



URBAN, HOME & BUILD

Conference & Exhibition





Welcome To Urban October

Welcome to Urban October 2025 — the Middle East's foremost urban innovation and investment platform. It is with great pride that we extend an invitation to visionaries from around the world to explore Oman's bold urban future.

Urban October is more than an exhibition and forum; it is a convergence of purpose, where thought leaders, investors, planners, and innovators meet to cocreate the cities of tomorrow. This initiative reflects our unwavering belief that cities must serve their people — be inclusive, adaptive, and resilient in the face of challenges.

As Oman accelerates its journey under Vision 2040, this platform will showcase transformative projects, sustainable designs, and digital innovations — all rooted in our culture and inspired by our ambition. We welcome you to witness this progress, engage in meaningful dialogue, and seize the many opportunities awaiting you in the heart of the Arabian Peninsula. As Oman reimagines its urban future, this event invites the world to witness our transformation into a beacon of smart, resilient, and people-focused cities. Join us as we pave the way toward a sustainable urban renaissance.

H.E. Dr. Khalfan Al Shueili

Minister of Housing and Urban Planning



About Urban October

Urban October 2025 is proudly organized by the Ministry of Housing and Urban Planning (MoHUP) the national authority responsible for shaping the built environment and future cities of Oman. Guided by Oman Vision 2040 and the direct leadership of His Majesty Sultan Haitham bin Tarik, the Ministry leads an ambitious agenda focused on smart growth, liveable communities, economic diversification, and sustainability.

It convenes leading urban thinkers, real estate developers, global investors, and sustainability pioneers to discover opportunities, ignite ideas, and invest in the cities of tomorrow.



Driving Oman's Urban Future

Planning and regulating urban development across Oman

Driving National Transformation

Leading the delivery of major strategic initiatives including Sultan Haitham City, Al Khuwair Downtown, A'Thuraya City, Al Jabal Al Aali, Salalah Future City, and a series of Integrated Residential Neighborhoods—all designed to shape the future of urban living across Oman

Facilitating land allocation, investor incentives, and smart infrastructure solutions

Promoting private sector engagement and public-private partnerships

Empowering governorates through decentralization and regional planning

Through events like Urban October, the Ministry serves as a convener and catalyst — aligning government, business, and community stakeholders to transform Oman's urban vision into action.

A Global Invitation

Urban October 2025 is more than an event — it's an open invitation to the world's urban planners, investors, consultants, developers, and innovators to become part of Oman's next chapter. For international visitors, this is your opportunity to:

- Discover high-potential real estate projects and visionary city models.
- Network with decision-makers, policymakers, and leading developers from across the region.
- Enjoy Oman's rich culture, hospitality, and strategic business environment.

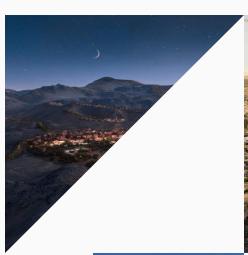


Designing the Future, Together

Urban October 2025, in conjunction with the House & Build Exhibition, is Oman's premier platform for shaping future cities. This iconic gathering takes place alongside:

- World Habitat Day
- World Cities Day
- World Architecture Day









OMAN Future Cities

Project	Location	Туре
Sultan Haitham City	Muscat	Smart Mixed-Use
A'Thuraya City	Muscat	Innovation & Knowledge Hub
Al Jabal Al Aali	Ad'Dakhiliyah	Premium Hilltop Community
Al Khuwair Downtown	Muscat	Central Business Renewal
Salalah Future City	Dhofar	Green & Coastal Urbanism
Integrated Residential Neighbourhoods (Surooh)	Multi- Governorate	Green Living & Housing

These future cities reflect Oman's bold vision under Vision 2040 — blending culture, nature, and innovation to create thriving urban ecosystems. Each project has been carefully curated to respond to future trends in mobility, digital connectivity, climate change resilience, and lifestyle transformation.

National Impact and Urban Transformation Opportunities for Developers and Investors

Urban October 2025 presents a gateway to Oman's most significant real estate and urban development opportunities. With billions of dollars allocated to transformative projects across the country, developers and investors have unprecedented access to long-term ventures backed by strong government commitment and investorfriendly policies.



1.7B OMR 4.89M m²

إجمالي مساحة الأرض Total Land Area





With access to incentives, prime land, and a transparent regulatory framework, Oman provides a secure and scalable environment where visionary partners can build, grow, and lead.

Master-Planned Communities

Access to large-scale residential and mixed-use developments with phased investment models.

