



Marca Agency Profile

Building Brilliant Brands



WEL
COME

OUR CORE

From marketing communication to public relations to branding, and everything in-between. We're the high-powered marketing fuel that takes your business further and higher. To exactly where it needs to be - among the stars!

OUR VALUES

Creativity

Value Creation

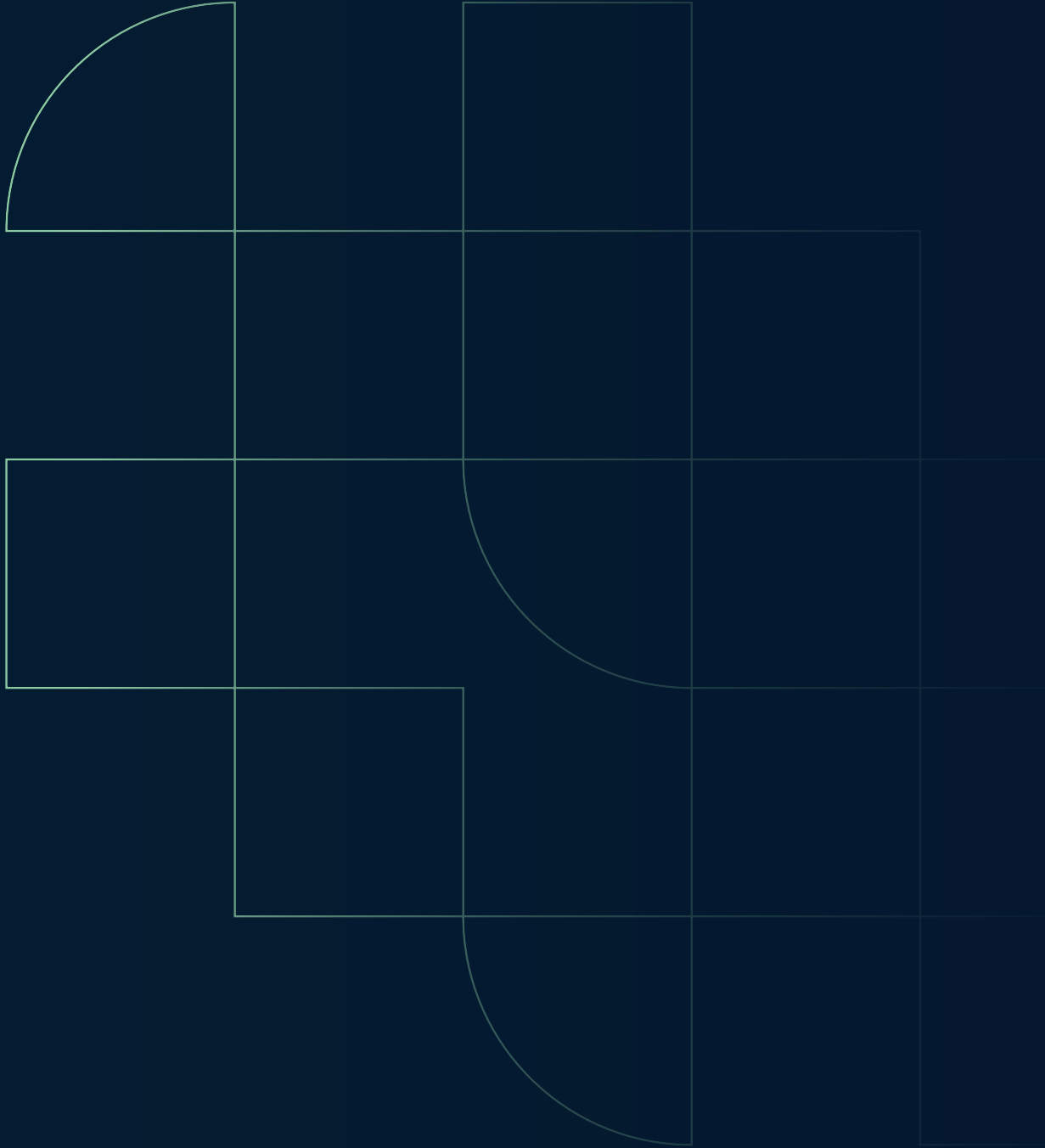
Excellence

OUR BEHAVIORS

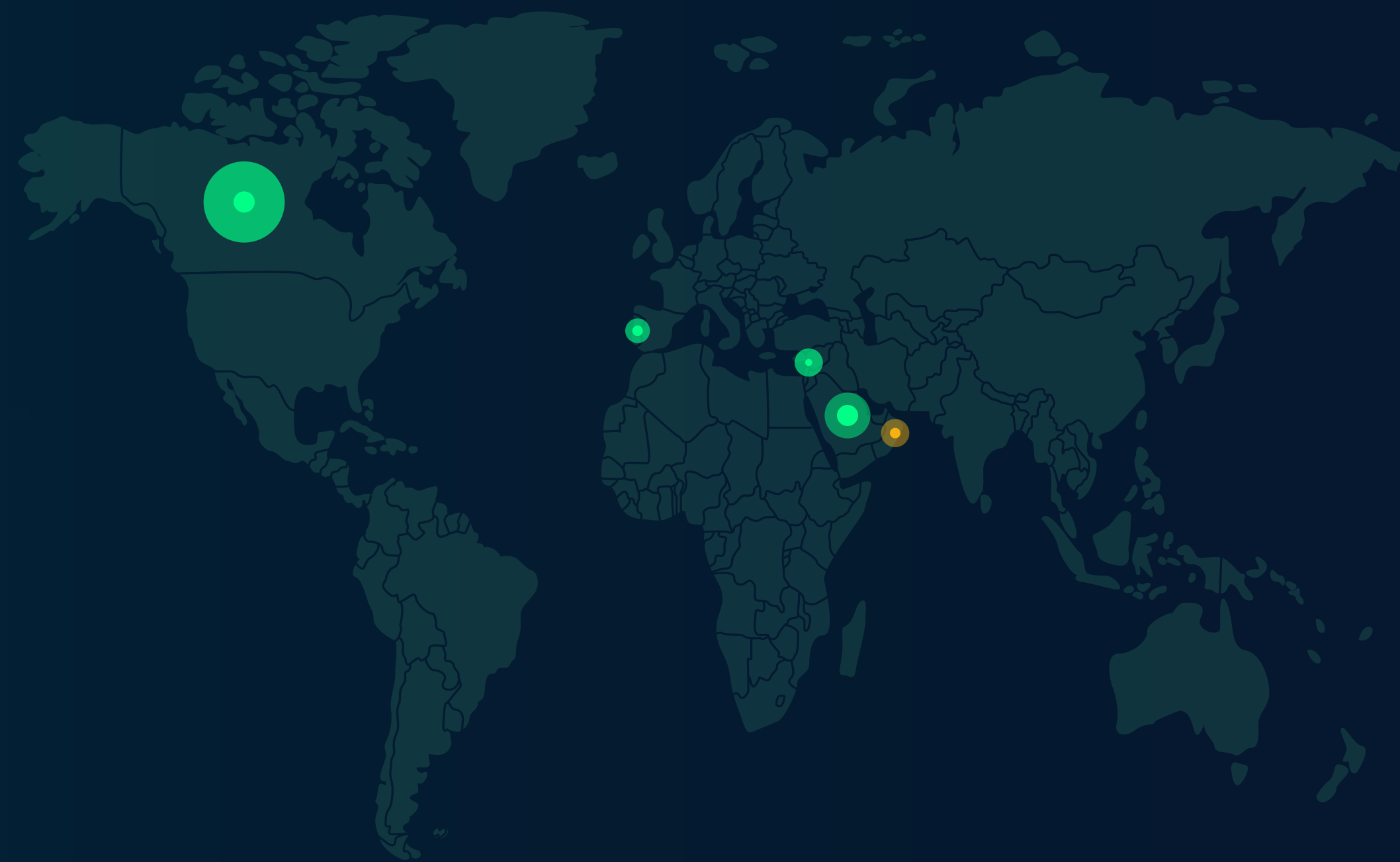
Respect

Care

Perform



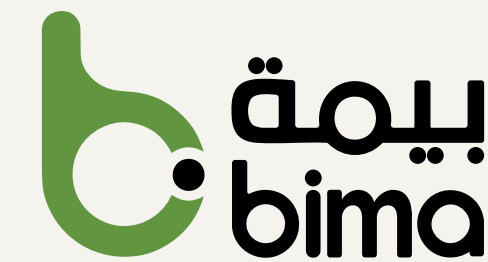
● Our Presence



An Omani Agency with International Footprint



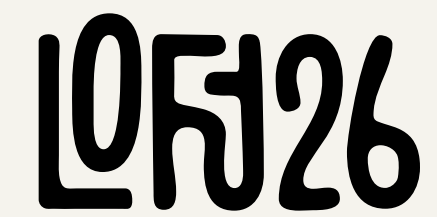
Our Clients



Our client list is as diverse as it is exciting. We create impact, delivering campaigns that connect, engage, and keep our clients ahead of the curve.

Our Partners

Creative



Change Management



Events



Web Software development & Media Monitoring



Translation



In our professional hands, marketing communication is the force-multiplier that delivers real-world success for your brand and organization.

Our Clients



Our client list is as diverse as it is exciting. We create impact, delivering campaigns that connect, engage, and keep our clients ahead of the curve.



- **Our Team**



Ahmed Al Hadhrami

Founder

Marca's Founder Ahmed Al Hadhrami is a corporate communications, media, marketing and change management expert with extensive experience in delivering integrated solutions within the Oil & Gas sector, and within a number of major multi-national companies. Ahmed is leading Marca on its mission to build better brands, better organizations, and a better world.



7 Years of Experience

Sina Head of Design

As Marca's Creative Director & Core of Design Team, Sina employs his expertise to conceptualize and craft visually compelling stories that deeply resonate with any target audience.



7 Years of Experience

Aysha Head of Operations

Aysha Almazidi is a marketing, communications with extensive experience as a project manager and campaign lead. By leveraging excellent and effective communication, and through proven problem solving and analytical skills, she's ready to deliver exceptional outcomes for any campaign!



16 Years of Experience

Paul Head of Content

As a copywriter, writer and editor, Paul has multiple years' experience creating compelling content for agencies both in Oman, and abroad.



Ammar

Creative Director



Jad

Int. Creative Director



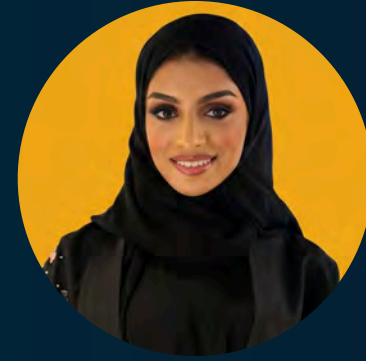
Katya

Brand Strategist



Zain

Project Manager



Salma

Marketing & Commiunication Specialist



Suad

Content Writer



Bashir

Sr. Graphic Designer



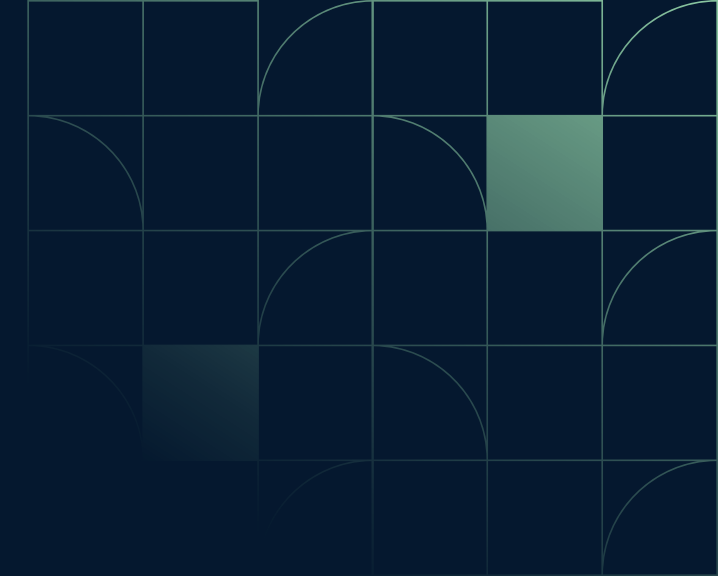
Soori

Ui/Ux Designer



M.Hussain

Motion Designer





- **Our Works**



Dar
al Obaidani

The Collection

Al Obeidani is a distinguished heritage brand deeply rooted in tradition, seeking to solidify its position in the high-end luxury market. Their request was to elevate their established legacy into a modern, premium "House of Design."

They needed a sophisticated, exclusive identity that communicated prestige and created a seamless, high-quality experience across their visual branding, physical retail spaces, and digital presence.

Brand Guideline



Colours



Khanjar Bronze
#302010

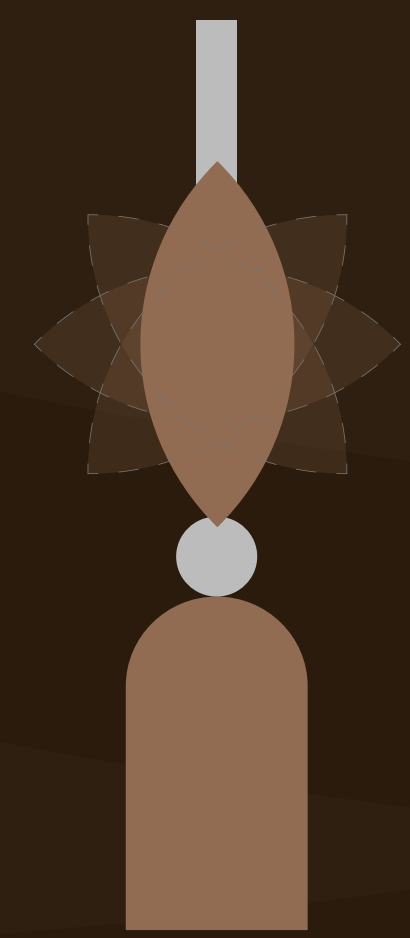
Gulf Midnight
#1B221A

Auburn Leather
#391716

Saddle Amber
#7B361F

- Visual Identity
- Logo
 - Typography
 - **Colors**
 - Pattern

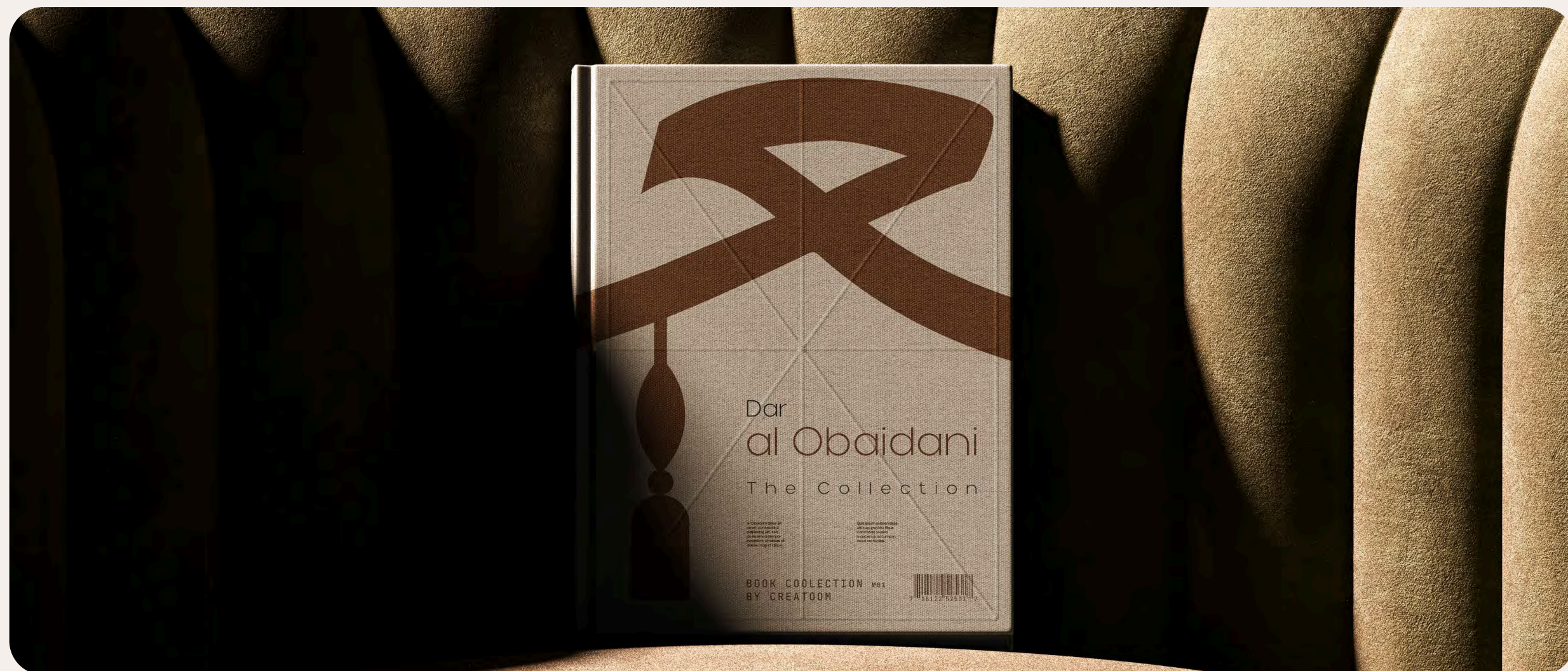
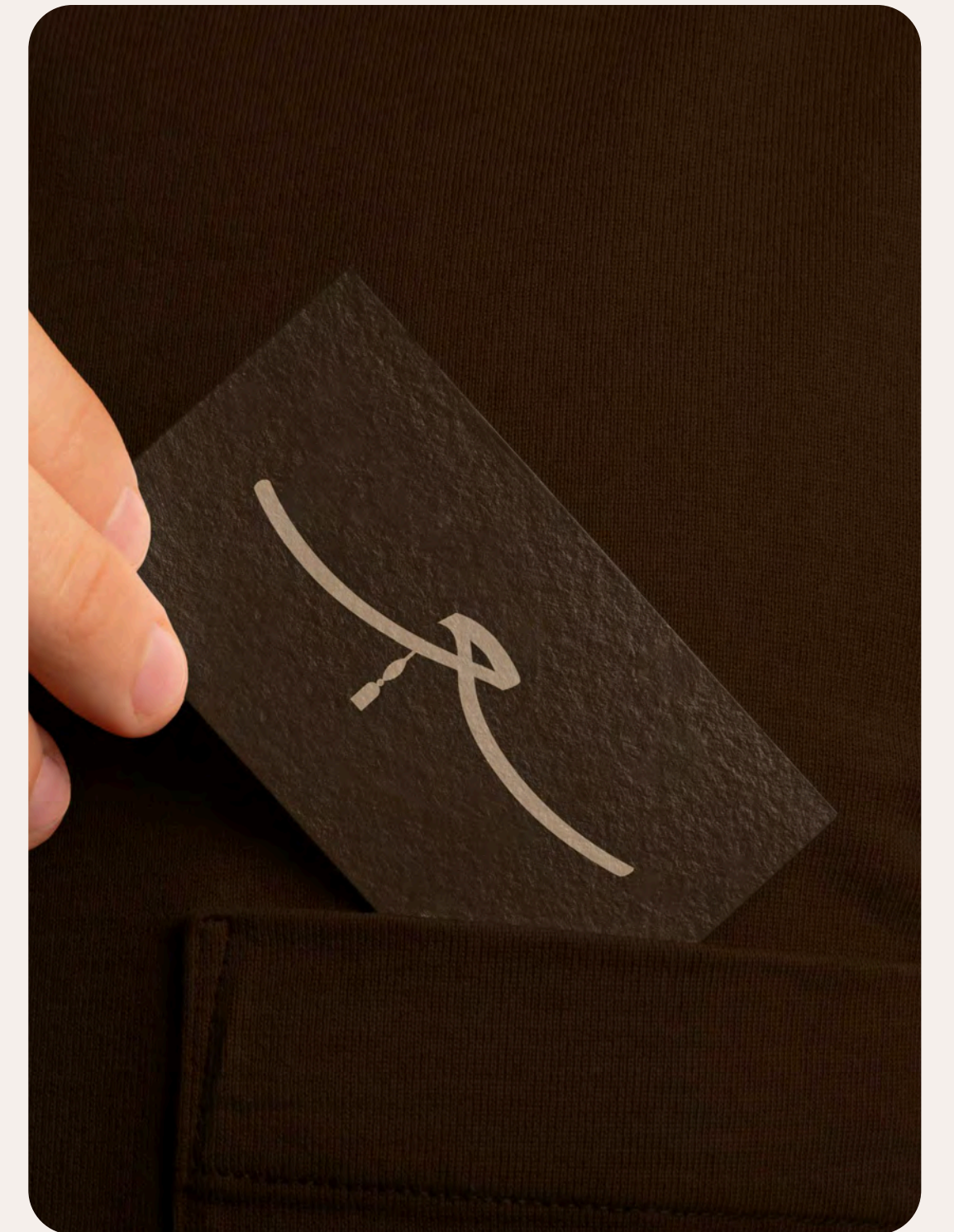






Dar
al Obaidani
The Collection

Dar
al Obaidani
The Collection



HONDA

The Power of Dreams

For OMASCO – Oman Marketing and Services Company LLC – our team is behind the wheel for their latest Honda Cars and Honda Bikes social media marketing campaigns. Focusing on Honda Oman’s popular car and bike models, we’re putting together the marketing visuals and messaging designed to make a powerful and positive impact on existing and new Honda customers across Oman. Honda is a super-exciting brand, and we’re thrilled to be involved!

