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As we continue Oman Air's current fleet and network expansion programme, we are working hard to further increase the choice of destinations we offer. One of the ways we achieve this is through codeshare agreements with partner airlines, which allow Oman Air's customers to fly on a select range of our partners' services. With this in mind, I was pleased to have recently attended the formal signing ceremony of a codeshare agreement with KLM Royal Dutch Airlines. The codeshare enables our customers to fly with KLM between Amsterdam and our home base of Muscat. The service started in April and has been met with strong demand from air travellers in Europe and throughout our network. As a result, we have been pleased to welcome an even larger number of visitors to Oman. Many more have connected at Muscat with Oman Air's flights to our destinations across South and South East Asia.

Also in Europe, the opening in May of EXPO Milano 2015 has seen the Sultanate of Oman participating with one of the event's most magnificent pavilions. Amongst many other fascinating features, the long structure clearly highlights the innovative falaj and irrigation methods that Oman has historically used to make the most of its precious water resources. This project is a powerful, threeway collaboration between the Ministry of Commerce, the Ministry of Tourism and Oman Air. Oman Air has a stand which is being manned throughout the EXPO to offer prospective visitors all the latest information about Oman and Oman Air. If you have the opportunity to visit this remarkable event, I ADVISE you to take it.

And finally, closer to home, the new airport at Salalah has received a 'soft' opening in the last few weeks. As the final preparations were being put in place, Oman Air was proud to witness one of its aircraft becoming the first to land at the new airport. Visitors to southern Oman will appreciate all the new facilities, and Oman Air's expanded summer schedule from Muscat makes flying there both convenient and enjoyable.

So, wherever you are flying to, I would like to thank you for choosing Oman Air. We look forward to welcoming you back very soon.

With respectful regards

Imporo i

Paul Gregorowitsch Chief Executive Officer





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Navigation

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The mistakes we make!





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## WINGS OF OMAN

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Diary 8

# Paris Cinema Festival Where: Paris, France When: 5 July – 12 July

What: France's premier film festival is a glamorous affair with more than 30 French films set to be premiered this month, as well as dozens of international offerings. The festival will also attract a stellar cast of high-calibre actors and directors from around the world. 'We have selected a widespread range of surprising movies to show you all diverse sides of French Cinema,' say the organisers.



#### Salalah Tourism Festival Where: Salalah, Dhofar Governorate, Sultanate of Oman

#### When: 23 July – 31 August

What: Along with the emergence of the annual 'Khareef' monsoon season, which brings rains and lush greenery to the area, the Dhofar Governorate in southern Oman is also the scene of the now-famous Salalah Tourism Festival every summer. It is a delightful and colourful celebration of everything Oman – from dance, to music, to food, to Omani heritage crafts. It is also where you'll be able to see and shop and bargain for traditional Omani goods like Frankincense and incense, pottery, baskets, Omani dress and jewellery items, and of course, the magnificent and highly-prized Khanjar dagger.

#### Beirut Festival of Colours Where: Praia Beach Resort, Beirut, Lebanon When: 25 July

What: At this famous Hindu Festival, which has now become popular all around the globe, people celebrate the victory of the good over the bad and the beginning of the spring. During the festival, participants paint themselves with bright coloured dyes, and throw colourful powder in the air. And the good news is that Lebanon's energetic city of Beirut will be part of the official Holi festival of colours World tour this month. Are you ready to colour your life?



#### **World Festivals**

Hikkaduwa Beach Festival (1 July – 5 July, Hikkaduwa, near Colombo, Sri Lanka).
Zanzibar International Film Festival (18 July – 26 July, Zanzibar, Tanzania).
WOMAD World Music Festival (23 July – 26 July, Wiltshire, near London, England).





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#### Ramadan Night Market Where: Dubai, UAE When: 2 July – 11 July

What: Held in Dubai over 10 nights of Ramadan this month, the Ramadan Night Market will host a number of retailers from different countries, and it is set to bring a unique cultural flavour to the city over this period. The market will be located at the Sheikh Rashid Hall at the Dubai World Trade Centre.

#### **World Events**

**Bastille Day** (14 July, Paris, France).

#### Concert by Shanghai Philharmonic Orchestra

(18 July, Shanghai, China).

Zanzibar Mwaka Kogwa Banana Leaf Ritual

> (Mid-July, Zanzibar, Tanzania).



#### C Philippines International Beauty Show Where: Manila, Philippines When: 8 July – 10 July

What: Philbeauty is a networking opportunity not to miss out on. With an estimated 5 000 industry professionals set to visit the show, you'll be able to discover the latest trends, products, services and technology development in the beauty industry. Visitors will also be able to see the latest hair, beauty, lifestyle, fitness and wellness products, and much, much more. You'll come away looking and feeling beautiful!

