

## Oman Air First, Business Class cuisine scoops Saveur award

MUSCAT

OMAN AIR'S FIRST CLASS and Business Class inflight dining has been praised to the skies by readers of US-based luxury food magazine *Saveur*, a press release said.

The national carrier has scooped the Readers' Choice Award in the magazine's annual Culinary Travel Awards, beating many of the biggest names in global air travel.

*Saveur* magazine said: "The traditional Arabic greeting of dates and coffee is just the beginning of a dining service that focuses on the essential details that make a difference at 40,000 feet. It certainly sets the right mood for our readers, who selected Oman Air's First and Business Class dining as their favourite in 2014."

Oman Air's chief executive officer Paul Gregorowitsch said, "We are delighted that our First Class and Business Class inflight cuisine has won the praise of *Saveur*'s readers. Oman Air prides itself on the extremely high standards of our inflight dining."

"Our menus change regularly and reflect both the length of the flight and the national cuisine of our destinations. They also focus on seasonal ingredients, pre-



The airline has won the Readers' Choice Award.

pared and cooked by the best chefs in the industry. Each course is served with full-size china and glassware, elegant cutlery and attentive service from our staff. We believe that we offer the best dining experience in the skies and we are extremely pleased that so many of *Saveur*'s readers agree with us. I would like to offer each of them my thanks for their support."

*Saveur*'s readers were particularly impressed with

Oman Air's long-haul dining, with the daily Heathrow to Muscat route being singled out for praise. The magazine's description of First Class dining on this route includes a starter of caviar and drinks, followed by canapés, appetisers such as a winter pumpkin and apple soup, and entrees such as poached fillet of beef, Loch Fyne salmon, pan-fried sea bass and saffron risotto with grilled asparagus.

*Saveur* also highlights "a

wonderful Arabic meze with traditional kibbeh, tabbouleh, spinach fatayer, olives, and labneh with fresh mint, followed by... king prawn kebabs, steamed chickpea rice with pine nuts, and seasoned okra."

*Saveur* magazine has a circulation of 325,000 and draws two million visitors to its website every month. It offers readers information about food in all its contexts.

Oman Tribune

## Infonline forum focuses on need for businesses to use new media

◆ STAFF REPORTER  
MUSCAT

COMPANIES WILL HAVE to transform their businesses using new media and through this process rebrand and recreate products and services even at the cost of phasing out existing service lines. Consultant in strategic marketing, innovation and new media Mohanbir Sawhney said this at the recent seminar and workshop 'Business Transformation with Connected Innovation', organised by Infoline.

The other speaker at the event was Jaya Vaidhyanathan.

Sawhney began with his presentation and research on 12 vectors of introducing business transformation and innovation. He stressed that early adoption of innovation in business life cycle was imperative to outsmart competition.

Sawhney also briefed attendees on "how companies today can get themselves ready and organised for innovation through the different innovation archetypes that have been observed in various successful companies".

He advises and speaks to Global 2000 firms and governments worldwide and is seen as one among the most influential people in e-business.



Sawhney at the workshop titled 'Business Transformation with Connected Innovation'.

Vaidhyanathan initiated the discussion on business risk and social media and as a service tool for reaching out to customers served by business. The key focus was on banking and financial industry which is a closely monitored and highly-regulated industry.

She said: "Social media is no longer a tool for personal engagement but a necessity due to explosion in smart phone technology and plat-

forms. Since social media has emerged on business radar only couple of years back, its true potential is yet to be explored. Communication channels are becoming more and more informal and social media provide a user-friendly platform to share experiences with a large target audience in shortest interval of time."

Vaidhyanathan is a sought after speaker in national and international forums across

Europe, US, China, India and Australia and has been recognised with numerous awards.

Infoline was set up in 2003 to meet the emerging demand for services related to BPO (voice and non-voice) and IT Services across various industries in Oman.

Today, it is recognised and awarded as one of the best outsourcing (contact centre) service providers across the Middle East.

## Bank Sohar to support Italian business expo

MUSCAT

BANK SOHAR HAS TEAMED up with the organisers of the Italian Business Experience exhibition to give support and information to the participating companies during the event, a press release said.

The event will be held from October 19 to 21 at the Al Noor Hall, Al Noor Plaza, Madinat Sultan Qaboos.

Participation of Bank Sohar, one of the leading commercial banks in Oman providing world-class corporate and retail banking solutions and services, in the event as official banking partner follows its strategy and initiatives of supporting small to medium-sized enterprises (SMEs) by providing them with the proper information such as market developments that may impact their businesses and providing them with services customised to their needs.

Italian Business Experience is a B2B event where Omani investors from various sectors will be present to meet with a selection of about 30 companies and their respective brands.

Nader Abbas, general manager of Omanexpo, said, "We have set up an exclusive business-to-business matchmaking platform where companies in Oman and the GCC region have the opportunity to establish new business alliances. This platform will complement

the trade exhibition, which will showcase a choice display of Italian-only products and services that range from interior design, landscaping, fashion, to medical care and manufacturing."

