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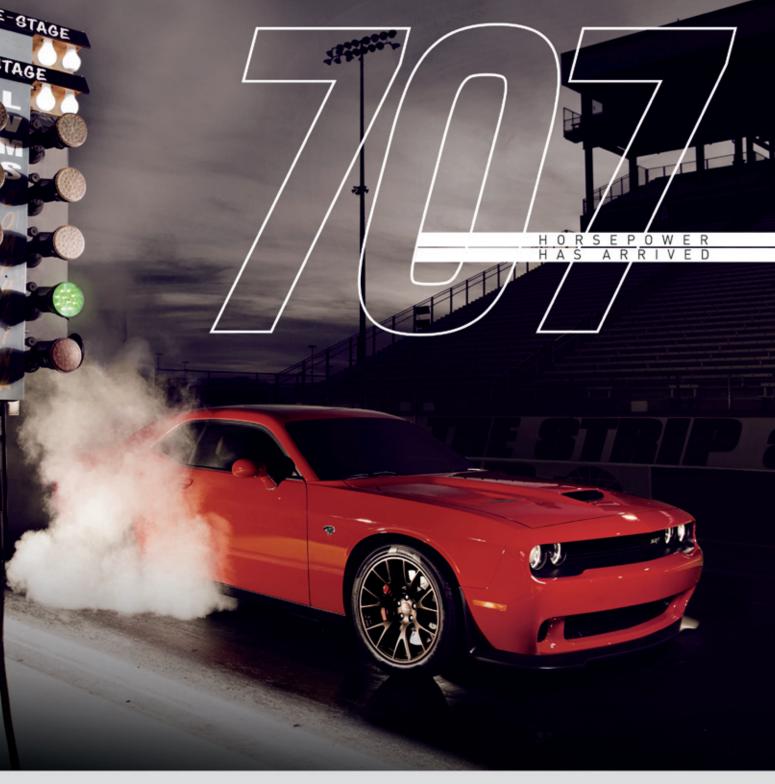












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It is a great pleasure to welcome you, our valued and respected guests, aboard your Oman Air flight.

This is an exciting time for Oman Air. As we continue our ambitious programme of expansion, we are delighted to have launched our first, much-anticipated Boeing 787-8 Dreamliner service. The first of our daily Dreamliner flights between Muscat and Frankfurt took off on 25th October. Oman Air is now the only airline to offer direct flights between the two cities. The combination of Oman Air's outstanding cabins and onboard service, and this aircraft's innovative features, is sure to delight Oman Air's loyal customers. Demand for seats is high, so I would recommend early booking.

Our first Dreamliner took to the skies for its formal inaugural flight on 18th October. It flew from Muscat to Salalah, in southern Oman, and was greeted with enthusiasm by all who witnessed this historic event. As we receive more of these iconic aircraft and increase the number of routes on which it operates, even more of our customers will have the opportunity to enjoy the Oman Air Dreamliner experience.

In the meantime, there is also great news for air travellers in the Indian Sub-continent. Oman Air has unveiled a new service to Dhaka, the capital city of Bangladesh. This is our second route to Bangladesh – the first being to Chittagong – and our 18th in

Marhaba

the Indian Sub-continent. It will provide an invaluable service for business travellers and expatriates. Furthermore, it offers a wonderful opportunity for leisure travellers to discover the outstanding natural beauty that Bangladesh has to offer. You may wish to take advantage of the special fares we currently offer on flights between Muscat and Dhaka through our website (omanair.com). Again, demand is high, so I advise early booking.

Oman Air's introduction of new aircraft and new destinations illustrates the continuing success of our company. This would not have been possible without the visionary leadership of His Majesty Sultan Qaboos, under whom Oman Air was established in 1993. So it is with gratitude and respect that we join the people of the Sultanate in celebrating Oman's 45th National Day on 18th November.

On behalf of all my colleagues at Oman Air, I can say that we have never been more proud of our airline's role as the national carrier of the Sultanate of Oman.

I thank you for flying with Oman Air and wish you a relaxing and enjoyable flight.

Paul Gregorowitsch Chief Executive Officer



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DiaryA wrap up of what festivals, events and sports are happening this month.

18 November DayHis Majesty Sultan
Qaboos Bin Said's 45th
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Zurich20 Experiences in the 'World's best quality of life city'.

Out of Amsterdam 28
City escapes.







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How to inspire and **36** activate your staff.



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Wings of Oman

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World Travel Market

Where: London, England
When: 2 November – 5 November

When: 2 November – 5 November
What: This month's World Travel Market is the
leading global event for the travel industry. 'Through
its industry networks and unrivalled global reach,
WTM creates personal and business opportunities,
and provides industry professionals with quality
contacts, content and communities,' say the
organisers. More than 50 000 travel professionals
are expected to attend this month. Don't miss out!

Festivals Around the World

Diwali/Deepavali, Hindu 'Festival of Lights'

(10/11 November, India/Worldwide).

Manila/Boracay Latin Dance Festival (17 November – 22 November, Manila and Boracay, Philippines).

EICMA Motorcyle Expo (19 November – 22 November, Milan, Italy).



World Architecture Festival

Where: Marina Bay Sands, Singapore When: 4 November - 6 November What: This month's World Architecture Festival is where you can be inspired by the finest and freshest architecture from around the world; learn more about how the world's leading architects and designers think; and when you can place yourself at the heart of the global architectural community. It might also be the very best time to get upclose-and-personal with Singapore's spectacular architecture.

Pushkar Camel Fair

Where: Pushkar (near Jaipur), India When: 19 November – 25 November What: Each November, more than 300 000 people and 50 000 animals gather together in Pushkar, in the Northern Indian state of Rajasthan for one of the world's most spectacular festivals, the Pushkar Camel Fair. During the festival, hundreds of camels are dressed up in colourful 'clothes', jewelley and other finery, and paraded around proudly by their owners. There are also camel races on the go throughout the festival, and several camel beauty contests.







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Amsterdam Museum Night

Where: Amsterdam, The Netherlands When: 7 November

What: During one night in November each year in Amsterdam, at a time when the nights are becoming colder and colder, all museums in town turn into one giant festivity scene – and remain open from at 7pm in the evening until 2pm the following day. To go with this special time on the Amsterdam calendar, there is loads of live music, dancing and singing at all the venues – as well as great food to keep your body and mind happy and warm.





Beirut 'Salon Du Chocolat'

Where: Beirut, Lebanon When: 12 November – 14

November

What: Salon du Chocolat is the annual, world-wide event dedicated entirely to chocolate, and the great news for Beirut chocolate lovers it will be coming to town this month. Visitors to 'Salon Du Chocolat' Beirut will be able to indulge in the world's finest chocolate, attend chocolate tastings, and take part in various chocolate workshops hosted by top-class chefs. There will also be a chocolate 'Fashion Show'. Beirut 'Salon Du Chocolat' will be held alongside the Beirut Cooking Festival.

Events Around the World

Guy Fawkes Fireworks Night (5 November, Worldwide).

Dubai International Motor Show 2015 (10 November – 14 November, Dubai UAE).

Lopburi Monkey Banquet (28 November, Lopburi, Thailand).

Paris Photo Agenda

Where: Paris, France

When: 12 November – 15 November What: The Paris Photo Agenda is the premier international art fair for works in the photographic medium. This year, the event, which will take place at the Grand Palais, promises to be richer and more innovative than ever before, with a total of 167 galleries and publishers scheduled to be in attendance (with 26 newcomers among them). If exquisite, professional photography is your thing, don't miss out!