#### Singapore Dragon Boat Race

Where: Kallang Water Sports Centre, Singapore

#### When: 11 July – 12 July

What: Dragon boat racing has been around for over 2 000 years in South East Asia. This month, you'll be able to watch these human-powered boats, with their colourful, wooden dragon heads on their bows, being raced by expert crews. The action takes place on the Bedok Reservoir (which is just outside the city).



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## FIFA BEACH SOCCER AFC QUALIFIER QA

#### © 2015 FIFA Beach Soccer World Cup Where: Espinho, Portugal When: 9 July – 19 July

What: This month, Oman's 'Red Warriors' will kick-off their campaign to become the best Beach Soccer side in the world, at the 2015 FIFA Beach Soccer World Cup in Portugal. Oman qualified for the event by winning the 2015 Asian Football Confederation's Beach Soccer Championship, which was held in March this year in Doha, Qatar. Now, this month, they will be going all out to become the best in the world by first taking on Switzerland on 9 July, then Italy, on 11 July, and Costa Rica on 13 July in the group stages, to make it through to the next round, and hopefully, also the final on the 19 July.

#### NASS Alternative Sports and Lifestyle Show Where: Somerset, England When: 10 July – 12 July

What: 'NASS' is three days of action and extreme sports and activities, and live music. Some of the top skaters, BMXers, and in-line skaters from around the United Kingdom will be performing at their best this month. And they'll be urged on by some high-energy music and musicians. There'll also be stores selling various alternative sports clothing and accessories.





#### Extreme Sailing Series Where: Hamburg, Germany When: 23 July – 26 July

What: The Extreme Sailing Series will go ahead on the River Elbe in the Hafen City area in Hamburg, Germany. Strong tides and shifty winds on these waters will give the sailors plenty to think about, and the spectators, plenty excitement. The official sailing course area is only 900 metres by 250 metres, which will give the event a true 'stadium sailing' style atmosphere, and ensure the racing is very intense.

#### Henley Royal Rowing Regatta

(1 July – 5 July, Henley-on-Thames, London, England).

#### ISPO Sports and Lifestyle Show

(2 July – 4 July, Shanghai, China).

#### **Tour De France**

(4 July – 26 July, Throughout France).

#### **British F1 Grand Prix** (5 July, Silverstone, England).

Ironman Triathlon Frankfurt (5 July, Frankfurt, Germany).

# 

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## <sup>Omani</sup> 14 Souvenirs Fashion Design

Oman has a rich culture of creativity, and one of the outlets for this is fashion design. Many fashion designs take inspiration for the Omani aesthetic, and the Omani cultural identity. And the results are truly magnificent. The designer Almal Al Jamali's work is all about 'Pure Omani design, with a modern touch.'



#### **Omani-influenced Fashion**

Oman's rich cultural heritage is incorporated by Almal into much of her design work. One of her recent works was a range of spectacular ball gowns, which featured printed designs of the Royal Opera House Muscat (which were displayed in the prestigious Royal Opera House itself).



#### Fashion, Jewellery, Furniture

Almal has featured her design work on formal and casual wear items, as well as jewellery, and a range of high-end accessories. Lately, Almal has also added furniture to her list of design pieces.



#### **Oman Cultural Identity**

As a fashion designer, Almal explains that her work is a 'Modern adaptation of the region's age-old tradition of handwork.' Over the year's Amal has participated in a range of prestigious fashion shows and events.

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Sua Maestà il Sultano Gaboos bin Suid, Sultano dell'Omen

**Check In** 

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Of all the gifts with which God has blessed us, water is the greatest. It must be cherished and husbanded. lajasky Sulkan Galones hin Sold. Sultan of Emi

# Expo Milano 2015: Oman, and its 'Rich Heritage in Harvest'

The prestigious Expo Milano 2015 has been on the go since the beginning of May and will come to a close at the end of October this year. With a theme of 'Feeding the Planet, Energy for Life', the expo is an international showcase on how modern civilization is finding ways to provide food and sustenance to the world's populations - especially those that are facing food shortages - and to do so in a sustainable, earth-friendly way.





Visitors to the expo this year would have been lucky enough to be able to 'travel' to, and explore and discover the fascinating exhibits of over 140 countries at Expo Milano 2015. The Sultanate of Oman has been one of these countries. And definitely one of the highlights.

In fact, for Expo Milano 2015, Oman extended the theme 'Feeding the Planet, Energy for Life' into a concept which resembles more precisely the Sultanate's food heritage and the relationship that its people have with their environment – and expressed it with 'Heritage in harvest, exploiting the sun, sands and sea'.

