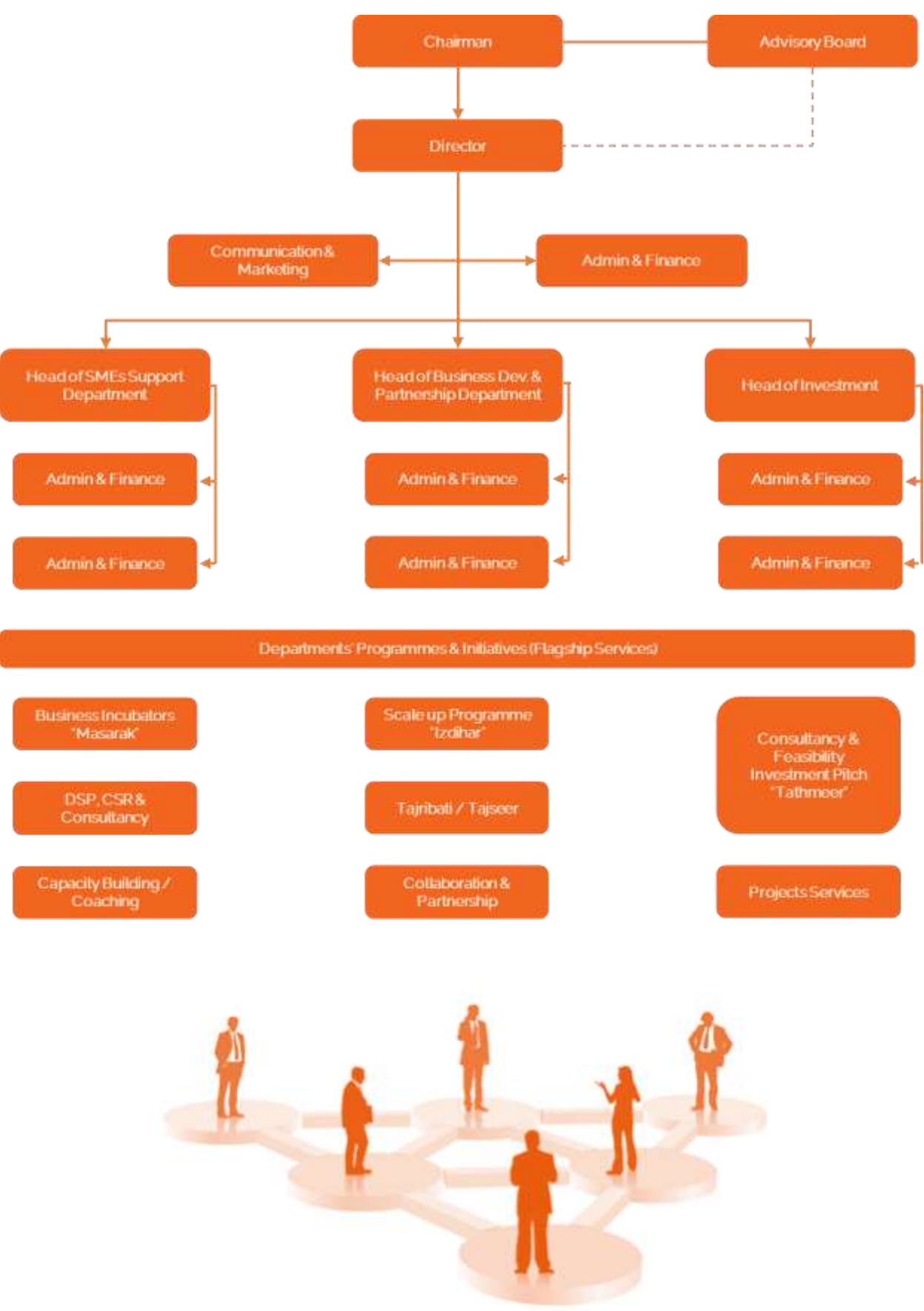
- ◆ Head of SMEs Support Department.
- ◆ Head of Business Development and Partnership Department.
- ◆ Head of Investment.

They will continue operating the Centre's core businesses and fulfil and maintain the new mission and vision. Aside from the Centre's core clinical-based advisory services and programmes, a new 3 pillars of flagship programmes and initiatives were flourished:

- ◆ Business Incubators Programme 'Masarak'
- ◆ Scaleup Programme 'Izdihaar'
- ◆ Consultancy, Feasibility & Investment Pitch 'Tathmeer'

Organizational Structure

Zubair Enterprises Development Centre (ZEDC) Hierarchy



LOCATION CHANGE & NEW OFFICE



- ◆ We are considering relocating our office from Muscat due to Low/poor visibility and the hardness of the accessibility/reachability.
- ◆ The current location seems to be isolated compared to the other competitors and reduces our reach. The distance for people to drive to old Muscat demotivates the Entrepreneur and SMEs to drive and reach.
- ◆ To accommodate and align with the new strategy and initiatives.
- ◆ A new location is found in Azaiba Commercial Building. The initial layout planning is undergoing to accommodate the Centre's needs and requirements.
- ◆ Current Office maintenance:
The maintenance work for the 3rd and 4th floor of the current offices was commenced and finished recently . We were eager to postpone the maintenance, to avoid additional costs, especially after the new location has been founded. However, the necessity of conducting the maintenance and maintaining a healthy working environment forced us to take the decision in the best interest of the team.
- ◆ Bank Account for Zubair EDC:
ZEDC is registered as a company "non-profit organisation". Towards the journey of self-sustainability, it is imperative that we source income from some of our services provided and we are expecting sponsorships towards our various initiatives. The bank account would be required for more flexibility in managing funds receivable and easy execution of the Initiatives. All transactions would be under the supervision of the finance department at The Zubair Corporation.

STAFF TRANSFER



Nabiha Al Mandhari, The Communication Specialist had decided to take on another position within the group of companies. We are the Zubair EDC wishing her the best and success on her new journey.

INITIATIVES & PROGRAMS

DIRECT SUPPORT PROGRAM

Direct Support Program is a real-time, hands-on advisory support for the chosen SMEs in the Sultanate of Oman, including a financial grant for judicious business development & sustainability of these chosen SMEs. These SMEs are shortlisted from hundreds of SME applications on the basis of innovative business Ideas.

Zubair EDC has successfully been able to achieve this goal by providing the Initiative support to 48 SMEs and also providing each one of them a grant of OMR 10K each, amounting to half a million over a period of the last 7 Years. Out of these 48 SMEs 28 of them have been successful and reached sustainability and growth. Zubair EDC plays a great role in supporting the DSP members not only during the program but our support is extended as long as they need support.

To keep the roots with our valuable members, we designed a survey and financial form to help projects capture their financials and measure the impact of the business. During Q1 and Q2, we have provided consulting support to DSP members including business advisory, business development and realigning a few marketing strategies, Smartech and Al Zahi are two of the examples as both have launched a few new services and expanded with our guidance and directions.

In the last few months, we have also at ZEDC relooked our entire strategy and shortlisting mechanism of the DSP program where new dimensions have been added to the pitch deck and approach for sponsorship from large enterprises of Oman.

Below mentioned is an update on the existing DSP business progress:

SR. NO.	PROJECT	OWNER	SYNOPSIS & UPDATE
1	MODERN TAJ AFI - SMARTECH SOLUTION	ABDUL AZIZ SALEH AHMED AL MAWALI	Abdul Aziz Saleh Ahmed Al Mawali is an energetic person who is full of ideas and likes taking up new challenges in life. Despite having a settled job as an electronic engineer in the media sector, he always had the urge to do his own parallel business. In 2010, he took the plunge by registering SmarTech Solutions Company to focus on the needs of small businesses. Through SmarTech Solutions, Abdul Aziz provides software solutions and products to restaurants, cafes, shops and points of sale, as well as a variety of electronic systems and services in a tie-up with a Bahraini American company. Over the years, his clientele has crossed a 350 mark with an ongoing relationship with the majority of his clients. In last quarter he launched its new product, Menutree, which comprises a menu of restaurants and e-cafes. Smartech specialises in providing the retail sector with a range of technical products and digital solutions.
2	AL ZAHIL SHAMILAH TRADE	IMAD ALI SAIF AL GHAFRI	Emad Ali Saif Al Ghafri came to Zubair SEC with an idea of organising tourism events, managing and renting equipment for traditional tents and seatings. He later was selected for Zubair SEC's Direct Support Programme; after meetings with the advisors at the Centre, they realised that he had a small laundry business for cleaning carpets. He also had a few other business activities, which Zubair SEC team advised him to close so that he could focus primarily on his two lines of business – the laundry and events. As he was riddled with bad debt he was also advised to close the shop for his rental business, as it would enable him to save upon rent and to maintain the renting equipment without an outlet.
3	MODERN SOHAR GATE TRADE – LADIES GYM	LAILA NASSER MOHAMMED AL KHAROOSI	'One Step GYM & Beauty' owned by Laila Nasser Mohammed Al Kharoosi is quite distinctive among such businesses. It is a fitness centre for women and run by an Omani woman who is passionate about fitness and has very good knowledge and experience about keeping fit. This is a competitive advantage for Laila's business, not merely in Sohar, as there aren't many women fitness centres that are run by an Omani woman in the Sultanate in general.
4	SHAFI LLC, SHAFI PHARMACY	KHALID SHAFI KHALID AL HABS	Khalid Shafi Khalid Al Habsi is driven by a passion and commitment to ensure good health of the community as he intends to provide high-level of care, attention and services through his pharmacy. Utilising his experience of working as a Pharmacist with Khoula Hospital for eight years, Khalid ventured to set up a small pharmacy on his own called Shafi Pharmacy in South Mawaleh in 2016.

