



**INNOVATION
CLUB
DACH**   

GO-BRIDGE PROGRAM 2025-2030

GERMANY-OMAN BRIDGE PROGRAM



By: Reza Abdi

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GO Bridge Team 2025-2030



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Industrial Engineer, DBA Entrepreneurship

Project Manager 2025 - 2030



A word

I believe that lasting success is built through collaboration and shared purpose. Small and medium-sized enterprises are the foundation of innovation, turning ideas into practical solutions while strengthening economies and communities. By connecting businesses, experts, and institutions across borders, we create partnerships that inspire innovation, foster trust, and generate long-term value.

Equally important is investing in the next generation. Young professionals bring fresh perspectives, creativity, and the ambition to shape a more sustainable future. By encouraging international cooperation and knowledge exchange, we empower future leaders while building stronger global partnerships that benefit us all.

2025 GO Bridge Team



Mohammed Ammaar
Mechanical Engineer



Deema Al Jabri
Environmental Engineer



Taif Al-Naumani
Environmental Engineer



Tala Albabele
Environmental Engineer

2026 GO Bridge Team



Navid Mazaheri Tehrani
Mechanical Engineering



Ethar Al Naamani
Process Engineering



Ola Al Harrasi
Process Engineering



Ameya Sawant
Mechanical Engineering

About INNOVATION CLUB DACH

Innovation Club DACH is a business network connecting vetted small and medium-sized enterprises (SMEs) with exclusive consultants and partners across the DACH region (Germany, Austria, and Switzerland). Headquartered in Bonn, Germany, the club brings together a growing community of over 120 SMEs to foster cross-border cooperation, innovation, and sustainable business growth.

Membership provides access to a curated B2B community, structured partnership opportunities, and connections to university research and development projects. Regular workshops, roundtables, and innovation meetings address digitalization, funding acquisition, and emerging technologies, supported by guidance on public funding schemes and grant applications.

Beyond its core network, Innovation Club DACH extends its reach into strategic international partnerships, applying its model of vetted collaboration and technical exchange to sectors including precision engineering, automation and renewable energy. This includes facilitating direct cooperation between German industrial expertise and international markets, thereby, supporting knowledge transfer, joint innovation projects, and long-term sector diversification through green hydrogen, clean technology and AI Transformation for SMEs.

Through a tiered partnership model, members gain access to exclusive events, priority project placement and a trusted network of specialists equipped to support complex business and engineering challenges. Innovation Club DACH is positioned as a platform for building lasting partnerships, expanding market reach and translating innovation into measurable impact, both within the DACH region and across its growing international collaborations.

About GO Bridge Program 2025 - 2030

GO-Bridge represents a transformative Innovation initiative specifically designed to unite Omani and German enterprises in purposeful bilateral trade partnerships that mutually uplift and strengthen both business ecosystems.

Recognizing the tremendous potential of combining two economically dynamic regions, GO-Bridge strategically aligns Germany's world-renowned advanced technological capabilities and industrial expertise with Oman's rapidly expanding and diversifying economic landscape. This powerful alignment creates unprecedented opportunities for business collaboration, knowledge transfer, and mutual growth.

The initiative functions as a high-velocity commercial accelerator, systematically removing barriers to cross-border business engagement and dramatically reducing the time and complexity typically associated with international market entry and partnership development.

What distinguishes GO-Bridge from other business facilitation initiatives is its definitive financial mandate and measurable outcomes framework.

The initiative is committed to driving and securing 50 million euros in trade and investment volume between Omani and German enterprises within a strategic five-year timeframe. This ambitious yet achievable target reflects confidence in the synergies between both markets and provides clear accountability and direction to all stakeholders. This financial mandate ensures that the initiative remains focused on tangible, scalable results that create genuine economic value, establish sustainable business relationships, and contribute meaningfully to the economic development of both regions.

The backbone of GO-Bridge's operational effectiveness is Innovation Club DACH, a dynamic and well-established cross-border network spanning Germany, Austria, and Switzerland. Innovation Club DACH provides the vital connective tissue and institutional infrastructure necessary to bridge the gap

between diverse stakeholder categories including emerging startups seeking international market access, established corporate leaders pursuing growth and innovation opportunities, research institutions, and public sector organizations. By leveraging the extensive networks, resources, and expertise embedded within the DACH region, recognized globally as a center of technological innovation, industrial excellence, and business sophistication, GO-Bridge transforms regional synergy and collaboration into scalable, globally competitive business opportunities.