Oman has a very rich relationship with its natural resources and food. Both in ancient times – and in modern times, led by His Majesty Sultan Oaboos Bin Said. Check In

SULTANATE OF OMAN EXPO MILANO 2015

OMAN AIR

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And this concept is being brought to life at the expo around Oman's almost 3 000 square-metre pavilion that is divided into spaces that represent Oman's sun, sand, and sea, and which visitors have been able to explore and engage with throughout the expo. The pavilion also shows how the Omani people have, since ancient times, cultivated, managed and preserved precious food resources and water supplies throughout their land...

Precious food resources like dates, which are rich in minerals and nutrients, and which, along with the date palm, have played a famous and fundamental role in the establishment of the Omani society. And Omani honey, which is famed for its high quality, and which Omani bee-keepers have developed great skills in obtaining in a sustainable manner. And the surprisingly vitamin and mineral-rich camel's milk, which has traditionally played an important role in sustaining Oman's Bedouin people during their long trips through the desert. And, Expo Milano 2015 visitors have been lucky enough to be able to taste all of these Omani delights – and others – at the Oman pavilion this year.

**Check In** 

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The Omani people have faced enormous challenges to ensure sustainable and safe food supplies throughout history. Yet, they have been able to survive, and thrive. They have grown pomegranates, papayas, bananas, tomatoes, eggplants, limes, and carrots from the earth (and cultivated various livestock), and also caught fish and collected shellfish from the sea. They have also become experts in supplying water to villages via their ingenious Falaj irrigation canal systems, which makes use of gravity to channel water to key areas – and which are now UNESCO World Heritage Sites.

Heritage in harvest? Oman has an incredibly rich one. If you're at Expo Milano 2015 this month, don't miss out on Oman!

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> The Expo Milano 2015 theme, 'Feeding the Planet, Energy for Life' is being brought to life in the pavilion's 3 000 square-metre layout.

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Out of the many countries exhibiting at Expo Milano 2015, the Sultanate of Oman is a highlight, due to the spectacular design and ayout of its pavilion.



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CELEBRATE THE BEAUTY OF LIFE

#### Expo Milano 2015: The challenge of 'Feeding the Planet, Energy for Life'

Expo Milano 2015 is the 'Universal Exhibition' that the beautiful city of Milan, Italy, will host from 1 May to 31 October this year. Over this six-month period, Milan will become a global showcase where 148 participating countries will show the best of their technology that offers a concrete answer to a vital need: being able to guarantee healthy, safe and sufficient food for everyone, while respecting the planet and its equilibrium, and to answer the challenge of 'Feeding the Planet, Energy for Life' – as the expo's mission statement reads. It is expected to welcome an astounding 20 million visitors to its 1.1 million square meters of exhibition area this year.



#### Expo Milano, Oman, and a very special Renaissance Day...

One of the highlight events that is scheduled to take place at the Oman pavilion is the Sultanate of Oman Renaissance Day celebration. This special day celebrates what was His Majesty Sultan Qaboos Bin Said's first day of reign on 23 July 1970 – and will be celebrated this month at the Expo Milano 2015 Oman pavilion.



The design reflects the unique values of the Sultanate of Oman's rich heritage.



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#### Al Sablah Restaurant: An Oman Air Catering inspiration

Expo Milano 2015 provides a global platform for increasing awareness of Omani culture and heritage, including its distinctive cuisine. And at the expo, Omani food is gaining even greater recognition, thanks to Oman Air Catering (and the Oman Air chefs) who have been responsible for overseeing the cuisine at the pavilion's Al Sablah restaurant.

The various interactive displays available for guests are a fascinating look into the Sultanate of Oman's culture and food.



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With population numbers currently pushing past the 25 million mark, Shanghai is the largest and most developed metropolis in mainland China. It is a gigantic urban metropolis. And a gigantic and magical travel experience for any visitor. You will never have enough time to experience all of it, but here are some ideas to get you started with exploring this Chinese Super-city.

**1. Take the fast train**: The magnetic-levitation Shanghai Maglev Train, which travels from the international airport to the city reaches speeds of 430 km/hour. This is one place to (very literally!) get a sense of the ultra-modern and fast-paced energy of Shanghai.

Check Out

**2. Take a Food Tour**: Along with being a gigantic urban metropolis, Shanghai is also a giant mixing pot of food and cuisine culture. The best way to explore this is on one of Shanghai's food tours – which are more often than not hosted by enthusiastic and expert local guides. Street food walking tours are a favourite, as are Chinese Soup Dumpling tours; the Zotter Chocolate Factory tour; 'Kitchen by the Garden' Chinese cooking classes, and many more.

**3.** Visit the Jade Buddha Temple: This historic (and active) Buddhist temple is a classic of Buddhist design, where you can watch Chinese Buddhist monks burning incense, chanting, and praying.

**4. Explore the magic of 'MoCA' gallery**: Shanghai's Museum of Contemporary Art is a small gallery inspired by the burgeoning creativity of China, exhibiting cutting-edge work from established and emerging artists. (Don't miss the rooftop eatery, which has stunning views of the city).

