

## Oman Air The Official Carrier Of The Fifth Muscat Film Festival.

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Oman Air is the official carrier of The Fifth Muscat Film Festival. HE Hamed Bin Mohammed Al Rashdi, Minister of Information, opened the eight-day festival from Jan. 22 to Jan. 29.

In this regard, Corporate Communication And Media Department of Oman Air said it is a great opportunity for Oman Air to be associated with The Fifth Muscat Film Festival. In our region, we still view cinema as entertainment and not a hi-level art form that is why it is important to sponsor Festivals like this. The efforts of the Oman Cinema Association and the support of Oman Air and all concerned would lead to publicizing universally this event.

An event like this is unique and important in our community because it is the only film festival in Oman they added. We believe we can positively communicate our company's name, image, products, and services to a clearly defined, influential, socially aware and highly receptive audience.



They concluded affirming that Cinema has an undeniable influence in the transmission of values, moreover Film is such a powerful medium. When you watch a movie, no matter what it is about or where it is from, you cannot help but come away with a greater understanding of which you are and what you are made of. We have been an ardent supporter of the festival they said, and surly this year's festival will presents a wonderful opportunity for outreach. We support this festival with the aim it would develop to become a prestige event competent to highlighting the Sultanate concerns in this regard, also to backup efforts of all concerned in the field.

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