



infinite!

**POSSIBILITIES
EXPERIENCED**

BRINGING THE CHANGE

eGOVERNANCE
eCOMMERCE
LOGISTICS
TELECOM
RETAIL
BFSI



Under The Patronage Of
Ministry of Commerce Industry
& Investment Promotion
Sultanate Of Oman

Curated By

inovexic
Innovative • Experiences • Created

MARCH

6 & 7

Oman Convention
& Exhibition Centre

BRINGING THE LARGEST EVENT IN THE
MIDDLE EAST WITH ONE FOCUS

EVERYTHING ONLINE

○ ————— THE MENA SERIES

The Most Innovative Ecommerce And Digital
Transformation Conference In The Middle East

Customers Have

CHANGED

The Way They Shop

Businesses Have

CHANGED

Their Strategies

Customers Have

CHANGED

Their Online Behaviour

Customers Have

CHANGED

Their Online Models

www.oecfuture.com | info@inovexic.com | +968 7736 4443

General Information



Official Language

The Official Language Of The Conference Will Be English

Date And Venue

The Opening Ceremony Of The Conference Will Be On On March 06th 2024
Followed By Other Sessions And Will Conclude On March 07th 2024.

The Venue Of The Conference Will Be Oman Convention And Exhibition Centre (Ocec),
The Ocec Is An Iconic World Class Venue Centrally Located In The Capital Of Oman –
Muscat, And Is A 10 To 15 Minute Drive From Downtown, Shopping Centres And Major
Hotels.

The Muscat International Airport Is 4 Kilometres Away From Ocec.

Exhibition

An Exhibition Will Be Held At The Venue, Companies Interested
To Exhibit Or Sponsor Contact Us At info@inovexic.com

Entry Visa And Accommodation

Documentation And Entry Conditions Differ Between Countries. While In Most Cases A
Tourist Visa Or A Visit Visa Can Be Procured On Arrival, Obtaining The Appropriate
Visa Prior To Traveling Is Highly Recommended.

Attending Dignitaries, Participants And Delegates Are Kindly Requested To Apply
For E-visa And For More Information On The Different Types Of Visas Available And
Countries Permitted To Purchase A Visa On Arrival Or To Apply For An E-visa,
Please Visit The Royal Oman Police Website <https://evisa.rop.gov.om/en/home> Or
<https://experienceoman.om/good-to-know/how-to-get-to-oman/visa-requirements/>
Or By Contact- Ing Customer Service Desk At info@inovexic.com.

Entry Visa Will Be Arranged Upon Payment (The Visa Fee Will Be Paid By The
Participant) However Kindly Allow Us Three Weeks For This Process.

Accommodation

For The Accommodation In The Capital Muscat You Are Kindly Requested To Visit:
<https://experienceoman.om/trip-planner/accommodation/>

Things To Do In Oman In General And
In The Capital Muscat In Particular Pre Or Post Your Participation In Conference You Are Kindly
Requested To Visit: <https://experienceoman.om/experiences/things-to-do/>

For Top Itineraries Please Visit: <https://experienceoman.om/trip-planner/top-itineraries/>

For Places-to-explore Kindly Visit: <https://experienceoman.om/experiences/places-to-explore/>

WELCOME



800+

Conference
Delegations



200+

Business
Partners



50+

World Renowned
Experts

LARGEST ECOMMERCE & TECHNOLOGY CONFERENCE IN THE MIDDLE EAST

The most innovative tech-conference on eCommerce in the Middle East unravelling the future change of Governance, Transportation, Logistics, Commerce, Trade & Finance to infuse the economy to a digitally forward future.

OEC 2024 hosted in Partnership with The Ministry of Commerce, Industry and Investment Promotions - Sultanate of Oman is the place where top minds across industry verticals meet, collaborate and learn about what's disrupting the industry today and what'll change tomorrow. Designed to build your business and your profit on a global scope, we cut of the fluff and provide you with the latest and most relevant content from industry innovators.

