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eMagazine



WORLD-CLASS BUSINESS CITIES



Al Rusayl Industrial City

Starting Point of Oman's Industrial March

Mizah

Where businesses thrive!



His Majesty Sultan Haitham bin Tarik Al Said

Gearing up for 2021 Here's to a fresh start!

Dear Readers,

The year 2020 dished up a lot of challenges with the unforeseen pandemic causing devastating economic downturn across the globe. Oman was no exception. However, Omanis continue to make great strides towards a renewed Renaissance under the wise and enlightened leadership of His Majesty Sultan Haitham Bin Tarik al Said.

At Madayn, 2020 has been an eventful year – challenging yet rewarding, demanding but promising. In this edition, we give you a flavour of the milestones achieved in the month of December. We bring you an update on a number of activities especially the many new ventures that have taken place this year and introduce you to a few of the existing members of the Madayn family who have reached new heights.

Thus, this issue features the continued saga of success and growth in Oman's industrial march as exhibited by Al Rusayl Industrial City, since its inception in 1983.

This second edition is loaded. The editorial team was in overdrive as they went the extra mile to fetch the materials published here. We don't want to let the cat out of the bag by telling you what to expect. Just read on! It will be a joyful experience we can assure you.

As we look ahead and welcome the year 2021 with hopes and smiles, we would like to wish you a happy new year, a whole new beginning, and a well-deserved fresh start.

We love to hear from you. Drop us a line and share your thoughts with us.

Stay safe and healthy

Editorial Team,
Mizah

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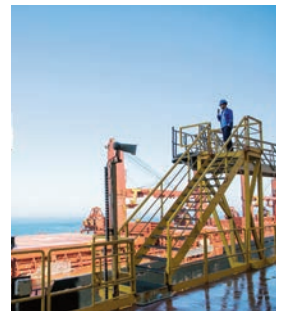
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Al Rusayl Industrial City

Starting Point of Oman's Industrial March

The history of the industrial cities in Oman dates back to 1983 when Al Rusayl Industrial Estate Authority was established by Royal Decree no. 51/83.

In December 1993, the Public Establishment for Industrial Estates (Madayn) was established under the patronage of His Majesty Sultan Qaboos' Personal Representative, His Highness Sayyid Thuwaini bin Shihab Al Said. It aimed at enhancing Oman's position as a leading regional centre of manufacturing, ICT, innovation and entrepreneurship excellence.

On February 9th, 1991, His Majesty Sultan Qaboos visited Al Rusayl Industrial City, and this day is commemorated annually as Industry Day by the Ministry of Commerce, Industry and Investment Promotion (MoCIIP).

Since its establishment, its land holdings have grown over ten-fold; starting with a total estimated area of roughly one

million square meters catering to four productive projects, the total area of the estate has touched 10.8 million square meters, with over three hundred projects at this time.

'Al Rusayl remains one of the most demanded estates for investment because of its proximity to Muscat and also because of the infrastructure it provides,' said Eng. Mohsin bin Zahran al Hinai, CEO, Al Rusayl Industrial City Company.

'When I joined, there was a lot of demand but not enough area. The available area then was about 3.5 million sq. meters. To solve this problem we tried to get plots outside Al Rusayl. Our CEO, Mr. Hilal tried to get some area in Amerat and Barkha but it did not work out. Then we decided to request for an extension behind Al Rusayl which is a mountain area. We applied and we were given another 3.5 million sq. meters,' he added.

When this area reached 70 per cent occupancy, another 3.5 million was added to it bringing the total area to 10.8 million sq. meters.

'This expansion was quite challenging especially since the area is mountainous and building infrastructure is quite expensive,' added Mr. Mohsin

Despite the challenges, Madayn is constantly working to improve the infrastructure in Al Rusayl. Earlier there were single lane roads, now there are double lanes which have helped to ease traffic in peak areas.

There are plans for further expansion because of increasing demand. Work is in progress to improve infrastructure like roads, water, electricity, etc. for these expansion projects also. Another new project is the facility building which is expected to be completed by the end of the coming year. It will house a food court and space for commercial offices.

Masar Service Centre, another initiative of Madayn, which is a one-stop shop serving all requirements of investors from acquiring land to getting permits and licenses from different government agencies started its first office in Al Rusayl Industrial City this year.

