

34th
EDITION

TOP 5 REASONS FOR YOU TO BE PART OF **COMEX**

Unlock the Future of Tech Investments in
OMAN and the **GCC**



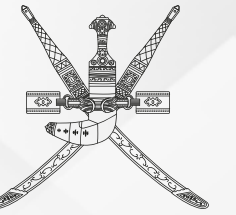
COMEX

GLOBAL TECHNOLOGY SHOW

7-10 SEP 2025 | OMAN CONVENTION
& EXHIBITION CENTRE

SUPPORTED BY

سلطنة عُمان
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Sultanate of Oman
Ministry of Transport, Communications and
Information Technology



ORGANISER

 **Arabian
Research
Bureau**
الدار العربية

 **OITE**
GROUP
SINCE 1982

OVERVIEW/PURPOSE

■ PURPOSE

To connect you with Oman and the GCC's rapidly growing technology and innovation ecosystem, fostering collaboration, investment, and growth.

WHY COMEX?

■ 33 YEARS OF EXCELLENCE

A premier platform for showcasing cutting-edge technologies and innovations.

■ STRATEGIC LOCATION - OMAN AS THE GATEWAY TO GCC MARKETS

Oman, strategically located at the entrance to the Arabian Gulf and at the heart of submarine networks serves as a natural gateway to the GCC and Yemen - regions with a combined population of over 95 million, and significant opportunities in ICT and infrastructure. This position facilitated Oman's establishment of around 21 submarine cable systems, enabling robust fiber optic connections to Asia and Europe. Initiatives such as Oman Emirates Gateway (OEG), a 275-kilometre international fiber optic submarine cable launched by Omantel - the first GCC carrier to land a

submarine cable in Europe - and du (from Emirates Integrated Telecommunications Company), strengthen regional connectivity and capacity and position Oman as a key player in the global communications hub. Additionally, Oman Broadband's collaboration with a Saudi ICT company to enhance fiber optic networks further reinforces international connectivity, benefiting operators and meeting evolving market demands. Complemented by high-quality seaports in Salalah, Duqm, Muscat, and Sohar, Oman ensures efficient trade and unparalleled access to some of the region's fastest-growing markets.

■ UNPARALLELED NETWORKING

Engage with decision-makers, government leaders, investors, industry pioneers, and other delegations from over 60 countries with investment or trade interest in Oman, Yemen and the GCC region.

WHAT AWAITS YOU?

- Exclusive B2B, B2G, and G2G meeting opportunities.
- Insights into Omani markets, regulations, and investment landscapes.
- Access to a dynamic exhibition of emerging technologies and innovations.

OMAN'S ICT SECTOR: A TECH-ADVANCED NATION ON THE RISE

The Oman ICT market size is projected to grow from USD \$5.47 billion in 2024 to USD \$9.07 billion by 2029, reflecting a robust CAGR of 8.88% during the period. This rapid expansion showcases Oman's commitment to becoming a leading regional hub for digital transformation and technological innovation." – [Telecom Review](#)

Why this matters to you

Exhibitors at COMEX gain direct access to a rapidly growing ICT market that is creating significant opportunities for businesses across diverse technology domains.

ROBUST DIGITAL INFRASTRUCTURE

"Oman's ICT sector boasts over 15,000 employees, 4,701 companies, and six Tier-3 data centers, supported by 20 international submarine cables for seamless global connectivity." – [MTCIT Report](#)

Why this matters to you

Businesses at COMEX benefit from cutting-edge facilities and a globally connected infrastructure.

ADVANCING CONNECTIVITY

"With 70% 5G, 97% 4G and 99% 3G coverage, along with 120% mobile broadband penetration, Oman offers a highly connected market for ICT innovations and solutions." – [MTCIT Report](#)

Why this matters to you

COMEX provides a platform to leverage Oman's advanced connectivity infrastructure for launching and scaling ICT products.

CYBERSECURITY EXCELLENCE

"Oman ranks 21st in the UN Global Cybersecurity Index, showcasing its commitment to a secure and reliable digital environment for businesses and investors." – [MTCIT Report](#)

Why this matters to you

Exhibitors can confidently engage in Oman's secure and business-friendly ICT ecosystem.

INNOVATION AND SUSTAINABILITY

"Innovation hubs like the Innovation Park Muscat and Knowledge Oasis Muscat offer international businesses opportunities for R&D, collaboration, and market expansion. Oman's commitment to sustainability, with incentives for green energy use in data centers, aligns with global trends in eco-friendly ICT operations." – [MTCIT Report](#)

Why this matters to you

COMEX provides direct access to these hubs and supports exhibitors in exploring sustainable ICT solutions.

GOVERNMENT COMMITMENT AND TALENT DEVELOPMENT

"The National Program for AI and Advanced Digital Technologies exemplifies the government's dedication to integrating cutting-edge technologies across sectors. Initiatives like the Oman Technology Fund and National Innovation Strategy cultivate local ICT talent, promoting innovation and supporting startups." – [Telecom Review](#)

Why this matters to you

COMEX serves as a gateway to connect with government-backed programs, fostering partnerships and talent-driven innovation.

GCC AND YEMEN ICT SECTORS

The GCC ICT Market size is estimated at USD 141.32 billion in 2025, and is expected to reach USD 222.37 billion by 2030, at a CAGR of 9.49% during the forecast period. This expansion is driven by substantial investments in digital infrastructure, cybersecurity, and smart city initiatives, creating a fertile environment to explore partnerships and business opportunities. Source

Yemen's digital engagement is rising, with 3.6 million social media users (up 44% in 2024), signaling growing demand for digital services. Despite challenges in internet speeds, these gaps present investment opportunities in connectivity and digital platforms, offering a unique chance to drive growth in an emerging ICT market. Source

KEY ADVANTAGE

Oman serves as a cost-effective hub to access both the GCC and Yemen. With advanced infrastructure low operating costs, and strategic proximity to both markets, Oman is the ideal base for businesses looking to capitalize on the region's rapidly growing ICT opportunities.



DID YOU KNOW?

Oman has established Free Trade Agreements (FTAs) with the Gulf Cooperation Council (GCC) Customs Union, Greater Arab Free Trade Area (GAFTA), the United States, and Singapore. Oman is currently negotiating FTAs with the United Kingdom, India and China

RECENT DEVELOPMENTS IN KEY ICT FIELDS

▪ ARTIFICIAL INTELLIGENCE

"Oman's government has launched the National AI and Advanced Digital Technologies Program to boost the digital economy's contribution to GDP to 10% by 2040. Key initiatives include establishing a National Centre for AI R&D, an AI Studio, and developing Oman GPT, an AI model tailored to the nation's culture. The Ministry of Economy has approved a 2025 budget of OMR 15 million for AI projects, with OMR 10 million for government agencies and OMR 5 million for governorates. Notable projects include AI solutions for the Ministry of Labour, Dhofar Municipality, Environment Authority, Ministry of Health, Ministry of Information, and MTCIT."