The Oman eCommerce Conference 2024 is all about experiencing infinite possibilities while capturing the answers to the digital trends of tomorrow.

infinite

POSSIBILITIES EXPERIENCED

EVENT PARTNERS

VISION PARTNER



STRATEGIC PARTNER

سلطنة عُمان
وزارة النقل والاتصالات وتقنية المعلومات
Sultanate of Oman
Ministry of Transport, Communications and
Information Technology



SUPPORTING PARTNERS



ASSOCIATION PARTNERS



GOLD SPONSOR



SILVER SPONSOR



PARTICIPATING COMPANIES



EVENT PARTNERS

MEDIA PARTNERS





Honourable Minister

H.E. Qais Bin Mohamed Al Yosef
Honourable Minister

Ministry of Commerce, Industry &
Investment Promotion

SPEAKERS



Azza Bint Ibrahim Al Kindi
Director of Commercial Affairs and E-commerce
**Ministry of Commerce, Industry
& Investment Promotion**



Mayan Al Asfoor
Country Manager - Oman
Beehive



Mona Ataya
Founder & CEO
Mumzworld



Sanjeev Madavi
Group Chief Digital Transformation Officer
Khimji Ramdas LLC



Anuvrat Gaurav
Regional Country Director
SellAnyCar.com



Nameer Khan
Chairman
MENA Fintech Association (MFTA)



Talal Al Ajmi
CEO & Founder
VI Markets



Kunal Kapoor
CEO
The Luxury Closet



Piyush Chowhan
Chief Information Officer
Panda Retail Company



Bernardo Perloiro
Chief Operating Officer
Majid Al Futtaim Retail



Amit Keswani
Chief Omni-Channel Officer
Chalhoub Group



Khuloud Al Omian
Editor-in-Chief
Forbes Middle East



Homam Abdulaziz Hashem
CEO
Kafalah



Lujaina Mohsin Darwish
Chairperson
Mohsin Haider Darwish LLC.



Jamila Saidi
Head of Digital Commerce, Retail & Luxury
UK Department for Business & Trade

more to join . .

Change in Middle East

Middle East has seen a major upward trend in Online shopping and has grown by 1500% over the last decade. The countries of the Middle East are seeing rapid growth of Online retail sales pointing towards the major improvements in infrastructure and enhanced Internet connectivity.

Transport & Logistics

Ranked 12th in the Logistics Index competitiveness by Agility, Oman has steadily progressed in streamlining regulations and strategically developing digital capabilities in logistics. Considering the remarkable growth in secondary industries that the Sultanate of Oman has been experiencing, it is recommended to attend the conference to stay updated on global technological advancements for further enhancement.

The past four years have seen a massive acceleration of developments in logistics. In 2024, these changes will continue and progress further. Digitization and sustainability will substantially impact how we work in logistics.

FINTECH

The Middle East's fintech ecosystem is still in its infancy with fintech startups first being founded in 2015. At this time there were a total of 105 fintech startups in the entire Middle East and North Africa (MENA) region, 45 of which were founded within the Gulf Cooperation Council. Today, the MENA region is home to over 800 fintech startups summing up to \$15.5 billion worth, the majority coming from the United Arab Emirates.

Moreover, research from MAGNiTT found that fintech startups in the MENA region recorded a 183% year-over-year growth in funding in 2021, the highest yearly growth rate over the past five years. Trends in the first half of 2022 indicate that by the end of Q4, this year would have surpassed forecasted growth. Research from Saudi Arabian technology venture capital fund predicts that MENA will see 45 unicorns worth over USD 100 billion by 2030.

Change in Ecommerce & Digital Trends

Digital is not a temporary trend: it is a revolution that is happening right now and picking up speed every day. In the Middle East and around the world.

Digital technologies are disrupting every aspect of business, government and individuals lives. The Middle East and North Africa [MENA] region is ranked second in the world by number of daily YouTube videos views at more than 310 million. The MENA region is the fastest-growing consumer of videos on Facebook: Middle East Will only further boost the digital adoption rate in the coming years.

By 2019, it was estimated that the Middle East and Africa would have the world's leading cloud traffic growth rate at 41%. Projections for 2020 suggested that there would be around two zettabytes of data in the Middle East. The report estimated that the MENA e-commerce market had the potential to grow 3.5 times by 2022, reaching a total market size of \$28.5 billion with a penetration rate of 7% of total retail sales.

Retail

With technology making a mark on all aspects of day-to-day life, the retail sector has also transformed. Consumer points of sale stretch from the high street malls of a decade ago to anywhere there is a phone or Wi-Fi signal today. Social networks have gone beyond being a means of contacting friends to become shop fronts and avenues of brand engagement. Virtual marketplaces including eCommerce, mCommerce & sCommerce, will transform the global retail landscape. Brick and mortar will fight back as traditional retailers respond to change by integrating online and physical store offerings. Convenience will be king as shopping habits evolve into a multichannel approach rather than once stop shopping. The changes in consumer habits will continue accelerating along this path to 2022-2026

infinite HIGHLIGHTS

STELLAR SPEAKERS

Hear From Inspiring Speakers, Celebrities And Entrepreneurs
As They Share Their Expertise And Discuss About The Rapidly
Advancing Industry, Infinite Possibilities And Challenges
In Real Time, While Revealing High Level Of Information On How
To Succeed In Online Platforms.