5. Walk in Fuxing Park: In central Shanghai, Fuxing Park is a beautifully manicured collection of lakes, fountains, covered pavilions, flowerbeds, and the most interesting of Shanghai's

The spectacular Shanghai city skyline at night.

populace – like couples practising their dance moves, card players, mahjong enthusiasts (a game similar to dominos), Tai Chi practitioners, and artists – all happily going about their way.

**6. Explore Zhujiajiao Water Town**: Zhujiajiao is a 1 700 year-old water town located about an hour's drive from the city centre, where numerous stone bridges and ancient buildings still line the riverbanks. As you'd expect, it is a photographer's dream destination.

**7. Explore Yuyuan Garden**: Also called 'Yu Garden the Forbidden City', this fantasy-like garden in Old Shanghai is a spectacular, classical garden design from the Ming Dynasty of over 500 years ago. (The goldfish in the garden ponds are a highlight).

**8. Cruise the Huangpu River**: The iconic Huangpu River divides Shanghai into east and west, and winds its way through the city around 40 kilometres. A day or night river cruise is a great way to ease into a Shanghai travel adventure.

**9. Stroll down Nanjing Road**: This is Shanghai's most famous shopping street, where you can stroll, shop or dine to your heart's content. Over one million people apparently visit Nanjing every day.

**10. Walk along Bund Promenade**: 'The Bund' is a historic waterfront area in central Shanghai where you can join both Chinese and foreign tourists for a daily stroll (and a daily dose of people watching), and a beautiful, panoramic view of the Huangpu River.

11. Get lost in time at the Shanghai Museum: With collections

of Chinese bronze works, ceramics, paintings, calligraphy, coins, and jade carvings, the Shanghai Museum is a fascinating look into China's illustrious past.

#### 12. See Shanghai from the Grand Hyatt Sky

**Bar**: The Grand Hyatt Shanghai (part of the 420 metre-high Jin Mao Tower) claims to have one of the world's best views from its Cloud 9 skybar on the 87th floor. The view here really is unforgettable.

'Besides being a gigantic urban metropolis, Shanghai is a giant mixing pot of food and cuisine culture'

The classical, fantasy-like Yuyuan Garden.



**13. Gaze up at the Shanghai Tower**: The Shanghai Tower is a mega skyscraper currently under construction at Lujiazui, in Pudong, in central Shanghai. The building stands at 632 metres high, and is scheduled to open to the public this year.

ck Ou

#### 14. Taste tea at Tianshan Market:

The three floors of the Tianshan Tea Market are where you can indulge your senses in a literal world of tea. The vendors are knowledgeable and friendly, and will most likely invite you to sample cups of Long Jing green tea, Yunnan Province Pu'er tea, Jasmine tea, and many, many more.

**15. See the Shanghai Acrobatics**: The Shanghai Acrobatic Troupe, established in 1951, has become a famous item on the Shanghai must-see menu. They perform at the Shanghai Center Theatre, usually seven nights a week. You can expect spectacularly talented hula hoop artists, clowns with knives, umbrella handlers, contortionists, and others.

**16. Visit the People's Square**: This large public square is home to many well-known Shanghai landmarks and tourist attractions. When you have nothing left on your travel itinerary, this is the place to go for a morning or afternoon to relax and 'soak up the city'.

**17. Ascend the Oriental Pearl Tower**: The 468 metrehigh Oriental Pearl Tower is spectacular during the day, and at night, when it is lit up with coloured light. And yes, you're able to ascend it for a perfect birds-eye view of the city.

**18. Drink at a tea house**: You cannot say you've been to Shanghai if you haven't drunk tea at a tea house! Chinese snacks are served along with the tea (sometimes for free), so it's well worth it.

**19. Travel back in time to Xitang**: Xitang is an historic town with old bridges and houses lining a canal – which is lit up at night with red lanterns. Here, you can even stay a night in one of the old houses. It is located a short drive southwest of Shanghai.

#### 20. Visit the Shanghai Propaganda Poster and

**Art Centre**: This a private collection of political posters, memorabilia, photos, and art – much of it uncensored – from the Mao-era. (The centre is located on Huashan Road, in central Shanghai).

'The 1 700 year-old Zhujiajiao water town is a dream destination for photographers'

One of the many interesting exhibits at the Shanghai Museum.

The famous and delicious Chinese Soup Dumplings.

#### Shanghai<sup>,</sup>s People and their Parks

Shanghai's parks are where the life and spirit of this great city's people quietly and beautifully unfolds itself. A visit to one will often reveal dozens of locals going about their way - either immersed in their morning exercise regime, doing tai chi, practicing time-honoured sword dancing sequences, playing exoticlooking Chinese musical instruments, meditating, or taking part in one of China's traditional board games. They're mostly free to access, they're very well looked after, and they play a very special part in the daily lives and culture of Shanghai's people. If you have time to spare (or if you need to find some time, or peace and quiet of your own) head to the parks.