[Telecom Review](#)

Why this matters to you

Oman's advancements in AI create unique opportunities to engage in a rapidly growing market, explore innovative partnerships, and capitalize on the region's digital transformation.

▪ SPACE TECHNOLOGIES

"Oman achieved a milestone in its space sector with the successful launch of its first satellite, Aman-1, paving the way for further advancements. The National Space Organization (NASCOM) plans to build the first spaceport in the MENA region in Al Duqm, further enhancing Oman's role in space sciences. The Global Space and Technology Company introduced Zone 88, a hub for space industries, while ETCO Space announced plans to establish a satellite manufacturing joint venture in Oman." – [Telecom Review](#)

Why this matters to you

Oman's growing space sector provides a platform for international collaborations in satellite technology, space communications, and infrastructure development.

▪ SATELLITE COMMUNICATIONS

"Starlink Muscat, licensed to operate in Oman, is set to provide satellite communication systems for public services, addressing connectivity challenges in remote regions." – [Telecom Review](#)

Why this matters to you

Exhibitors specializing in satellite technology can capitalize on Oman's burgeoning demand for advanced communication solutions.

▪ INTERNET EXCHANGE INFRASTRUCTURE

"Oman recently launched Oman-IX, a neutral internet exchange connecting major telecom providers, data centers, hyperscalers, and cloud services across the Middle East and beyond. Powered by AMS-IX from Amsterdam and hosted at Equinix's neutral carrier data center in Muscat, Oman-IX marks a significant leap in the region's digital transformation." –

[Telecom Review](#)

Why this matters to you

With Oman-IX enhancing regional and global connectivity, exhibitors at COMEX can leverage Oman's position as a critical digital hub to expand their operations and networks.

INVESTMENT OPPORTUNITIES IN OMAN'S ICT SECTOR INCLUDE BUT NOT LIMITED TO:

Semiconductors

Data Centers

AI

Space

Cyber Security

Smart City Initiatives

FinTech Solutions

Agritech

Logistics Technology

Gaming

Electronics

Programming

Engineering Solutions

E-Government Solutions

IoT

Startups

Blockchain

ICT Training

5G Networks and the expansion
of Fiber Networks

E-Health

E-learning

Cloud Computing

Disaster Recovery Services

Renewable & Sustainable Energy

EXCLUSIVE B2B, B2G, AND G2G MEETINGS FOR INTERNATIONAL PARTICIPANTS

▪ FACILITATED NETWORKING

Pre-arranged meetings with other participating entities, business leaders, government officials and other international delegates attending the event. Gain access to network and connect with industry leaders coming from across the globe.

▪ OPPORTUNITIES

Discuss collaboration in Artificial Intelligence, Space Technologies, the Metaverse, Quantum Computing, Programming, Mission-Critical Cloud, IoT, CyberTech, FinTech, eGovernment, Drones, Future Mobility, Sustainable Energy and Emerging Start-ups in Tech.

Build relationships with Omani, regional and international businesses. In 2024, COMEX facilitated over **60 MoUs** and deals worth **85M+ OMR**, with **78%** of exhibitors expressing satisfaction with lead opportunities with COMEX Tech Club community of 50,000+ tech professionals.



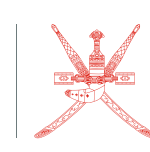
EXCLUSIVE SITE VISITS FOR COMEX INTERNATIONAL PARTICIPANTS: EXPLORE FREE ZONES AND INDUSTRIAL AREAS HOSTED BY KEY ORGANIZATIONS AND GOVERNMENT ENTITIES



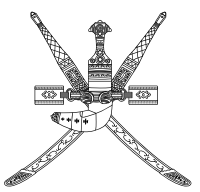
الهيئة العامة للمناطق الاقتصادية الخاصة والمناطق الحرة
Public Authority for Special Economic Zones and Free Zones
Sultanate of Oman



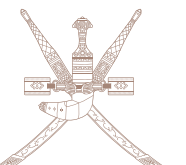
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وزارة التجارة والصناعة وترويج الاستثمار
Ministry of Commerce, Industry & Investment Promotion



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Ministry of Transport, Communications and
Information Technology



جهاز الاستثمار العُماني
Oman Investment Authority



BENEFITS

Gain insights into Oman's ICT ecosystem.
Explore investment- business ready locations and infrastructure.

EXCLUSIVE OMAN MARKET INSIGHTS SESSIONS CONDUCTED BY KEY GOVERNMENT ENTITIES – FOR COMEX INTERNATIONAL PARTICIPANTS ONLY

SAMPLE TOPICS (TOPICS TO BE CONFIRMED)

- Market Overview: Unlocking Opportunities in Oman's Digital Economy
- Navigating Omani Regulations and Legal Framework
- Soft Landing Strategies for Foreign Companies in Oman
- Understanding Oman's Taxation, VAT, and Incentives for Investors
- Cultural Insights: Building Strong Business Relationships in Oman
- Sector Spotlights: Key Industries and Growth Opportunities in Oman
- Logistics and Infrastructure: Connecting to the GCC and Beyond
- Accessing Local Talent: Workforce Development and Resources
- Financial Ecosystem: Banking, Funding, and Investment Opportunities
- Tech Innovation in Oman: Trends and Collaboration Opportunities
- Workshops on Exporting and Importing in Oman
- Sustainability and Green Opportunities in Oman
- Success Stories: Hear from International Companies Thriving in Oman
- Participating in ICT Tenders

FORMAT

20-minute presentations followed by 10-minute Q&A sessions.

SCHEDULE

Topics spread across four days with site visits integrated into the itinerary.

EXCLUSIVE FREE ACCESS TO ALL COMEX ELEMENTS AND ECOSYSTEMS

B2B MEETING ZONE



A dedicated area for scheduled and spontaneous networking sessions between businesses, government representatives, and international investors, Businessmen, Delegates In 2024, 78% of exhibitors expressed satisfaction with B2B opportunities.

INVESTORS LOUNGE



An exclusive space for investors to interact, explore opportunities, and discuss potential investments.

VIP MAJLIS



Reserved access for C-level attendees to engage in high-level discussions and private networking with 250+ VIPs, Ministers, Under Secretaries, DG's and Chairmans, CEOs.