GO-Bridge operates through a comprehensive, value-added service model that addresses the complete business partnership lifecycle. The initiative provides market intelligence and research to identify promising opportunities, strategic matchmaking services that connect complementary businesses, engineering consulting on market entry and partnership structuring, facilitation of formal business negotiations, ongoing support through partnership development phases, and continued relationship management to ensure long-term partnership success. By combining deep expertise in both German and Omani markets with sophisticated understanding of cross-cultural business dynamics, GO-Bridge eliminates friction points and accelerates the path from initial business interest to formal partnership and revenue generation.

For Omani SMEs and enterprises, GO-Bridge opens a direct gateway to German and broader European markets, providing access to advanced technologies, proven business practices, and established distribution networks. For German businesses, the initiative offers a structured pathway to Oman's dynamic and growing economy, with reduced risk and complexity. For both regions, GO-Bridge creates a virtuous cycle of innovation, investment, and economic growth that extends far beyond direct bilateral trade to encompass knowledge transfer, capability development, and the emergence of new regional competitive advantages. Through GO-Bridge and Innovation Club DACH, Oman and Germany are not simply conducting business transactions; they are building the foundation for long-term economic partnership and shared prosperity.

Importance

Beyond the strategic and economic case for Oman as a market, the Germany–Oman SME Partnership carries a deeper significance rooted in the shared priorities of both economies. Small and medium enterprises are not a peripheral segment in either country but the very foundation on which economic resilience, employment, and innovation are built.

Understanding why this partnership matters requires looking at the structural, human, and cultural dimensions that make cross-border collaboration between German-speaking and Omani businesses so valuable.

- **SMEs Are the Backbone of Both Economies:**

Small and medium enterprises form the core of both the German and Omani economies, accounting for the majority of businesses, jobs, and economic activity in each country. Strengthening ties between SMEs on both sides therefore has an outsized impact on broader economic resilience, job creation, and long-term prosperity, far beyond what large corporate deals alone could achieve.

- **Innovation Thrives Through International Cooperation:**

Innovation rarely happens in isolation. By connecting German engineering, process expertise, and technological know-how with Omani market access, ambition, and emerging infrastructure, the partnership creates the conditions for new ideas, products, and business models to develop faster and more effectively than either side could achieve alone.

- **Youth Plays a Key Role in Shaping Global Business Partnerships:**

A young, educated, and increasingly entrepreneurial generation in both Germany and Oman is central to the future of this collaboration. Empowering young professionals and founders to engage directly in cross-border projects ensures the partnership is built for long-term sustainability, not just short-term transactions.

- **Cross-Cultural Understanding Strengthens Collaboration:**

Successful international partnerships depend on more than shared economic interests; they require mutual respect and understanding between cultures. Building direct relationships between German and Omani business leaders, as reflected in the close, personal engagement seen throughout this program, lays the groundwork for trust that will sustain the partnership well into the future.

The importance of the Germany–Oman SME Partnership lies not only in the economic opportunities it unlocks, but in the way it brings together the people, ideas, and cultures that will shape the next generation of business between Europe and the Middle East. By centering SMEs, innovation, youth, and cross-cultural understanding, the partnership is positioned to deliver lasting value for both nations.

Why should you be a partner

- **Access to a Vetted, High-Value Network**

Membership provides direct entry into a curated community of over 120 Mittelstand companies and exclusive consultants across the DACH region therefore, eliminating the uncertainty of unverified contacts and connecting SMEs with partners who meet a consistent standard of quality and reliability.

- **Accelerated Innovation and Growth**

Regular workshops, roundtables, and innovation meetings offer practical exposure to digitalization trends, emerging technologies, and funding opportunities to help SMEs stay competitive without the cost of building this expertise internally.

- **Funding and Resource Support**

Dedicated guidance on public funding schemes and grant applications reduces the administrative burden of accessing financial support, allowing SMEs to focus resources on execution rather than navigating bureaucracy alone.

- **Cross-Border Market Expansion**

Structured partnership opportunities and international connections open pathways beyond domestic markets, particularly into strategic sectors such as precision engineering, automation, and renewable energy allowing to support SMEs seeking to scale internationally.

- **Priority Access and Tiered Benefits**

A tiered partnership model ensures active members receive priority project placement, exclusive event access, and closer engagement with specialists suited to solving specific technical or business challenges.

- **Long-Term Strategic Positioning**

Participation connects SMEs to broader initiatives in green hydrogen, clean technology and Industrie 4.0 thereby, positioning smaller enterprises to contribute to and benefit from larger industrial and sustainability trends shaping the future economy.



