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In the meantime, I would like to thank you on behalf of the more than 6 000 dedicated colleagues, around the globe, for flying with Oman Air, and I hope to welcome you back very soon.

with respectful regards,

Paul Gregorowitsch  
Chief Executive Officer

It is a pleasure for me to welcome you aboard your flight as Oman Air's respected guests. As we continue our major fleet and network expansion programme, every month brings significant change and improvement at Oman Air.

The first change you may notice is within the pages of this issue of Wings of Oman. We have re-designed the magazine to make it even more enjoyable to read as you fly to your destination. We hope that you like our new-look Wings of Oman.

However, we have also made important changes within our flight operations. We recently took a decision to retire Oman Air's ATR42 turbo-prop aircraft. Subsequently, we have replaced the ATRs with our Embraer regional jets on services from Muscat to the key domestic destination of Khasab. This will help to improve comfort and reliability on the route. Furthermore, by utilising fewer aircraft types we are able to increase efficiency and offer consistently high standards right across our fleet.

And in a much-anticipated move, this month will see the arrival of the first of Oman Air's wonderful new Dreamliners. These beautiful aircraft are transforming air travel by offering improved air quality, higher air pressure, and more natural light. And despite being able to travel faster, the Dreamliner burns less fuel, produces lower emissions and creates less noise than any other aircraft in its class.



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### Milano Film Festival

Where: Milan, Italy

When: 10 September – 20 September

What: '11 days and 11 nights of cinema and parties'. That's what will be on offer at this month's Milano Film Festival. Along with a selection of top-class films shown in Milan's theaters and in public spaces, there'll also be film-themed events and workshops, and meet-ups with a bunch of legendary personalities in the industry.

### Shanghai Tourism Festival

Where: Shanghai, China

When: 11 September – 19 September

What: The Shanghai Tourism Festival is when the city becomes 'an ocean of joy' say organisers. It's when you can expect a spectacular grand parade and float procession at the opening ceremony, a very special Shanghai Gourmet Festival and Shanghai Shopping Festival, and lots more. Don't miss out!



### Dubai International Dance Festival

Where: Dubai, UAE

When: 14 September – 21 September

What: This is a unique multi-arts event that has a reputation for attracting some of the best-known dance companies, classical dance academies, youth orchestras, and music ensembles in the region, and from the rest of the world. Besides the dancing, the festival will also have workshops, themed dance parties, and some international guest DJs.

### Festivals Around the World

#### Middle East Electronic Games Festival

(17 September – 20 September, Dubai, UAE).

#### London Design Festival

(From 19 September, London, England).

#### Anime 'Afaid' Comic Festival

(25 September – 27 September, Jakarta, Indonesia).



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### Paris Design Week

Where: Paris, France  
When: 5 September – 12 September

What: The fifth annual Paris Design Week is an eight day meet-up of leading French and international designers. Anyone keen on discovering the best of design and high-end crafts in Paris is welcome. Prepare to be inspired.

### Events Around the World

'Long Night of the Zurich Museums' (6 September, Zurich, Switzerland).

Venice Storica Boat Parade (6 September, Venice Italy).

Sultanate of Oman Investment Week (16 September – 19 September), Oman Pavilion, Expo Milano 2015, Milan, Italy).

Paris Techno Music Parade (19 September, Paris, France).

### Manila International Book Fair

Where: SMX Convention Center, Manila, Philippines

When: 16 September – 20 September

What: This is still the Philippines' biggest and longest-running book fair. It showcases everything and anything you need for a good read – from fiction bestsellers, to textbooks, to graphic novels, all under the roof of the SMX Convention Center. Books have never been this exciting!



### Ganesha Chaturthi Celebrations

Where: Mumbai, and throughout India  
When: Final day 17 September

What: During the Ganesha Chaturthi celebrations in Mumbai, several days are set aside to rejoice and party, and devotees place thousands of elephant-headed Ganesha clay figures around the city. These Ganesha are often lit up at night with colourful lights, and during the final day of the festival, the larger ones are paraded through the city before being immersed in the sea or a lake. It's a thrilling spectacle to witness.





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### Oman versus Turkmenistan!

Where: Al Seeb Stadium, Muscat, Oman

When: 3 September

What: This month, the Omani 'Red Warriors', and the Turkmenistan 'Green Men' will go ahead with what should be a very memorable World Cup 2018 Qualifier match, at the Al Seeb Stadium, in Muscat. Having recently secured a 2 – 1 win against India, and as they will be playing at home, the Oman team are the firm favourites.

### Sport Around the World

**Asian Weightlifting Championships** (3 September – 12 September, Phuket, Thailand).

**Milan Formula 1 Grand Prix** (6 September, Monza Circuit, Milan, Italy).

**Tour of Britain Road Cycling** (6 September – 13 September, Throughout Britain).

**Rhythmic Gymnastics World Championships** (7 September – 13 September, Stuttgart, Germany).

**Canoe Slalom World Championships** (15 September – 20 September, London, England).

### Rugby World Cup

Where: London, and throughout England

When: 18 September – 31 September

What: The greatest event in rugby begins in England this month, with twenty of the world's top rugby-playing nations set to battle it out for the famous Webb Ellis Cup, and the opportunity to call themselves the best in the world (for the next four years, until the next world cup). Thirteen stadiums throughout England have been confirmed to host the matches.



### Singapore Formula 1 Grand Prix

Where: Marina Bay, Singapore

When: 20 September

What: This month, Singapore is set to host yet another exhilarating grand prix night race on the Formula One calendar. The racing around the flood-lit circuit should be spectacular, especially considering that the circuit will be making use of public roads around the Marina Bay area – which make for very fast straights, but also plenty of overtaking opportunities. Practice and qualifying sessions take place on Friday and Saturday, with the Grand Prix following on Sunday night.





