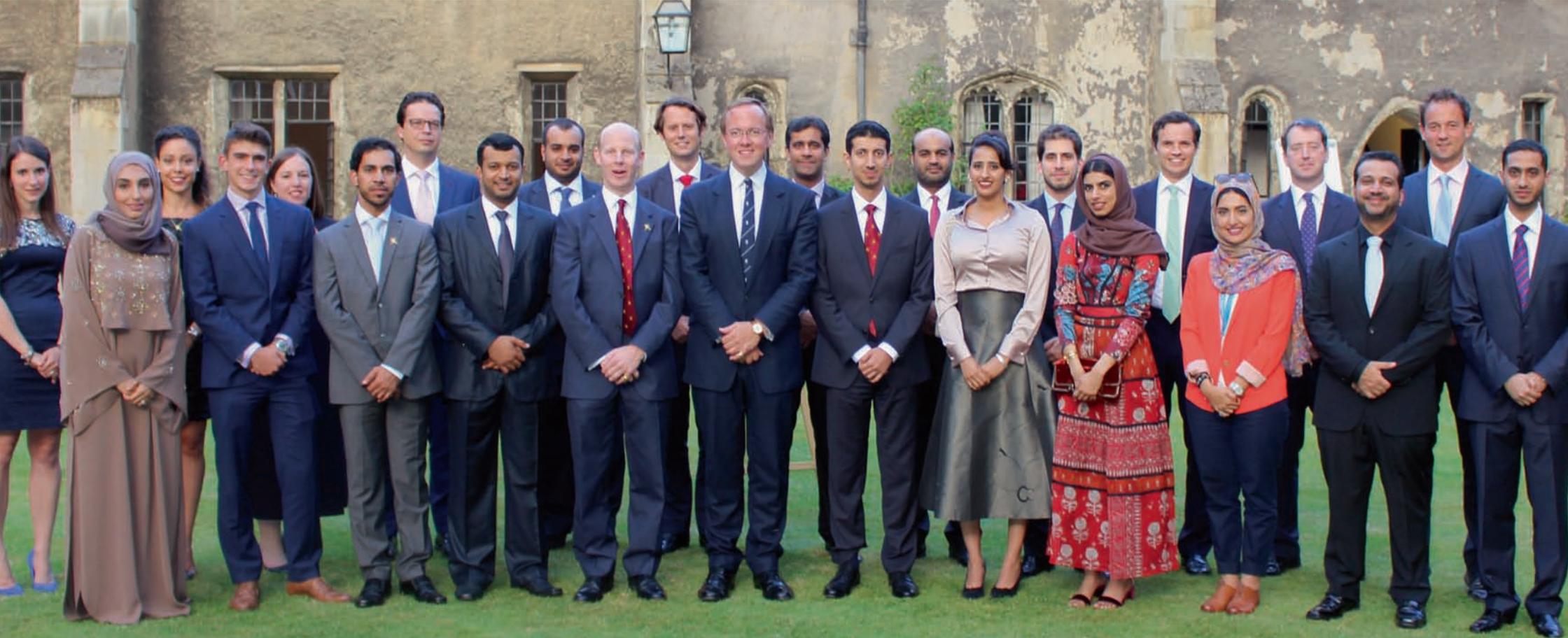


The Anglo-Omani Society • New Generation Group Delegation

الجمعية البريطانية العمانية • وفد مجموعة الجيل الجديد

Corpus Christi College • Cambridge • 2016









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Foreword

Building on the hugely successful Muscat 2015 NGG Delegation, the team once again gathered in Cambridge University this year to explore the Importance of Communication in Oman's Diversifying Economy. Given the many changes in Oman's economic planning and strategy in light of the recent oil price decline, this was a subject that our Al-Jil Al-Jadid board wanted to explore further. We were kindly hosted by Stuart Laing, former Ambassador to Oman and his fantastic team in the beautiful surroundings of Corpus Christi College. Over the ensuing three days, we learnt some fascinating lessons from some of the UK's most senior public and private experts on communication and engaged in many conversations surrounding government, financial and corporate messaging and outreach.

We were honoured to host so many senior friends of Oman at our final Delegation dinner on the Friday night held in the stunning surroundings of the Corpus Christi Dining Room – an evening that uniquely bonds the many generations of Anglo-Omani friendship. Lastly, Sheikh Ma'an and I would like to extend our deep thanks to the NGG Delegation sponsors without whom none of this could happen – to BP and Sabco, our headline sponsors and to Amouage and David McCarty, thank you. There are already Muscat rumours that our next Delegation may be held in Salalah...



Oliver Blake
Chairman, NGG UK

A handwritten signature in black ink, appearing to be 'O. Blake'.



