

Al Naba Group rings in 2016 with strong ambitions for growth

MUSCAT: Al Naba Group of Companies kicked off the New Year with a celebratory get-together that also saw management and senior staff stand shoulder to shoulder in a reaffirmation of their collective commitment to advancing the group's strategic and business growth objectives during 2016.

Sayid Khalid bin Hamed bin Saif Al Bussaidi, group chairman, led fellow board members and senior management colleagues at the get-together at the Banquet Hall of Oman Tourism College recently. The annual event, held at the start of each new year, is in line with a longstanding tradition that underscores the warm fraternal ties characterising the relationship between management and the company's large workforce, says a press release.

Also in keeping with the spirit of the event, a number of long-serving employees of the group were fêted on the completion of 25 years and 30 years of service. They were presented with awards and gifts in appreciation of their dedicated services to the company, as well as a token of the esteem that the work-



group's greatest asset - for their commendable contribution during the past year.

"As we ring in the new calendar year, I am confident that we will collectively rise to the challenge and deliver another exceptional financial year," the chairman remarked.

Corporate and business high-points of the past year were captured in a striking video that was played at the start of the event. Department heads took turns in the video to outline their respective strategies for driving the group's overall success. A separate video, produced by the employees, offered their perspectives on the promising career and growth opportunities afforded by Al Naba to the Omani staff.

Both videos encapsulate the impressive strides that Al Naba Group has achieved over the past three decades. Today, Al Naba Group ranks as one of Oman's top 10 corporate brands with over 9,000 employees and a geographical footprint that spans not only the length and breadth of the Sultanate, but extends into the UAE, Saudi Arabia and Qatar as well.

face-employees in the eyes of the group. Additionally, a number of employees were rewarded for outstanding workplace accomplishments and initiatives - part of a group-wide incentive programme designed to keep the staff well-motivated and engaged. Exemplary staff were recognised for among other things: Teamwork Excellence, Meritocratic Service, Bright Ideas, Behind the Scenes Excellence, Volunteerism, Neat and Clean Uniform, Exceptional Customer Service, Improving Efficiency, and so on.

Speaking on the occasion, Khalid expressed sincere thanks to the management and staff for making common cause in supporting the achievement of the group's corporate growth objectives during the past year. He exhorted his top-level team to stay the course and to build on this success despite the challenging economic and business environment triggered by the Al Naba family - indeed our

to the stamp in global oil prices.

"Al Naba's growth over the past decades has been underpinned by a combination of enterprise, innovative thinking and hard work. We applaud our team, as well as each and every member of the multinational workforce that constitutes the Al Naba family - indeed our