

# Aflah Hamed Salim Al Rawahy



**DOB:** June 10, 1951

**Marital status:** Married, has seven children

**Education:**  
1971 - H. Diploma, Commerce and International Law, College of Economics, Zanzibar  
2003 - Hon. Doctorate/PhD from the University of Glasgow, UK

**Spoken Languages:** Arabic, English & Swahili

**Sector:** Diversified

**Ownership:** Private

**Established in:** 1970

## Chairman, Al Rawahy Holdings

Sheikh Aflah Al Rawahy is well known at the highest levels of Omani government and industry, with a background that includes Oman's own development as well as its ties with other parts of the world. Sheikh Aflah had the honor of being one of the first members to be appointed in Oman's key state structures - the Council of State (Majlis Ad-Dawla), the Consultative Assembly (Majlis As-Shura) State Consultative Council, and the Council of Agriculture, Fisheries, and Industry - after His Majesty Sultan Qaboos ascended to the throne in 1970. He served as the Vice-Chairman of three of the Councils mentioned above, as well as one of the five members appointed to represent Oman in the GCC Consultative Council. Today, the highly respected businessman is the Honorary Consul of Belgium in Oman.

Al Rawahy Holdings is quite a recent name that was created to include a number of companies under its umbrella, but the family business stretches back half a century. The oldest company in the portfolio is National Engineering and Contracting Company, established by Sheikh Aflah Al Rawahy's father in 1970, which specializes in civil engineering services and all aspects of civil construction projects, such as residential, commercial buildings, office premises, warehouses and Villas.

In 1973, the Al Rawahy family founded Bin Salim Enterprises, which is currently the main trading arm of the Group. Established during the early years of Oman's Renaissance era, the company has been in a good position to take advantage of a wide range of opportunities that emerged throughout the country, providing a range of engineering solutions to sectors including construction, oil and gas, industrial, electrical, and telecommunications.

Another notable company within the Al Rawahy Holdings umbrella is Oman International Group (O.I.G), formed in 1976. It is one of the leading integrated facilities management companies in Oman, providing services such as cleaning, refuse collection, recycling, waste disposal, catering, landscaping and gardening, pest control, as well as heating, ventilation, air conditioning, mechanical, electrical and plumbing

maintenance services.

As an organization, Al Rawahy Holdings manages to maintain a good balance between operating the business in a modern way while at the same time following traditional Islamic principles. At the moment, the group has companies in Oman, Dubai, and the UK, employing more than 10,000 people in total. A large part of the workforce are employees of Oman International Group. As Sheikh Aflah explains, each subsidiary of Al Rawahy operates as an independent entity, with its own financial structure.

To its chairman, the most important aspect of a business is continuous improvement, research and development, without which a company cannot stay ahead of the competitors. Other than that, Sheikh Aflah believes the biggest asset a company is its people, and it has to take good care of them in order for them to give their best to the business. As a result of this strategy, Al Rawahy Holdings employee retention rate has been very high.

Equally passionate about education and his country, Sheikh Aflah established a new public library in 2016 which focuses on Oman's history, located on the sixth floor of the Al Rawahy Complex in Al-Wattayah. Visitors can admire ancient Omani artifacts while browsing through over 3,000 old books and rare manuscripts. The idea behind this initiative was to encourage citizens to learn more about Oman's heritage and culture and to be proud of who they are. For his part, Sheikh Aflah is proud of the values instilled in him by his father, including three very valuable lessons when it comes to business, which he lives by every day. The first lesson was that whenever he promises to do something, he must do it; otherwise, it's better to refuse from the beginning. Another key lesson was to avoid taking loans from banks and only rely on his own money or investor funds. In addition, he also learned that making a profit should not be the only goal of a business. The most important thing is to gain the respect of the community as a result of your integrity as a businessman. These values that have guided Sheikh Aflah Al Rawahy throughout his entire life are reflected in the key values of the group, which he promotes to his employees: honesty, integrity, and respect. While he likes to delegate, Sheikh Aflah has a very strict rule about family members entering the business. In his opinion, every family member who wants to join Al Rawahy Holdings has to gain a few years of experience by working in entities outside the group first, and even after that, they have to start at the bottom and climb

### My message to youth:

Continue to seek knowledge from the cradle to the grave, because education is the cornerstone for everything you want to do in life. Have a clear wise vision, work hard to achieve it, and don't be afraid to make mistakes as long as you correct them along the way.

### My message about Oman:

As a seafaring nation, Oman has long had contact with the whole world, and was one of the first Countries to sign trade agreements with the US, UK, France and others.



the corporate ladder by their own efforts and merits. As he explains, being a family business is becoming more challenging in today's world, and the next generations will have to struggle more and be more aggressive in their strategies.

Sheikh Aflah is proud to have a good succession plan in place, but he also believes that families should bring in outside professionals when needed. In the long term, he points out that Family owned companies will have to ensure sustainability by bringing professionals Directors in the Board. In terms of expansion, he's planning to look into new activities related to the current businesses and integrate more technology and innovations into the group's operations and offerings. Looking back to his lifelong achievements, Sheikh Aflah Al Rawahy is especially happy that he was able to continue his father's legacy and mission and consolidate his philosophy across the group. He is an optimistic person, and believes that there is still a lot to be accomplished in the future - not only in regards to Al Rawahy Holdings, but also for the country as a whole - as long as people in different sectors work together to find solutions for a better economic future.

## Affiliations, Awards & Honors

Oman Medal of third Grade by His Majesty Sultan Qaboos in 1990.

Chevalier de l'orde de la Couronne (Knight of the Order of the Crown) in 2004 by the King of Belgium.

Chevalier de l'orde de la Leopold in 2008 by the King of Belgium