Ma'an Hamad Al-Rawahi
Chairman, NGG Oman

A handwritten signature in black ink, appearing to be 'Ma'an Al-Rawahi'.



2016 New Generation Group Delegation: Cambridge, 27th – 31st July

The Importance of Communication in Oman's Diversifying Economy

Wednesday 27th July

1840 Arrival of Omani Delegates to London Heathrow

Thursday 28th July

0845 Introduction: Mr Oliver Blake, Chairman – UK, New Generation Group

0915 Mr Oliver Dowden CBE, MP for Hertsmere – Economic reform and communication

1115 Dr Chris Westcott, Visiting Senior Research Fellow, Policy Institute, King's College London and recently Director of BBC Monitoring – Communicating in the million channel universe: media change in a digitally connected world

1430 Mr Nick Turnor, Global Head of Investor Relations, HSBC Holdings – The challenge of communicating to financial markets

1630 Mr Simon Bergman, Director World Services, M&C Saatchi World Services – Communications and strategy, supported and supporting roles

Friday 29th July

0900 Mr Robert Gardener, Partner at Davidson Ryan Dore – Strategic communications: activating value in the 21st century

1100 Mr Ilya Bourtnan, Vice-President, Communications and External Affairs, BP – Communications from the perspective of a multinational energy company

1400 Mr Alex Aiken, Executive Director Government Communications, Prime Minister's Office and Cabinet Office Communications – Joined up government messaging and communications

1600 Professor Tim Evans MBA, Professor of Business and Political Economy, Middlesex University London – Looking ahead to a new era of Omani communications

1700 Closing remarks: Sheikh Ma'an Hamad Al-Rawahi, Chairman – Oman, New Generation Group

1900 Reception and Formal Dinner at the Dining Hall, Corpus Christi College

Saturday 30th July

1100 Guided Tour of Cambridge

1600 Punting

Sunday 31st July

Omani Delegates depart from London Heathrow

Programme

Ma'an Al-Rawahi
Deputy General Manager,
Bin Salim Enterprises



Sheikh Ma'an Hamad Al-Rawahi holds an MSc in Operations Management from Glasgow Caledonian University. He began his career in the Oman Refreshment Company "Pepsi" where he worked across a range of functions from Production to Supply Chain Management. Ma'an now works for his family Group, Al-Rawahi Holdings as the General Manager responsible for agency partnerships within Bin Salim Enterprises. Ma'an was appointed Chairman of the Oman New Generation Group in January 2015.

Abdullah Said Al-Ajmi
Translator, Sultan Qaboos Higher
Centre for Culture and Science



Abdullah graduated from the College of Education, SQU, Oman, where he specialised in teaching English as a Second Language. Currently a Translator within the Directorate of Planning and Studies with a strong interest in English literature and culture, he has experience in Training for Teaching English as a Second Language at Queensland University, Australia, and has been exposed to different cultures through his work in summer courses, acting, and volunteering in various cultural activities in Oman.

Moatasim Al-Balushi
Corporate Communications Manager,
State General Reserve Fund (SGRF)



Moatasim joined the SGRF in 2013 prior to which he was the Executive Communications Manager at Oman Society for Petroleum Services. He began his career at SQU as Head of the Audio & Video Department, Centre of Educational Technology. He holds a BSc Hons in Television Technology & Production from Birmingham City University, UK and a High Diploma in Electronics from Muscat College of Technology. He has over 17 years of experience in communications, multimedia and broadcasting.

Mohammed Al-Ghareebi
In-Country Value Development Manager,
Petroleum Development Oman (PDO)



Mohammed joined PDO in 1995 following completion of a BSc in Electronics from SQU, Oman, and an MBA distinction from Hull Business School, UK. He is responsible for maximising local purchases of goods and services, as well as training and creating more jobs for Omani youth to help establish a competitive and sustainable local supplier base. Additionally, he works with various public and private stakeholders to ensure alignment of company's ICV objectives.

Nejood Al-Khasibi
First Secretary,
Ministry of Foreign Affairs



Nejood obtained an MA Hons in the History of Warfare from the War Studies Department at King's College London, UK and a BA Hons in International Politics and Sociology from City University London, UK. Nejood now works in the Office of the Secretary General of the Ministry of Foreign Affairs, Oman. She works with the Secretary General on diverse subjects ranging from political consultations to cultural and academic issues.