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## Shanghai: City Facts

In winter 2015 Oman Air will launch their first flights between Muscat and Shanghai.

Visa Requirements: Most visitors to China only require a tourist visa. But keep in mind that visa requirements (and visa fees) vary enormously according to your nationality and the number of entries you plan to make.

**Languages**: Shanghainese is spoken in the central districts of Shanghai and in the surrounding region. English is common in the city.

**Currency**: The Renminbi is the official currency of the People's Republic of China. But the Yuan (¥) is used to refer to the Chinese currency generally. Frequently used Yuan banknotes are the  $\pm 1$ ,  $\pm 5$ ,  $\pm 10$ ,  $\pm 20$ ,  $\pm 50$ , and  $\pm 100$ , and frequently used coins are the  $\pm 0.1$ ,  $\pm 0.5$ , and  $\pm 1$ .

1 Chinese Yuan (CNY) = 0.062 Omani Rial (OMR) 1 Chinese Yuan (CNY) = 0.16 United States Dollar (USD)

(June 2015)



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## **The Best of Dhaka**:

Humming with activity, densely populated, and bursting with energy 24-hours a day. Because there is so much to experience in Dhaka, a trip here will jolt your senses to life.

Dhaka is a place where thousands upon thousands of individual lives and working lifestyles are permanently intertwined in a frenzy of energetic activity. In and around this never-ending activity – which is something incredible to witness – here are some of Dhaka's 'Best of' things not to be missed.

#### Waterfront: Sadarghat Port

About 300 passenger boats depart and arrive at the Sadarghat River Port here every hour, every day. It is a hectic, busy place! If you're feeling adventurous, you can pay a local boatmen to take you out on one of their traditional wooden rowing boats.

#### **Buildings: Ahsan Manzil Palace**

Also known as the Pink Palace (due to the colour of its outer walls), Ahsan Manzil, next to the iconic Buriganga River, is a popular tourist stop-off. It's a spectacular building, which also has some rather unusual history attached to it – including lost graves, tornadoes, murder conspiracies, and an elephant skull! You can also visit the Star Mosque, which is covered entirely in mosaic star tiles, as well as the spectacular Parliament Building, and the Lalbagh Fort.

#### **Museums: Bangladesh National Museum**

The National Museum offers an extensive, fascinating collection of all things Bangladesh. It's an excellent place to visit if you only have a day or two in Dhaka. Another interesting place is the Liberation War Museum, which is a documentation of Bangladesh's very significant (but brutal) 1971 War of Independence.

#### Parks: National Botanical Gardens

The shady, tranquil National Botanical Gardens, are an escape away from the high energy of the city. Also have a stroll around Baldha Garden (its bursting with indigenous and exotic plant life), and Ramna Green (a vast stretch of green surrounded by a lake).

#### Local Transport: Rickshaw Ride

The most common mode of transport in Dhaka is the three-wheeled, pedal-powered rickshaw. If you're feeling daring enough – they are not for the faint-hearted! – pay a local rickshaw rider to take you on a tour of some of the city streets. (If you're not going to ride one, at least take some photographs – because the colourful naïve-style artwork on the sides of these carts has become quite a sensation in the art collecting world).

#### Getaway: Sundarbans National Park: Bangladesh

Lying about 350 kilometres southwest of Dhaka by road is the Sundarbans National Park – a roughly 10 000km<sup>2</sup> area of interconnected waterways which contain the world's largest tract of mangrove forest. It is home to many rare and endangered species like the Ganges River Dolphin, Wild Boar, Spotted Deer, Water Monitor, some strikingly colourful and beautiful bird species, and of course the magnificent, but secretive and elusive Bengal Tiger. A full-day (or multiple-day) boat safari here often ranks as the best thing travellers can do in Bangladesh.





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# Wadi Dirbat

#### Latitude: 17° 12′ 43″ N Longitude: 54° 35′ 19″ E

Wadi Dirbat, in Oman's Dhofar Governorate, is a natural park with majestic views of lakes, mountains, caves, wildlife and lush green vegetation. But the highlight is the series of Dirbat waterfalls, which continue for over 100 metres in some places. Wadi Dirbat is especially spectacular during the cool, rainy monsoon 'Khareef' season, which takes place during Oman's summer. This is when the entire region comes alive with greenery and flowing water. Don't go to Dhofar without going to Dirbat!

At one area in Wadi Dirbat there is a magnificent cave system with several chambers – in which are a series of well-preserved rock, paintings from ancient times.

Wadi Dirbat and the Dirbat Falls are just over an hour's drive from Salalah, so they make an ideal morning or afternoon trip from the city.

