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Oman Air Annual Report Bags Two 2009 Global Vision Awards

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Oman Air's 2009 annual report won silver at the 2009 Vision Awards at the Annual Report Competition organized by the League of American Communications Professionals (LACP). The report also won Bronze for the Most Improved Annual Report from the Asia-Pacific Region.

The annual report, themed 'Clear Skies' scored top marks for first impression, report narrative, message clarity and information accessibility. Oman Air's annual report designed by Smart Media won metal under the category of Transportation and Logistics.

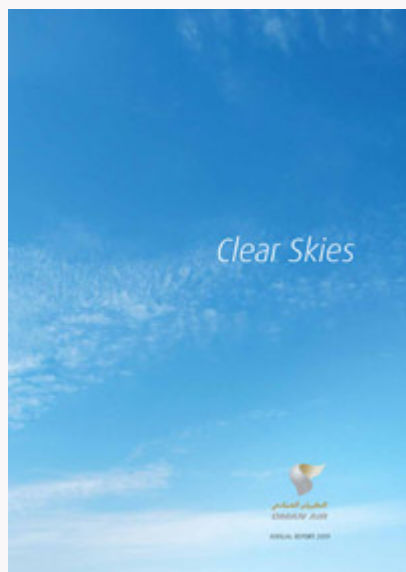
Peter Hill, CEO, Oman Air said:

"Nothing distinguishes our work and brings recognition to us and our team more than honors from the Vision Awards, which are recognised as the most prestigious international annual report competition along with the ARC Awards. The 2009 Vision Awards Annual Report Competition that drew one of the largest number of submissions ever, recognises the outstanding annual reports of the past twelve months. Oman Air's annual report is an important reflection of our achievements, and the work we do for our customers. The level of creativity exhibited in our report is outstanding, which is supported by outstanding clarity in communicating this year's key messages. As a world-class airline, we could not be more thrilled with the international recognition and the top spot our 2009 annual report has received from the LACP. We thank the team of Smart Media whose hard work have paid rich dividends."

Commenting on the win, Smart Media's Chairman Dr. Vijith Kannangara said that Oman Air's award was their first international business win. He went on to note that the Oman Air 'Clear Skies' Annual Report was the first international assignment Smart Media had received and said he was quite pleased that their work for Oman Air had been recognized at an international forum.

The other winners in the Transportation and Logistics category, which won Oman Air's Annual Report the coveted Silver Award include: D. Logistics AG (Platinum), VTG Aktiengesellschaft (Gold), BeNEX GmbH (Silver), HCI HAMMONIA SHIPPING AG (Silver), HOYER GmbH (Silver) and SEPTA (Bronze).

The 2009 Vision Awards Annual Report Competition drew one of the largest number of submissions ever, representing a broad range of industries and organizational sizes. More than 4,000 entries representing more than twenty countries were received, with the competition being exceptionally tough. Materials were judged in peer-level competitions.



Commenting on the award, Japeen Shah, Chief Financial Officer, Oman Air said:

“We at Oman Air are very pleased to receive Vision Award for our Annual Report 2009. For us, Annual Report is a very important medium to publish our financial results for all our stakeholders. In addition, we include the report on corporate governance and the management discussion and analysis of our operations and financial performance during the year. Through Chairman’s statement and Chief Executive Officer’s statement we provide a brief on our current and future plans. Banks, financial institutions and all our business partners find our annual report to be a very valuable source of our achievements and future plans. With regard to Annual Report 2009, we have gone a step further and used the report to project Oman Air brand to the readers. Smart Media has played a very important role in conceptualising and delivering the report and we are extremely pleased to partner with them in this effort.”

The award won by Oman Air is another testimonial on how the Middle Eastern companies are raising their bars in terms of Corporate Communications perspective that place them on a par, if not above their international peers.

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