Lamya Harub
Omani Diplomat, Ministry of Foreign Affairs



Lamya is a PhD candidate for Political Economy in the Department of War Studies at King's College London. During which, she was also a Visiting Scholar at Columbia University (2015) and a Research Associate at the European Centre for Energy and Resource Security (2014-2016). Lamya obtained an MA Hons in Middle Eastern and Asian Languages and Cultures from Columbia University, New York (2008), and a BA Hons in International Studies from California State University, Long Beach (2006). She is currently on leave from her diplomatic position in the Ministry of Foreign Affairs as First Secretary, where she worked closely with the Secretary General on all aspects of diplomacy from political consultations to economic and investment promotion.

Saleh Al-Rawahi
Director of Commercial and Economic Affairs,
Oman Embassy, Beijing



Saleh is the Director of Commercial & Economic Affairs at the Oman Embassy in Beijing, China. He joined the Ministry of Foreign Affairs in 2008, where he was responsible for all friendship associations and committees in the Office of the Secretary General. Previously, Saleh worked in his family-owned business, which specialises in gas turbines, supply of generators, compressors and pumps, and air aviation chemicals. He holds an MBA from Bedfordshire University, UK.

Hadil Al-Moosa
PhD Candidate,
University of Bedfordshire



Hadil comes with a journalist background and worked as a TV anchor for the national news on Oman TV; her work experience is in Omani labour issues and industrial relations in Oman. She holds a BA in Mass Communication (SQU), MSc in HRM from University of Stirling, Scotland and is currently pursuing her PhD at University of Bedfordshire. Hadil also works for the Ministry of Manpower in Oman.

Nawal Khalid Ahmed
HR Senior Specialist,
Telecommunication Regulatory Authority



Nawal obtained BA in Business Management Sciences from Sultan Qaboos University, Muscat and now she is now due to start an MSc in Business Analytics and Decision Sciences. Nawal is currently responsible for managing entire recruitment process including creating recruitment strategies sourcing, screening, interviewing, evaluating and hiring for all level positions since 2008. She has experience in talent management, succession planning and career development planning.

Shabib Al-Maamari
Communications & External Affairs
Team Manager, BP Oman



Currently the Communications & External Affairs Manager at BP Oman, Shabib is responsible for executing the communications and social investment strategy. He worked for Injaz Oman as the Executive Director for the past 10 years. His work there was recognised nationally and internationally when Injaz Oman won "Ryada" as the Best Educational Institution in Oman in 2014 and Best Social Initiative in the GCC in 2011. Prior to Injaz, Shabib worked at the Diwan of Royal Court of Oman and at the Ministry of Manpower. He currently sits on the Oman Chamber of Commerce SME Committee and is a mentor to the Public Authority for SME Development. Shabib holds a BSc in Business Administration from the University of Missouri in the USA.

Ibrahim Al-Nadhairi
General Manager – Fleet Management and
Shipbuilding Projects, Oman Shipping Company



Ibrahim received a BEng in Marine Engineering from South Tyneside College in Newcastle, holds an MBA from the University of Bedfordshire and is currently pursuing his PhD in Shipping Management at Binary University, Malaysia. He is the Technical Director of Oman Shipping Company looking after the technical management of a fleet of 45 ships of different types and the new ship building projects as well as setting the strategies for the expansion of the shipping management side of the company. He comes from a background of marine engineering in the merchant navy and Naval Officer at the Royal Yachts of Oman.

Mohammed Al-Issaei
First Follow-up Administrator, Office of the
Chief of Royal Protocol, Diwan of Royal Court



Mohammed obtained a BA in Business Administration from the Gulf College in Oman and continued his studies to receive an MBA from Edinburgh Napier University in Scotland. He joined the Diwan Royal Court in 2013 where he works in the Office of the Chief of Royal Protocol. Mohammed works closely in coordinating high level visits to the Sultanate and organising local and international events in relation to the Diwan and the Palace.

Oliver Blake
Director of Operations – Oman,
Charles Kendall



Oliver Blake is the Chairman of the New Generation Group UK, a Co-Founder and Director of Blake Evans & Co and sits on the Al-Jil Al-Jadid Muscat Board. Graduating with a first class degree in Politics from Newcastle University, he was born in Muscat, educated in Scotland and spent much of his youth growing up in the Middle East. He went on to commission from the Royal Military Academy Sandhurst, served in Afghanistan and was Aide de Camp to the General Officer Commanding 3rd Division. On leaving the Army, he joined Charles Kendall and Partners, Crown Agents to the Sultan of Oman and His Majesty's Government, ultimately overseeing all CK country operations.

Jane Kinnimont
Senior Research Fellow and Deputy Head of the
Middle East and North Africa (MENA) Programme,
Chatham House



Jane's previous positions include Associate Director for MENA at the Economist Group, MENA Editor and Economist at the Economist Intelligence Unit from 2006 to 2010 and Managing Editor for Middle East and Africa at Business Monitor International from 2003 to 2006. She contributes regularly to journals including The Economist, The Guardian and Foreign Policy. She has a BA Hons from the University of Oxford and an MSc from the School of Oriental & African Studies.

