



مجموعة سابكو
SABCO GROUP

July 2025 Newsletter

SAYYID KHALID'S ADDRESS



At SABCO Group, we pride ourselves on providing world-class services in a supportive and engaging environment. Renewed capabilities amongst our strong team are imperative to keep up with the fast pace of developments and market dynamics. I thank you all for continuing to stretch, strive, and achieve your best.

Now is a great time to reflect on some of our most notable achievements. I would like to start by congratulating our team members at Amouage.

Seven industry recognition awards and growth, approximately 2.5 times the rate of the global perfumery market, is a testament to the hard work and strong execution of our teams.

Ephemeral spaces appeared in new cities around the world including China, New York and Los Angeles. Pop ups in premium retail spaces including Selfridges, Galeries Lafayette Champs Elysees, Bloomingdale's Dubai and airports across the worlds including Dubai and Muscat. A new flag ship store was opened in Shanghai and a boutique in New Jersey, USA.

In Oman, we had the first-in hotel petite boutique in Mandarin Oriental and our new reimagined space in SABCO centre. The team worked to further develop their inflight offerings with Oman Air amongst many other significant and impactful activations.

SAYYID KHALID'S ADDRESS

As many of you might know this year started with a strategic move and a historical moment as L'Oréal became a minority stakeholder in Amouage. Being associated with a global conglomerate and the largest company in the beauty world will undoubtedly take Amouage even further in the global scene.

The team most recently returned from a 3-week world tour spanning three continents and we look forward to new stand-alone boutiques being unveiled in Asia, the US, and Saudi Arabia before the end of the year.

In other news 'Connect ' achieved some truly wonderful results and recognition, Voltamp have some exciting updates and SABCO centre unveiled several new retail outlets thanks to the team at SABCO Properties.

I am also delighted to welcome the newest member of our leadership team Omar Othman as CEO of SABCO Media. We are excited to embark on a new chapter, one that elevates our products and services to new heights, in line with the rapid evolution of this sector.

I hope you can all spend a few minutes reviewing some of the other noteworthy highlights below to gain some insight into other companies' wonderful achievements.

Until next time,
Sayyid Khalid.

MANAGER'S MEETING

Earlier this year, company heads came together to discuss the strengths, challenges and opportunities our different business divisions currently face.



MANAGER'S MEETING



SABCO MEDIA



New CEO Appointment

"I am excited to join SABCO Media at such a pivotal moment in its journey. With its rich legacy and dynamic team, we are poised to reshape storytelling, brand-building and audience engagement in the region. I look forward to leveraging my regional experience in partnerships and business growth to support the group's ambitious expansion strategy."

Omar Othman - SABCO Media new Chief Executive Officer.

SABCO SPORTS

Experience Oman Muscat Marathon 2025



Muscat Marathon hosted 13,685 participants and was an incredible celebration of sport, perseverance and unity. Thank you to SABCO Sports for organising and managing all aspects of the event including, but not limited to, technical, medical, logistical, administrative and security.

CONNECT - OMAN SUSTAINABILITY WEEK

Oman Petroleum & Energy Show (OPES)



I would like to thank Connect for their efforts as the main organising and executing company :

The events achieved record-breaking heights:

- 42,712 visits – a 19% increase from 2024's combined UFI-audited attendance
- 88% of 2026 floor space rebooked onsite – with additional space now being added beyond the previous expansion
- 1,694 conference delegates
- USD 2.5 billion+ in total value of signings announced during the week

A national event for future energy, power, water, waste, future mobility, environment and society.

CONNECT - OMAN SUSTAINABILITY WEEK

Oman Petroleum & Energy Show (OPES)



Empowering local businesses



Driving conversations that matter



VOLTAMP

Voltamp published its first edition of sustainability report for 2024 in line with the guidelines of Muscat Stock Exchange and Financial Services Authority



Watch [here](#)

NATIONAL MINERAL WATER COMPANY

In late 2024, a new leadership team was appointed and a 12-month transformation project launched under the name "The Way Towards Excellence." An initiative not solely on operational improvements; it was about building a future grounded in clarity, accountability, and excellence. A pool of transformation consultants were engaged alongside the new management team to reshape the organisation's approach



From left to right: Hesham Aly (Head of Operations), Devesh Sharma (Consultant-Corporate Governance), Jehad al Tamimi (Consultant-Business Excellence), Adil Al Balushi (Consultant-Tax Management), Sayyid Ayman Al Busaidi (NMWC Vice Chairman), Samir Al Balushi (General Manager), Rajesh Khanna (Consultant-Finance Strategies), Chidambaram Rama (Consultant-Quality Management), Huda Al Balushi (Consultant -Legal & Compliance).

NATIONAL MINERAL WATER COMPANY

A new business excellence unit was established to ensure that improvements were not only implemented but sustained.



From left to right: Iqbal Pathan (Head of Finance), Hesham Aly (Head of Operations), Jihad al Tamimi (Consultant-Business Excellence), Sayyid Ayman Al Busaidi (NMWC Vice Chairman), Samir Al Balushi (General Manager), Sayyid Khalid Al Busaidi (NMWC Chairman), Abdullah Al Busaidi (Head of Sales and Marketing), Laila Al Zakwani (NMWC Board Member), Raffy Kozadjian (NMWC Board Member), Rajesh Khanna (Consultant-Finance Strategies).

NATIONAL MINERAL WATER COMPANY

Commercial partnerships were reimagined —including regaining the distribution rights of the energy drink “Effect” and most importantly moving the business offering in this category from only one flavour to 7 new flavours in 2025.

The acquisition of exclusive distribution rights for key players of soft drink brands in the country which represents more than 30% market share being Kinza and Kingsley Cola, helping diversify the company's offering and energize its market positioning.



Kinza



Kingsley Cola



Effect

SABCO PROPERTIES – SABCO CENTRE

Since the beginning of 2025, SABCO Centre has welcomed three new outlets



Key Marketing



Majestic Footwear



Ajmal Perfumes

SABCO PROPERTIES – SABCO CENTRE X AMOUAGE

SABCO Centre is home of the first-ever Amouage retail space which recently underwent 18-months of extensive renovations and now presents a two-floor-high crystalline glass façade and a breathtaking artistic depiction of a majestic Frankincense tree in the Omani desert.



AMOUAGE

A multitude of Permanent & Ephemera Spaces across the Globe



A vision of the Omani desert in SoHo



The first in-hotel Petite Boutique in the Mandarin Oriental



The flagship store in a 140-year old building in Zhang Yuan

[MORE AMOUAGE SPACES](#)

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