Figure 1. Introduction Video

Why Oman SMEs



In Oman, the term "SME" is sometimes used interchangeably with "startups" — that is not the definition we use for our focus area. As part of the Germany–Oman SME Partnership, launched to empower innovation through cross-border collaboration between German-speaking small and medium enterprises (DACH region) and the Sultanate of Oman, this section outlines why Oman represents a compelling and timely destination for SME expansion, investment, and partnership. Oman's unique geographic position, political stability, business-friendly reforms, and long-term national vision combine to make it one of the most attractive emerging markets in the Middle East for European businesses today.

Key Reasons Oman Stands Out

- **Strategic Global Gateway**

Oman boasts a 3,165 km coastline that directly links Asia, Europe, and Africa. Its port infrastructure is ranked #1 in the Middle East, anchored by major logistics hubs such as the Duqm Special Economic Zone (SEZ). This positions Oman as a natural trade and logistics gateway for companies seeking access to multiple continents through a single, well-connected base.

- **The Switzerland of the Middle East**

Often described as the region's most stable, safe, and trusted mediator, Oman ranks 4th globally in safety and 1st in Asia for quality of life. This reputation for neutrality and diplomatic reliability gives foreign investors a rare degree of confidence and predictability when operating in the wider Middle East.

- **Attractive and Competitive Market**

Oman offers an exceptionally welcoming environment for foreign business, including 100% foreign ownership in most sectors, a stable currency pegged to the US dollar, and affordable operating costs. Combined with a highly skilled and increasingly educated young workforce, this creates fertile ground for SMEs entering new markets.

- **Vision 2040 & Innovation Hub**

Oman's national development strategy, Vision 2040, is centered on economic diversification away from oil dependency and toward logistics, technology, green hydrogen, and renewable energy. This national agenda aligns closely with the goals of the Germany–Oman SME Partnership, creating natural synergies for German and DACH-region companies looking to invest in future-facing industries.

Taken together, Oman's logistical advantages, political stability, investor-friendly regulations, and forward-looking economic vision make it an ideal partner for DACH-region SMEs. The Germany–Oman SME Partnership is well positioned to serve as a bridge connecting European innovation with one of the Middle East's most promising and stable emerging markets.



Figure 3. 2026 Oman journey overview



Figure 2. GO Bridge 2026 Team

Why German SMEs



- **Engineering Excellence**

Germany's industrial reputation rests on more than a century of precision engineering, rigorous quality standards and applied research. Few nations offer the same depth of technical discipline across manufacturing, automation, and R&D. Therefore, making German expertise a benchmark rather than just an alternative.

- **Leadership in Automation & Industrie 4.0**

As the origin of the Industrie 4.0 movement, Germany remains at the forefront of smart manufacturing by integrating IoT, robotics, predictive maintenance, and data-driven production systems. Partnering with German industry means access to frameworks already proven at scale in one of the world's most demanding industrial economies.

- **Renewable Energy & Green Hydrogen Leadership**

Germany is investing heavily in the energy transition, with world-class capabilities in electrolysis technology, renewable grid integration, and clean energy infrastructure. As it works to secure long-term clean energy supply chains, Germany brings both proven technology and genuine strategic motivation to energy partnerships.

- **A Gateway to Europe**

As the largest economy in the European Union and a hub for trade, finance, and regulatory standards, Germany offers an unmatched platform for market entry. German certification, logistics networks, and business relationships open pathways into European markets that are difficult to access independently.

- **A Trusted, Stable Partner**

Beyond technology and capital, Germany offers institutional reliability, strong legal frameworks, transparent business practices, and a long track record of honoring international partnerships. This makes German investment not just technically valuable, but a dependable long-term commitment.

B2B Business Culture: Germany – Oman

Every successful cross-border deal is built on more than contracts and price sheets — it is built on how people greet each other, share a meal, dress for a meeting, take their seats, and choose their words. For the Germany–Oman corridor, these small moments carry real weight: a rushed handshake, an ill-timed refusal of coffee, or a too-casual outfit can undo weeks of careful negotiation, while getting the details right builds the kind of trust that no contract clause can guarantee. This chapter, compiled by Innovation Club DACH, walks German and Omani business partners through five everyday touchpoints — handshake, food, dress code, seating, and language — so that both sides can meet each other with confidence and respect.

- **Handshake**

In Germany, the handshake is firm, brief, and accompanied by direct eye contact. It is exchanged with everyone in the room — regardless of gender or seniority — both at the start and the end of a meeting, and is treated as a simple, businesslike formality rather than a gesture of personal warmth.