Thomas Klemm
Director, Global Corporate Risk,
HSBC Holdings



Thomas graduated in Business Economics in Germany and has been working in London since 2001 for a number of large international banks. Having joined HSBC in 2007, Thomas is currently a Director in the Global Corporate Risk Management team of HSBC Holdings. His role involves the development of policies and guidelines for global business initiatives, oversight for the quality of the global corporate credit portfolio and assessment of corporate international transactions.

James De Savary
Entrepreneur, Napier Parking



James' investment strategy focuses on the leisure industry, car parking and property. Leisure projects include a park complex and a commercial fishery. He founded Napier Parking Ltd – a vehicle for the management and ownership of car parks across the UK. James buys car parks in a variety of locations with the potential for long-term development. He is involved with a commercial & residential property investment company with assets including a recycling plant and residential holdings.

Alexander Stewart
Director, Abercore



Alexander has worked as a sugar trader since 2005. He has worked with multi-national food and beverage manufacturers throughout Africa and the Middle East. Alexander ran Czarnikow's Indian operations before returning to London to head up its Africa and Middle East business. He focuses on the supply of sugar to consumers in the East African community, the Middle East and Europe. Alexander graduated with a BA Hons in Geography from Durham University.

Rocio Corrales Rayon
NGG Board Member



Rocio is a NGG Board member, where she worked as the Events and Project Manager for over three years. Previously she assisted with cultural and diplomatic events at the Embassy of Spain to Qatar. Rocio has been a Delegate to several international initiatives aimed at young influencers in Lebanon, UAE and Oman, where she currently resides. She holds an MSc in International Politics from SOAS and a BA in Arabic and Middle Eastern Studies from the Universidad Autónoma de Madrid, as well as a degree in Dance from the Royal Conservatory of Dance of Madrid.

Elisabeth Simpson
Private Banking Assistant –
Middle East, Coutts.



Elisabeth is an NGG Board member. She currently works as an Assistant, Private Banker on the Gulf desk of the Middle East department at Coutts. She is a graduate from the University of Edinburgh with a 1st class MA in Islamic Studies. She was the first full-time intern to complete the Anglo-Omani Society internship programme and attended the 2014 and 2015 Delegations. Elisabeth was recently invited as a guest speaker on the subject of EU-Turkish relations at the LSE Grimshaw Club International Summer Academy 2016.

Callum Maxwell
Master in International Security, Sciences Po.



Callum is a NGG Board member, following close ties to the Society and the NGG over the years. Callum has participated in the Gap Year Scheme at the Sultan's School in Muscat and acted as an intern at the Society for six months. Callum is a graduate with first class Honours in War Studies from King's College London and the University of North Carolina in Chapel Hill. He has now begun a Master's in International Security at L'Institut D'Études Politiques de Paris (Sciences Po, Paris), majoring in Middle Eastern Diplomacy, but also studying Arabic and French.

Nicola Iles
Senior Researcher (International),
Clarence House



Nicola read History at Durham University and went on to spend her early career in international relations and the charitable sector. She then joined the Civil Contingencies Secretariat in the Cabinet Office, assessing National Resilience Capabilities in support of the government's Counter Terrorism Agenda. In 2011 Nicola took up an invitation to move to HRH The Prince of Wales' household. As Senior Researcher (International), Nicola plays a key role in developing The Prince of Wales' international interests, activities and profile, including planning and delivering 15 royal tours to 26 countries in Europe, the Middle East, Africa and Asia. In her spare time Nicola is an active member of the First Aid Nursing Yeomanry – a civilian charity which supports the City of London Police and the Army Reserve.

Youssef Boulos
Partner, Trowers & Hamblins LLP



Youssef is a Partner at Trowers & Hamblins, an international law firm with offices throughout the GCC. He is now based in the UAE having spent the last 10 years in the London office, and specialises in cross-border acquisition work including UK real estate. Born in Beirut, he spent his early years in Doha before moving to London. After gaining a BSc in Biology at Imperial College London, he completed an LLB and LLM in Law at the College of Law.

Patrick Forbes
CEO, Forbes Associates



Patrick is founder and CEO of Forbes Associates, which he established in early 2009 after 10 years' work in the Middle East. He is a seasoned communications professional with considerable experience in both Arabic and English, and has advised at head-of-state level in three Arab countries. As CEO of Forbes, he has provided communications counsel to a number of world leading entities in the media, legal, energy, education, corporate and financial sectors. Patrick has an MA (Hons) degree in Arabic and Islamic Studies from the University of Cambridge, is the President of the Qatar chapter of Entrepreneurs Organisation (EO) and a member of the Regional Council for EMEA.

