

# CENTER FOR ENTERPENURESHIP

of Dhofar University's newsletter



## keynote:

The Center for Entrepreneurship is pleased to present the Fall 2024-2025 newsletter, which highlights the Center's significant activities and initiatives designed to empower students, support innovative ideas, and cultivate an entrepreneurial culture on campus. This term included impactful workshops and programs that enhanced entrepreneurial skills, supported startup growth, and fostered an entrepreneurial mindset. Looking ahead, we aim to expand our support and further enhance the entrepreneurial environment at Dhofar University and within the surrounding community.

**Transforms  
Challenges  
into  
Opportunities**



**Fall  
2024 - 2025**

**Mrs. Shahrzad Al Marhoon**  
Director of the Center for Entrepreneurship  
Director of the Scientific Incubator

# Contributions of Center for Entrepreneurship

## Launch of the Entrepreneurship Student Society at Dhofar University



As part of efforts to promote innovation and an entrepreneurial spirit among students, the Entrepreneurship Center has announced the launch of the "Entrepreneurship Club" chaired by student Marwa Ahmed Al-Shahri and supervised by Ms. Shahrazad Al-Marhoon, Director of the Center.

This initiative aims to provide an inspiring educational environment that helps students turn their ideas into successful projects that support the local economy and create new job opportunities. The club seeks to foster a culture of entrepreneurship among students by organizing training workshops, hosting successful entrepreneurs, and offering advisory and mentoring programs that support idea development and prepare students to face the job market challenges.

The club also reflects the university's commitment to equipping its students with entrepreneurial skills that align with economic developments and contribute to building an entrepreneurial community capable of effectively contributing to sustainable development. In this context, the club aims to create a network of support and collaboration among students, enhancing project success rates and encouraging the exchange of knowledge and experience within the university and local community.

## Enhancing Student Participation in Innovation and Technology Programs



Nooh bin Ali Al-Batashi participated in the development of the Al-Shumoukh 6 Robot project as part of the activities of the Scientific Club of the Royal Army of Oman. The project is one of the pioneering initiatives aimed at enhancing military operations and improving security efficiency through modern technologies.

The participation included collaboration with a group of researchers to develop innovative strategies that reflect scientific and technological advancements in military fields.

Ahmed Mohammed Ibrahim, a student from the College of Engineering, participated in the Artificial Intelligence Hackathon organized by Omantel Innovation Labs as part of the Rising Omani Startups program. He was selected from over 400 applicants to be among just 40 participants in the event, which aims to develop innovative ideas in the field of artificial intelligence.



# Participation of the BioPlastic Team from the Scientific Incubator in the Our “Youth Forum”



The "BioPlastic" team, one of the projects under the scientific incubator at Dhofar University, participated in the "Shababna" event held at the Sultan Qaboos Youth Complex for Culture and Entertainment in Salalah. The event coincided with Oman's Youth Day, celebrated annually on October 26, and was organized by the General Directorate of Culture, Sports, and Youth in Dhofar Governorate in cooperation with Dhofar Municipality, under the patronage of His Excellency Dr. Ahmed bin Mohsen Al-Ghassani, President of Dhofar Municipality.

Naima Bauzir, representing the "BioPlastic" team, presented an overview of the project focused on developing organic plastic, highlighting the environmental benefits of this scientifically innovative, eco-friendly product. She emphasized their ongoing efforts to further develop the product to market it to consumers in the future, envisioning a sustainable alternative to conventional plastic production through the adoption of organic plastic.

# Global Entrepreneurship Week forum

The Entrepreneurship Centre and a group of incubator project owners participated in the Global Entrepreneurship Week forum, organized by Small and Medium Enterprises Development Authority in Dhofar Governorate, which took place on November 19, 2024. During the forum, several events were held to highlight the challenges faced by entrepreneurs and how to overcome them. Interactive dialogue sessions were also held, a number specialists and distinguished speakers shared their personal experiences in entrepreneurship. In addition, many discussions have taken place on current trends in this field.



## Visit of a delegation from the Ministry of Higher Education, Scientific Research and Innovation



As part of the Ministry of Higher Education, Scientific Research and Innovation's follow-up of the scientific incubators program in private higher education institutions, a delegation from the General Directorate of the Innovation Center headed by Ms. Najah Al Rashidi, Director General of the Innovation Center, and a team from the Incubators and Business Accelerators Department visited the Entrepreneurship Center and met with students who won scientific incubator projects at Dhofar University.

During the visit, a brief presentation was given about the Entrepreneurship Center at Dhofar University and its role in supporting and promoting student scientific projects, presented by Ms. Shahrazad Al Marhoon, Director of the Center. The delegation also visited the scientific incubator site at the university and learned about the students' projects and the most prominent challenges they face. The Ministry team praised the efforts of the university and the center in supporting student projects in scientific incubators.

## Commercial Registry Services



The Entrepreneurship Center at Dhofar University organized a specialized workshop for students participating in the scientific incubator on October 3, 2024, led by Mr. Mubarak Al-Shahri, Head of the Commercial Registration Secretariat Department at the General Directorate of Commerce, Industry, and Investment Promotion in Dhofar Governorate.

The workshop covered various topics, including an introduction to the Commercial Registration Secretariat, types of companies, commercial affairs, and the services provided by the department to entrepreneurs and various companies and institutions. The discussion also addressed the legal forms of companies, investor services, and intellectual property.

At the end of the workshop, Mr. Mubarak Al-Shahri answered all the questions and inquiries from the participating students, helping them identify the appropriate type of commercial registration for their projects and the future direction of their institutions.

