جبل المعرفة
JABAL AL MA'RIFA
INTERNATIONAL SCHOOL

ARTEMIS
EDUCATION

Press Release

Muscat, Oman November 2026

Students Take Centre Stage at Grand Opening of Jabal Al Ma'rifa International School.

Jabal Al Ma'rifa International School proudly celebrated its Grand Opening Ceremony on Sunday 8th November 2026, marking both the official inauguration of the school and an important milestone for Artemis Education as it establishes its first school in the Sultanate of Oman.

The ceremony welcomed students, families, distinguished guests and educational leaders to the school's purpose-built campus in The Knowledge Oasis Muscat, where the school opened its doors for the first time on 30 August 2026.



The event was honoured by the presence of His Excellency Dr Badr bin Hamoud bin Rashid Al Kharousi, Undersecretary of the Ministry of Education, whose attendance reflected the significance of the occasion and the growing contribution that high-quality international education continues to make to Oman's educational landscape.

Upon arrival, His Excellency was warmly welcomed by student ambassadors, Sultan and Rafeef, who presented a bouquet of flowers as a gesture of appreciation on behalf of the school community. He was greeted by Mr Niall Brennan, CEO and Founder of Artemis Education, alongside Mr Sheldon Smith, Founding Principal of Jabal Al Ma'rifa International School, and Mr Faris Alsulaimani, Vice Principal.



Before joining guests, His Excellency and Mr. Niall participated in a unique school tradition, adding their personal mark to the school's Founding Wall, a lasting symbol of the collective effort and shared vision that is shaping the school's future.

Niall added; "*Today is a very proud moment for everyone in the Artemis Education family. Jabal Al Ma'rifa International School represents far more than the opening of a new school; it represents our commitment to supporting the future generations of Oman through an education that combines academic excellence, innovation, character development and a deep respect for local culture and values.*

What moved me most was not the beautiful campus or facilities, but the students themselves. To witness such confidence, pride and enthusiasm just weeks after opening speaks volumes about the culture already taking shape within this remarkable school community. We are honoured to begin our journey in Oman and excited for what lies ahead."

The formal ceremony commenced in the school auditorium following a programme that included the Royal Anthem of Oman, a recitation from the Holy Qur'an, keynote addresses and a special performance by students.

Welcoming guests to the occasion, Mr Sheldon reflected on the significance of the moment, noting that the opening represented not only the formal inauguration of the school, but also the beginning of Artemis Education's journey in Oman. As the founding school of the group in the Sultanate, he emphasised the important role Jabal Al Ma'rifa will play in shaping future generations and contributing positively to the nation's ambitious educational vision. The school places strong emphasis on promoting the Arabic language and Omani identity, introducing students to the Sultanate's history, heritage and culture within an international environment that encourages intercultural understanding and pride in local values.

Mr Sheldon's own journey with Artemis holds special significance. Prior to leading Jabal Al Ma'rifa, he served as Founding Principal of Northview International School in Qatar, the first school established by Artemis Education, bringing valuable experience in creating exceptional schools from the ground up.

Mr Sheldon commented; "*As a Founding Principal, there are very few moments more special than seeing a school community come together for the first time to celebrate what has already been achieved and the future that lies ahead.*

The students were undoubtedly the stars of the day. Their confidence, kindness and pride in their school shone through every contribution they made. For a school that opened only a matter of weeks ago, the sense of belonging we are already witnessing is extraordinary.

We are deeply grateful to His Excellency Dr Badr Al Kharousi, our families, staff and the wider Artemis community for helping us mark this important occasion, as we continue to build something truly exceptional together here in Oman."

Addressing attendees, Mr Niall shared the vision and values that inspired the creation of Artemis Education. Speaking personally about the origins of the organisation's name, he reflected on how Artemis was named after his eldest daughter, Elizabeth, and the responsibility all parents share in providing children with the very best opportunities to thrive, grow and realise their potential.

The ceremony was also attended by senior leaders from across the Artemis network, including Principals and leadership teams from schools in Qatar and Oman, reflecting the collaborative spirit and shared commitment to educational excellence that exists across the group.

One of the most memorable and emotional aspects of the ceremony came from the students themselves. Having been part of the school community for only a matter of weeks since opening in August, students took to the stage with confidence, maturity and pride that greatly impressed guests and families alike. Three students spoke about the school's values, highlighting three principles that have quickly become central to life at Jabal Al Ma'rifa: **Be Kind, Make Friends and Learning should be Fun**.

The audience was particularly moved by a student presentation exploring the concept of infinity and the limitless possibilities available to learners when they are supported, encouraged and inspired to aim high. The message resonated strongly with guests and reflected the optimism and ambition that characterise the school's vision.



