



Oman Sustainability Week



IN ALIGNMENT WITH



HOST ORGANISATION



HOST MINISTRY



POST EVENT REPORT 2025

11 - 15
MAY 2025

OMAN CONVENTION
& EXHIBITION CENTRE

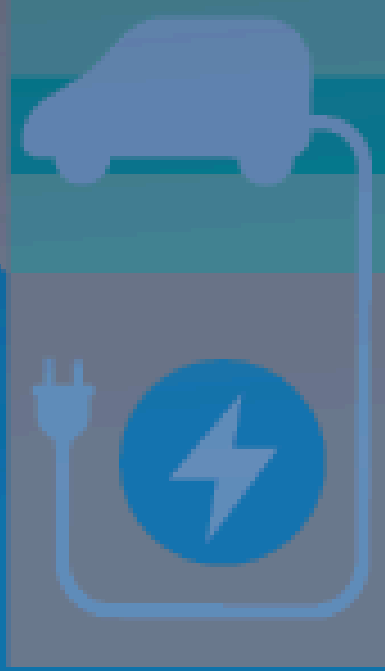
OMANSUSTAINABILITYWEEK.COM





Oman Sustainability Week 2025 was inaugurated under the auspices of **His Highness Sayyid Taimur bin Asa'ad Al Said**, and attended by distinguished ministers, ambassadors, senior officials from national authorities, and undersecretaries—reflecting the high-level national commitment to fostering a balanced and progressive future.

WITH THANKS TO OUR GOVERNMENT AND HOST PARTNERS FOR YOUR CONTINUED SUPPORT.





THANK YOU TO THE FOLLOWING ESTEEMED GUESTS FOR VISITING OMAN SUSTAINABILITY WEEK EXHIBITION 2025.

H.E. Eng. Salim bin Nasser Al Aufi, Minister of Energy and Minerals

H.E. Dr. Rahma bin Ibrahim Al Mahrouqi, Minister of Higher Education, Research and Innovation

H.E. Saeed Al Mawali, Minister of Transport, Communications, and Information Technology

H.E. Mahad bin Said Baawain, Minister of Labour

H.E. Saud Al Habsi, Minister of Agriculture, Fisheries, Water Resources

H.E. Qais bin Mohammed Al Yousef, Minister of Commerce, Industry and Investment Promotion

H.E. Dr Abdullah bin Ali Al Amri, Chairman of Environment Authority

H.E. Sheikh Dr . Ali Al Sunaidi, Special Economic Zones (OPAZ), Chairman

H.E. Mohsin Hamad Saif Al Hadhrami, Undersecretary of Ministry of Energy and Minerals

H.E. Eng. Khamis bin Mohammed Al-Shamakhi, Undersecretary of Transport, Communications, and Information Technology

H.E. Eng. Yaqoob Khalfan Khamis Al Busaidi Undersecretary of Ministry of Agriculture Fishing and Water Resources

