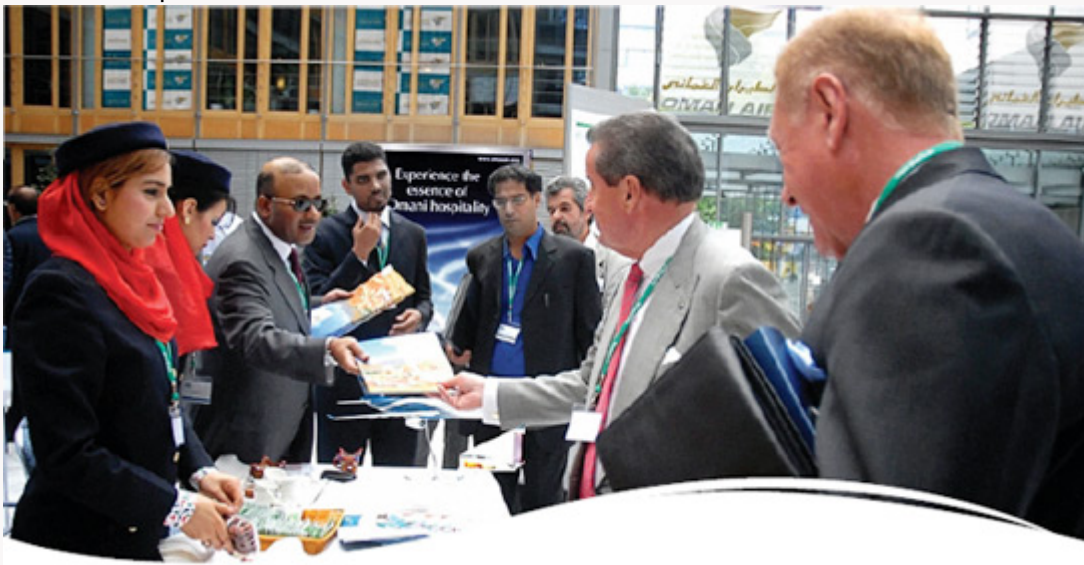


Home > about-us > press-releases > oman-air-stand-catches-95-percent-participants-attention-berlins-al-multaqa

## Oman Air Stand Catches 95 Percent Of The Participant's Attention At Berlin's Al Multaqa

Date: 01 Sep 2008



The Arab-German Chamber of Commerce and Industry (Ghorfa) which hosted The 11th Arab-German Economic Forum (Al Multaqa) held at the House of German Business, from 25-27 June 2008 in cooperation with the Association of German Chambers of Industry and Commerce (DIHK) and the General Union of Chambers of Commerce, Industry & Agriculture for Arab Countries, they informed that the national carrier of Oman stand scored 95 percent of the participant's attention, following a recent review amongst the participants in the events and activities of the Forum. (Ghorfa) carried out the survey.

The Arab-German Chamber of Commerce and Industry believed that Oman Air had a very prominent stand at the Forum, which participants who were entering the venue had to look at. We are quite sure they said, almost everybody did notice Oman Air. Moreover, thanks for your officials, cabin crew and the little give-aways, your stand was very popular with the participants. Therefore, you did succeed with getting all possible attention they added. Oman Air stand was widely noticed, visited and therefore very successful, they confirmed.

Corporate Communication and Media of Oman Air recalled that Oman Air's participation came under the umbrella of The Omani Chamber of Commerce and Industry. The national carrier participated in the events and activities of the Forum in which around 900 Arab and German officials and businesspersons attend, and discussed prospects of Arab-German business relations. They stated Forum, which has become one of the most important channels of dialogue and communication, furthermore the largest Arab-German business platform in Germany, saw the participation of the Sultanate of Oman as a major partner this year, hence spurred the process of promoting economic and trade ties between Germany and Oman to greater heights.

They notified that the distinguished geographical location of Oman makes it a perfect stop over destination. Through our stand, we introduced the high quality services of Oman Air as well as the sturdy growth in the carrier's expandable network, which now comprises of 27 destinations. Oman Air had pronounced its preparation to launch services to Frankfurt in the near future, adding that the participation in this key event was of special importance not only since it represents Oman air longing to strengthen its presence in Europe, however also reflects the company's strategic plans to extend its services and promotional programs to cover various parts of the world. We anticipate promoting tourism and business between our two friendly countries, by launching such a direct flight services. They also announced that Oman Air would persist with its preparations aiming towards establishing closer business ties between Oman and Germany in particular, by attracting further tourists from this important region, in the near future.

It is well known that Germans are eager to visit new tourist destinations, and with the opportunity of providing direct flights to one of the most desired tourist destination that is Oman, the logical choice to travel will be Oman Air. CC&M of Oman Air assured that tourism ties will expand in the years to come, in fact, the number of German tourists visiting Oman has recorded significant increase over the years. The Sultanate as they know ledged has seen a growing number of German tourists during 2007, and it is expected to increase for 2008.



We did successfully display the true essence of Oman, and have played a very significant role in reflecting the country's flourishing tourism and hospitality industry. This event was an effective way of promoting our beloved country through our stand. We announced through our presence that the Omanis, the people who are rooted in their traditions also open to progress, are waiting to welcome visitors to their astonishing country. In conclusion, they gave notice that the official international tourism statistics show that the German tourist market is still one of the largest world markets, as German tourists spent last year about 60 billion Euros of which 83 per cent was spent on various tours in Germany and abroad, and the remaining percentage spent on business trips.

It is noteworthy that Oman Air through direct coordination with the Arab-German Chamber of Commerce and Industry, was exclusively presented among all Arab participants showcasing Oman at the reception, wherein was held at the office of Berlin's Governing Mayor the Rotes Rathaus (Red City Hall), in honor of the participants.

---

**Source URL:**

<http://www.omanair.com/about-us/press-releases/oman-air-stand-catches-95-percent-participants-attention-berlins-al-multaqa>