Tom Robinson
LD Squadron Leader, British Army



Major Thomas Robinson commissioned into the British Army in 2001 and as a Junior Officer served on numerous operational tours in the Middle East and Afghanistan. After attending Staff College he served as a Military Assistant to the Chief of the General Staff and then went on to command a Squadron in the Light Dragoons during which he deployed with his Squadron on partnered training in Morocco and Tunisia. He is currently posted to Army Headquarters, where he is responsible for delivering new intelligence and surveillance capabilities into service.







Speakers



Mr Oliver Dowden CBE
MP for Hertsmere

Oliver worked as an advisor to the Prime Minister from 2010 until 2015 on how to tackle a variety of policy and political challenges on domestic policy reform, focusing on immigration, welfare, health, criminal justice and education. In 2015, Oliver was elected as the MP for Hertsmere and in May this year he was elected to serve on the influential Public Administration and Constitutional Affairs Committee, as well as the Petitions Committee.



Dr Chris Westcott
Visiting Senior Research Fellow, Policy Institute, King's College London and recently Director of BBC Monitoring

Chris is a Visiting Senior Research Fellow in the International Centre for Security Analysis at King's College London, an academic supervisor in the Journalism Fellowship Programme at Oxford's Reuters Institute, and a member of the British Council's Digital Advisory group. From 2003 to 2015 Chris was the Director of BBC Monitoring and led the development of BBC World Service's digital media portfolio from the start, founding the World Service New Media department in 1995. His awards include a Webby ("The Internet's highest honour" – New York Times) and multiple BAFTAs as the World Service lead for BBC News Online. Prior to his BBC career Chris was a research scientist with the UK Atomic Energy Authority. He holds an MA in Metallurgy from the University of Oxford and a Ph.D. from the University of Southampton.



Mr Nick Turnor
Global Head of Investor Relations, HSBC Holdings

Nick is a capital markets banker with a 25 year career at three leading international financial institutions. Nick joined HSBC in 2008 to establish, then lead HSBC's investor relations function for fixed income investors, there he was accountable for ensuring the HSBC investment case was understood by bond investors globally. Subsequently Nick was also appointed to lead the Group's engagement with the credit rating agencies, and successfully led the defence of the Group's ratings at a time of industry-wide downgrades. In April 2015 Nick was promoted to be HSBC's Global Head of Investor Relations, widening his responsibilities to include equity investors and analysts. He leads a team of 10 based in London and Hong Kong. In addition he is a member of HSBC's Finance Executive Committee.



Mr Simon Bergman
Director World Services, M&C Saatchi

Simon is currently a Director within a global communications and advertising agency, delivering significant support to government, NGOs and commercial clients across a broad spectrum of defence, security and intelligence projects. He has over 25 years of experience as a military leader and planner in a wide variety of organisations, with nearly 15 years in direct oversight of military and commercial units undertaking worldwide specialist communications and influence missions in the global environment. Simon has international operational experience, having worked throughout Africa, South East Europe, Middle East, South Asia, South East Asia, and The Americas, gaining an understanding of the different markets and of international defence and security requirements. He has a deep understanding of foreign cultures and audiences, delivering global perspectives, strategic vision and insight.

Speakers



Mr Robert Gardener
Partner at Davidson Ryan Dore

Robert is a Partner at Davidson Ryan Dore, a strategic communications consultancy. Prior to joining them, Robert lived in the United Arab Emirates where he was Director of Communications at a subsidiary of the Executive Affairs Authority and before that, head of the Abu Dhabi office of Bell Pottinger. For over three years, Robert was also one of two non-Executive Directors on the Strategic Governing Body of the British Embassy. Robert has held positions at Brunswick Group in London; the Cabinet Office; Government House, Melbourne and Buckingham Palace. He has also spent time on secondment to the UK mission at the United Nations headquarters in New York.



Mr Ilya Bourtman
Vice-President, Communications and External Affairs, BP Middle East

Ilya Bourtman is a member of the BP Middle East leadership team and the BP Group Communications Executive Team as Vice President, Communications & External Affairs (C&EA). Ilya currently leads C&EA teams across Iraq, Oman, United Arab Emirates and Kuwait. In Iraq, he has led BP's strategy for both engaging and building trust with the local community and ensuring Rumaila oilfield operations are focused on delivering value for the Iraqi economy. In Oman he has driven a communications programme which supports and explains the In Country Value initiatives provided by BP through its work in the country. Prior to taking up his post in the Middle East, he has held various commercial, strategy, construction and external affairs roles. Ilya's interest and expertise in how business can contribute to delivering societal value through world-class engagement was initially shaped at Johns Hopkins School of Advanced International Studies in Washington DC where he received a Master's in International Economics & Foreign Affairs with Distinction.