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TEATROS DEL CANAL  
(13th, 14th and 15th December 2015)

LUCIA DI LAMMERMOOR  
TEATRO CARLO FELICE, GENOVA  
(14th, 15th and 16th January 2016)

L'ELISIR D'AMORE  
TEATRO LA FENICE, VENEZIA  
(17th, 19th and 20th February 2016)

WERTHER  
WIENER STAATSOBER  
(14th and 16th April 2016)

LA FILLE DU RÉGIMENT  
TEATRO MASSIMO, PALERMO  
(11th, 12th and 14th May 2016)

### BALLET

DON QUIXOTE  
BALLET NACIONAL DE CUBA  
(29th, 30th and 31st October 2015)

THE FOUNTAIN OF BAKHCHISARAI  
PERM OPERA AND BALLET THEATRE  
(29th and 30th November 2015)

LE CORSAIRE (THE PIRATE)  
ENGLISH NATIONAL BALLET  
(10th, 11th and 12th March 2016)

### ARAB PERFORMANCES

WAEI JASSAR  
(11th October 2015)

HANI SHAKER  
(18th October 2015)

MAHER ZAIN  
(20th and 21st December 2015)

### CONCERT

JONAS KAUFMANN  
(16th September 2015)

SONDRA RADVANOVSKY  
(18th December 2015)

GALA CELEBRATION  
MICHAEL SCHADE, TENOR  
DAVID LEVI, CONDUCTOR  
(31st December 2015)

DMITRI HVOROSTOVSKY  
(19th January 2016)

HÉLÈNE GRIMAUD  
(21st January 2016)

BAMBERG SYMPHONY  
(22nd April 2016)

DIANA DAMRAU  
(18th May 2016)

### JAZZ +

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(27th December 2015)

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(7th January 2016)

SALIF KEITA  
(28th January 2016)

THE SILK ROAD  
(25th and 26th February 2016)

TROY  
(31st March / 1st and 2nd April 2016)

CASSANDRA WILSON  
(6th April 2016)

NATALIE COLE  
(30th April 2016)

THE GOLDEN DRAGON ACRBATS  
(24th and 25th May 2016)



### Copper and Brass Coffee Pots

Copper mining and coppersmiths both have a long and rich history in Oman. And evidence of this can be seen in the many antique copper and brass A'Dallah coffee pots that have become available as collector's items throughout Oman in recent decades.



### Earthenware Coffee Pots

Occasionally, earthenware A'Dallah coffee pots were created by clay potters in Oman. There are examples of these from hundreds of years ago in the Sultanate – but in modern times, craftsmen and women are also using clay and ceramics to produce very attractive new versions of the classic copper and silver designs.



# A'Dallah Coffee Pots

Coffee holds a very special place in Omani culture, and 'Kahwa' – a preparation of coffee with cardamom, served hot (often with dates or the sweet halwa) – remains a symbol of Omani hospitality. It's served from an Omani coffee pot, known in Arabic as an 'A'Dallah', which is traditionally made from silver or copper (and brass), and occasionally pottery or earthenware. The traditional design features a hinged lid attached to the handle and a long, curved spout for ease of pouring.




### Silver Coffee Pots

In the past, most Omani A'Dallah were made of copper. Original silver A'Dallah coffee pots however, were extremely rare. But these days, modern silver versions of the pots are made to supply high demands for them in the tourist souvenir market, and they follow the same classic design as traditional pots.





A young girl with blonde hair, wearing a pink long-sleeved shirt, is shown from the chest up, looking upwards and blowing bubbles. She is holding a yellow bubble wand in her right hand and a yellow bottle of bubble solution in her left hand. Several large, iridescent bubbles are floating in the air around her. The background is a clear, bright blue sky.

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# Golden Triangle Travels: The wonders of Delhi, Agra and Jaipur

India's Golden Triangle is a well-established and well-travelled tourist path. But it is still as enchanting as ever, and the combination of the three cities that make up the 'triangle' – Delhi, Agra, and Jaipur – will present you with some of the most magnificent of ancient and modern India.



The Taj Mahal, an icon of travel





Humayun's Tomb

The first-time traveller to India is often overwhelmed with decisions of where to go and what to experience around the subcontinent's vast landmass. It seems that in every square kilometer there is some exquisite cultural or historical relic that it's worth travelling around the world to see, and it's hard to know where to begin.

But a travel adventure around Northern India's famed Golden Triangle is an excellent introduction to India, and an excellent start. A typical trip lasts 7 or 8 days with most tourists making Delhi their starting point, before travelling southwards to the Taj Mahal at Agra, and then west into the famous Rajasthan city of Jaipur...

### Golden Triangle: Delhi

Delhi is said to be one of the oldest existing cities in the world. Some evidence suggests it's over 5 000 years old. These days, it's the place where arts, commerce, education, entertainment, fashion, media, transport and much more combine into a thrilling metropolis that contains a lifetime of things to see and experience...

**See the Red Fort:** The Red Fort is a red sandstone fort built by the Mughal Emperor Shah Jahan (who also built the Taj Mahal) as his ruling palace, in 1648. (And these days, it's a UNESCO World Heritage Site).

**Visit Humayun's Tomb:** This is another one of Delhi's UNESCO World Heritage Sites. The centerpiece is the Humayun Tomb itself, where the second Mughal emperor is entombed, but the whole area is surrounded by immaculately maintained gardens.

**Marvel at the Qutb Minar:** Qutb Minar and its monuments are a third UNESCO World Heritage Site in Delhi. The main attraction is the spectacular red sandstone Qutb Minar, built in the 13th century, which is 72.5 metres high.