Public-Private Partnerships (PPPs)

Collaborate with the Ministry of Housing and Urban Planning on infrastructure, utilities, and public service projects.

Tourism & Hospitality

Invest in luxury resorts, waterfront developments, and eco-tourism destinations in emerging zones.

Smart Infrastructure & Green Solutions

Deploy innovative technologies in smart mobility, waste management, energy efficiency, and digital infrastructure.



Design & Consultancy Services

Deliver architectural, engineering, and urban design services aligned with Omani cultural identity and modern sustainability goals.

Logistics & Commercial Hubs

Tap into high-growth zones in Muscat and Dhofar for commercial, warehousing, and trade center development.



VISION & ROYAL LEADERSHIP

Oman's ambitious urban transformation is guided by the visionary leadership of **His Majesty Sultan Haitham bin Tarik**, whose direct supervision ensures that each project aligns with national priorities of sustainability, economic diversification, and people-centered design. His unwavering commitment has catalyzed progress across infrastructure, housing, and digital innovation. These future cities reflect His Majesty's forward-looking vision—translating **Oman Vision 2040** into living communities that are globally competitive, locally grounded, and designed for harmony between people, business, and nature.



The development of these cities marks a new era in Oman's urban and economic journey. Collectively, these projects will generate widespread impact across multiple sectors:

Infrastructure

Major investments are being directed toward expanding and modernizing transport networks, utilities, digital infrastructure, and public services—laying the foundation for sustainable urban growth and improved quality of life.

Construction & Real Estate

Accelerated demand for building materials, contractors, and innovative construction technologies.

Employment

Thousands of jobs created across planning, engineering, technology, and service industries.

Private Sector Growth

Stimulating local SMEs and attracting international developers and suppliers.

Social & Community Development

Enhancing quality of life through integrated neighbourhoods, green spaces, healthcare, and education.

Sustainability

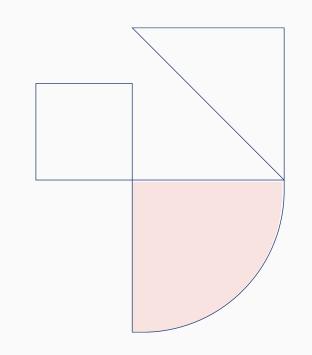
Encouraging low-carbon solutions, smart mobility, water conservation, and energy-efficient buildings.

Global Perception

Positioning Oman as a forward-thinking, investor-friendly hub for regional urban innovation.



GREATER MUSCAT A CATALYST FOR NATIONAL GROWTH



As Oman's capital and largest urban center, Greater Muscat plays a pivotal role in anchoring the nation's urban development agenda. With major projects such as Sultan Haitham City, Al Khuwair Downtown, and A'Thuraya City, the Greater Muscat region is being transformed into a global model of smart, inclusive, and liveable urbanism.

Today, 28% of Oman's population resides in the Capital, a figure projected to rise to 36%. The Greater Muscat region currently contributes 31% of the national GDP, with this share expected to grow to 49% by 2040. Similarly, 35% of the current national workforce is based in Greater Muscat, increasing to an estimated 48% by 2040 highlighting its growing role as the country's economic and demographic engine.

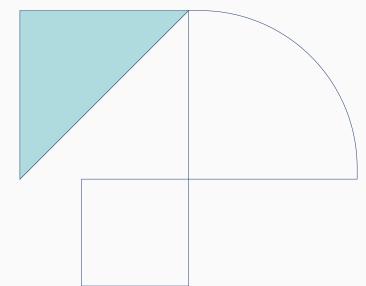
SHAPING MUSCAT'S FUTURE SMART, GREEN, AND RESILIENT

The Capital stands to benefit significantly from the integrated strategy for growth outlined in the **Greater Muscat Structure Plan**. This plan marks a pivotal moment in the city's urban transformation.

The multidisciplinary strategy encompasses integrated land use and transport planning, economic and environmental development, infrastructure, and resource management. All elements are coordinated through a comprehensive Geographic Information System (GIS), streamlining the planning and decision-making process.

At the heart of the vision for Muscat are five strategic aims: to create a **Green**, **Connected**, **Productive**, **Livable**, **and Resilient & Safe Capital**—a city prepared for the future, designed for its people, and built on sustainability and innovation.

The impact of Greater Muscat's transformation



Economic Diversification

Positioning Muscat as a leading regional hub for business and innovation, in alignment with Oman Vision 2040. The strategy supports a shift from a construction-driven economy to a knowledge-based, innovation-led model.

Logistics & Mobility

Enhancing regional integration through upgraded road networks, efficient public transport systems, and improved airport connectivity facilitating seamless movement of people and goods.