Mr Alex Aiken
Executive Director Government Communications, Prime Minister's Office and Cabinet Office Communications

Alex Aiken is the Executive Director for Government Communications and is responsible for government communication strategy, managing the combined Prime Minister's Office and Cabinet Office communications team. He was appointed in December 2012 and has been responsible for creating the Government Communications Service and developing cross-government campaigns. Between 2000 and 2012 he was Director of Communications and Strategy for Westminster City Council, leading the policy, member services and communications teams. He served as part of the group that oversaw the implementation of the Tri-Borough Shared Services programme and established the Westco Communications Consultancy which works for public and private sector clients around the UK.



Professor Tim Evans MBA
Professor of Business and Political Economy, Middlesex University London

Dr Tim Evans is a former President and Director General of the Centre for the New Europe (2002-2005) in Brussels. Between 1993 and early 2002 he was the Executive Director of Public Affairs at the Independent Healthcare Association in London. Today, Tim is a Professor of Business and Political Economy at Middlesex University, Senior Fellow of The Cobden Centre, Chairman of the Economic Policy Centre, Chairman of Global Health Futures Ltd, and Consultant Director and Senior Fellow with the Adam Smith Institute.





"I gained a better understanding of Omani attitudes to communications, and new friendships both Omani and European. It was also a rare chance to leave the office to debate ideas and hear new perspectives on how Oman might develop its communication strategy."

Patrick Forbes





"The central point I took away from the conference was the importance of understanding the audience that you are seeking to communicate with; their expectations, their motivations and their reactions to your message. It was all the more interesting to discuss this with two different cultures in the room, and I found the Omani perspective challenged some of my assumptions on what the 'right' way of doing things are. We were left in no doubt that managing communications across a business, yet alone a country was an extremely complex, time consuming, but achievable task."

Tom Robinson

"The richness of the Delegation sessions lay at exchanging experience from different perspectives and contextualising the discussion in Oman's setting. By doing so, the audience were mentally/ intellectually engaged throughout the sessions, and linking it hypothetically to reality. However, due to the different background of the speakers and the audience, the discussions included issues that might appear in real-life settings. Personally, I took away two key issues; first, the "engagement experience" of the practitioners in the governmental communication departments; second, the case studies that were analysed academically and stated new perspectives in tackling media issues."

Hadil Al Moosa

"It was an enormous privilege for me to be able to share some of my learnings, observations and thoughts from my time in the GCC. The quality of delegates was incredible and not only bodes very well for Oman's future but it is also clearly a direct result of the quality of society you have collectively built."

Robert Gardener

In The News

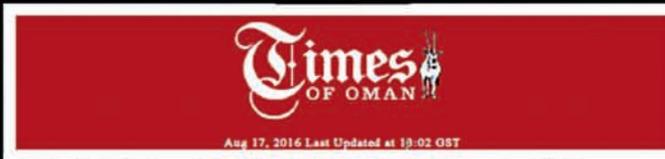
بحث دور الإعلام في دعم التنوع الاقتصادي بالسلطنة في ملتقى موسع ببريطانيا



السلطنة، في ظل انخفاض أسعار النفط، وإعادة النظر في عدد من الممارسات التجارية والاقتصادية في المنطقة. لا تعد قنوات التواصل والتوعية مجالات حيوية لرفد النمو الاقتصادي في السلطنة. وستتضمن مجموعة الجيل الجديد من خلال مناقشات التفتيش إلى استكشاف أفضل الممارسات في الشرق الأوسط، والذي أطلقه المجلس على أمانة التواصل والإعلام من وجهة نظر شركة طاقة متعددة الجنسيات بينما تحدثت كريس وستوك المدير التنفيذي للمنتدى، عن دور الإعلام في تحديثات الاتصال في بيئة إعلامية متعددة القنوات. وفي الختام، تم شكر الرئيس التنفيذي للمنتدى، السيد محمد الرواحي، رئيس مجلس إدارة المجموعة في السلطنة، على برنامجه التفتيشي بنشاطات بنائه وأسهمت في تعزيز المشاركة بين العمل الجاد، كما أسفرت عن تشكيل عدد من التوصيات المتعلقة بالسياسة العامة، والتي ستقوم بتنفيذها على الأطراف المعنية وفرقتها في القطاعين العام والخاص في السلطنة. تواصلت مجموعة الجيل الجديد التتويج في عمان مظاهرة الجهود بين أعضائها ومواكبة ما تحقّق من إنجازات هذا العام، متمنين إلى استضافة أصدقائنا البريطانيين