**Do a Delhi Food Tour:** For foodies, Delhi is a paradise. A guided Delhi food tour puts you instantly in touch with (and tasting) the best of Delhi's cuisine. Especially local specialties like the irresistibly delicious Chaat, which is a North Indian street food savoury snack.

**Explore Delhi's Museums:** Delhi's museums instantly put you in touch with the city's past, present, and future. The Kiran Nadar Museum of Art, Gandhi Smriti museum (the site where Mahatma Gandhi lived during his final days), and the National Museum are a good start.

**Go on a Delhi Photo Tour:** These photography tours, available through various operators, are your ticket to the sights of the city and various scenes, and of course excellent photo opportunities, that might easily be missed without a guide.

**Shop at the markets:** If you're not afraid to haggle, Delhi's famous markets like the Connaught Place bazaar, Khan Market, Janpath, and the more modern Handicrafts and Natural Products Emporium, are where to go to feel the soul of the city.

### Golden Triangle: Agra

The Taj Mahal along with the Agra Fort are the sole reason you come to Agra. These are two icons of world travel and absolutely must be seen – especially since they are only around 200 kilometres from Delhi, so they can both be done in a day trip...

**'The Taj is the jewel of Islamic architecture in India'**





Elephant Festival in Jaipur



Chand Baori stepwell in Abhaneri, near Jaipur



Hawa Mahal Palace, Jaipur

'A travel adventure around the Golden Triangle is an excellent introduction to India'

**Taj Mahal:** The 'Taj' story goes that in 1631, Shah Jahan, the emperor during the period of greatest prosperity of the Mughal empires, was so grief-stricken when Mumtaz Mahal, the favorite of his three wives died while giving birth to their 14th child that he commissioned the Taj Mahal to be built in memory of her. The principal mausoleum was completed in 1643 and the surrounding buildings and garden were finished about five years later. The Taj is the 'jewel of Muslim art in India' – and said be one of the most well preserved and architecturally beautiful tombs in the world, a masterpiece of Indian-Muslim architecture, and one of the great sites of world heritage (it was designated a UNESCO World Heritage Site in 1983).

**Agra Fort:** Agra Fort is similar to the Red Fort in Delhi, but considerably better preserved. It was constructed mainly from red sandstone, and is made to be part-defensive structure, part-palace. The history books say that Emperor Akbar (who became king at age 14!) began his assertion of power in his empire by building the fort around the mid-1500s. When you visit Agra Fort on a clear day, it's possible to get a good view of the nearby Taj Mahal.

### Golden Triangle: Jaipur

Jaipur is the gateway to India's most flamboyant state – Rajasthan. It was established during the 1700s and is said to be India's first 'planned city'. It is also called the Pink City because its buildings were originally painted this colour to imitate the pinkish-red sandstone architecture of Mughal cities. While the city develops at a fast rate these days, the splendor of Jaipur's majestic past can be found in abundance...

**See the forts:** Jaipur is full of forts. Like the massive Amber Fort, which was the royal palace of the Kachwahas





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from 1600 to 1727, and built in a Hindu-Muslim style. Or the Jaigarh Fort, which was the strongest of the three forts in the area, and apparently never conquered in battle. And also the Nahargarh Fort, which is the smallest of the three forts, but well-known for its views over Jaipur.

**Visit the palaces:** Two of Jaipur's highlights are the vast palace complex of the City Palace, which is divided into a series of courtyards and gardens; and the Jal Mahal (the 'Water Palace') which is a magnificent Rajput-style palace in the centre of a lake.

### **Bargain at Jaipur Bazaar:**

Jaipur bazaar is filled with everything from food, to flowers, to crafts, textiles, umbrellas, and traditional footwear – and more. If you go, make sure your bargaining skills are sharp!



Snake charmers at Amber Fort



City Palace, Jaipur

### **Explore the Anokhi Museum of Hand**

**Printing:** This interesting little museum is dedicated entirely to the traditional Indian art of block-printing textiles by hand.

**See Rajasthani film at its best:** The much-loved Raj Mandir Theatre has been called the best movie theater in India more than once. Whatever you do in Jaipur, don't miss out on an evening film here – it will provide a fantastic insight into Rajasthani culture.

### **Delhi, Agra, Jaipur: (India):**

Oman Air flies fourteen times a week between Muscat – Delhi.

Oman Air flies seven times a week between Muscat – Jaipur.

**Visa Requirements:** Visitors to India must obtain a visa from one of the Indian diplomatic missions unless they come from one of the prescribed visa-exempt countries, or one of the countries whose citizens may obtain a visa online.

**Languages:** Delhi, Agra and Jaipur are cosmopolitan cities with several languages being spoken in each one, but Hindi is the official language, spoken by the majority of the population.

**Currency:** The modern Rupee is subdivided into 100 paise. Banknotes in circulation come in denominations of Rs 1, Rs 2, Rs 5, Rs 10, Rs 20, Rs 50, Rs 100, Rs 500 and Rs 1000. Coins are available in denominations of Rs 1, Rs 2, Rs 5, Rs 10.

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# The Enchanting Geology of Oman

When you mix together an award-winning photographer, an art director with a history in graphic design and photography, and a geologist with an intimate knowledge of the geologically fascinating land of Oman, you are bound to get something special. Something special – like the book 'Oman's Enchanting Geology'.

The Geological Society of Oman calls the Sultanate of Oman a 'Paradise of Geology'. The new book, 'Oman's Enchanting Geology' is a hardcover photobook illustrating the beauty of Oman's geology from the north to the south. It is the work of three Omanis – the award winning photographers Ahmed Al Shukaili and Oman Al Busaidi, and the geologist and sedimentologist Husam Al Rawahi.