"This event will, as well, provide entrepreneurs and startup companies to expand their businesses, and we are pleased that Bank Sohar shares the same initiatives as ours," he added.

At present, about 25 per cent of Italian export in the country is constituted by specialised machinery, particularly in the processing of marble, transport equipment, metals

and electrical appliances. In 2013, Italy exported products to Oman with a total value of over 435 million euro. Considering that in 2009 Italian exports in the country amounted to approximately 320 million euro, exports from Italy to the Sultanate rose by 36 per cent in five years.

The recent growing interest in "Made in Italy" products is foreseen to contribute to the increase in exports in the coming years. Italian Business Experience is jointly organised by leading exhibitions and conferences organiser Omanexpo and Easy Business, a company based in Oman that offers market entry assistance to Italian companies in Oman.

Oman Tribune

## MEC holds orientation week for new students

MUSCAT

THE MIDDLE EAST COLLEGE (MEC) recently concluded the orientation week for the academic year 2014/2015, a press release said.

The week included many activities organised by student experience unit. The students were told about the activities that will be held throughout the academic year and about the student clubs that will open registration from next week for new students.

The students were given an insight into to all departments of the college and were helped to familiarise with the new environment.

These departments are: registration, accounts, language center, corporate communication and others. Registration process, using college website, paying fees and other policies were among the topics that were discussed.

Abdullwahid Al Masoudi, assistant HOD, student experience unit, said, "The orientation week is the start



The event was held by student experience unit.

of a new journey. It is an opportunity for the students to get to know each other. We, as the organisers of this programme, have endeavoured to make it as much insightful for them by explaining college policies, guide them through their academic experience. The students have reacted positively to the activities."

Omaima Al Salami, a newly-joined student, said, "This is the beginning of a new aca-

demic journey. I thank the organisers of this week, the administrative staff and academic faculty for making this week successful and highly useful."

Anupam Srivastav, associate dean, closed the orientation week with a speech touching upon some important points that they should keep in mind during their life in the college, wishing them the best of luck.

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## Qatar Airways bags top award

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QATAR AIRWAYS HAS been honoured for the fifth consecutive year as Best Middle East Airline at the 2014 Business Traveller Asia Pacific Awards, a press release said.

The ceremony, which was held at the Conrad Hotel Hong Kong, was attended by officials from the aviation, travel and trade industries.

The Annual Business Traveller Asia Pacific Awards, which is now in its 23rd year, handed out awards in more than 50 categories. Qatar

Airways commercial manager Hong Kong Yap Kiang Thiam accepted the award on behalf of the airline. Qatar Airways group chief executive Akbar Al Baker said, "We are ex-

tremely proud to have received this award for Best Middle East Airline."

"To be recognised for our commitment to providing five-star service and an enhanced travel experience to all of our passengers throughout our network is a great honour. We would like to thank Business Traveller Asia Pacific for their recognition and look forward to offering our passengers in the region the best in Qatar Airways service and hospitality when travelling with us," Al Baker added.

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The ceremony was held in Hong Kong.



Jose Chacko

## Al Osool to hold workshop for auditors

MUSCAT

AL OSOOL AL ARABIA, the leading technology-based solution provider in Oman, will hold workshops in ACL from October 20, a press release said.

Foundation of ACL will be taught in the first three days and application will be practiced on October 26 and 27. The participants will learn fundamental concepts and techniques and build the skills necessary to analyse data using latest versions of ACL with the aid of examples that illustrates the software's power.

ACL certified trainer Jose Chacko will lead the workshop.

The Institute of Internal Auditors Global Technology Audit Guide states the importance of data analysis in auditing. The live interactive course is limited to 12 participants and they are entitled to 41 hours of CPE credits.

ACL has been recognised as the leading software for data access, analysis and reporting.

"The latest upgraded version of AN 11 will be used in the class and participants will be provided with the latest time limited version. ACL allows the supported customers with access to Script Hub, which is a library of ACL scripts, visualisation capabilities and ACL academy where in multiple courses are available to enhance data analysis skills," product manager Naveen Kotheri said.

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## Al Hassan celebrates AIM anniversary

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ALL IDEAS MATTER (AIM), the suggestion scheme of the Al Hassan Group, recently completed a successful year. To mark the occasion, an awards ceremony was organised to recognise those employees whose suggestions won in the various Suggestion Scheme Award categories, a press release said.

Al Hassan group chairman



The group received more than 500 suggestions from its employees.

Hassan Ali Salman said that employees responded with

more than 500 ideas in areas such as engineering, process improvement, cost, environment and commercial. The participants in the scheme were invited to attend the ceremony, along with the executive management.

"We are proud and delighted as AIM completes one successful year, the figures are very gratifying and highlight the importance of having a robust scheme that recognises the power of each employee to contribute towards the

success and well-being of an organisation. We congratulate the winners as well as each and every employee who has contributed by submitting a suggestion," he said.

"Through AIM we have demonstrated that an empowered employee enjoys an enriched work experience. We now look forward to more milestones," Salman said.

As part of AIM, every employee's suggestion is given the necessary time for evaluation and implementation. Employees are rewarded for their suggestions post their implementation.

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