Must See:

**7** Oman

As you'd expect, both the wadi and the falls are popular with families, tourists, and lots and lots of photographers, keen on getting a shot of 'Dhofar's most popular site'!

'Wadi Dirbat is one of the natural treasures of Oman, an oasis of wildlife and lush green vegetation at the base of the Dhofar Mountains chain,' say the Oman Tourism board.

> After heavy rainfall, when water levels in Dirbat Valley rise and the spring starts overflowing, you'll be able to see the cascading falls from the main road in the area.

Another attraction in the area is this is the Tayq Sinkhole – one of the largest sinkholes in the world and part of a vast cave network (which is not yet fully explored). Seeing the Dirbat Falls in full flow during the Khareef season will be a highlight of any Oman holiday. (Of course, the drive to the falls is spectacular too).

> Another attraction in the region is the old fishing village of Taqah, which is known for its traditional, old Dhofari-style houses (and famous for its dried sardines).

Wadi Dirbat is also birdwatcher's paradise. In fact, the general region around Salalah has many birds that aren't found elsewhere in Oman.

Wadi Dirbat itself has been transformed into a nature park (with picnic areas and toilets) and is easily accessible from the main Salalah – Mirbat road.

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#### Body 34 & Mind

## Weight-loss: Mistakes we make!

There's a right way, and a wrong way to go about watching your weight. Here are five common fat-loss mistakes we make, and what to do about them...

## Mistake 1: Thinking that starving yourself will make you lose weight

Losing weight will be easy, you think. All you have to do is stop putting so much food in your mouth, and you can even skip a meal every so often? Not quite, say weight-loss experts! Going on a crash diet (and starving yourself) in order to lose weight is often counterproductive. Drastically reducing your diet intake simply means that you'll begin to feel low on energy, and then begin to crave high-fat and high-sugar foods (high in calories). And this results in a greater chance of you gaining weight again. Instead, most dieticians suggest we eat several smaller meals, throughout the day.

#### Mistake 2: Thinking that exercise is a license to binge-eat

You've just been for what feels like the best run of your life. And your fitness tracker on your phone says you've completed the distance in record time. Now you feel like rewarding yourself. Just don't do it by eating back all the calories you've burned, say weight-loss experts. After exercise, it is essential that you replenish calories and nutrients with the right combination and amount of proteins and carbs – instead of unhealthy foods loaded with fat and sugar. Exercising is no license to binge-eat!

#### Mistake 3: Thinking that food<mark>s l</mark>abelled 'low fat' or reduced fat' are the healthier choice

According to the United Kingdom's National Health Service, foods labelled 'low fat' have to meet legal criteria in order to use this label. But labels with names such as 'reduced fat' do not necessarily have to meet the same criteria. A 'reduced fat' snack should obviously contain less fat than the full fat version – but it could still contain a relatively large amount of fat (much more than a portion of fruit, for instance). Just because it says 'reduced fat', does not mean it is low in fat. And this can be a trap for those of us wanting to lose weight.

#### Mistake 4: Not getting enough sleep

Health experts say that the amount of sleep we have every night is linked to the amount of hormones we secrete. In particular, the so-called 'stress hormone', cortisol. When people don't get enough sleep, their bodies tend to secrete more cortisol, which is linked to elevated stress levels, which in turn tends to trigger fat storage in the body as a survival mechanism. Researchers in one sleep/weight-loss study concluded that lower stress levels were associated with greater success at weight loss, particularly when combined with between six and eight hours of sleep.

> 'Exercising is not a license to binge-eat!'


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### Body 36 & Mind

### Mistake 5: Sticking to a boring fitness regime

'There's no way I'll continue this for very long' you silently admit to yourself as you stumble out of bed at five in the morning, put on your trainers, and head out for a depressing and tiring run around your block. For most people, starting an exercise program is easy. The hard part is keeping it going. The solution to this problem, say fitness professionals, is not to make it boring. Solutions?

- Do activities you enjoy: There's hundreds of ways to exercise. And if you love doing it, why would you want to stop!
- Involve others: Working out with others can be more enjoyable. A fitness buddy who holds you accountable to 'get the job done' and complete your workout is a powerful motivating factor.
- Log your activity: Only when you begin to measure your performances, can you begin to see improvements. (There are dozens of fitness trackers and exercise apps available that make working out fun).
- Be aware of all your progress: Do your clothes fit better? Are you lifting heavier weights? Can you work out longer? Has your resting heart rate dropped? Anything else?
- Make exercise your stress relief: Head to the gym after a frustrating day at work? This is always a good idea!





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### The Power of the Idea: From Idea to Reality

Business & Tech

Got a brilliant business idea? Here's what you should do with it...

Most potentially great business ideas remain just that – great ideas – and they never make it to reality. They remain like this because we often lack the knowledge, time, money, experience, human capital – or sometimes, just the pure courage – to turn them into reality.

