

Khalid Al Wahaibi

Managing Director, Assarain Group

The Assarain Group is part of the Said Salem Al Wahaibi (SSW) Group of Companies and one of Oman's most renowned industrial conglomerates, having contributed to the country's economic development for more than four decades. As its Managing Director, Khalid Al Wahaibi is responsible for leading nearly two dozen businesses—a formidable challenge by any measure. But by focusing on team management and leading by example, he has consistently led the group's companies to deliver bottom line success.

Looking back, it is apparent that this wasn't the result of luck or accident. After finishing school in Oman, Mr. Al Wahaibi continued his studies in the United States and came back with a business degree, ready to begin his career. Although he had the opportunity to start in a higher position in the family business, Khalid Al Wahaibi wanted to start at the bottom and learn how the business works in order to get a broader perspective. In the beginning, he was an assistant in the marketing department, joining in 1994. He then worked his way up to the position of marketing director, which led him to finally arrive at the position he holds today as the Managing Director of the Assarain Group.

For Mr. Al Wahaibi, business is all about managing people, and his experience of climbing the corporate ladder taught him a lot about it. He gained a lot of experience in dealing with people from all walks of life while serving as a chairman for 16 years at Muscat Sports Club. As a result, Khalid Al Wahaibi knows how to manage both his employees and their expectations. Assarain was established in 1975 by Khalid Al Wahaibi's father, Lt. Col. Said Salem Al Wahaibi, a former Colonel at the Army who was passionate about construction and real estate. From there, the company grew and diversified its activities into various sectors, all under the Assarain Group name. Today, Mr. Al Wahaibi's brothers are also involved.

Currently, the group is operating businesses in retail and consumer services, commercial wholesale, manufacturing, and construction maintenance and property. The diverse portfolio of more than 20 companies include Assarain Concrete Products, Kalhat

Services & Trading, The Body Shop, Kone Lifts, Assarain Furnishing (interior furnishings and furniture), Savills, Assarain Food Products (wholesale FMCG), Assarain Insurance etc.

In 2018, Assarain Concrete Products & Trading signed a 25-year land lease agreement for a 60,000 square meter plot with Duqm Industrial Land Company, a subsidiary of the Port of Duqm Company. This will allow Assarain to contribute to the world-class infrastructure that's under construction by the Special Economic Zone in Duqm (SEZAD) through building a mega block-making plant and a high-tech German plant capable of producing high quality building blocks, interlocking tiles, and special products, with another proposed plant producing a wide range of kerbstones and paving slabs. The company will supply all the high-profile projects in the housing and tourism sectors of Duqm and the Al Wusta region, both of which are showing rapid growth.

Duqm is a port town located in the middle of Oman that has a lot of potential. Because of that, the government is now focused on developing the area in order to create a mega hub that can facilitate the country's future growth. Assarain Concrete Products supports the national "In-Country Value" program and is fully committed to contributing to Oman's development. It has long been recognized for its efforts within the sector, for example, receiving the "Best Manufacturer in Construction Material - Concrete Products" award at the Construction Awards & Summit.

From a strategic perspective, the Assarain Group has always been focused on technological innovation and providing the highest quality in terms of services and products. Its mission is to help make Oman a recognized global hub for fast-growing business ventures, and to help the Omani people increase their quality of life through infrastructure development. Having played an important role in Oman's progress for more than four decades, the group plans to continue doing so through the generations to come. Looking ahead, one area in which the group is preparing to expand is the mining sector.

Since in most cases they have been active for decades, family-owned businesses tend to follow a more traditional business model, and Mr. Al Wahaibi thinks that may need to change. If family businesses adapt to modern business practices, they're more likely to continue to exist and evolve in the future, leaving a legacy for the next generations. As a result, Assa-

My advice to youth:

Everything you want to build will take hard work and patience. Don't make excuses and don't complain as things won't come easy.

My message about Oman:

Oman is a beautiful, safe, secure, and stable place, with lots of opportunities for investment in many promising sectors.



DOB: December 7, 1969

Marital status: Married with 3 daughters

Education:
1994 - International Business & Political Science, Pacific Lutheran University, Seattle, USA

Spoken Languages: English & Arabic

Interests & Hobbies: Sports, Photography, Show Jumping

Sector: Conglomerate

Ownership: Private

Established in: 1975

rain is currently undergoing a corporate restructuring process in order to redefine itself in preparation for the competitive market environment of the 21st century.

In addition to running the Assarain Group, Khalid Al Wahaibi is also involved in a number of other organizations in Oman. He serves as the chairman of Al Omaniya Financial Services, which provides financial and leasing services for individuals and businesses, and he is vice chairman of National Gas Company, which produces, markets, and distributes liquefied petroleum gas in Oman, Saudi Arabia, UAE, and Malaysia. He is also now a member of the Board of Directors of Bank Dhofar SAOG, one of the leading banks in Oman. Split between his various executive and board responsibilities, Mr. Al Wahaibi also finds time to practice his favorite sport, show jumping, and Assarain is often a sponsor of equestrian competitions locally.

As a natural problem-solver, challenges are what drive Khalid Al Wahaibi in his work on a day to day basis, and he often finds himself turning to his people skills to overcome them. And while he acknowledges that all organizations come with built-in challenges—and that family businesses have their own special ones—he believes strongly that if everyone embraces things as they are and works hand-in-hand to find solutions together, everything will be all right in the end.

Affiliations, Awards & Honors

Best Manufacturer in Construction Material - Concrete Products Award, Construction Awards & Summit 2014