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## **Oman Air announces partnership with MCI**

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MUSCAT: Oman Air, the national carrier of the Sultanate of Oman, and the industry leading event agency and professional congress organiser, MCI, signed a Memorandum of Understanding to increase MICE traffic to Oman, at the recently concluded IMEX event in Frankfurt, Germany.

Worth in excess of 90 Billion dollars across the world, MICE (Meetings, Incentive, Conference and Events) is a highly lucrative segment of the tourism industry and one that Oman is actively targeting.

Abdulaziz Al Raisi, Chief Executive Officer of Oman Air stated “Attracting new corporate meetings, conferences, incentives groups and events (MICE) is an important focus for Oman Air. The Sultanate has hosted many events in recent months attracting thousands of overseas attendees. Additionally, the country has been showcased by journalists visiting Oman as well as by participants attending sporting events such as Ironman, Tour of Oman and Bike Oman, to name a few. All of these MICE events increase tourism revenues for the country increase tourism revenues for the country. Partnering with MCI, one of the leading MICE companies in the world will only help us grow this important sector.”

Richard Bodin, Senior Vice President, Oman Air Holidays said: “We are delighted to be working alongside one of the world’s leading MICE agencies. We are committed to growing this critically important business segment and with their professional approach and international reputation, we can promote Oman as an excellent venue for MICE activities. Oman has enjoyed strong success recently with some big conferences opting for the Sultanate as their chosen venue and combining our efforts with MCI will further enhance our attractiveness”

Ajay Bhojwani, Managing Director, MCI Middle East commented: “With the launch of MCI Oman and as we continue to do more and more projects in Oman, it is just the perfect time to fast track this journey of growth and aim to attract an increasing number of large conferences and events to Oman. And this surely won’t be possible without a key stakeholder like Oman Air.

Combining efforts with the multi award winning Oman Air will add huge strength to our proposals to prospective clients. With a world class airport, excellent hotel choices and a brand new, state of the art, Oman Conference and Exhibition Centre, Oman has so much to offer. With some key projects already confirmed, we are confident of the destination further attracting large and strategic MICE events that will further enhance the growth for the country.”

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