If you've got a great business idea, here are some well-established steps from the business experts, which will hopefully ensure that you bring it to life.

**1. Assess the idea and opportunity**: Once you have your idea, your first step should be to evaluate it. A SWOT analysis (strengths, weaknesses, opportunities and threats) could be appropriate here, along with a thorough investigation of who your customers are and what they need – and how you are going to get it to them.

2. Speak to your target market and potential **customers**: Business experts agree that speaking and networking with the people that already have experience in the market you intend to enter, and getting opinions from potential customers will help you convert excellent ideas into excellent business. At this stage, a good business mentor can be extremely valuable as well.

### Business & Tech 39

### **3. Respond to the feedback about your idea**: From all the feedback, you can then develop an implementation plan to achieve your most important business goals.

### 4. Build the

prototype: One of the essential early steps in building your business, is the creation of a prototype of whatever you're selling, whether it's a product or even a service. This can simply be a three-dimensional version of your idea, or something more exactly like the final product. Prototypes are useful because they enable you to easily refine your design, and to convince potential supporters of your business to take you seriously. Being the first prototype (meaning it will probably receive many upgrades in the near future). it should be as built as quickly and as inexpensively as possible.

**5. Sell and Ship**: Business experts say that while it is tempting to wait until your product is 100 percent perfect to start selling it, it might be better to get it in the market, begin selling, and then update it according to what kind of live feedback you're getting.

'Prototypes are useful because they enable you to refine your design, and convince potential supporters to take you seriously'

6. Update your product: Once your product has spent some time 'on the shelves' so to speak, you can improve it according to elements like pricing, branding, design features, back-up service, customer buying experience, selling message, marketing strategy etc. The 'perfect product' may not exist, but you can at least try for it!

If you've got a brilliant business idea, there's no exact rule book to follow to turn it into a successful business. But remember, as the saying goes, 'Great thoughts can be put into great ideas - and great ideas can be put into great actions.' And great actions are the foundation of successful businesses!



### Scale and grow your business?

Scalability is basically the ability of your business to process a growing amount of work in a capable manner, or its ability to be enlarged to accommodate growth. You can do this in many ways – like updating your product, increasing the size of your team, improving your marketing strategy, and obtaining finance to grow your business.

### 40 View

### Mohammed Abduallah Alajmi

'I spend most of my time trying to capture the beauty of life, which is my first principle,' says Mohammed Alajmi. Indeed, the Omani photographer does exactly that. His current portfolio – which includes subjects as varied as architecture, people portraits, food, musicians, and other lifestyle themes – features some truly spectacular and beautiful images. Mohammed was also one of the top 20 finalists (out of hundreds of entrants), in the recent Red Bull 5 Pics photography competition. More of his work can be viewed at **mohammedalajmi.com** 



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### 42 Guide Savy Traveller

Trave

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





### Currency

The 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.

5 baiza

10 baiza

25 baiza

50 baiza



100 baiza





1 Rial





20 Rials

50 Rials

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### Expo Milan 2015

EXPO Milano 2015 takes place between 1st May and 31st October 2015 and will follow the theme of 'Feeding the Planet, Energy for Life'. This unique and extraordinary event will last for six months and is dedicated to the challenges of nutrition and sustainable development. Around 148 countries, including the Sultanate of Oman, will take part and, in addition to the 20 million anticipated visitors.

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Oman Air offers an interactive online booking check-In facility for convenient, stress-free airport check-ins. The check-in facility is available for departures from Muscat International Airport, as well as a selection of airports on the worldwide Oman Air network. Online Check-in is available between 24 hours and 90 minutes before your departure time.





### Exclusive First Class and Business Class Check-In

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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.



Welcome Aboard 45



### 🚭 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.





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### Oman Air wins at Business Destinations Travel Awards

Oman Air has won the 'Best Business Class Airline 2015 – Middle East' category of the Business Destinations Travel Awards. The award recognises the outstanding quality of Oman Air's Business Class experience, both on the ground and in the air.

This year marks the fourth time Oman Air has won the award, having previously taken the title in 2011, 2012 and 2013. No other airline has won the award as many times as Oman Air.

Oman Air launched its most recent program of expansion in October 2014, and this will see the national carrier of the Sultanate of Oman's fleet growing to 50 aircraft by 2018, and to 70 aircraft by 2020. By that stage, the fleet will consist of 25 widebody aircraft and 45 narrow-body aircraft.

Each of the new aircraft features new Business Class and Economy Class cabins, including newly-designed and spacious seating. Oman Air's long haul Business Class cabin offers 24 seats, each of which converts to a 77-inch/196cm long fully lie-flat bed. Whilst the seats are fitted in a 2-2-2 configuration, they still provide direct aisle access for every passenger, thanks to an ingenious cabin layout. In addition, each seat includes electronically-controlled comfort features, as well as a folding armrest for easy access.