Social Media Campaign Management

Creative Support



HONDA
The Power of Dreams

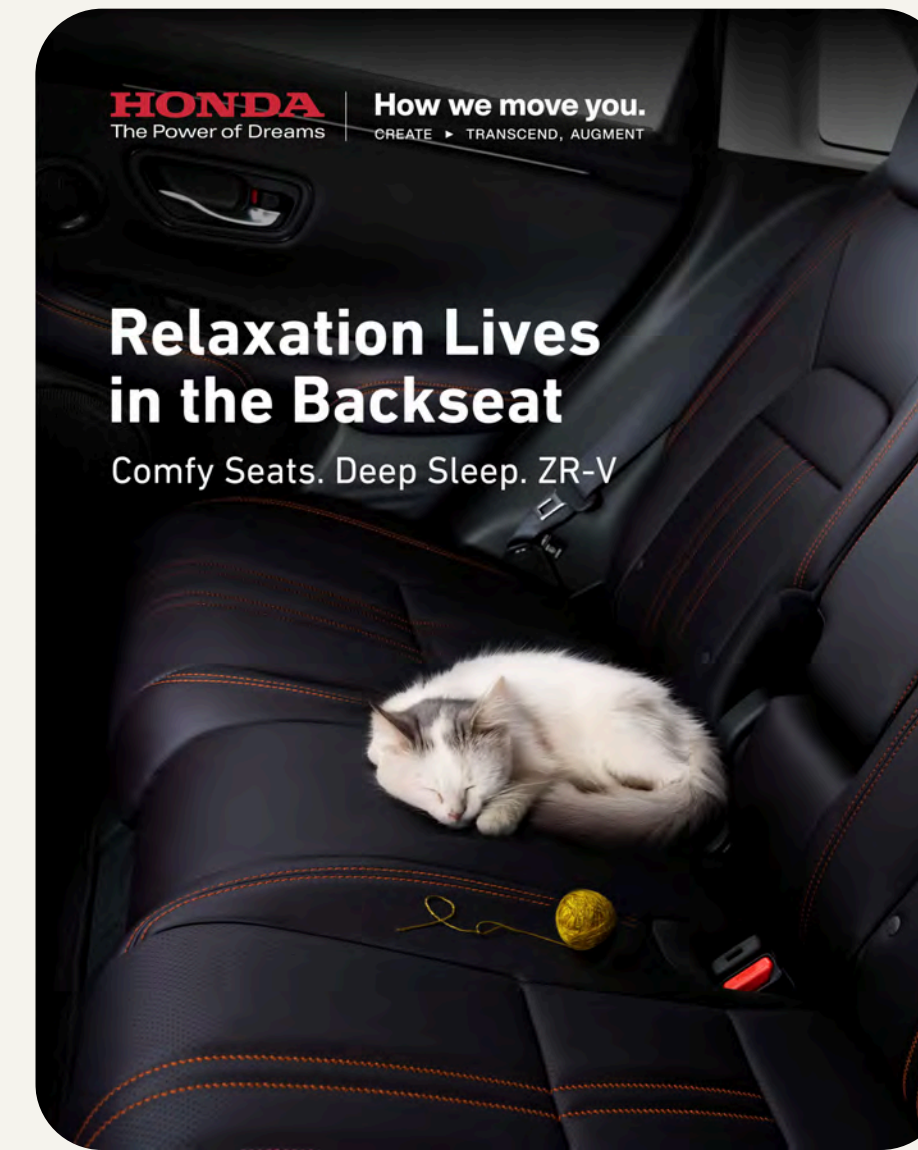
How we move you.
CREATE ► TRANSCEND, AUGMENT



**SAFER in
Honda's hands**
With Lane Keeping Assist System technology

HONDA | How we move you.
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT

**Relaxation Lives
in the Backseat**
Comfy Seats. Deep Sleep. ZR-V



HONDA | How we move you.
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT

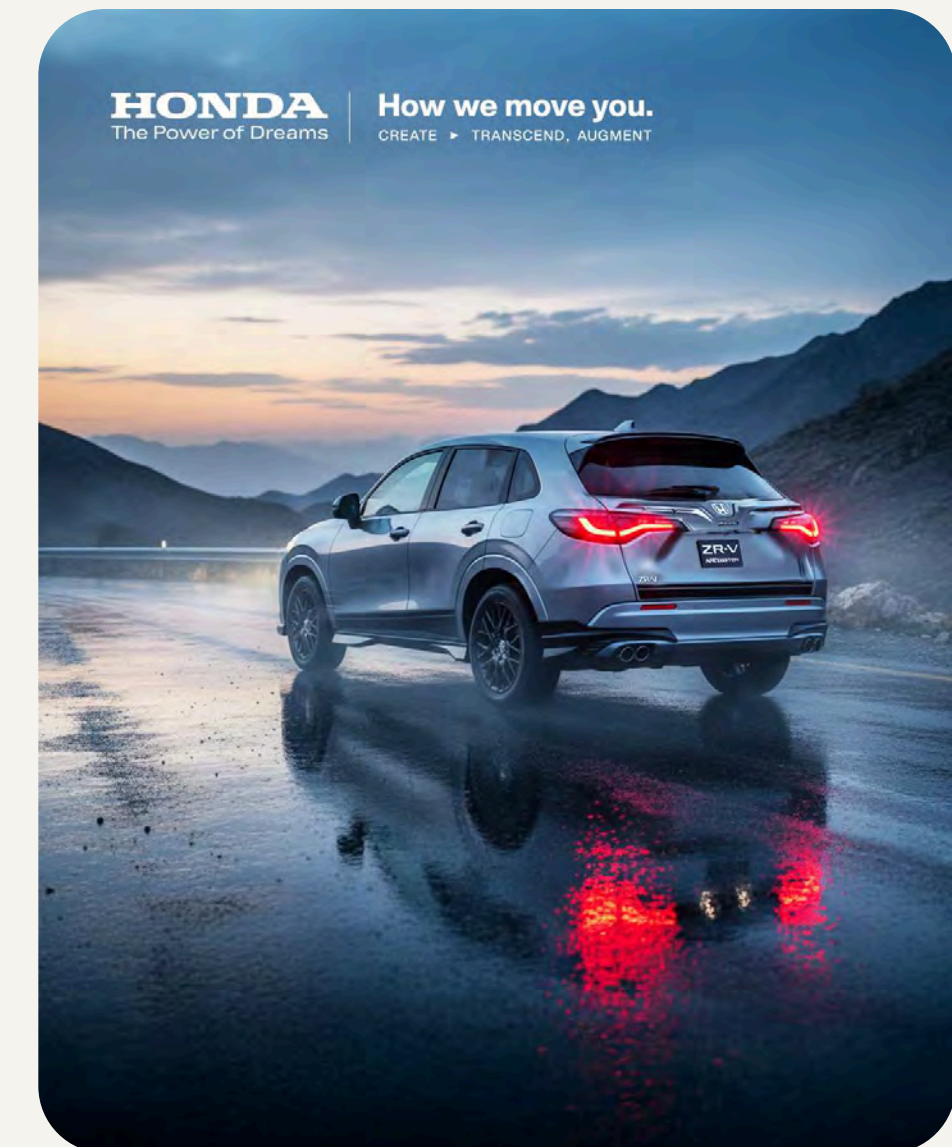


HONDA | How we move you.
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT



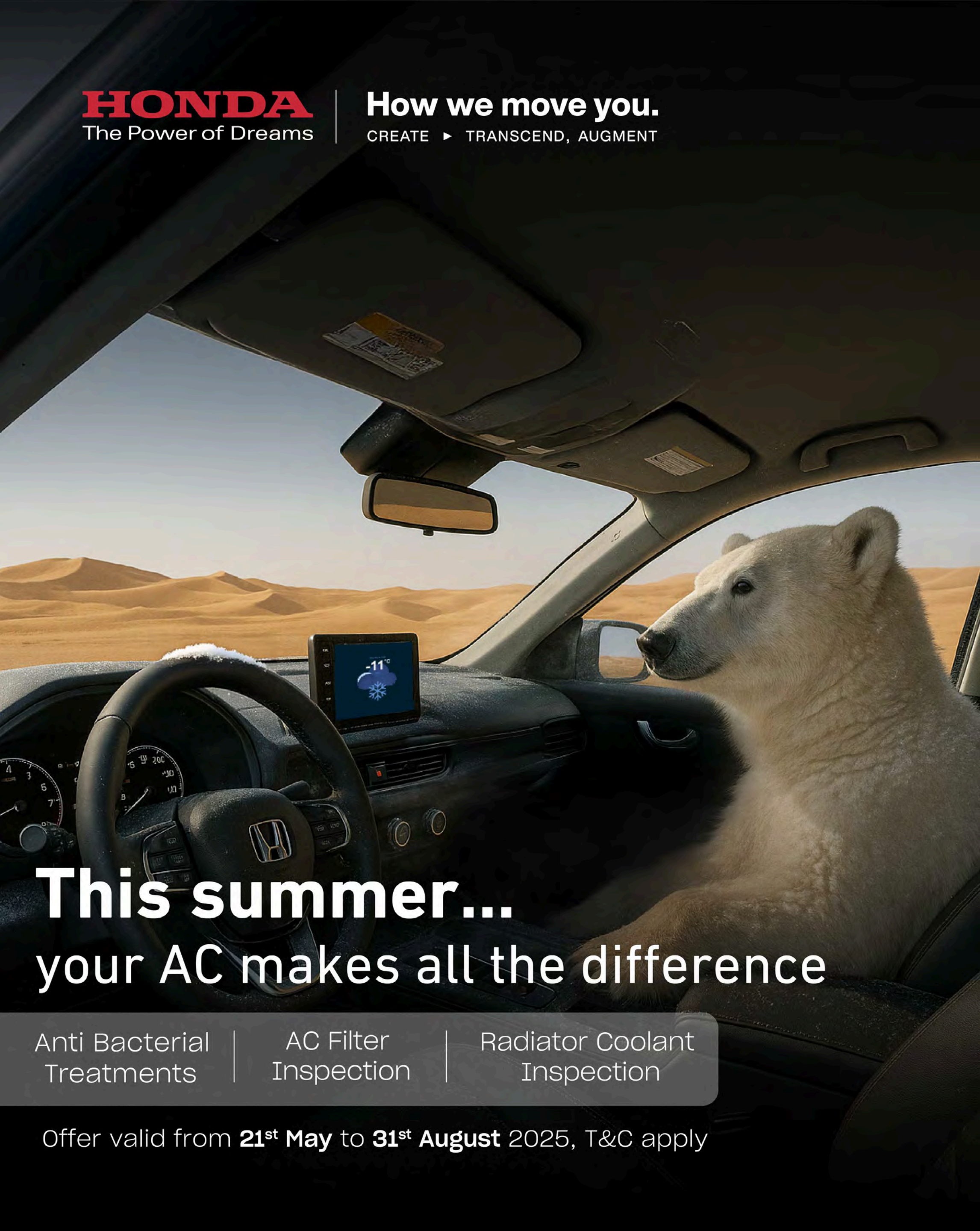
CTBER
Breast Cancer
Awareness month

HONDA | How we move you.
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT



HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT



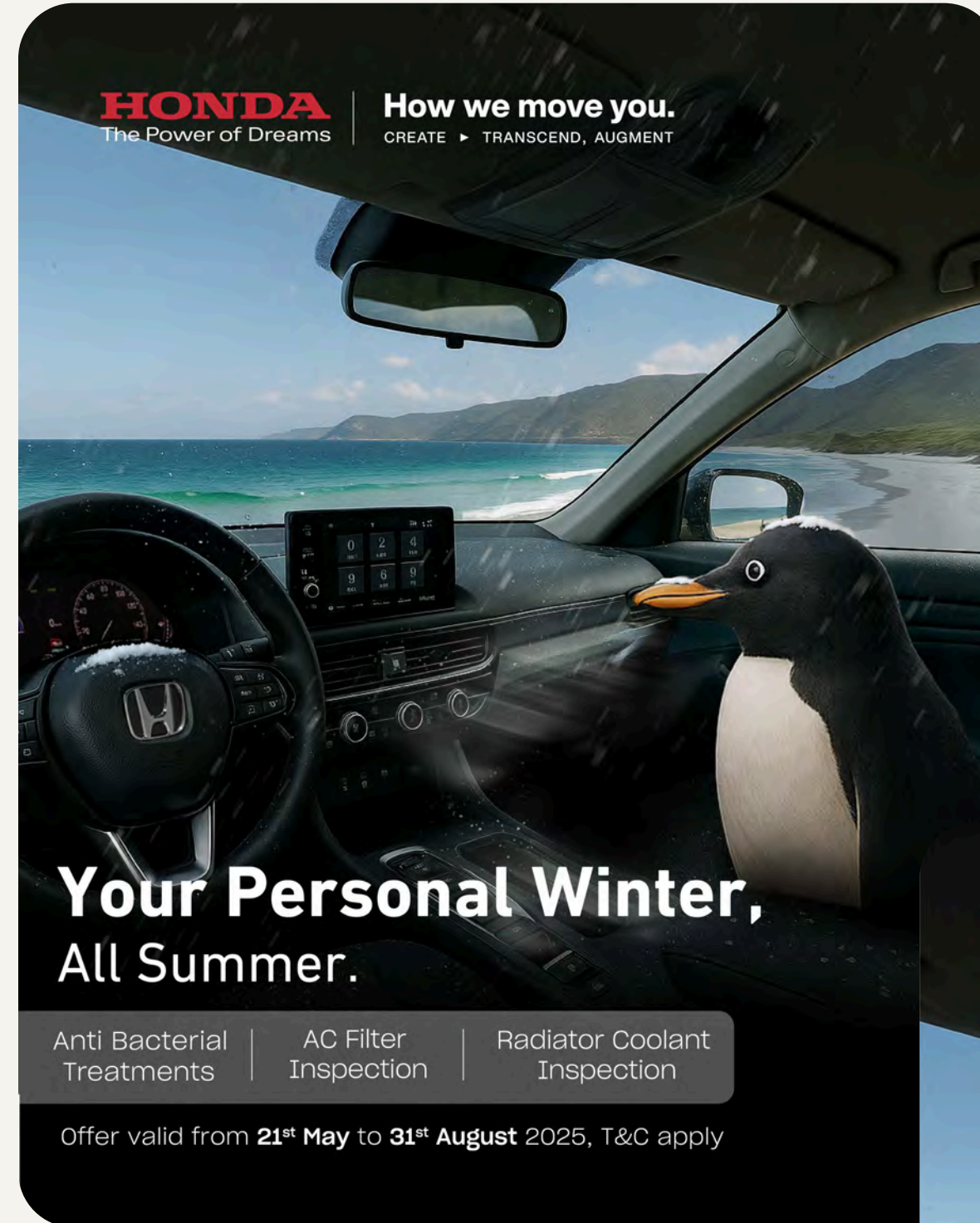
This summer...
your AC makes all the difference

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT



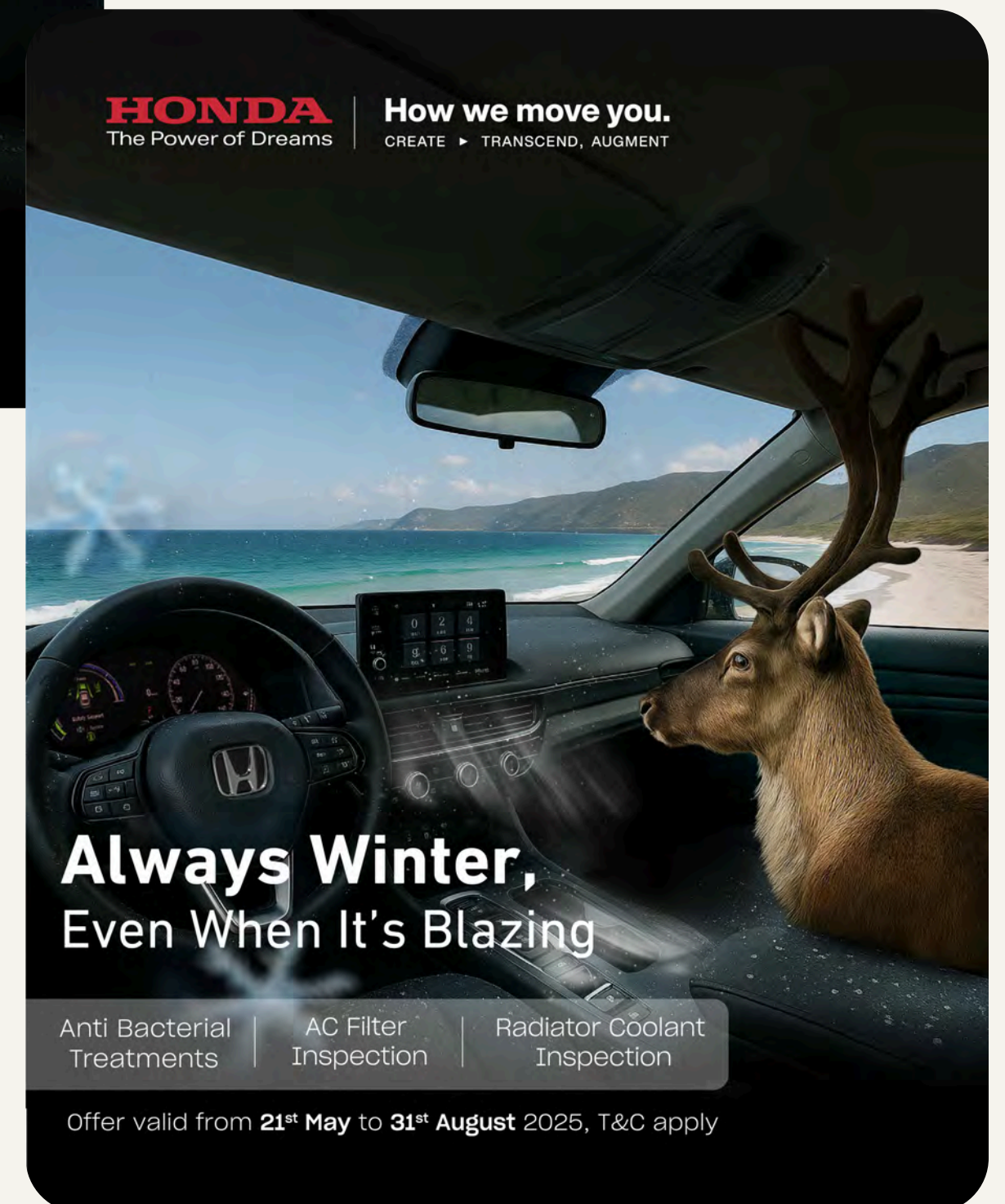
Your Personal Winter,
All Summer.

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT



Always Winter,
Even When It's Blazing

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT

Beat the
summer heat...

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT

Keep it chilled
this summer

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT

لا تحاتي
حر الصيف مع هوندا

معالجة ضد البكتيريا | فحص فلتر المكيف | فحص سائل تبريد المحرك

يسري العرض من **21 مايو** إلى **31 أغسطس** 2025. تطبق الشروط والأحكام

HONDA | How we move you.
The Power of Dreams | CREATE ▶ TRANSCEND, AUGMENT

Thursday Friday Saturday Sunday

Weekdays for work
weekends for the road!

HONDA | How we move you.
The Power of Dreams | CREATE ▶ TRANSCEND, AUGMENT

Leave
the Heat Outside.

Summer

Check & Get Your **FREE** Honda Sunshade.

HONDA | How we move you.
The Power of Dreams | CREATE ▶ TRANSCEND, AUGMENT

AL HAWYLA SCHOOL
for Grades 5-10

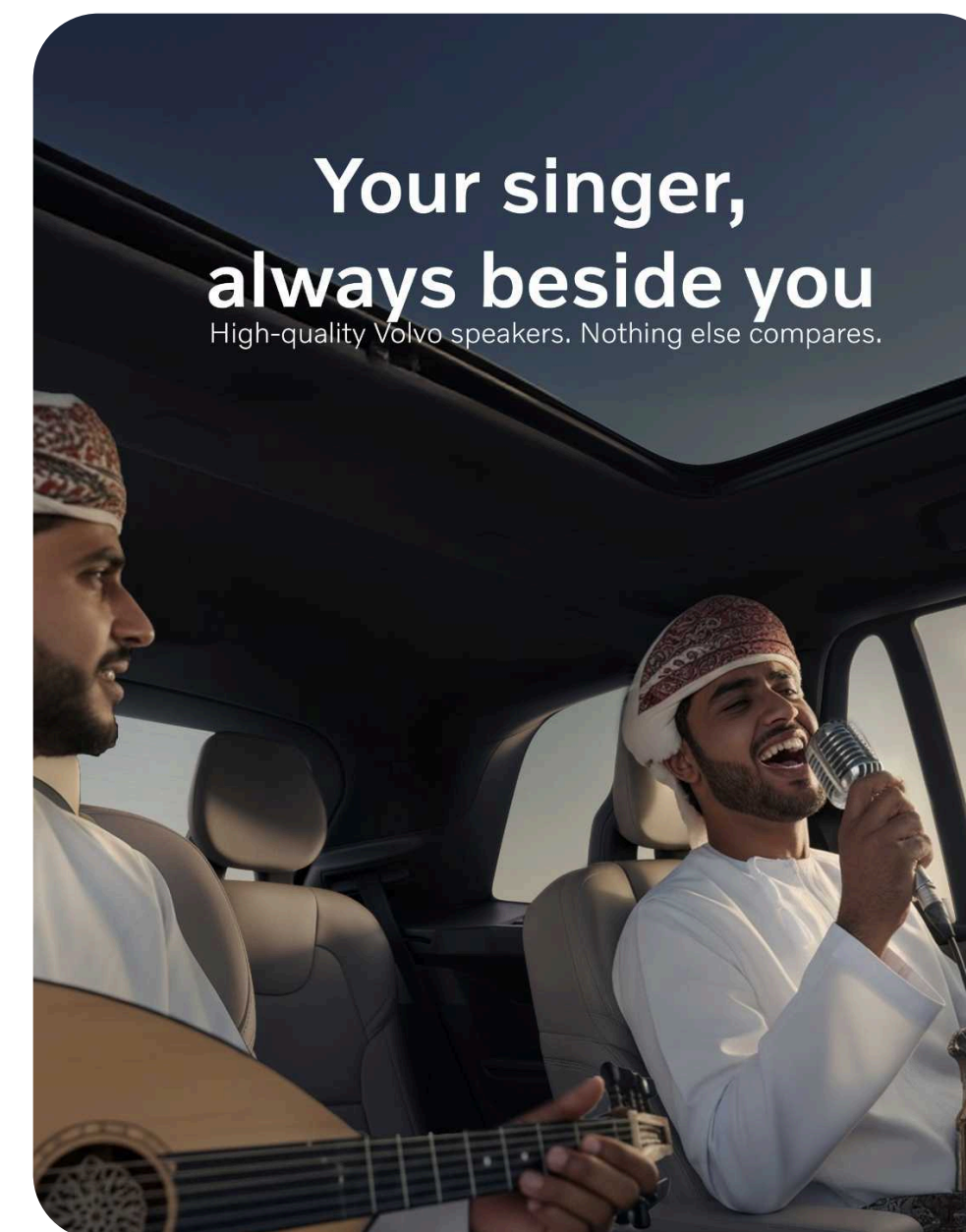
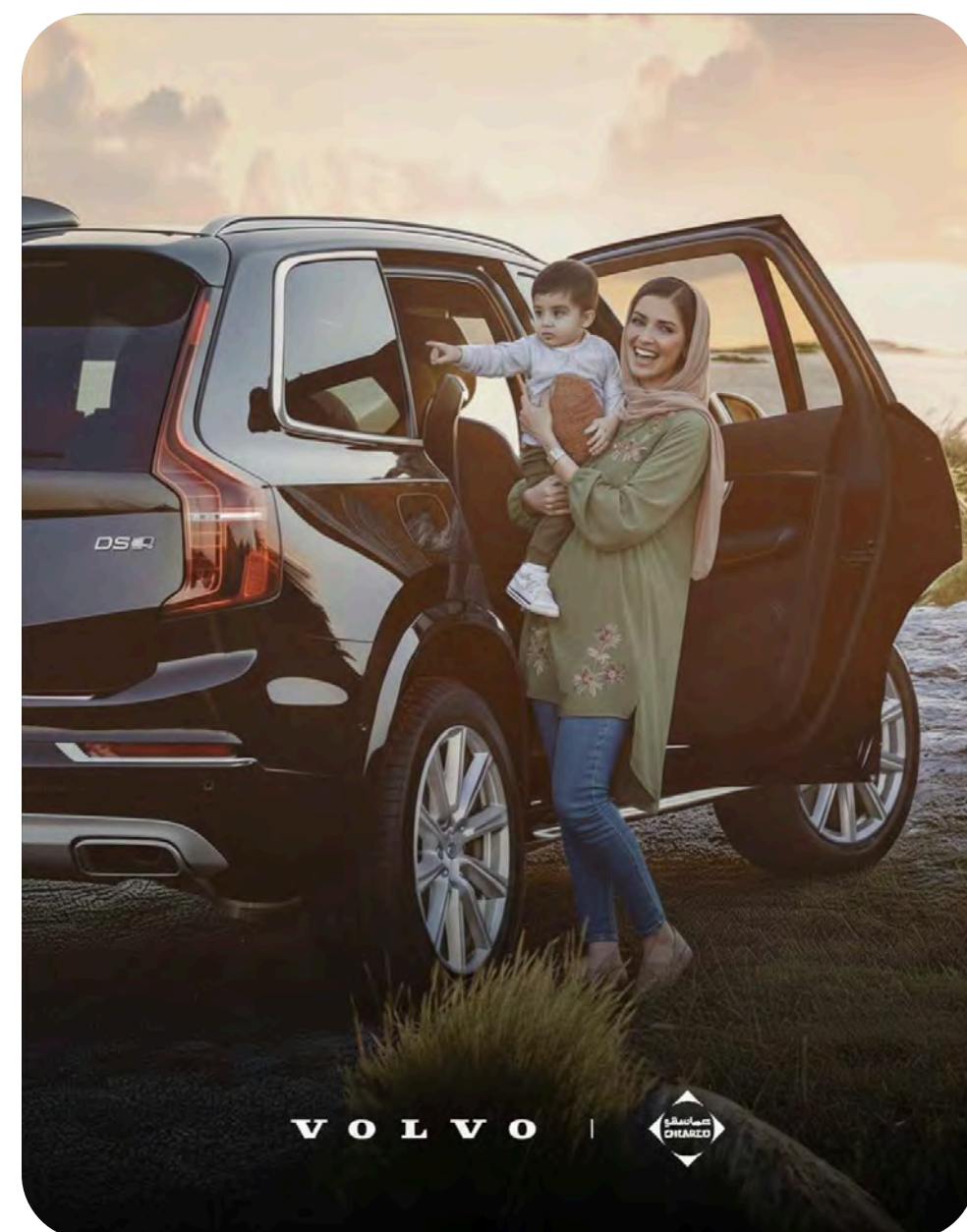
VOLVO

For OMASCO's prestigious Volvo Cars retail and after-sales service, Marca's mission is to showcase on social media how a Volvo purchase in Oman means the confidence of acquiring a vehicle globally recognized for its Scandinavian design, its sophisticated luxury, and its advanced safety and driving technology; along with the manufacturer's prioritization of the planet (as much as it has always prioritized people).