'It's a photo book about 30 Geological Locations in Oman with a brief description in Arabic, English and German about each location,' says Ahmed Al Shukaili, who is a well-known, award-winning photographer in Oman. 'The idea behind the book is to preserve the geological wonders and heritage of Oman and capture its unique properties and features. It also helps to promote Oman from a different perspective as well as increase awareness about the importance of Oman's geological heritage and its uniqueness,' he adds.

Indeed, the geology of Oman really is something special. The history of Oman's rock spans over 800 million years and includes at least three periods when the country was covered by ice. Beginning in Muscat itself, and making their way into all corners of the country, visitors to Oman can see a huge selection of magnificent, unique rock structures and formations, and see very visible evidence of millions-of-years-old geologic processes on the go.

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**'The history of Oman's rock spans over 800 million years and includes at least three periods when the country was covered by ice'**



The book:  
'Oman's  
Enchanting  
Geology'



The Um As Samim are the largest inland salt flats in Oman

What are some of these special geological locations? According to Al Shukaili, the white sands of Mahout, in the central eastern part of the country, are one of the most fascinating areas. He also says the Al Hajar Range, which begin in the northern part of the Sultanate, and continue south until the coastal region around Sur, are where a big chunk of Oman's Geological history is written on its majestic mountains. 'And of course we're lucky nowadays,' he adds, 'because we have an amazing road network that can take you almost everywhere in the Sultanate with ease and in a safe way.'

As a passionate photographer, Al Shukaili also explains that the book gives the audience a chance to take a visual trip through each of the locations and indulge their imaginations in their beauty.

**'A big chunk of Oman's geological history is written on its mountains'**



Um As Samim



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Wadi Al Khawd is the outlet of many wadis in the northern part of Oman

The photographer Al Busaidi, who is also a graphic designer and lover of all kinds of creativity, explains his appreciation for Oman geology. 'Where our lives unfold, our home planet earth is filled with tremendous natural beauty and geological heritage. Being provided by Allah almighty for our benefit, taking care and preserving it is a responsibility carried by none other than us, human beings.'

According to Al Rawahi, the geologist and sedimentologist (and who is a graduate of the Earth Science Department of Sultan Qaboos University in Oman, a member of the Geological Society of Oman, and part of the Geological Services team of the Petroleum Development Oman company), 'Oman's geology hides great, unique, and breathtaking geological secrets that leave humans amazed and stunned. Many places are yet to be discovered in the territory of this great country, which made me personally accept the challenge to explore them and to show them to the people and therefore help them to enjoy them with me.'



Wadi Al Khawd



Wadi Al Khawd reveals many geological features as it cuts into the earth



**Ahmed Al Shukaili** is an award-winning Omani photographer who is a member (and EFIAP Certificate of Excellence recipient) of the International Federation of Photographic Art, as well as the prestigious Photography Society of Oman.



**Husam Al Rawahi** is a geologist and sedimentologist who joined the Geological Society of Oman in 2007, and who has been part of their organising committee since 2013. 'Oman's geology hides breathtaking secrets,' he says.



**Omar Al Busaidi** is an award-winning Omani photographer and graphic designer, who is a member (and EFIAP recipient) of the International Federation of Photographic Art. He is also a Photography Society of Oman member.





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# Stone Town: The Soul of Zanzibar

With its exotic blend of African, Arab, Indian, and European influences, and a fascinating mix of architecture, markets, music, cuisine, and colourful East African art, Stone Town represents the soul of Zanzibar.



Spending a few days roaming around Stone Town's maze of old-style streets is a travel tradition not to be missed. Stone Town was the scene of intense maritime trading activity between Africa and Asia for several centuries, and it is perhaps the finest example of all the Swahili coastal trading towns of East Africa. While you're on holiday getting happily lost in Stone Town's beautiful old buildings and streets, keep the below experiences in mind...

**Eat street food:** Every evening, street food vendors sell Zanzibar cuisine classics – like 'Mishkaki' grilled meat skewers – at Forodhani Gardens, next to the waterfront. After all the walking, your body will appreciate it!

**Support local business:** Fahari Zanzibar is a social enterprise that creates jewellery from materials originating only on Zanzibar. Buying a piece means that you're supporting a sustainable future for the island.

**Take photos:** Due to the colours, textures, unique natural lighting, and postcard-perfect subject matter, Stone Town is a dream destination for photography, so don't come here 'unarmed'.

**Visit the House of Wonders:** The 'Beit-al-Ajaib' is the former residence of the second Sultan of Zanzibar, and now a museum of Swahili and Zanzibar culture not to be missed.

**Buy local:** Locally-made wooden carvings, and traditional Tinga-Tinga style paintings, with their colourful East African village and wildlife scenes, can be found in abundance around Stone Town, and make great travel tokens to take back home with you.

**Explore the Old Fort:** This is the oldest building in Stone Town, which was built by Oman in late 1600s. (As a result of the increasingly frequent trade with Oman, the island of Zanzibar fell under the control of the Sultanate of Oman around this time).

## Don't forget Dar es Salaam!

Over the last century, Dar es Salaam has transformed itself into a thriving metropolis that is now Tanzania's richest city – and its much-loved arts, fashion, music, and film hub. Many tourists use Dar es Salaam as a launching point from which to explore places like Zanzibar Island, and the famous national parks located around Tanzania. But no true traveller should miss out on a couple days in this grand East African city.








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# Nizwa Souq

Latitude: 22° 55' 55" N Longitude: 57° 31' 53"

Nizwa has been a rich centre of trade, religion, learning, and the arts in Oman since ancient times. It's fitting then, that modern-day Nizwa has a vibrant, colourful souq that is a reflection of all of these things. It's a combination of an antique collector's paradise, tourist souvenir market, and very essential food and supplies centre for the Nizwa people.