Even the inflight entertainment (IFE) technology has been upgraded, and its expanded range of movies, music, games and information is accessed via a neat IFE handset and a vast 17-inch personal monitor.

The 12 Business Class seats on each of Oman Air's new short and medium haul B737s are also brand new. They too offer electrically controlled comfort positions and PC power outlets. A 10.6-inch/27cm IFE screen offers access to the aircraft's Thales AVANT in-seat AVOD system and its media content, which includes movies, music, games and information, and is able to support the MPEG4 format.

The Business Destinations Travel Awards are designed to showcase those companies whose products and services represent the pinnacle of the business travel industry. Unique in travel accolade platforms, the awards are chosen by a vast and diverse cross section of primary users and purchasers of corporate travel that make up the magazine's readership. The magazine's editorial board believes strongly that this exceptional recognition should be determined by the widest possible audience, whose first-hand experience of frequent travel is best suited to select the overall winners.

The latest issue of the magazine (Summer 2015) includes a two-page feature about Oman Air's Business Class passenger experience. The feature can be read at www.businessdestinations.com/ latest-issue.

### Oman Air & Thales at Paris Air Show

### Oman Air Expands Fleet with 25 Aircraft, B737, B787 and A330s Flying with Thales AVANT System

Oman Air has announced that it has selected the Thales AVANT in-flight entertainment system for its fleet expansion. The national carrier of the Sultanate of Oman selected the AVANT Android system, enabling a fully customisable passenger experience for Oman Air.

The announcement was made on the first day of the Paris Air Show, Monday 15th June 2015.

The contract covers a total order of 25 aircraft, including sixteen B737s, three A330s, and six B787s. These include the latest additions to Oman Air's fleet, as well as the airline's forthcoming

B787 Dreamliners, enhancing both its narrow-body and wide-body capacity.

The technology that Oman Air has selected will feature the state-of-the-art AVANT Android system and Thales' award-winning Touch PMU handset. As a result, passengers will have access to a wide selection of on-demand entertainment delivered through a passenger experience interface developed specifically with Oman Air.

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### Oman Air 48 News

### **Oman Air: Extreme Sailing success**

In perfect sailing conditions, spectators of the Extreme Sailing Series were recently treated to stadium racing at its finest, when the team sailing onboard Oman Air concluded Act 4 of the Extreme Sailing Series in Cardiff, UK.

On the shore, the Oman Air flight attendants welcomed guests and visitors while the sailing crew prepared to lock horns once again with the fleet on the water. The team were also joined on the shore by Swedish actress MyAnna Buring – the star of Downton Abbey and The Twilight Saga. 'I came to support Oman Air. Oman is very close to my heart as I grew up in the Sultanate, so when I heard that they were going to be in Cardiff this weekend, I just had to come along!' she said.

The Sultanate's flag flew high in Cardiff Bay and the Oman Air crew responded, starting strongly with one win and four second-place finishes on day one, finishing in second place after the ten rounds. By the end of an exciting weekend of sailing, Oman Air had achieved ten podium positions – including victory in the final race, worth double points – and finished sixth overall.

After four Acts, and at the halfway stage, Oman Air currently lies in fifth place in the series. In July, the Extreme Sailing Series moves to Hamburg, Germany (23 – 26 July), before the rest of the Acts that are



set to go ahead in St. Petersburg, Russia and Istanbul, Turkey. The Series then comes to a final conclusion in front of the Sydney Opera House in Australia.





### Non-stop to Kuala Lumpur with Oman Air

Oman Air stepped up its operations from Muscat to Kuala Lumpur on the 21 June 2015, when it began offering daily non-stop flights to the Malaysian capital.

The new service will meet the growing demand for fast and convenient flights between the two cities, and will build on the success of the stopping service that Oman Air launched in 2010.

Flights from Muscat will depart at 09h00 and arrive in Kuala Lumpur at 20h10, while flights from Kuala Lumpur will depart at 09h45 and touch down in Muscat at 12h30.

Oman Air currently offers flights between Muscat and Kuala Lumpur both as a sole operator and under codeshare partnerships with Malaysian Airlines and Sri Lankan Airlines. Customers have the convenience of choosing from up to six flights per day, each of which makes either one or two stops before arriving at its final destination.

From 21st June, however, customers had the opportunity to fly non-stop and direct, reducing flight times and ensuring that Oman Air's award-winning products and services are enjoyed to the full.

### Experience the excitement of EXPO Milano 2015 with Oman Air

Oman Air is proud to be the Preferred Authorised Re-seller of EXPO Milan 2015 for Oman.

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Oman Air wins the 2014 Best Airline Staff Service in the Middle East

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### Sindbad 50 Program

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
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