الملتقى في كامبريدج بالمملكة المتحدة، فإثبات التفتيش السنوي الخامس لمجموعة الجيل الجديد والتنشئة من الجمعية العمومية البريطانية، والتفتيش في الفترة من ٢٨ إلى ٣٠ يوليو. وصحرت طلائع التفتيش هذا العام حول دور الإعلام ووسائل الاتصال في دعم التنوع الاقتصادي في

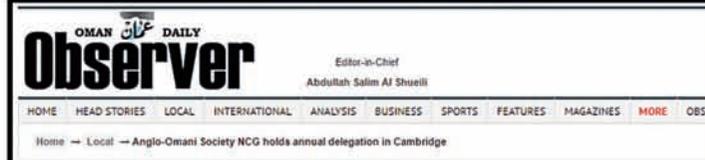
أوليفر بلاك كما يتناسب من الجانب العدائس التتبع مع بين المهنيين وتم تأسيس مجموعة الجيل الجديد للعمل ضمن الجمعية، وذلك للاعتماد على الصداقة الخاصة وتعزيزها في جيل الشباب، حيث إن المجموعة قد بدأت عملها رسمياً في العام ٢٠١١، ويتناسب من الجانب البريطاني



Anglo-Omani Society meeting organised in Cambridge



Sharelines
Anglo-Omani Society meeting organised in Cambridge



Anglo-Omani Society NCG holds annual delegation in Cambridge

Cambridge: The New Generation Group (NGG) of The Anglo-Omani Society held its 'fifth delegation' in Cambridge under the theme 'The importance of communication in Oman's diversifying economy'.



صورة جماعية للمشاركين في الملتقى

الملتقى السنوي الخامس يناقش دور الإعلام في دعم التنوع الاقتصادي في السلطنة

المملكة المتحدة، **الإكستن**:
تخلعت مجموعة الجيل الجديد والمنبقة عن الجمعية العمومية البريطانية مؤخرًا بالمملكة المتحدة الملتقى السنوي الخامس والذي ركز على دور الإعلام ووسائل الاتصال في دعم التنوع الاقتصادي في السلطنة في ظل انخفاض أسعار النفط، وإعادة النظر في عدد من الممارسات التجارية والاقتصادية في المنطقة، كما تم خلال الملتقى بحث سبل تعزيز قنوات التواصل والتوعية لرفد النمو الاقتصادي في السلطنة، وأفضل الممارسات في هذا الشأن. شارك في الملتقى عدد من كبار المستشارين السياسيين
 والتجاريين والأكاديميين من السلطنة والمملكة المتحدة. وقال الشيخ معن بن حمد الرواحي، رئيس مجلس إدارة المجموعة في السلطنة: كان الملتقى ناجحاً بكل المقاييس، حيث أسهم في إيجاد أرضية حوار بناءة حفزت المشاركين نحو التفاعل والعمل الجاد. وقد خرجنا بتوصيات مهمة بالسياسة العامة ستقوم بمشاركتها مع الجهات المعنية وشركائنا في القطاعين العام والخاص في السلطنة. وأضاف: نحن نتطلع لاستضافة الملتقى العام القادم، والذي بلا شك سيكون تويجاً لما توصلنا له هذا العام من نجاحات، مع حرصنا على تضافر الجهود بين كافة الأعضاء وتطوير سبل التعاون مع أصدقائنا البريطانيين. ■

مجموعة الجيل الجديد من الجمعية العمومية البريطانية تختتم ملتقاها السنوي الخامس



الملتقى في كامبريدج بالمملكة المتحدة فإثبات التفتيش السنوي الخامس لمجموعة الجيل الجديد والتنشئة من الجمعية العمومية البريطانية، والتفتيش في الفترة من ٢٨ إلى ٣٠ يوليو. وصحرت طلائع التفتيش هذا العام حول دور الإعلام ووسائل الاتصال في دعم التنوع الاقتصادي في السلطنة في عدد من الممارسات التجارية والاقتصادية في المنطقة. لا تعد قنوات التواصل والتوعية مجالات حيوية لرفد النمو الاقتصادي في السلطنة. وستتضمن مجموعة الجيل الجديد من خلال مناقشات التفتيش إلى استكشاف أفضل الممارسات في الشرق الأوسط، والذي أطلقه المجلس على أمانة التواصل والإعلام من وجهة نظر شركة طاقة متعددة الجنسيات بينما تحدثت كريس وستوك المدير التنفيذي للمنتدى، عن دور الإعلام في تحديثات الاتصال في بيئة إعلامية متعددة القنوات. وفي الختام، تم شكر الرئيس التنفيذي للمنتدى، السيد محمد الرواحي، رئيس مجلس إدارة المجموعة في السلطنة، على برنامجه التفتيشي بنشاطات بنائه وأسهمت في تعزيز المشاركة بين العمل الجاد، كما أسفرت عن تشكيل عدد من التوصيات المتعلقة بالسياسة العامة، والتي ستقوم بتنفيذها على الأطراف المعنية وشركائنا في القطاعين العام والخاص في السلطنة. تواصلت مجموعة الجيل الجديد التتويج في عمان مظاهرة الجهود بين أعضائها ومواكبة ما تحقّق من إنجازات هذا العام، متمنين إلى استضافة أصدقائنا البريطانيين