- ..... **Friday market:** On Friday mornings, Nizwa's farmers gather to auction off their livestock to the townsfolk. For first time visitors to Nizwa, it is a fascinating, fun experience in local customs and culture.
- ..... **World Heritage:** What else can you see and do in Nizwa? Don't miss the magnificent Nizwa Fort, which was built in 1668, and which is now 'Oman's most visited monument'. Also don't miss Falaj Daris – the ancient water irrigation system that is now a UNESCO World Heritage Site.
- ..... **Coffee?:** 'Kahwa' – a preparation of coffee with cardamom – served from traditional Omani coffee pots, called 'A'Dallah', is a symbol of Omani hospitality. The good news is that you can find both of these at the souq – servings of Kahwa, and also antique silver or copper A'Dallah.
- ..... **History:** Nizwa souk is also an opportunity to travel back in time. It is connected at some points to the Nizwa Fort, which was built around the late 1600s. So the 'soul' of the souq building goes back hundreds of years.
- ..... **Souvenirs:** If you're on the hunt for travel souvenirs, Nizwa souq is the perfect place. Just don't be afraid to bargain for a good price!
- ..... **Photography:** Forget about the selfies! For photographers, Nizwa souq is an opportunity to record some classic Omani imagery – Omani architecture, the traditional dress of local

men and women, Oman-style crafts, antiques and household products, and much more.

- ..... **An extra special year?** Recently, Nizwa had the honour of being named the world's 'Capital of Islamic Culture in 2015' by the Islamic Educational, Scientific and Cultural Organization.
- ..... **Sultan Qaboos Grand Mosque:** One of the very beautiful landmarks in town is the Grand Mosque of Nizwa, now referred to as the Sultan Qaboos Grand Mosque (and not be confused with the Sultan Qaboos Grand Mosque in Muscat).
- ..... **Food:** Visitors won't go hungry in Nizwa. There are a range of restaurants and eateries that do local Omani cuisine, as well as Indian, Chinese, Arab and European dishes.
- ..... **Guided Tours:** If you're keen to visit the Nizwa souq and other Nizwa attractions accompanied by a local guide, then there are a number of tour operators (and expert guides) that can arrange this from Muscat, or in Nizwa itself.

The souq itself is bustling with vendors selling everything from fresh fish, meat, dates, fruits and spices; to Omani pottery, baskets, and leather goods. Many of the stores also stock exquisite silver jewellery and silver antiques, and the famous Omani Khanjar daggers. You won't leave Nizwa souq empty handed!





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# Coffee: A cup of health?

In all parts of the world, the culture of coffee drinking is huge. But how does coffee – and the caffeine inside it – affect our health? Order a brew, and read on about the common advantages and disadvantages...



**Antioxidant Source:** Researchers have identified hundreds of antioxidants in coffee beans. These are known to help fight inflammation, neutralise free radicals, and generally help keep us healthy by protecting our cells from damage.

**Diabetes Combatant:** Some scientists believe that coffee may be beneficial in combating diabetes in several ways – like helping the body protect insulin-producing cells, enabling effective regulation of blood sugar, preventing tissue damage, and reducing inflammation.

Coffee is one of the most traded commodities in the world. It has been claimed that humans drink over 500 billion cups of coffee every year, and that coffee farms are the economic livelihood of over 25 million people. In North America, 90% of adults apparently consume caffeine (most of this in their coffee) on a daily basis!

There's little doubt that all over the world, humans crave coffee. And presumably, they enjoy the kick of caffeine that comes with it.

Now, the health benefits of coffee are hotly debated and studies into coffee as a health drink are often contradictory, but here's a list of some of the commonly claimed health advantages and disadvantages of the drink we love so much.

## Coffee: Common Advantages

**Body and Brain Boost:** The caffeine in coffee helps increase physical performance in the short term. Controlled trials have also shown that it improves various aspects of brain functioning in the short term – including enhanced memory, vigilance, reaction times and general cognitive function.

.....  
**'Controlled trials have shown that coffee improves various aspects of brain functioning in the short term'**







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**Fat Burner:** The caffeine in coffee can help you lose weight in two ways. Firstly, it boosts your metabolism (which means you burn more energy – and therefore fat). Secondly, it gives you an energy boost to perform physical tasks for longer – which means you burn fat for longer.

**Mood Enhancer:** Researchers aren't yet sure how coffee seems to stave off depression, but it is known that caffeine activates neurotransmitters that in some cases, have a positive effect on our mood.

**Gout Combatant:** High concentrations of uric acid can cause gout. According to some studies, coffee's antioxidant properties can lead to lower uric acid levels (by regulating insulin levels in your body), which in turn can reduce the risk of gout.

### Coffee: Common Disadvantages

**Source of Stress:** Along with increasing anxiety and disrupting sleep patterns, drinking coffee promotes the release of cortisol, epinephrine and norepinephrine. These increase your body's heart rate and its 'fight or flight' response – and the long-term health implications of this 'repetitive stress' from repeated coffee drinking can be negative, say researchers.

**Indigestion:** Coffee is known to cause heartburn (acid reflux), and to be a mild laxative – which can cause emptying of the stomach before your food has had a chance to digest properly.

**Mineral Absorption Inhibitor:** Health experts say that coffee may restrict our kidneys' ability to retain magnesium, calcium, zinc and other important minerals.

**Vasoconstrictor:** According to a number of studies; coffee can raise our blood pressure due to its vasoconstrictive effects – which can have negative consequences for people with blood pressure conditions.

**Addictive:** Caffeine, like nicotine, can be highly addictive. The most common complaints of people on a caffeine withdrawal are headaches, fatigue, difficulties with concentration, and flu-like symptoms.

**Weight Gainer:** Of course, the addition of cream, sugar, whipped cream, and flavorings in your coffee can turn your cup into a not-so-healthy cocktail of fat and junk food.