In Oman, the handshake is gentler and typically offered with the right hand only, often paired with the greeting "As-salamu alaykum" (peace be upon you) and the reply "Wa alaykum as-salam." Men shake hands with men as a matter of course; when a woman is present, it is customary for the male visitor to wait for her to extend her hand first rather than initiating contact. Elders and the most senior person in the room are typically greeted first.

Practical tip: German delegations visiting Oman should soften their grip and let Omani counterparts set the pace of the greeting — especially in mixed-gender settings. Omani delegations visiting Germany can expect a firmer, faster handshake as standard practice, with no particular protocol around gender or seniority.

- **Food**

German business meals are efficient and punctual. A working lunch is usually scheduled to a fixed slot, ordering is quick, and conversation often continues to include business matters even at the table. Alcohol may be offered but is not obligatory, and the host or the inviting company typically covers the bill.

In Oman, hospitality is central to doing business, and sharing food or Omani coffee (kahwa) with dates is rarely just a courtesy — it is part of how trust is built. Declining refreshment outright can be seen as impolite; a light acceptance, even of a single small cup, is the safer choice. Meals are eaten with the right hand, alcohol and pork are absent from Omani business settings, and it is customary to wait for an explicit invitation before eating. A relaxed, unhurried meal is often where the real relationship-building happens, well before numbers are discussed.

Practical tip: German visitors should build extra time into the schedule for Omani hospitality rather than treating it as a delay — rushing through coffee or a shared meal can read as disinterest. Omani visitors to Germany should expect meals to be shorter and more transactional, with business conversation continuing at the table as a matter of efficiency, not rudeness.



Figure 4. Traditional omani food, Samak Omani and Shuwa

Sources: divesalalah.com

- **Dress Code**

German business attire is conservative and formal: dark suits, understated ties, and minimal accessories for men; equally formal, muted business wear for women. Appearance is read as a signal of seriousness and preparation.

Omani business dress is also conservative but shaped by local custom. Omani men frequently wear the traditional dishdasha (a long white or pastel robe) with a kummah or masar (cap or turban) for business and official occasions, though a Western suit is equally acceptable, especially for meetings with international partners. Women should dress modestly, with shoulders and knees covered and necklines kept high; loose, non-figure-hugging clothing is preferred over anything closely fitted.

Practical tip: A dark, conservative suit is the safe default for either direction of travel. German visitors to Oman should pack modest options for both men and women and avoid overly casual clothing even outside formal meetings. Omani visitors to Germany can expect traditional dress to be welcomed and respected, though a Western suit blends in more easily in day-to-day corporate settings.



Figure 5. Omani dress code

Source: mht.gov.om

- **Seating**

German meetings tend to start on time with a straightforward seating arrangement: participants face each other across the table, often loosely grouped by role or department rather than strict hierarchy and get down to the agenda quickly.

In Oman, seating is more clearly shaped by hierarchy and age. In a traditional majlis (a reception room lined with seating along the walls), the most senior or eldest guest is seated in the most prominent position, and it is polite to let senior figures sit first. Crossing legs so that the sole of the foot points at another person is considered disrespectful and should be avoided. Meetings may also start later than scheduled and unfold at a more unhurried pace than German counterparts expect.

Practical tip: German teams should build flexibility into the agenda when meeting in Oman, avoid pointing their feet at anyone, and let the most senior Omani counterpart take their seat first. Omani teams visiting Germany can expect meetings to start precisely on time, with seating driven more by function than seniority.



Figure 6. Traditional Omani seating (Majlis)

Source: www.istockphoto.com

- **Language**

German business communication is direct and low context: points are made explicitly, disagreement is stated plainly, and contracts are expected to spell out every detail in precise language. Silence or a flat "no" is simply information, not an offense.

Omani business communication is more indirect and relationship driven. A polite "yes" or "Insha'Allah" ("if God wills it") may express goodwill or acknowledgment rather than a firm commitment and reading between the lines — along with patience — matters more than in Germany. Arabic titles of respect are commonly used in conversation, and while English is widely spoken in Omani business circles, a few Arabic greetings go a long way in signaling genuine respect.

Practical tip: German negotiators should not mistake Omani politeness for a done deal — a warm response is a starting point, not a signature. Omani negotiators should expect direct German feedback to be a communication style, not personal criticism, and should feel free to ask for explicit written confirmation, which German partners generally welcome.