S H O W C A S E

SOLUTION

Witness the latest technology and business models organizations are utilizing to enhance their services, sales and customer experience, while delivering efficiently across online and instore operations.

INNOVATION

Interact with the most innovative start-ups disrupting retail, logistics and online business interactions. Exhibit your futuristic concepts and services to customers who are pro-actively seeking for solutions.

impactful NETWORKING

Connect, engage and stay up-to-date. Whether you are looking at creating a global foot print or taking your business to the next level, there are people, companies, government representatives and organizations at OEC 2024 that will be able to assist and empower you to achieve your business objectives

expert ADVICE

Gain deep analytical insights of opportunities and challenges in the global business ecosystem. Interact one-on-one with leaders stakeholders and key decision makers and understand how to maximize your impact online while increasing your profits.

Peer Learning: Hear how your peer are succeeding and draw inspiration from their digital strategies

- Source 100's of new products & services
- Be inspired by future commerce innovators
- Ascertain the technology changing retail
- Make informed business evaluations
- Network with industry peers
- Benchmark your procedures against industry best practice
- Explore the latest and future trends
- Meet 100's of innovative start-ups
- Learn from experts

Who Should Attend?

**OEC
2024**

In Partnership With The Ministry Of Commerce, Industry & Investment Promotion Sultanate Of Oman, brings The Entire Industry Together For The Middle East's Largest Ecommerce And Tech Conference And Expo, Where You'll Connect With Visionaries And Innovators That Span The Entire Business Universe Across Governance, Logistics, Commerce, Trade And Finance To Infuse The Economy To A Digitally Forward Future.

Innovators, Cxo, Entrepreneurs, Digital Executives, Web & Mobile Strategists, Project Managers, Business Leaders, Business Developers And Their Teams And Everyone Else Who Operates In The Digital Community Will Attend To Learn On How To Harness The Untapped Potential Of Utilizing Ecommerce As A Key Pillar Of Business Strategy.

Whether Its Enhancing Your Brands Presence Globally, Increasing Sales, Improving Lead Generation, Or Driving Greater Consumer Engagement, OEC 2024 Has Been Specifically Designed To Assist Attendees Develop Their Business And Build Traffic, Create Brand Awareness, Improve Service, And Develop Better Use Of Latest Technology To Drive More Productive Business Outcomes.

Our Attendees Walk Away With Smart Strategies, Actionable Tactics, Eye-opening Inspiration, And Real Connections With People Who Are Shaping The Future.

Opportunities Do Not
Happen By Chance You

CREATE THEM

Why Attend?

Rising consumer spending power and an enthusiasm for online shopping and international travel are compelling reasons for business to explore the infinite possibilities of the global eCommerce ecosystem.

This juggernaut of rising consumer purchasing power along with an increase demand for higher quality products and experience, is forging a new generation of more sophisticated tech-savvy consumers.

MAIN STAGE

Want to know what top organizations are doing today to succeed? This two day conference is packed with expert insights from industry leaders who shape, redefine and break the industry barriers to build successful brands. Hear from the most innovative professionals and tech experts who revolutionize the industry, and take home a new perspective to grow your business to the next level.

OEC 2024 is the place to be for anyone who wants to dive into and exploit the infinite possibilities. 80+ Speakers, 40 sessions - including 20 Keynotes and 15 panel discussions and 5+ Q&A sessions, all delivering the latest content which is streamlined, structured and aimed at physical and digital retail trending topics where the hot retail trends come to life.

IMPACTFUL SESSIONS

Connect, engage and stay up-to-date. Whether you are looking at creating a global foot print or taking your business to the next level; there are people, companies, government representatives and organizations at OEC 2024 that will be able to assist and empower you to achieve your business

EXPO

Experience the largest eCommerce & technology exhibition in Oman, with 1000+ attendees. Witness the latest in retail, innovation, digital commerce and tech across this two day exhibition. Showcase your futuristic concepts and services to customers who are pro-actively looking for a deal.

