

Oman is your next chapter in adventure, investment

By Dr. Mohamed Al Busaidi
Ambassador of the Sultanate of Oman

As the ambassador of the Sultanate of Oman to Japan, I extend a heartfelt invitation. Step beyond the familiar and discover Oman — the oldest independent nation in the Arab world. More than just a destination, Oman is a land where ancient history, unparalleled natural beauty and celebrated warm hospitality converge, offering Japanese travelers a truly extraordinary and secure experience.



Dr. Mohamed Al Busaidi

Oman isn't merely beautiful; it's a revelation of peace and potential. It's the perfect, safe choice for the discerning traveler, solo adventurer, or family seeking profound cultural enrichment and unforgettable adventures.

The traveler's jewel: Why Oman resonates

Oman offers a caliber of experience designed to provide both peace of mind and profound fulfillment, a blend particularly appealing to travelers from Japan.

A sanctuary of safety and heritage: Unlike many exotic locales, Oman is renowned for its political stability and pervasive tranquility. This reputation for safety creates a secure environment for all visitors.

Tapestry of history: Journey through time by exploring magnificent, centuries-old ancient forts that crown desert hills and coastal plains. Then, immerse yourself in the vibrant chaos of traditional souqs (markets), where the aromas of frankincense and spices fill the air. It's an immersion into a rich cultural heritage that feels both exotic and genuinely welcoming.

Nature's masterpieces, up close: The Omani landscape is a canvas of dramatic contrasts. Escape the noise in the profound silence of the Al Sharqiya desert, where golden dunes stretch to the horizon, offering the perfect, unspoiled stargazing retreat. On the coast, dive into the

crystal-clear waters of the Arabian Sea for a world-class marine experience, or take a thrilling cruise to witness pods of wild dolphins playing in the azure waves.

Tee off in paradise: A golfer's new frontier

For the sophisticated Japanese golfer, Oman has emerged as a newly discovered paradise featuring some of the world's most stunning and challenging courses. This is golf diplomacy in action, set against spectacular natural backdrops.

The ultimate backdrop: Imagine the sheer luxury of teeing off with majestic mountains towering behind you, the sound of the ocean beside you, or shimmering desert dunes defining your fairway. It's a unique, bucket-list golfing experience.

The Greg Norman masterpiece: The premier highlight is the Al Mouj Golf Club in Muscat. Masterfully designed by the legendary Greg Norman, this championship course seamlessly blends challenging strategy with the breathtaking views of the Arabian Sea, elevating every round.

The global stage: Oman is actively promoting sports tourism through programs like the "Oman Golf Trophy." This initiative, which saw qualifying tournaments worldwide, including in Japan, culminated in a spectacular Grand Finale at the Al Mouj Golf Club in December 2024, showcasing Oman's capacity to host world-class events.

Strategic vision: Partnering with Japan

Beyond the beauty of tourism, Oman is focused on its future. Under the visionary leadership of His Majesty Sultan Haitham bin Tarik, the nation is aggressively implementing Oman Vision 2040. This blueprint aims to transform Oman into a sustainable, knowledge-based economy, opening significant, forward-looking opportunities for Japanese businesses, entrepreneurs and investors.

An unrivaled investment environment

Oman provides a uniquely favorable platform for foreign investment:



His Majesty Sultan Haitham bin Tarik

Political stability and strategic access: Japanese investors benefit from Oman's highly stable political climate and its strategic location, offering excellent gateway access to vast international markets in the Middle East, Africa and Asia.

Incentives and security: The government actively supports foreign direct investment with investor-friendly policies, simplified land access, conducive tax incentives, streamlined procedures and a strong foundation built on various free trade agreements.

Pioneering future technologies

Oman's commitment to global environmental stewardship and technological advancement makes collaboration with Japanese expertise paramount.

The green hydrogen hub: With abundant solar radiation and powerful winds, Oman is ideally positioned to become a global leader in green hydrogen production. Its vast deserts and favorable climate are perfect for large-scale generation, creating immense potential for joint ventures to combat global climate change.

Emerging space economy: The successful launch of the experimental rocket, "Duqm-1," from the Etlaq Spaceport in December 2024, marked Oman's entry into the space sector. Leveraging its equatorial lo-

cation to reduce fuel and launch costs, the National Space Programme aims to position Oman as a reliable global space hub, boosting the digital economy.

Semiconductor innovation: Oman is building a secure and stable environment for multinational semiconductor manufacturing. Supported by robust infrastructure and a skilled workforce, the local design and manufacture of the pioneering "Oman 1" and "Oman 2" chips highlight the nation's rapidly developing technical talent and innovation potential.

Securing resources and global supply

Oman's strategic assets also offer security in traditional and crucial sectors:

Petrochemical and natural resources: Substantial natural gas and hydrocarbon reserves make Oman highly attractive to the petrochemical industry. Its strategic location is poised to make it a major global petrochemical hub.



Courtesy of the Embassy of the Sultanate of Oman
Omani women actively take part in Oman's annual New Year Royal Horse Racing Festival in Muscat.

Food security and logistics: By utilizing rich marine resources and a sophisticated logistics network, Oman is actively pursuing a leadership role in food security. This position makes it an ideal hub for food distribution and export across the region.

Oman is an inviting nation that offers the Japanese people boundless opportunities — from experiencing stunning, safe landscapes and world-class amenities to engaging in pioneering technology and commerce. With its profound commit-



Al Rawdah Castle in Al-Mudhaibi is said to have been built in the 17th century for the defense of the town through surveillance of the Gulf of Oman.

ment to progress, Oman is eager to deepen its friendship with Japan.

I wholeheartedly encourage Japanese travelers to book their next great escape and Japanese investors and entrepreneurs to explore Oman and discover its endless possibilities.

I would like to conclude by expressing my heartfelt appreciation and gratitude to the people of Japan for their kindness and hospitality, and to our sponsors, whose generosity has made this supplement possible.

Congratulations to the people of the Sultanate of Oman on their National Day!

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Oman and Japan have shared a spirit of
learning, leadership, and innovation.

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