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NBO Golf Classic Grand Final

Where: Muscat, Sultanate of Oman When: 4 November – 7 November

What: This month, the NBO Golf Classic Grand Final will once again be held at the spectacular Almouj Golf championship course in Muscat. The event forms part of the very prestigious European Challenge Tour, and will see the top 45 players on the Tour's 'Road to Oman' Rankings competing for a prize fund of USD 397 000. Oman's cooler temperatures in November, an increase in the number of spectators expected for the event, and world-class golf performances, should all make for a highly memorable event this month. Last year's NBO Golf Classic winner was the Englishman, Max Orrin.

Spartan Race

Where: Dubai, UAE When: 6 November

What: With over 2 million competitors across 21 countries, and with a reputation as being the world's best competitive obstacle course event, this month's Spartan Race in Dubai should be unforgettable – both for the 'Spartan Warriors' who take part, and the spectators that watch it. On the day, the Spartan Sprint will be a 5 kilometre run (with over 15 obstacles), and the Spartan Super a 13 kilometre run (with over 25 obstacles). There will also be a Junior Race for 4 to 15 year-olds, live entertainment, and food 'fit for a Spartan' for sale.





Race of Champions

Where: London, England When: 20 November – 21 November What: The Race of Champions is a high-energy, action-packed, knockout motorsport event that features some of the world's greatest drivers, and a series of head-to-head races that take place around a specially designed twin racetrack. A stadium setting allows you to see all the action, hear every roar of the engines and see every slide and every spin. There are also stunt bike shows, car shows, and live music and DJs.

Sports Around the World

Extreme Sports Festival (5 November – 7 November, Dubai UAE).

German Cup Ice Hockey (6 November – 8 November, Augsburg/Munich, Germany).

Beirut Marathon (8 November, Beirut, Lebanon).

ATP World Tennis Tour Finals (16 November – 22 November, London, England).

Abu Dhabi F1 Grand Prix (29 November, Yas Marina Circuit, Abu Dhabi, UAE).

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Luxury Crafts

The Asmaa Collectionz design range is a selection of luxury items that combine fine Omani design with the very best in modern craftsmanship and manufacturing techniques, and include 'Decorative Pieces', 'Gold Collections', and 'Grand Collections' ranges. There is also a collection of lamps, pewter items, and cards and bookmarks available.







Decorative Pieces

The Asmaa Collection's Decorative Pieces successfully combine the best in traditional Omani design, with the best in contemporary craftsmanship to produce a range of items that are magnificent to look at – and to use. There are various types of small and large luxury goods containers, lamps, coaster mats, and tables available, as well as wooden Omani-style 'mandoos' chests. Each piece makes use of beautiful Mother of Pearl inlay work, luxury paint techniques, and high-end cabinetry work.





The Gold Collection includes a selection of decorative and functional items that are 'emphatically modern in design' as the brand profile describes them. They feature gold, Omani-inspired ornamentation, which is strongly influenced by traditional Omani jewellery. As is standard for the entire collection, each item is crafted and finished according to the highest quality standards.

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Grand Collections

This unique range of Mother of Pearl and lacquer artefacts are the Omani antiques of the future, says Asma. They are the perfect reflection of the Asmaa philosophy of combining classic Omani design, with the best of modern craftsmanship and manufacturing.

The complete Asmaa Collectionz range can be viewed at asmaacollectionz.com

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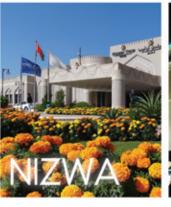
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Golden Tulip Seeb



Golden Tulip Nizwa



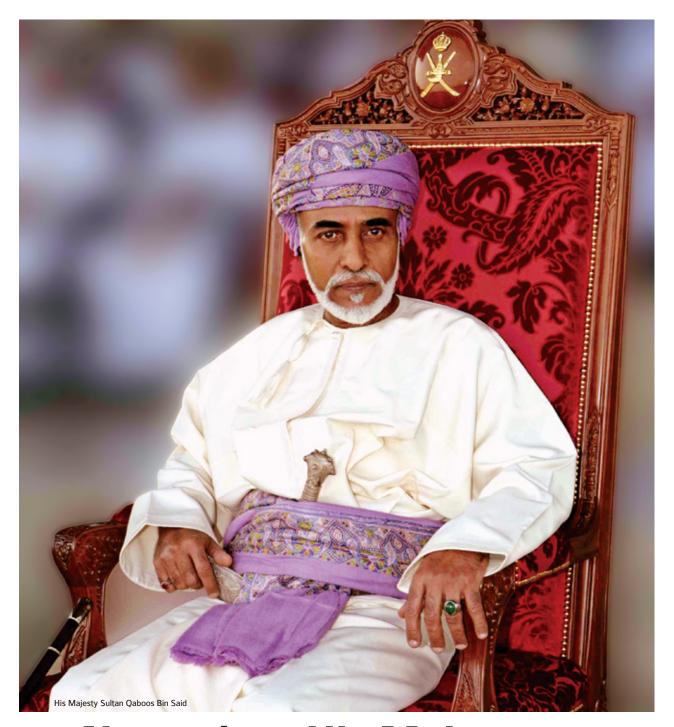
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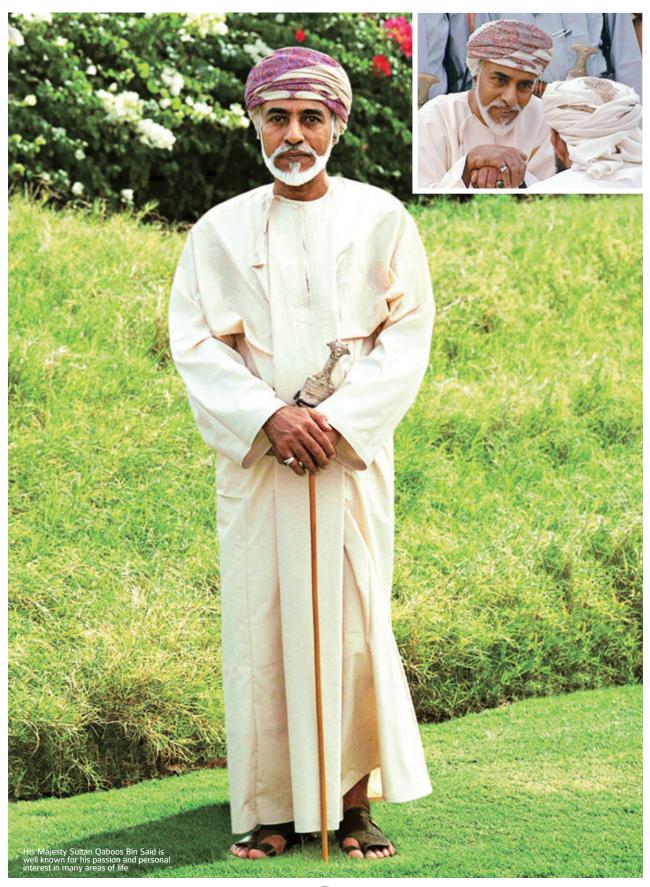
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18 November: His Majesty Sultan Qaboos Bin Said's 45th National Day

On the 18 November of this month, His Majesty Sultan Qaboos Bin Said Al Said will celebrate his 75th birthday, and his 45th year of reign in the Sultanate. And the entire country will mark the day with what should be a very special National Day celebration of the great legacy that their esteemed ruler continues to leave every year.