### Omani Kahwa? The healthy hospitality of the Omani coffee tradition

In the Sultanate of Oman, coffee or 'kahwa' – which is a preparation of coffee with cardamom spice – is a symbol of Omani hospitality. It's served strong, with no sugar, and piping hot from an Omani coffee pot. It's also often enjoyed with dates, or the spicy, gelatinous 'halwa' sweet. If hospitality is a healthy thing (a proper definition reads, 'the friendly and generous reception and entertainment of guests, visitors, or strangers'), then anything done to promote it, like a strong cup of 'kahwa', is surely a healthy thing!





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# ‘Scaling up’: Five essential steps to scale your business

Keen to scale your business to the next level of profitability? Keep these essential business-growth steps in mind.



Scalability refers to a company’s ability to add significant revenue and not be constrained by its own structure and resources. Or simply – its ability to grow rapidly and at a compound rate.

According to the online Investopedia Dictionary, a business that scales well will be able to maintain or even increase its level of performance when tested by larger operational demands.

Picture this: In one year of doing business, a company makes \$10 million in profit, with \$1 million in operating costs. The following year, the company makes \$12 million in revenue, but sticks to the same \$1 million in operating costs. This means that this company ‘scales’ because its revenue grew by \$2 million without increasing its operating costs, according to the advisory institute, Josh Lowry Executive Leadership. In contrast, if the company’s operating costs increase proportionally by the same amount as its revenue, it does not scale.

So if your business is on the verge of explosive growth, here are five essential steps that need to be taken in order to successfully scale.

## 1. Experiment with marketing

The big, basic question regarding marketing and scaling a business is this: ‘How can you improve your marketing without spending more money on it?’ By experimenting with marketing tactics, analysing the results, and then going ahead with a certain action, a business can find the most efficient pathway to growth – and in doing so, find the growth strategy for the maximum return on

‘Effectively scaling a business requires that you have clear and efficient systems and processes in place to match growth’





investment. And of course, scaling up your business can be achieved very effectively by simply improving how you connect with the marketplace.

## 2. Systemise your business processes

Effectively scaling a business requires that you have clear and efficient systems and processes in place to match growth, say business experts. Any task that is performed multiple times in your business can and should be systemised so that anyone can perform it – and this can be done with, for example, manuals, signs, and instruction sheets. They can also be taken care of by a virtual assistant.



## 3. Upgrade your technology

Leveraging efficient technology means more efficient production and services from you, but it also means more effective communication with your target market, and being able to serve their needs better. Which, of course, means more successful scaling for your business. These can include:

- Using e-commerce solutions to reach a global market.
- Using cloud-based applications to systemise less-important tasks, and make the most of customer relationship management.
- Connecting with employees and business partners via audio, web and video conferencing applications to save on time and travel related costs.

## 4. Outsource as much as you can

Contracting non-employees, and outsourcing simple, less-important (or in some cases, very important) tasks is an essential part of scaling your success, because it gives you the time to work on the valuable 'growth' parts of your business. As one business coach suggested, outsourcing enables you to work 'on' your business and grow it, instead of 'in' your business as another one of its employees.

## 5. 'Back-up' your manufacturing process

A sudden increase in the requirement to produce more products, or to provide more services tends to be a positive thing for businesses – because now you have an excellent opportunity to scale – but it also requires that some critical questions be asked, and answered. These include: What needs to be done with my manufacturing processes in order to meet these demands? Are my suppliers able to keep up with my expanding needs? Are my business management systems and solutions able to evolve with the business being scaled?



## Mohammed bin Awadh Al Hadi Ba Omar



Born in 1979 in Salalah, Dhofar, in the south of Oman, Mohammed bin Awadh Al Hadi Ba Omar began taking photography seriously in 2008. At this time, he says his 'love for light' and photography became both a pleasure and a refuge for him. Mohammed became a member of the Photographic Society of Oman in 2009; then the International Federation of Photographic Art (FIAP) in 2012; and then the American Society for Photography (PSA) in 2014. He has been the recipient of numerous local and international awards, and has presented a number of photography lectures and workshops throughout his career. More recently in 2015, he was awarded the prestigious EFIAP Certificate of Excellence by the International Federation of Photographic Art (FIAP).

More of Mohammed's work can be viewed via [mohdalahadi.com](http://mohdalahadi.com) and he can be contacted via [Mohd\\_Alhadi@hotmail.com](mailto:Mohd_Alhadi@hotmail.com)





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# Savvy Traveller

The Sultanate of Oman is on the eastern end of the Arabian Peninsula. It borders the United Arab Emirates in the northwest, Saudi Arabia in the west and Yemen in the southwest. It also has two enclaves – the Musandam Peninsula and Madha – which are separated by the UAE. Oman's 3 165 kilometre coastline spans the Gulf of Oman in the north and the Sea of Oman (which forms part of the Arabian Sea) in the east.



## For the traveller, the Sultanate of Oman has a large variety of experiences:

- A wide variety of pristine beaches and islands
- Spectacular mountains, canyons and wadis
- World class diving, snorkelling, and other water sports
- Turtle, dolphin and whale watching
- Wildlife tours in the Sultanate's nature reserves and biodiversity spots
- Cultural sites including forts, ancient tombs and prehistoric cities
- Desert safaris and adventures
- A large variety of markets and souqs
- Museums and art galleries
- Trekking, rock climbing and caving adventures
- Horse and camel racing events
- Golf courses
- Various festivals, including the popular Muscat Festival and Salalah Festival

## There are currently four UNESCO World Heritage Sites in the Sultanate of Oman

- Aflaj Irrigation Systems
- Frankincense Trail
- Archaeological Sites of Bat
- Bahla Fort

## Sultanate of Oman: Fact Sheet

Area	: 309 500 km <sup>2</sup>
Population (2014)	: 4 000 345 (1 767 396 expatriates)
Language	: Arabic (official) English (widely spoken)
Capital	: Muscat
Local Time	: GMT +4
Currency	: Omani Rial, which equates to US\$ 2.58





### Currency

The local currency is the Omani Rial (referred to as RO or OR or OMR). It is further divided into 1000 Baizas. Currency denominations are available in 50, 20, 10, 5 and 1 Rial and 500 and 100 Baiza notes. Coins are available in 50, 25, 10 and 5 Baizas.

