

The background of the advertisement is a scenic view of a coastal city in Oman. In the foreground, a multi-lane highway curves along the edge of the sea, bordered by a low stone wall. The city features several white buildings, including a prominent one with a minaret, and a roundabout with a central green island. The city is built into a valley, with steep, reddish-brown mountains rising sharply behind it. The sky is a deep blue with some light clouds. The Siemens logo and tagline are positioned in the top left corner, and the main headline is in a large blue box in the lower half. The website address is in a small white box at the bottom right.

SIEMENS
Ingenuity for life

In Oman, for Oman

Making real what matters

[siemens.om/b2s](https://www.siemens.om/b2s)

Company Vision:

Siemens has been a strategic partner in the Middle East for more than 150 years. In Oman, we have been operating since 1974. Our commitment and presence in the Sultanate continues to grow in alignment with Oman's vision for the future. We are contributing to Oman's diversification plan and long-term economic growth by bringing our technologies in the fields of electrification, automation, and digitalization, and by proactively transferring knowledge and technical expertise.

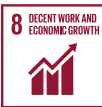
We strive to make real what matters for future generations. We call this 'business to society.'





Driving the economy

Oman Vision 2040 aims to elevate infrastructure as a key economic instrument to help Oman become an industrial and trade hub. This vision also seeks to decrease reliance on hydrocarbon exports, increase the non-oil contribution to GDP, and create new employment opportunities for Omani nationals. The Sultanate is improving its competitiveness to enhance its reputation in international markets.



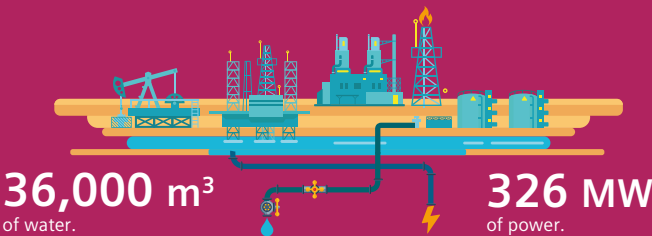
Our contribution

Strategic utility power

Three combined-cycle power plants, Barka III, Sohar II and SUR IPP, are powered by Siemens technologies. Together, they represent

35% of Oman's power capacity.

The **326-megawatt** Duqm Integrated Power and Water Project (DIPWP) will supply electricity and up to **36,000 m³/day** of water to a major industrial zone in the Sultanate. Siemens is supplying DIPWP with gas and steam turbines, long-term power generation services, and digital solutions, including cybersecurity.



SME enabler

Our engagement in the country helps build local businesses.

60%


of our local purchasing volume is allocated to **150** Omani companies.

Tax contribution

Siemens is one of the **100** largest income tax payers in the Sultanate.

Diversification

We contribute to Oman's economic diversification by transforming the way large industries operate.

12% 
of the world's annual production of antimony – a metal used in microelectronics – is produced in Oman using advanced Siemens automation technologies.



Developing local jobs and skills



The Sultanate recognizes that its people are its greatest asset. Skilled Omanis and world-class talent are key to developing a diversified and flexible knowledge-based economy.

Our contribution

Omanization

48%

of our employees are Omanis, exceeding the minimum requirement of 30% for the private sector. We support Oman's vision to increase the contribution of local citizens to the economy.



Youth development

It is a strategic priority for us to attract and hire young talented Omanis, and we recently launched a Graduate Program in Oman. At Siemens, Omani employees contribute to the Sultanate's long-term sustainable economic development. The country's future lies in its young talent.

Female empowerment

Oman is a leader among Gulf countries in terms of gender equality. Women make up



18%

of our workforce.

Encouraging STEM

To foster creative thinking, research and inquiry skills, Siemens donated 80 Energy Experiment Boxes to eight primary schools across the Sultanate. Each kit offered 60 different experiments, teaching children about generating and using energy, the importance of renewables, and the impact that energy use has on the environment. The boxes help



1,300

school children per year

develop their STEM (science, technology, engineering, and mathematics) skills.

Connecting industry and academia

To support the field of mechatronics, which combines electrical and mechanical engineering, we have established a Mechatronics Certification Program with the German University of Technology (GUTech) in Oman.

Improving quality of life

To enhance the living standards of Omanis and facilitate rapid urbanization, the Sultanate is increasing investment in transportation, infrastructure and hospitals.



Our contribution

People comfort

Many landmarks and hospitals across the Sultanate are equipped with our innovative building automation technologies.



Enlightening cities

60% of the power

generated in Oman is distributed and transmitted through Siemens technologies, ensuring that Oman's 4.7 million residents have access to reliable electricity.

Cancer therapy

95%

of cancer patients screened or treated by technology from Siemens Healthineers



Value-added innovations

The Oman Technology Fund supports technology start-ups and nurtures innovation across the economy. The Sultanate also is establishing research clusters and incubators with universities across Oman. These private and public sector partnerships promote innovation, research, and technology adoption in support of a knowledge-based economy.



Our contribution

Digital oil fields

90% of the wellheads in the Sultanate are connected via our digital solutions designed for harsh environments.

Water availability

The delivery of



70%

of Oman's daily water supply is enabled by our technology.

Power reliability



We were the first supplier of cutting-edge grid stabilization technologies to optimize power systems in Oman's steel and cement plants.

Digital monitoring

Our remote digital monitoring and digital twin solutions are helping drive digitalization in the oil and gas, industrial and utilities sectors.

Sustaining the environment

Oman is committed to ensuring future generations inherit an environmentally sustainable economy. That means acting to improve air quality, preserve water resources, expand clean energy generation, and promote energy efficiency.



Our contribution

CO2 reduction



We provide 65% of Oman's gas chromatographs, which facilitate the analysis and monitoring of emissions.

Wastewater treatment



Four industrial zones in Oman treat industrial wastewater using Siemens technologies.

Smart campus

Sultan Qaboos University is the biggest and first public university in the Sultanate of Oman. The university is leading a smart campus initiative by using energy efficiency and optimization solutions from Siemens. The energy savings and building performance enhancements bring the university closer to its smart campus goals.



Supporting transformation



Oman is developing a diversified, sustainable and competitive economy that is increasingly knowledge-based, fueled by innovation emerging industrial technologies, and fiscal sustainability. It seeks to increase the in-country value of goods and services, and to modernize the nation while preserving its cultural and natural heritage.

Our contribution

Airport electrification

The Sultanate's tourism sector is an important economic driver, employing more than 16,000 Omanis. Muscat International Airport is a significant contributor to the sector. The Siemens electrification of the airport supports its increased capacity to over

 **20 million**
passengers per year which
places it among the top
15
Middle East airports.



Skills training



We partner with **9** local Omani companies to provide

14,000
man-hours

of training annually on equipment operations and services, an example of local value add and knowledge transfer.

National security



Protecting the vital oil industry is a top security priority; our integrated technologies help detect and prevent cyberattacks, enhancing overall system security.



Sustainable Development Goals (SDGs)

In 2015, the United Nations announced a call to action to end poverty, tackle climate change and ensure peace and prosperity by 2030. To focus global efforts around a common set of goals, the 17 Sustainable Development Goals (SDGs) were adopted. These goals remind us, at Siemens, of our role in working with society, for society. By aligning our corporate sustainability goals with the SDGs, we can contribute to the global endeavor of creating a more sustainable future.

In Oman, many of these SDGs are reflected in Oman Vision 2040. Developing its people and creating a knowledge-based economy that focuses on the role of Omanis, their knowledge and their creativity are cornerstones of this Vision.



For more information, please contact our Customer Support Center.
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