HIGH PROFILE BUSINESS MEETINGS

The right meeting can be a game changer for your business, and we focus on getting you to meet the right decision maker in the right organization. With meticulous attention to detail and service par excellence, OEC 2024 will have predesignated meeting rooms for one on one client meetings. These predesignated meeting areas ensure sponsors have privacy to meet their desired clients and achieve their ultimate goal, close the deal or move it towards that result.

conference

ATTENDEES INCLUDE

Heads of Government, eCommerce, Logistics, Payment, Fintech, eEducation, eHealth, Investment Houses, Strategic Consulting, Startups, Incubators and everyone who is interested or is a part of the eCommerce ecosystem

- Key Decision Makers From Sme's And Startups
- Buyers From Multiple Countries • Cios/ Coos/ Ctos/ Cfos/ It
- Directors/cisos Or Various Organizations • Customer Experience Heads
- Sales Directors • Investors • Ecommerce Heads
- Digital Marketing Head • Logistics Head • Education Lead • Ehealth Lead

INDUSTRIES REPRESENT

- eTailers ▶ Retailers ▶ FMCG ▶ Logistics & Delivery
- ▶ Digital Payments & Security ▶ Telecom ▶ Hospitality
- ▶ Entertainment ▶ Manufacturing ▶ Automotive ▶ SME's
- ▶ Financial Institutions ▶ Investment Houses
- ▶ Warehousing Companies ▶ Delivery Companies
- ▶ Banks ▶ Media ▶ Ports & Airports

discussion

TOPIC

- Future Change: OEC 2024
- Future Commerce: Possibilities
- Future Opportunity: Sustainability in Oman
- Next Gen eCommerce: Connecting the world
- Future of Retail: Through Personalization
- Future Logistics: Hyper connectivity
- Next Gen Retail
- Future State of eCommerce Security: Consumer Data Privacy
- Future of Dropshipping: redefining eCommerce for retailers
- Technology Driven Platforms: People Centric Retail
- Future Enterprise Agility: Evolving Roles
- Balancing Automation and Humanity
- Future Blockchain: Moving Past Virtual Currency
- Vision 2040: Digitally Enhancing the Nation
- Omnichannel Retail: How to Build Winning Stores in a Digital World
- Content Management Systems: Getting Your Message to Potential Customers



AGENDA

06 MARCH 2024 DAY 1

9:00 - 9:05	Opening Remarks by Inovexic Syed Abdul Mateen - Co-Founder
9:05 - 9:10	Tech-Novation in Governance: Building a Digital Nation H. E. Qais Bin Mohammed Al Yousef – Honourable Minister Ministry of Commerce, Industry & Investment Promotion
9:10 - 9:30	Navigating the Digital Retail Revolution: Strategies for Success Sponsored Keynote Session - Co-Host
9:30 - 9:40	Vision 2040: Digitally Enhancing the Nation Dr. Ali Al Shidhani - Undersecretary for Communications and IT Ministry of Transport, Communications and Information Technology
9:40 - 10:00	Sustainable Retail Practices: Digital Tools for Ethical Commerce Sponsored Keynote Session - Powered By Sponsor
10:00 - 10:15	5G Empowering Businesses with Speed and Innovation Sponsored Keynote Session - Platinum Sponsor
10:15 - 10:55	How to Sustain Ecommerce in this Rapid Growth Panel Discussion
10:55 - 11:10	Future Blockchain Moving Past Virtual Currency Sponsored Keynote Session - Platinum Sponsor
11:10 - 11:25	Networking Break
11:25 - 11:40	Challenges of Cross-Border Payments: Fintech Solutions for Global Transactions Sponsored Keynote Session - Platinum Sponsor
11:40 - 11:50	Future State of Dropshipping: redefining eCommerce for Retailers Sponsored Keynote - Gold Sponsor
11:50 - 12:00	Personalizing the Shopping Experience: How AI Enhances Customer Engagement Sponsored Keynote - Gold Sponsor
12:00 - 12:40	How Middle East retailers can accelerate e-commerce: Imperatives for now and the Future Panel Discussion
12:40 - 12:50	From Transactions to Transformations: A Roadmap for ROI-Driven Digital Evolution Sponsored Keynote - Gold Sponsor
12:50 - 13:00	Humanizing Digital: Balancing Automation with Human-Centric Approach Sponsored Keynote - Gold Sponsor
13:00 - 13:40	Luncheon & Networking