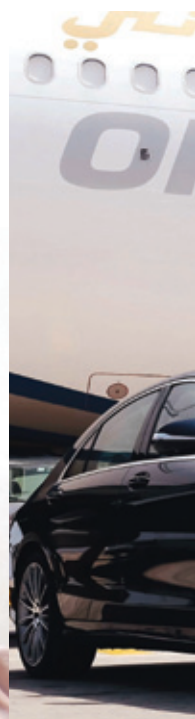


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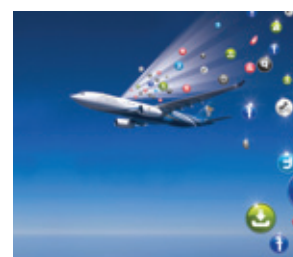
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### Chauffeur Services

Oman Air offers premium travellers a host of distinctive services that will enhance their travel experience. First and Business Class passengers can now take advantage of our complimentary Chauffeur Drive airport transfer service at select destinations across our network. With an attentive service that comes with a personal chauffeur, luxury vehicles and speedy door-to-door transfers, you can now travel in comfort and style with Oman Air.



### In-flight Entertainment

Sit back and enjoy your journey in comfort, with a great range of the latest Arabic and international movies, up-to-the-minute TV shows, including satellite TV news, as well as music and games – all at your fingertips, and all on demand.



### Oman Air Lounges

If you want to catch up on work before you travel, enjoy a snack, or simply unwind, our lounges ensure a relaxing start to your journey that reflects the outstanding hospitality you will enjoy aboard our aircraft, all whilst preserving key elements of Omani culture and heritage. Relax in our First and Business Class Lounges' elegant environment and enjoy the very best in hospitality and service as you prepare for your flight. Our Bangkok lounge is for customers travelling in First or Business Class, and for those holding Gold and Silver Sindbad cards, and can be used and enjoyed at a minor cost. The Majan Lounge is open to Premium customers travelling on airlines operating from Muscat International Airport and for Oman Air passengers holding Gold and Silver Sindbad membership who are travelling in Economy Class, and can be used and enjoyed at a minor cost. Each lounge also has an experienced team of customer service staff on hand to look after your every need.

# Refurbished Muscat International First Class and Business Class lounges unveiled

Oman Air recently unveiled its beautifully refurbished First Class and Business Class lounges at Muscat International Airport. The refurbishment ensures that the lounges remain in pristine condition, that they now offer even more facilities, and that they can now be enjoyed by a greater number of guests.



The lounges were formally opened by Her Excellency Maitha Bint Saif Al Mahrouqi, Under-Secretary at the Omani Ministry of Tourism and Deputy Chairman of Oman Air. Also present were senior members of the Royal Oman Police, Oman Airports Management company, the Omani media and Oman Air's Chief Executive Officer, Paul Gregorowitsch.

Located on the first floor of the terminal, each lounge was originally designed by the renowned UK-based design agency JPA and was first opened in 2010. The refurbishment programme was announced in February 2015 and the reopened facilities can now accommodate an additional 100 guests. In addition, a new family room – designed around the theme of 'a home away from home' – and an additional spa room complement the existing quiet rooms, men's and women's prayer rooms, wash and shower rooms, and the business centre. Furthermore, the lounges' dining facilities have been enhanced. In addition to the outstanding buffet service, with its comprehensive range of fresh dishes, a



new a la carte option allows guests to enjoy haute cuisine from the comfort of their lounge seats. For those who are careful about what they eat, there is also a 'healthy corner', serving balanced and nutritious meals and snacks.

Reflecting Oman's time-honoured tradition of warm hospitality, the refurbished lounges have retained their combination of traditional Arabic colours and motifs, contemporary styling and elegant furnishings. The result is a comfortable and relaxing environment which caters to every need of its guests.

## Anti-credit card fraud initiative launched

Oman Air recently announced the launch of a new initiative to prevent credit card fraud. The campaign will see a tightening of checks on the validity of credit card transactions.

The initiative will be backed up with social media announcements, e-flyers, and newsletters, all aimed at raising awareness amongst customers of the potential for credit card fraud and the steps Oman Air is taking to protect its customers from such fraud.

Customers who use credit cards to book tickets will be required to carry the same card with them at check-in. If a third-party card has been used for the booking and the cardholder is not present, the passenger should carry relevant authorisation from the person named on the card. Random checks by Oman Air's staff will be carried out to ensure the legitimacy of the booking.





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# Memorandum of Understanding signed with Riyada

Oman Air recently signed a Memorandum of Understanding with Riyada which will offer greater ease of access to the airline's supply chain for small and medium-sized enterprises (SMEs).



The Memorandum of Understanding (MoU) was signed with Riyada, which is the Public Authority for Small and Medium Enterprise Development in Oman.

Riyada is a government body established by Royal Decree and entrusted with developing the Sultanate of Oman's SME sector, and the MoU will allow SMEs registered with

Riyada to bid for contracts with Oman Air in a more convenient and efficient way. The SMEs will be registered with Oman Air's Supply Chain Department, enabling them to identify and schedule business opportunities with Oman Air via an online portal.