Al Rusayl Industrial City holds a very significant place in the Industrial

Development of Oman because its success paved the way for the establishment of PEIE (Madayn). Today, Madayn manages and operates nine industrial cities in Sohar, Raysut, Nizwa, Sur, Al Buraimi, Al Rusayl, Samail, Ibri, Al Mudaybi in addition to the Knowledge Oasis Muscat and Al Mazunah Free Zone. Over the last two decades, the

industrial cities in Oman have gone a long way towards creating a vibrant, sustainable business environment, attracting foreign investments to Oman, localizing the national capital, increasing the market share of locally manufactured products, and generating job opportunities for the local workforce.

The numerous projects flourishing at Al Rusayl Industrial City represent a diverse array of industries including



Chemicals



Electric Batteries



Building Materials



Optical Fiber Cables



Dyes and Paints



Stationery



Textiles & Garments



Food



Furniture



Plastic



Pharmaceuticals

Partnership With Private Sector

Continuing in its role as a groundbreaker, Al Rusayl Industrial City became the first industrial city to be managed and operated in line with the private sector's regulations in Oman when Madayn signed an agreement with Oman Investment and Development Holding Company (Mubadrah) at the end of 2018 for the latter to manage and develop Al Rusayl Industrial City.

Signing the agreement with Mubadrah to be the main developer of Al Rusayl Industrial City represents the first step to gradually transform the rest of Madayn's industrial cities. The privatisation of the industrial cities' management and operation embodies a significant step that would effectively contribute to boosting

economic efficiency and ensuring the contribution of Madayn's industrial cities to achieve a comprehensive and sustainable economic and social development. Over the coming years, the role of Madayn will be linked to planning, regulating, monitoring, and following-up, while the role of Mubadrah will be developing, managing and operating as a main developer in the existing industrial cities, as well as attracting local and international developers as key operators of the new industrial cities.

Madayn expects Al Rusayl to set the standard for the remaining industrial cities to follow in their course of greater privatization. Mubadrah is currently working on value-added projects at the

industrial city to the tune of over OMR34 million, including logistics projects under the Nafith initiative and infrastructure renewal for new gates and entrances.

Some of the major development projects underway at Al Rusayl include:

- Rehabilitation of Al Rusayl Industrial City
- Development of a 500,000m2 logistics area in Al Rusayl Industrial City
- Second Phase of development of infrastructure in the mountainous area of Al Rusayl
- Increasing green areas by 2000 m2 on an annual basis
- Design and implementation of the new sewage plant at Al Rusayl Industrial City
- Implementation of public parking building at Al Rusayl Industrial City

Other Key Statistical Indicators



Investments

Total Volume of Investments (RO)

732,554,229
2018



Workforce

Total No. of Workforce
2019

20,254
Male

1,471
Female

Size of the workforce (national and
expatriate) in Madayn during 2019

7,220
Omanis

14,505
Expatriates

33%
Omanization



Projects

189
Industrial

22
Commercial

121
Services &
Logistics

2
Residential &
Real Estate

Paving the way for success - Rusayl's Visionary CEO

Eng. Mohsin Zahran Al Hinai is the CEO of Rusayl Industrial City Company which is now a private company. He joined Public Establishment of Industrial Estates, Madayn at the end of 2008 as Director General of Rusayl Industrial City following his role as Projects and Contracts Manager in the Ministry of Manpower.



**Eng. Mohsin
Zahran Al Hinai,
CEO of Rusayl
Industrial City**

Prior to this he worked in the Ministry of Social Affairs and Labour as Projects and Maintenance Manager where he joined as Head of the Engineering Department. He has also worked in Dowell Schlumberger in Italy, Libya and finally in their office in Oman. Prior to this he worked at the Central Bank of Oman. He graduated from the University of Southern Illinois in Civil Engineering in 1990.

Eng. Mohsin is also Chairman of the Board of Directors of some companies and a member of the Board of Directors in some major companies.



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February



Madayn represents Oman at
Gulfood 2020 in Dubai

Highlights of the Year 2020 Madayn

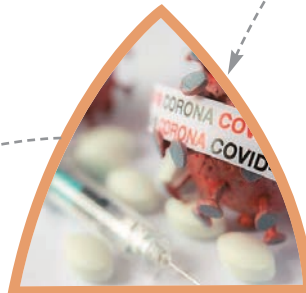
Click on each to read more

15
March



Foundation stones laid for sixth
building in KOM and facility
building in Al Rusayl

19
March



Madayn announces measures
to mitigate coronavirus impact
on the industrial sector