SR. NO.	PROJECT	OWNER	SYNOPSIS & UPDATE
5	SHIYAKA PHOTOGRAPHY	ZAHRA MOHAMMED SAIF AMBU SAIDI	From a small photography and video studio to digital photography, souvenir manufacturing and destination management, Shiyaka Photography has come a long way since it was set up. Zahra Mohammed Saif Ambu Saidi, Founder of Shiyaka Photography. Zahra, along with her husband set up the studio in early part of 2015. Over the years, Shiyaka started offering a bouquet of services and gradually moved to a new location in Mawellah. The studio progressed later into a souvenir business aiming to establish a foothold in the market.
6	GOURMET TASTE SWEETS LLC – BROWNY	ABDULLAH MOHAMMED SAUD AL DUGHAISHI	Abdullah started the business in 2015 and initially set up a small popcorn outlet at a mall in Al Khuwair. Now he has big factory in Al Maabila. Abdullah has shown tremendous passion, dedication and a strong will to succeed and grow the business. He has now added Caramel and Caramel with Cinnamon flavours to his growing brand. Growth in terms of volumes too witnessed an increase from 6,000 to 10,000 packs a month now.
7	MAMA'S SAUCE	IBRAHIM HAMAD SULAIMAN AL KHULAIFEEN	He had created his signature sauces, he work on those and look into creating a new business model, away from the burger shop. One of the leading kitchens in Oman with five chefs was approached so that they could taste the product and share their ideas and advice. His sauces were put through rigorous product testing. Zubair SEC sent sauces created by Ibrahim for laboratory and health tests. A check was made on their longevity and expiry. The Centre also found that there were a few Omanis who had similar products with a good market share in and outside Oman, reflecting the potential of the business. A complete process study was undertaken to see the feasibility of a full production line in Oman.
8	ROVE ADVENTURES	HASSAN ALI MOHAMMED AL LAWATI	Rove Adventures is an Omani owned and operated adventure Tourism Company, which provides a unique, authentic and entertaining experience to residents and visitors of Oman. Founded by Hassan Ali Mohammed Al Lawati, and his two partners, Hamed Al Saadi and Moutassim Al Balushi, Rove Adventures, believes in promoting Oman's vast tourism potential.
9	ABRAJ AL ZAHIRA INVESTMENT -AZ MED-CARE	MANSOOR NASSER MANSOOR AL RAHBI	Mansoor Nasser Mansoor Al Rahbi founded his own business 'Abraj Al Zahirah Investment Company' for the distribution of medical products in Oman. Recalling the beginnings of his company, he remarks, "I worked as a pharmacist for more than ten years and eventually thought it was about time I started my own business. I capitalised on my experience in the field and started a business for distributing one-time-use medical products and medical devices for home-use like the appliances for measuring blood sugar and blood pressure and wheelchairs for people with disabilities". In 2012, the company began participating in government tenders for the provision of medical products. It offered its services to hospitals of the Ministry of Health, the Diwan of Royal Court medical clinics, the Military Hospital and SQU Hospital. Later in 2016, the company started providing services to private hospitals and clinics.
10	DAR AL KHYOUT FASHION	NADIA ALI SAID AL AJMI	Due to her early success in the field – although starting from home, and armed with the encouragement of her family and friends, Nadia later opened a retail store in 2012 in Sohar, which sold and tailored garments for women. The business was initially funded by a small capital that Nadia kept apart from her monthly revenue. Nadia also imported ready-made clothes from neighbouring countries, based on the demand of her customers, and sold them at affordable prices. Since she had already built a loyal customer base, the word-of-mouth from satisfied clients quickly expanded her business. It also became apparent that customers preferred to purchase imported garments from her store rather than travelling to other countries, or buying online without first trying them. All the while, Nadia continued her hobby of designing custom-made abayas and dresses.
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11	RECYCLING SERVICES	MAHMOOD ABDULLAH RASHID AL AMRI	In October 2014, Mahmoud Abdullah Al Amri, bought a small waste recycling plant in the Wilayat of Ibra, in the Governorate of North A'Sharqiyah. He began developing and expanding the plant to include the recycling of paper, plastic and metal waste to other part of GCC especially in KSA. Also he signed the wastemanagment agreement with Oasis Water the largest manufacturer of bottled water in Oman
12	AL BROUMI HONEY	NASSER SALEH HAMED AL BROUMI	Naser Saleh Al Broumi, owner of Al Broumi National Enterprises company which specialises in honey products, is a member of Zubair SEC's Direct Support Programme for the year 2017. Al Broumi Honey launched in 2017 has grown to be one of leading brands in the field of Omani honey. Zubair Small Enterprises Centre (Zubair SEC) member Naser Saleh Al Broumi, founder of Al Broumi National Enterprises company, has opened a dedicated store for Al Broumi Honey products in Izki.
13	AL DIWAN DATES	SULTAN SALIM RASHID AL SHA'EI	In 2014, Sultan and his brothers co-founded their small date factory and ever since then they have worked diligently to develop the business. And since we have come to know that different Omani households have different tastes for this precious fruit, he decided to serve the community with high-quality; therefore he made a decision to open a small factory alongside a store to sell dates. He offered service in two different ways; firstly by purchasing dates from farmers in Nizwa or other nearby Wilayats, and then storing, cleaning, and packaging them to sell to customers; the second approach is by receiving dates from customers and restoring, cleaning and packaging them to give back to the customers at an initially agreed price
14	AL BAGI SWEET	NOORA SALMEEN MABRUK BAIT MABRUK	After her mother's passing, Noora and her family decided to continue the art of the home-made Dhofari Qash'at sweet in her honour. Therefore to meet the high demand of the sweet, which the family was renowned for, she decided to open a shop in the city of Salalah in 2013.
15	GRANDMA MIXES	ZAIMA SAIF NASSER AL SALAMI	In 2014, she decided to move forward and launch her product; she relied first on Facebook and Instagram to showcase it. The demand was only average to start, but this increased gradually over of time. Zaima worked on improving her mixes by adding a range of herbs and was successful in producing the natural hair dye in seven different colours. The colours included blond red, brownish-red, chestnut, chocolate, copper, and black; all of which are made from Iranian henna known as 'Kathm'. Additionally, she also produced several other products to treat hair problems like hair fall and dandruff, and others which strengthen hair and boost growth. Presently, Zaima seeks to extend the shelf life of her products so that she can look to export her products range to the region. She recently participated in the Second GCC Business Incubators and Accelerators Conference in Bahrain
16	WARDAT AL WADI AL WATANIYA	JAMILA HAMED SAID AL SIYABI	Jamila succeeded with her vision in 2013, opening a small workshop in the Wilayat of Samail. Focusing on the sale and installation of doors and windows, this workshop marked her first step into the world of business. Jamila, the owner of Wardat Al Wadi Al Wataniya, has launched her specialised shop with its modern look and feel. Her company now imports and distributes doors and accessories for commercial and residential projects.
17	ARD ALJOUND MODERN TRADE - ALJOUND MILL	NASSER ABDULLAH NASSER AL MAWALI	Distribution company of spices, legumes, coffee and brown flour. He set up agreements with numerous outlets and have currently reached about 130. Our objective is to keep adding new ones'.The addition of a branded delivery vehicle has contributed to the increase in the number of products delivered to stores
18	QUDRA AL MUTAMAIZA FOR TRAINING SERVICES	KHADIJA SALIM SAID AL MAHROUQI	In 2014, Khadija founded her new business, basing it on the experience she gained over many years, when she worked as a pharmacist and a trainer in health and development fields. Aspiring to create an extraordinary business, Khadija chose to open a centre that integrates learning and fun through different means and facilities that suit diverse training and capacity building programmes.
19	MOUDY UNITED - CAPOEIRA SPORT CLUB	MOHMOOD KHAMIS HUMAID AL ORAIMI	Owner of the 'Moudy United - Capoeira Sport Club' first came to know the sport when he travelled to Brazil and some European countries which have specialized training centres. He decided to open a specialised Capoeira centre here in the Sultanate. Since it is a new sport to Oman, I faced some obstacles at the beginning, but over time I was able to overcome the challenge, especially with the support I received from the Ministry of Sports Affairs.