Social Media Management

Creative Support





V O L V O

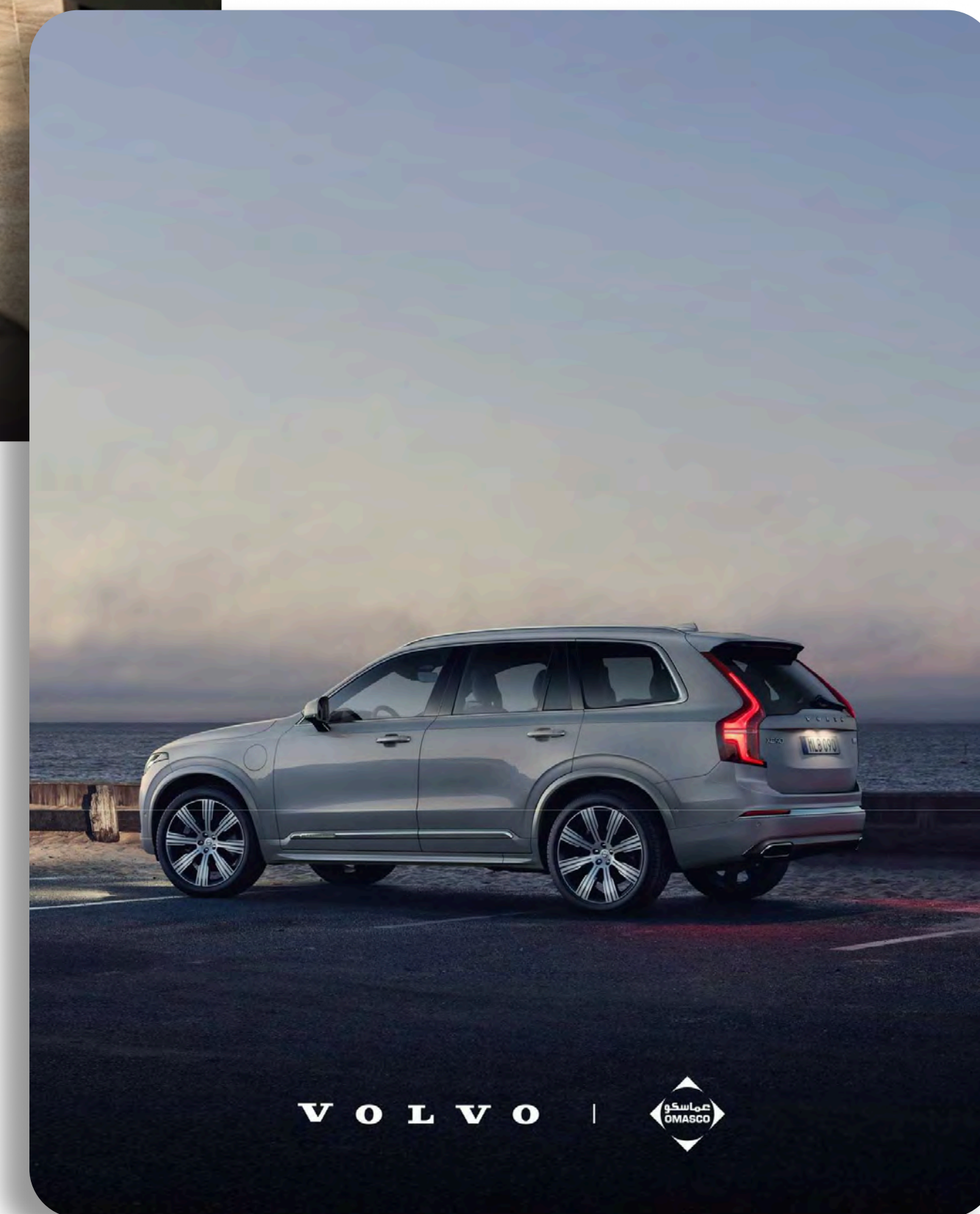
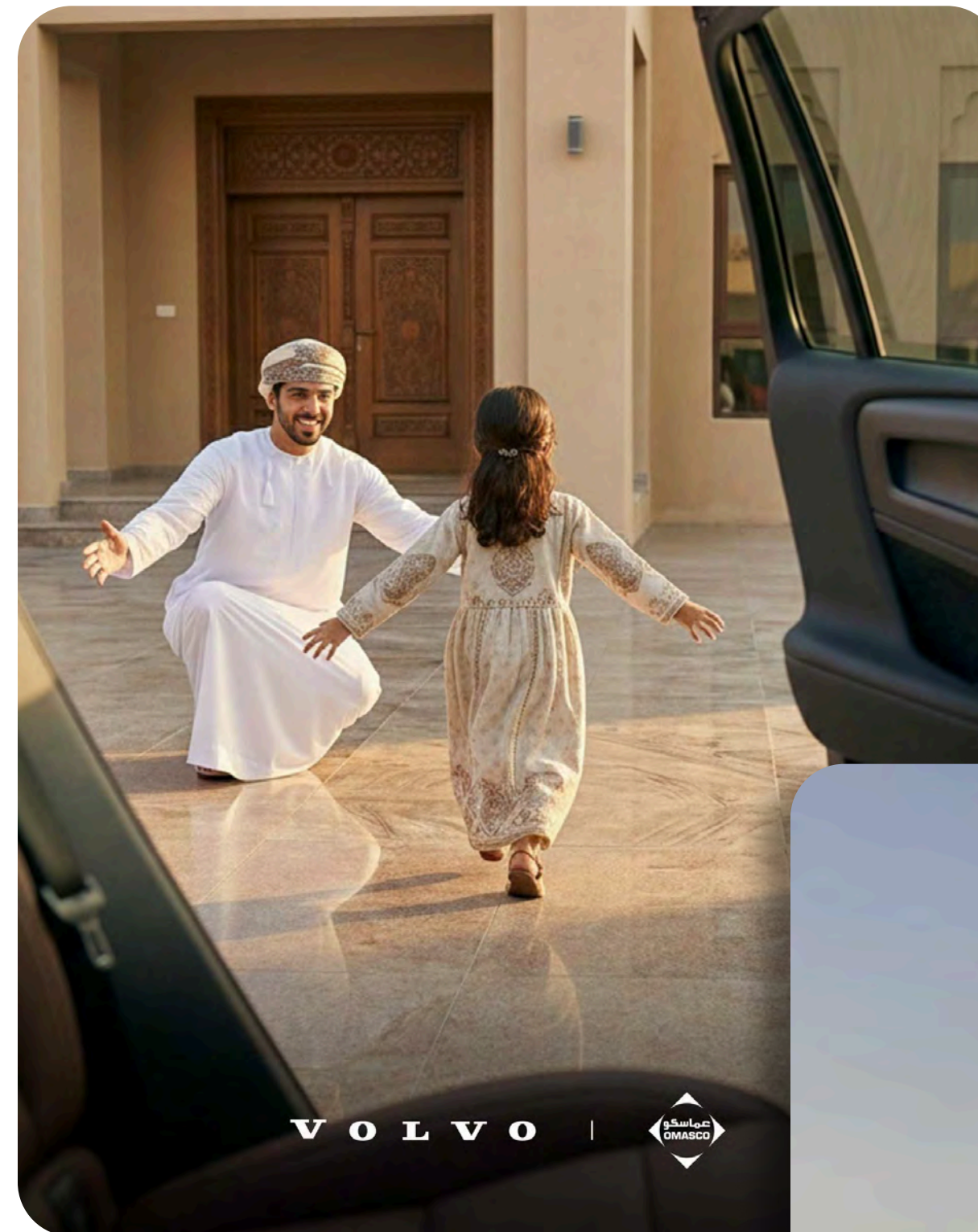
Year-end Deals S90

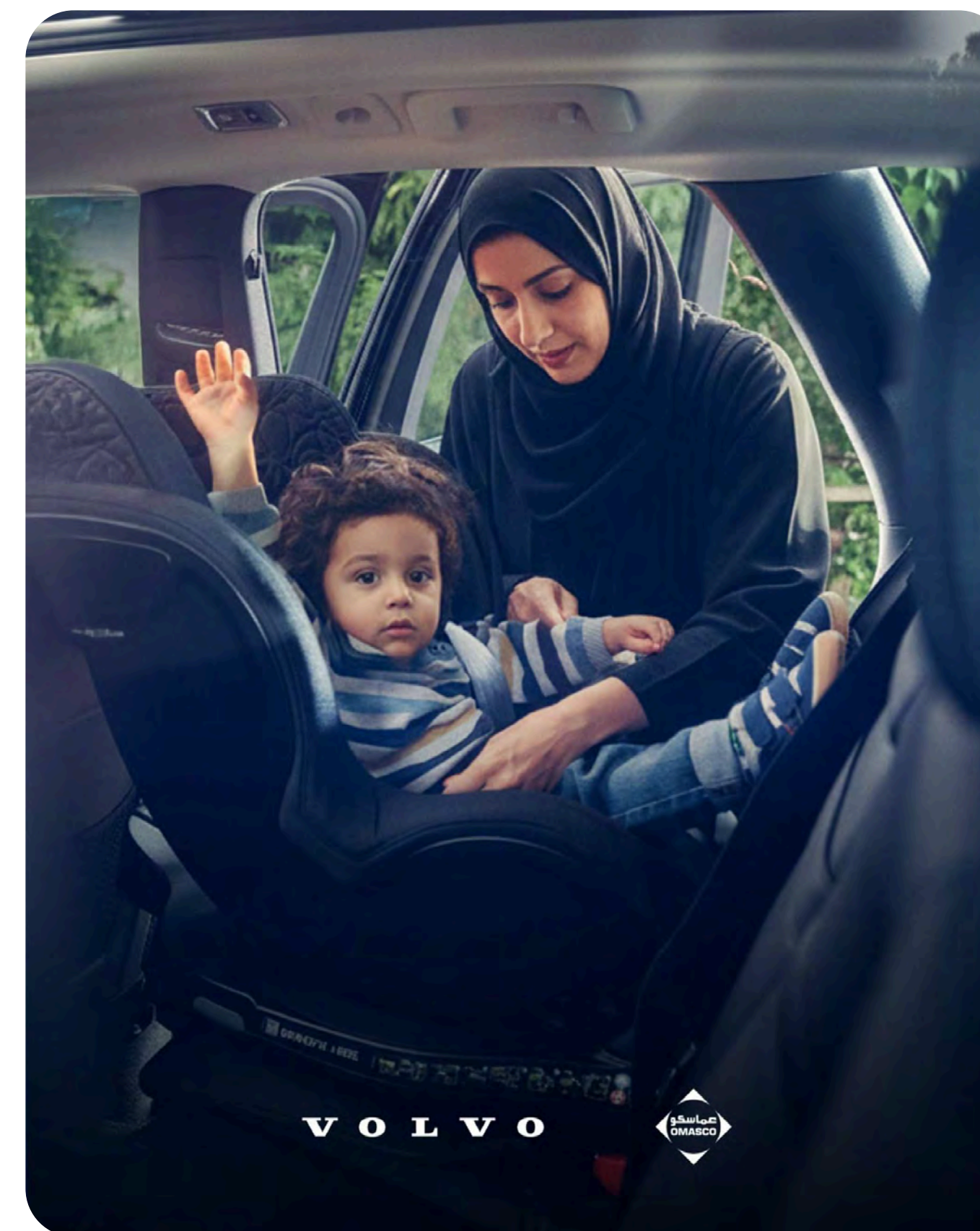
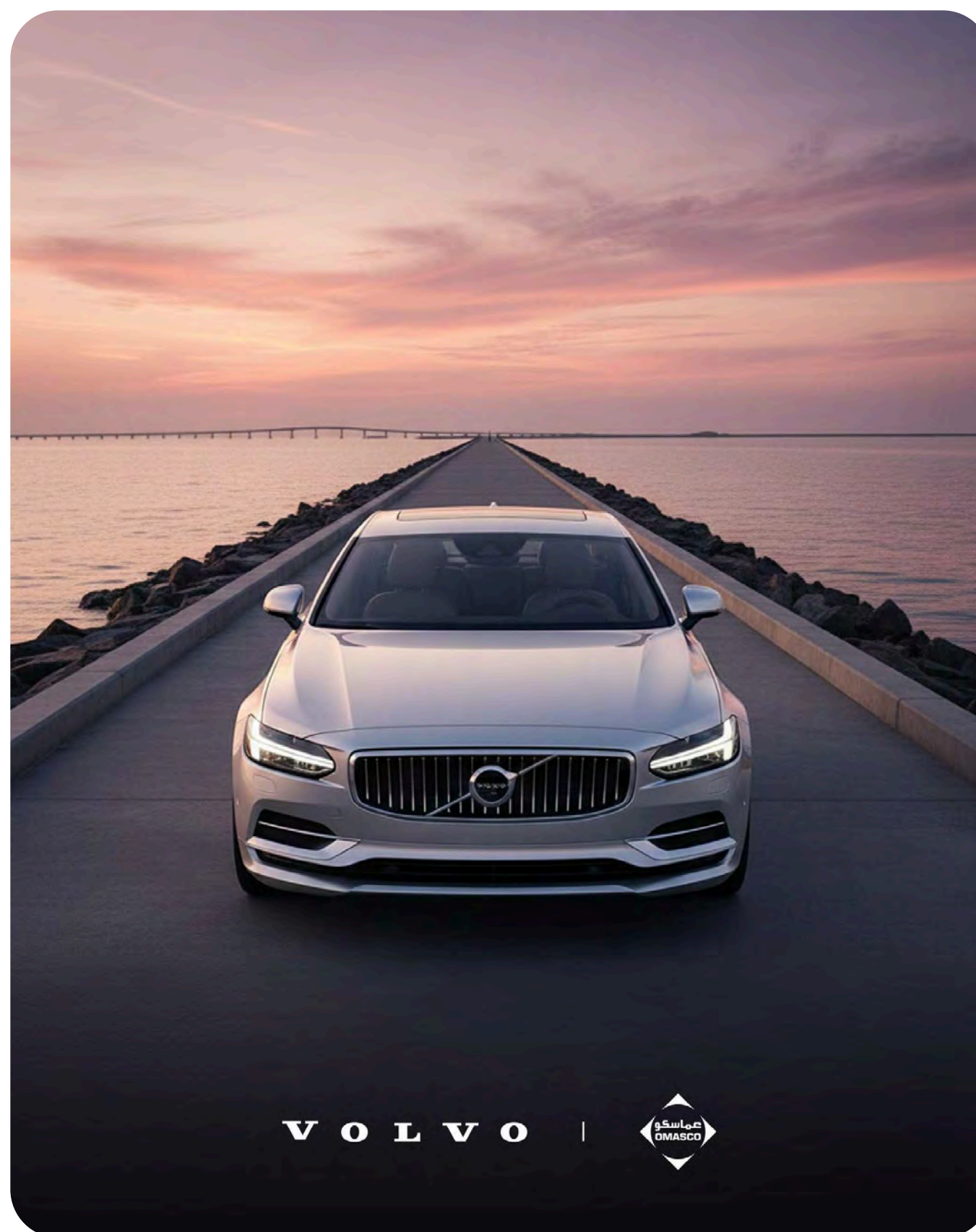


Free Registration | 105K / 7-Year Service | 5-Year Warranty

From OMR **17,950**

Volvo Car - Wattayah | OMASCO







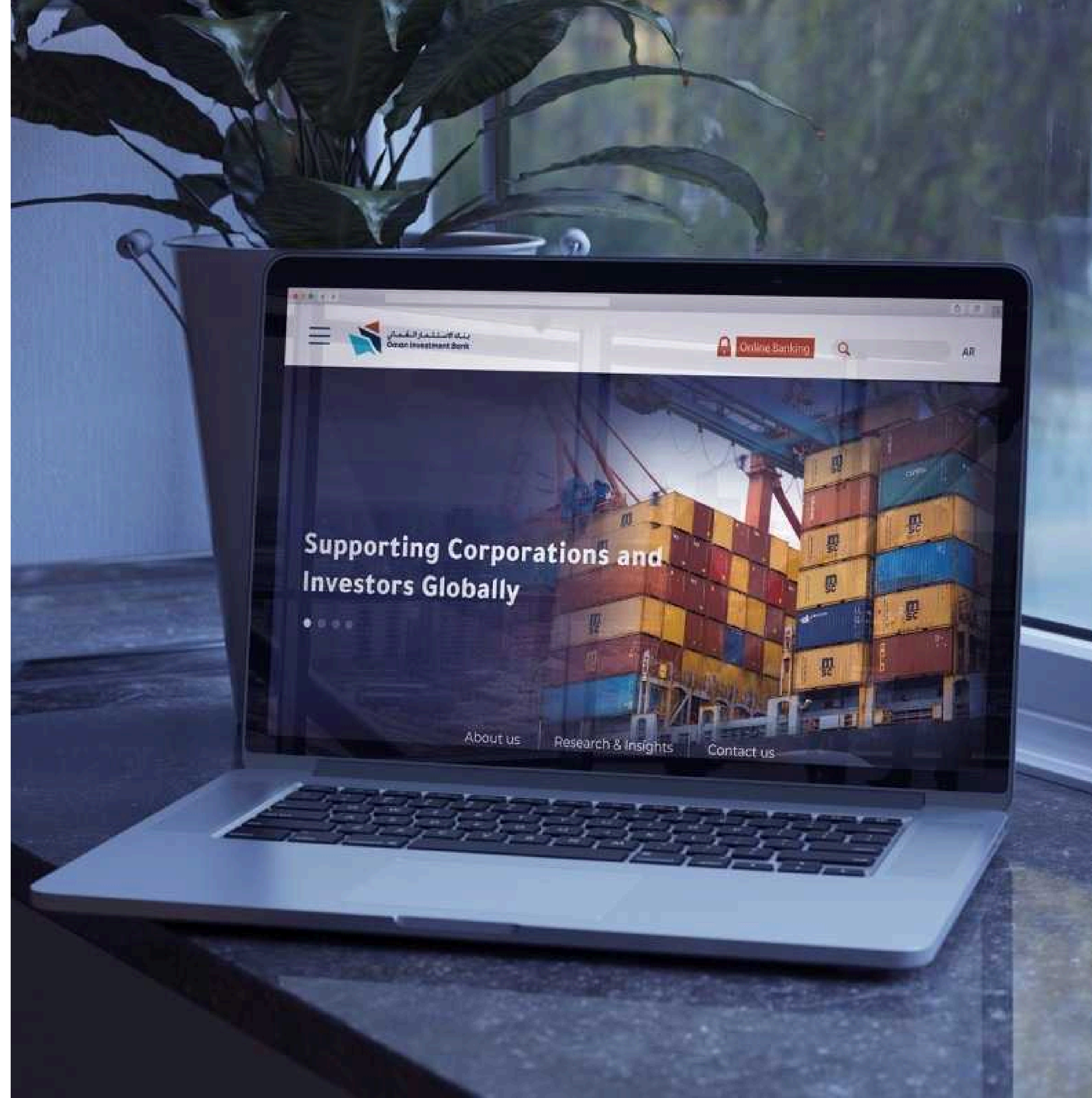
بنك الاستثمار العُماني
Oman Investment Bank