...ted in the formation of a number of policy recommendations. ...ers across Oman's public and private sectors. NGG will continue to ...on as we look forward to hosting our British friends in 2017," said ...f the New Generation Group (NGG) of The Anglo-Omani Society ...a historic friendship into the younger generations of both countries ...ng bridges between high flyers in both countries' public and private ...m of organisations. During meetings with senior advisers, ... explore and enhance Anglo-Omani cooperation among the ...BP and SABCO Group for their generous contributions. We are ...Goldsmiths and Amouage, as well as Corpus Christi College, ...NGG UK.





A valuable insight into the developing role of communications and how this can drive Oman's economic growth. I was particularly intrigued to hear about the scale and impact of the Khazzan project (and the plans to inform the general public further), and also very much enjoyed the workshop on Rumaila lead by Ilya/BP – it emphasised the importance of clear and constant communication with stakeholders on large projects.

It has given us an invaluable overview of how to structure an effective communications strategy that both engages with the population (young and old) and seeks to effect positive economic change. A great base to now prepare a formal policy paper!

Youssef Boulos

The annual meetings of the Delegation now feel like meeting old friends, which is remarkable given that most of us knew little about the region a couple of years ago. Speaking to friends and colleagues, the perception of Oman has changed substantially over the past 2-3 years. Something is working. I suddenly know a lot of people who have been to Oman or are planning to visit. The exceptionally strong line-up of speakers made this a truly educational investment.

The world must hear about the opportunities of business in and with Oman. Amongst all the geopolitical noise around the globe and the Middle East in particular, Oman will need to attract the right attention with a clear, focussed and exciting message. Coincidentally, the UK now faces the same challenge. The choice for this year's theme for the Delegation could not have been better!

Thomas Klemm



The 2016 NGG Delegation was a phenomenal exchange of experience and expertise on the theme of communication with a focus on Oman's current economic environment. This year's Delegation presented an exceptional line-up of speakers, inspiring co-delegates and a fantastic overall experience in a privileged location. For the first time, we are producing an outcome document, led by our Omani friends, that aims to make a difference in the way policy is communicated with an emphasis on best practice and its relevance in the context of a diversifying economy.

Rocio Corrales Rayon

There are many communication challenges faced by the public and private sectors in Oman. However, there are ways to mitigate those challenges and ways to identify and bridge the gaps of communication between the authorities and their audience. Also, we learnt about how to set practical and effective communication strategies to pass the right message to the people.

It was a great opportunity to meet new people, make new friends and learn about the rich history of Cambridge. With regards to the Delegation, I have enjoyed the transparent and open discussions on the subject of communication challenges and future of communication in Oman.

Ibrahim Al-Nadhairi

"I was able to gain a fantastic network, and enjoy hearing from a selection of powerful speakers. Through using real case studies, especially the ones that have worked or visited GCC countries, it helped address the subject of communications in Oman."

Shabib Al-Maamari





“Hosting this year’s NGG Delegation in Cambridge University, one of the liveliest and most intellectually stimulating settings imaginable, allowed for a somewhat informal atmosphere that encouraged interactions among the Omani and British delegates, and also provided fruitful exchanges between academics, public officials, professionals, among others, during the workshops.”

Lamya Harub



*The Anglo-Omani Society would like to thank
our sponsors for their generous support*



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Finally, our sincere gratitude to all of the public and private UK and Omani organisations that have contributed to make the New Generation Group Delegation 2016 a great success



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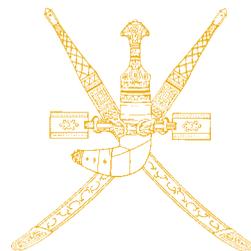




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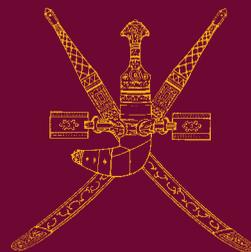
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