In 1940, His Majesty Sultan Qaboos was born to the late Sultan Said Bin Taimur in Salalah, in Oman's southern Dhofar Governorate. This made him a direct descendant of the founder of the great Al Busaidi dynasty, which was the dynasty that originally created the Sultanate in the 1600s.

Now, 75 years later, the 18 November of this month is set to be a truly joyous occasion in Oman. As a show of their affection for their leader, on the days leading up 18 November, His Majesty Sultan Qaboos Bin Said's image and the Sultanate of Oman's colours and flag will begin to appear on everything from cars, to social media pages, to flags, cakes, t-shirts, street signs, and inside restaurants, shopping centres, and businesses and boardrooms.

Then, on the day itself the streets of Oman's cities will be packed with people celebrating the life of their Sultan. With plenty dancing, singing and fireworks included.

A leader is born

As a young boy, and then growing up in the 1950s, the story goes that Sultan Qaboos received personal tuition from a select group of teachers and mentors (both in Oman and abroad), until he was ready to be sent to the United Kingdom in 1958 to attend a private educational institution in Suffolk, England; then to study military sciences at the prestigious Royal Military Academy in Sandhurst in 1960; and then to finally spend more time in the UK studying local government systems.

When His Majesty officially ascended to the throne in 1970, his statesmanship, leadership and his vision for transforming his country into something truly special was brought to life, and he immediately set about implementing development projects with the aim of improving his people's standard of living and transforming Oman – which he renamed The Sultanate of Oman, into the progressive economy and society that it is today.

The passionate leader of the people

His Majesty Sultan Qaboos is well known for his passion and personal interest in many areas of life.

Among these are his love of music and the arts, his love and appreciation of the political and philosophical ideas and writings of history's great thinkers, his love of the sea and Oman's maritime tradition, his passion for equestrian activities, and many other things.

A National Day to remember

This month's National Day in the Sultanate should once again be a day to remember – and a day when the people of Oman, and the rest of the world will express their love, loyalty and appreciation for everything that His Majesty has done over the last 45 years of his rule.

And also, their acknowledgment that His Majesty has laid the foundations for a modern country that keeps pace with the development the rest of the world, and at the same time, ensured that Oman's rich cultural heritage and the values of its people remained.

National Day – a Renaissance Day

One of the other important days of His Majesty Sultan Qaboos Bin Said in Oman, and which is held every year on 23 July, celebrates what was His Majesty's first day of reign on 23 July 1970.



His Majesty Sultan Qaboos Bin Said – the passionate leader of the people



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12,14 November 7:00 PM

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29,30 November 7:00 PM

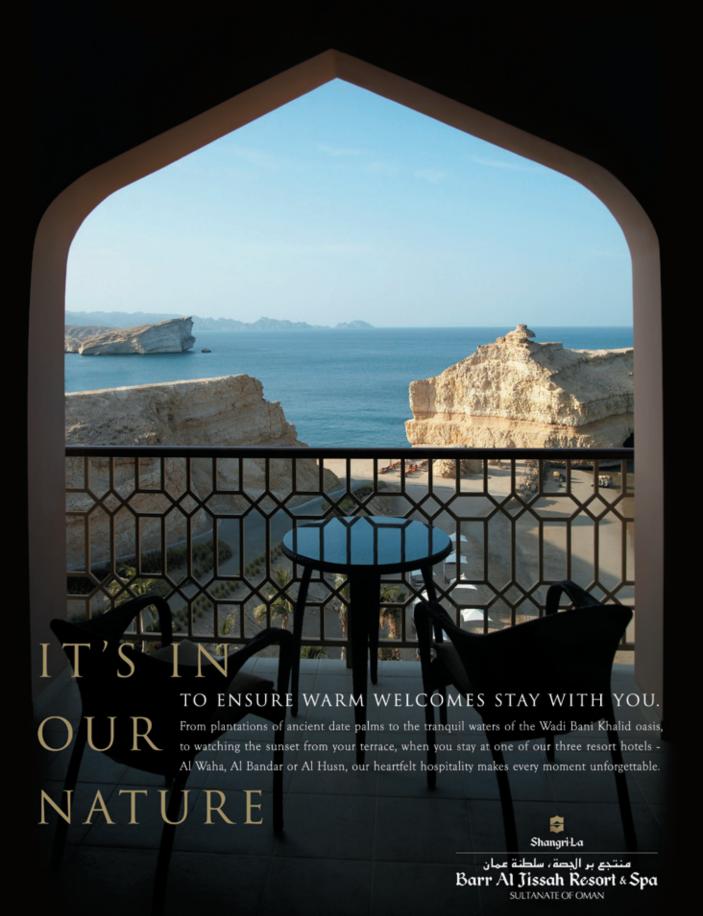
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Zurich: 20 Experiences in the 'World's best quality of life city'

Since 2001, out of 300-plus cities every year, Zurich has been awarded the 'City with the world's best quality of life' title a total of 7 times, and enjoyed the runner-up position 3 times. The award (which is put on by the Mercer research organisation) examines aspects like leisure and recreation, safety, cleanliness, and political and economic stability. And, it proves that the Swiss city of Zurich really is a small paradise in the middle of Europe. Here are twenty things to experience in what is arguably the world's best quality of life city.



- 1. Hike up Uetliberg: Uetliberg is 'Zurich's very own mountain', and from where you have beautiful views of the city, lake, and Swiss Alps. At around 900 metres high, Uetliberg is not huge, but what it lacks in size, it makes up for in popularity. In winter, the hiking trails are converted into sledding runs. In summer, there are hiking trails to the top, mountain bike routes, and a 'Planet Trail' of our solar system.
- 2. Shop at the Bahnhofstrasse Boulevard: At this world-renowned shopping boulevard you'll find numerous fashion boutiques, designer department stores, top-class restaurants, and luxury watch and jewellery shops, as well as the famous Paradeplatz the Swiss banking centre.
- 'Zurich's National Museum building is over 100 years old and looks like something out of a classic fairytale story'
- 3. Experience '3 000 Years of Timekeeping' at the Clock and Watch Museum: One of the world's leading private collections of clocks can be found at the Beyer Clock and Watch Museum. Over 300 valuable exhibits are on display, and present you with a history of timekeeping over 3000 years.