SR. NO.	PROJECT	OWNER	SYNOPSIS & UPDATE
20	ESTABLISHMENT - MUAAWANA	ALI SAID ABDUL-LAH AL RASHDI	Tapping into his good experience, Ali decided to setup his own maintenance company 'Muaawana'. The company focuses on providing a complete range of building maintenance services including plumbing, electricity, carpentry, general maintenance and installation of air conditioners, all using mobile teams of technicians. The philosophy of 'Muaawana' is to give clients comprehensive maintenance solutions on a periodical schedule in order to keep buildings in top shape. These services are delivered on a regular or on-demand basis according to the needs of the building owner. All maintenance charges are first agreed between 'Muaawana' and the building owner, and parts or materials that are replaced during maintenance process are charged at an agreed rate. 'Muaawana' also provides a rapid response service on-demand which is available 7/24 for any unexpected problems within the building.
21	NATURAL WORLD MODERN	NASSER SAID MOHAMMED	Nasir Said Al Hajri is from the Wilayat of Bidiyah in North A>Sharqiyah Governorate. He is a partner in the business 'Modern Nature World' which specializes in the sale of nuts, coffee beans, sweets and spices. Nasir had worked in trading for several years, and although experienced, he knew he needed expert guidance and advice as much as he needs financial support in order to grow his business. His determination and will to succeed impressed the supervisors of the Direct Support Programme and after careful evaluation, they worked to partner Nasir with 'Oasis Logistics'. This was the starting point for 'Biladi Mart' business in Wilayat Bidiyah, which was launched in 18 July 2016. With the opening of the new business, Nasir commends the efforts of Zubair SEC for providing complete support for entrepreneurs and small enterprises, which he relates to as a great experience.
22	ZWAYA AL BAIT TRADING LCC - EFREEZ	MOHAMMED ALI SALIM AL BALUSHI YASIR SHAMIS MOHAMMED AL BATTASHI	Yasir Al Battashi and Mohammed Al Balushi are the founders of Efreez since 2011. They both brought different, yet complimentary skills to the new enterprise; Yasir has experience in administration and finance as well as good experience in maintenance, while Mohammed is an M.A. holder in fine arts, and works as an arts specialist. Commenting on the beginnings of their new business, Mohammed is a very talented artist and he also holds an M.A in fine arts. Therefore, we capitalized on our expertise and established Efreez, which provides specialized services in wood and glass design, and designing special lighting solutions, among other design works. We started in 2011, and in the beginning it was only Mohammed and myself, and we worked out of a small office in Al-Amerat. At first, we focused on providing design services to small villa owners in Al-Amerat only, then as the business grew we began to provide services to customers all over Muscat and to some governmental bodies. Our business developed day by day, and now we have 20 employees in the company.
23	RANEEM JALAN ENTERPRISES	NAJLAA BILAL SAID AL SHEKAILI	Najlaa started her business by selling incense, perfume, garments, shoes and accessories at Wilayat Jalan Bani Bu Hasan. She was keen on establishing her own business and gaining experience and knowledge about the needs of the market after having worked in the retail sector for five years. Her new business <Raneem Jalan> faced numerous challenges, but Najlaa's motivation to achieve success helped her in moving forward. She also put in place a strong marketing plan in order to reach a broader range of customers. The social impact of <Raneem Jalan> played a big part in the project being chosen for the Direct Support Programme.
24	JANAEN AL HAMRA PRIVATE SCHOOL	KADHIYA HAMID MOHAMMED AL NABHANI	Kadhia started her journey in the business world by establishing a private pre-school in the Wilaya of Al Hamra in 2009 named <Jana'en AL Hamra Private School>. She believes building a prosperous future starts with the young ones who are at the very beginning of their educational journey. During a short period, the school quickly gained a good reputation in the Wilaya, which was reflected in the growing number of enrolments.
25	NATIONAL HIGH TIDE ENTERPRISES - UNIBOATS	ADEL SUWAID SALIM AL ABRI	He established <Uniboats> which offers marine tourism, water sports, individual and group training, sales of specialised equipment, and organising sea cruises for companies and individuals. Adel believes that the marine tourism sector in Oman offers huge potential for growth.<Uniboats> - a business venture specialised in water sports and marine tourism services in Muscat. Adel's passion for the sea goes back to his childhood, but the idea of turning his passion into a business came to his mind only few years ago. "Water sports form a huge sector in other countries, and Oman is bestowed with abundant shores - a coast line of over 3,000 Km. Why don't we invest in that?" These were some of the questions that came to Adel's mind when contemplating his new venture. After a few years he established <Uniboats> which offers marine tourism, water sports, individual and group training, sales of specialised equipment, and organising sea cruises for companies and individuals.

SR. NO.	PROJECT	OWNER	SYNOPSIS & UPDATE
26	SHUMOOKH ENGINEERING CONSULTING	JOKHA NASER AL HUSAINI	She started her career even before completing her higher education. She moved into the world of engineering to work in an engineering consulting company, overseeing road construction projects in the Sultanate. It was not until October 2011 that her interest in engineering truly became a passion, and she decided to launch her very own company 'Shumoukh' Engineering Consulting' where she specialised in the field of quantity surveying and contract management, later adding multiple services in collaboration with a number of local and international companies. This enabled Jokha to quickly build capacity within the business, adding 9 new employees, 5 of whom are Omanis. While Jokha is the only Omani female who owns and manages an entire Omani company in the field, she is also the only Omani woman contracted as a consultant and engineering specialist by the Ministry of Justice. In the past year, 'Shumoukh' was successful in winning 30% of the projects and tenders applied for. The company has also signed a number of contracts of cooperation with global specialised companies in the engineering field.
27	AL RAWA'E AL SHAMIKA ENT - AL RAWA'E POULTRY	ALIYA ABDULLAH HAMED AL NABHANI	In 2013, she founded her own business which was a small traditional poultry barn that produced around 3,000 chickens a year. She oversaw the construction of the barn on her father-in-law's farm and very quickly the demand for her locally produced chickens outstripped the supply. Recognising the unprecedented demand in the local market, Aliya decided to expand the business and transform it from a small barn operation to a fully commercially sized farm, increasing the number of barns for chicken production. she built two large barns which were able to produce around 5,000 chickens during one season. With this expansion, the business reached a total annual production of around 30,000 chickens.
28	MESHAN GLOBAL	WAFI, SHATHA, AHED AND WAED AL JABRI	Wafa, Shatha, Ahed and Waed Al Jabri are four Omani sisters who decided to launch a business in providing exquisitely hand-crafted date-based sweets innovatively presented and celebrated with traditional flavours. So began 'Meshan', an enterprise which is taking the art and science of making sweets to an entirely new level, using only Omani dates.



برنامج الدعم
المباشر
DIRECT SUPPORT
PROGRAMME

TATHMEER (CONSULTANCY)

We offer a range of business advisory services tailored to meet the business growth needs of our small enterprises members. Much of our work involves advising our members on regional and economic strategies, benchmarking their business delivery, mapping both demand for and supply of their business concepts, and developing practical training and development tools for use across a wide range of business environments. Below mentioned are the projects for which the complete feasibility study was conducted:

1. QATABI GOLD PROJECTS
2. BRANDZ+
3. KHALTECH (TEEB INCENSE BURNER)
4. ALPHA VITA PROJECT
5. Tuhlub
6. THAMEEN JEWELLERY
7. SAYARTHI CLINIC

In quarters 3 and 4, we have offered business advisory support for more than 19 new members, which includes developing their business plans, strategies, marketing plans, etc

With the mission of guiding, developing, and building entrepreneurs of Oman, Zubair EDC Team has cumulatively spent **639 Hours** in the year 2022 on Advisory & Consultations, Building and strengthening new Partnerships, Training Entrepreneurs, being part of Forums, Conferences & Events related to entrepreneurship development. Below mentioned sheet elaborates on the number of hours spent on the focus areas:

FOCUS AREAS	MANHOURS SPENT
ADVISORY	197.45
PARTNERSHIPS	179.75
TRAINING	210
FORUMS, CONFERENCES & EVENTS	52
TOTAL	639.2



The below table explains the number of enquiries received by the centre in the year with type of consultations provided:

MONTH	NO. OF ENQUIRIES	BUSINESS SECTOR	GOVERNATE	TYPE OF ENQUIRIES	MEANS OF COMMUNICATION	ACTION TAKEN
January	8	1- Supermarket (Retail)	Muscat & Ad Dhahirah	Enquired about DSP program on when will it start and the Suggestion given by the enquirer was to inform in website the status.	Telephone	ZEDC team has Informed the enquirers on the current status of DSP and Have assured to get back to them when the DSP is announced in the near future.
		2-Shopping App (online applications)				
		3-Recycling (Manufacturing)				
		4-Rest General Enquires				
February	4	1-Abayas business (retail)	Dhofar,A'Dakhiliya,Muscat & A'Dhahirah	Enquiry on the centre services, Needed Books from the centre for research, enquiring on the business plan.	Telephone	ZEDC Team had given the requester the DSP stories and 2 books on SME ecosystem.
March	2	1- Marketing services (Service)	Muscat	Enquiries on the centre's services and how can they get help	Telephone	ZEDC Team has Explained the services in detail of the centre to the enquirer.
		2-Shopping store (Retail)				
April	6	1-3D printing (manufacturing)	A'Sharqiyah South, A'Dhahirah, Muscat & A'Dakhiliya	Funding request and general consultation on partnerships	Telephone	ZEDC team has informed the enquirers that ZEDC don't fund directly into Businesses and the alternative Thathmeer initiative was briefed which includes feasibility study, supporting on investor pitch and Identify some of the investors and support in organising loan.
		2-Oman honey platform (online application)				
		3-Beauty salon (service)				
		4-Business Centre (service)				
		5-Flowers shop (retail)				
		6-cosmetics shop (retail)				
May	4	1-General trade (retail)	Muscat, A'Sharqiyah North, Al Wasta	Asking about renting offices & incubators, Funding Services	Telephone	ZEDC had informed the enquirer that as of now the Incubator Services are not active but will inform the enquirer when the Incubation initiative is launched in near future. Regarding Funding Services, the brief was given on Tathmeer services.
		2- Jewelry shop (retail)				
		3-General Enquiries				
June	5	1-Tourism (service)	A'Sharqiyah South & Muscat	Asking about feasibility study and funding process. Marketing & Promoting Support	Telephone	ZEDC Team Member has taken over the tourism project and the rest of the enquiry the ZEDC has briefed the enquirer on the Tathmeer and consultation services on Branding & Promotion and how it is done has been briefed.
		2-Women Beauty Centre (service)				
		3- Food & Beverage (service)				
		4-Rest General Enquires				

