



AMAN UNION

10TH TRAINING PROGRAM

Marketing of Credit Insurance

-

Development of Products and Services

كريدت
عمان
Credit
Oman

وكالة ضمان التجارة الخارجية (س.أ.ع.ق)
Export Credit Guarantee Agency of Oman (S.A.O.G.)

Hosted by Credit Oman

October 22-24, 2018

City Seasons Hotel

Muscat, Oman



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10th Technical Training, 22-24 October Muscat

Day 1- Social Program (22th October)

Experiencing the Wahiba Sands & wadi Bani Khalid

Its geography is mixed: in the north are smaller dunes and wide flat areas, to the east the dunes pile up to 100 metres against the ocean, and in the south, at Barr El Hikman, is a vast expanse of flat sand dotted with treacherous salt flats and home to huge populations of migrating birds.

A surprisingly wide array of flora and fauna call the sands home, as do about 3,000 Bedouin, some of whom you will get to meet when you visit the Wahiba.

Leaving the Wahiba Sands, a scenic drive passes between the contorted slopes of the eastern Hajar mountains and the shore, past the stunning water pools and shady canyon of Wadi Bani Khalid.





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<p>Leave Muscat in 4WD and head to Bidiya (wahiba sands)</p>	<p>7:00 – 9:30</p>	
<p>Reach wahiba sands take picture of the wahiba set sands and go Dune Bashing</p>	<p>9:30 – 10:00</p>	
<p>Camel Riding , Visit Bidiouine house have coffee with the locals, get henna art and check out some local made products</p>	<p>10:00 - 12</p>	



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Have lunch at Al Saula'ee Restaurant & Grills local omani restaurant	12 - 1:30	
Head to wadi bani khalid	After lunch	
Swimming in the crystal clear wadi water (who ever wishes to swim should bring the necessities)	2:00 - 4:00	
Heading back to Muscat	4:30	
Reach Muscat	6:30	



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Day 2 - Development of Products and Services (23rd October)

8:30	Aman Union opening remarks
8:45	Introduction: the current trade credit insurance environment
9:30	Demand for export finance and credit insurance
10:30	Break
10:45	Session 2: ECA products- offerings and trends (video conferencing)
12:00	Lunch and Prayer Break
13:00	Product innovation and development (video conferencing)
14:00	Design sprint: Implementing a product development roadmap
15:00	End of training
17:00	Meet at city season
17:30	Reach Muttrah visit Al Alam Royal Palace and Muttrah souq and see other beautiful land marks in Muscat
19:00	Head for dinner in Muttrah (Bait Al luban restaurant)

Day 3 - Marketing of Credit Insurance (24th October)

8:30	Aman Union opening remarks
8:45	Introduction: sales? Marketing (video conferencing)
9:30	Session 1: Fundamentals of Marketing
10:30	Break
10:45	Session 2: international best practices (video conferencing)
12:00	Lunch and Prayer Break
13:00	Session 3: case study- developing a trade credit insurance marketing strategy
15:00	End of program