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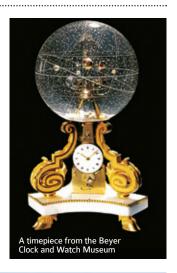


- 4. Go underground at Käpfnach Mine: The now disused Käpfnach coal mine offers an exciting underground adventure, with the highlight being a 1.4 kilometre ride through a railway tunnel. There is also a Mining Museum here with exhibits relating to the centuries-old local coal-mining industry.
- Do a Zurich Bicycle Tour: One of the best ways to discover Zurich is by bicycle, and there are various guided bike tours around the city's picturesque urban districts, and famous sites.
- 6. Visit a medieval castle: Kyburg Castle is perched high up above the River Töss, and is Eastern Switzerland's most important feudal castle. It is also now home to a lively museum, where you can hear tales about the knights and castle maidens, and see the castle torture chamber, medieval kitchen, and armour and weapon rooms.
- 7. Admire the finest watches and watchmaking in the world: For centuries, Switzerland has been world-renowned for its watches. In Zurich there are dozens of watch and jewellery shops stocking the leading brands. And it is hard to walk away empty-handed (or empty-wristed)!
- 8. Visit the Kunsthaus Zurich art museum: This is a mustvisit for art enthusiasts as it houses one of the most important modern art collections in Zurich. There are also artworks from the medieval era and a significant collection of international works, including key pieces by Picasso, Monet and Chagall.
- 9. Take the kids to Kindercity: This edutainment centre is where your kids can discover the joys of science – and where they can learn how to manipulate, observe, analyze, exchange and experience their natural, physical world in a scientific way.
- 10. Explore the National Museum Zurich: The National Museum is located in the heart of Zurich, next to the Main Railway Station and houses the largest collection of cultural-historical objects in the country. The museum building itself is over 100 years old and looks like something out of a classic fairytale story.
- 11. See the Swiss Alps from Bürkliplatz: Lake Zurich's Bürkliplatz dock is the starting spot for many tours, the venue for a variety of events, a vegetable market (which takes place here twice weekly), and a flea market every Saturday in the

'One of the best ways to discover Zurich's picturesque urban districts and famous sites is by bicycle'

summer. It is also where you'll get a view of the majestic Swiss Alps peaks.

12. Stroll through the City Gardens: Open every day of the week, the Zurich City Gardens await with thousands of flowers, a large displaygarden with botanical rarities, two greenhouses overflowing with tropical and subtropical plants and animals, a pumpkin plantation, and much more. It's a great place for a relaxing, 'escapethe-city' stroll.







Whether you're looking for a quick bite between shopping, or a lavish meal with family and friends, you will find it all at Oman Avenues Mall.



































- 13. Take a cruise on Lake Zurich: The best way to explore the famous Lake Zurich is by boat. Cruise operators like the Lake Zurich Navigation Company offer tours on the lake during summer with various food, dance and entertainment themes.
- 14. Explore Schipfe: Schipfe is Zurich's oldest district, and where boats docked during the Middle Ages to deliver silk, gold and food to the city. Today, it is an idyllic location to linger around, shop at, and enjoy some good food at the many restaurants in the area.
- 15. Eat Swiss cheese: For tourists, any trip to Zurich can be considered incomplete without a traditional Swiss cheese tasting session or without a traditional Swiss cheese fondue served in a hotpot (especially in winter).
- 16. Dine on Zürigeschnätzlets and other Zurich dishes: The classic Zurich dish is Zürigeschnätzlets, which consists of chopped veal in a cream and wine sauce, served with potato Rösti (a type of hash-brown). Grilled Würste (sausages) is also popular, and served with boiled potatoes, or small noodle dumplings.
- 17. Buy a Swiss Army Knife: The now legendary Swiss Army Knife (represented by the Victorinox brand) is one of life's practical little luxuries and always extremely handy to have in your pocket or handbag. And, there's no better place to acquire one than from the country where they originally came from.
- 18. Explore Zurich Zoo: Amur tigers, snow leopards, giant tortoises, penguins and gorillas are just some of the over 360 different animals that provide visitors to Zurich Zoo with what is an exotic world adventure. There is also a spectacular treetop tour through the Zoo's Masoala Rainforest.
- 19. Hang out at Niederdorf Promenade: Located in Zurich's Old Town, the Niederdorf Promenade offers you a chance to explore some of Zurich's most interesting sights, culinary delights, nightlife, people, shopping, and a whole lot more.
- 20. Visit Zurich's Chinese Garden: The 'Temple Garden by the Lake in Zurich' was a gift from the city's Chinese partner town of Kunming. At the centre of the temple is a pond with a small island, pavilions and a small palace.





Travel Token: Swiss Chocolate

Swiss chocolatiers will unashamedly tell you that they are the best in the world. And it is hard not to agree. Switzerland has an Association of Swiss Chocolate Manufacturers (the 'Chocosuisse'), which was founded over 100 years ago in 1901, and top Swiss brands like Lindt, Frey, and Läderach have been serving up some of the most decadent and delicious chocolate treats for decades. It would be an absolute tragedy to leave Zurich without a generous assortment of Swiss chocolate slabs and chocolate boxes in your bag!

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Zurich: City Facts

Oman Air flies four times a week between Muscat - Zurich

Visa Requirements: For short-term stays in Switzerland of up to 90 days within a 180 day period, you will need to present a valid travel document that is recognised by Switzerland. In some cases, you may also need to obtain a visa. To find out more info, visit www. ch.ch

Languages: The official languages of Switzerland are German, French, Italian and Romansh. English is widely spoken in Zurich.

Currency: The official currency of Switzerland is the Swiss Franc, where 1 Franc is divided into 100 Rappen. Coins are available in denominations of 5, 10 and 20 rappen, and $\frac{1}{2}$, 1, 2 and 5 francs. Banknotes come in denominations of 10, 20, 50, 100, 200 & 1 000 francs

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Out of Amsterdam: City escapes

It would be very difficult for anyone to run out of things to see and experience in Amsterdam. It is a charming city filled with friendliness, history, life, and some of Europe's most interesting (and tolerant) culture – with much of it located around Amsterdam's dozens and dozens of historic canals. But here are five short escapes out of Amsterdam, for when the travel bug bites.



Alkmaar cheese market: Alkmaar is a historic town a short drive north of Amsterdam, and home to what was once a thriving cheese market. Although the old market doesn't exist anymore, the cheese tradition is still very much alive, and along with the high quality cheese that you can buy and taste here, there is a replica cheese market run by with cheese porters in traditional costumes.

Dutch windmill tour: It's been said that the Dutch and their windmills, are inseparable. They were used extensively throughout the country since the early medieval ages to drain land for agricultural or building use, and also to prevent flooding, and they have now become a symbol of the nation's struggle with water. One of the most popular spots to see windmills (that is also nearby Amsterdam) is at Zaanse Schans, just north of the city. There are dozens of classic wooden windmills, barns, houses and museums here, all built in the traditional Dutch wooden architectural style.

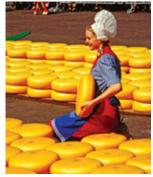
Tulip tour: The Dutch are very serious about their love for tulips, and there are tulip auctions, picking gardens – as well as a tulip museum, in Amsterdam itself. There is also a National Tulip Day held in January every year. But for anyone that wants a truly unforgettable tulip experience, they should book a half-day or full-day tour to the tulip fields. The most well-known tulip growing regions near Amsterdam are between the towns of Haarlem and Sassenheim. This area includes the Keukenhof Gardens, which are home to an estimated seven million blooming tulip bulbs, and countless other floral displays.

Euromast abseil experience: Standing at around 180 metres high, the Euromast is an observation tower in Rotterdam (two-hours by road from Amsterdam) that provides panoramic views of the city

from its various lookout decks. The Euromast also offers you the chance to abseil off one of its 100 metre-high observation decks. It's a thrilling experience and afterwards, you can make your way to the restaurant and hotel near the top of the tower, where you can enjoy dinner, stay the night and wake up the next morning to spectacular views.

Delft Earthenware tour: The world-famous Delft ceramics have been an important export product for the city of Delft, and the Netherlands, for more than 400 years now. In 2012, the Royal Delft Company presented to the world what they named the official 'Royal Delft Experience', which is a tour that takes visitors through the present, past and future story of this classic, hand-painted, white and blue earthenware.