The MoU was signed as Oman Air continues its ambitious programme of expansion. This will see the national carrier of the Sultanate of Oman's fleet grow to 70 aircraft by 2020, consisting of 25 wide-body aircraft and 45 narrow-body jets.

## 'Befriend the world' human chain

**Befriend the World: Oman Air will be going all out until the end of October this year to set a spectacular new world record for creating the longest human chain of friendship on the internet – and to award 6 lucky individuals with free Oman Air flights.**

Oman Air is celebrating international Friendship Day (which was recently held on 30 July 2015) by launching a campaign to achieve what should be a spectacular Guinness World Record. People from around the world are invited to take pictures of themselves, their family members, their friends and their colleagues holding hands, and then post them on the Befriend the World campaign website [befriendtheworld.com](http://befriendtheworld.com). After sharing their pictures on social media, all participants will then have the chance to win return flights on the Oman Air network until the end of October 2015.

Oman Air has already taken pictures of well over 400 people from over 35 nations at the Expo Milano 2015, currently taking place in Italy. Each image depicts its subjects holding hands in a sign of peace and friendship, and they can be seen on [befriendtheworld.com](http://befriendtheworld.com).

### Guinness World Record?

Oman Air has registered the record attempt with the Guinness World Records organisation as, 'The most people holding hands in an online image chain'. By the end of October 2015, the national airline of the Sultanate of Oman aims to have more than ten thousand pictures of people holding hands, from dozens of nations around the globe.

Each participant will be entered into a prize draw, with the chance of winning 2 return flights from any destination within Oman Air's network to Muscat. In total, there will be six tickets for three lucky winners.

### Befriend the world: Via social media

Oman Air encourages everyone to be a part of this world record attempt, by uploading pictures and information on the website [befriendtheworld.com](http://befriendtheworld.com). More info about the project, and a making-of video explaining the project can be found at <https://vimeo.com/134380567>





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# The Omani Pavillion at Expo Milano celebrates the National Day of the pavillion

Recently, on the 25 July, the Sultanate of Oman held an early National Day celebration at their Expo Milano 2015 pavillion.



The event might very well have been a celebration for the Sultanate of Oman's Renaissance Day, which takes place on 23 July every year in commemoration of His Majesty Sultan Qaboos Bin Said's first day of reign on the 23 July 1970. However, due to a number of countries at the Expo celebrating their national day at this time, Oman decided that it was a good time to do the same.

The celebrations were attended by Oman's Minister of Agriculture and Fisheries, H E Dr Fuad bin Jaafar bin Mohammad al Sajwani, Italy's Undersecretary of Agriculture, Food and Forest Policies, Andrea Olivero, the General Commissioner of Expo Milan 2015, Bruno Antonio Pasquino, and also several other dignitaries and VIPs from both Oman and Italy.



All guests were then invited to take a guided tour of the Oman Pavilion, and watch a performance by the Al Majd folk group of Omani musicians and dancers. In the evening, they were treated to a concert by the Oud Hobbyists Association of the Royal Opera House Muscat, and an Omani fashion show. The guests were also entertained with an 'Ibn Battuta' Opera performance.

During the ceremony, various travel and tourism businesses were honoured for their efforts in promoting the Sultanate of Oman as a travel destination, and for attracting tourists from Europe in general – and from Italy in particular – to the Sultanate. Shipping companies were also honoured for their efforts in promoting Muscat as an important logistics zone in the Middle East.

The National Day celebrations were also attended by delegates from various colleges and universities in the Sultanate, who participated in the organisation of various activities scheduled for the event. In addition to getting in-field experience at the event, the delegates had the opportunity to familiarise themselves with the cultures of the countries that have been present at Expo Milan 2015.

After the ceremony had been completed, the Omani minister signed the Charter of Milan – a shared document at the Expo Milano 2015 which calls on every citizen, association, company





and institution to assume their responsibility in ensuring that future generations can enjoy the right to food.

### 'Feeding the Planet, Energy for Life'

With the theme 'Feeding the Planet, Energy for Life', Expo Milano 2015 showcases how modern civilization is finding ways to provide food to the world in sustainable, earth-friendly ways. The expo is expected to welcome around 20 million visitors to its over 1 million square meters of exhibition space – which includes the Oman Pavilion.

For the Expo, the Oman Pavilion extended the theme 'Feeding the Planet, Energy for Life' into 'Heritage in Harvest: Harnessing the Sea, Sun and Sand', which more exactly matches the rich relationship that the Sultanate's people have with their land.



### Oman Pavilion: Special Events

**16 – 19 September: Investment Week:** A week dedicated to looking at possible commercial developments of the Sultanate of Oman.

**15 – 17 October: Women's Week:** This week will highlight the achievements of women working in different sectors in Oman.

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## Expo Milan 2015

EXPO Milano 2015 takes place between 1st May and 31st October 2015 and will follow the theme of 'Feeding the Planet, Energy for Life'. This unique and extraordinary event will last for six months and is dedicated to the challenges of nutrition and sustainable development. Around 148 countries, including the Sultanate of Oman, will take part and, in addition to the 20 million anticipated visitors.

Oman Air Holidays offers complete and interesting holiday packages to attend the Expo Milano 2015 including Airfare, hotel, airport transfers, tours and Expo day pass.

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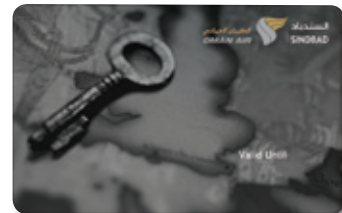
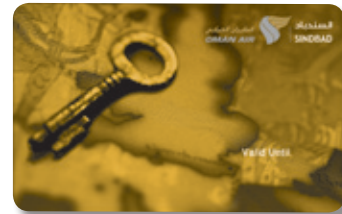
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