At a glance

Aspect	Germany	Oman
Handshake	Firm, brief, everyone, direct eye contact	Gentler, right hand, follow the host's lead
Food	Punctual, efficient, business continues at table	Hospitality-led, kahwa & dates, right hand only
Dress code	Dark, formal business suits	Modest dress; dishdasha or suit both accepted
Seating	Punctual, role-based seating	Hierarchy- and age-based, unhurried pace
Language	Direct, explicit, low context	Indirect, relationship-first, high-context

Table 1. Germany and Oman Cultural aspects

Business between Germany and Oman is, in the end, a conversation between two very different rhythms — German precision and Omani patience, German directness and Omani diplomacy. Neither approach is more "correct" than the other; they are simply different paths to the same goal: a reliable, long-term partnership. The teams that succeed on this corridor are the ones who treat cultural fluency as seriously as financial due diligence — who know when to soften a handshake, when to let a coffee finish before talking numbers, and when a "yes" needs a little more patience before it becomes a signature. Get these small things right, and the bridge between Germany and Oman becomes not just a trade route, but a genuine partnership.

Focus Area

- **AI for Digitalization in small and medium business**

Small and medium enterprises form the backbone of both the German and Omani economies, yet they often lack the resources and technical expertise to adopt artificial intelligence at the pace of larger corporations. The Germany Oman Bridge 2026 program addresses this gap by connecting SMEs with practical, scalable AI solutions—from intelligent process automation and predictive analytics to AI-driven customer engagement tools—that can be integrated without requiring massive infrastructure investment. Through workshops, mentorship, and direct exchange with German technology partners, Omani businesses gain hands-on exposure to proven digitalization frameworks, while German companies benefit from insights into emerging Gulf markets and their unique operational contexts.

Our approach emphasizes accessibility over complexity: we believe AI adoption should not be reserved for enterprises with dedicated data science teams. By pairing SME leaders with experienced consultants and showcasing real-world case studies of successful AI integration, the program builds both the technical literacy and the strategic confidence needed for sustainable digital transformation. The goal is not just technology transfer, but the cultivation of a lasting mindset shift toward innovation-driven business practices in both countries.

- **Cybersecurity**

As digital infrastructure expands across both nations, so does exposure to cyber threats—making security a foundational rather than optional component of any cross-border collaboration. The Innovation Club DACH recognizes that trust between German and Omani partners depends on robust, shared standards for protecting data, systems, and critical infrastructure. Through this program, we facilitate knowledge exchange on cybersecurity best practices, risk assessment methodologies, and regulatory compliance frameworks, drawing on Germany's mature cybersecurity ecosystem and its rigorous data protection culture shaped by GDPR and years of industrial-scale security implementation.

Beyond theoretical exchange, the program prioritizes capacity building: joint training sessions, threat-simulation exercises, and consultations designed to help Omani organizations strengthen their security posture as they scale digital operations. For German companies entering the Omani market, this focus area also ensures they understand the local regulatory and threat landscape, enabling secure and compliant expansion. Ultimately, cybersecurity is treated not as a defensive afterthought but as an enabler of trust that underpins every other area of collaboration in the program.

- **Technical Consulting**

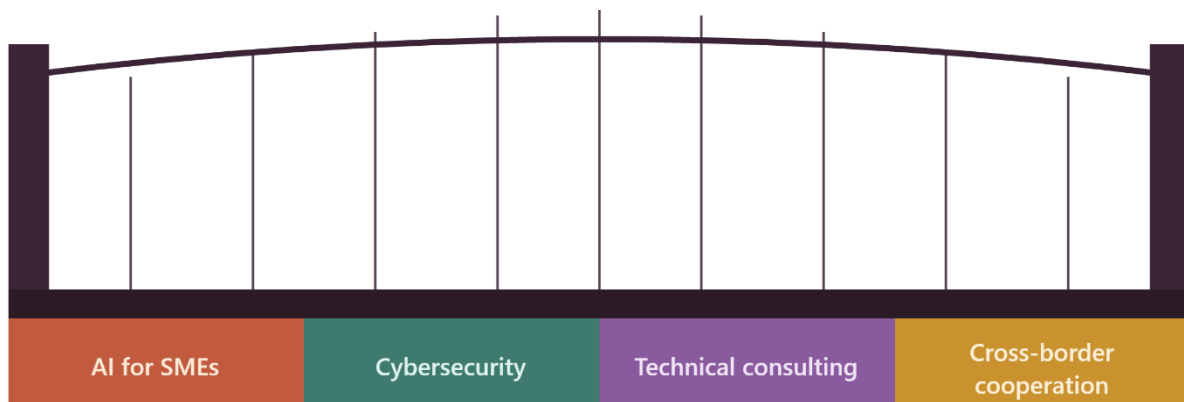
Bridging two distinct business cultures and technical ecosystems requires more than good intentions—it demands structured, expert guidance to translate ambition into actionable outcomes. The technical consulting pillar of the Germany Oman Bridge 2026 program connects Omani organizations with seasoned German engineers, technologists, and industry consultants who provide hands-on support across areas such as systems integration, process optimization, quality management, and technology roadmap development. This consulting is tailored to the specific maturity level and needs of each partner organization, ensuring recommendations are practical rather than theoretical.