R F U M S

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Group Chairman, Areej Al jazeera Perfumes/Roja Parfums Boutique Oman.

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Areej Al Jazeera Perfumes L.L.C.



Wadi Al Arbeieen

Wadi Al Arbeieen is one of the most spectacular wadis in the Muscat Governorate. It is where, over many millennia, deep pools of water have been carved into the bedrock of the Al Hajar mountain range by the wadi river running its natural course. And while it is relatively easy to visit Wadi Al Arbeieen (a four-wheel-drive vehicle is recommended though), it remains relatively quiet and in pristine condition.

- Many visitors drive only as far as the main pool and waterfall, and spend the day here picnicking, and enjoying the natural pools. The scenery is spectacular here.
 - For a more involved adventure, it is possible to hike beyond Wadi Al Arbeieen's main pool and waterfall, and explore the deeper stretches of the mountain valley. (Where there are more rock pools and waterfalls).
 - The 'village' of Wadi Al Arbeieen itself is a collection of four settlements, all located in close proximity to the wadi itself. Each one is surrounded by the sheer cliffs and rocky walls of the Al Hajar mountains.
 - The villages in the wadi are famous for their cultivation of date palms, banana trees, mango trees, and lemons.
 - Not many visitors would think of taking a dive mask and snorkel to Wadi Al Arbeieen, but the water pools are often crystal clear, and it is possible to swim around and observe hundreds of tiny fish here in their natural environment.
 - For good swimmers, there are rock jumps from various heights along the sides of the main wadi pools.
 - Remember to take lots of food and water along with you. It's the perfect location for a picnic. (And you won't find any sort of eatery or restaurant in the area).

• Also, remember to keep the area in pristine condition by taking all your litter back home with you when you leave.

LONGITUDE: 58° 59′ 28″ E

- One of the plus-points of Wadi Al Arbeieen is that you can combine a trip here with a visit to the popular Bimmah Sink Hole, Wadi Shab, Wadi Tiwi or Fins Beach. Or, you can make your way south through to the coastal town of Sur afterwards.
- All the normal safety precautions should be adhered to for exploring a wadi or canyon, and visitors should be properly prepared. Also, it is best to avoid Wadi Al Arbeieen when there is even a slight chance that it might rain.

The drive to Wadi Al Arbeieen takes just over an hour from Muscat. Although you will have to allow more time to then drive through to the village itself, from the main road. Travelling south along the Muscat-Sur highway from Muscat, take the Wadi Al Arbeieen turn-off on the right side of the road (about 10 kilometres past Daghmar). From here, the way to the wadi is relatively well sign-posted, but a detailed map with clear directions – or even a local guide – will be a big help.



A perfect destination for the whole family. Despite fast-paced development in Al Ain, it is still a safe and quiet place surrounded by greenery and extraordinary nature. It offers a relaxing retreat for any individual after a tiring day at work or school and is a must-visit tourist destination.



Al Ain National Museum
The oldest museum in the UAE. Open since 2 November 1971, it displays the city's unique heritage and history.



Al Ain Palace Museum
The museum is based in the Palace of
the former UAE President Sheikh Zayed
Bin Sultan Al Nahyan and his family and
is regarded as a memorial and a unique
cultural landmark.



Green Mubazzarah
Is an area with sulphur water wells and
hot springs; it has developed into an
important tourist destination further
defined by beautiful gardens.



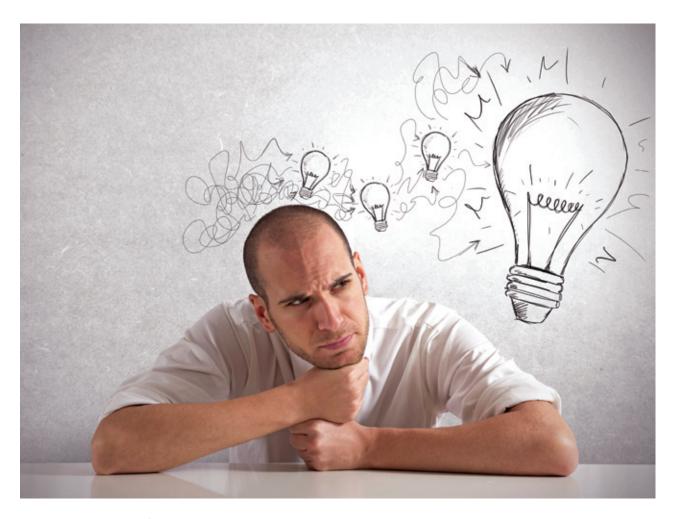
Jebel Hafeet
Rising 1,240 metres above sea level
and visible from outer space, these
towering heights have obtained a place
as the number one family destination.



Al Jahili Fort
One of Al Ain's biggest forts; its
construction began in 1891 and was
completed in 1898.







Brain Gain: Healthier brain, happier mind

More and more researchers these days acknowledge the benefits of keeping ourselves not only physically fit, but mentally in good shape too. Here's how you can maintain a healthier brain, and a happier mind.

Brain Training – or 'Cognitive Training' as it is more accurately described – can make us feel better, improve our mind power, and help us stay independent and healthy for longer.

But, while organisations like the UK-based National Health Service (NHS) point out that there is consistent evidence to suggest cognitive training can prevent cognitive decline, they also say that the scientific community is still divided on the subject. Whether we can simply sit down to 'exercise our brain' and make it stronger (in exactly the same way we do with our muscles at the gym) remains uncertain.

But what we can definitely do, say experts, is adopt life-long habits that can help reduce the risk of cognitive decline and on the whole, help our minds and brains function better. The US-based Alzheimer's Association has established a 'Ten ways to love your brain' guide that lists practical ways to do exactly this. Here are the basics.

Break out a sweat: Engaging in regular cardiovascular exercise elevates your heart rate and increases blood flow to your brain and body, and several studies have found an association between increased physical activity and reduced risk of cognitive decline.

Educate yourself: Formal education in any stage of life will help reduce your risk of cognitive decline and dementia, according the association.

Quit the smoke: Evidence shows that smoking increases your risk of cognitive decline. And, quitting smoking can reduce that risk to levels comparable to those who have not smoked.

'Staying socially engaged and finding ways to be part of your local community can help prevent cognitive decline'









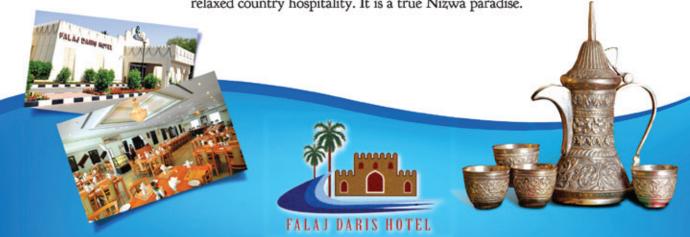
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Follow your heart: Evidence shows that risk factors for cardiovascular disease and stroke – like obesity, high blood pressure and diabetes – negatively impact your cognitive health. 'Take care of your heart,' says the organisation, 'and your brain just might follow!'

Heads up: Brain injury can raise your risk of cognitive decline and dementia. With this in mind, you should always wear a seat belt, use a helmet when playing contact sports or riding a bike, and take the necessary measures to prevent falls.