OSW 2025

HEADLINE STATS

42,700+

VISITS

INCLUDING
OMAN PETROLEUM &
ENERGY SHOW

101

EXHIBITORS

6,268

SQM

75+

SESSIONS

135+

SPEAKERS

5

DAY EVENT

OSW 2025

SPONSORS, PARTNERS AND SUPPORTERS

SUPPORTING MINISTRY



STRATEGIC PARTNERS

GREEN HYDROGEN PARTNER



GOLD SPONSORS



SILVER SPONSORS



LANYARD SPONSOR



BRONZE SPONSORS



SUPPORT SPONSOR



OSW TALKS SPONSOR



LOGISTICS PARTNER



SUPPORTERS

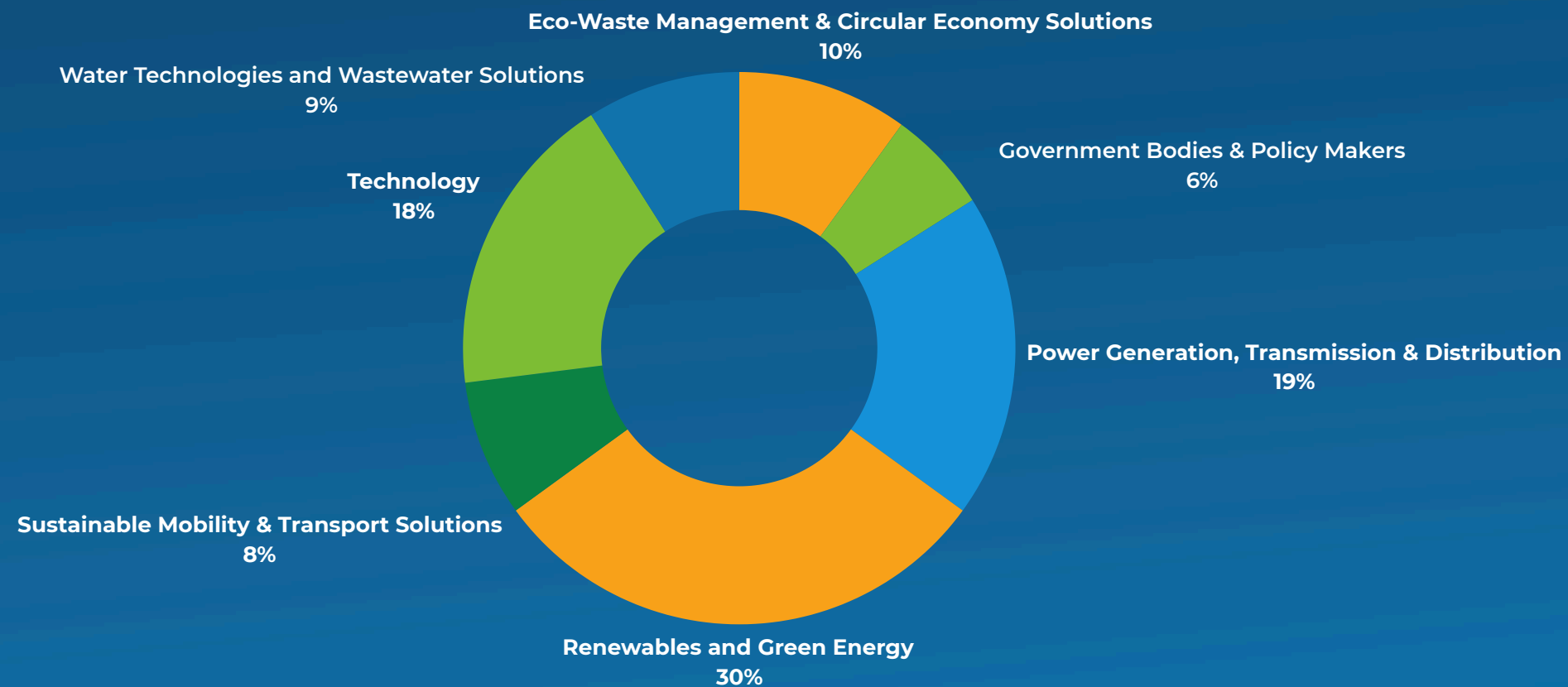


OSW 2025

VISITOR BREAKDOWN



49% PROFESSIONALS 40% PERSONAL INTEREST 11% STUDENTS



TOP VISITOR INTEREST AREAS

“Exploring the latest sustainable innovations to enhance my personal practices”