At the same time, this focus area serves as a two-way exchange rather than a one-directional transfer of expertise. German consultants gain valuable exposure to Gulf market dynamics, regulatory environments, and emerging opportunities in Oman's growing innovation economy, while Omani partners benefit from Germany's long-standing reputation for engineering rigor and industrial excellence. The result is a consulting relationship built on mutual learning, designed to produce durable technical capabilities rather than short-term fixes.

- **Facilitating Cross-Border Cooperation and Global Project**

At its core, the Germany Oman Bridge 2026 program exists to create durable pathways for collaboration that outlast any single event or exchange. This focus area is dedicated to building the institutional, legal, and relational infrastructure needed for German and Omani organizations to launch and sustain joint ventures, research partnerships, and multinational projects. This includes facilitating introductions between complementary businesses, supporting joint venture structuring, and helping partners navigate the regulatory and cultural nuances that often determine whether cross-border initiatives succeed or stall.

The Innovation Club DACH acts as a connective institution, reducing the friction of international collaboration through continuity, local expertise on both sides, and a trusted network across government, academia, and industry. By actively matchmaking projects and staying involved beyond initial introductions, this focus area turns early connections into lasting economic and innovation partnerships between Germany and Oman.



Targets

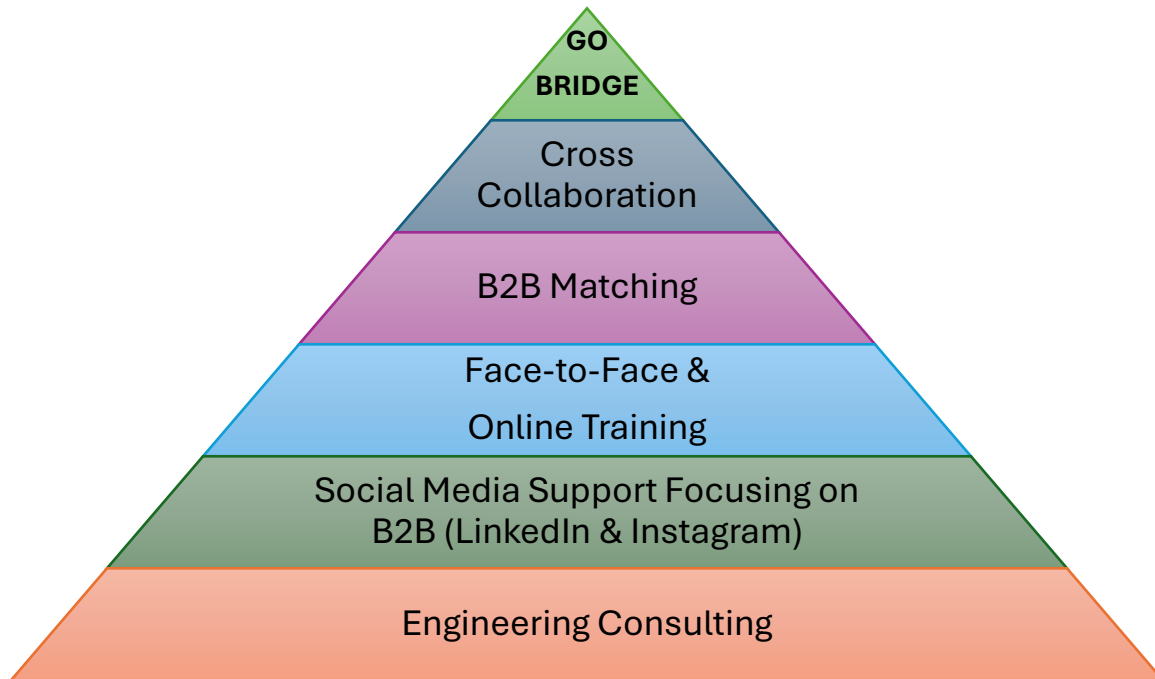
At the heart of this focus area is our ambition to build an ecosystem innovation bridge connecting Oman with the DACH region, anchored in the Cologne–Bonn corridor as the gateway linking Omani SMEs to German business networks, industry associations, and sector-specific clusters, and just as importantly, connecting German companies—particularly those based in and around Cologne and Bonn—with Omani talent, markets, and opportunities. Working alongside young Omani consultants and engineers trained through the program, the hub channels expertise in both directions: German partners in the Cologne-Bonn region bring experience in digitalization, sustainability, export readiness, and regulatory compliance, while Omani partners contribute fresh perspectives, regional market knowledge, and emerging talent that German companies increasingly need as they expand into new markets—ensuring every engagement builds lasting capability rather than one-way dependency. Beyond advisory support, the hub actively curates visibility and connection by facilitating SME participation in high-impact trade shows, forums, and networking events across the Cologne-Bonn area and Oman, and by driving strategic B2B partnerships through matchmaking, compatibility assessment, and negotiation support—whether the outcome is a supplier relationship, technology transfer, joint product development, or research collaboration—positioning Oman not as a recipient of German expertise, but as an equal contributor whose young engineers and consultants have just as much to offer DACH businesses as DACH businesses have to offer them.

