

SHEIKHA AL MUGHEIRY – BIO

Sheikha is a seasoned professional in the hospitality and events industry with over 17 years of experience. She began her academic journey with a scholarship to study at IMC University of Applied Sciences in Krems, Austria, where she earned her master's degree in tourism and hospitality management.

Following her studies, she gained hands-on experience dedicating six years to the hospitality sector and developing a strong foundation in customer service and operations.

In 2014, she transitioned into the events industry as part of the pre-opening team at the Oman Convention & Exhibition Centre (OCEC). Over the past 10 years, she has played a pivotal role in attracting international and regional events, contributing to OCEC's growth and positioning it as a premier destination in the MICE sector.

As a committed industry professional, Sheikha holds the ICCA Skills Certified International Convention Specialist (CICS) certification, further reinforcing her expertise in global event management.

With a passion for creating seamless event experiences, she continues to drive business development and enhance Oman's reputation as a hub for world-class events.