DEALS HUB



A space where attendees can negotiate and finalize business agreements and announce partnerships to enhance publicity. In 2024, COMEX facilitated over 60 MoUs and deals worth 85M+ OMR.

PARALLEL CONFERENCES



Gain exclusive access to knowledge-sharing sessions and industry insights from global tech leaders and policymakers. Annual forums and panels attract over 1,000+ industry experts, providing valuable perspectives and trends. For Speaking Opportunities, click [here](#)

WORKSHOPS



Engaging, interactive sessions offering hands-on experience with emerging technologies and industry trends. Secure a workshop slot to connect directly with attendees, with each session attracting over 1,000+ participants.

HACKATHON



Witness innovative solutions and collaborations during the live hackathon competitions.

Benefits of Free Access

- Explore and showcase cutting-edge technologies, innovative solutions, and live demonstrations.
- Build connections with industry leaders, startups, and investors.
- Gain insights into Oman's technology and business ecosystem.



PRE-ARRANGED GALA DINNER EVENT FOR **INTERNATIONAL EXHIBITORS AND DELEGATIONS**

To network with who's who of Oman's ICT sector and international delegations from **60 countries** visiting

SOCIAL MEDIA AND INTEGRATED MARKETING BENEFITS

Extensive Digital Campaigns

Over **1.44 million**

Impressions across Oman via digital and outdoor screens.

62,000+

website visits and extensive web banner placements.

Campaigns on social media platforms, including YouTube, Instagram, and LinkedIn, generating

73,390+

Reach on social platforms.

8,000+

Engagements from interactions like replies, shares, and reposts.

168,000+

Impressions on content interactions across campaigns.

COMEX Tech Club App

40,000+ active users

including decision-makers, business representatives, and buyers.

Features include

- Connecting directly with government officials, CEOs, and innovators.
- Opportunities to form partnerships and access market trends.
 - Real-time event updates and networking tools.
- Highly rated by exhibitors, with 68% satisfaction reported.

Media and Influencer Engagement

Collaborations with **20+** social media influencers

and **40+** media partners
(local and international).

60+

press releases and blog articles published.
High-profile event coverage through TV, radio, and live streaming studios.

SOCIAL MEDIA AND INTEGRATED MARKETING BENEFITS

■ On-Site Digital Presence

Promotion through OCEC digital screens, road-side banners, and popular public spaces.
Integration of media advertisements and sponsorship branding into high-traffic zones.

■ Engagement Highlights

Push Notifications via the COMEX Tech Club App for exhibitor promotions.
Social media storytelling via influencer-led campaigns.
Video marketing, including testimonial videos with **1,000+** views.

■ WhatsApp Campaigns

Targeted outreach to **25,000+** contacts to amplify exhibitor visibility.

■ Integrated Marketing Power

We align our marketing campaigns with those of our participants, leveraging collaboration across social media platforms to amplify COMEX's reach and impact through powerful integrated marketing.

Why Choose COMEX for Marketing?

Gain unparalleled exposure through multi-channel marketing.
Build credibility via collaborations with top-tier media outlets.
Leverage digital tools to engage with targeted audiences in Oman and globally





AT COMEX, IT'S NOT JUST ABOUT THE NUMBERS IT'S ABOUT IMPACT, RESULTS AND ROI

While some technology events boast massive attendance, they often fall short in delivering tangible outcomes for participants. At COMEX, participation translates to real business opportunities, partnerships, and measurable growth. COMEX takes a focused approach through:

■ TARGETED AUDIENCE

Our attendees include decision-makers, government leaders, investors, and industry experts, guaranteeing meaningful connections and high-value interactions.

■ PROVEN ROI

78% of exhibitors reported satisfaction with lead opportunities, and 95% expressed eagerness to return for the next edition.

■ STRATEGIC ENGAGEMENT

Through curated B2B, B2G, and G2G meetings, exhibitors engage directly with the stakeholders that matter most to their business.

RECOMMENDED HOTELS DISTANCE TO OCEC



Crowne Plaza Muscat OCEC

Mirza Asim
mirza.asim@ihg.com
+968 9243 2184

★★★★☆ 4.4

2 min (650 m) 🚗



JW Marriott Muscat OCEC

Nadar Al Toqi
nader.altoqi@marriott.com
+968 91418569

★★★★☆ 4.7

2 min (650 m) 🚗



Mövenpick Hotel

Hisham Al Abri
hisham.alabri@movenpick.com
+968 9799 1425

★★★★☆ 4.6

8 min (6.3 km) 🚗



Novotel Muscat Airport

Pramod Mohol
pramod.mohol@accor.com
+968 71555181

★★★★☆ 4.4

9 min (5.9 km) 🚗



Hormuz Grand Muscat

Alaa Elchaar
alaa.elchaar@radissonhotels.com
+968 91389152

★★★★☆ 4.5

10 min (5.7 km) 🚗

BOOKING FOR VISA, FLIGHT, AIRPORT MEET & ASSIST, CAR RENTAL AND DAY TOURS

For any assistance or inquiries related to your travel and tours,
please feel free to reach out to our dedicated focal point:



RECOMMENDED TOURIST SPOTS



Sultan Qaboos Grand Mosque



Muttrah Corniche and Souq



Al Jalali and Al Mirani Forts



Royal Opera House



Oman National Museum



Qurum Beach



The Wave - Al Mouj



Nizwa Souq and Fort



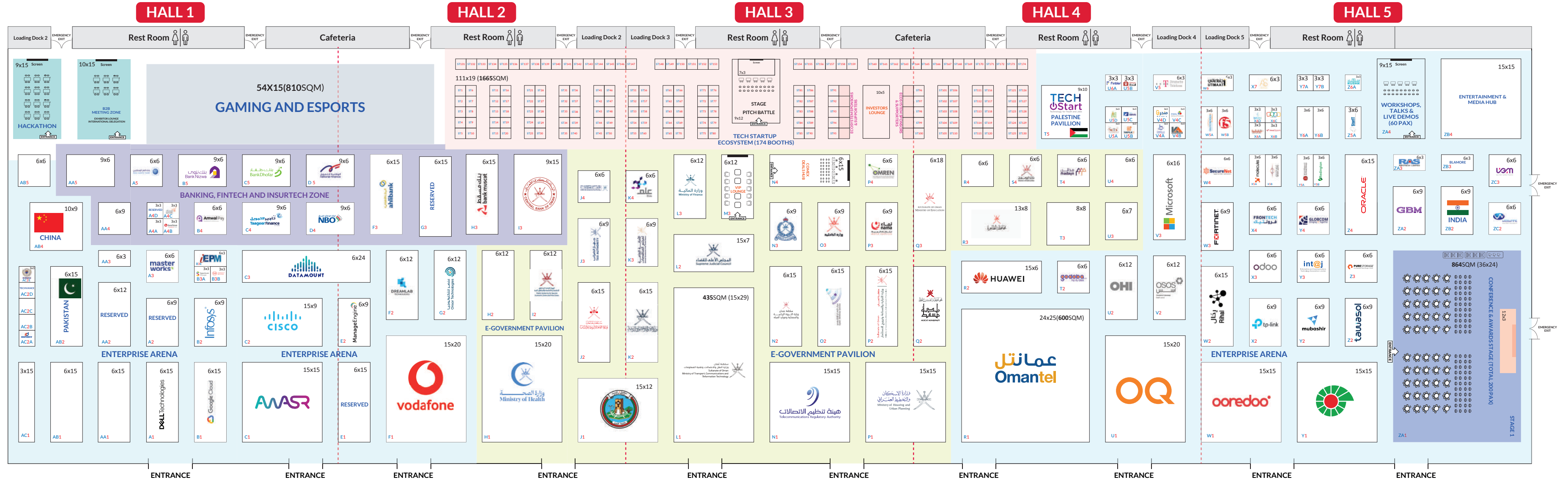
Wadi Shab



Bimmah Sinkhole

Oman, renowned for its stunning landscapes, including a majestic coastline, towering mountains, and vast deserts, along with its welcoming and hospitable people and culture and near-perfect winter climate makes it a top global tourist destination.

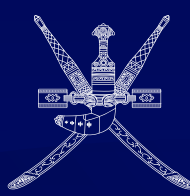






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oits
الجمعية العمانية لتقنية المعلومات
Oman Information Technology Society

33rd
EDITION



المعرض العالمي للتكنولوجيا
GLOBAL TECHNOLOGY SHOW

POST SHOW REPORT 2024

27-30 MAY 2024

OMAN CONVENTION & EXHIBITION CENTRE



www.comex-global.com



COMEX 2024 HIGHLIGHTS

ORGANISER

Arabian
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Bureau
الدار العربية



COMEX 2024 **STATISTICS**



Investments and Deals
Signed Valued at:

85+m OMR **220+m** USD

Increase by **112%**
compared to 2023



Number of Deals

60+



Number of Visitors

80,000+



Number of
Participating Entities

350



COMPANIES

184

Increase by **53%**
compared to 2023



GOVERNMENT ENTITIES

33



STARTUPS

133

Increase by **39%**
compared to 2023



Exhibition Area Space

17,322 SQM



Under the patronage of
His Highness Sayyid Theyazin bin Haitham Al Said,
the 33rd Edition of the COMEX Global Technology Show
(COMEX 2024), was held on 27 - 30 May 2024, at the
Oman Convention and Exhibition Center, Muscat.

The Opening Ceremony had attendance from over 180 of
the key decision makers including:

- Ministers, Under Secretaries and Chairmans
- Director General, Regional and International Directors
- Prominent Chief Executive Officers of Large Companies
- Ambassadors

Opening Ceremony Guests

250 **VIPs**

**His Highness Sayyid
Theyazin bin Haitham Al Said**

Minister of Culture, Sports and Youth

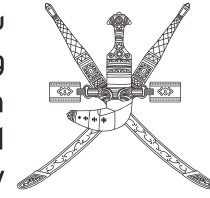
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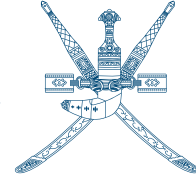
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MAIN SPONSORS



جهاز الضرائب
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MUSCAT MUNICIPALITY



وزارة الصحة
Ministry of Health

صندوق الحماية الاجتماعية
SOCIAL PROTECTION FUND

وزارة المالية
Ministry of Finance

بنك عُمان العربي
OMAN ARAB BANK

البنك الاهلي
ahlibank

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Omantel

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Public Authority for Special Economic Zones and Free Zones
Sultanate of Oman

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SMEs Development Authority

STRATEGIC PARTNER



PARTNERSHIP TOWARDS ENHANCING CYBERSECURITY



HACKATHON PARTNER

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Advanced Cybersecurity Academy

INNOVATION PARTNER

Microsoft

ENTERPRISE AI PARTNER

GBM

FUTURE OF INNOVATIONS

tp-link

LEADING ICT PARTNER

HUAWEI

SOVEREIGN AI ENABLER

ORACLE

ISLAMIC BANKING PARTNER

بنك نزوى
Bank Nizwa

AI PARTNER

ريال
Rihal

AVIATION PARTNER

مطارات عُمان
Oman Airports

TRANSOM

oman sats

سلطنة عمان
وزارة الثروة الزراعية
والسمكية وموارد المياه



وزارة الإسكان والتخطيط العمراني
Ministry of Housing and Urban Planning



mubashir

ManageEngine

TREND MICRO

FORTINET

SAP

GOLD SPONSORS

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SILVER SPONSOR

QAX

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مواصلات
MWASALAT

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UNITED GROUP MEDIA

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OXFORD BUSINESS GROUP

HYDRATION PARTNER

برزمان
barzman

IN-COUNTRY VALUE (ICV) PARTNER

businessgateways INTERNATIONAL

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OQ

TECHNOLOGY PARTNER

عمانتل
Omantel

NEXT-LEVEL PARTNER

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CENTRAL BANK OF OMAN

PLATINUM SPONSOR

Reksoft

GOLD SPONSORS

شركة تنمية نفط عُمان
Petroleum Development Oman

GBM



**77% are Likely to
Recommend Participation
at **COMEX****

Ministries and Government Authorities at COMEX 2024

- Telecommunication Regulatory Authority
- Dhofar Municipality
- Cyber Defense Centre
- Supreme Judiciary Council
- Muscat Municipality
- OMREN
- Tax Authority
- Opaz
- Royal Oman Police
- Ministry of Interior
- Ministry of Information
- Ministry of Culture Sports and Youth
- Oman Chamber of Commerce and Industry
- Ministry of Labor
- Ministry of Agriculture, Fisheries and Water Resources
- Ministry of Transport, Communication and Information Technology
- Social Protection Fund
- Oman IT Society
- Ministry of Energy and Minerals
- Environment Authority
- Ministry of Finance
- General Secretariat of the Tender Board
- Ministry of Endowments and Religious Affairs
- Ministry of Social Development
- Be'ah
- Financial Services Authority
- Ministry of Health
- Authority for SME
- Ministry of Housing and Urban Planning
- Mwasalat
- Regulatory Zone - MTCIT/CBO/FSA/TRA (Sponsored by MOD)
- Ministry Of Commerce, Industry and Investment Promotio



