

التقدم بثقة
Moving Forward
with Confidence



Sultanate of Oman

سلطنة عُمان

وزارة التجارة والصناعة وترويج الاستثمار

Ministry of Commerce, Industry & Investment Promotion



National E-Commerce Plan in the Sultanate of Oman



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Introduction



E-commerce is defined as the process of selling, buying or exchanging products, services and information using the internal or external Internet. It began at the end of the last century and its operations have evolved as companies have been able to offer and sell their goods and services on a large scale.

E-commerce is an effective way for buyers to deal with sellers online, in order to provide goods and services, transferring funds and exchanging information, and it is divided into four basic types:

Business-to-Consumer

Business-to-Business

Consumer-to-Consumer

Consumer-to-Business

Global E-Commerce Indicators

25.6

Trillion USD
Global E-Commerce
Sales Volume
In 2018

According to UNCTAD
statistics

30%

of GDP
Percentage of e-
commerce in the
world's GDP for non-oil
activities

According to UNCTAD
statistics

8.6 billion USD

The volume of e-
commerce of the United
States of America
compared to the
countries of the world,
followed by China then
Japan

According to UNCTAD
statistics

71%

2020 Growth Rate
E-commerce sales
growth rates increased
during the second
quarter of 2020
compared to the same
period in 2019

According to UNCTAD
statistics

Due to the role played by e-commerce and the global trends towards it, the National Plan for e-commerce was formulated in cooperation with partners in the public and private sectors, and it is based on **8 main pillars and 30 initiatives** distributed on the pillars of the plan.

Expected Impacts of E-Commerce



- ▶ Improving the capacity of SMEs to engage in the global supply chain.
- ▶ Raising the efficiency of institutions by improving business procedures and reducing cost.
- ▶ Increasing the consumer base of SMEs and improving income.
- ▶ Improving innovation and optimization of the service sector and the efficiency of the technology infrastructure.
- ▶ Contribute to the creation of quality jobs and optimization of other professional jobs such as intellectual property.
- ▶ Increasing competition in the retail sector for enterprises dependent on non-electronic selling.
- ▶ Increasing imports due to market opening for foreign companies.



Vision

Transforming Oman into a regional e-commerce hub and building a thriving e-commerce sector by 2027.