MONTH	NO. OF ENQUIRIES	BUSINESS SECTOR	GOVERNATE	TYPE OF ENQUIRIES	MEANS OF COMMUNICATION	ACTION TAKEN
July	4	1- Gym, salon and café 2-Cosmetics 3-Aci Station (Food & Beverage) 4-Event management	Muscat, Dhofar & North A'Batinah	Enquired about consultation in general and some of them asked about funding	Telephone, walk-in	
August	4	1-restaurant (Food & Beverage) 2-Nursery 3-An electronic platform project for requesting drinking water	Muscat & North A'Batinah	Enquiry on the centre services, enquiring on the business plan.	Telephone	ZEDC Team had given the requester the DSP stories and 2 books on SME ecosystem.
September	2	1-Sayarti Clinic (Automotive) 2-cleaning buildings	Muscat & Dhofar	Enquiries on the centre services and how can they get help and create a feasibility study for business. Also Looking for the fund.	Telephone	ZEDC Team has Explained the services in detail of the centre to the enquirer.
October	6	1-Tourism and industrial project 2-consulting 3-Fashion 4-Business Centre (service) 5-Marketing	A'Sharqiyah North & Muscat	Funding request and general consultation on partnerships	Telephone	ZEDC team has informed the enquirers that ZEDC doesn't fund directly into Businesses and the alternative Thathmeer initiative was briefed which includes feasibility study, supporting on investor pitch and identifying some of the investors and support in organising loan.
November	2	1-General trade (retail) 2- Jewelry shop (retail) 3-General Enquiries	Muscat, A'Dakhalih	Asking about renting offices & incubators, Funding Services	Telephone	ZEDC had informed the enquirer that as of now the Incubator Services are not active but will inform the enquirer when the Incubation initiative is launched in near future. Regarding Funding Services, the brief was given on Tathmeer services.
December	7	Construction Photography Interior Design and Architecture Logistic Technology	Muscat, Sharqiya, & Al Batinah	Inquiries about marketing strategies plan, fund-raising/Investor, general services of the Centre., Financial statement templates and legal documentation process.	Telephone	ZEDC team provided advisory services and templates for the financial statements. Legal process and needed details for documentation. Advise having proposals of the marketing offer to study the possibility to include it in the DSP programme packages.

TAJSEER



Zubair EDC launched the 'Tajseer' initiative which is a business development platform aimed at bridging between small businesses and large companies in the Sultanate to 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 the matter of quality, professionalism, customer excellence, and production and service capacity to meet the needs of large companies and to build strong and enduring relations.

TAJRIBATI

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 other's experiences, and grow in business. In this regard, the Centre launched 'Tajribati' initiative which allows SMEs, members, and non-members alike, to attend a periodic general discussion session, attended by entrepreneurs and people of expertise from various public and private organisations. The initiative allows entrepreneurs to discover various opportunities to develop their businesses and learn best practices that help improve management practices.



During the Pandemic, we delivered our Tajribati sessions virtually with a huge focus on the challenges and solutions caused by Covid19, the number of attendees was great as the online sessions gave us the biggest reach when it comes to the number of attendees.

In 2022 we have conducted one workshop in September with Ishaq Al Shryiani, CEO of Eghna foundation discussing the ways of investing the resources. The session was attended by a number of entrepreneurs and experts and it was rich with valuable discussions and comments



CSR INITIATIVE

The big entities from both government and private sectors are playing an outstanding role in supporting society when it comes to their CSR, and many of them are giving priority to the objective of supporting SMEs and the ecosystem in Oman in general. We at Zubair EDC are working on strategies and proposals to help those entities execute their programs as we are one of the most experienced consultancy centres in Oman with an experience of more than 9 years in the market. This collaboration will help all parties to enrich the economy by supporting one of its major bones "SMEs"

The centre will work on designing and developing programs and workshops as per the CSR requirements and objectives.

Name of Project	Description	Value Proposition for ZEDC
Teeb Incense Burner	<p>"KHAL'TECH ", is an innovation company that is working on producing innovative products aiming to provide comfort to people's life and contribute to provide solutions to various problems faced by the community. Our first product is Teeb Incense Burner, we've started selling the product as testing the market stage at the mid of 2019. Teeb Incense Burner, it is a revolution improvement in the traditional incense burner. Their product & Service offerings include Incense burner (Teeb), incense packs, Fixing and maintaining the Incense burners.</p> <p>Company is looking forward for an investment of OMR 100K towards the Production & OPEX for 3months. Company has net profit projection of OMR 123K in 2022 & OMR 143K ending 2024.</p>	A mile stone project in consulting, revenue generating project with a unique experience of reengineering and revenue simulation Plan
ARA staff benefit from SME	<p>As part of our support provided to our SME members, and our relationships with large companies, EDC working on facilitating an initiative and an agreement between selected members of EDC and ARA company to provide offers from SMEs to ARA staff as a staff benefit. The value for our SMEs is, providing them the opportunity to market their products and services to a new customer base being ARA staff, and helping them to promote and sustain their businesses. On the other hand, ARA would be provide special deals and offers to their staff benefit. Plus, contributing in promoting Omani SMEs and encouraging their employees to buy from the local Omani businesses.</p>	Enable ZEDC members to increase sales and reach more costumers, while Ara staff gain special offers with discounted products and services.
Backpack.com	<p>Creating E-Business platform to enhance Tourism. Head-quartered in Muscat, Backpack.com proposes to come up with one of its type EBusiness platform in Oman as well as Middle East to boost tourism. The sole purpose of this initiative is creating more reach for properties (Hotels/ farmhouses/ countryside stay & villas) to its targeted clients. The company will also work parallel with properties assisting them in enhancing stay experiences for clients by providing product & service support. The website will also have a segment which will update travelers & residents about events and special offers in this segment. Be a hotel/ restaurant/ pub opening or special cuisine week. This segment will be a one-step solution to know all happening events in town/ country. With this initiative, the website will turn to be a booster for properties and business houses during pre & post pandemic era.</p> <p>Backpack is approached ZEDC to support them in Structuring their entire business plan and support of ZEDC to evaluate the Investment Capital requirement and Assisting Backpack in Sourcing the required Finance or the Investors to fund the company.</p>	Add more options for tourist and contributes towards building up more facilities and services for tourism ecosystem in Oman in alignment with vision 2040.

Name of Project	Description	Value Proposition for ZEDC
Rasyat Al Rayan Project - Mining	<p>The company, Rasyat Al Rayan Projects LLC offers through its professional network, a wide and comprehensive range of industrial supports that can envelope all requirements, spread across all industries, from oilfield and gas to the construction sector to power stations . The Client is seeking financial support from potential Investors by way of Loan/Debt funding Investment of OMR 2MN for the Gypsum powder project at Ghaba in Sultanate of Oman.</p> <p>The project aims to add new products that might add significant business to the existing mining plant with manufacturing of variety of gypsum powder, lime stones, chine clay etc. and export them to India and various countries in African region The project will also boost employment and it aims to achieve 90% Omanisation within the company.</p>	More diversity in terms of industry and sectors we aim to support and scale up.
Recycling Services - Mahmood	<p>Recycling services LLC specializes in the management and recycling of both hazardous and non- hazardous waste and its conversion into raw materials that can be used in a modern and innovative way at the local and regional level. They contribute to reduce carbon emissions and waste dumping affect our daily lives by managing and recycling waste and creating environmental, social and economic value in Oman and in the rest of the world.</p> <p>RS approached The Zubair Small Enterprises Centre to support them In building the entire process of Investment Pitch and build a long-term brand strategy as they are planning spread their wings to GCC with a unique proposition of even manufacturing product out of the waste.</p>	Revenue Generating Project which includes investor pitch. Build reputation of the Centre through supporting the SME and handholding
Brandz +	Brandz is a platform which acts as an aggregator to brands in Oman and GCC. Listing of brands in One single platform with all the Social media Access and brand comparison which fall in the same vertical. Unique and Patent-ed Application In Oman.	ZEDC's brand on the portal and befitting the SMES to place their Brand through the platform.
Al Qataby Global projects LLC	Al Qataby global projects LLC specializes in manufacturing of jewelry of precious metal or precious stones (including the formulation of gold & silver) activities of export and imports offices. They started manufacturing in Feb-2019	the value proposition include access to expertise in jewelry manufacturing, export and import opportunities, assessment of assets and machinery, access to industry best practices, and enhanced reputation and credibility in the jewelry industry.
Bait Mutrah Gallery - Naeema	Naeema has started manufacturing silver in 1996. in 2017 she opened bait mutrah gallery which is a shop that specializes in selling jewelry that she is designing and manufacturing, also she support 7 Omani craftsman by selling there products in the gallery.	The value proposition include access in depth in jewelry design and manufacturing, access to local artisan products and familiarising with them, opportunities for CSR initiatives, potential for PR opportunities, and long-term sustainability and impact in the local community.
Bader Al Kasbi	Wave Sohar integration LLC specializes in maintenance service such as floor epoxy/ industry coating, painting, decorative coating, fire paint works, water proofing.etc.. The company has started as Maintenance service provided during the pandemic and it is located in Ghala. The company has been registered with the tender board as a third-class company.	Business improvement support, contract acquisition assistance, and document review and sharing. Social impact through supporting local entrepreneurship.
Humeid Al Zeidi	3D Training Institute Oman, located in AL Khuwair, the institution specializes in course like health, Safety and Environment and HR and strategy.	Social impact through supporting local entrepreneurship.
Baharat AL Bader (Badriya)	Bahrat Al Bader has started producing in 2019, it is a home-based business manufacturing spices mixes such as Karak tea, chicken spices , salad mix and other . Badriya is the owner of the business she produces the products in a small room in her house and she is distributing it in 5 different outlets in Oman and an outlet in UAE.	Social impact through supporting local entrepreneurship.