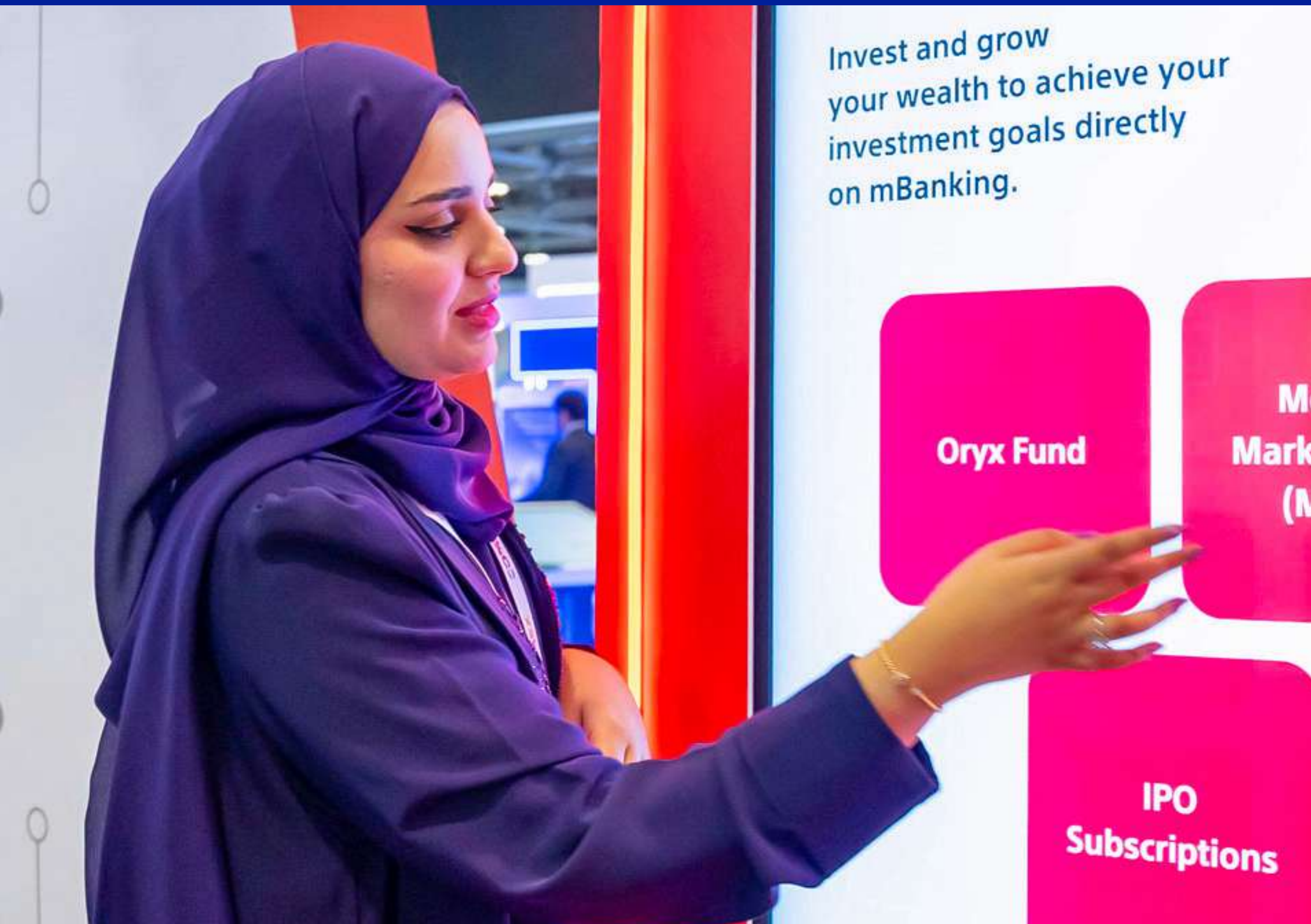
95% of Exhibitors are
Eager to Participate
in **COMEX 2025**



184
Exhibitors



Banking, FinTech and InsurTech Zone



Number of
Exhibitors

13

We have seen growth in the participation of exhibitors in the Banking & Fintech zone, driven in part by the successful launch of our B&F conference, which has sparked a notable increase in interest and engagement within the sector.



Tech Startup Pavilion



133

Startups

Local 120 and International 13

14

Sponsors & Supporters

25

Workshops

14

Counsellors

35

Speakers

30

MoUs





Conferences



معالي محمد بن سعيد المعمري
وزير الأوقاف والشؤون الدينية
HE Dr. Mohammed Bin Said Al Maamari
Minister of Endowments and Religious Affairs



معالي الدكتور سعيد بن محمد الصقري
وزير الاقتصاد
HE Dr. Said bin Mohammed Al Saqri
Minister of Economy



معالي سعيد بن حمود المعولي
وزير النقل والاتصالات وتقنية المعلومات
HE Eng. Saeed bin Hamoud bin Saeed Al Mawali
Minister of Transport, Communications and Information Technology

HH Sayyid bin Hamud bin Mubarak Al Said
Minister of Defense



2023

Total Speakers **41**

Total Panelist **16**

2024

Total Speakers **75**

Total Panelist **46**



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Sultanate of Oman
Ministry of Transport, Communications and Information Technology

2nd Digital Transformation Forum

Total Speakers

20+

Total Sessions

15

Sultanate of Oman
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وزارة التجارة والصناعة وترويج الاستثمار
Ministry of Commerce, Industry & Investment Promotion

Oman e-Commerce Forum

Total Speakers

10

Total Sessions

2



السلطنة
الخدمات المالية
FINANCIAL SERVICES AUTHORITY

Fintech Conference

Total Speakers

20

Total Sessions

8

Main Stage Panel Discussions

Total Speakers

29

Total Panels

6

DIGITAL TRANSFORMATION
PARTNER



TECHNOLOGY PARTNER



NEXT-LEVEL PARTNER



DIAMOND SPONSOR



PLATINUM SPONSOR



GOLD SPONSORS



شركة تنمية نفط عُمان
Petroleum Development Oman





VIP Majlis

73% of Exhibitors are
Pleased with the **ROI** at
COMEX 2024





VIP Majlis

The VVIP Majlis in the COMEX Exhibition is an exclusive and prestigious area dedicated to receiving high-profile guests, including ministries, under secretary, chairman, CEOs of large companies, dignitaries, industry leaders, and decision-makers throughout the 4 days exhibition.