Good food is brain food: Eating a healthy and balanced diet that is lower in unhealthy fats and higher in vegetables and fruit will help reduce the risk of cognitive decline. Although research on diet and cognitive function is limited, certain diets, like the MIND Diet (see sidebar) may be particularly helpful.

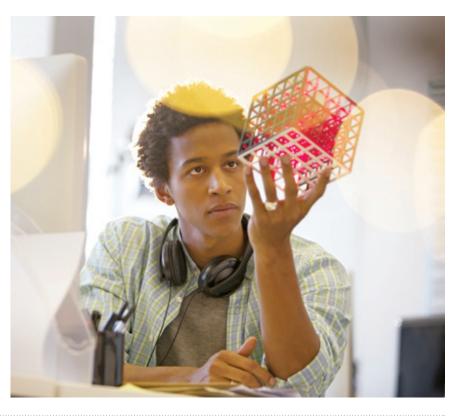
Sleep well: Not getting enough sleep due to conditions like insomnia or sleep apnea may result in problems with memory

and thinking. So take the steps necessary to consistently get good sleep.

Take care of your mental health: Some studies link a history of depression with increased risk of cognitive decline, so seek medical treatment if you have symptoms of depression, anxiety or other mental health concerns. Also, try to manage your stress.

Stay socially engaged: Finding ways to be part of your local community, and to pursue social activities that are meaningful to you can also help prevent cognitive decline, say the organisation.

Challenge your mind: Challenging your mind may have short and long-term benefits for your brain. This might mean building a piece of furniture, completing a jigsaw puzzle, doing something artistic, or playing games that make you think strategically.



'Studies have shown associations between increased physical activity and reduced risk of cognitive decline'



MIND Diet?

According to the UK-based National Health Service (NHS), a recent study by researchers shows that a new diet called the MIND diet can help improve brain function and reduce dementia. The MIND diet is a combination of the well-known Mediterranean diet (which is based on vegetables, fruits, nuts, beans, cereal grains, olive oil and fish, and inspired by the traditional dietary patterns of Greece, Southern Italy, and Spain), and the now well-known Dietary Approaches to Stop Hypertension or 'DASH' diet. The 'brain healthy' MIND diet foods include:

- Green leafy vegetables, such as spinach and kale
- Other vegetables, such as red peppers, squash, carrots and broccoli
- Nuts
- Berries, including blueberries and strawberries
- · Beans, lentils and soybeans
- Wholegrains
- Seafood
- Poultry (Chicken, Turkey etc)
- Olive oil

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Motivational Magic: How to inspire and activate your staff

Motivating your staff is something that is vitally important for the small business owner – but it is often easier said than done. These motivation secrets from the business experts can help you activate and inspire your employees – and ensure that your business can keep on growing.



Motivation Secret: Communicate effectively

When all your staff feel comfortable with communicating, their motivation to work effectively can improve. This can be achieved by scheduling open meetings where everyone can express their concerns and opinions; by offering solutions to the issues that frustrate your employees; by showing an interest in your employees' ideas; and by asking your staff questions about their individual work.

Motivation Secret: Set a great example

Whether you are aware of it or not, as a leader, you set an example for your employees. And by working and living according to your business's assigned set of values and principles, you can make a meaningful and positive example for your team to follow. Leadership experts also point out that if you work hard and stay optimistic about everything, even when your business is facing a seemingly impossible challenge – then your employees are likely to follow your example.



'When you stay optimistic about everything, even when your business is facing a seemingly impossible challenge - your employees are likely to follow your example'



More food. More fun. More family.









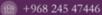
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'By empowering your employees to make more decisions, you empower your business to grow'



Motivation Secret: Empower employees

While it is true that most employees have ideas on how a business could become more efficient, it is also true that they will not share them unless they are specifically asked to do so. But by empowering your employees to make more decisions on their own, and by encouraging them to share their good ideas, you can empower your business to grow. Empowering your employees also means letting them, as much as possible, do their jobs without interference from their superior; sharing information with them, so that they understand the critical issues and essential tasks required for success; and giving them more authority to complete the things they're working on, from start to finish.

Motivation Secret: Provide opportunities for growth

When employees are offered the professional training that gives them the skills they need to grow their career, they not only become more motivated to work well, but also give your company a reputation of being a great place to work at. Once an employee has attended a training course, it is vital to ensure that they then have the opportunity to make the most of their new skills in the workplace.

Motivation Secret: Provide Incentives

Employee incentives can be powerful motivators – and they don't necessarily have to be costly for a business. Some of the proven favourites according to business experts include:

 Workplace amenities: For example, a gym or social/ recreational space at work, the use of a nearby day-care centre for employees that have young children, or a cafeteria that stocks great-quality food.

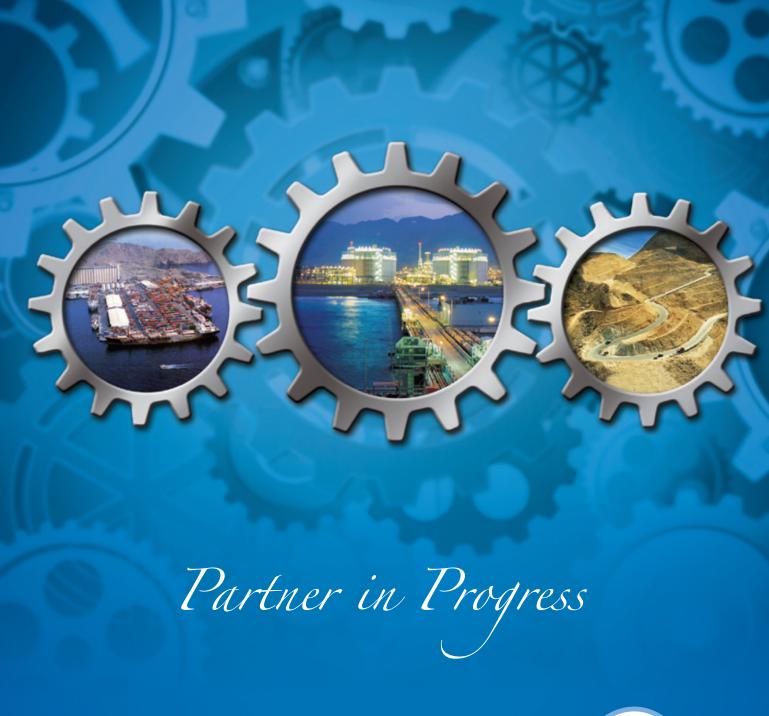
- Additional education: Educational incentives create loyalty within your workplace, and a workforce that is more skilled.
- Career perks: These could include casual days at the office, flexi-time, social events outside of work, use of a company car, assigned half-days when the opportunity presents itself etc.

Write an effective job description

Job descriptions are an essential part of hiring and managing your employees. According to the US-based Small Business Administration (SBA), these written summaries ensure your applicants and employees understand their roles, and also give them the authority they need to successfully do their job. The SBA recommends that an effective job description should include:

- Individual tasks involved
- The methods used to complete the tasks
- The purpose and responsibilities of the job
- · The relationship of the job to other jobs
- · Qualifications needed for the job

The organisation also suggests that job descriptions include some degree of flexibility. The reason for this is that a flexible job description encourages and motivates employees to grow within their position and contribute positively over time to your business.