TOP REASON FOR ATTENDING OSW



TOP VISITOR ATTENDEE COUNTRIES

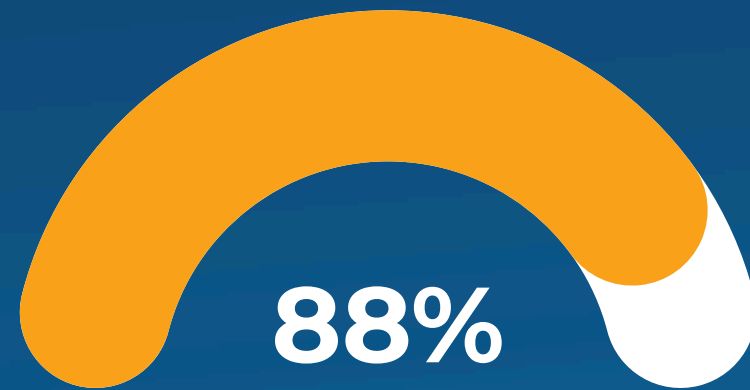
OSW 2025

VISITOR FEEDBACK

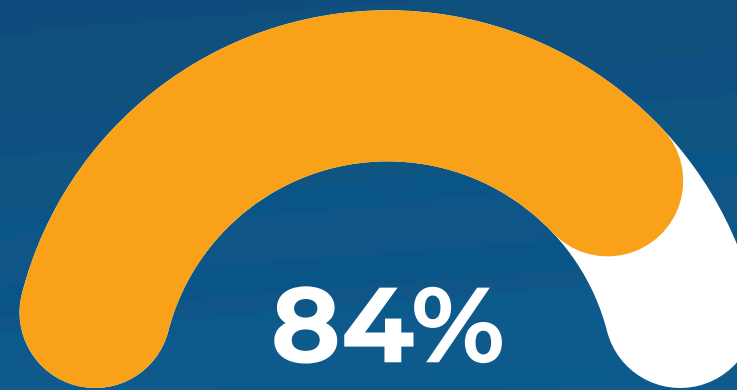
+40

NET PROMOTOR SCORE

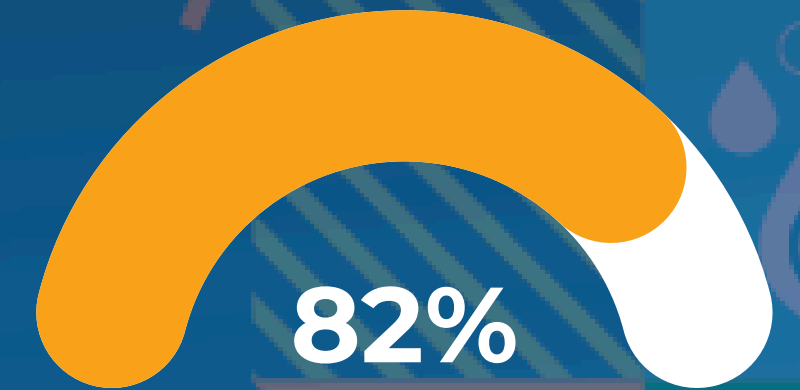
VS +33 in 2024



LIKEHOOD TO REVISIT



SATISFACTION RATING



IMPORTANCE RATING

“

I'M TRULY INSPIRED AFTER ATTENDING OMAN SUSTAINABILITY WEEK! THE EVENT OFFERED VALUABLE INSIGHTS INTO SUSTAINABLE PRACTICES, RENEWABLE ENERGY TECHNOLOGIES, AND THE EVOLVING LANDSCAPE OF ENVIRONMENTAL RESPONSIBILITY IN THE REGION. IT WAS A GREAT OPPORTUNITY TO LEARN FROM INDUSTRY LEADERS, EXPLORE INNOVATIVE SOLUTIONS, AND CONNECT WITH PROFESSIONALS WHO SHARE THE VISION OF A GREENER, MORE SUSTAINABLE FUTURE . - ENVIRONMENTAL ENGINEER

”

OSW 2025

EXHIBITOR BREAKDOWN

20 SIGNED AGREEMENTS & MOU

2+ BILLION USD

OQ  OQ AE OQGN OQEP ABRAJ

SIGNINGS AT OSW & OPES

- ECO-WASTE MANAGEMENT & CIRCULAR ECONOMY SOLUTIONS
- GOVERNMENT BODIES & POLICY MAKERS
- POWER GENERATION, TRANSMISSION & DISTRIBUTION
- RENEWABLES AND GREEN ENERGY
- SUSTAINABLE MOBILITY & TRANSPORT SOLUTIONS
- TECHNOLOGY
- WATER TECHNOLOGIES AND WASTEWATER SOLUTIONS

TOP PRODUCT OFFERING

101

NUMBER OF EXHIBITORS



OMAN



ITALY



CHINA



SWITZERLAND



UAE



SAUDI
ARABIA



INDIA



INDONESIA

TOP EXHIBITOR COUNTRIES

EXHIBITORS
INCLUDING:

SIEMENS


هيئة الخدمات المالية
FINANCIAL SERVICES AUTHORITY


بورصة مسقط
MSX

V O L V O


مجموعة سعود بهوان
SAUD BAHWAN Group

اسياد
ASAD


EVO


ITALIAN TRADE AGENCY


تبريد عُمان
tabreedOman

**ELSEWEDY
ELECTRIC**

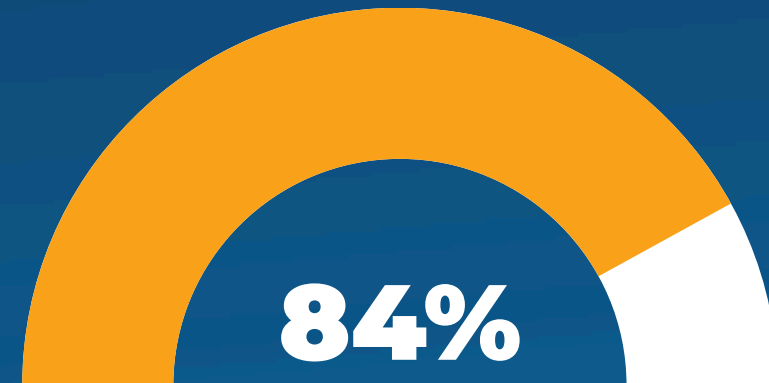
OSW 2025

EXHIBITOR FEEDBACK

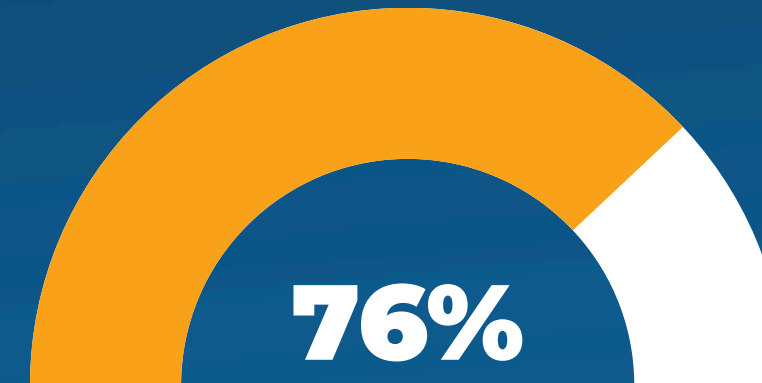
+33

NET PROMOTOR SCORE

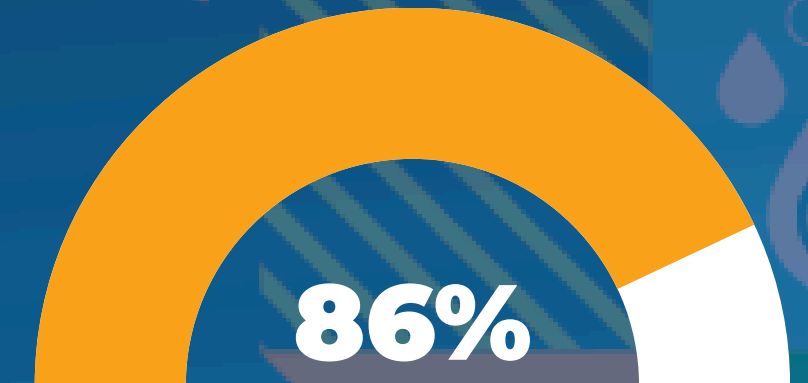
VS +22 in 2024



LIKEHOOD TO REVISIT



SATISFACTION RATING



EVENT IMPORTANCE

“

EVENTS LIKE OMAN SUSTAINABILITY WEEK HIGHLIGHT THE GROWING IMPORTANCE OF SUSTAINABILITY, NOT JUST AS A LOCAL PRIORITY, BUT AS A GLOBAL ECONOMIC DRIVER. THE CONVERSATIONS, INSIGHTS, AND CONNECTIONS MADE DURING THE EVENT WERE TRULY INSPIRING. A HEARTFELT THANK YOU TO THE EVENT ORGANIZERS FOR HOSTING SUCH A REMARKABLE AND WELL-ORGANIZED EVENT. I LOOK FORWARD TO FUTURE EDITIONS AND CONTINUING THE DIALOGUE ON SUSTAINABLE ENERGY SOLUTIONS. - **DEVELOPMENT RENEWABLE ENERGY ENGINEER, PETROLEUM DEVELOPMENT OMAN**

”

OSW AWARDS OVERVIEW

OSW Awards are the annual national awards that assess organisations operating in the Sultanate of Oman in areas of sustainability and corporate responsibility.

Designed to raise awareness about sustainability issues and to assist businesses and organisations in incorporating responsible and sustainable practices into their corporate strategy, demonstrating that economic, social, and environmental responsibility is a long-term commitment.