H.H. Sayyid Kamil bin Fahad Al Said
Secretary-General of the General Secretariat of the Council of Ministers



H.H. Sayyed Marwan bin Turki Al Said
Governor of Dhofar



H.H. Sayyid Mohammed bin Sultan Al Busaidi
Vice President of the Supreme Judicial Council



H.E. Eng. Saeed Bin Hamoud Al-Mawali
Minister of Transport, Communications and Information Technology - MTCIT



H.E. Sultan bin Salem Al Habsi
Minister of Finance



H.E. Dr. Abdullah Al-Harrasi
Minister of Information



H.E. Dr. Saud bin Hamoud al Habsi
Minister of Agriculture, Fisheries and Water Resources



H.E. Dr. Khalfan bin Said Al Shuaili
Minister of Housing and Urban Planning



H.E. Dr. Rahma Bint Ibrahim Al Mahrooqi
Minister of Higher Education & Research Innovation



H.E. Dr. Said Mohammed Al-Saqri
Minister of Economy



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



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



H.E. Dr. Mohammed bin Sald Al Maamari
Minister of Endowments and Religious Affairs



H.E. Khalid bin Hashil Almuslahi
Foreign Ministry Undersecretary for Administrative and Financial Affairs



H.E. Sheikh Al-Fadl bin Mohammed Al-Harthi
Secretary-General of the Council of Ministers



H.E. Dr. Khamis bin Saif Al Jabri
Chairman of Oman Vision 2040



H.E. Dr. Ali Al Shidhani
Undersecretary for Communications and Information Technology
Ministry of Transport, Communications and Information Technology - MTCIT



H.E. Sayyid Salim bin Musallam Al Busaidi
Undersecretary of the Ministry of Labour for HR



Sheikh Nasr bin Amer al-Hosani
Undersecretary of the Ministry of Labour for Labour



H.E. Dr. Saleh Said Salem Masan
Undersecretary for Commerce & Industry
Ministry of Commerce, Industry and Investment Promotion



H.E. Dr. Ali bin Masoud Al Sunaidy
President of OPAZ



H.E. Engineer Ahmed bin Hassan Al-Dheeb
Vice President of the Public Authority for Special Economic Zones and Free Zones



H.E. Eng. Naif Al Abri
President of Civil Aviation Authority



H.E. Dr. Khalifa bin Abdullah Al-Barwani
CEO of NCSI



H.E. Dr. Ahmed bin Mohsen Al-Ghassani
Chairman of Dhofar Municipality



H.E. Tahir bin Salim bin Abdullah Al Amri
CEO of Central Bank of Oman



H.E. Eng. Omar Hamdan AlHsmaili
Executive President of Telecommunication Regulatory Authority



Major General Khalifa bin Ali Al Siyabi
Assistant Inspector General of Police and Customs for Administrative and Financial Affairs



Total
Financial Value
OMR
85+
Million

Total Companies
Participated
50+
Companies

Total
MoUs and
Deals Signed
60

Total
Services/Product
Launches
10



Deals Hub

COMEX 2024 launched the COMEX Deals Hub as an exclusive space whereby companies and government bodies were able to announce and sign MoUs, launch their new services and products and promote their services.





B2B Zone

Comex Matchmaking 2024 at OCEC concluded on a positive note. The event was a significant success, marked by the orderly execution of business-to-business (B2B) meetings. The event provided a dedicated B2B Zone which facilitated numerous interactions among exhibitors and participants, fostering a conducive environment for collaboration and agreement signings.



78% of Exhibitors
are satisfied with
the Lead Opportunities
at the **B2B** Networking

34
B2B
Meetings



Investors Lounge

The Investors Lounge is an exclusive platform connecting investors with promising opportunities in the Tech Startups Pavilion.

It offers pitch sessions, networking opportunities, facilitating direct engagement and accelerating investments in innovative Tech startups and companies.



Innovation of the Year



Best Emerging Tech Startup



byanat بيانات

Social Impact Award



Entrepreneur of the Year Female



Shinuna Al-Barwani
ETRO MUSCAT

Entrepreneur of the Year Male



Azzan Al Kindi
Rihal

Best ICT Startup



POWER DMARC

Institution Investor of the Year



الهيئة العامة للمناطق الاقتصادية الخاصة والمناطق الحرة
Public Authority for Special Economic Zones and Free Zones
Sultanate of Oman



Artificial Intelligence



عمانتل
Omantel

Artificial Intelligence



ريال
Rihal

Robotics



شركة تنمية نفط عُمان
Petrolium Development Oman

Data Centres



CISCO

ICT Innovation



هيئة تنمية المؤسسات الصغيرة والمتوسطة
SMEs Development Authority

ICT Innovation



Nortal

Cyber Security



Microsoft

Cyber Security



vodafone

Health & Wellbeing



Microsoft

E-Sport & Gaming Development



KOF GEE
OMAN

3D Printing



GUTech
German University of Technology in Oman

Telecom



ooredoo

Drone



IBN FIRNAS
DRONE CENTER

Cloud Tech



ORACLE

Mobile Application



Ministry of Health

Data Tech



وزارة الصحة
Ministry of Health

Data Tech



OQ



The **Comex Excellence Awards** acknowledge the pioneering companies and establishments in the Tech industry in the Sultanate of Oman.



Gaming and Esports

COMEX 2024 launched the first edition of Innovatex Gaming Event at the Gaming and Esports Zone. Innovatex, Oman's largest gaming event featured a museum showcasing 20 years of development in the gaming sector.



4

Competitions

8

Sections

6

Dialogue Sessions

16

Winners

160+

Hackathon Contestants

20+

Computers and Gaming Consoles

700+

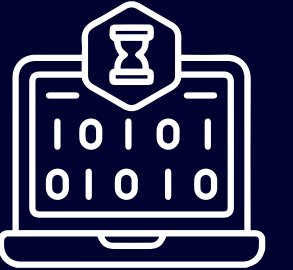
Total Participants

300

Players



Hackathon and Cyber-Security



Participants
72

In collaboration with the Advanced Cybersecurity Academy, the COMEX Hackathon (Cyber Gym) had 72 participants including Employees, Students and Jobseekers, with a total of 24 teams joining the competition.

Red Team Skills

Forensics/Packet Analysis Skills

Malware Analysis Skills



COMEX Business Roadshow

The COMEX Business Roadshow targets investors and entrepreneurs interested in the technology sector in the Sultanate. The program included visits to several institutions that shared mechanisms of their processes and operations.

The Roadshow also provides an opportunity for investors and entrepreneurs to get a closer look at the investment opportunities available in the technology sector in the Sultanate of Oman. As well as to facilitate meetings with the participants of the exhibition from the government and private sector.