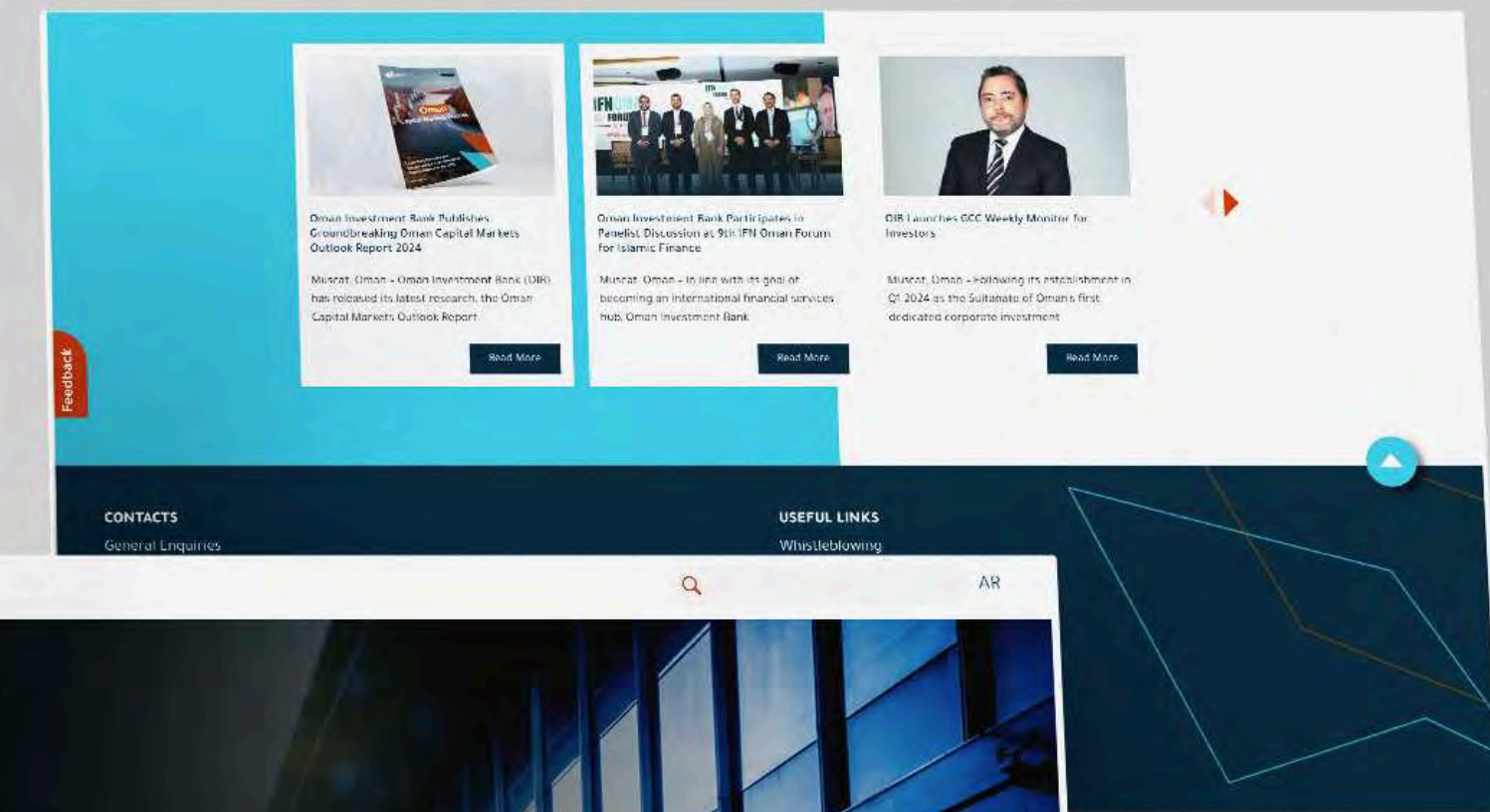
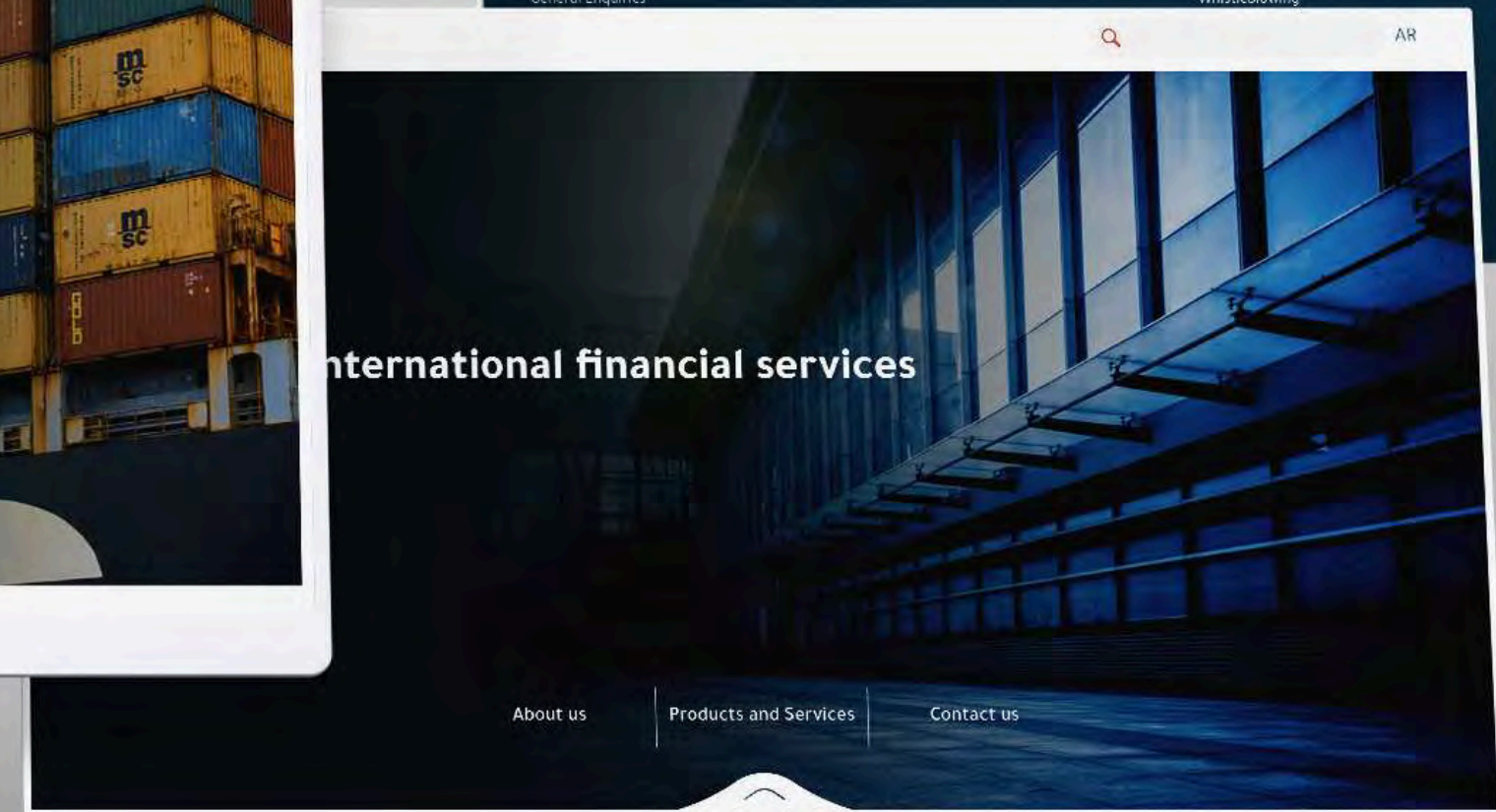
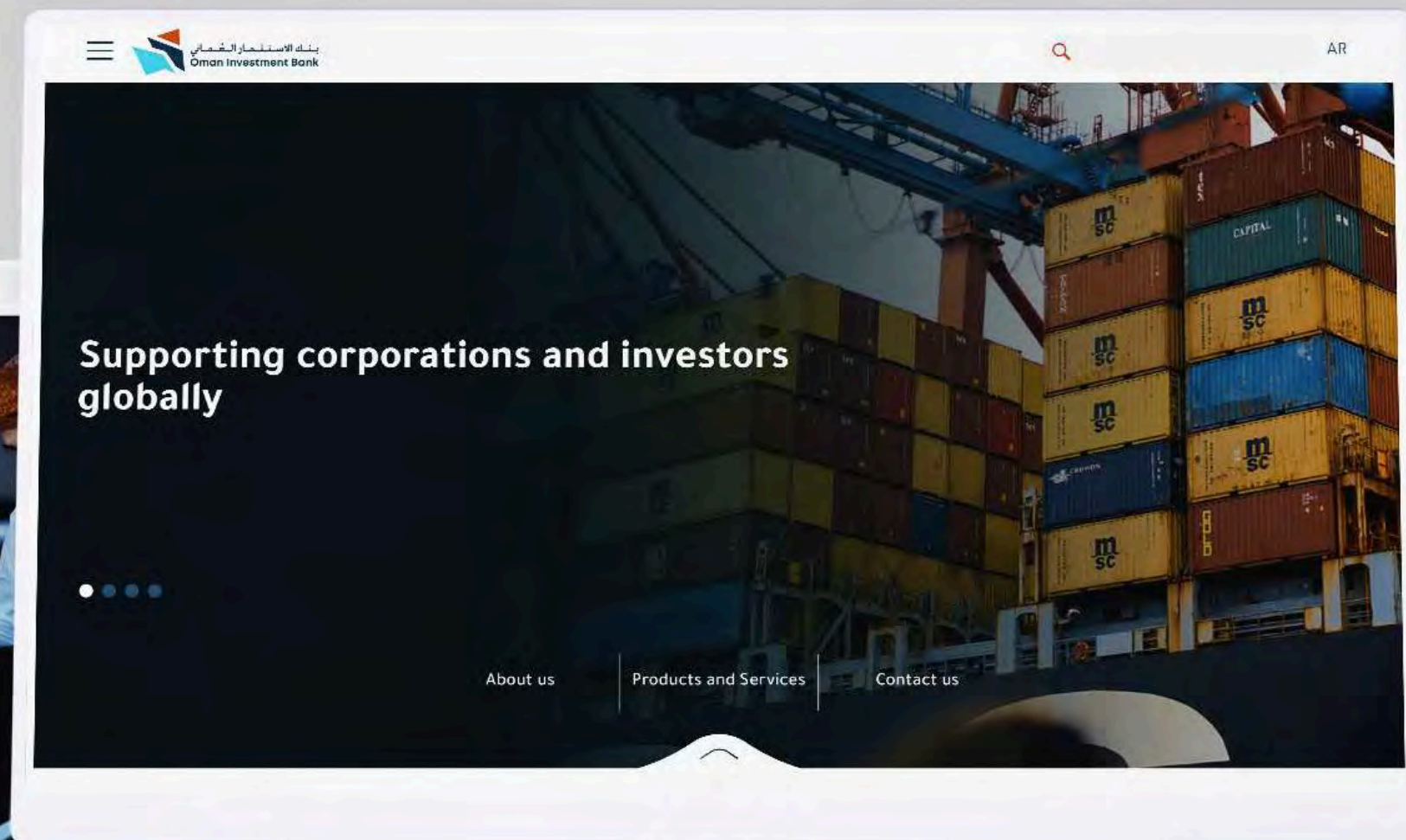
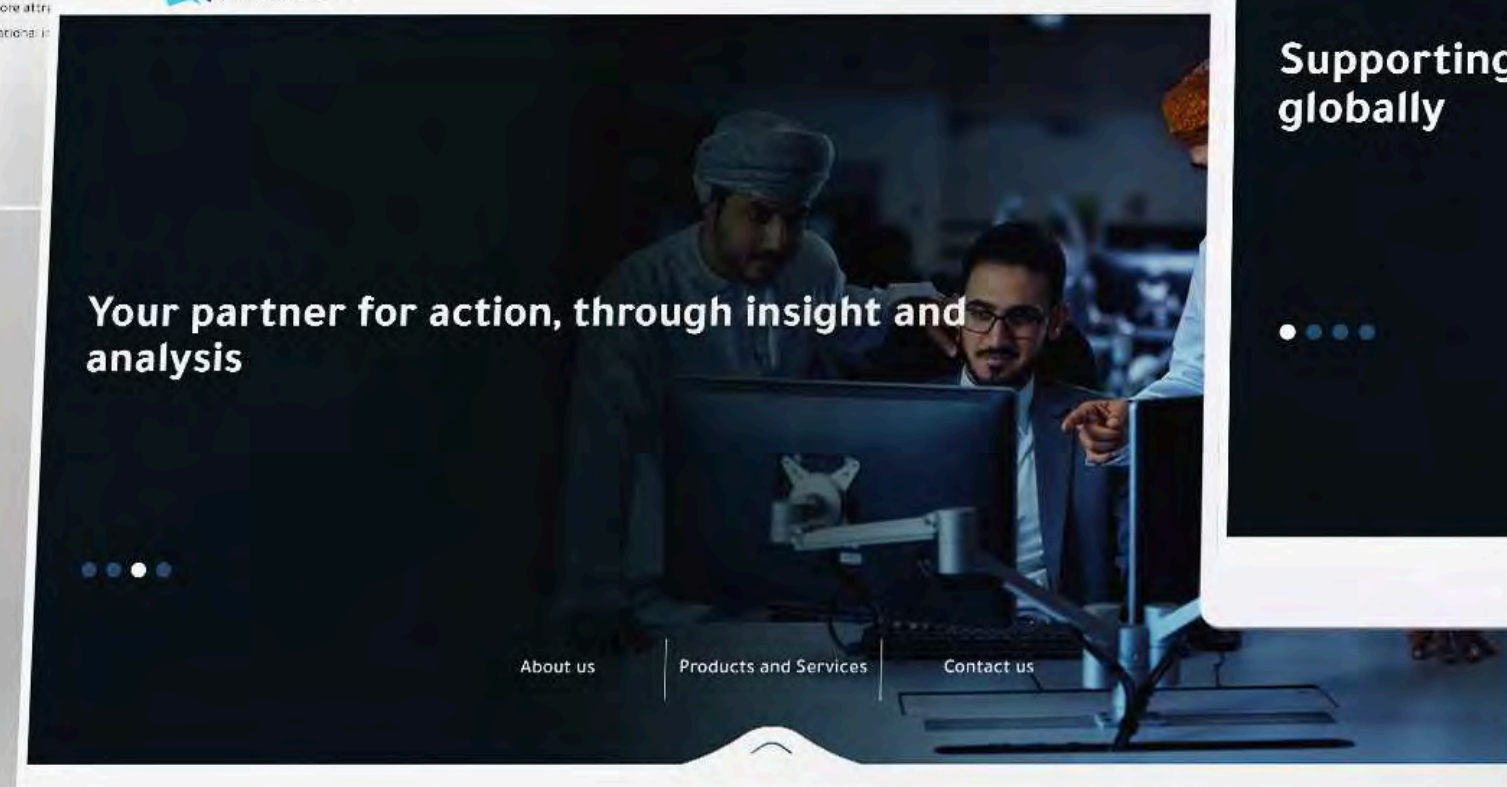
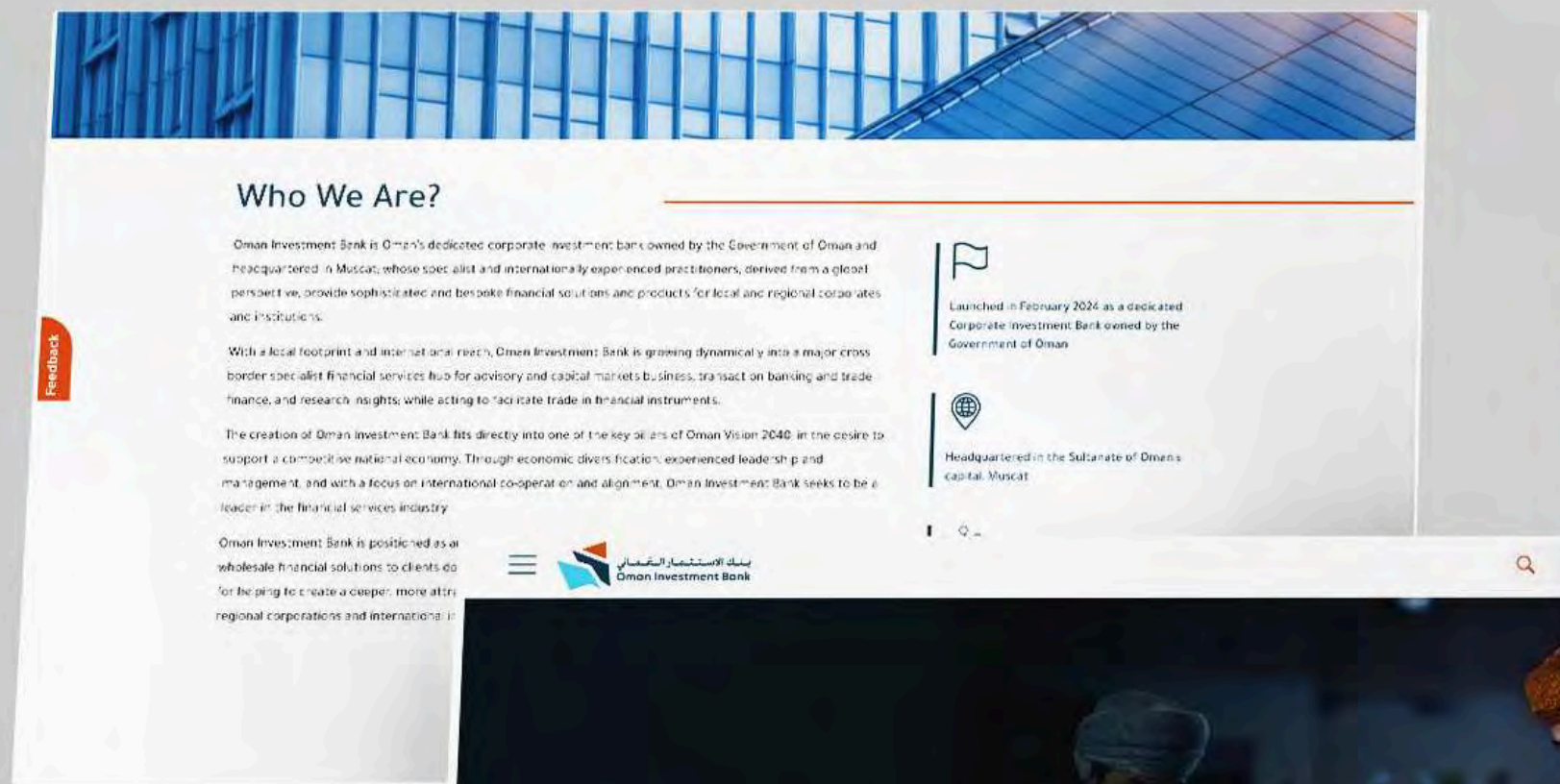
Marca partnered with Oman Investment Bank to design and develop their brand-new English and Arabic website, along with various social media/public relations projects. Our key focus for OIB was to build trust and credibility within a short time frame. The solution? Marca developed an initial “soft-launch” landing page to coincide with the bank’s launch in 2024, followed by a fully-fledged site at a later stage.

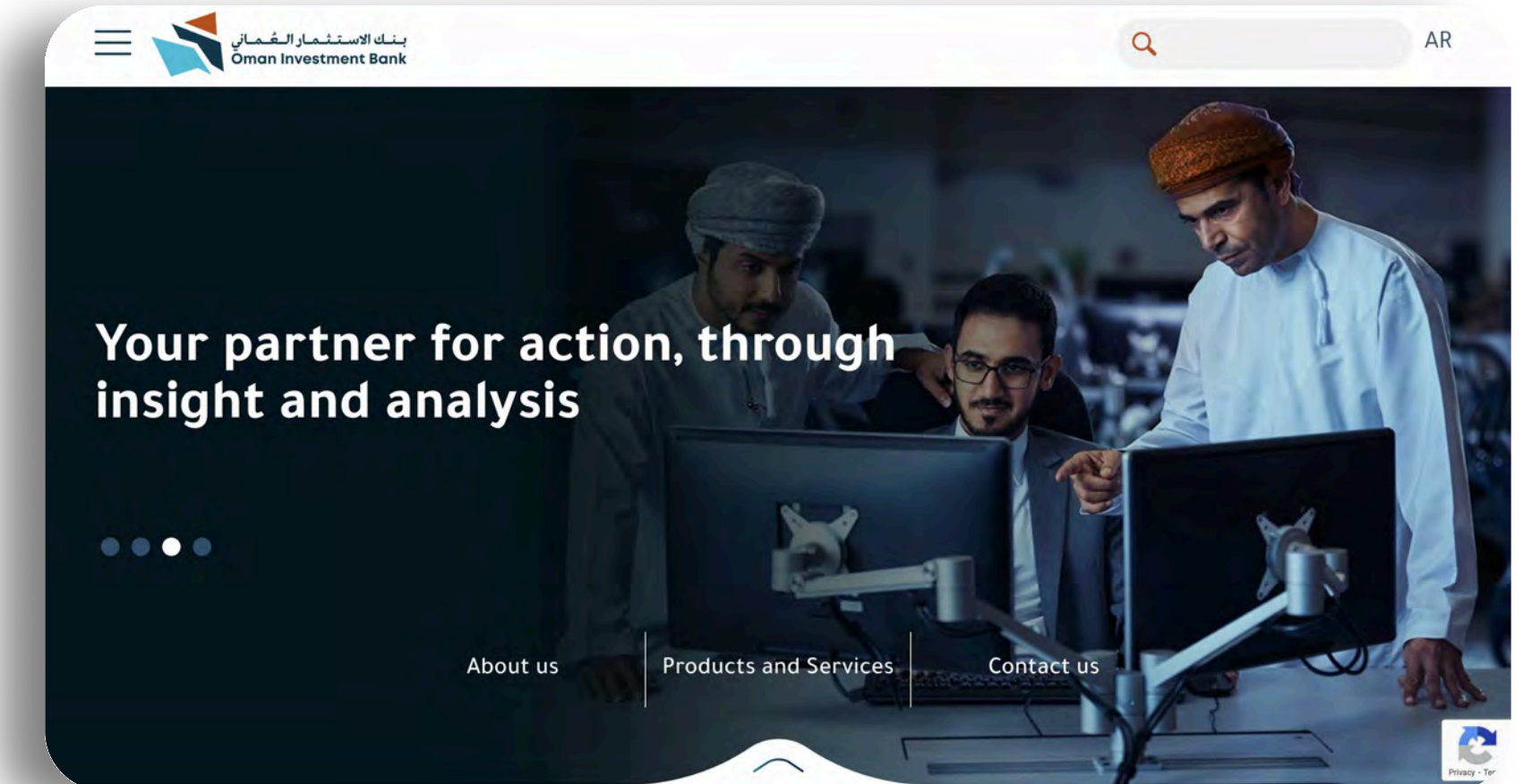
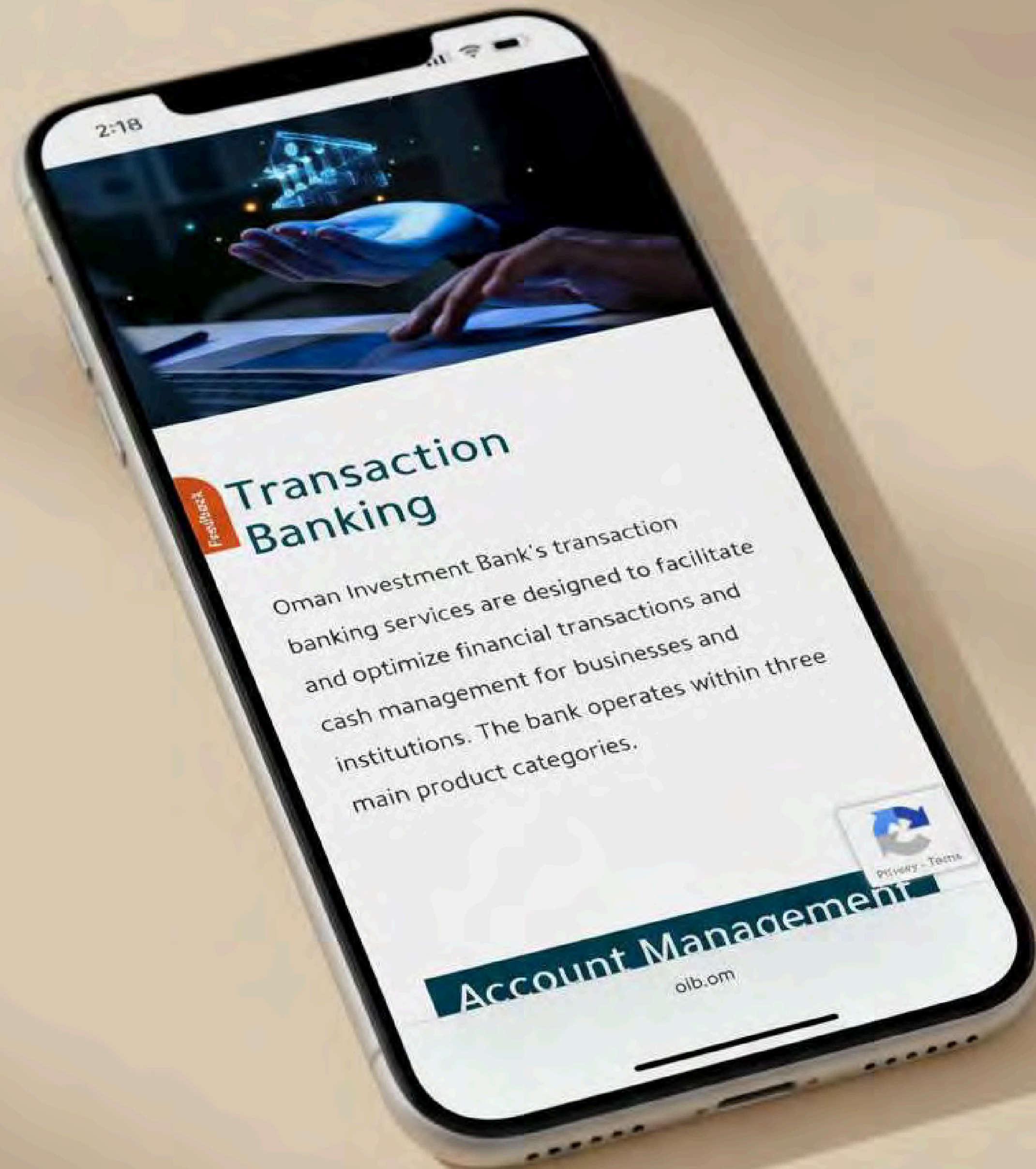
Website Development

PR Support

UI/UX Design










For Visit Oman – the online travel booking gateway that connects the world to “Unlimited Discovery in Oman” – Marca’s team were thrilled to have the opportunity to create the gateway’s official Trade Partner Handbook. Combining visual creativity with impactful storytelling, Marca created an unforgettable invitation for the world to discover the beauty and riches of the country.

Trade Partner Handbook

PR / Press Releases





	
About Visit Oman	4
Visa Information	8
Meet & Greet Services	11
Airport Lounges	15
Transfers	17
Excursions	20
Tours	22
Packages	24
Useful Information	31
Contact Us	50

RELAX & RECHARGE WITH LOUNGE ACCESS

Majan Lounge (OMR 13 pp)

Travellers can unwind on the 7th floor of the Departure Terminal at Muscat International Airport, starting at 9:00 am. Amenities include:

- Complimentary Wi-Fi
- Quiet area for relaxation
- Workstations
- Laptops available for use
- Conference rooms
- Food and drinks available

Primeclass Lounge (OMR 22 pp MCT | OMR 11 pp DQM)

Guests can indulge in a premium 24/7 experience at Muscat International Airport (5th floor, Departure Terminal), or Duqm International Airport. Amenities include:

- Buffet spread of local and international dishes
- Beverages and alcoholic drinks
- Sports, gaming zone, cinema, and kids' play area
- Private suites, and family rooms
- Meetings rooms
- Designated prayer area
- Shower facilities
- Relaxing zone, and massage chairs
- Smoking area

5 TRANSFERS



Launched by the MoHT in collaboration with OMRAN and Experience Oman, the Live the Vibe social media/influencer campaign was designed to create a positive buzz around domestic tourism in Oman. Together with the Live the Vibe team, Marca led the way in bringing to life the unique experiences that make Oman a vibrant and captivating travel and tourism destination for our local population.