13:40 - 13:55	Surging Technology to bring Consumers Online Fireside Chat
13:55 - 14:05	AI-Enhanced Visual Search: Revolutionizing eCommerce Discovery Sponsored Keynote - Gold Sponsor
14:05 - 14:40	Regulatory Compliance in eCommerce : Navigating the Regulatory Landscape Panel Discussion
14:40 - 14:50	Adoption of Cryptocurrency: Opportunities, Challenges, and Regulatory Considerations Sponsored Keynote - Gold Sponsor
14:50 - 15:00	Future of Retail: Through Personalization Industry Expert Speaker
15:00 - 15:30	Building True Digital Infrastructure: Automation, Intelligence & Connection Panel Discussion
15:30 - 15:40	Visual AI and Augmented Reality: Transforming the Try-Before-You-Buy Experience Keynote
15:40 - 16:00	Oman Business Forum Exclusive Session Panel Discussion
16:00 - 16:05	Closing Remarks - Inovexic
16:05 - 17:00	High Tea Networking and Personalized Meetings

9:00 - 9:10	Future Logistics: Hyper Connectivity Sponsored Keynote - Gold Sponsor
9:10 - 9:20	The Data-Driven Platforms: How AI Transforms Data into Actionable Insights Sponsored Keynote - Gold Sponsor
9:20 - 9:35	Future-Ready Payments: The Role of Digital Transformation in Banking Fireside Chat
9:35 - 9:45	Hybrid Cloud Security: Balancing On-Premises and Cloud Infrastructure Sponsored Keynote Session - Gold Sponsor
9:45 - 10:20	AI-Driven Product Recommendations: Boosting Sales and Customer Loyalty Panel Discussion
10:20 - 10:35	Future of Data: Roadmap to Cloud Adoption Sponsored Keynote Session - Platinum Sponsor
10:35 - 11:10	Navigating the Digital Frontier: Key Considerations for Technology Leaders in Ensuring a Seamless and Secure Transformation Journey Panel Discussion
11:10 - 11:25	Networking Break
11:25 - 11:35	Blockchain in Retail and eCommerce: Improving Supply Chain Transparency and Traceability. Sponsored Keynote Session - Gold Sponsor
11:35 - 11:45	Cybersecurity in eCommerce: Protecting Customer Data and Trust Sponsored Keynote Session - Gold Sponsor
11:45 - 12:20	A Dialogue on Elevating Digital Touchpoints and Delivering Best-In-Class Omnichannel Experiences. Panel Discussion
12:20 - 12:30	Role of blockchain technology and NFTs in metaverse eCommerce. Sponsored Keynote - Gold Sponsor
12:30 - 12:40	Evolving Payment Methods: Digital Wallets, Cryptocurrency, and Beyond Sponsored Keynote - Gold Sponsor
12:40 - 12:50	Collaborative Supply Chain Networks: Strengthening Partnerships for Success Sponsored Keynote - Gold Sponsor
12:50 - 13:00	Visual AI and Augmented Reality: Transforming the Try-Before-You-Buy Experience Keynote
13:00 - 13:40	Luncheon & Networking

13:40 - 13:55	Riding the Wave of Change: Successes, Setbacks, and Strategies in the Digital Journey Fireside Chat
13:55 - 14:05	Buy Now, Pay Later (BNPL) Services: Impact on Consumer Behavior and Retail Sales Sponsored Keynote - Gold Sponsor
14:05 - 14:40	Women Driving Innovation: Unlocking Digital Opportunities Panel Discussion
14:40 - 14:50	Emerging Cyber Threats in the Retail Sector: Trends and Mitigation Strategies Sponsored Keynote - Gold Sponsor
14:50 - 15:00	Factors influencing the growth of online sales and their impact on traditional retail. Industry Expert Speaker
15:00 - 15:30	Digital Disruption: Catalysts and Consequences for Business Growth Panel Discussion
15:30 - 15:40	Closing Remarks - Inovexic
15:40 - 17:00	Speed Networking, Personalized Meetings & Exhibition Visits

Every Individual And Businesses Alike Are Concerned About The Future Of Their Career And Organization. The Future Feels Bright Yet Incomprehensible And Undefined.

CHANGE IS IMPERATIVE

Learn: What New Discovery Will Transform The Industry? How Will The Digitization Influence Jobs? What New Ways And Methodologies Will Evolve? What Is The Digital Future That Our Kids Will See? How Will Ai Impact The Business Eco System Available To Use, And Secure The Data? What's The Next Revolution In The Delivery That Will Happen. What Payment Methodologies Will Evolve? What Is The Digital Future That Our Kids Will See?