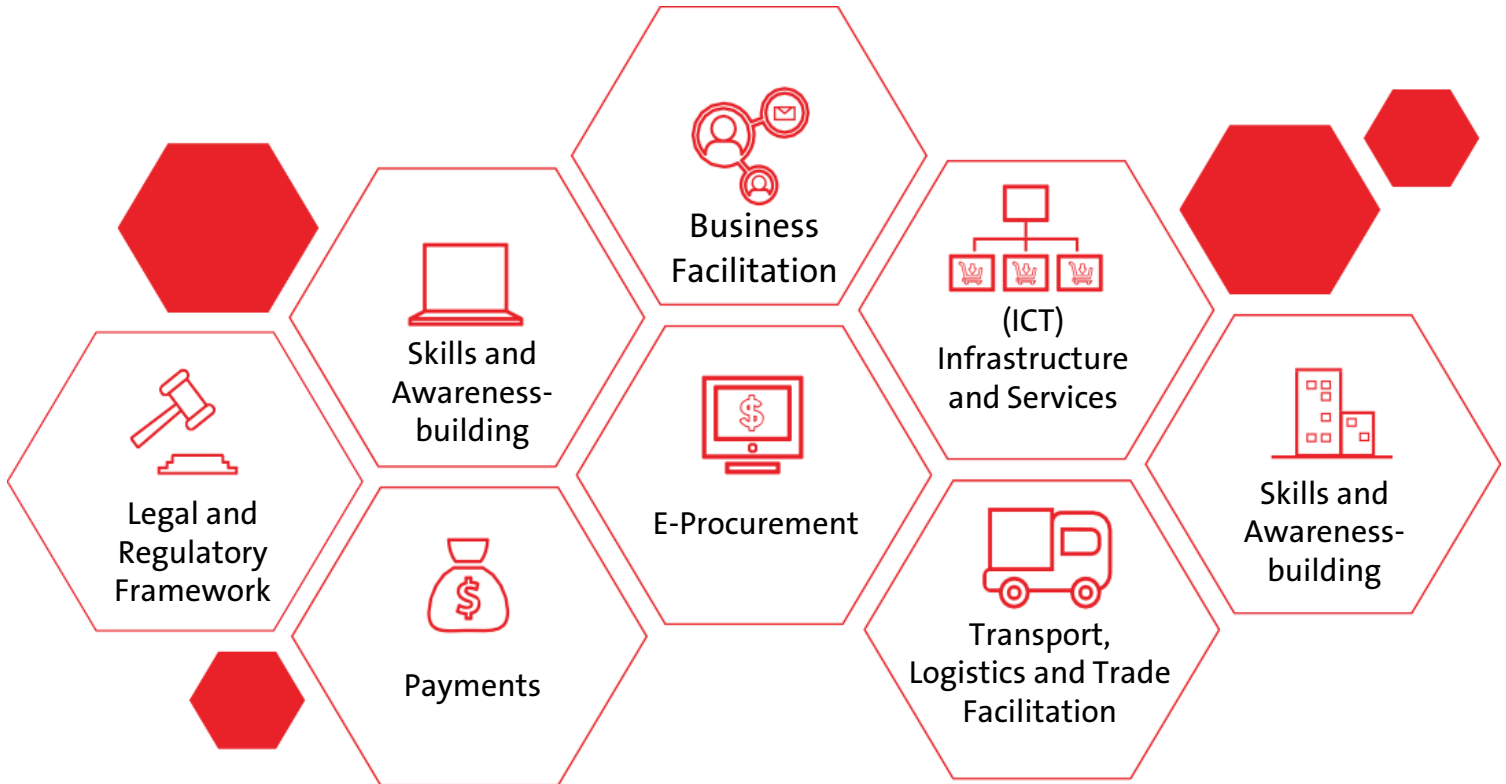


Mission

The plan aims to support, facilitate and develop e-commerce in the Sultanate of Oman by addressing supply and demand challenges and raising awareness among businesses and consumers.



Main Enabling pillars of the Plan



Establishing an e-commerce complex in the Sultanate of Oman

The aim of the initiative is to establish an e-commerce complex by 2023 to provide all the necessary services to e-commerce companies. The complex will also serve the Gulf region and East Africa in addition to the Sultanate of Oman itself.



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1-E-Commerce Complex

Overall Objective

Providing the necessary services to e-commerce companies within a free zone along with mitigating regulatory restrictions by 2023.



Accelerating the implementation of the Oman Broadband Company network

Accelerating the implementation of the Oman Broadband Company network to enable the rapid expansion of fixed broadband network coverage.



Ensuring the availability of telecommunications services required for the business sector in the Sultanate of Oman at competitive prices

Providing ICT services at the same prices and levels in competitive markets for similar services.



2

(ICT)
Infrastructure
and Services

Overall
Objective:

1. Providing communication services for businesses and operating efficiently in populated areas using cloud IT services.
2. Ensuring the availability of telecommunications services required for the business sector in the Sultanate of Oman at competitive prices.



Upgrading the level of competencies in the field of information technologies in the Sultanate

Providing telecommunications services for subsidiaries.
The ability to work efficiently at any time and in any location within populated areas in the Sultanate of Oman.



Encouraging the development of private data centers

By using those centers in new governmental information technology projects when possible, and attracting one of the major cloud service providers in order to enhance price competitiveness and allow for more cloud applications



2

(ICT)
Infrastructure
and Services



Urging direct linkage with neighboring countries

The government will address challenges related to roads in neighboring countries and customs procedures at borders through diplomatic channels.



Establish logistics centers in central areas of the Sultanate

In partnership with the private sector that takes into consideration meeting e-commerce requirements such as storage, refrigeration and customs corridors.

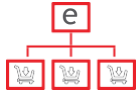


3

Transport, Logistics and Trade Facilitation

Overall Objective:

1. Transforming the Sultanate into a regional logistics hub for e-commerce by 2025 and global one by 2030.
2. Provide packages services to all over the Sultanate by 2023.



Providing technical platforms specialized in e-commerce such as delivery management, warehouse and e-stores management and enabling SMEs to use them.



Issuing the general policy for the postal services sector And ensure that it is implemented by licensed companies and enable them to expand locally and globally.



3

Transport,
Logistics and
Trade
Facilitation



Initiatives



Legalizing and regulating goods transportation services currently provided by bus transport companies

Legalizing and regulating goods transportation services currently provided by bus transport companies.