The COMEX Business Roadshow saw participation from 15+ investors from Great Britain, Ireland, Pakistan, China and Jordan and over 50+ participants through the 4 days of the exhibition.



Marketing

 Outdoor
Digital Screens

143 Total Impressions
1,44,909
Across Oman

 Whatsapp
Campaign

25,000+
(2 Times)

 Web
Banners

15 Websites

 Comex
Web Traffic

62K+

 Blog
Articles

14

 Event Advert
(Digital & Print)

63

 Social Media
Posts
(Alwisal + COMEX)

20+

 Press
Releases

50+



76% of Exhibitors are
Pleased with
COMEX 2024
Marketing, Advertising
& Promotions



Sarooj Pedestrian Bridge - Al Khuwair



Oman Oil Regional Screen - Halban



Oman Oil Muscat



Oman Oil Regional Screen - Mabela



OCEC Digital Screen



Oasis Mall Screen - Al Khuwair



Azaiba 3D Screen



Sohar Municipality Building Digital Screen

Media

**Live Streaming
Studios**
4

**Interviews
Hosted**
8 Comex
Team

**Testimonial
Videos**
50+

**Integrated
Marketing
Campaigns**
1K+

Reach
1 M+
Content Interaction
7K+

Reach
104.4K+
Content Interaction
345+

Impression
100.1K+
Content Interaction
456
(Replies, Shares, Likes and Repost)

Impression
168K+
Content Interaction
2.2K+

Social media insights (1st January - 1st June 2024)

**Media
Partners**
40+
Local 10+
International 30+

**Media
Exhibitors**
10

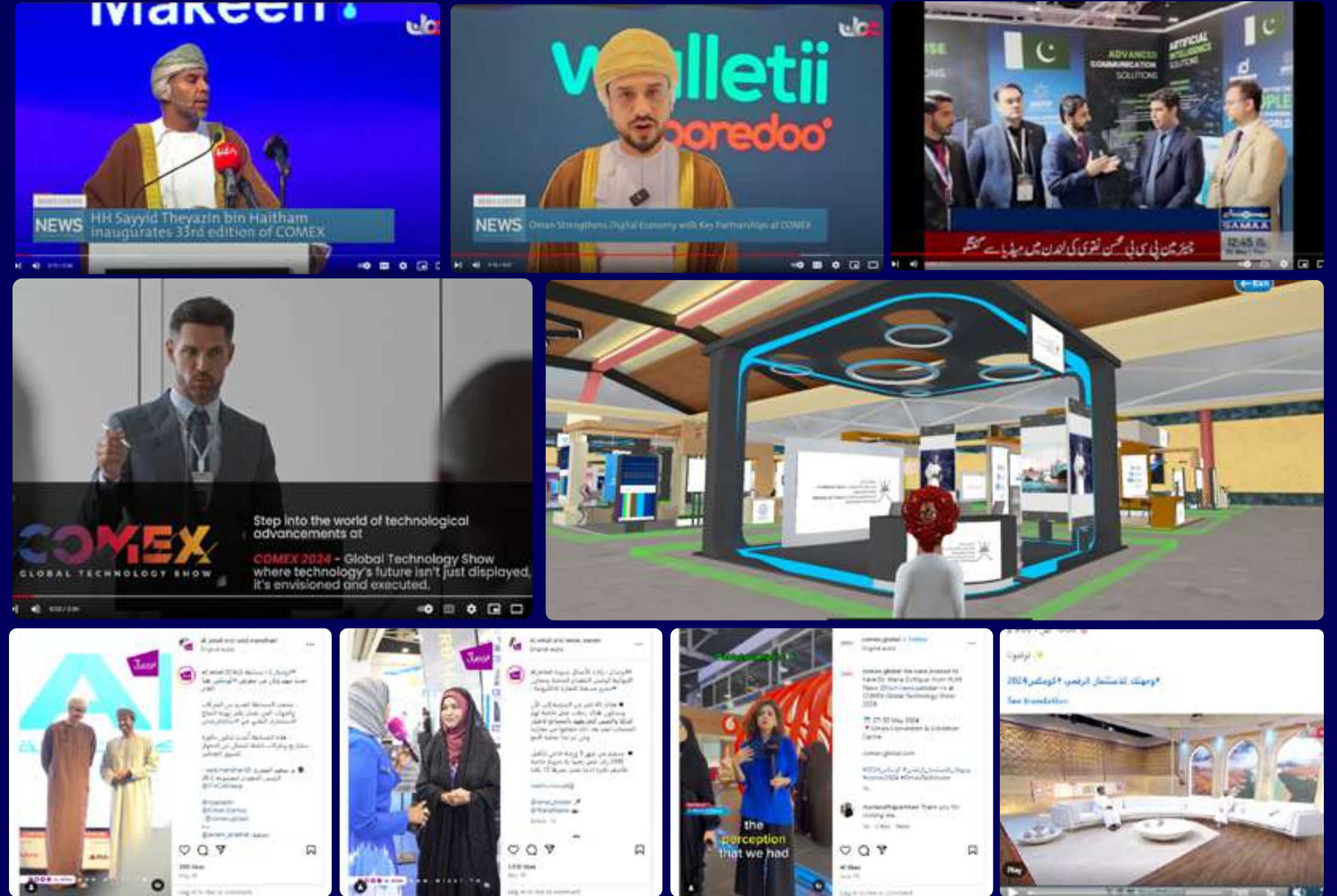
**TV &
Radio**
10+

**Social Media
Campaigns**
Total Reach
73,390+
Total Engagement
8K+

**Social Media
Influencers**
20+

**PR's
Published**
60+

**YouTube Videos
Impressions and Views**
21,500+



COMEX 2024 MEDIA PARTNERS

TELECOM Review
telecomreview.com

Dossier

arabnet

Electronics
A new era in technology media

thebusiness|year

mid east
information
mid-east.info

AI TIME JOURNAL

Coinspeaker

Industry Events

WORLD BUSINESS
OUTLOOK

StartupNews
.fyi

DroomDroom

INTERNATIONAL
BUSINESS MAGAZINE

NEWSAFFINITY

CRYPTONITE
UAE

merge
104.8

Observer

DRM

AiMOJO

OZILY.21

FinTech
EVENTS

FinTech
EVENTS

الصحة
مستقبل

DX TALKS

المناعة
الطبية

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Exhibitors Overview



WHAT
OUR
EXHIBITORS
SAY?