Tourism & Lifestyle

New waterfronts, cultural destinations, and green public spaces that elevate Muscat's global appeal.

Real Estate & Investment

Unlocking high-value opportunities in residential, commercial, and mixed-use developments—particularly in areas integrated with the forthcoming public transport network, enhancing accessibility and investor appeal.

Innovation Ecosystem

Establishing dedicated clusters for education, technology, healthcare, and entrepreneurship to attract global talent and foster collaboration. Clustering for productivity is a core economic pillar of the strategy, driving competitiveness and sustainable growth.

Resilient & Safe City

Establishing robust systems to ensure environmental sustainability, climate resilience, and social safety, creating a city that can adapt to future challenges while protecting its people and natural assets.

Oman Gateway to Global

as a launchpad for global opportunities. Within a three-hour flight of 30% of the world's population and access to a market of over 65 million consumers, Muscat offers unparalleled connectivity to Asia, Europe, and Africa.

Muscat International Airport, deep seaports, and trade corridors ensure seamless logistics and commerce. The city's integration into global value chains is bolstered by its proximity to economic hubs such as Riyadh (2.15 hrs), Delhi (3.30 hrs), Istanbul (5.30 hrs), and Paris (7.5 hrs).



CONFIDENCE IN ECONOMIC STABILITY

Oman's positive economic ratings — BB+ by Fitch, Ba1 by Moody's, and BBB by Standard & Poor's — reflect the country's stable macroeconomic fundamentals and investment climate. Muscat, as the capital, benefits directly from these strengths.



BB+Positive



Ba1 Stable



BBB Stable

Incentives for Real Estate Developers & Investors

Full Foreign Ownership

Up to 100% in key sectors

Investor Residency

Long-term residency for up to 10 years

Affordable Land & Utilities

Competitively priced land and essential services

Tax Incentives

Exemptions up to 30 years

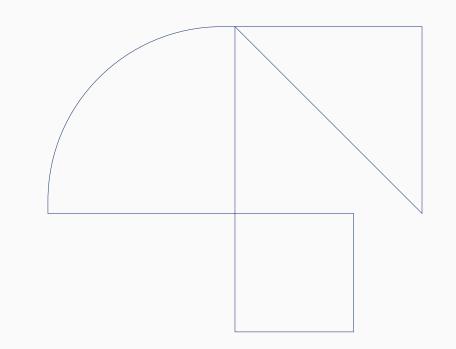
Corporate Tax Relief

Up to 30 years of exemptions

Secure Land Tenure

Long-term leases with investment protection

A STRATEGIC HUB FOR URBAN & REAL ESTATE

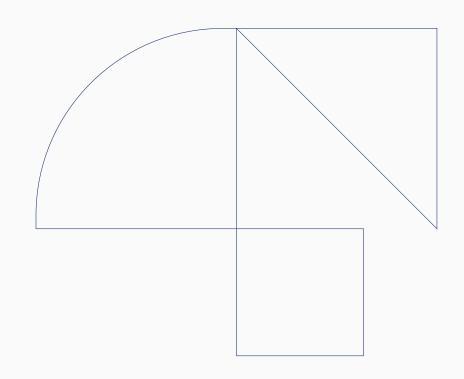


These advantages make Muscat not only a gateway to Oman, but a secure and rewarding environment for real estate and urban investment.

Greater Muscat contributes significantly to Oman's national economy, generating over 50% of the country's non-oil GDP. As the financial and administrative capital, Muscat is home to major economic clusters including logistics, finance, information technology, tourism, and real estate.

The region hosts key industrial zones and business parks that enable entrepreneurship, foreign investment, and export-oriented growth. Major development projects within Muscat are forecasted to boost the local economy by billions of OMR annually through job creation, consumer spending, and infrastructure expansion.

KEY ECONOMIC INDICATORS & ENABLERS



Annual GDP Contribution

Muscat accounts for more than half of Oman's urban economic activity.

Economic Clusters

Strong presence in logistics, digital economy, financial services, healthcare, and tourism.

