



مجموعة إيثكا
ITHCA GROUP



Oman Cyber conference 2024

"Investing in Cybersecurity, Drive Digital Success"

Keynote

In today's dynamic digital landscape, **cybersecurity isn't just a necessity, it's a lucrative investment.**

As businesses evolve, cybersecurity becomes the cornerstone of growth and innovation, safeguarding against threats while **unlocking the full potential of digital initiatives.**

Investing and adopting emerging tech, AI to IoT integration, each advancement is reinforced by cybersecurity, **offering investors positive returns and social impact.**

It is imperative to seize these opportunities in leveraging **cybersecurity's resiliency to drive digital transformation and investment success.**

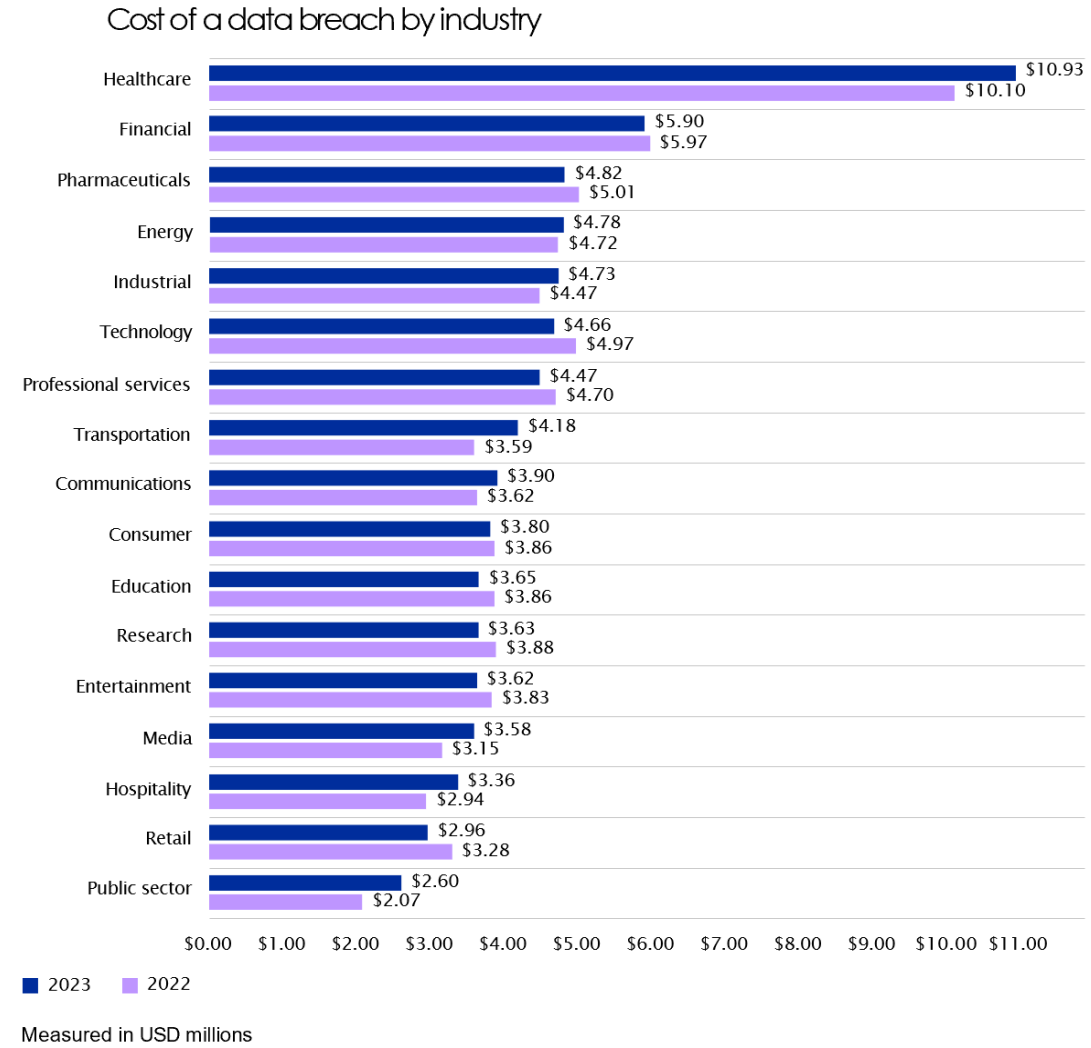
Cybersecurity Statistics

3 Million OMR
 Highest Data Breach Cost
 In Middle-East
 Comparing to **2.8 Million OMR** in 2022

1.7 Million OMR
 AVG Data Breach Cost
 Globally
 average cost has increased **15.3%** from
 2020

10 OMR
 Hackers can obtain a
 million compromised emails
 or passwords

0.5 OMR
 Cost of hacking
 tool/services
 (i.e. open-source tool or Hacking as a
 Service)



Today's Cybersecurity Challenges

Limited offering in the **operational technology security**

Inadequate org. structure, staffing and resourcing leading to **lapse in quality of service**