By December 2030, Innovation Club DACH will generate €50 million in cumulative income by enabling and facilitating business connections, technology partnerships, and trade deals between DACH and Omani SMEs in AI and IT solutions for the energy sector — through facilitation fees, advisory retainers, membership revenue, and commissions on brokered deals — with progress tracked annually against a phased ramp (e.g., ~€2M in 2025 building toward ~€18M by 2029) as the network, deal pipeline, and repeat-client base mature.

Target Cities in Germany:

2025	Bonn
2026	Bonn - Cologne
2027	Bonn – Cologne - Düsseldorf
2028	Bonn – Cologne – Düsseldorf - Berlin
2029	Bonn – Cologne – Düsseldorf – Berlin - Frankfurt
2030	Bonn – Cologne – Düsseldorf – Berlin – Frankfurt – Munich

Services



- **Engineering Consulting**

Young engineering students and alumni serve as junior consultants within multi-national teams, bringing diverse perspectives and collaborative rigor to every engagement and delivering solutions that are technically sound, culturally informed, and effective across international markets. By combining German engineering excellence with global market perspectives, these teams develop innovative solutions that neither party could achieve independently.

- **Social Media Support Focusing on B2B (LinkedIn)**

International visibility and credibility are strengthened through joint market reports, industry events, and professional media production. These platforms showcase partner capabilities, connect organizations with key global stakeholders, and create opportunities for international recognition and business growth.

- **Face-to-Face & Online Training**

Hands-on workshops, technical training sessions, and in-person knowledge exchange equip organizations with practical expertise in future-focused industries. Special emphasis is placed on sectors such as green hydrogen, renewable energy, and clean technology, supporting projects from feasibility through implementation with expert guidance and strategic insights.

Sample of certification from one of our AI courses:



- **B2B Matching**

Gain direct access to a rigorously vetted network of small and medium-sized enterprises across engineering, manufacturing, and technical consulting. Our partner-matching approach reduces the time, cost, and risk associated with cross-border collaboration while connecting businesses with the right technical and commercial partners.

- **Cross Collaboration**

Cross-sector collaboration integrates German engineering expertise with local market knowledge to identify opportunities that a single-sided approach would overlook. Through technical consulting, partner matchmaking, and strategic market insight, organizations collaborate across industries to develop sustainable, high-impact solutions for international markets.

Companies visited

- **Modern Reem (IT Services)**

Location: Muscat, Oman

Size: Small–medium enterprise (approx. 30 employees)

Industry: Telecommunications & IT Services

We had a team meeting with the Head of Business Development and talked about opportunities for IT and telecom collaboration between German and Omani SMEs, and potential technology partnerships under the GO Bridge program.

Link: <http://www.modernreem.com>



Figure 7. Modern Reem website

- **ISC (Insurance Services Center)**

Location: Muscat, Oman

Size: Small enterprise (approx. 20 employees)

Industry: Consultancy Services

We had a team meeting with the Chief Executive Officer and talked about cross-border cooperation in insurance services and how German risk-management expertise could support Oman's growing insurance sector.

Link: <https://isc-om.com/>



Figure 8. ISC website

- **Injaz Development**

Location: Muscat, Oman

Size: Small–medium enterprise (approx. 30 employees)

Industry: Human Resources Development

We had a team meeting with the Business Growth Manager and talked about opportunities for joint projects and foreigners Challenges in Oman's growing industries.

Link: <https://injazi.com/en>



Figure 9. Injaz website



Figure 10. Meeting with Injaz Development in Muscat, Oman in 2026

- **Maraseem Muscat Real Estate**

Location: Muscat, Oman

Size: Small enterprise (approx. 25 employees)

Industry: Real Estate & Commercial Property

We had a team meeting with the Representative and talked about commercial property investment opportunities and partnership models for European SMEs entering the Omani real estate market.