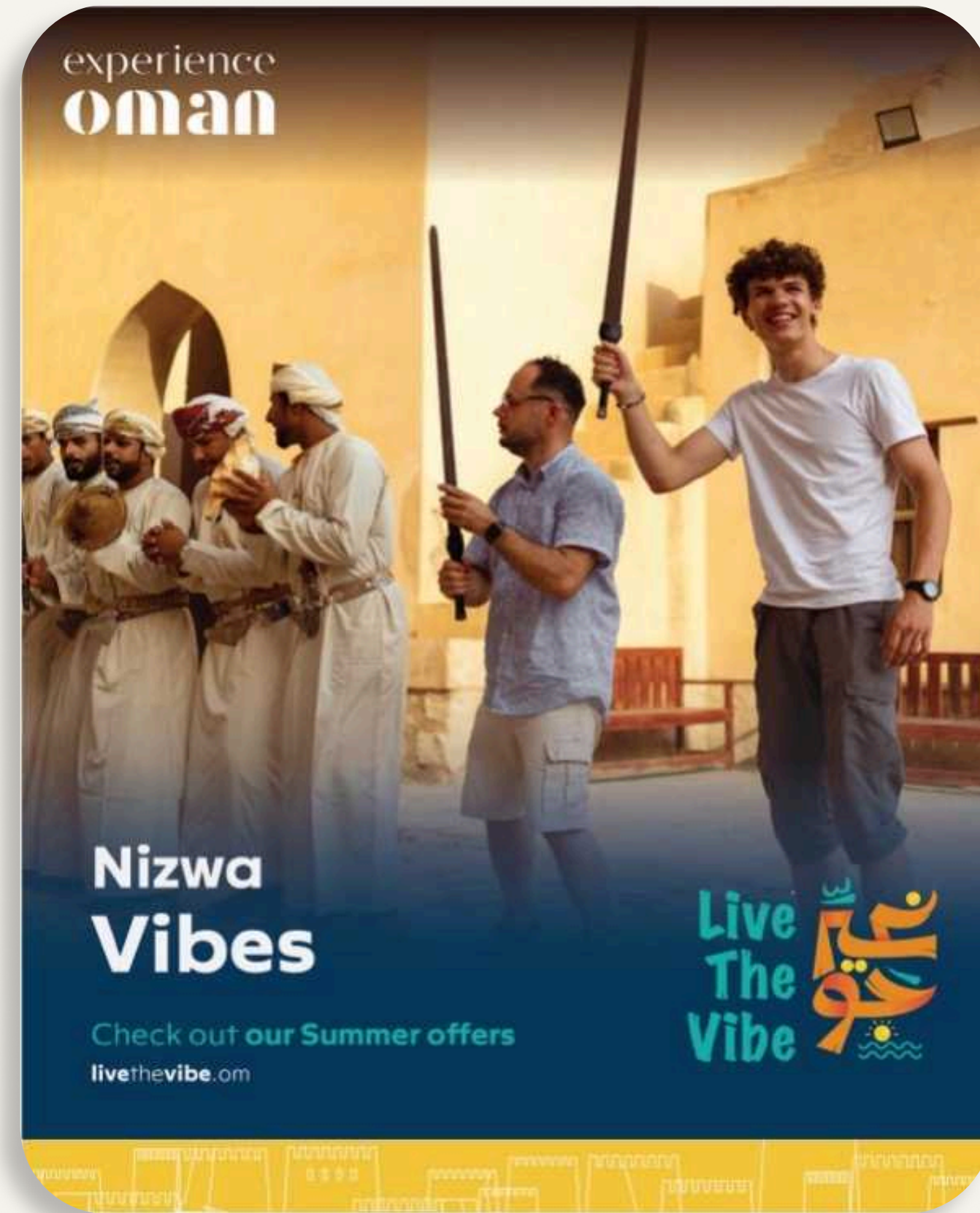
Social Media Management

Influencer Management

Creative Support







experience
oman

Nizwa Vibes

Check out our **Summer offers**
live.the.vibe.om

Live The Vibe **نكهة**

The advertisement features a young man in a white t-shirt and dark pants, smiling and holding a sword, standing in a traditional Omani building. He is surrounded by men in traditional white Omani dress (dishdasha and kumma). The background is a warm, golden light from the building's interior.



experience
oman

خريف ظفار
KHAREEF
DHO FAR

جوك
في خريف ظفار غير
احجز عروض الصيف الآن
live.the.vibe.om

Live The Vibe **نكهة**

The advertisement shows a scenic view of a lush green valley with a winding road leading up a hillside. The sky is overcast. The bottom of the ad has a green border with a white palm tree pattern.



اكتشف
عُمان

اكتشف عُمان
SNOW OMAN
سنو عمان

جوك
في سنو عُمان غير
عروض الصيف بانتظارك
live.the.vibe.om

Live The Vibe **نكهة**

The advertisement depicts an indoor snow park. A man in a blue winter suit is jumping in the air, while another person is on a sled. The background features a large, illuminated structure resembling a lighthouse or tower. The bottom of the ad has a blue border with a white snowflake pattern.



أكواتشيوم
أكواتشيوم عمان
Oman Aquarium

أكواتشيوم
أكواتشيوم

جوك

في أكواتشيوم عُمان غير
احجز عروض الصيف الآن
livethevibe.om

Live The Vibe
نكهة



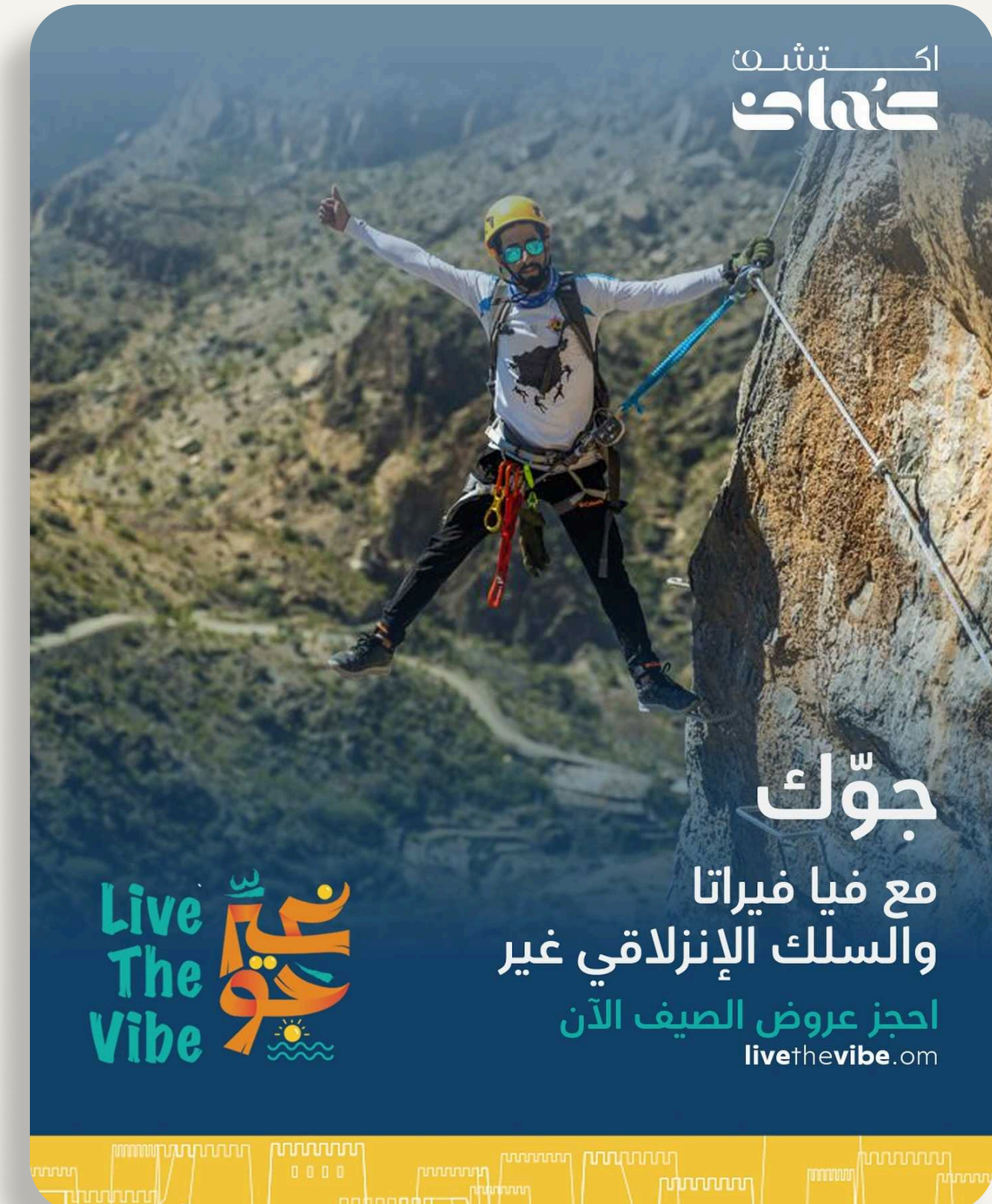
عنوان
OMRAN

أكواتشيوم
أكواتشيوم

جوك

في هوانا صلالة غير
احجز عروض الصيف الآن
livethevibe.om

Live The Vibe
نكهة



أكواتشيوم
أكواتشيوم

جوك

مع فيا فيراتا
والسلك الإنزلاقي غير
احجز عروض الصيف الآن
livethevibe.om

Live The Vibe
نكهة



مطارات عُمان
Oman Airports

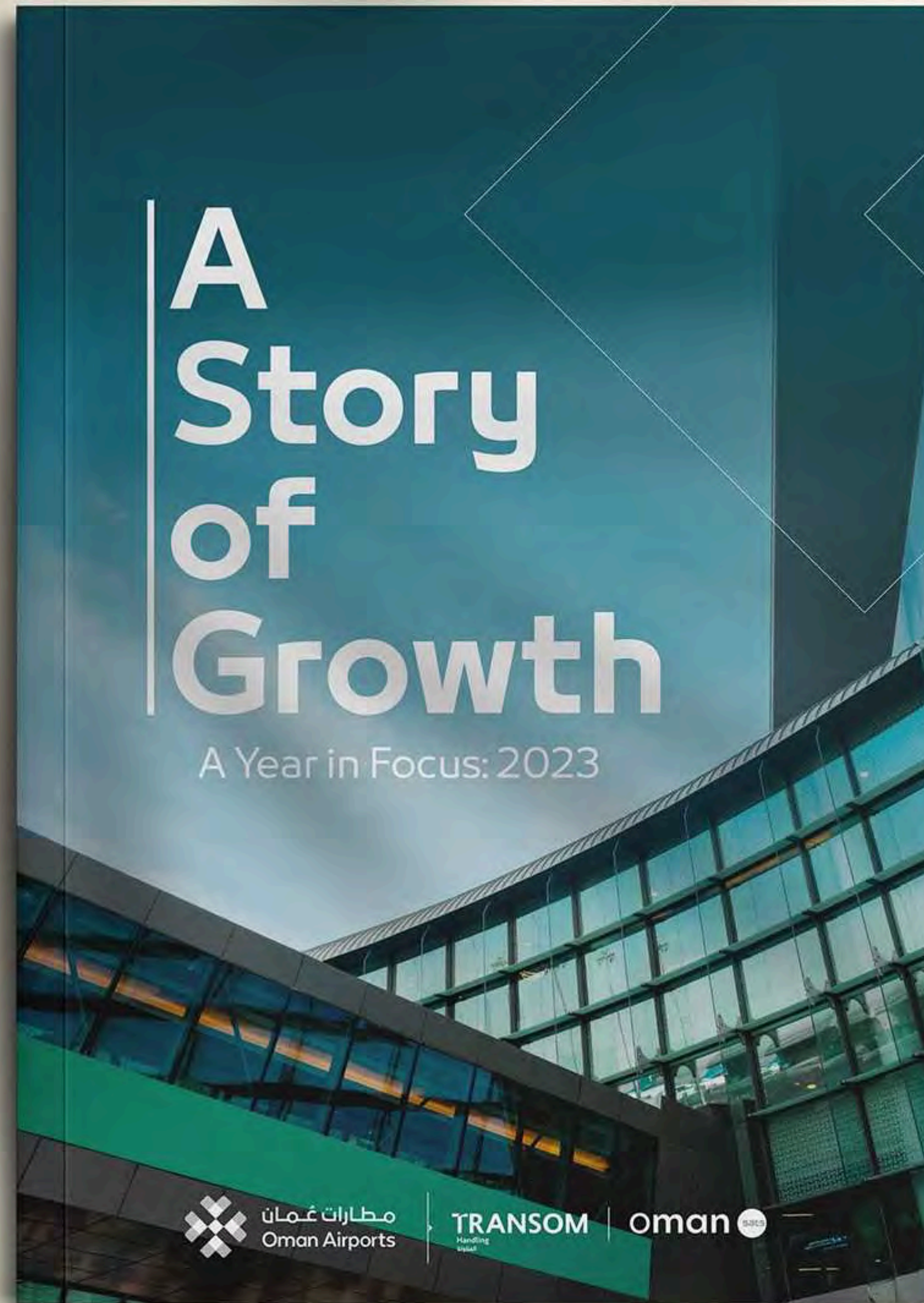
Marca's team conceptualized and designed the Oman Airports marketing department's new Brand Guideline in 2023, which made extensive use of a "visual first" approach to visually bring to life technical ideas. We also continue to compile Oman Airports' Annual Reports, along with a number of editorial and public relations projects. We're thrilled to contribute to Oman Airports' vision to develop "Gateways to Beauty & Opportunity" in the Sultanate.

Brand Guideline

Annual Reports

Editorial & Public Relations





Our Global Representation

We're privileged to have a number of representations in both ACI World and ACI regional committees (2022-2023)



Aimen Al-Hosni

Chairman, ACI World
CEO Oman Airports



Nagy Abu Zeid

Chair, ACI Asia-Pacific Regional Economics Committee
VP, Corporate Planning



Abdullah Al-Yafaei

Member, Regional Human Resources Committee, ACI Asia-Pacific
VP, Support Services



Saud Al-Hubaishi

Member, ACI World Facilitation & Service Committee
VP, Muscat International Airport



Musab Al-Rawahy

Member, ACI Asia-Pacific Regional Environment Committee
Lead, Corporate HSE

Oman Airports: A Hub and Spoke Model

Our geographic location serves as a key advantage between East & West with 35% of our Y2023 passengers being...



East West Oman's central geographic advantage of being...

35% Such an advantage means that 35% of our passengers being...

146 destinations Post-Covid, our 146** destinations...

* Includes both scheduled and chartered airlines
** Includes all of our airports' scheduled and chartered...

Oman Airports Portfolio

We manage **7 airports** with different focuses to not only boost connectivity, but also to boost local and national economies & create more opportunities

-  Major competition airport
-  Major Omani airport
-  Regional Omani airport
-  Oilfield Omani airport
-  Omani seaport & freezone



Scopes of our airports are divided into three focus areas:

-  **Muscat:** foster national hub, increase global connectivity
-  **Regional:** foster tourism & investment, boost connectivity with seaports/freezones
-  **Oilfield:** provide operational activities

S27: Airport Cities

Our plan to develop airport cities will provide another diversified source of revenue, stimulate the local & national economies & further integrate our airports other industries

Business Gate
1,200,000 m²

Logistics Gate
250,000 m²

Hospitality Gate
150,000 m²



Free Zone
1,800,000 m²



Aviation Gate
550,000 m²



Oman Airports Strategy

We have a proven track record of implementing successful 5-year strategies which are holistic in nature, touching upon a series of operational aspects and inclusive of our airport shareholders

In 2016 we devised Strategy 2020, where we set a 5-year framework to be among the top 20 airports by 2020, a feat which we achieved. Currently, we are embarking in S27.



Our Business Drivers

Ensuring we shape our operations around focus areas & by measuring their performance with clear KPIs is key in excelling

In line with our strategies, we've identified 5 business drivers, which define what we do, as well as the metrics of our success.



BUSINESS TRANSFORMATION



OPERATIONAL EXCELLENCE



CUSTOMER EXPERIENCE



ENVIRONMENTAL SUSTAINABILITY



PEOPLE WELL-BEING



ENGLISH USAGE

All typography that uses English characters should follow the following principles.

- Headlines**
29LT Bukra Bold Title Case
- Sub Headings**
29LT Bukra Semi bold Title Case
- Body Copy**
29LT Bukra Light Sentence Case
- Statistics**
29LT Bukra Medium and Bold Sentence Case
- Pull Quotes**
Aktiv Grotesk Medium and Bold Sentence Case

Wherever possible text should be aligned left, and avoid the use of all caps. For dual language applications, keep the type sizes consistent across styles for each language.

1 The Headline
29LT Bukra Bold

2 Sub Heading
29LT Bukra Semi Bold

3 Body text 29LT Bukra Light
Oman Airports is a government company affiliated with the Oman Investment Authority, established in 2002 for the purpose of the administration of civil airports in the Sultanate of Oman: Muscat International Airport, Salalah Airport, Duqm Airport, and Sohar Airport. The company expanded its services in 2019 to include the administration of regional airports in the oil concession areas of Fahud, Marmul, and Qarn Alam.

4 66%
Statistics Information descriptor
29LT Bukra Medium

5 Oman Airports is a government company affiliated with the Oman Investment Authority.

COLOUR
PRIMARY PALETTE

Dark Blue

Print
C: 67%
M: 64%
Y: 62%
K: 27%

Screen
R: 65%
G: 52%
B: 52%

Light Gold

Print
C: 2%
M: 25%
Y: 43%
K: 0%

Screen
R: 250%
G: 144%
B: 14%

Gray

Print
C: 52%
M: 41%
Y: 39%
K: 23%

Screen
R: 121%
G: 120%
B: 123%

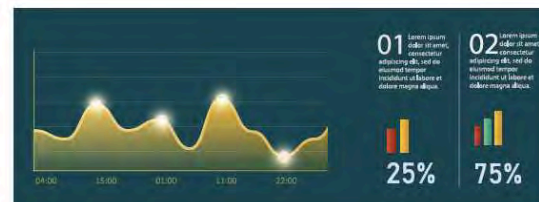
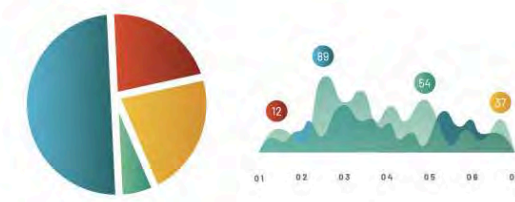
DATA VISUALISATION
GRAPHS & CHARTS

Bar and line graphs should be used to create data that covers a period of time. Pie charts are used when showing a percentage or proportional data. Both can use the primary and advanced colour palette.

Our graphs and charts should principally be two-dimensional, with three-dimensional versions reserved for external use and internal presentations.

The examples shown opposite should be used as a benchmark for quality when designing new graphs and charts.

- Two-dimensional
- Three-dimensional for screening purposes only



LOGO OVERVIEW



مطارات عُمان
Oman Airports

Icon

Brandmark

The logo's five colour tones represent five key Oman Airports attributes:



Green symbolizes the new commercial identity of the Sultanate of Oman's tourism sector.



Blue is used to represent the civil aviation sector and is also a reference to the beauty of Oman.



Gold symbolizes the logistics sector.



Gray refers to the industrial sector, and the investment opportunities offered by the Sultanate.



Red is located in the middle of the logo - and acts as a focal point of interest.



For Madayn – Oman’s Public Establishment for Industrial Estates – Marca’s latest work involves the design and development of the company’s new website for 2025, The site features rich UX/UI integration across a vast array of information critical to Madayn’s success. Our team also designed Madayn’s 2023 Annual Report; and we created the design and content for a series of e-Magazines highlighting the establishment’s ongoing industrial city growth.

Website Design, Development & Content

Annual Report

E-Magazines



Introduction

With great pride, we present to you our 2023 Annual report, showcasing our steadfast and meticulous march of success and excellence. This publication underscores our unwavering dedication to activate the principles of transparency and integrity across all facets of Madayan's operations. The book aims to offer a comprehensive and concise overview of data, indicators, and tangible accomplishments across various sectors within industrial cities. This encompasses growth and expansion rates, utilized spaces, employment, initiatives for digital transformation, governance and compliance, enhancement of working environments, and augmentation of production efficiency. These endeavors are situated within the framework of tangible steps implemented by the prudent government as part of its economic recovery plans. Furthermore, these endeavors aim to enhance financial stability and business governance, and to capitalize on international opportunities and emerging economic sectors.

Our primary objective with this 2023 Annual report is to provide the public with a comprehensive point of reference. It encapsulates the works and advancements made by industrial cities throughout this challenging yet opportunistic year, aligning with the tracks and priorities outlined in the Madayan Vision 2040. Every word and figure in this book underscores our unwavering commitment to realizing the major and subsidiary objectives delineated by the vision. The book aims to provide comprehensive summaries, detailed statistics, and key indicators, thereby affording readers a profound insight into the establishment's march and future ambitions. It is worth noting that this book transcends a mere descriptive document, rather, it serves as an interactive guide, fostering creative thought and the exchange of ideas. This approach enhances the multifaceted aspects of Madayan to deliver an optimal and sustainable service to investors and customers.

KPIs 2023

The Program

Completion Percentage

Month's HashTags

The local content and investment opportunities development

- Sohar production
- Supply Program
- Development
- Linking Program

Embrace and innovation

- Embrace and Sustainability

Training and Qualifying

- Training
- Employment
- Provision of Innovative Consultancy

Completion Percentage

HashTags of the executive management assignments during the month: 3

95%

95%

84%

92%

89%

4,870

5,689

Total number of inspection visits in industrial cities

86

Total number of emergency and evacuation plans

Industrial facilities

Administrative buildings in the establishment

Statement of His Majesty Sultan Haitham bin Tariq Al Said

Over the past five decades, there has been a profound transformation in the establishment of the contemporary state and the preparation of modern and advanced infrastructure across all regions of the nation. This progress unfolded under the leadership of the builder of modern Oman, the late Sultan Qaboos bin Said bin Taimur, may his soul rest in peace. It is imperative to acknowledge the efforts of the loyal citizens of Oman, to whom we extend our utmost appreciation and gratitude for their contributions to the elevation of Oman and the enhancement of its status.

With divine guidance on the path of construction and development, we persist in the march of the blessed renaissance, as envisioned by the late Sultan, may he rest in peace, recognizing the magnitude and grandeur of the entrusted responsibility. Emphasizing that Oman remains steadfast in its paramount objective in all our endeavors and aspirations, we implore every citizen of the country, without exception, to protect the gains of the blessed renaissance, and actively engage in working the triumphant march, placing our trust in the Almighty, while aspiring for His response and triumph.