44
FINALISTS

477
GUESTS

CO-ORGANISER



SUSTAINABILITY SPECIALIST



SUPPORTING MINISTRY



2025 ESG RECOGNISED ORGANISATIONS

PLATINUM

Medium to Large Business



GOLD

Medium to Large Business



Small Business



SILVER

Academia



Medium to Large Business



Small Business



BRONZE

Government



Academia



2025 ECO-MOBILITY RECOGNISED ORGANISATIONS

PLATINUM



GOLD



SILVER



BRONZE

44.01

OSW TALKS OVERVIEW

OSW Talks educates and inspires attendees on best practices, innovations, and technologies. The CPD-accredited sessions featured insights from leading energy, environmental, and academic institutions, offering solutions and forecasts to support career and business goals. Designed for individuals, professionals and businesses committed to achieving net zero carbon emissions and transitioning to a sustainable future.

SPONSORED BY



CERTIFIED BY



64 57

SPEAKERS

SESSIONS



**SESSION CONTENT
RATING**

- **NATIONAL SUSTAINABILITY GOALS AND OMAN VISION 2040**
- **RENEWABLE ENERGY AND GREEN TECHNOLOGY**
- **CLIMATE CHANGE AND ENVIRONMENTAL RESILIENCE**
- **WATER RESOURCE MANAGEMENT**
- **SUSTAINABLE AGRICULTURE AND FOOD SECURITY**
- **CIRCULAR ECONOMY AND WASTE MANAGEMENT**
- **CORPORATE SUSTAINABILITY AND ESG**
- **SUSTAINABLE URBAN DEVELOPMENT**
- **YOUTH AND COMMUNITY ENGAGEMENT**
- **CARBON NEUTRALITY AND GREEN HYDROGEN**
- **TECHNOLOGY AND INNOVATION FOR SUSTAINABILITY**
- **GENDER AND INCLUSION IN SUSTAINABILITY**
- **SUSTAINABILITY IN FINANCE**
- **SUSTAINABLE TRANSPORTATION & AUTOMATION**
- **BIODIVERSITY CONSERVATION**
- **PUBLIC-PRIVATE PARTNERSHIPS (PPPS) FOR SUSTAINABILITY**

KEY TOPICS INCLUDED

ISRTC OVERVIEW



The International Sustainability Resources & Technology Conference connected local and global stakeholders across academia, industry and public sector to foster dialogue and constructive debate, promote the cross-sharing of technical expertise and prepare businesses to meet climate goals. Following COP29, the event will examine how the region can build an equitable and resilient net-zero future and capitalise on new opportunities of economic diversification, better job creation and leadership in sustainable technologies.

ISRTC
International Sustainability
Resources & Technology Conference

ORGANISER

بيئة
be'ah

PROGRAMMED BY

**ECONOMIST
IMPACT**

284

REGISTERED DELEGATES

15

LOCAL
SPEAKERS

27

INTERNATIONAL
SPEAKERS

4.2/5

Content relevancy rating

84%

Likelihood of
delegate return

+44

NPS SCORE

OSW FUTURE MOBILITY OVERVIEW



OSW Future Mobility is to nation's platform to collaborate, network and learn about the future of mobility and how it can benefit achieving Oman's Vision 2050 Net Zero target. Participants explored the latest trends in clean mobility, heard from industry experts, and gained insight from the various future mobility pioneers. They also discovered the latest mobility solutions, explored new business opportunities and got hands-on experience with the most advanced technologies.

SUPPORTING MINISTRY



OSW TEST DRIVES



TEST DRIVES BY

- PURE ELECTRIC VOLVO EX60 ULTRA PERFORMANCE (LIMITED EDITION)
- GRADE WALK - VOLVO EX20 (PURE ELECTRIC CAR)
- PURE ELECTRIC VOLVO EX30 PLUS (LONG RANGE)
- PURE ELECTRIC VOLVO EX30 CORE

V O L V O



SAUD BAHWAN Group



OSW SITE VISITS OVERVIEW



Visitors seized the opportunity to visit carefully chosen projects that are on the forefront of building a sustainable environment across the Sultanate of Oman.