- **Beehive**

Location: Muscat, Oman

Size: Small enterprise / fintech scale-up (approx. 100 employees)

Industry: Finance Company

We had a team meeting with the Business Development Executive and talked about fintech innovation, digital payment solutions, and how German fintech models could be adapted for the Omani market.

Link: <http://www.beehive.om>



Figure 11. Beehive website

- **Azyan (Digital Marketing)**

Location: Muscat, Oman

Size: Small enterprise (approx. 10 employees)

Industry: Digital Marketing

We had a team meeting with the Marketing Manager and talked about co-branded marketing strategies and digital campaign support for SMEs entering the Omani market.

Link: <http://www.azyanom.com/>



Figure 12. Azyan website

- **Interface (Business Consultancy)**

Location: Muscat, Oman

Size: Small enterprise (approx. 10 employees)

Industry: Business Consultancy

We had a team meeting with the Business Head and talked about advisory support for German SMEs seeking market entry into Oman and consultancy partnership models.

Link: <http://www.interface-i.com/>



Figure 13. Interface website

- **PWP (Power & Water Procurement)**

Location: Muscat, Oman

Size: Medium enterprise (110 employees)

Industry: Power & Water Utilities / Procurement

We had a team meeting with the Project & Contracts Engineer and talked about infrastructure procurement opportunities and German engineering collaboration in Oman's power and water sector.

Link: <https://omanpwp.om/>



Figure 14. PWP website



Figure 15. Meeting with PWP in Muscat, Oman in 2026

• **Insight Information Security**

Location: Muscat, Oman

Size: Small - Medium enterprise (approx. 100 employees)

Industry: Information & Cyber Security

We had a team meeting with the Head of HR and talked about cybersecurity best practices and potential collaboration on information security solutions for SMEs.

Link: <https://insight.om/>



Figure 16. Insight website

- **Ooredoo (Telecommunications)**

Location: Muscat, Oman

Size: Large enterprise (1,000+ employees in Oman)

Industry: Telecommunications

We had a team meeting with the Representative and talked about digital infrastructure, connectivity solutions, and how telecom partnerships can support SME growth across both countries.

Link : <https://www.ooredoo.om/>



Figure 17. Ooredoo Oman website



Figure 18. Meeting with Ooredoo in Muscat, Oman in 2026

- **Bank Dhofar**

Location: Muscat, Oman

Size: Large enterprise (1,000+ employees)

Industry: Banking & Financial Services

We had a team meeting with the Representative and talked about financing solutions and banking support available to SMEs engaged in cross-border trade and investment.

Link: <https://www.bankdhofar.com/>



Figure 19. Bank Dhofar website

- **Huawei (Telecommunications)**

Location: Muscat, Oman

Size: Large multinational (regional office; global workforce of 190,000+)

Industry: Telecommunications & Technology

We had a team meeting with the PR Manager and talked about technology infrastructure partnerships and Huawei's role in supporting digital transformation for SMEs in the region.

Link: <https://consumer.huawei.com/om/>



Figure 20. Huawei Oman website



Figure 21. Meeting with Huawei Tech in Muscat, Oman in 2026

- **Double Tree Hotel**

Location: Muscat, Oman

Size: Medium enterprise (approx. 100-120 employees)

Industry: Hospitality

We had a team meeting with the Secretary to the General Manager / CEO and talked about hospitality-sector partnerships and opportunities to host future GO Bridge program events and delegations.

Link: <https://www.hilton.com/en/hotels/mctqudi-doubletree-muscat-qurum/>



Figure 22. Double Tree hotel website

- **F&M Middle East**

Location: Muscat, Oman

Size: Small–medium enterprise (approx. 60 employees)

Industry: Engineering Consultancy

We had a team meeting with the Representatives and talked about professional service partnerships supporting German SMEs operating in the Middle East.

Link: <http://www.fmint.com/>



Figure 23. F&M Middle east website



Figure 24. Meeting with F&M Engineering Consultancy Group in Muscat, Oman in 2026

- **Grand Business Centre**

Location: Muscat, Oman

Size: Small enterprise (approx. 10 employees)

Industry: Business Centre & Shared Office Services

We had a team meeting with the Representative and talked about shared office and business-support services that could help German SMEs establish a local presence in Oman.

Link: <https://www.grand-bc.com/>



Figure 25. Grand Business Center website

Contact Us

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