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Investing in the Adequacy and Sustainability of Infrastructure

Facilities

Number of Investment Projects for cities according to the construction stage Until the end of 2023

Total Project

100

200

300

400

500

600

700

800

900

1000

Al-Rawdah 2023

Sohar 2023

Raysut 2023

Sur 2023

Sana'a 2023

Al-Buraimi 2023

Samal 2023

Lease Agreement

User Construction



▶ Statement of His Majesty **Sultan Haitham bin Tariq Al Said**

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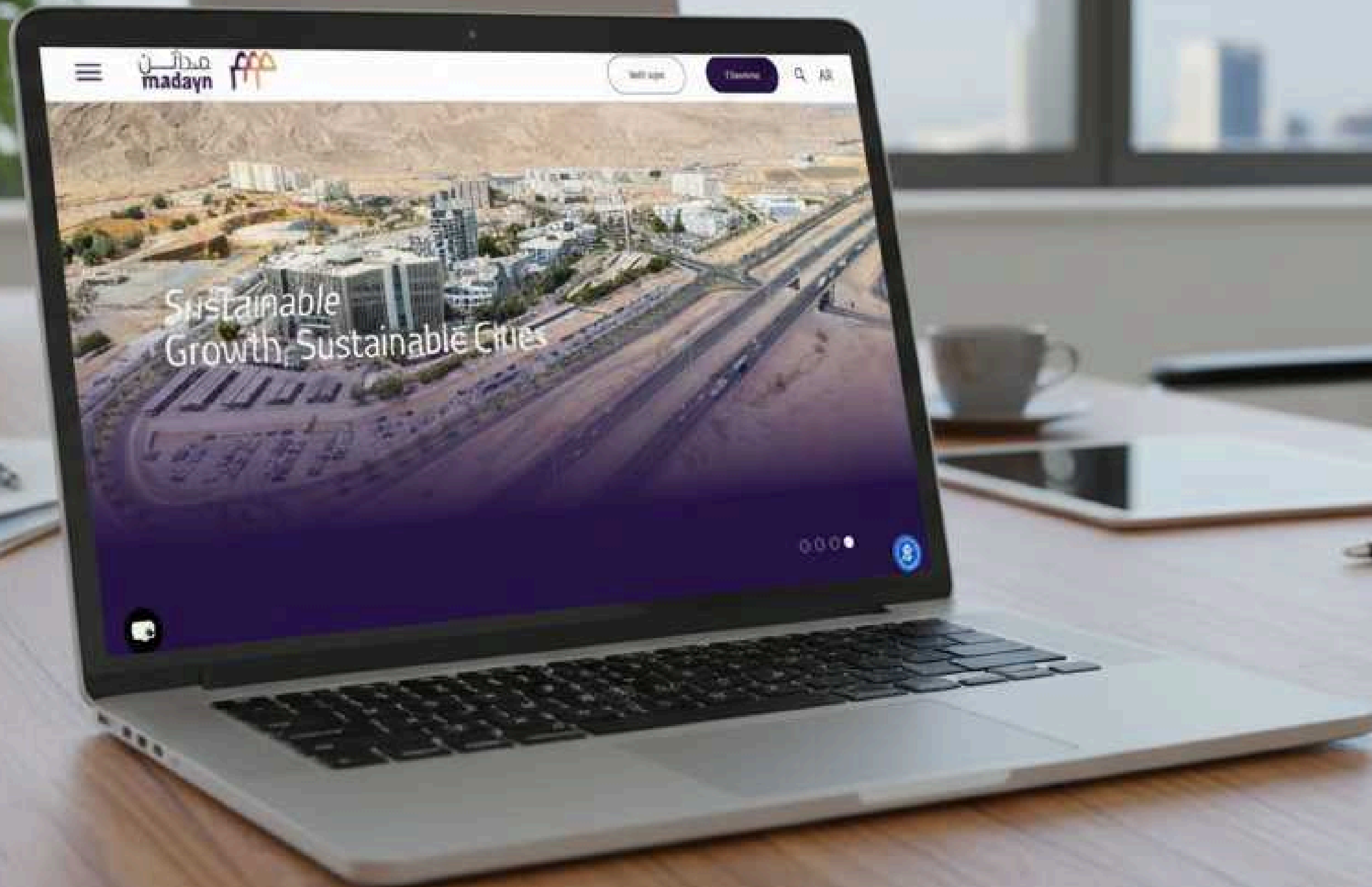
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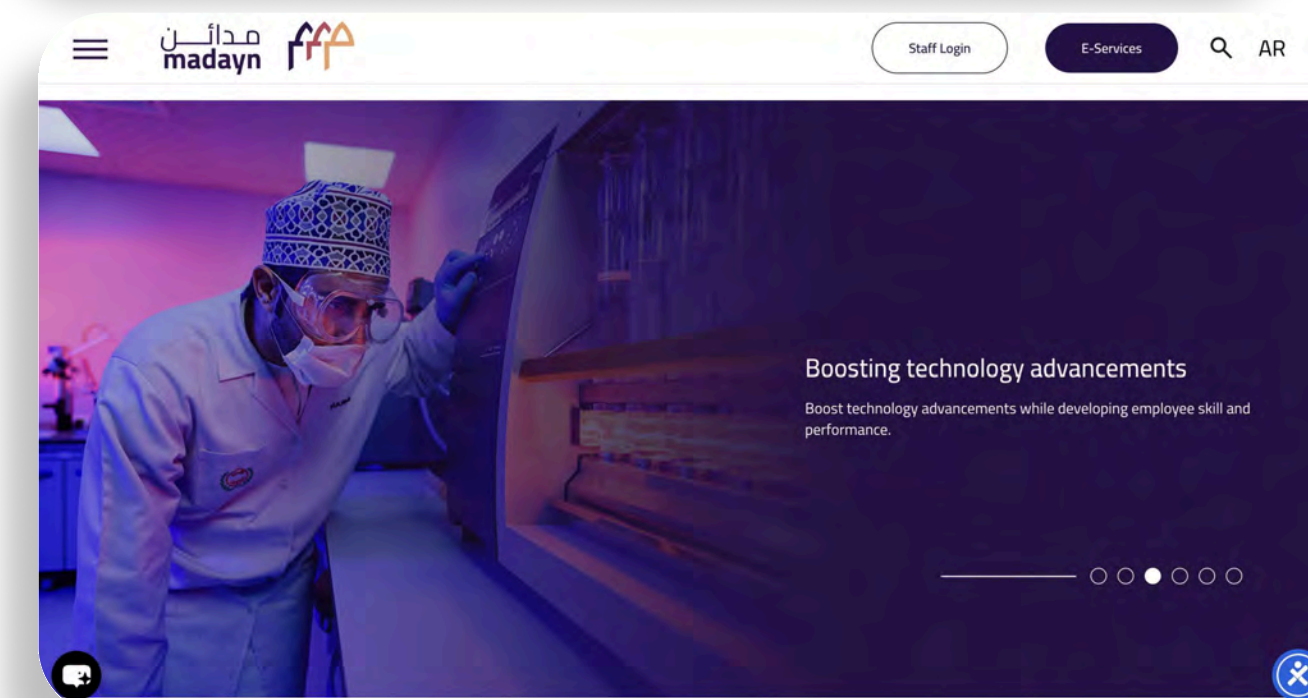
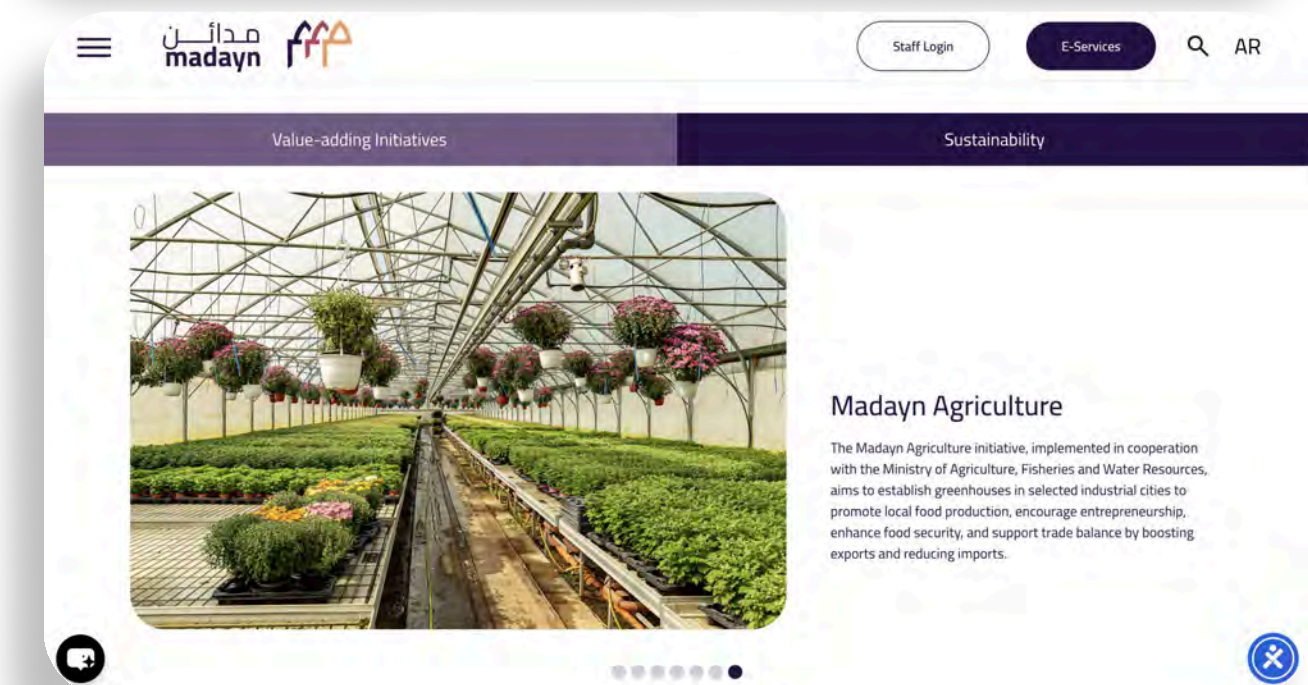
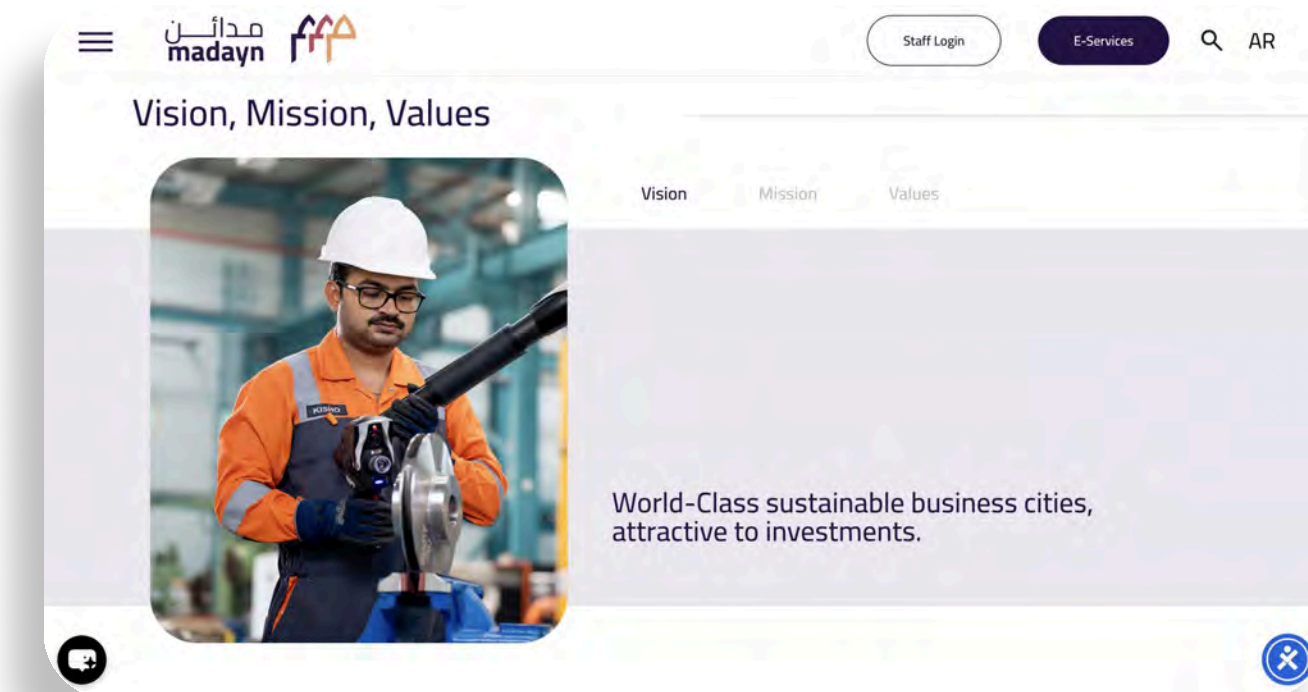
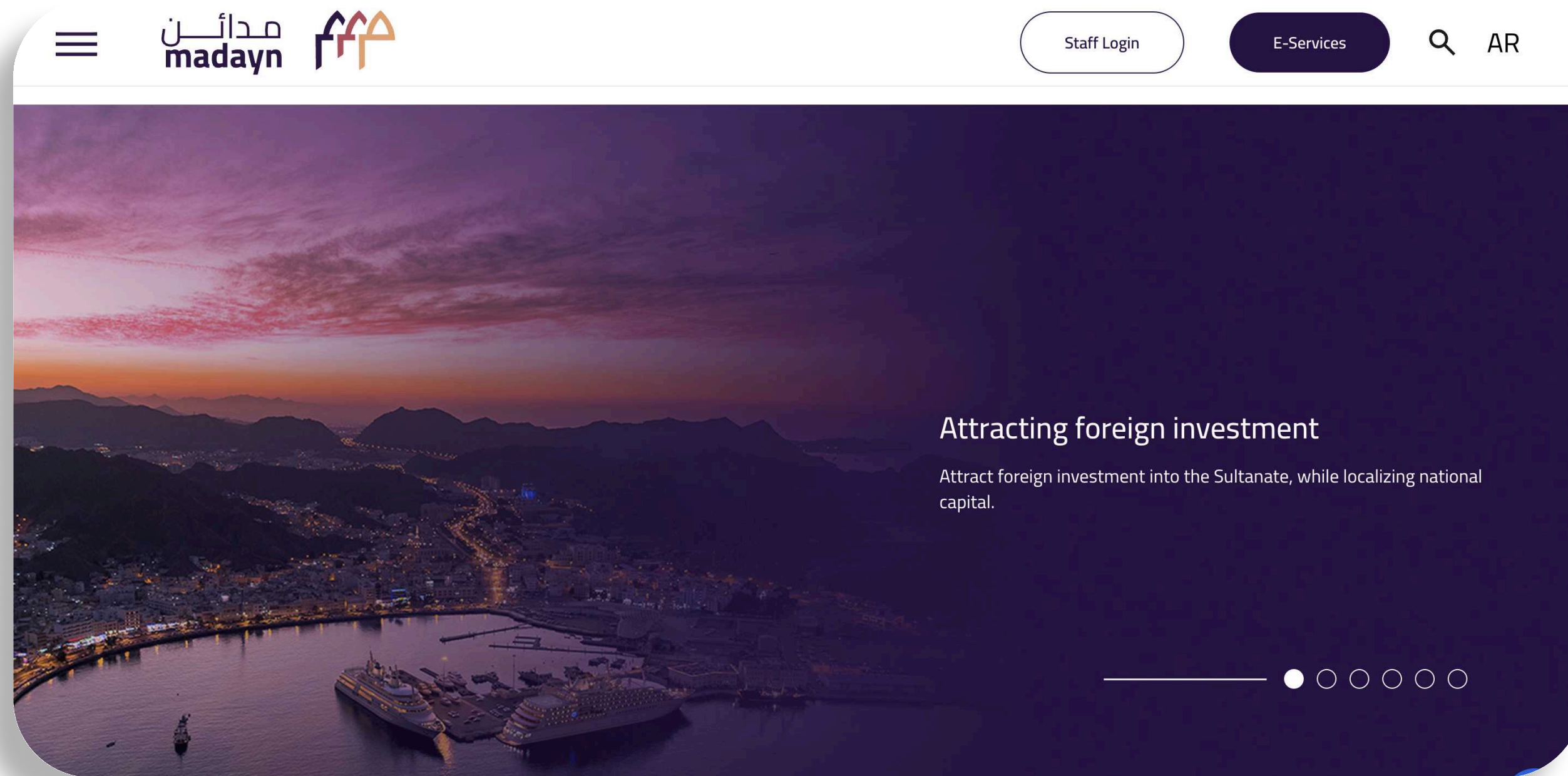


▶ **Introduction**

6 With great pride, we present to you our 2023 Annual report, showcasing our steadfast and meticulous march of success and excellence. This publication underscores our unwavering dedication to activate the principles of transparency and integrity across all facets of Madayn's operations. The book aims to offer a comprehensive and concise overview of data, indicators, and tangible accomplishments across various sectors within industrial cities. This encompasses growth and expansion rates, utilized spaces, employment, initiatives for digital transformation, governance and compliance, enhancement of working environments, and augmentation of production efficiency. These endeavors are situated within the framework of tangible steps implemented by the prudent government as part of its economic recovery plans. Furthermore, these endeavors aim to enhance financial stability and business governance, and to capitalize on international opportunities and emerging economic sectors.

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Location: Muscat Governorate

Date of Inauguration: 1983

Total Area: 10,9 million m2


Industrial Annual Rent /m²: OMR 1

Current Number of Investments: 300+

Industries:
Chemicals, batteries, electrical and building materials, fiber optic cables, foodstuff, textiles, garments, stationery, and paints.

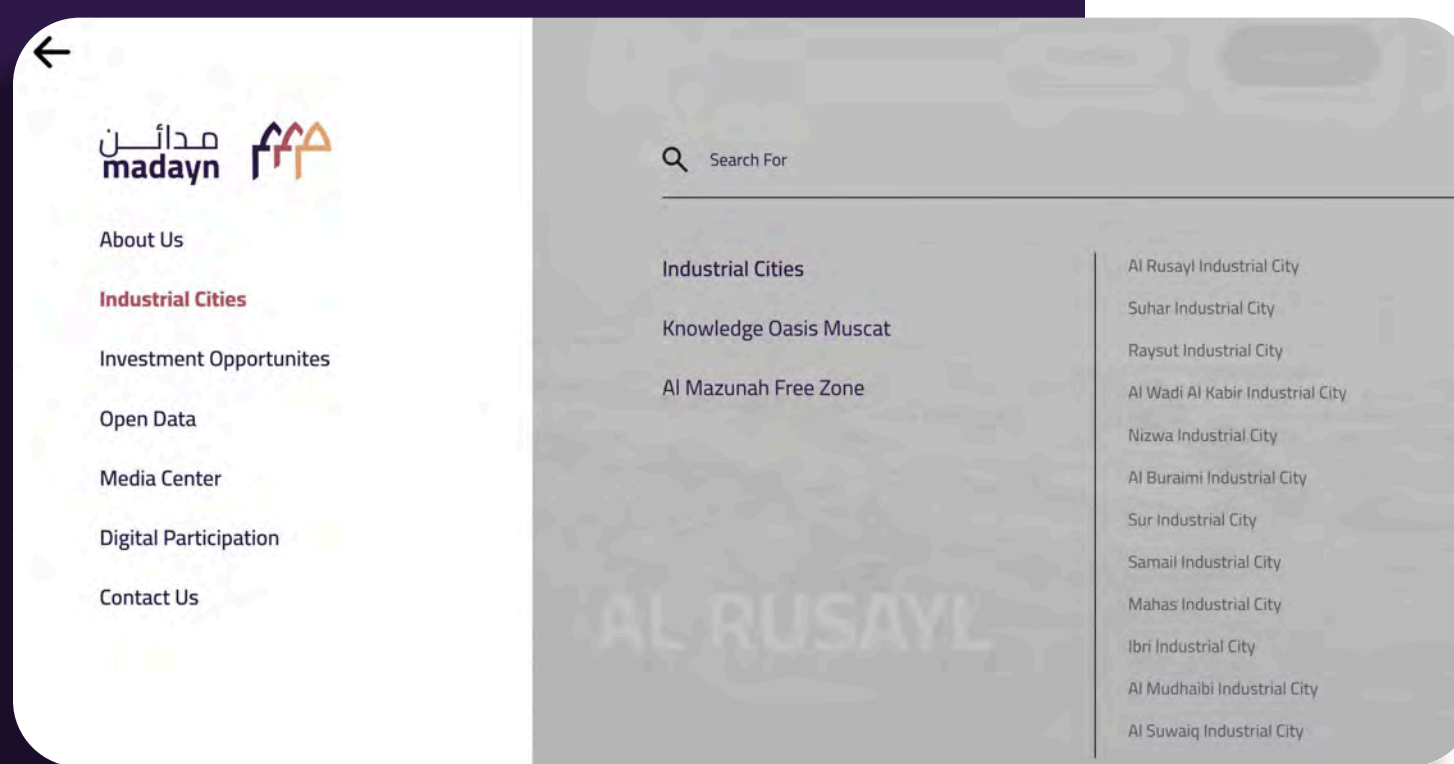
Common Area Maintenance: Yes

[Invest Now](#)



Key Advantages

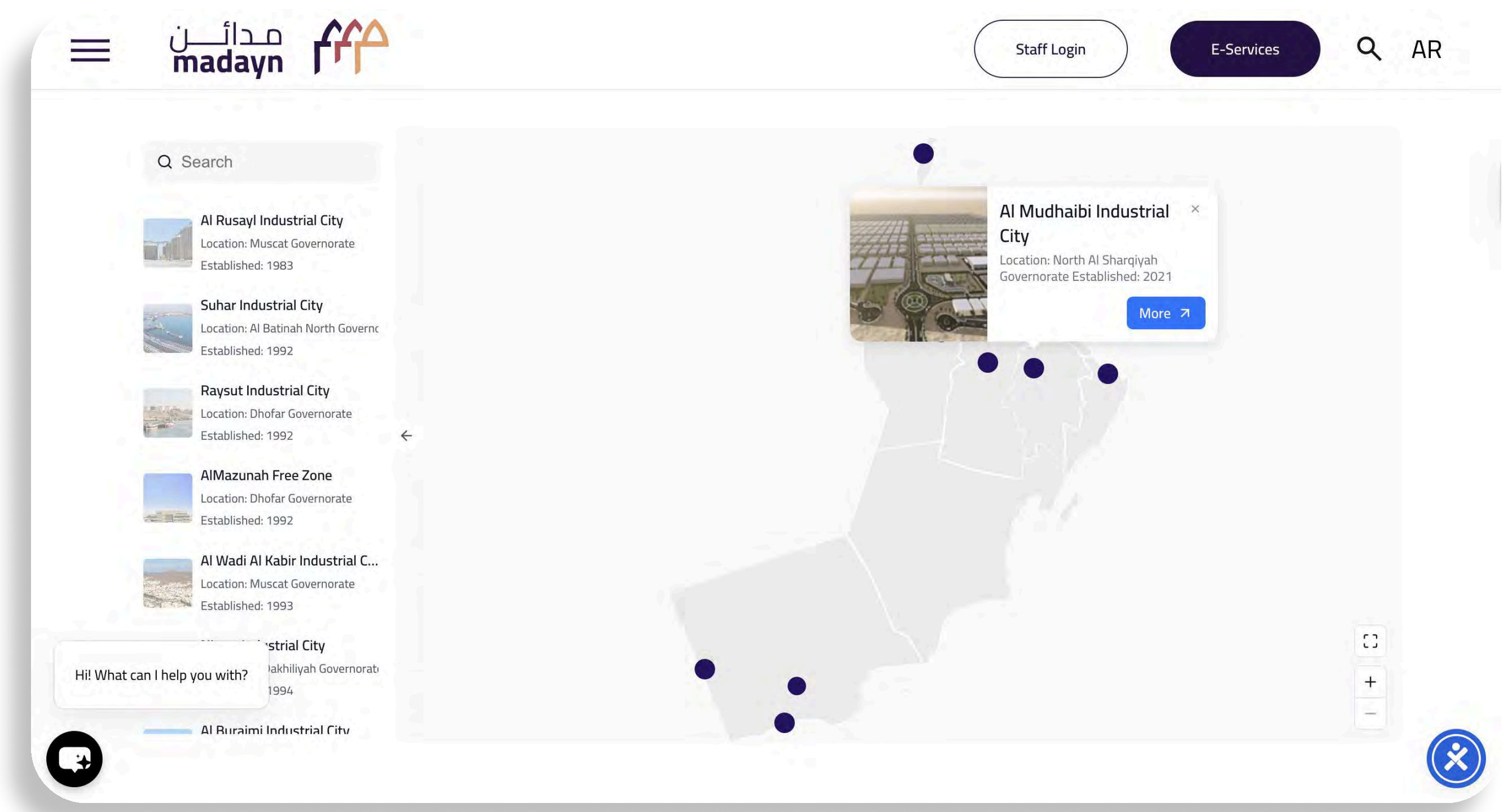
- Proximity to major ports and airports – facilitating smooth import/export of goods.
- Seamless connectivity to Gulf and international markets via road, sea, and air transport networks.
- Appealing incentives for investors through tax and customs benefits.
- Comprehensive facilities and services for businesses and employees (including availability of skilled labor).
- Collaboration opportunities with existing industries.
- Fully serviced industrial plots and facilities to suit diverse investment needs.



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Search For:

- Industrial Cities
 - Al Rusayl Industrial City
 - Suhar Industrial City
 - Raysut Industrial City
 - Al Wadi Al Kabir Industrial City
 - Nizwa Industrial City
 - Al Buraimi Industrial City
 - Sur Industrial City
 - Sama'il Industrial City
 - Mahas Industrial City
 - Ibri Industrial City
 - Al Mudhaibi Industrial City
 - Al Suwaiq Industrial City



[Staff Login](#) | [E-Services](#) | [AR](#)

- Al Rusayl Industrial City**
Location: Muscat Governorate
Established: 1983
- Suhar Industrial City**
Location: Al Batinah North Govern...
Established: 1992
- Raysut Industrial City**
Location: Dhofar Governorate
Established: 1992
- AlMazunah Free Zone**
Location: Dhofar Governorate
Established: 1992
- Al Wadi Al Kabir Industrial C...**
Location: Muscat Governorate
Established: 1993
- Al Buraimi Industrial City**
Location: Al Batinah North Governab...
Established: 1994

Al Mudhaibi Industrial City
 Location: North Al Sharqiyah Governorate
 Established: 2021

Hi! What can I help you with?