Employment Hub

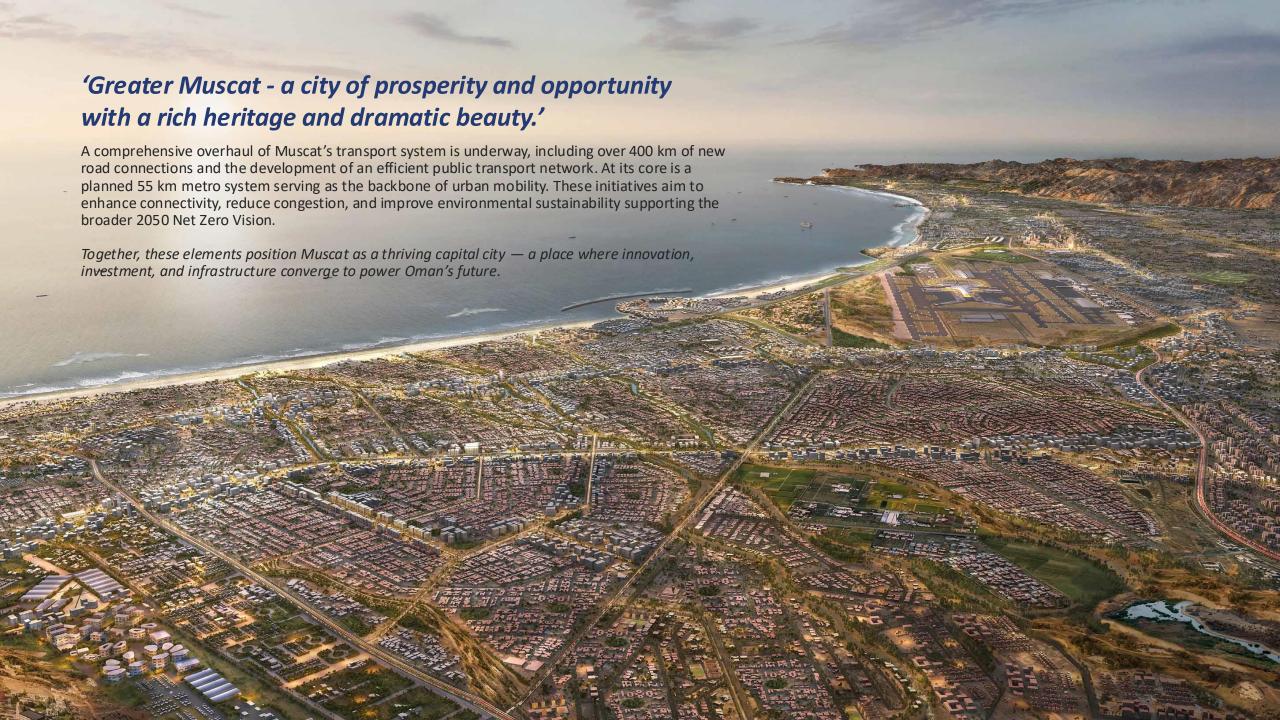
A dynamic labour market with growing opportunities in construction, smart infrastructure, design, retail, and services.

Green Urbanism

Significant investment in parks, public spaces, and green corridors to enhance liveability and sustainability.

Integrated Transport

Expansion of roads, public buses, and the planned Muscat Metro to improve connectivity and reduce congestion.





EXHIBITION HIGHLIGHTS

130+ exhibitors

Local and international markets

338+ million OMR

In direct investment catalyzed

20+

Participating countries

12,000 m²

Of dynamic exhibition space

18,000+

Engaged visitors in 2024 and growing

20+ million

Digital interactions and campaign impressions



KEY SIDE EVENTS DISTINGUISHED SPEAKERS

Urban October 2025 will feature a powerful lineup of global and regional speakers who are shaping the future of cities. Over 50 thought leaders, government officials, industry pioneers, and academic experts will share groundbreaking ideas and real-world success stories on urban resilience, sustainable growth, smart technologies, and inclusive planning. Our speaker program includes:

Ministers and senior officials from Oman and participating countries

CEOs of leading development and infrastructure companies

Global urban planning and design experts

Technology and sustainability innovators

Renowned academics and researchers in housing and climate planning

Conference Objectives

- Drive global conversations on sustainable urbanization
- Present high-impact smart city and housing projects
- Facilitate real estate investment and public-private partnerships
- Accelerate adoption of future-focused urban technologies
- Foster global collaboration in smart planning and design
- Promote home ownership within human-centered environments
- Empower governorates with inclusive development strategies
- Create a forum for inclusive dialogue between regulators, developers, citizens, and innovators



CONFERENCEMain Themes

Become a speaker

01

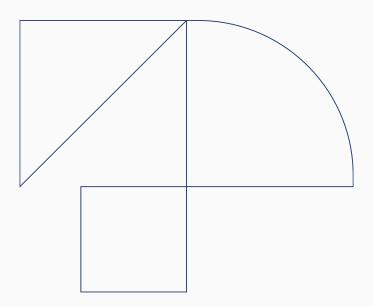
Urban Shifts

Urban shifts influence not only the cityscape but how people think, feel, and engage with urban life. This theme focuses on how evolving urban spaces spark new mindsets, reshape cultural identity, and guide fresh behaviours, ensuring that city development nurtures mental well-being, social connection, and a shared sense of belonging.