Shortage of specialized **cybersecurity expertise**

Limited **awareness on the growing** cybersecurity threats rising from emerging tech

Lack of **strategic oversight** leading to random and limited implementation of controls

Insufficient customization of security services to meet the **unique needs** of Companies

Limited cybersecurity services meeting **industry best practices**

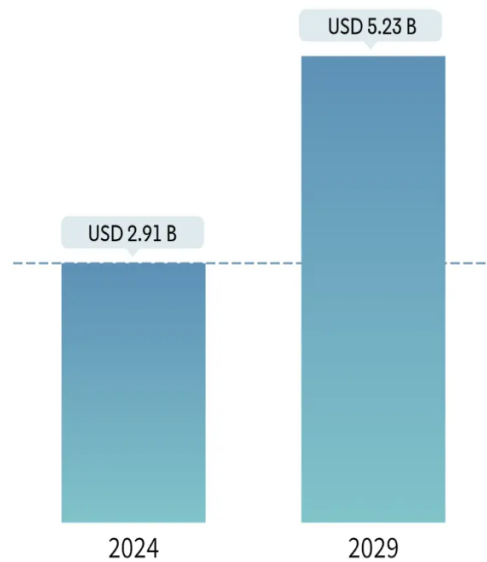
Lack of advanced cybersecurity technology i.e. automation, big data, artificial intelligence, machine learning

Cybersecurity Market Overview

MEA Cybersecurity Market

Market Size in USD Billion

CAGR 12.42%



Source: Mordor Intelligence



\$156 Billion
Global cybersecurity market in 2020

\$353 Billion
Expt. global cybersecurity market growth by 2026

\$2.91 Million
Cybersecurity Market in MEA in 2024

\$5.23 Million
Expt. cybersecurity Market in MEA in 2029
(12.42% CAGR)

Cybersecurity - Investment Opportunities

next
generation
cybersecurity
experts

Gap

Existing **significant shortage of skilled cybersecurity professionals** in Oman to equip individuals with the skills needed to safeguard digital assets

Opportunities

Investing in coaching and mentoring ICT graduates into next-gen cybersecurity professionals aligned with the national agenda for advance and niche skills

Cybersecurity - Investment Opportunities

digital and cybersecurity transformation

Gap

Rapid **advancement in digitization**, rise the need for **equivalent cybersecurity advancements** capable in fortifying critical digital assets against threats which eventually may endanger national security

Opportunities

A cohesive and resilient cybersecurity ecosystem in **collaboration with private sector, regional and global strategic partnership and investments** to address the cybersecurity requirements and growing demands inline with digital transformation advancements

Cybersecurity - Investment Opportunities

emerging tech threats

Gap

Emerging technologies like Artificial Intelligence (AI), Internet of Things (IoT), operational technology, and 5G **raised the diversity and sophistication of cyber threats** that may result in catastrophic impairment to national critical infrastructure

Opportunities

Investing in emerging tech safeguards the nation's digital future and prevents its misuse. This gap can be mitigated **by attracting tech players through strategic partnerships, managing demands, and nurturing local talents**

Conclusion

The **need for cybersecurity professionals** in Oman is not just a response to current threats but **a forward-looking necessity**

The escalating cyber threats faced does emphasize the **indispensability of cybersecurity professionals in safeguarding the Oman 2040 vision's digital transformation goals**

The **collaboration between government, private sector, and educational institutions is pivotal** in nurturing a skilled cybersecurity professionals **capable of defending against evolving and emerging cyber threats**

As Oman continues its digital transformation journey, **investing in cybersecurity is not just a choice but a strategic imperative for a secure and resilient digital future.**



شكرا لك
thank you



f t @ in o @ITHCAgroup
www.ITHCA.om

هاتف: +٩٦٨٢٢٣١٠٥٠٢ | فاكس +٩٦٨٢٢٢٠٩٩٤
Tel: +968 22310502 | Fax: +968 22009940

صندوق البريد ٣، ر.ب. ١٣٥، واحة
المعرفة مسقط، سلطنة عمان
P.O.BOX: 3, P.C:135, KOM 5
Knowledge Oasis Muscat, Oman