In December 2024, Nazdahr's "Oman Nation Brand" visual identity voting campaign formed the first of many public engagement initiatives for the Sultanate's ongoing nation branding strategy. For this landmark campaign, Marca was asked to develop a comprehensive social media strategy. The campaign was a remarkable success, with over 62,500 citizens and residents from all over Oman casting their votes!

Social Media Management

Press Releases

PR Support



#MyOmanMyStory



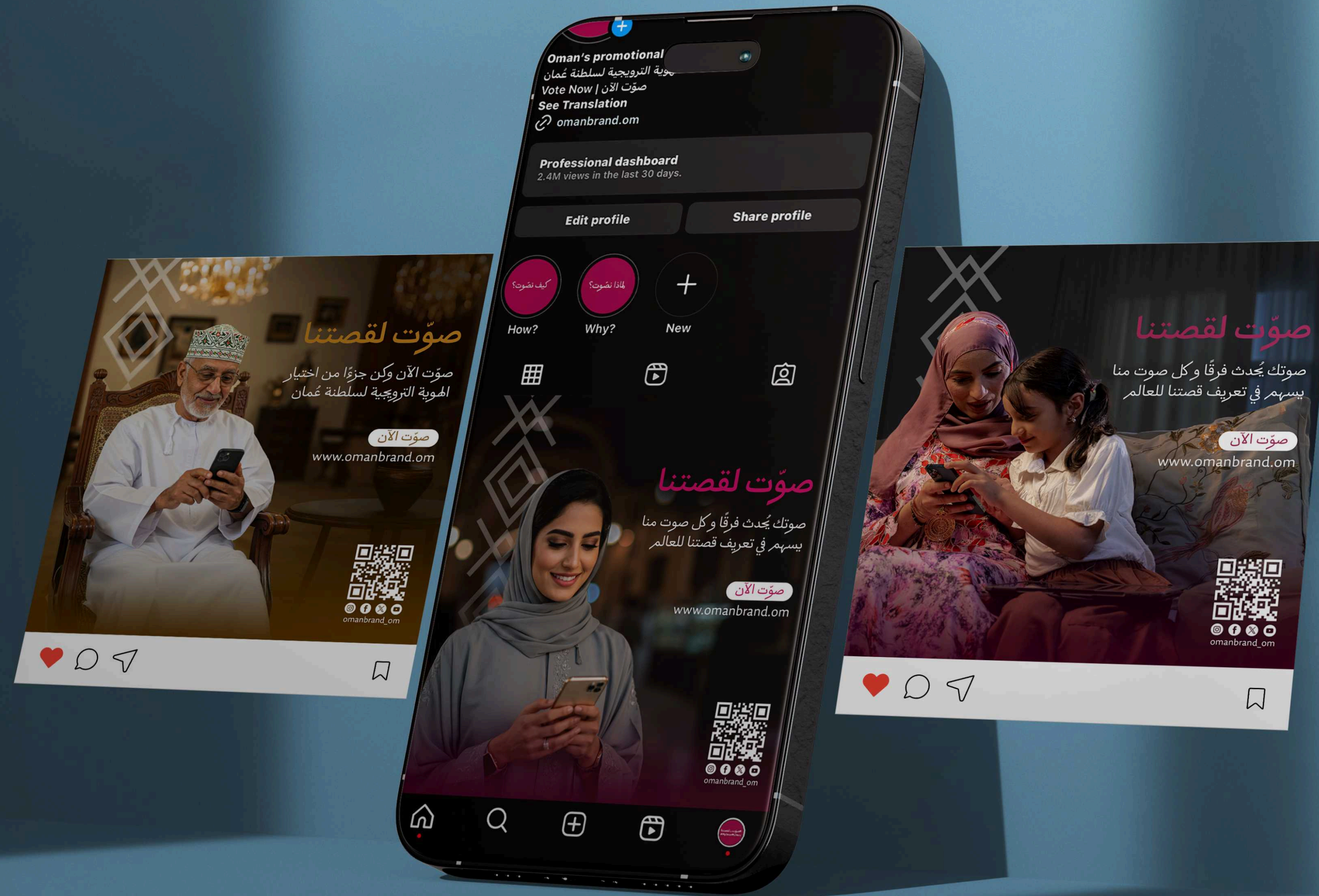
#MyOmanMyStory

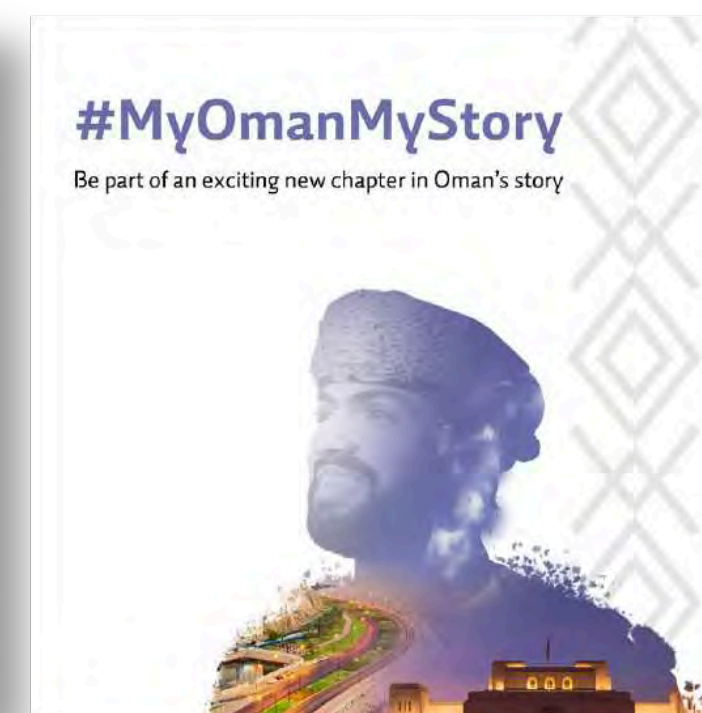
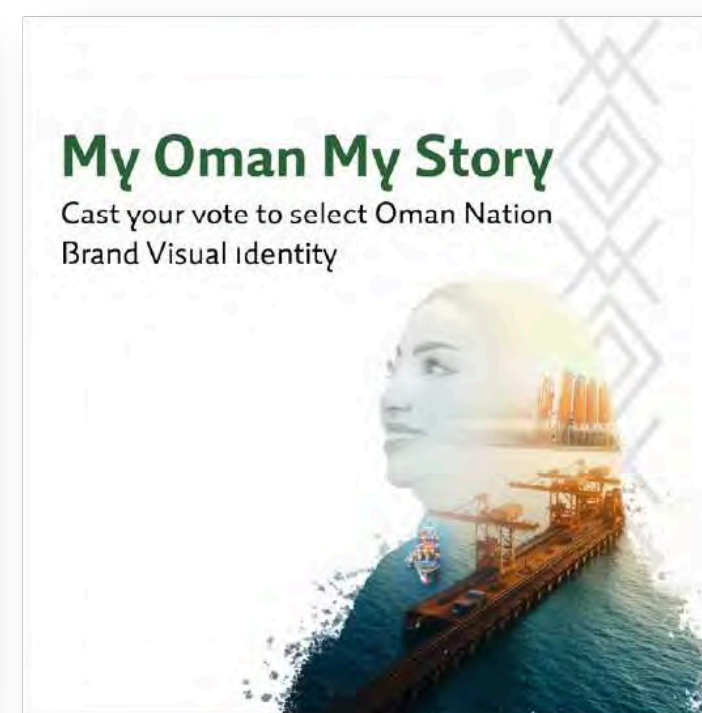
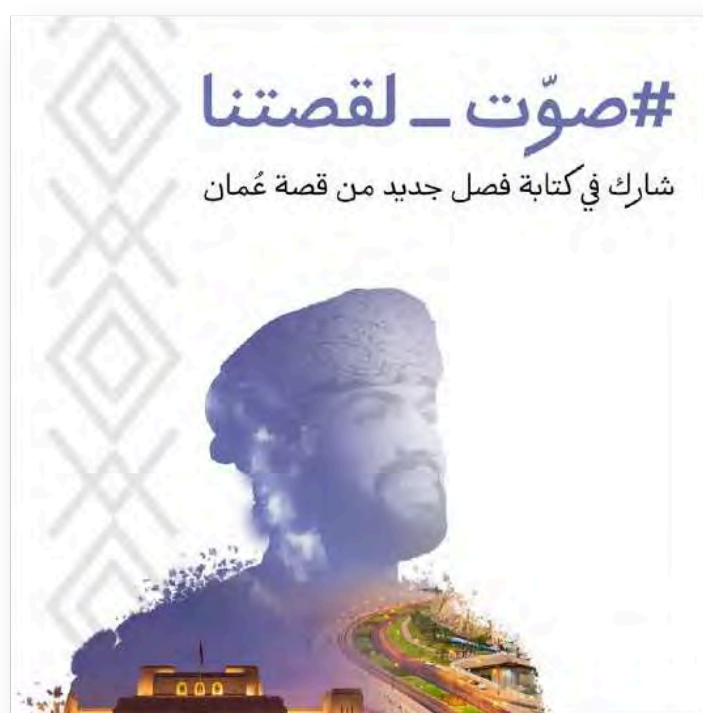
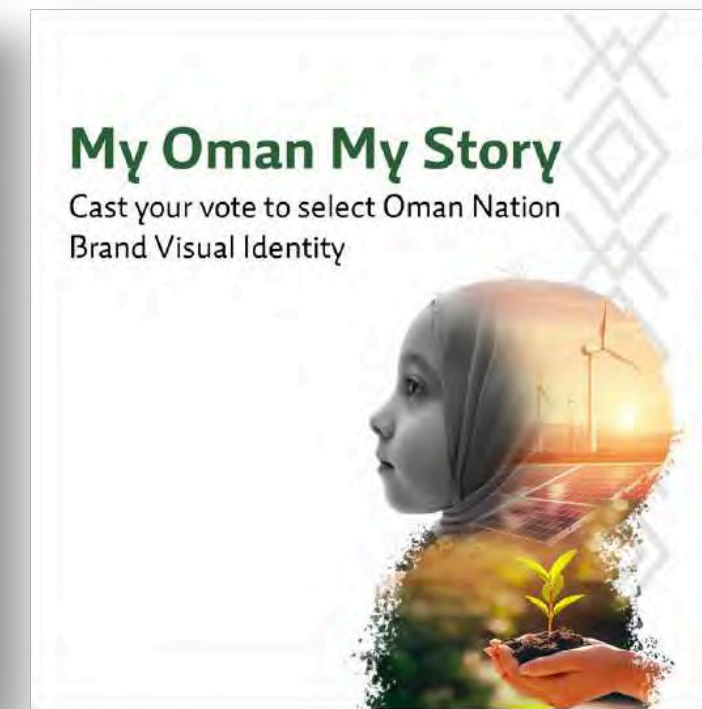
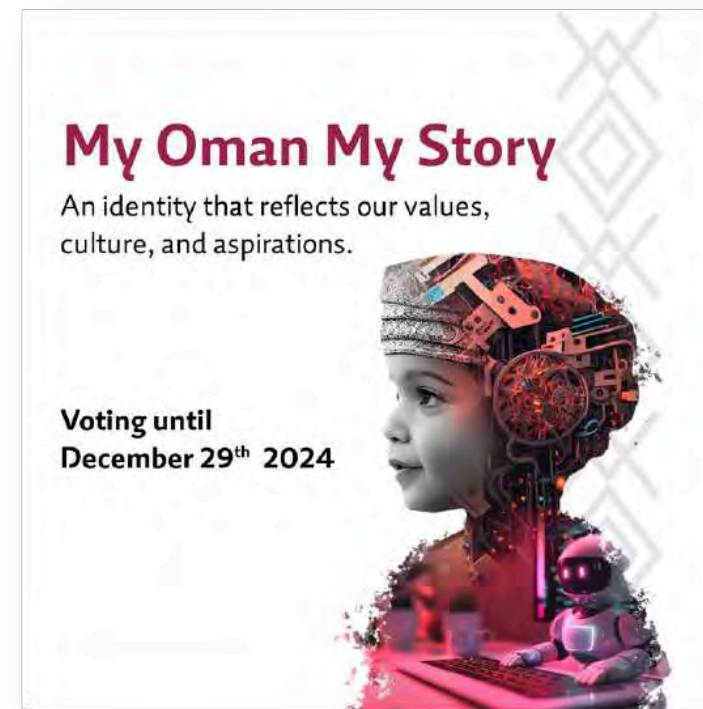
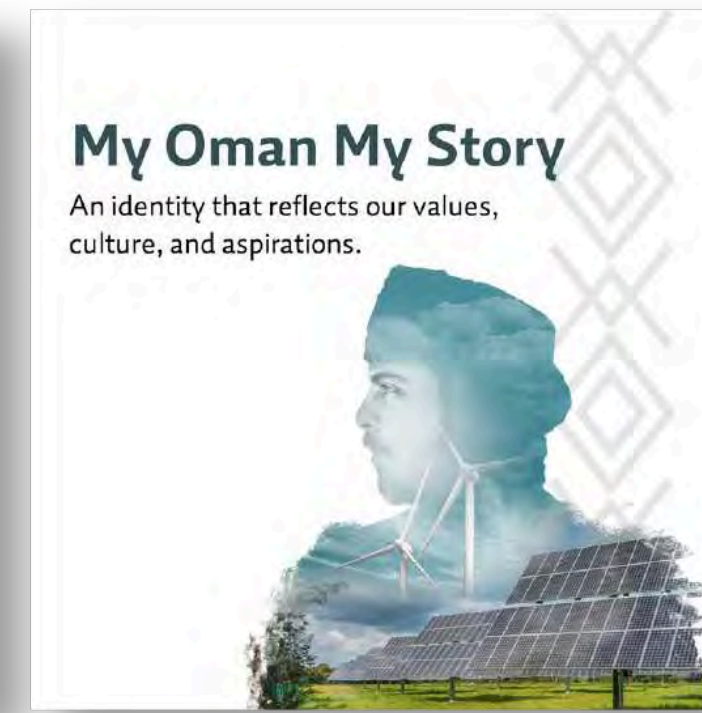
Be part of an exciting new chapter in Oman's story



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تهدف إلى بناء التصورات
عبر

السياسات
الأنشطة
الفكرة لمركزة الدولة

أهداف مشروع الهوية الوطنية

- إبراز سلطنة عُمان على الساحة العالمية
- مشاركة قصة عُمان الأصيلة من منظور محلي
- تسليط الضوء على مزايا عُمان للاستثمار الزيارة والمعيشة

مقابلة شخص ١٢٨

شملت

- المسؤولين الحكوميين
- أصحاب المعالي الوزراء
- الرؤساء التنفيذيين
- ممثلتي القطاعات الاقتصادية والأكاديمية

استبيان محلي ٥٠٠
- تم توزيعه في مختلف أنحاء سلطنة عُمان.

استطلاع رأي ميداني ١١
- استهدف مختلف فئات المجتمع.

استبيان دولي ٥,٥٠٠
- استهدف الأسواق الرئيسية (البحرين، رجال الأعمال، والموظفين).

٤ مليون كلمة مفتاحية
- تم تحليلها لدراسة الطلب والاتجاهات.

التصويت المجتمعي على الهوية البصرية لسلطنة عُمان

لأن "الهوية الوطنية" تمثل الجميع وتحاكي طموحاتنا حول عُمان، والقصة التي نريد سردها للعالم، يأتي التصويت المجتمعي لإشراك المجتمع في اختيار الهوية البصرية الوطنية.

- التصويت للهوية البصرية والتي هي إحدى مكونات الهوية الوطنية
- تسليط الضوء على مزايا عُمان للاستثمار الزيارة والمعيشة
- مشاركة قصة عُمان الأصيلة من منظور محلي
- إبراز سلطنة عُمان على الساحة العالمية

٢٩-٣١ ديسمبر في الفترة ما بين

متنوع مراكز تصويت مختلفة أنحاء السلطنة

تسليط الضوء على مزايا عُمان للاستثمار الزيارة والمعيشة

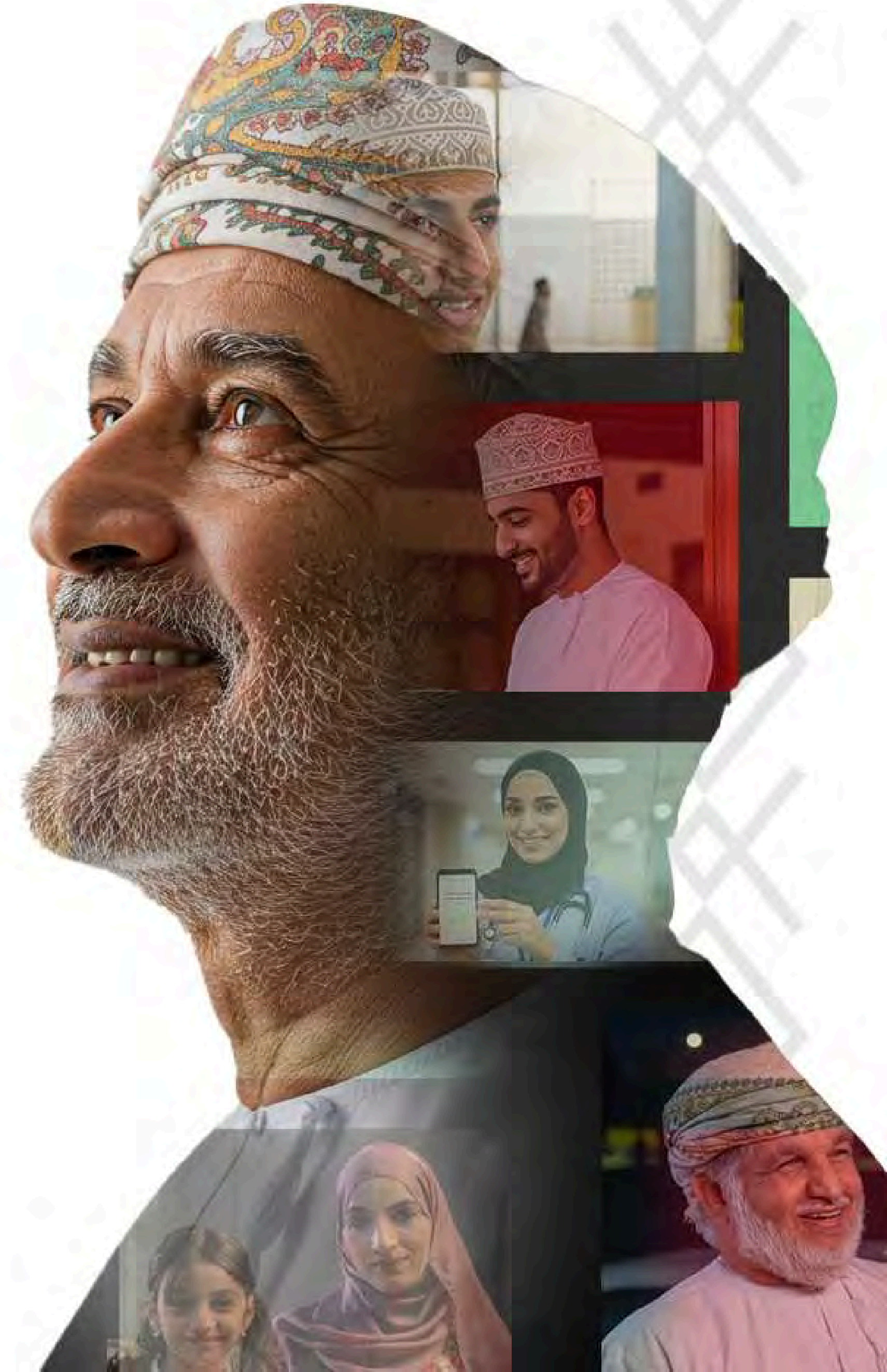
٥٠٠

١١

٥,٥٠٠

٤

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My Oman My Story

हर आवाज हमारी कहानी को
दुनिया के लिए परभाषति करने में
मदद करती है

अब वोट करें

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صَوْت لِقِصَّتِنَا

صوتك يحدت فرقاً و كل صوت منا
يسهم في تعريف قصتنا للعالم

صَوْت الآن

www.omanbrand.om



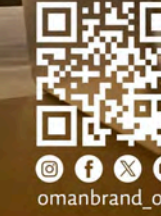
omanbrand_om

My Oman My Story

दुनिया के लिए हमारी कहानी को परभाषति करने में हर
आवाज मायने रखती है.