Whether you are travelling on the many new roads of Oman such as the Sur-Bid Bid Road, the Muscat Expressway; or, visiting some major hotels; or, flying in any of the latest Oman Air carriers; or, passing through the Muscat International Airport, Oman Arab Bank is always there with you.

As the major financier of key projects, Oman Arab Bank has contributed to the development of major infrastructural, oil and gas, petrochemical and tourism projects across the Sultanate of Oman for almost 40 years.

Oman Arab Bank also serves you through a wide network of 67 local branches and offices, as well as 400 branches and associates of Arab Bank Plc., spread over 40 countries.





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Saif Nasser Al Hadidi

Saif Nasser Al Hadidi is an Omani photographer, videographer, and 'Mechanical Engineer to be', as he puts it. His photographs of the Sultanate of Oman make for a fascinating and inspiring portrait of the land and its people, and it is clear to see why his images attract the acclaim that they do. **More of his work can be viewed via his Instagram account: @saif_alhadidi**



Savvy Traveller

The Sultanate of Oman is on the eastern end of the Arabian Peninsula. It borders the United Arab Emirates in the northwest, Saudi Arabia in the west and Yemen in the southwest. It also has two enclaves – the Musandam Peninsula and Madha – which are separated by the UAE. Oman's 3 165 kilometre coastline spans the Gulf of Oman in the north and the Sea of Oman (which forms part of the Arabian Sea) in the east.



For the traveller, the Sultanate of Oman has a large variety of experiences:

- A wide variety of pristine beaches and islands
- Spectacular mountains, canyons and wadis
- · World class diving, snorkelling, and other water sports
- · Turtle, dolphin and whale watching
- Wildlife tours in the Sultanate's nature reserves and biodiversity spots
- Cultural sites including forts, ancient tombs and prehistoric cities
- Desert safaris and adventures
- A large variety of markets and souqs
- Museums and art galleries
- Trekking, rock climbing and caving adventures
- Horse and camel racing events
- Golf courses
- Various festivals, including the popular Muscat Festival and Salalah Festival.

There are currently four UNESCO World Heritage Sites in the Sultanate of Oman

- Aflaj Irrigation Systems
- Frankincense Trail
- Archaeological Sites of Bat
 Bahla Fort

Sultanate of Oman: Fact Sheet

Area : 309 500 km2

Population (2014) : 4 000 345

(1 767 396 expatriates)

Language : Arabic (official)

English (widely spoken)

Capital : Muscat Local Time : GMT +4

Currency : Omani Rial, which equates to

US\$ 2.58





CurrencyThe local currency is the Omani Rial (referred to as RO or OR or OMR). It is further divided into 1000 Baizas. Currency denominations are available in 50, 20, 10, 5 and 1 Rial and 500 and 100 Baiza notes. Coins are available in 50, 25, 10 and 5 Baizas.

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Whichever cabin you are travelling in, you can send SMS or make calls to your friends, family or colleagues with our OnAir mobile services. Log-on and check emails, surf the web and update your social media with Oman Air's WY-Fi internet services. And our great-value, flexible pricing means that you can choose the level of connectivity you want, whenever you fly on our Airbus A330 Fully Connected flights.

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Chauffeur Services

Oman Air offers premium travellers a host of distinctive services that will enhance their travel experience. First and Business Class passengers can now take advantage of our complimentary Chauffeur Drive airport transfer service at select destinations across our network. With an attentive service that comes with a personal chauffeur, luxury vehicles and speedy door-to-door transfers, you can now travel in comfort and style with Oman Air.

In-flight Entertainment

Sit back and enjoy your journey in comfort, with a great range of the latest Arabic and international movies, up-to-the-minute TV shows, including satellite TV news, as well as music and games – all at your fingertips, and all on demand.





Oman Air Lounges

If you want to catch up on work before you travel, enjoy a snack, or simply unwind, our lounges ensure a relaxing start to your journey that reflects the outstanding hospitality you will enjoy aboard our aircraft, all whilst preserving key elements of Omani culture and heritage. Relax in our First and Business Class Lounges' elegant environment and enjoy the very best in hospitality and service as you prepare for your flight. Our Bangkok lounge is for customers travelling in First or Business Class, and for those holding Gold and Silver Sindbad cards, and can be used and enjoyed at a minor cost. The Majan Lounge is open to Premium customers travelling on airlines operating from Muscat International Airport and for Oman Air passengers holding Gold and Silver Sindbad membership who are travelling in Economy Class, and can be used and enjoyed at a minor cost. Each lounge also has an experienced team of customer service staff on hand to look after your every need.

Oman Air's first Dreamliner takes off for Salalah

On 18th October, Oman Air's first Boeing 787 Dreamliner took to the skies for its inaugural flight from Muscat to Salalah. The flight represented the first opportunity for Oman Air to showcase its iconic new aircraft.



The flight was hosted by Oman Air's Chief Executive Officer, Paul Gregorowitsch, and members of his senior management team, accompanied by VIPs, high-ranking government officials, dignitaries from public and private sector organisations, and media representatives. They also offered a warm welcome to the guest of honour, His Excellency Dr Mohammed bin Nasser Al Zaabi, Chief Executive Officer of Oman's Public Authority for Civil Aviation (PACA).

The inaugural Dreamliner flight departed Muscat at 0845 and arrived in Salalah one and a half hours later. Each guest was amongst the first to enjoy Oman Air's outstanding Dreamliner passenger experience, prior to the aircraft entering scheduled service on routes to destinations in the Middle East and Europe.

Oman Air's Dreamliner offers just 18 seats in Business Class, each of which has an 80-inch pitch, provides direct aisle access and converts to a fully lie-flat bed. A 17-inch personal monitor enables access to the aircraft's state-of-the-art inflight entertainment (IFE) technology, with its huge range of the latest movies, music, games and information. And Economy Class also offers high levels of space and comfort. The 249 seats are fitted in a 3-3-3 configuration and each sits within a 31-inch pitch. IFE is offered via a seat-back mounted, 10.6 inch LCD screen. Seats in both Business and Economy also offer two USB ports and access to power outlets, enabling passengers to use personal devices such as smartphones and laptops with ease and convenience.



The Boeing Dreamliner's innovative use of carbon composites within its airframe results in a weight reduction that means that the aircraft uses 20 per cent less fuel than similarly sized aircraft. It also offers 40 percent more range, produces 20 percent fewer emissions and generates a 60 percent smaller noise footprint than other aircraft in its class. Onboard, the aircraft offers improved air quality, higher air pressure and more natural light.

Join the ceremony on 28th May 2015 and experience the amazing atmosphere at the famous San Siro Stadium in Milan

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Packages Include:

- · Return flights on Oman Air from Muscat
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Don't miss the life time event, match tickets are limited, book now!

The offer is valid for traveling on 27th May 2016. For booking from 15th September 2015 to 25th May 2016. Rooms, seats and match tickets are subject to availability.

Match tickets are non-refundable.

Terms & conditions apply

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UEFA Champions League Final 2016



Oman Air continues partnership with Oman Football Association

Oman Air recently signed an agreement to continue their partnership with the Oman Football Association.



In continuation of its role as the Official Carrier of the National Team, Oman Air recently signed an agreement that meant that they will be continuing their partnership with the Oman Football Association (OFA) into the future. The signing ceremony itself took the form of a simple

ceremony at the Seeb Stadium, just outside Muscat, and was attended by media and high-ranking officials from both Oman Air and the OFA held, and it confirmed that Oman Air will remain one of the key partners of the Oman Football Association.