Name of Project	Description	Value Proposition for ZEDC
Hot desk	is a platform that enables users to search and book workspaces, meeting rooms, and private offices by the hour, day, month, or year. We currently operate in 115 cities around the world.	For Zubair EDC & Hot desk to become partners.
Business gateway	Business Gateways is an Omani Company, based in Knowledge Oasis Muscat. One of the projects they operate is the Joint Supplier Registration System (JSRS), which is a mandatory certification to Oman's Oil & Gas Industry, they have 1000s of companies from Oman and across the world who are registered on the JSRS. also have 4000+ SMEs who are registered on the JSRS, serving Oman's procurement requirements, receiving business opportunities, including ICV based Obligation Contract Opportunities	Access to business opportunities, support for SMEs, enhanced visibility, industry expertise, and ICV compliance.
AL Jisr Foundation	Al Jisr foundations has started in 2010 as a private non-profit organization based in muscat, Starting from 2018-2019 their focus started on working toward sustainability programs in health, education and social welfare. They have in mind to projects that they plan to focus in one of them: • Create a program called Azzam for disable people, this will be by creating a brand for disable people that abels them in selling their products such as handicrafts • Design a program for ultra poor people by helping them to improve their business by giving them a micro loan.	Help and support the special needs category and promote their projects. Enhance their marketing capabilities. Assist in the development of their products. Diversification of support and services of the Centre and publicity.
FOA/ Agrination startup cup	Is a business competition for youth led, early stage startups in the MENA region. The goal is to 1) support innovative solution-oriented enterprises to achieve market and investment readiness and 2) strengthen national innovation ecosystems in the field of agri-food.	International Exposure for Zubair EDC, especially in MENA region.
Nabil AL Harbi	Nabil is an employee in ministry of education he is an entrepreneur he had different firms. He attend many workshops in entrepreneurship and he become a coach in this filed. Now he is preparing a Presentation for coaching entrepreneurship.	Spread more entrepreneurship awareness.
Rami AL Lawati	Rami has 4 different business which are: 1) 360 Green farm the farm is located in AL Amerat the purpose of the business is producing plants and then sale it all over Oman 2) vertical farming for producing strawberry 2) Unique food solution AL Zahib brand for producing frozen food 4) fish ponds	Social impact through supporting local entrepreneurship.
WAVE SOHAR INTEGRATED LLC	WAVE SOHAR INTEGRATED LLC located at Al Amerat, Sultanate of Oman, is mainly concentrated in Special industrial and commercial epoxy floor coatings, works on metal and concrete surface, The philosophy of Wave Sohar Integrated LLC has always been quality and timely completion of projects, which has been the success of its growth over the period. The recognition and goodwill earned, Their Business Activities include: All types of floor epoxy/Industrial coatings All types of water proofing All types of Tank coating and swimming pool coating Antistatic Coatings EIFS system Aseptic paint for Medical Areas All types of Decorative coatings Fire paint works Trading of Special Products Civil, MEP Contracting & Maintenance. The Client is looking forward from ZEDC to consult and develop an Overall Business Strategy involving Visibility, Promotion and Business Growth	ZEDC will be helping another SME by building overall business strategy including the brand visibility promotion plan and business growth. ZEDC will be making an complete restructuring strategy for the SME to achieve business sustainability
ZEDC New CSR Frame Work & MOE Initiative of Coaching Entrepreneurship	Creating a completely new CSR based Initiatives involving the large enterprises of Oman. 1) Coaching Business Sustainability to Entrepreneurs 2) DSP Program Adoption & 3) Financial Support to the Consultation requirement of SMEs	Enabling SMEs to get benefited from these Initiatives especially when the Large enterprises are involved to support the cause it becomes a added advantage for the SMEs to seek for future collaboration

Name of Project	Description	Value Proposition for ZEDC
Alpha Vita for animal and agricultural nutrition solutions	The project provides innovative solutions in the field of livestock nutrition and livestock food security and contributes in raising the material value of the agricultural production and reduce external imports of agricultural products, which will contribute in maintaining agricultural sustainability, achieving local animal food security, raising the productivity of agricultural and animal production, and contributing to market stability during seasons with low demand. Presently, the project targets alfalfa in particular, recycling and innovative nutrition solutions for this product, not only in the form of products based on cultivation, harvesting and selling of alfalfa in its fresh green form, but also by providing consumers with recycled fresh alfalfa to ensure sustainability for both the supplier and the consumer.	To develop the business plan and feasibility study. In latter stage to help them in facilitating funding or investor based on the feasibility
Ministry of Social Development	Ministry of higher development has a program has established a program called Tamkeen that aims in investing in individuals and families benefiting from the social security pension to be self-reliant and become an entrepreneurs	Applying PPP model to help the ministry address challenges facing families to sustain their businesses and grow.



COLLABORATION

Our success could not be achieved without the strong collaborations with our partners from both private and government sectors. We at Zubair EDC believe that the joint hands of the relevant ecosystem partners will help us serve our country better by investing in the local SMEs and push them toward the success and sustainability of their businesses. During the second half of the year, Zubair EDC continued maintaining the relationship with existing partners, and executing the agreed upon initiatives, especially those which were targeted to be delivered by year end 2022.

MINISTRY OF EDUCATION

After signing the cooperation agreement with Z-EDC earlier this year, aiming to develop training sessions for the entrepreneurship programmes, Z-EDC has submitted a proposal for executing a program as per the Ministry's requirements in the 3rd quarter, mainly to train and equip senior students about entrepreneurship and how to invest in their own talents by turning their creative ideas to start-up businesses, and still, they are studying it.



MINISTRY OF SOCIAL DEVELOPMENT



Following the signing ceremony of the cooperation agreement which took place in the first half of the year, Z-EDC has received a requirement to train a team from the Ministry Of Social Development, whom are in charge of taking care of developing the micro home-based businesses of the beneficiaries of the Ministry. Accordingly, Z-EDC has shared a complete proposal to the Ministry in the 3rd quarter covering all the requirements, and offering the latest methodologies and materials related to micro and home-based businesses, focusing on Lean Business Model Canvas.

BRANDZ+

Zubair EDC, recently entered into a strategic partnership agreement with Brandz+, to promote the company's integrated digital platform. The Brandz+ application is an integrated digital platform specialising in trademarks. Through this means, the company aims to empower entrepreneurs and businessmen to monitor the performance of their brand from their smartphones from any location. Also, the company enables the marketing and promotion of brands to maximise its revenues and sales alongside increasing its market value as well as enhancing its presence among well-known international brands.



AL ZAHRA COLLEGE



"Zubair EDC" signed an MoU with Al Zahra College for Women to empower, inspire and motivate aspiring women entrepreneurs in Oman via strategies designed to facilitate and foster the same. The MoU was signed by Dr. Musalam Ali Al Ma'ani, Dean of Al Zahra College and Said Al Sahib, Director of Zubair EDC. ZEDC had presented a complete end-to-end process for setting up an incubation Lab at ZCW. The ZEDC team has also created a detailed business proposal with workflow and scope of work. The proposal is under consideration by ZCW and should be finalised at any time. On Finalisation Zubair EDC will manage and run a fully operational incubation lab at Al Zahra College for Women with at least 7 student projects that will get incubated in a structured Incubation Lab premises at the ZCW.

MTI

Zubair Enterprises Development Centre (Zubair EDC) one of the Zubair Corporation initiatives in social responsibility signed a memorandum of Understanding MoU with MTI Consulting. The MoU was signed by Said bin Salim Al Sahib, Director of Zubair EDC on behalf of the Centre and Hilmy Cader, CEO of MTI on behalf of MTI Consulting. This agreement aims to strengthen the relations between the Zubair EDC and MTI in order to empower entrepreneurs who own businesses in the Sultanate of Oman.



DAI



Entrepreneurial Modules and training.

After signing with DAI Global LLC the agreement to train the trainers (TOT) for selected members of Z-EDC team earlier in the 1st half of the year, in September 2022 the TOT program has kicked off, and we are pleased to announce that Z-EDC's team are certified trainers by DAI to deliver all of DAI

FOOD & AGRICULTURE ORGANISATION (FAO)

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



**Food and Agriculture
Organization of the
United Nations**



Recently, the inaugural training course for agricultural business schools was launched at the Omani Women's Association in As Suwaiq, under the patronage of His Excellency Dr. Ahmed Nasser Al Bakri, Undersecretary for Ministry of Agriculture, Fisheries Wealth & Water Resources

After the kick-off, of the program, Zubair EDC organized a seminar on the Farm Business School in cooperation with the ministry in addition to the Omani Agricultural Society and a number of farmers to discuss the outcomes of the training session and the next phases of the program.

Two more projects are ongoing with FAO, the first is the Alfaj Project and the second is Coastal Women Project.

Aflaj Project: The Omani traditional irrigation system is an outstanding landscape of marvelous engineering beauty that combines agricultural biodiversity, resilient ecosystems, and a valuable cultural heritage. Unfortunately, these agricultural systems are threatened by many factors including climate change and increased competition for natural resources. They are also dealing with migration due to low economic viability, which has resulted in traditional farming practices being abandoned, and endemic species and breeds being lost.

This project aims at recognizing and preserving selected traditional irrigation systems, strengthening a sense of identity, ownership and pride among local populations and small farmers while providing them precious economic and social services, and in maintaining these traditions and bicultural heritage for humanity. This will encourage farmers and governments to contribute to and support the conservation of these fragile and remarkable local food systems, while achieving the Sustainable Development Goals (SDGs). Based on the above, The Food and Agriculture Organization of the United Nations (FAO – Oman) and Zubair Enterprises Development Center (Z-EDC) have partnered in executing the first pilot Agro-Tourism project on the selected Falaj.