The programme imparted a deeper understanding of how large-scale projects across the Sultanate are contributing to sustainable goals function, driving the regional and global transition towards achieving net zero carbon emissions. The activity also shined the spotlight on the companies that have integrated sustainability into their operations by presenting impact of the initiatives to the attendees.

This educational programme required interested visitors to pre-register and enroll their attendance with the organisations hosting the site visits.

2025 SITES



be'ah Sites at Al-Amerat

27 ENQUIRIES



Sur Desalination Plant

20 ENQUIRIES



**عُمان شل
Oman Shell**

**Green Hydrogen for
Mobility station**

38 ENQUIRIES



Al Ansab Wetland

37 ENQUIRIES



**Outward Bound Oman
facility at Jebel Akhdar**

63 ENQUIRIES

OSW SCHOOLS OVERVIEW

As Oman Sustainability Week broadens its reach across the Sultanate, a key step is engaging the future of Oman through educational institutions.

OSW was proud to host and welcome a wide range of schools from across Oman from junior schools through to universities.

Thank you to our exhibitors and sponsors who joined us in welcoming the next generation during their OSW participation.

2,195

STUDENT VISITS AT OSW



OSW 2025 EVENT ACTIVITIES

As part of Oman Sustainability Week, external stakeholders and supporting partners have hosted events to further demonstrate Oman's commitment to a sustainable future for the Sultanate.

FACILITATED BY



PARTICIPATING ORGANISATIONS



OSW C-LEVEL ROUNDTABLE

Facilitated by EY - the **OSW C-Level Roundtable** hosted senior government officials, C-level industry executives and policymakers to explore new ideas. Giving the public and private sector the opportunity join hands in pursuit of near-terms national objectives.

UNITED NATIONS WORKSHOP



UNIDO's Training on Green Hydrogen Industrial Clusters, explored recommendations for developing local green hydrogen economies. Practical insights were shared on stakeholder engagement, policy frameworks, and coordination mechanisms essential for successful project implementation.



SHELL NAWAFIDH



Designed to provide young Omani professionals with the opportunity to explore the future energy market through a structured and integrated technical and life skill curriculum. The program is conducted in partnership with German University of Technology in Oman (GUtech) and Outward Bound Oman.



CO-LOCATION WITH OMAN PETROLEUM & ENERGY SHOW



OMAN
PETROLEUM
& ENERGY
SHOW

22,000 sqm

COMBINED GROSS EXHIBITION SPACE

4+ / 5

Impact on overall event
atmosphere for visitors

- ENERGY PRODUCTION & EXTRACTION
- ENGINEERING, CONSTRUCTION & INFRASTRUCTURE
- TECHNOLOGY & AUTOMATION
- ENVIRONMENTAL & SUSTAINABILITY SOLUTIONS
- MARINE & OFFSHORE SUPPORT
- POWER & UTILITY SERVICES
- GEOSCIENCES & DATA

OPES ATTENDEES WERE ALSO INTERESTED IN

42,700+

TOTAL ATTENDEE REACH



AUDIENCE REACH BEYOND THE 5 DAYS



OVER 20 MILLION

digital ad impressions across Google, Facebook, Instagram and LinkedIn, generating over 7,000 conversions to the event.



560,000+

impressions from a 13 week, weekly email marketing campaign targeting the whole Oman Sustainability Week database.



300+

VIP invitations hand delivered to key government partners and major stakeholders from across the region for OSW and OPES.



200+

total news pieces via PR coverage in print and digital media (local and international).



606,000+

users reached and unengaged via organic social media campaigns targeting visitor attendance to OSW within Oman and beyond.



55

OOH activations across Muscat in high traffic and residential areas. Focusing on reaching a wide portion of the local population.



1,970,440

local and international users received targeted SMS campaigns to both internal and external Omani databases.



10

nominated brand ambassadors representing the event to their networks across the industry.

NEW APP



With the OSW App, all participants can stay up-to-date on the latest event updates in real-time, and build connections ahead of the event days.

OSW 2025

EXPO HIGHLIGHTS



DAY 1



DAY 2



DAY 3

ARE YOU SIGNED UP TO EXHIBIT IN 2026?

SUBMIT YOUR INTEREST



Oman Sustainability Week

**17 - 21
MAY 2026**

OMAN CONVENTION
& EXHIBITION CENTRE

OMANSUSTAINABILITYWEEK.COM

DON'T HESITATE TO REACH OUT



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