How Will Ai Impact The Business Eco System ?

Today's Business Leaders And Owners Must Empower Themselves With The Digital Knowledge They Need To Stay Relectant Irrespective Of The Organization Size Or Turnover. Change Is Needed Now To Secure Your Future.

With The Ecommerce Marketing Forecasted To Generate Billions In Revenue It Has Become Essential To Supplement This Growth With Solutions Exploring This Space. With Great Growth Comes Great Demand For Solutions As Ecommerce Is Fueled By The Digital Revolution.

Oec 2024 Partnerships Offer Vast Interactive And Engaging Opportunities For Your Brand On A Global Level. Partnering With Us Will Enable You To Showcase Your Company's Capabilities, While Reaching The Relevant Target Audience And Building Long Lasting Relationships With Clients. Position Yourself As An Industry Leader And Innovator In The Rapidly Growing And Transforming Digital Commerce Space.

BENEFITS OF SPONSORING OEC 2024

- **The Perfect Gateway To The Middle East. Penetrate The Market With The Best Introduction You Could Ever Give Your Brand**
- **Promote Your Organisation And Services To Industry Colleagues, 800+ C Suite Executives And 10000+ Retail Representatives**
- **Network And Build New Relationships With Key Industry Figures**
- **Set Up Ultra-effective Meetings With Ceo's, Governments, Entrepreneurs And More**
- **Extend And Maintain Your Branding And Visual Presence Amongst Industry Stakeholders**
- **Opportunity To Have One On One Personalized Meetings**

2024

when

MAR

6 & 7

OMAN CONVENTION &
EXHIBITION CENTER

where

OEC CHAPTER I

About The First Edition Of Middle East's
Largest Ecommerce Conference.
Under The Patronage Of His Excellency

Dr. Ali Bin Masoud Bin Ali Al Sunaidy,
Minister Of Commerce And Industry, Deputy
Chairman Of The Supreme Council For Planning
The Sultanate Of Oman.

Under The Patronage Of His Excellency
Ahmed Bin Nasser Al Mahrizi,
Minister Of Tourism,
The Sultanate Of Oman.

GALLERY



ATTENDEE



TOP REASONS DELEGATES ATTENDED OEC CHAPTER I

- To Network with collateral industry experts and explore synergies
 - To keep in touch with the Digital Trends
- To seek solutions to eradicated inefficiencies in their own industries
 - To explore consultative strategies

ECOMMERCE **10%** | FMCG **21%** | BANKS **5%** | FINTECH **10%**
RETAILERS **7%** | INVESTMENT **15%** | LOGISTICS **9%**
TELECOMS **13%** | ENTERPRISE **5%**

COUNTRIES



Opportunities Do Not Happen You Create Them




CHAPTER II

Curated By
inovexic
Innovative • Experiences • Created

Inovexic Is Committed On Delivering Experiences Focused On Epicentric Change For The Development Of Global Growth Towards A Connected Future.

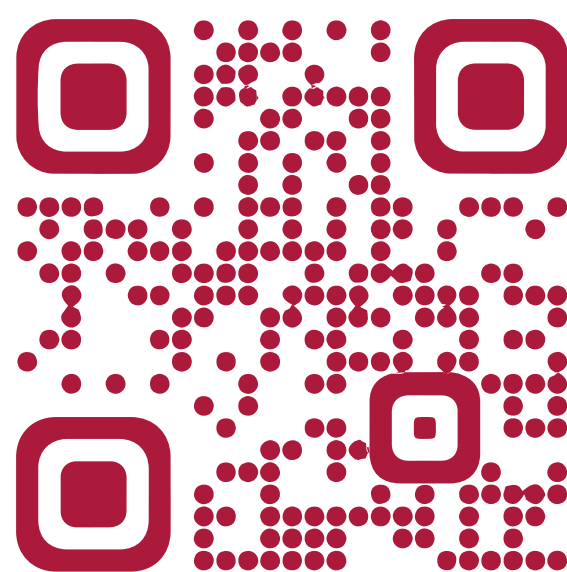
MARCH

6 & 7

 Oman Convention & Exhibition Centre

To Be A Part Of The Conference And Showcase
Kindly Contact Us On The Below

Syed Mateen
+968 7736 4443
sam@inovexic.com



Mohammed Yasir
+968 7713 8887
mohammed@inovexic.com

SCAN TO VISIT WEBSITE