Coastal Women Project: In the Sultanate of Oman, more than 90% of the fisheries are small-scale. Small-scale artisanal fishers generated high returns on investments and showed a good economic performance, according to the fisheries cost of production socio-economic survey conducted by FAO in 2019.

In the region, women are heavily involved in fisheries, specifically post-harvest activities. Many women depend on these activities for their livelihoods, even if their contribution is not sufficiently recognized. Traditionally, Omani coastal women have been engaging in fishing and fishing-related activities along the entire coast. Women are also involved in the postharvest sector, for example in processing, marketing, shellfish collection as well as in net repairing.

The project is designed to empower a group of coastal women in Oman, by supporting the organizational and technical capacities of a group of coastal women to ultimately improve their market access. In this context, it will contribute to specifically developing the capacities of coastal women in their post-harvesting handling and marketing activities.

EVENTS & COMMUNICATION

This section summarises the main communication activities carried out by the Zubair EDC:

Month	Event	Organized by	Date
March	The agricultural business school curriculum announcement	As Suaiq Organized by Zubair EDC and FOA	6-Mar
	New brand revealing	Bait Al Zubair Organized by Zubair EDC	28-Mar
April	Signing ceremony with MTI	Virtual	7-Apr
	Signing ceremony with Al Zahra College	Zubair Corporation Meeting Room Organized by Zubair EDC	11-Apr
	Injaz Oman students Companies exhibition	Oman convention Organized by Injaz Oman	15-Apr
	Signing ceremony with DAI	Zubair Corporation Meeting Room Organized by Zubair EDC	27-Apr
May	Seminar on the Farm Business School in cooperation with FOA	Zubair Corporation Meeting Room Organized by Zubair EDC	30-Mar
	Seminar on the future of startups	Riyada at Grand Hormoz Hotel	31 May to 1 June
June	Signing ceremony with The Ministry of Education	Ministry of Education	5-Jun
	Signing ceremony with Brands +	Zubair Corporation Meeting Room	19-Jun
	Ethics crowdfunding event	College of Banking and Finance	23-Jun
July	Excelsence award ceremony	Grand Milinume	6-Jul
	Al Zahra College forum for entrepreneurship	Zahra college for women	20-Jul
	DAI Training kick-off	Online	1-Aug
August	Brands+ competition announcement session	Zahra college for women	2-Aug
	HR Performance Session	Zubair Corporation	10-Aug
	Costal women (FAO)	Al Musanaah	15-Aug
	Blood donation campaign	Zubair Corporation	15-Aug
Septmeber	Techstars Startup Weekend	Online	2-3 Sep
	Tajirabti session with Ishaq Al Sheryani	Bait Al Zubair Organized by Zubair EDC	14-Sep

Month	Event	Organized by	Date
October	FAO event presentation		3-Oct
	Brandz+ award ceremony	Zubair Corporation Main Meeting Room	10-Oct
October	EDUtrac workshop	Exhibition Center	10-Oct
	FAO Forum Event - Presentation	Exhibition Center	11-12 Oct
	Performance Management Session KPI Review	Bait Al Zubair - Bait Al Nahad venue	13-Oct
	Al Hara Icecream function	Bait Al Zubair	23-Oct
October	FSO FBS Stakeholders Event	Omani Women Association	26-Oct
	Al Sharqiya University workshop	Al Sharqiya University	1-Nov
November	Costal women (FAO)	Barcelo Mussanah Resort	8-Nov
	DAI Certification	Organized by Zubair EDC	18-Dec
	Strategy Plan Meeting 2023	Organized by Zubair EDC	22-Dec

PRESS RELEASE & MEDIA

The below table illustrates the number of PRs published in 2022:

Date	Number of PRs Total 14	Title
January	0	No PR
February	0	No PR
March	2	1- ZUBAIR SEC UNVEILS ITS NEW IDENTITY TOMORROW 27 March 2- ZUBAIR SEC UNVEILS ITS NEW IDENTITY 28 March
April	3	1- ZUBAIR EDC SIGNS MOU WITH MTI CONSULTING 7 April 2- ZUBAIR EDC SIGNS MOU WITH AL ZAHRA COLLEGE 11 April 3- ZUBAIR EDC SIGNS AGREEMENT WITH DAI 27 April
May	1	1- ZUBAIR EDC HIGHLIGHTS FIRST QUARTER ACHIEVEMENTS OF 2022 15 May
June	4	1-ZEDC SIGNS AGREEMENT WITH MINISTRY OF EDUCATION 5 June 2-MEMBER OF ZUBAIR EDC LAUNCHES NEW PRODUCT 'MENUTREE' 8 June 3- ZUBAIR EDC PARTNERS WITH BRANDS+ 20 June 4-FAO AND MAFWR LAUNCHES INITIATIVE NEW 28 June
July	1	1- ZUBAIR EDC SPONSORS ENTREPRENEURSHIP FORUM AT AL ZAHRA COLLEGE 24 July
August	0	No PR
September	1	1- ZUBAIR EDC LAUNCHES COMPETITION TO DESIGN AN INTERFACE FOR BRANDZ+ APP 8sep
October	1	1- Zubair EDC hosts 'Tajribati' Session to Discuss SME Development
November	1	1- ZUBAIR EDC ANNOUNCES WINNERS OF BRANDZ+ INTERFACE DESIGN COMPETITION
December	1	Zubair EDC strategy review and 2023 focused objectives.

PRESS RELEASE GLANCES

ZUBAIR SEC UNVEILS ITS NEW IDENTITY TOMORROW

As part of its strategy aimed at enhancing its social and economic impact Nearly nine years after its establishment in 2013, The Zubair Small Enterprises Centre 'The Zubair SEC' today revealed its new identity, which was designed to match its strategy of expanding by providing its services to the local community. The Centre revealed its new name 'The Zubair Enterprise Development Centre', which reflects its new direction to provide its diversified advisory services to the largest number of institutions and commercial companies, regardless of their size.

The new identity of the Centre was revealed during a special ceremony held at Bait Al Zubair Museum, in the presence of a number of members of The Zubair Corporation's Board of Directors, as well as the strategic partners of the Centre, and a number of representatives of government and private entities related to the development of institutions, as well as a number of the Centre's members from small enterprises.



The Centre offers a wide range of services, including advisory solutions, guidance, business development opportunities, capacity building, opportunities for networking and knowledge transfer. In addition to signing business contract opportunities, the direct support programme annually selects ten winners to obtain extensive consultations, business identity building services, and assistance in product or service stability.

ZUBAIR EDC SIGNS MOU WITH MTI CONSULTING



Zubair EDC) one of the Zubair Corporation initiatives in the social responsibility signed a memorandum of Understanding MoU with MTI Consulting. The MoU was signed by Said bin Salim Al Sahib, Director of Zubair EDC on behalf of the Centre and Hilmy Cader, CEO of MTI on behalf of MTI Consulting.

Zubair EDC, an organization that provides support to small and medium enterprises in Oman, has announced a collaboration with MTI Consulting to help both parties achieve their objectives. Zubair EDC's vision is to enable the success and sustainable growth of promising SMEs in Oman, while MTI Consulting is an internationally networked boutique management consultancy that offers services in Strategy, Operations, Corporate Finance, and Digital & Analytics. The CEO of MTI, Hilmy Cader, expressed excitement about the partnership, stating that it will support the development of businesses in Oman.

ZUBAIR EDC SIGNS MOU WITH AL ZAHRA COLLEGE TO EMPOWER ASPIRING WOMEN ENTREPRENEURS IN OMAN

Zubair Enterprises Development Centre "Zubair EDC" signed an MoU with Al Zahra College for Women to empower, inspire and motivate aspiring women entrepreneurs in Oman via strategies designed to facilitate and foster the same. The MoU was signed by Dr. Musalam Ali Al Ma'ani, Dean of Al Zahra College and Said Al Sahib, Director of Zubair EDC.



The MOU is to provide support to students interested in becoming successful entrepreneurs. Mr. Said Al Sahib, Director of Zubair EDC, believes that students at this age have great potential to succeed as entrepreneurs with the right ecosystem, including workshops, awareness, R&D, and incubation. Dr. Musalam Ali Al Ma'ani, Dean

of Al Zahra College, expressed pleasure in signing the MoU as part of their efforts to empower students to become future businesswomen in Oman. Zubair EDC's Direct Support Programme rewards individuals who demonstrate commitment, dedication, and success in applying the consultancy and advice provided by the Centre.

ZUBAIR EDC SIGNED AGREEMENT WITH DAI TO ENCOURAGE ENTREPRENEURSHIP AND FOSTER THE GROWTH OF SMES IN OMAN

The Zubair Enterprises Development Centre (Zubair EDC) signed an agreement with DAI Global LLC designed to encourage entrepreneurship and support the growth of SMEs in the Sultanate of Oman.



The agreement with DAI to provide support to SMEs and inspire aspiring entrepreneurs in Oman. The agreement aims to use strategies and programmes designed to promote the success of SMEs. Chris MacDonald, Managing Director of DAI Oman, and Said Al Sahib, Director of Zubair EDC, signed the agreement.



Zubair EDC is known for its expertise in guiding entrepreneurs, and partnerships such as these will reward individuals who demonstrate their commitment to success and dedication to applying the consultancy and advice provided by the Centre. DAI is an international development company that provides development solutions to clients

including international development agencies, national governments, corporations, and philanthropies. Their expertise spans across multiple disciplines, including economic development and corporate sustainability.

