

# focus on fication



advanced the most in the oil and gas sector while fisheries, tourism, IT and agriculture are areas where it is poised to make headway.

Perera said at a time when oil prices had declined it was appropriate to exploit other resources in the country and drive ICV. Perera said it is through value addition that jobs and employment can be created.

Faleh Al Abri, CEO of Knowledge Garden said other sectors can learn from the experience of companies in the oil and gas sector and that is part of the objective of this conference.

Perera said that BPOs in Oman can have call centres, as its citizens could speak, Arabic, English and Hindi. They can also carry out internal functions like human resources management.

The conference will have about 150 participants including those from government, industry and small and medium enterprises.



ICV Conference

Joachim, a re- strategist and fi- expert from Austr- discuss 'Productivity urce of generating

Amer Al Rawas, an of BPOS said" gh this event we establish an annual to drive and moti- rivate sector com- do their utmost in g the objectives of on in Oman." a said ICV had

# Health expo to see big European presence

STAFF REPORTER MUSCAT

THE SULTANATE'S healthcare sector is all set to benefit from European research and technology, with a big contingent from Italy, Germany, Spain and Malta expected to take part in the fifth edition of the Oman Health Exhibition and Conference, which will take place at the International Exhibition Centre from September 7 to 9.

"Because of the market situation in Europe, many pharmaceutical and medical equipment companies are now eyeing the Middle East especially Oman," said Nader Abbas, general manager of Omanexpo, which is organising the event. "The strong European presence is one of the specialities of this year's expo, which will feature about 100 companies, including hospitals from the GCC, India and the Far East."

HE Ahmed Bin Mohammed Al Sa'eedi, the Minister of Health, will be the chief guest of the expo, which will present a diverse



Oman Health Exhibition and Conference will be held from September 7.

show of exhibits that range from medical products and equipment, personal care products, diagnostic and laboratory equipment, pharmaceutical products, physiotherapy and orthopaedic technology to services ranging from eye care and skincare to infertility treatment consultancy and more.

According to Dr Mahmood Al Rahbi, organising committee member and senior consultant, emergency medicine, Al Nahda Hospital, said the conference will highlight accident and trauma care, medical genetics and investment opportunities.

"Accidents and trauma care will be stressed this

year as many lives are lost in road accidents every year in the Sultanate," he explained.

Abbas said that B2B meetings will also be held during the three days, inviting foreign firms to open new factories in Oman.

Organising committee member Dr Taha Al Lawati, senior consultant general surgeon at Royal Hospital, said there would be sessions led by international experts.

Ahmed Sayed, exhibition manager, said the topics and sessions reflect the current issues in Oman's health sector and are aligned with the government's strategies outlined in Health Vision 2050.

# Cultural forum begins in Salalah

SALALAH

ACTIVITIES OF THE Cultural Heritage and Concept of Citizenship forum began at the Directorate General of Heritage and Culture in the Governorate of Dhofar on Monday.

The forum was held under the patronage of Dhofar municipality head HE Sheikh Salim Bin Aufait Al Shanfari.

The three-day forum is being organised by Sultan Qaboos Higher Centre for Culture and Science.



The forum is being held under the patronage of Al Shanfari.

Sheikh Said Bin Ali Mas'hali Al Kathiri, adviser

at the office of Minister of State and Governor of Dho-

far was also present.