Oman Air boosts number of flights to Paris

Oman Air recently introduced a fifth frequency per week between Muscat and Paris Charles De Gaulle.

Oman Air first launched flights from Muscat to Paris in 2009. Since then, its four flights per week have attracted huge demand for travellers from the Middle East to Paris, and from Paris to Muscat and onward destinations. The forthcoming increase from four to five flights per week will once again confirm Oman Air as a significant presence within the European air travel market.

The move comes as Oman Air continues its current program of major fleet and network expansion. The programme was launched in late 2014 and will see the airline's fleet size increase from 30 aircraft to 57 aircraft by 2018, and top 70 aircraft by 2020. The expanded fleet is enabling Oman Air to launch more new destinations, increase frequencies on established routes and offer more convenient connections at Muscat International Airport.

As of 25th October 2015, Oman Air's flights between Muscat and Paris began to operate on Mondays, Tuesdays, Fridays, Saturdays and Sundays.



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New Oman Air Rahal Multi-Segment ticket option launched

Oman Air has launched a brand-new multi-segment ticket option, named Oman Air Rahal. The product offers up to 30 per cent savings on multiple Business Class or Economy Class flights between the Omani capital of Muscat and destinations across the GCC, as well as Tehran. The ticket option now means that Savings of up to OR 678 on four return flights to GCC destinations or Tehran are possible.

Destinations covered by Oman Air Rahal include Abu Dhabi, Bahrain, Dammam, Doha, Dubai, Kuwait, Muscat, Riyadh and Tehran. Oman Air Rahal is available now, and allows customers to book four return flights to any one of the named destinations, with only the first flight needing to be confirmed at time of purchase. The timing of the remaining flights can then be decided at the customer's leisure, but all flights must be taken within 12 months of purchase.

The lowest-priced Economy Class Oman Air Rahal ticket costs just OR 123 per person for eight flight segments between Muscat and Dubai, originating in Oman, or AED

1232 for flights originating in Dubai. Business Class tickets cost OR 496 for flights originating in Oman, or AED 4508 for flights originating in Dubai. Customers can therefore save as much as OR 53 or AED 528 in Economy Class, and OR 212 or AED 1932 in Business Class.

And savings on flights to other destinations can be as much as OR 212 for Economy Class services to Doha, and OR 678 for Business Class services to Riyadh. Fares and savings quoted are for the total number of segments. Fares include all fuel surcharges, but do not include government or airport taxes.

Oman Air announces partnership with Swissport International Ltd

Oman Air, the National Carrier of the Sultanate of Oman and Swissport International, the world's leading provider of ground handling and air cargo services to the aviation industry, have signed a multistation agreement for full cargo handling services at London Heathrow, Munich, Frankfurt and Paris Charles de Gaulle.

The new agreement underlines Swissport's ability to provide standardised services across a multi-station environment. As of 3 September 2015, Swissport took over the full cargo handling services for Oman Air at London Heathrow, followed by a phased transition of the

other 3 stations. The transition was completed on the 1st November 2015. Through the one-stop approach, both parties will now benefit from increased standardisation in process flows, with a common service level agreement and KPI measurements.

Oman Air continues their support for people with special needs

In a new initiative, Oman Air has made exclusive arrangements to make air travel easier for people with special needs, who are on low incomes.

The initiative is being organised in partnership with Oman's Ministry of Social Development, and underlines the carrier's commitment to corporate social responsibility. In fact, Oman Air has provided support for people with special needs for some time.

Most recently, Oman Air partnered with the Public Authority for Small and Medium Enterprises and the Al Raffad Fund

to run a workshop in Muscat, which served to emphasise the importance of providing financial backing for students with special needs. The workshop also served to emphasise the significance of economic independence, and to highlight the steps necessary for creating one's own business. The availability of practical and financial support provided by the Al Raffad Fund were also outlined.

Hello and welcome to Sindbad, the frequent flyer program of Oman Air. Whether you're travelling on business or going on a holiday, join Sindbad today and make your journey with Oman Air even more rewarding.

Earn & Spend Sindbad Miles

Sindbad membership earns you Sindbad miles both in the air and on the ground. Fly with Oman Air, our partner airlines or transact with any of our global network Partners and earn Sindbad miles. You can choose to spend your Sindbad miles for free flights, flight upgrades, exciting raffles, promotions and more.

Exclusive Privileges & Benefits

Sindbad has three tiers to offer- Blue, Silver and Gold. The more you fly with Oman Air, the higher your Tier. As a Silver and Gold member, you earn additional privileges designed exclusively for you.

Sindbad Partners

As a Sindbad member, you have the added benefit of earning extra miles as well as special offers from our global network of partners which include Hotel, Leisure and Lifestyle, Car rental, Telecommunication and Retail Partners.

Benefits and Privileges

- Complimentary Airport Lounge Access
- · Extra baggage allowance of up to 20 Kg
- Duty Free discounts of up to 10% discount on Oman Air In-flight Duty Free
- Check-in at Priority Counter
- Priority baggage handling
- Double miles on your first flight
- · Bonus miles, discounts and special offers from Partners
- · Buy, Gift and Share Miles





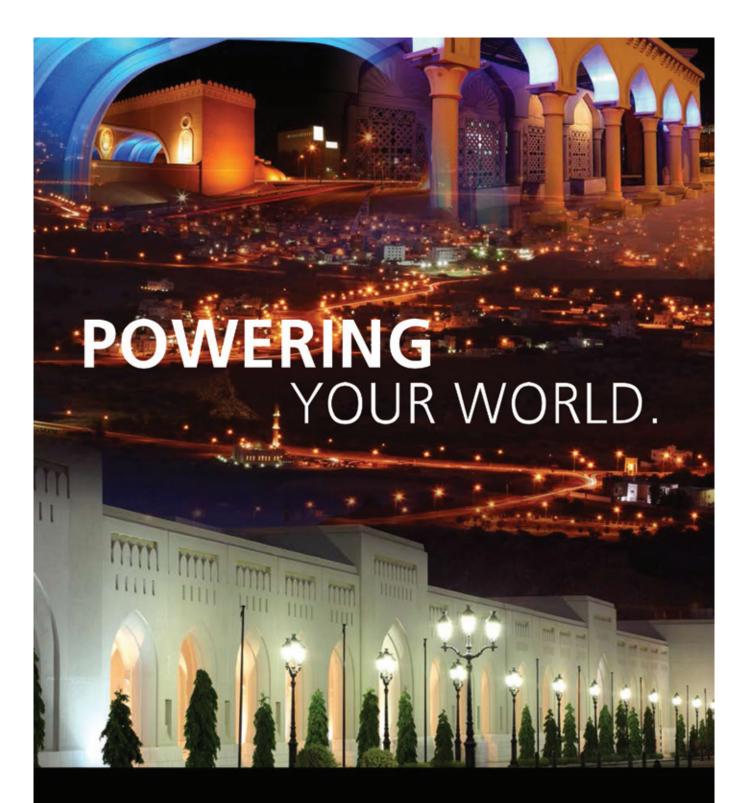






Pick a destination Let your Sindbad Miles take you there

Earn miles for flights made up to 3 months prior to your enrolment. Join today by visiting Sindbad.omanair. com or ask your hostess for an enrolment form.





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