23
April



Madayn inks agreement to
establish facility building in Al
Mazunah Free Zone

7
April



Madayn signs agreement with
Al Madina Logistics Services

31
May



Madayn inks agreement with
PDO to establish an industrial
city in Marmul

28
June



Shumookh Industrial
Development Fund signs two
investment agreements

14
July

Madayn officially begins establishment of Ibri Industrial City in Al Dhahirah governorate

17
August

Madayn signs agreement to establish Oman Nano City in Sur Industrial City

19
August

Madayn inks agreement to implement entrepreneurship development programme

17
September

Minister of Commerce, Industry and Investment Promotion meets investors at Al Rusayl Industrial City

27
September

Ministry of Higher Education, Research and Innovation, and Madayn sign cooperation programme

21
October

Madayn launches industrial survey, value-added measures and investor satisfaction research project

01
December

Masar Service Centre officially inaugurated in Al Rusayl and Suhar



MORE TH>N

Prime Industrial Cities

Madayn has an exceptional ecosystem of value-added services to help investors set up today and support them as they forge their future success in Oman.

Interested? Find out more:

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Email: investorservices@madayn.om

@madaynoman



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Mizah, where businesses thrive!



Mizah is the marketing arm of the Public Establishment for Industrial Estates (Madayn). It was established in 2019 following the partnership between Oman Investment and Development Holding Company (Mubadrah) and Al Shumookh Investment and Services Company.

Mizah was created to promote and attract investments in the industrial and business sectors in Oman. In addition, it also offers marketing and business development consultations, services, and solutions to manufacturing and trading companies. Mizah aspires to be the market leader and a fast-growing player in the field of marketing and communication services across the Middle East.

Recognizing the need to provide enterprises with complete support in marketing and business development services, Mizah offers a wide range of professional services that include branding, digital marketing, web design,



app design, video production, social media management, ehotline, digital publications, and event planning & management.

Mizah also enables companies to transform from offline to online marketing, diversify the marketing strategy from

single channel to multichannel marketing, as well as effectively build a platform for market reach through mobile applications.

Following the best business trends in the market, Mizah is positioned to lead the way towards enabling sustainable digital marketing solutions for businesses to opt for and take their brands to the next level.

The focus of the Mizah team is simple – tell a powerful story. As a business, it is important to define your identity and communicate that to your external audience. This is only possible with the right expertise, know-how, and above all the passion the team at Mizah takes pride in.

Excellence, Innovation, Communication, Commitment, and Transparency are the values of Mizah. These values set the tone for the way it delivers and helps businesses grow, the final goal being to build true, seamless, and dedicated partnerships with their clients.

Madayn News



Sur Industrial City explores investment opportunities

In line with the efforts made by the Public Establishment for Industrial Estates – Madayn to localise investment projects and provide job opportunities for the national cadres, Sur Industrial City has concluded a project of exploring investment opportunities in the major industries operating in the industrial city.

[Click here to read full report](#)



Madayn concludes practical training programme on 'Public Safety in Industrial Units'

The Public Establishment for Industrial Estates – Madayn, represented by Madayn Industrial Academy, concluded a five-day practical training programme entitled 'Public Safety in Industrial Units' under the patronage of Eng. Musallam bin Mohammed Al Shehri, Head of Operations Sector at Madayn. The

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Madayn Industrial Academy conducts training programme on feasibility analysis and project appraisal

The Public Establishment for Industrial Estates – Madayn, represented by Madayn Industrial Academy, organised yesterday (Wednesday) a training programme entitled 'Feasibility Analysis and Project Appraisal'. Moderated by Dharmaraj King, Partner – Consulting

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Minister of Commerce, Industry and Investment Promotion visits Masar Service Centre

His Excellency Qais bin Mohammed Al Yousef, Minister of Commerce, Industry and Investment Promotion visited yesterday (Tuesday) Masar Service Centre at Al Rusayl Industrial City. Al Yousef was introduced to the objectives of Masar in presenting a platform that brings together several government

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NBC signs incubation deal with Tamkin Digital Transformation

The National Business Centre (NBC), which falls under the umbrella of the Public Establishment for Industrial Estates – Madayn, signed an incubation agreement with Tamkin Digital Transformation Company. Tamkin offers services related to digital transformation through usage of fourth generation technologies including Internet of Things, cloud computing and

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Dhofar Fisheries and Food Company exports 'Made in Oman' products to 20 countries worldwide

Many of 'Made in Oman' products enjoy high quality characteristics and the ability to compete and be present in local and global markets. The products of Dhofar Fisheries and Food Company, a company investing in Raysut Industrial City since 1997, are present today in 20 countries around the world.

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