# WORKSHOPS

## Entrepreneurial Marketing Program Workshops

On Tuesday, November 5, 2024, the Entrepreneurship Center at Dhofar University organized the Entrepreneurial Marketing Program at the university's Scientific Incubator. The event included two workshops aimed at developing modern marketing skills.

The event included a workshop titled "Phone Photography and Editing Workshop," presented by Anas Al-Dheeb. The workshop aimed to provide participants with smartphone video shooting and editing skills, to enhancing the quality of content that can be used to promote entrepreneurial activities and projects.

The event also featured another workshop titled "Content Creation and Marketing Using Artificial Intelligence," presented by Hussam Baqweer. It focused on how to use artificial intelligence to facilitate and develop digital marketing strategies and modern design programs, contributing to improved reach and increased engagement.

Participants expressed their great benefit from the content of the two workshops, noting the importance of these skills in promoting their entrepreneurial projects and developing their marketing strategies. This event is part of a series of activities organized by the Entrepreneurship Center at Dhofar University, aiming to prepare students to face the challenges of the modern market and provide them with practical skills that keeping them in line with the rapid developments in the field of digital marketing and entrepreneurship.



## The concept of intellectual property



The Entrepreneurship Center at Dhofar University organized a workshop for the second day this morning titled “The Concept of Intellectual Property” presented by Ms. Zakia bint Amer Al Dhuwayani, a member of the Board of Directors of the Omani Intellectual Property Association. The workshop was presented in English. It is worth noting that the workshop was presented yesterday morning in Arabic. Dhofar University also signed a Memorandum of Understanding with the Omani Intellectual Property Association yesterday morning in various areas of intellectual property. The agreement aims to strengthen the partnership between the academic and private sectors by enabling cooperation in the areas of intellectual property, benefiting from the expertise of both parties, and spreading awareness of intellectual property. The memorandum covers a number of areas related to strengthening efforts that will enable both parties to benefit from the available capabilities, facilities, and training in related fields.

## Entrepreneurship Center Participation in Sustainability Week 2024

The Entrepreneurship Center at Dhofar University actively participated in Sustainability Week 2024, organized by the College of Commerce and Administrative Sciences under the supervision of Dr. Mariam Anil, from November 11 to 12. The event aimed to promote sustainability concepts through various activities, including a sustainability exhibition, a best project competition, a panel discussion, and a photography competition. The Center's participation aligns with its vision to support sustainable innovation and encourage youth to adopt responsible entrepreneurial practices that support sustainable development in the Sultanate.

The event featured a large turnout of visitors from both inside and outside the university. The sustainability exhibition was well-received, and visitors were able to view numerous projects and initiatives aimed at promoting sustainability. The best project competition attracted significant interest from attendees, as students presented entrepreneurial ideas that contribute to achieving sustainable development. A panel discussion was also held, featuring a number of academics and experts, to discuss recent developments and trends in the field of sustainability.

As part of its participation, the Entrepreneurship Center set up a special booth to introduce visitors to the Center's role in supporting entrepreneurship and the scientific incubators that encourage innovation among students. The "Bio Plastic" project stood out among the presentations, representing an example of innovations that combine sustainability and entrepreneurship. It aims to produce environmentally friendly alternatives to traditional plastics, contributing to reducing plastic waste and protecting the environment.

The center's booth was well-received by visitors, who expressed interest in the innovative projects and the center's vision to encourage young people to find sustainable and effective solutions that serve the community.



## Participation of the Entrepreneurship Center in the Career Guidance Exhibition 2024



The Entrepreneurship Center participated with a distinguished booth at the 2024 Career Guidance Exhibition, organized by the Career Services and Alumni Relations Center on Wednesday, October 9, 2024, under the patronage of His Excellency Sheikh Mohammed bin Saif Al-Busaidi, the Wali of Salalah.

The Entrepreneurship Center's booth significantly raised awareness about entrepreneurship and its importance for students. The booth featured a variety of activities introducing visitors to the center's objectives and services, along with information about the scientific incubator and participating projects. Simple commemorative gifts were also distributed to booth visitors.

The booth received considerable attention from students, faculty members, and school students who expressed their appreciation for the services offered. This activity aligns with the Entrepreneurship Center's vision of promoting a culture of innovation and entrepreneurship among young people and empowering them to realize their ambitions.

The exhibition also featured the participation of several university centers and prominent community institutions from the Dhofar Governorate.

## Participation of the Entrepreneurship Center in the College of Commerce and Administrative Sciences Open Day

Under the supervision of the College of Commerce and Administrative Sciences, the Entrepreneurship Group, in collaboration with the Business and Management Sciences Group, participated in the Open Day held on Thursday, November 7, 2024. The event witnessed a large turnout of students and faculty members, aiming to foster a spirit of communication and develop students' skills in an engaging, interactive environment.

The Open Day included a range of events and activities, including an introduction to the Entrepreneurship Group and a series of cultural and recreational competitions. The Open Day also instilled a spirit of cooperation between the two groups, aiming to foster a culture of innovation and entrepreneurship among students.

The Open Day featured a variety of competitions that created an atmosphere of competition and enthusiasm among students, with prizes awarded to the winners. Among the most notable activities was the PlayStation competition, which attracted the interest of video game enthusiasts, in addition to the drawing workshop, which allowed students to express their artistic talents and showcase their creativity.

The Open Day concluded with great success, amid positive interaction and appreciation from the attendees, reflecting the efforts made by the College of Commerce and Administrative Sciences and the Entrepreneurship Group in organizing an event that combined education and entertainment.

