



Press Release

Trade, Investment, Employment and Tourism Promotion Event

The Embassy of Nepal in Muscat organized a Trade, Investment, Employment and Tourism Promotion Event on 25 June 2025, bringing together a diverse group of participants including company representatives, businesspersons, hypermarket executives, and other notable business personalities based in Oman.

The event commenced with the ceremonial lighting of the traditional Nepali lamp, Panas, by H.E. Dornath Aryal, Ambassador of Nepal to the Sultanate of Oman. In his welcome address, Ambassador Aryal highlighted the important role of Nepali workers in Oman, noting plans to increase their numbers in line with Oman's Vision 2040 development projects. He emphasized Nepal's commitment to simplifying recruitment process through digital systems, support services, and policy reforms. The Ambassador also outlined Nepal's growing trade and investment opportunities, particularly in hydropower, tourism, and energy. He invited all attendees to explore Nepal for business, investment, tourism, and deeper collaboration.

Mr. Bishesh Kumar Sah, Second Secretary of the Embassy, through his presentation, highlighted lucrative trade and investment prospects in Nepal. He mentioned the products that have high potential to be exported from Nepal. He, further, outlined key sectors including hydropower, tourism, agriculture, and IT where Omani investors could find significant opportunities of investment in Nepal. Mr. Sah also elaborated on the streamlined procedures available to sponsors interested in recruiting Nepali manpower, noting the Embassy's ongoing efforts to make these processes more efficient and transparent.

A notable highlight of the presentation was the introduction of a new web-based App developed by the Embassy, within the e-portal for Online Demand Attestation, designed to facilitate the automatic generation of the six essential documents required for demand attestation. The app is aimed at simplifying the recruitment process and enhancing service delivery for Omani companies working with Nepali personnel. The Embassy officials interacted with the company representatives related to several queries including demand attestation and new app.

A tourism promotion video and ppt was played during the event to promote Nepal's tourism. The program concluded with a dinner that included authentic Nepali cuisine. Photo frames featuring the Himalayan ranges and popular tourist destinations of Nepal were distributed as token of love.