02

Urban Innovation

Urban innovation drives cities toward smarter, more people-centered solutions. This theme explores creative technologies and new approaches that enhance city services, sustainability, and inclusivity, making urban life more responsive to people's real needs.



03

Cities Made Together

Cities made together thrive through collaboration among communities, businesses, institutions, and innovators. This theme highlights co-creation and shared responsibility, ensuring cities reflect diverse voices and collective aspirations.

04

Cities Built to Last

Cities built to last prioritize lasting quality, environmental harmony, and vibrant urban life. This theme explores how thoughtful planning and strong infrastructure create places that remain efficient, welcoming, and adaptable for generations.

URBAN OCTOBER EXPERIENCE



Youth-led solutions for real-world challenges

Global Dialogue Series

60+ sessions with 50+ speakers

Investment Matchmaking Pavilion

Connect with developers, financiers & policy-makers

Design Oman Forum

Celebrating architecture, design innovation & sustainable

Innovation Lab

Featuring prototypes, start-ups, and urban technology demos

Future Cities Gallery

An immersive exhibit of Oman's flagship urban projects



WHO SHOULD PARTICIPATE?

Whether you're a visionary developer, a policymaker, or an urban innovator, Urban October 2025 offers a unique platform to exchange insights and explore partnerships. Ideal for:



Real estate developers and property investors

Urban planners, architects, and engineering consultants

National, regional, and municipal governments

Smart city technology providers and urban Al startups

Interior design, construction, and infrastructure firms

Investment banks and real estate finance institutions

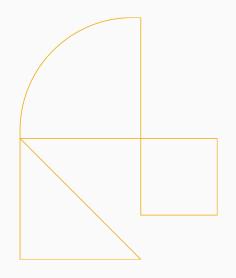
Academic institutions and research centers

Sustainability and ESG solution providers

Landscape architects and urban infrastructure developers

Smart mobility and public transport innovators





Urban October 2024

Over 130 participating entities, 18,000+ visitors, 12,000 m² exhibition space, 338 million OMR in investment announcements, 20+ countries represented, and 6 million+ digital engagements.

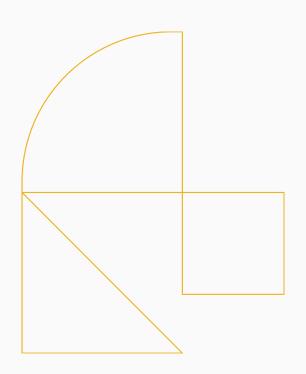
Real Estate Conference & Exhibition 2025 (held from 19–24 May)

launched two future cities, resulted in signed agreements worth OMR 2.4 billion, welcomed over 60,000 visitors in 6 days, 16,000 m² exhibition space, hosted 180+ exhibitors, attracted 100+ serious investors, and delivered 60+ expert sessions across strategic urban themes.

Urban October 2025 (Expected)

250+ exhibitors, 80,000+ visitors, 25,000 m² exhibition area, 40+ participating countries, OMR 3.5 billion investments value, 100+ conference sessions in two stages, and 400+ scheduled B2B meetings.

STRATEGIC PARTNERS IN URBAN GROWTH













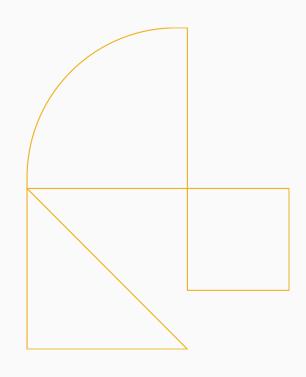




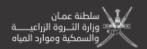
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Properties

ENABLING CITIES, EMPOWERING PEOPLE























































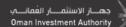












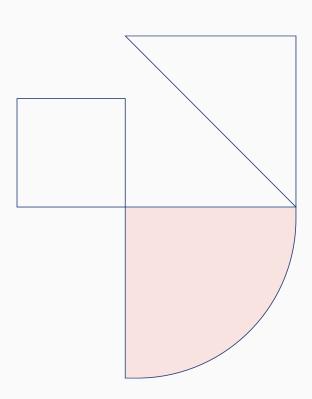
REGISTER NOW. LEAD THE CHANGE



Be part of Oman's future cities movement:

Register as a speaker, exhibitor, or visitor, schedule your B2B meetings, and download the event profile to explore opportunities, insights, and impactful connections.

click here





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