ZUBAIR EDC HIGHLIGHTS FIRST QUARTER ACHIEVEMENTS OF 2022

Zubair EDC has provided consultancy services to more than eight businesses, including small and medium-sized enterprises and home-based businesses, during the first quarter of the year. The consultations aimed to identify the challenges faced by these businesses and develop appropriate solutions in various areas such as restructuring, marketing, business plans, and feasibility studies. Through these services, Zubair EDC aims to establish local businesses and contribute to the growth of the economy of the Sultanate of Oman. The centre also provides services like developing an organization structure, manpower plan, investment plan, and operational plan for businesses. Zubair EDC is known for its expertise in guiding entrepreneurs towards success, and partnerships like these will reward individuals who demonstrate their commitment and dedication to the Centre's consultancy and advice.



ZUBAIR EDC SIGNS AGREEMENT WITH MINISTRY OF EDUCATION



The Ministry of Education signed a cooperation agreement with the Zubair Enterprises Development Centre (Zubair EDC), under which the latter will develop training sessions for the entrepreneurship programmes offered by the Ministry to school students. The agreement was signed between Sana Hamad Al Busaidi, The Minister's Advisor, Acting director-general of Career Guidance and Student Counseling Center on behalf

of the Ministry, and Eng. Said Salim Al Sahib, Director of Zubair EDC, representing Zubair EDC.

Commenting on the agreement, Sana Al Busaidi said, "The culture of entrepreneurship is one of the priorities for the Center for Career Guidance and Student Counseling since it is a tool aimed at supporting students to kick-off their careers in the world of entrepreneurship. This is why we have entered into a partnership with Zubair EDC, which is a local institution with vast expertise in this field. Training programmes will be developed according to student segments, as well as sessions to train staff of the Guidance and Counseling Center, in providing such programmes with high efficiency in order to achieve desired objectives. We are delighted to join hands with the local private sector to be able to serve the new generation of talent and provide them with the knowledge they need to succeed in the future."

From his side, Said Salim Al Sahib stated, "We are proud to have been selected to carry out this mission to enable our students to start their own businesses by being well-equipped with necessary knowledge and experience. At Zubair EDC, we have taken it upon ourselves to help the entrepreneurship sector based on our belief in its pivotal role in enhancing the economy of the Sultanate and we look forward to witnessing several successful ideas and projects from young and enthusiastic minds. Furthermore, we would like to extend our gratitude to the Ministry of Education for the confidence placed in us to undertake this responsibility."

MEMBER OF ZUBAIR EDC LAUNCHES NEW PRODUCT 'MENUTREE'

Smart Technologies Company, 'Smartech', owned by Abdulaziz Saleh Al Maawali, one of the members of Zubair EDC, launched its new product, Menutree, which comprises a menu of restaurants and e-cafes. Smartech specialises in providing the retail sector with a range of technical products and digital solutions.



Abdulaziz Al Maawali launched 'Menutree', the first of its kind in the Sultanate, which enables customers to choose meals from restaurants and cafes by scanning a barcode or entering an electronic link, with delivery or pickup options. Customers can also choose to dine in at the restaurant.

Ali Shaker of Zubair EDC expressed satisfaction with Smartech's Menutree project, which has gained the trust of over 3,000 F&B and retail establishments both inside and outside Oman. Menutree is an application that enables customers to order and pay for their meals electronically, providing them with the flexibility to choose the products they want, how they want to receive them, and pay electronically. Once the order is completed, the restaurant owner receives a notification of approval, allowing them to process the order efficiently.

ZUBAIR EDC PARTNERS WITH BRANDZ+



Zubair EDC entered into a strategic partnership agreement with Brandz+, to promote the company's integrated digital platform. The Brandz+ application is an integrated digital platform specialising in trademarks. Through this means, the company aims to empower entrepreneurs and businessmen to monitor the performance of their brand

from their smartphones from any location. Also, the company enables the marketing and promotion of brands to maximise its revenues and sales alongside increasing its market value as well as enhancing its presence among well-known international brands.

Said Salim Al Sahib, Director of Zubair EDC said, "Zubair EDC aims to develop a strategic platform for the FinTech sector, social platforms, and small and medium-sized companies, making their application one of the largest and most powerful in the world. They also aim to achieve a major leap in artificial intelligence technology, making their application the first of its kind globally."



Brandz+ is an Oman-based digital platform that uses mathematical algorithms to analyse real-time data on brands. It provides services to entrepreneurs, small and medium-sized enterprises, businessmen and large companies. The platform helps in monitoring brand performance from anywhere in the world and provides accurate benchmark indicators to help decision-makers maximize revenue and sales. Zubair Enterprise Development Center (Zubair EDC) supports SMEs in Oman by exploring business development and consulting, capacity building and skills training. Zubair EDC provides all means to help entrepreneurs to succeed and reach new heights in their businesses.

FAO AND MAFWR LAUNCHES INITIATIVE TO PROMOTE SUSTAINABLE HEALTHY FOOD SYSTEMS IN THE SULTANATE IN COOPERATION WITH ZUBAIR EDC

The Food and Agriculture Organization of the United Nations (FAO) launched an initiative to promote sustainable food systems, healthy diets and improved food and nutrition security in Oman. This was undertaken in collaboration with the Ministry of Agriculture, Fisheries, Water Resources (MAFWR), and Zubair Enterprises Development Centre (Zubair EDC).

The project aims to increase demand for safe and nutritious foods and link them with local production through multiple interventions. It aims to influence consumer behavior towards healthier diets and encourage government bodies, SMEs, and investors to use the analysis results in their planning. The initiative is aligned with Oman's National Nutrition Strategy and Sustainable Agriculture and Rural Development Strategy, which emphasize the importance of an adequate intake of fruits and vegetables and decreasing the intake of energy-dense foods for health and food security.

Three entities conducted an assessment of the Nutrition-Sensitive Value Chain (NSVC) in Al Batinah North, Oman, focusing on papaya and carrots due to their high beta-carotene content. The study involved SMEs related to food and agriculture, farmer organisations, and smallholders, among others. The analysis produced recommended actions and various investment opportunities to improve the enabling environment, leading to an increase in incomes for smallholders and family farms, small SMEs in food processing, and innovative start-ups. The assessment contributes to the UN Sustainable Development Goals (SDGs) through improved knowledge of the food system in Oman.



ZUBAIR EDC SPONSORS ENTREPRENEURSHIP FORUM AT AL ZAHRA COLLEGE



Zubair EDC sponsored an entrepreneurship forum at Al Zahra College for Women. The forum is organised by the college to enhance its role in supporting and fostering the culture of entrepreneurship within the Sultanate. This participation is within the framework of a Memorandum of Understanding signed by Zubair EDC and the college, to

empower and motivate college students to become entrepreneurs and promote entrepreneurship in the Sultanate by providing them with a suitable environment.

Mr. Said Salim Al Sahib, Director of Zubair EDC, spoke about the center's success in supporting small enterprises and emerging entrepreneurs during an occasion. He mentioned that the center has over 1,000 members from various governorates of Oman, with thousands of beneficiaries from its services, 40% of whom are female beneficiaries and business owners. Zubair EDC aims to promote a culture of entrepreneurship among Omani business owners, and its partnership with Al Zahra College reflects its values in supporting the business sector and embedding the concept of entrepreneurship in Oman's youth.

Dr. Muslim Ali Al Maani, the Dean of Al-Zahra College for Women, stated that the college has been working on refining their female students' skills and preparing them for the labor market, while also building a young generation capable of managing their own projects. The college has laid the foundation for launching a business incubator in cooperation with relevant authorities and recently signed a MoC with Zubair EDC to collaborate on consultancy, guidance, and support for college graduates.

ZUBAIR EDC LAUNCHES COMPETITION TO DESIGN AN INTERFACE FOR BRANDZ+ APP

As part of its efforts to support national institutions and enterprises, the Zubair Enterprises Development Centre (Zubair EDC) in cooperation with Al Zahra College for Women launched a competition for college students to design an interface for the Brandz+ App, which falls within the platforms supported by the Center. This initiative comes within the framework of the cooperation agreement signed by the Zubair EDC with Al Zahra College for Women with the aim of empowering and motivating college's students and highlighting their skills.



The college hosted a workshop by the CEO of Brandz+ about the role of Zubair EDC in supporting small and medium enterprises and the Brandz+ app. The workshop also covered details of a competition for selecting designs for the app's interface. A Q&A session was held with students at the end.

Zubair EDC is pleased with the participants' interaction in the design competition and hopes it will contribute to developing students' skills in design. The initiative reflects Zubair EDC's commitment to social responsibility and supporting community initiatives, which aim to create benefits for the entire society. Rawan Al Kiyumi, Business Administration Specialist at Zubair EDC, commented on the initiative.

ZUBAIR EDC HOSTS 'TAJRIBATI' SESSION TO DISCUSS SME DEVELOPMENT

A new edition of its 'Tajribati' session at Bait Al Zubair. The event aimed to shed light on ways to invest available resources to foster further enterprise development. Ishaq Hilal al Shariyani, CEO of the Eghna Academy for Economic Consulting and Training, was the guest speaker at the event, which several entrepreneurs attended.



During a session moderated by Ali Shaker, Head of Business Development and Partnerships at Zubair EDC, topics such as the products and services offered by Zubair EDC, advice on investing in various aspects of a business such as technical, marketing, administrative, financial, legal, and social resources, were discussed.

Tajribati is a session by Zubair EDC that helps entrepreneurs grow and develop their businesses by discussing topics and challenges they may face, as well as exploring opportunities in various industries. The center aims to provide a suitable environment for entrepreneurship through initiatives and partnerships.