अभी वोट करें

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My Oman My Story

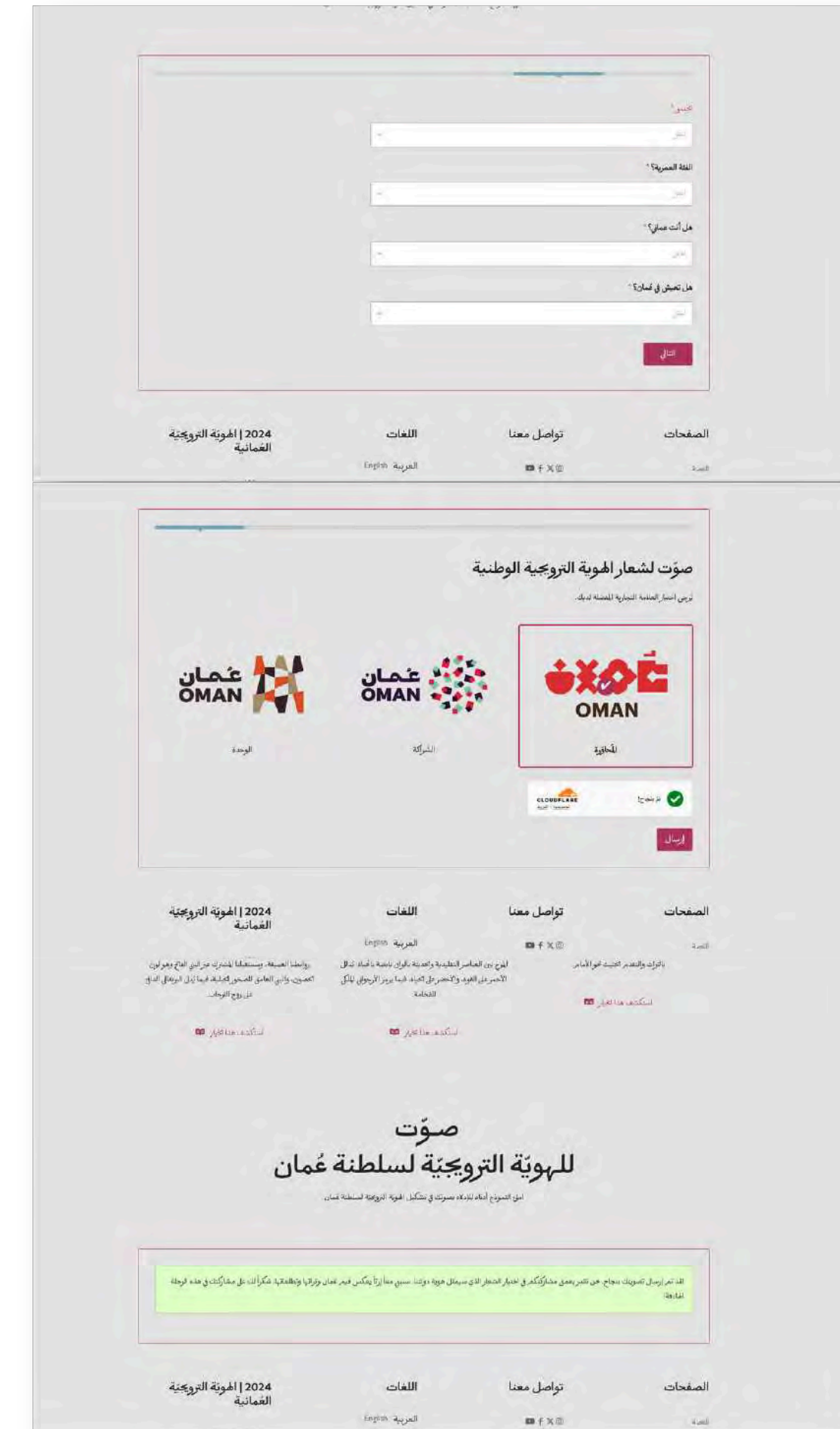
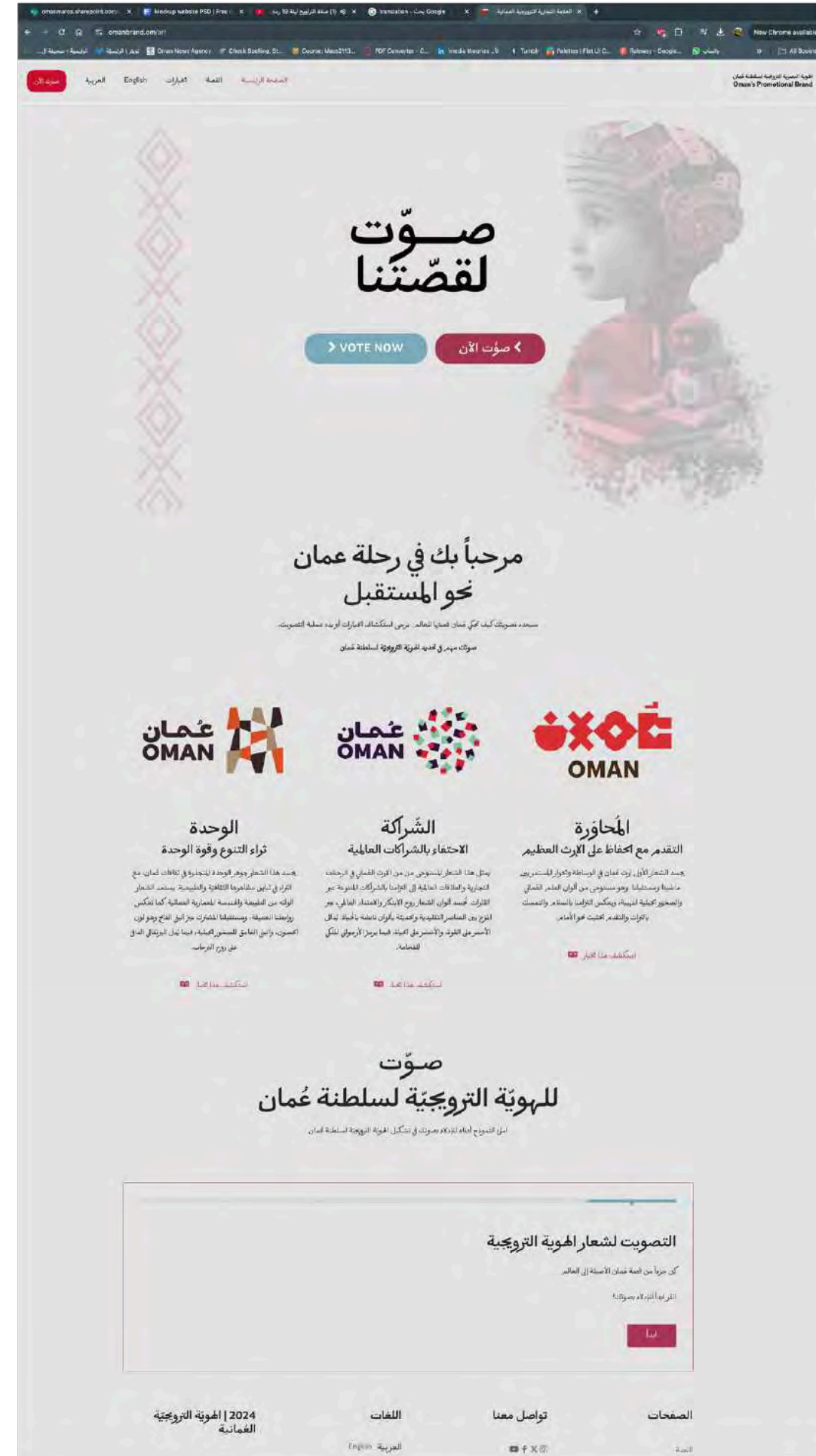
ہر آواز دنیا کے لیے ہماری کہانی کو بیان کرنے میں
شمار ہوتی ہے -

ابھی ووٹ دیں

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My Oman My Story

Vote now and take part in choosing
Oman's promotional brand



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فتح باب التصويت المجتمعي لاختيار الهوية البصرية الترويجية لسلطنة عُمان

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لماذا هذه الحملة

بعد 12 شهراً من البحث المكثف،
تهدف الحملة لتعزيز قصة سلطنة
عُمان من خلال هوية مستوحاة من
عناصر تصميم متنوعة ومبتكرة.

ما هي الحملة؟

حملة وطنية لاختيار الهوية البصرية الترويجية
لسلطنة عُمان، وهي ضمن استراتيجية
طويلة تهدف لعرض قصة سلطنة عُمان
الملهمة للعالم.

الخطوة القادمة >>

الإعلان عن الهوية الفائزة
في أوائل عام ٢٠٢٥

الهوية الفائزة ستصبح
الهوية البصرية الترويجية
لسلطنة عُمان

التصويت على الهوية البصرية الترويجية

١. قم بزيارة الموقع الإلكتروني
omanbrand.om

٢. أدخل بياناتك

٣. اختر الشعار المفضل
من بين الخيارات المتاحة

٤. اضغط على كلمة "تصويت"
التصويت



صوت الآن



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Voting for Oman's Promotional Brand

www.omanbrand.om

What is the campaign?

The Sultanate's country-wide Oman
Promotional Visual Identity. Voting
Campaign is dedicated to selecting a visual
identity for the long-term nation brand
strategy aimed at showcasing Oman's
inspiring story to the world.

Why this campaign?

After 12 months of extensive research,
the campaign aims to enhance Oman's
promotional positioning through a
brand inspired by diverse and innovative
Omani design elements.

Voting for Oman's Promotional Brand

- 1 Visit omanbrand.om
- 2 Select your preferred logo from
the available options
- 3 Enter your information
- 4 Click on "Vote"

Voting
Mechanism

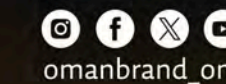
Next Step >>

The winning identity will
be announced early 2025

The winning logo will become
the official emblem of Oman's
promotional visual identity



Vote Now!



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تحليل ورصد نتائج التصويت المجتمعي للهوية البصرية الترويجية لسلطنة عُمان

التصويت حسب الفئات العمرية



الفئة العمرية الأكثر مشاركة في التصويت كانت من 31 إلى 40 سنة بنسبة 31%، تلتها الفئة العمرية من 19 إلى 30 سنة بنسبة 26% ثم الفئة العمرية من 41 إلى 50 سنة بنسبة 21%.

التصويت حسب الجنس



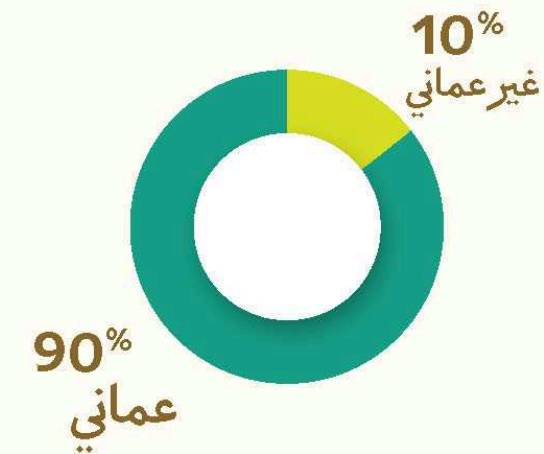
بلغت نسبة التصويت بين الذكور 57%، بينما بلغت بين الإناث 43%.

المحافظات الأعلى تصويتاً:



تصدرت محافظة مسقط التصويت بأعلى نسبة بين المحافظات، حيث بلغت 35%، تلتها محافظة ظفار بنسبة 16%، ثم محافظة شمال الباطنة بنسبة 13%.

التصويت حسب الجنسية



بلغت نسبة العُمانيين المشاركين في التصويت 90%، في حين بلغت نسبة المشاركين من المقيمين 10%.

التصويت من قبل المقيمين

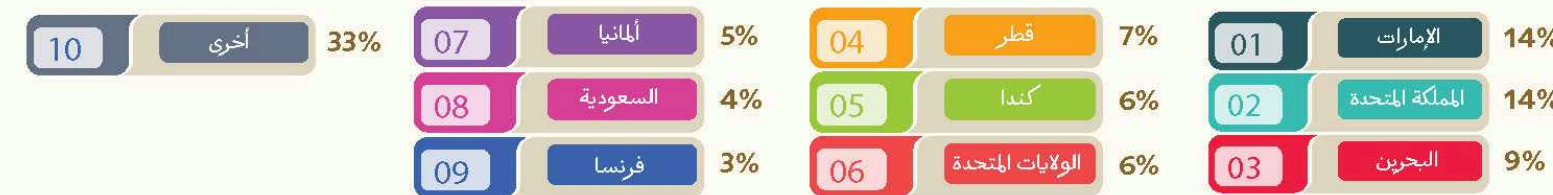


بلغت نسبة المشاركين في التصويت من المقيمين من الجنسية المصرية 29%، تليها الجنسية الهندية بنسبة 24%، ثم الباكستانية بنسبة 9%.

الدول الأعلى زيارة لموقع التصويت



الدول التي صوتت منها العُمانيون من خارج سلطنة عُمان



بلغت نسبة المشاركين من العُمانيين المقيمين في دولة الإمارات 14%، مماثلةً لنسبة المصوتين من العُمانيين في المملكة المتحدة، تلتها البحرين فقطر.







Since 1976

For the prestigious Saudi luxury goods brand Deraah, Marca's team was on hand to collaborate on their "Essence of Elegance" campaign, which celebrated the art of perfumery through immersive storytelling and captivating visuals. Our team delivered a range of marketing and branding collateral – which Deraah was delighted to share with their online audience.

Marketing & Branding Collateral

Creative Concepts



عبّر عن مشاعرك بطريقة مختلفة
واختار هديتك الآن

درعه
DERAAH



Since 1976

عطرك على جوك

BUY 1 GET
اشتر منتج واحد واحصل على

مجرباً 2
FREE

على كافة منتجات العطور
في جميع معارضنا والمتجر الإلكتروني



Since 1976



17 فرع

ذكرى تولى

جلالة السلطان هيثم بن طارق المعظم -حفظه الله ورعاه-

مقاليد الحكم

Jan 11 | Accession Day

درعه
DERAAH

مجاناً

نصف مشترياتك

Buy and get half of your bill for FREE!



DERAHH
Since 1976



DERAHH
Since 1976

مجاناً

نصف مشترياتك

Buy and get your half your bill as a free

درعه
DERAAH
Since 1976

عرض يجمّل

اشتر 1 واحصل
على 2 مجانًا



درعه
DERAAH
Since 1976

اهدي من تحب

تشكيلة من الهدايا الراقية
في انتظارك

ساعة براود ستيل
فضي رجالي



درعه
DERAAH
Since 1976

اهدي من تحب

تشكيلة من الهدايا الراقية
في انتظارك

طقم سوارية جديد



درعه
DERAAH
Since 1976

عطر بورموا

POUR MOI



درعه
DERAAH
Since 1976

عطر بديستال

LINK





For Bima, Oman's award-winning online insurance portal, Marca was given the opportunity to design the company's first-ever billboard campaign. The client's brief was to create a buzz with a humorous and disruptive message. Our creative team designed a series of billboard concepts showcasing an Omani man confronting an Arabian Leopard. Despite the danger of situation, the Bima insurance mobile app was there to save the day!

Billboard Marketing

Creative Concepts





Despite the danger of situation, the Bima insurance mobile app was there to save the day!



For the Authority for Public Services Regulation's 2022 Annual Report, Marca was tasked to manage the content/design production and publishing of the report. Our team also integrated key chapters of the report into an online web-page version with live, animated charts that could be easily read, understood, and shared.

Annual Report Content

Web Integration

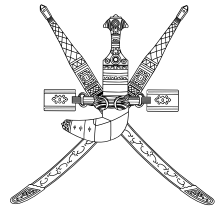
Annual Report Design & Development







وزارة الثقافة والرياضة والشباب
Ministry of Culture, Sports and Youth



المخ
الإعلامي

We partnered with MCSY to amplify their programmes through strategic social media marketing, seamless Arabic-English translation, and various rebranding activities. The result was a clear and unified voice that strengthened engagement across platforms, while aligning the Ministry's services with the expectations and aspirations of its cultural, sports, and youth communities.

Social Media Marketing

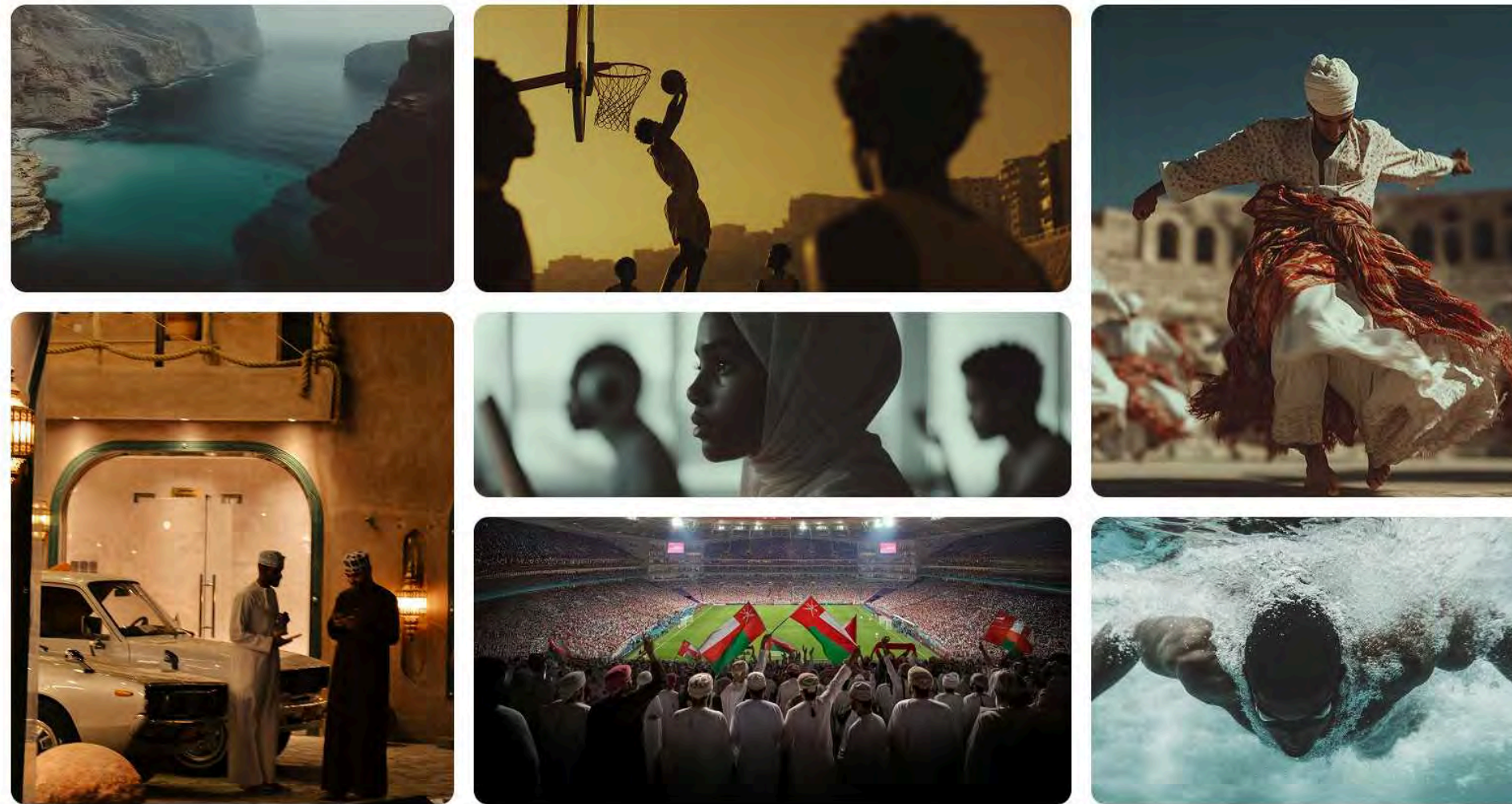
Rebranding & Renaming

Arabic / English Translation



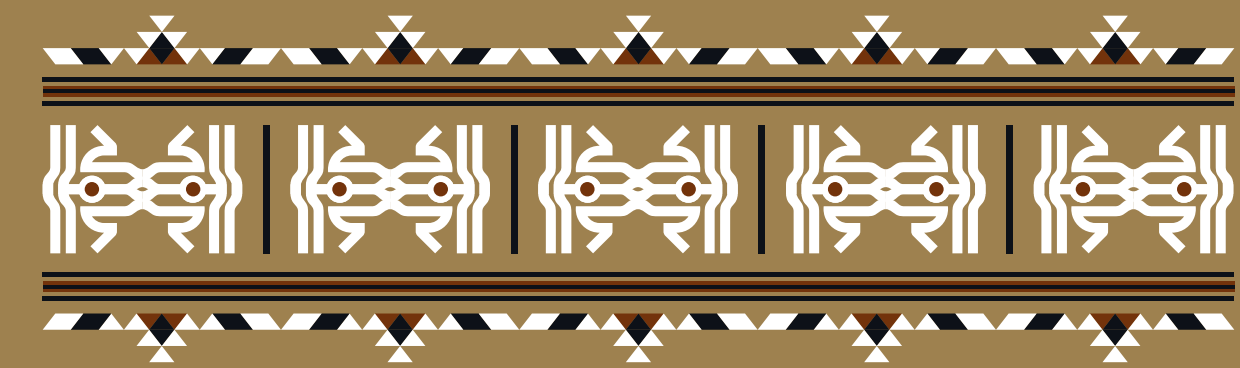
Photography Overview

Our photography highlights Oman's athletic prowess, cultural heritage, and youthful energy. Each image embodies a forward-thinking vision, capturing authenticity and reflecting the nation's vibrant spirit.



- Strategic Foundation
- Tone Of Voice
- Visual Identity
 - Logo
 - Typography
 - Colors
 - **Photography**
 - Brand Elements
 - Grid Systems and Layouts
- Applications

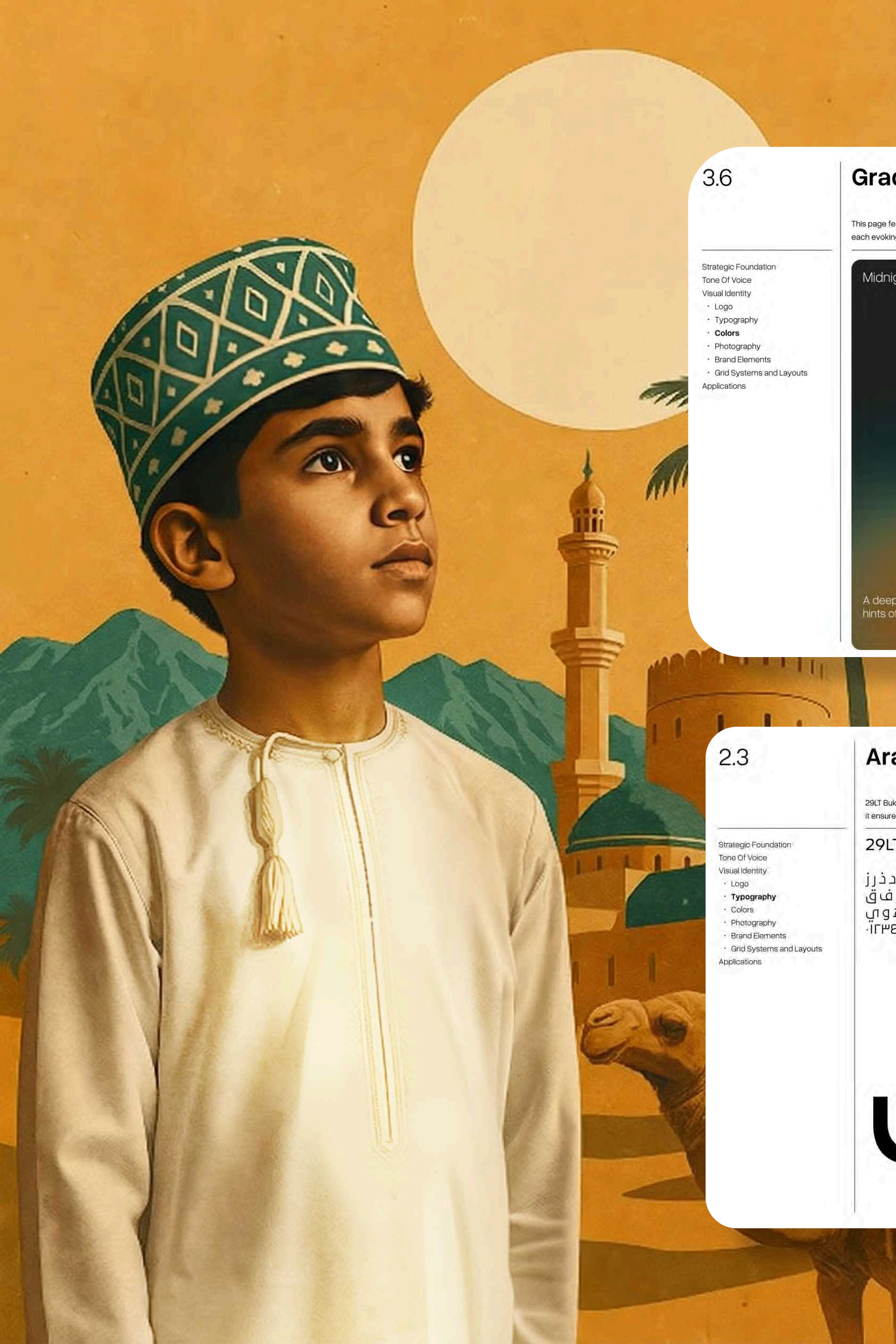
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Proportion

Our color palette embodies Oman's diverse landscapes and rich heritage, from tranquil oasis waters to golden desert hues. Each shade reinforces our identity as a credible, vibrant media hub that connects, inspires, and shapes meaningful dialogue.

Oasis Depths #053333	Jebel Green #12664F	Palm Grove #3B8F75	Amber Dunes #C7F266
Sunrise Majesty #D1BFA0	Sandstone Whisper #F2E80E	Frankincense Mist #B0D9C7	Falaj Stone #2B2B2B
		White #FFFFFF	



3.6

Gradient Shades

This page features four radiant gradient palettes, Wadi Twilight, Golden Dunes, Oasis Dawn, and Desert Mirage, each evoking the region's warmth and subtle transitions. They enrich our visual identity with depth and cohesion.

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<p>Midnight Wadi</p> <p>A deep, mysterious black with hints of teal and gold.</p>	<p>Desert Mirage</p> <p>A warm mix of dark sand and oasis green, creating an illusion of shifting tones.</p>	<p>Golden Dusk</p> <p>Inspired by the golden hues of a fading desert sunset.</p>	<p>Ember Tide</p> <p>A dark, glowing ember-like shade with a deep warmth.</p>
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2.3

Arabic Typeface

29LT Bukra is our dedicated Arabic typeface. Handpicked for its versatility and clarity, it ensures that our communications maintain a visually cohesive aesthetic across both digital and print platforms.

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<p>29LT Bukra light</p> <p>أ ب ت ث ج ح ذ ز ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩</p>	<p>29LT Bukra regular</p> <p>أ ب ت ث ج ح ذ ز ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩</p>	<p>29LT Bukra semi bold</p> <p>أ ب ت ث ج ح ذ ز ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩</p>
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ج ح ت ث أ ب







"يا مسقط الفكر" أيقونة الذاكرة العُمانية

رائعة وطنية جمعت الفن الخليجي بالكلمة العُمانية الرهينة

كلمات : عبدالله بن طخر العامري.
الحان : السيد خالد بن حمد البوسعيدي.
غناء : عبدالمجيد عبدالله.
المناسبة : انطلاقة مهرجان مسقط ١٩٩٨.






Thank you!

Contact Us: Let's Meet!

connect@marca.om

(+968) 9176 7770