

## Brand Oman Meets British Arab Delegation

Muscat – A high profile team from the Arab – British Chamber (ABCC) visiting Oman met yesterday with His Highness Sayyid Faisal Al Said, CEO of the newly-launched Oman Brand Management Unit (OBMU).

The visit to the OBMU, led by Sir Roger Tomkys, Chairman, ABCC, was an opportunity for the six-man delegation to get a better understanding of OBMU's role and plans for branding Oman domestically and internationally.

"I explained to Sir Roger and his colleagues that the OBMU was established to help Oman better manage and control the image it projects to the world, and by doing so attract the type of investment, tourism, trade and talent we're looking for," comments Sayyid Faisal.

The OBMU CEO goes on to say: "This was a valuable meeting for my team and I. Whilst Oman can't hope to change the perceptions of millions of people in the UK overnight, there are things we can do about our national reputation in the UK by partnering with organizations like the ABCC. If we can maintain a stream of innovative and eye-catching products, services, policies and initiatives in areas such as tourism; inward investment; ICT; and education, then we'll keep Oman on Britain's radar screen. In the final analysis, we want a slice of the UK's attention and in my view, the only way we'll achieve that is by sending out powerful, engaging, clear and consistent messages."

Commenting on his visit to the OBMU, Sir Roger said: "I was very impressed with what I saw and heard at the Unit this morning and I look forward to the Arab - British Chamber of Commerce working with Sayyid Faisal and his team. Indeed, I wish this highly important national project every success."

Sayyid Faisal also explained to the visiting ABCC delegation the Unit's recently announced Oman Brand Ambassador Program, commenting: "Just as corporate branding campaigns raise the morale, team spirit and sense of purpose of a company's employees, national branding campaigns can provide a country with a common sense of purpose and national pride - not to mention a higher standard of living. In the end, it's initiatives like the Oman Brand Ambassador Program that will take our brand forward."