HOME

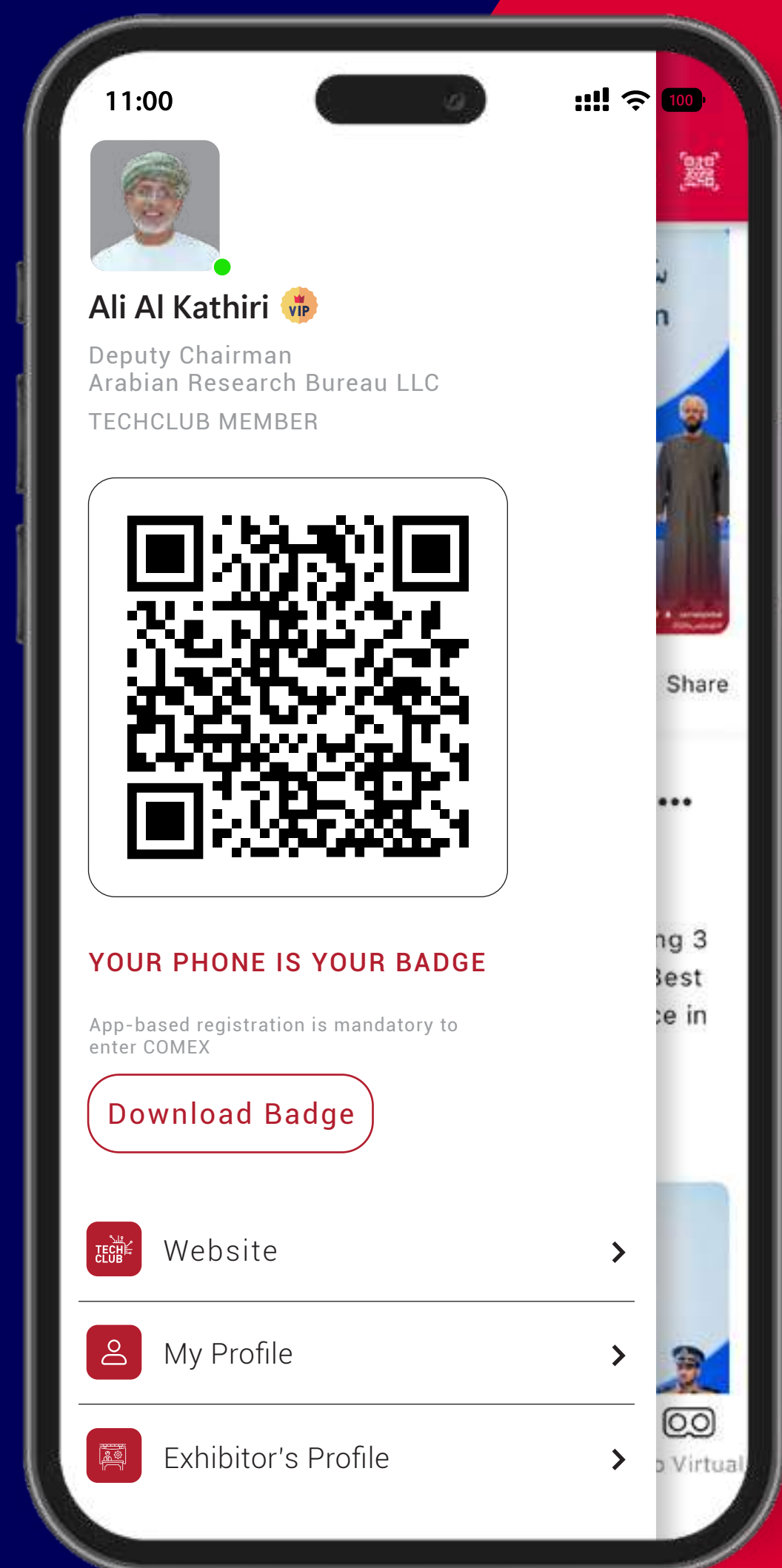
WHO'S WHO

FAVOURITES

CONTACTS

GO VIRTUAL

ORGANISER



Bringing you over 38,024 users consisting of participants, buyers, business representatives and decision makers all in one place.

The app offers the convenience of:

- Immediate reach to your target market
- Connecting with government officials, CEOs and Country Directors
- Access to potential new markets
- Meeting industry influencers and innovators
- Creating new partnerships
- Staying updated with market trends

FREE
EVENT ACCESS



DOWNLOAD THE APP

COMEX 2025 ELEMENTS

 E GOVERNMENT PAVILION	 ENTERPRISE ARENA	 BANKING, FINTECH AND INSURTECH ZONE	 TECH STARTUP ECOSYSTEM	 CONFERENCES <small>3rd DIGITAL TRANSFORMATION FORUM FINTECH CONFERENCE E-COMMERCE FORUM CEO PANEL DISCUSSION</small>	 AWARDS <small>EGOVERNMENT AWARDS EXCELLENCE IN TECHNOLOGY AWARDS TECH STARTUP AWARDS</small>	 VIP B2B BUYERS AND MEETING ZONE
 DEALS HUB	 COMEX ROAD SHOW	 VIP MAJLIS	 INVESTORS LOUNGE	 HACKATHON	 GAMING AND ESPORTS	 COMEX TECH-CLUB APP
 INTERNATIONAL PAVILION	 INTERNATIONAL DELEGATIONS	 CYBERSECURITY ZONE	 SPACE TECHNOLOGY	 DRONES, FUTURE MOBILITY, EV AND LOGISTICS	 RENEWABLE & SUSTAINABLE ENERGY	 DIGITAL CITIES & SMART HOMES
 AUTOMATION	 AGRITECH	 HEALTH TECH	 E-COMMERCE & TECH BAZAAR	 WORKSHOPS, TALKS & LIVE DEMOS	 ENTERTAINMENT AND MEDIA HUB	 ICT - TRAINING, CAREER COUNSELING & RECRUITMENT

See you at....

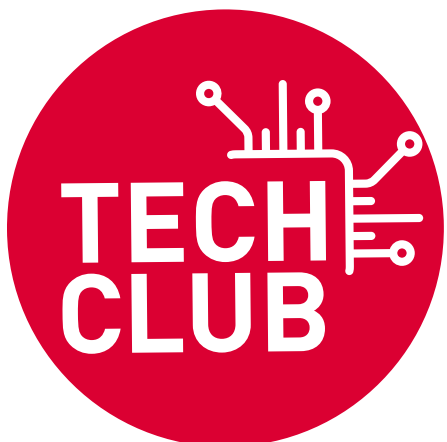
www.comex-global.com



GLOBAL TECHNOLOGY SHOW

7-10
SEP 2025

OMAN
CONVENTION &
EXHIBITION
CENTRE



COMEX



DOWNLOAD
THE APP
TO VISIT FOR
FREE