



FACT SHEET

2nd ASIAN BEACH GAMES MUSCAT 2010

Slogan	<i>Together We Shine</i>
Slogan Rationale	<p>The slogan indicates that Oman is part of Asia - something that is sometimes unknown</p> <p>The support of international and local workforce and volunteers will contribute to the Games' success</p> <p>By bringing the OCA sun to Oman, all of Asia will come together</p>
Background	<p>The Asian Beach Games is a celebration of sporting excellence hosted by Muscat, Oman in December 2010 that welcomes participation of 45 Asian countries and regions.</p> <p>The Asian Beach Games is a multi-sport event sanctioned by the Olympic Council of Asia. The Games will be held every 2 years with the first edition held in Bali, Indonesia 18-26 October 2008.</p> <p>The Games encourage Asia's youth to participate in sport and celebrate the vast and varied cultures found across the continent. It works to uplift national pride and create a festival of cooperation and camaraderie. The Asian Beach Games are composed of a variety of modern sports as well as variations on traditional sports.</p>
Mission	To successfully host Oman's biggest ever international sporting event, celebrating sporting and cultural diversity from across Asia while embracing Omani passion and hospitality.
Vision	To proudly host a world-class Games that will position Oman as a progressive, outward looking and uniquely hospitable part of Asia, and ensure Oman's successful bids for future international sporting events.
MABGOC	<i>Muscat Asian Beach Games Organising Committee</i> has been formed to plan and deliver the 2 nd Asian Beach Games Muscat 2010. MABGOC is comprised of local and international staff with experience in organising Olympic, Asian Games and other national and international sporting events.
Dates	The Games will take place from 8-16 December 2010
Location	Muscat & Al-Musannah, Sultanate of Oman
Board of	

Directors

H.H. Sayyid Haitham bin Tarik Al Said
Minister of Heritage & Culture
Chairperson, MABGOC

H.E. Sayyid Hamood bin Faisal Al Busaidi
Minister of Environment & Climate Affairs

H.E. Hamed bin Mohammed Al Rashdi
Minister of Information

H.E. Dr. Rajiha bint Abdul Ameer Ali
Minister of Tourism

H.E. Ali bin Masoud Al Sunaidy
Minister of Sport Affairs
Chairperson, Oman Olympic Committee

H.E. Darwish bin Ismail Ali Al Balushi
Secretary General, Ministry of Finance

Major General Rukn Salim bin Mussallam Ali Qatan
Asst. Inspector General of Police & Customs

Eng. Habib bin Abdul Nabi Macki
Vice Chairman, Oman Olympic Committee
International Olympic Committee Member
Director General, MABGOC

Participants

45 Asian Countries & Regions
250 Workforce
2,000 Athletes & Team Officials
600 Technical Officials
500 Local & International Media
50,000 Spectators
3,300 Volunteers

14 Sports

Beach Handball
Beach Kabaddi
Beach Sepaktakraw
Beach Soccer
Beach Volleyball
Beach Waterpolo
Beach Woodball
Bodybuilding
Jetski Sport
Marathon Swimming
Sailing
Tent Pegging
Triathlon
Waterski

Al-Musannah Sports City

The one-million square metre Al-Musannah Sports City is the purpose built facility where the Games will be held and is located approximately 125km from Muscat, the Sports City features Olympic-quality sporting facilities, an Athletes' Village, Main Operations Centre, Information Technology Control Centre, International Broadcasting Center, a four-star hotel, a 400-berth marina, and range of restaurants and retail facilities.

Developer

OMRAN is the Government of Oman's tourism development and investment arm. It was established in 2005 with a mandate to develop the infrastructure and facilities required to expand the country's existing tourism industry. OMRAN is developing the Al-Musannah Sports City project.

Legacy Legacy is widely considered as one of the most valuable success indicators of hosting major events for any host country. Tourism, economic positioning, transfer of knowledge, and the raising of national spirit and self esteem are just a few of the benefits that resonate in a host city and country for many years after the event.

The 2nd Asian Beach Games Muscat 2010 will leave a legacy for the country, for the people and for the future. Enhancing Oman's recognition on a global scale, strengthening its reputation as a sport and eco-tourism destination and creating new economic opportunities are the legacies to be left for the country. Providing skills and valuable work experiences to the local population, instilling a spirit of volunteerism and participation in community activities, and increasing awareness and involvement in sport will be left for the people of Oman. Setting a benchmark of success, increasing awareness of the importance of active living, infrastructure development and focusing on environmental stewardship are legacies to be created for Oman's future.

Logo

Designed by Saleem Sakhi, renowned Omani artist, the Muscat 2010 logo represents the relationship between the Omani people and the sea. The sail reflects the connection of Oman to the rest of Asia by hosting the shining sun in Muscat and projects a healthy future for Asian sport aided by a ship carrying it to international sporting destinations. The strong high waves provide the logo with solidity, vitality, sustainability and challenges and represent the athletes competing in the Games. The waves touch the attractive Omani beaches and give a local natural dimension to the logo.



Website

Muscat 2010 - www.muscat2010.org.om
Olympic Council of Asia - www.ocasia.org