ZUBAIR EDC ANNOUNCES WINNERS OF BRANDZ+ INTERFACE DESIGN COMPETITION

Zubair Enterprise Development Centre announced the winners of the Interface Design Competition for Brandz+ during a ceremony at The Zubair Corporation. The event was attended by officials from Zubair EDC, academics, administrators, and students from Al Zahra College for Women.



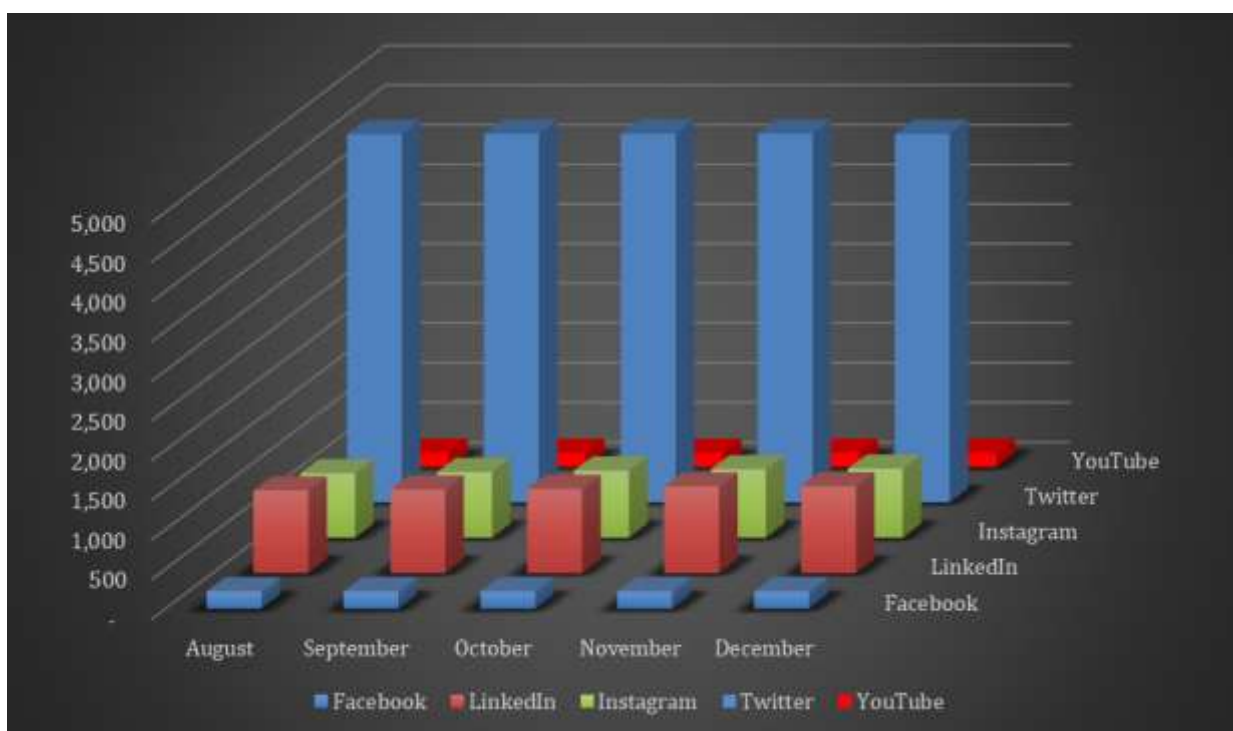
SOCIAL MEDIA

The below table illustrates the number of followers during 2022

Month	Facebook	LinkedIn	Instagram	Twitter	YouTube
January	188	907	792	4,615	165
February	195	930	795	4,615	165
March	206	1,002	801	4,624	168
April	210	1,008	801	4,634	169
May	212	1,022	799	4,638	171
June	217	1,029	798	4,640	173
July	216	1,035	811	4,642	174
August	217	1,043	812	4,640	174
September	217	1,058	829	4,645	175
October	217	1,071	846	4,647	175
November	218	1,091	862	4,645	175
December	218	1,095	871	4,643	175

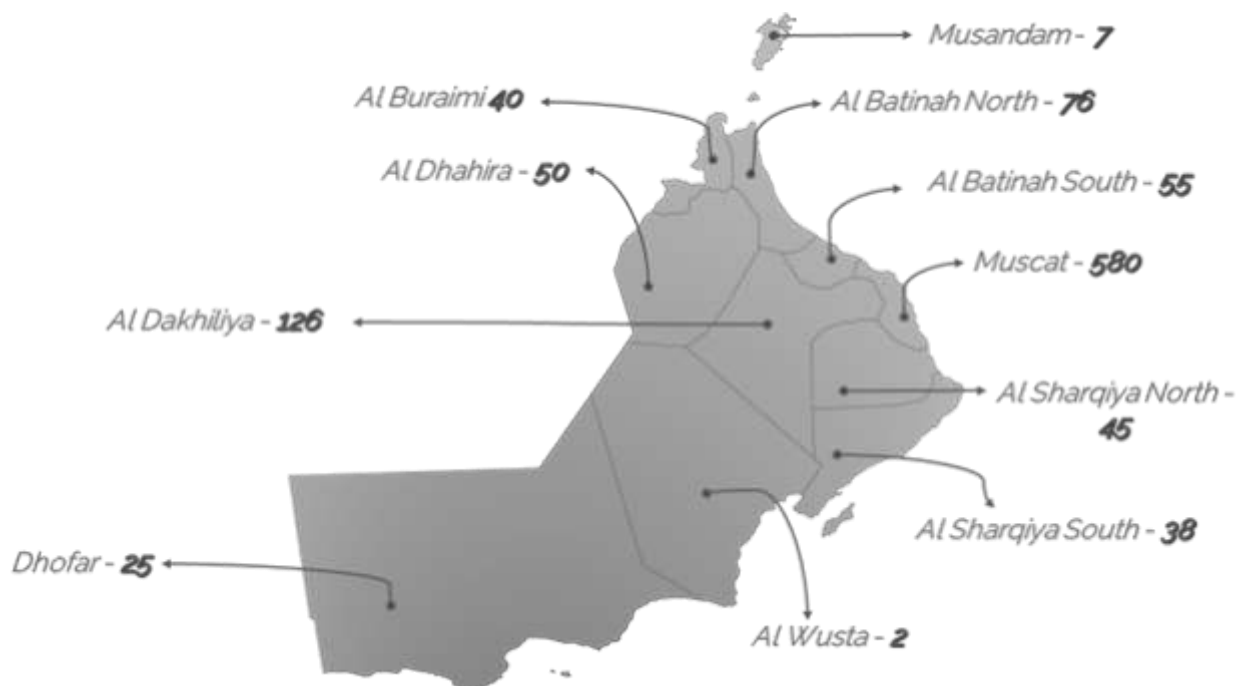


SOCIAL MEDIA BY GRAPHS

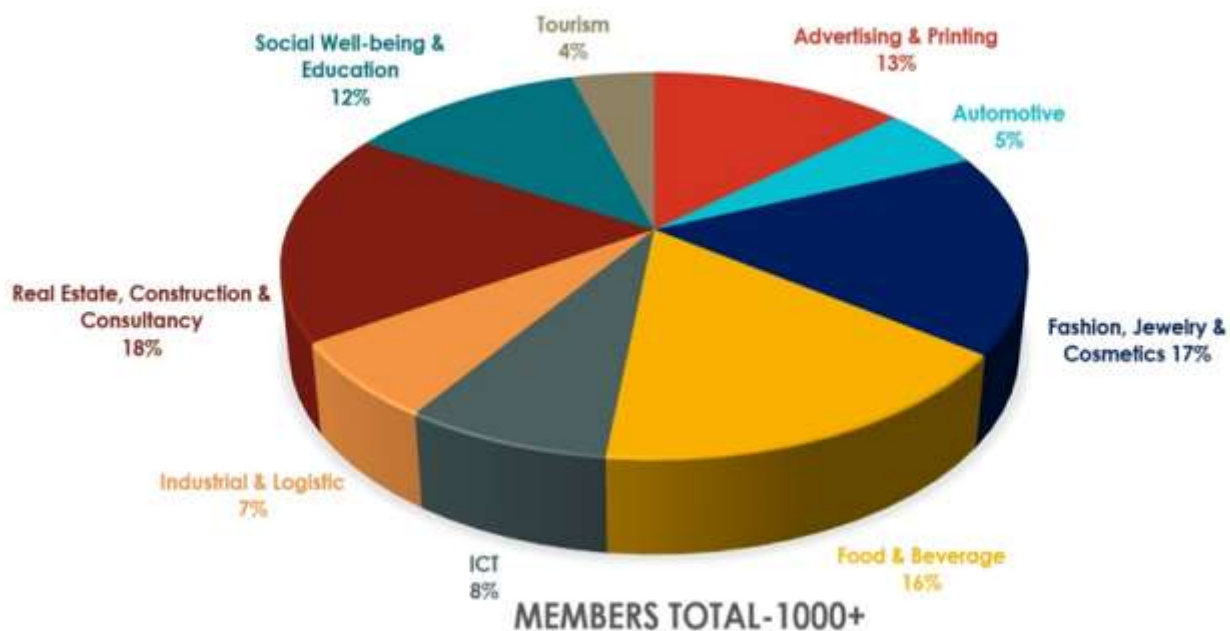


ZUBAIR EDC REGISTERED MEMBERS

BY GEOGRAPHY



BY INDUSTRY



END OF DOCUMENT

THANK YOU



مركز الزبير
Zubair EDC

مركز الزبير لتطوير المؤسسات
Zubair Enterprises Development Centre

