

## Dispatch of Business Mission to Oman, Dec 2024

January 28, 2025

JCCME

The Sultanate of Oman is a maritime nation with access to the Persian Gulf, the Red Sea, and Africa. As part of its national strategy, Oman actively promotes foreign direct investment and drives the large-scale development of the Special Economic Zones. Through the "Oman Vision 2040" initiative, launched in 2021, the country has prioritized the growth of non-fossil fuel industries, aiming to diversify its economy, decarbonize, and strengthen hydrogen development. Particularly, in economic zones and free zones such as Duqm, Oman is leveraging its abundant renewable energy resources to attract foreign investments in green hydrogen projects.

Against this backdrop of expanding business opportunities in climate technology, JCCME, with the support from the Ministry of Economy, Trade and Industry of Japan (METI), the Embassy of Japan in Oman, and the Embassy of Oman in Japan, as well as in cooperation with the Oman Chamber of Commerce and Industry (OCCI), dispatched a business mission to Oman from December 15 to 19, 2024. The mission comprised representatives from eight Japanese companies (ten participants).



Courtesy visit to H.E. Qais Al-Yousef,  
the Minister of Commerce, Industry and  
Investment Promotion



Meeting with H.E. Faisal Al-Rawas,  
Chairman, OCCI

### OCCI Business Seminar and Business Matching

On December 15, JCCME hosted the "Japan-Oman Business Seminar" at the OCCI. The seminar attracted over 100 participants and facilitated business matching between the mission participants and Oman private-sector companies. The event gained widespread coverage in local media, with articles about JCCME appearing in newspapers, highlighting the growing interest in Japanese businesses in Oman.



Scenes from the Business Seminar



Individual Business Meeting

### Discussions and Site Visits

On December 16, the mission visited the Rusayl Industrial Estate near the capital city of Muscat, where they conducted discussions and facility tours with organizations such as Madayn (the Public Establishment for Industrial Estates), Oman Cables (a manufacturer of electric cables), and Oman Fiber Optic (a manufacturer of fiber optic cables). Following this, they visited the Al Ghubrah II IWP desalination plant in Muscat, where they received a briefing on its operations from the Muscat City Desalination Company and conducted a site inspection.



Visit to the Rusayl Industrial Estate



Visit to Al Ghubrah Desalination Plant

On December 17, the mission traveled to the Duqm Special Economic Zone, a major development project led by the Omani government. They received briefings from Port of Duqm and Duqm Drydock, and engaged in discussions and site visits with companies such as ACME Group and Vulcan Green Steel, which are conducting hydrogen-related projects within the economic zone.



Visit to Port of Duqm

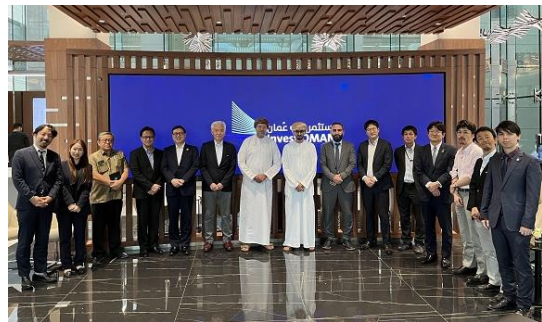


Exchange of opinions at the Duqm SEZ

On December 18, the mission returned to Muscat and visited “Invest Oman,” a government agency focused on promoting investment. Invest Oman explained their cross-ministerial one-stop services, where staff seconded from various ministries collaborated to provide streamlined support. The agency also offered participating companies specific advice for expanding their business operations in Oman.



Meeting with Invest Oman



Commemorative photo  
with Invest Oman representatives

### Meetings with High-Ranking Officials and Recognition

On the final day, December 19, the mission held individual roundtable discussions with Omani government agencies, including the Ministry of Energy and Minerals. Later, accompanied by Mr. Yamamoto Jota, Japanese Ambassador to Oman, and Mr. Watanabe Masashi, Director of the Middle East and Africa Division at METI, the mission paid a courtesy visit to H.E. Qais Al-Yousef, Minister of Commerce, Industry and Investment Promotion. During the meeting, they expressed gratitude for the support provided thus far, introduced the businesses of the participating companies, and exchanged opinions.

Additionally, the mission was invited to attend the "Al Roya Business Awards" held that evening. This prestigious event honors local companies and organizations that contribute to Oman Vision 2040. JCCME was recognized for its ongoing activities and contributions and received a special award.



Roundtable discussions with government agencies



Individual meetings with government agencies



Commemorative photo with Minister Qais



Special award at the Al Roya Business Awards

### Future Outlook

This mission provided valuable insights into Oman’s dedicated efforts toward economic growth at the national level. The business matching event on the first day served as a catalyst for participating companies to engage in further individual discussions with local firms, exploring collaborative opportunities in diverse fields such as green hydrogen and ammonia. This initiative is expected to pave the way for new Japanese investments in Oman.

JCCME remains committed to following up on the activities of participating companies and will actively promote investment support for Oman in the future.

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