Addressing System Implementation

Developed by the National Center for Statistics & Information, which identifies distinctive addresses for streets and spatial signs for buildings to be included in digital maps and to be used in e-procurement delivery services.



3

Transport, Logistics and Trade Facilitation



Fair and transparent customs duties on e-commerce shipments

Ensure fair and transparent customs duties are applied to e-commerce shipments cleared by shippers.



Reducing the fees imposed on licenses for transporting postal packages

Seeking to reduce the fees imposed on licenses for transporting postal packages, especially for small and medium-sized companies.



3

Transport,
Logistics and
Trade
Facilitation



Omanization of jobs
Omanization of jobs in all institutions licensed to provide shipping and delivery services.



Enabling postal companies to carry out customs clearance procedures
including pre-clearance of shipments by enabling customs to have access to the Universal Postal Union (UPU) customs clearance system.



3

**Transport,
Logistics and
Trade
Facilitation**



Developing an electronic portal for commercial transactions:

Developing an electronic portal for business transactions between institutions and an electronic service for tendering along with allowing any Omani company to have access to it.



4

E-Procurement

Overall
Objective:

Provide a portal for e-procurement by 2023.



Reconsider fees for electronic payment transactions
Periodic review of regulations related to fees of electronic payment transactions.



E-KYC System Implementation
Implementing the E-KYC system to assist the financial sector in facilitating and accelerating the financial services provided to customers (traders and individuals).



5

Payments

Overall Objective:

Establish a thriving, innovative and reliable e-payment environment by 2023

Initiatives



Implement ongoing awareness campaigns to promote the use of e-payment

Implementing ongoing awareness campaigns to promote the use of electronic payment in electronic transactions with merchants in the Sultanate of Oman.



Providing a supportive work environment to encourage innovation in the field of electronic payments

Enabling institutions operating in the financial technology sector, and accelerating growth in the e-payments sector, aiming to encourage e-stores in the Sultanate to innovate, develop, and face difficulties in providing e-payment systems.



5

Payments

Initiatives



Regulating delivery companies' licenses

Regulating the licenses of delivery companies of all kinds, monitoring their compliance with circulars and legislations issued by the concerned authorities, and issuing a guide to classify these companies.



Issuing a special law for e-commerce

Taking into account the updating of current laws related to e-commerce (such as the Electronic Transactions Law, the Anti-Cybercrime Law and the Intellectual Property Law) and taking advantage of global best practices related to e-commerce laws.



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Consumer Protection Law Review

Review the Consumer Protection Law to add matters related to e-commerce to achieve the assurance and quality of specifications in e-commerce products.



6

Legal and Regulatory Framework

Overall Objective:

Initiatives



Raising awareness in the field of e-commerce

Through various media channels by creating educational and guiding content for both merchants and consumers that relates to everything about the e-commerce environment.



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Improving the capacity of enterprises to provide e-commerce services

Improving the capacity of SMEs and startups to provide e-commerce services by providing a package of training courses, practical workshops, business guidance and benefit from e-commerce to optimize strengths.



هيئة تنمية المؤسسات الصغيرة والمتوسطة
Authority of small and medium enterprises development

7

Skills and Awareness-building

Overall Objective:

Provide training and skills development programs in areas supporting e-commerce for companies and entrepreneurs by 2022.



Monitoring the effects of the expansion of e-commerce on the future of employment in the Sultanate

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والبحث العلمي والابتكار



Including e-commerce sciences in education curricula and courses in the Sultanate

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وزارة التعليم العالي
والبحث العلمي والابتكار

7

Skills and Awareness-building

Initiatives



Develop or adopt a trust mark for e-commerce businesses

Developing or approving a trust mark for companies working in e-commerce in the Sultanate and establishing a digital portal that includes approved companies working in the field of e-commerce.

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Simplifying and facilitating the registration of companies working in e-business.
Simplifying and facilitating the registration of companies operating in the field of e-business.

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Allocating a specific percentage to finance startups working in the field of e-commerce
Encouraging technology investment funds to finance startups working in e-commerce.



جهاز الاستثمار العُماني
Oman Investment Authority

8

Legal and Regulatory Framework

Overall Objective:

Improving the e-commerce environment by providing the system with 2,500 companies associated with e-commerce, providing financial and technical support and reducing regulatory impediments by 2027.

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Thank You

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