A further highlight of the morning was a moving performance of the official Jabal Al Ma'rifa International School Song, delivered by 27 students from Grades 3 to 6. Guided by Music Teacher, Ms Tea, the students performed with enthusiasm and confidence, many standing on a stage for the very first time in front of such an audience.

The song beautifully captured the sense of belonging, happiness and excitement that students have already developed for their new school community despite being only a few weeks into their educational journey at Jabal Al Ma'rifa.

The performance demonstrated one of the defining characteristics of a British international education: encouraging students to find their voice, develop confidence and become effective communicators. These essential life skills help prepare young people not only for academic success but also for future leadership opportunities beyond the classroom.

Further heartfelt reflections were shared by members of staff, including teachers who spoke passionately about the school's first term and the enthusiasm, kindness and determination already evident amongst its founding cohort of students.

The event also highlighted the strength of the school's leadership team. Vice Principal Mr Faris Alsulaimani brings more than 24 years of educational leadership experience to the school, having previously served in several senior positions within the Ministry of Education, most recently as Director of the Private Schools Licensing Department. Throughout his distinguished career, he has played an influential role in developing and strengthening Oman's education sector and remains deeply committed to ensuring Jabal Al Ma'rifa combines international best practice with Omani values, culture and identity.

The ceremony concluded with Mr Niall Brennan presenting a commemorative gift to His Excellency Dr Badr bin Hamoud bin Rashid Al Kharousi in appreciation of his support and participation in the occasion. Guests were then invited to tour the school's state-of-the-art facilities, where they witnessed teaching and learning in action, engaged with teachers and students, and explored the specialist learning environments that support the school's innovative educational approach.

A particularly popular stop during the tour was the Innovation Hub, where guests met "Astro", the school's robotic dog mascot, introduced by ICT Teacher Mr Mohammed, providing a glimpse into the exciting technology-rich learning experiences available to students.



As part of its commitment to strengthening links with the local community, the school has signed a Memorandum of Understanding with Middle East College covering educational collaboration and access to facilities. This partnership supports the development of learning opportunities and practical experiences for students, particularly in science, technology and innovation.

The morning concluded with student ambassadors once again taking centre stage to thank guests for their attendance and bid them farewell from the school's main atrium.

Families and visitors spoke warmly about the atmosphere throughout the event, praising the confidence of the students, the welcoming nature of the school community and the care taken to make the occasion both meaningful and memorable.
Many commented that the ceremony perfectly reflected the school's ambition to combine academic excellence with warmth, kindness and a strong sense of belonging.

About Jabal Al Ma'rifa International School

Jabal Al Ma'rifa International School is a premium British international school located in Knowledge Oasis Muscat, Oman. The school opened in August 2026, offering a high-quality, globally focused education grounded in strong values, innovation, and academic excellence.

In its inaugural academic year (2026/27), the school welcomes students from KG1 (age 3) to Grade 6 (age 11). Growing in September 2027 to cater up to Grade 8, and organically each year following, to ultimately expand to Grade 12 (age 17).

At the Secondary level, students will have the opportunity to pursue either the Omani General Education Diploma (GED) or the British A Level pathway, enabling them to access higher education both locally and internationally.

At full capacity, the school will accommodate up to 2,000 students. Its purpose-built campus spans an impressive 45,000m² and has been thoughtfully designed to support the next generation of learners, offering a dynamic environment where academic excellence is complemented by innovation, creativity, and personal development.

With state-of-the-art facilities and a strong emphasis on holistic education, Jabal Al Ma'rifa International School nurtures confident, adaptable, and internationally minded students, setting a new benchmark for international education in the Sultanate.

Owned and operated by Artemis Education, the school is committed to delivering the highest standards of teaching and learning, while fostering a community of confident, capable, and culturally aware global citizens. www.jabalmarifa.school

About Artemis Education

Artemis Education is a growing international schools' group with a clear mission: to expand access to outstanding, high-quality education. The group is dedicated to delivering exceptional, whole-child learning experiences that combine academic rigour with rich, dynamic extracurricular opportunities.

At the heart of Artemis Education is a commitment to universal values, individual growth, and holistic development - empowering students to realise their full potential, build resilience, and become responsible global citizens.

Its schools bring together exceptional educators, inspiring purpose-built environments, and innovative technology that enhances teaching and learning. Many Artemis campuses are designed and developed from the ground up, creating next-generation learning spaces tailored to the needs of modern students.

Sustainability is central to both campus design and day-to-day operations, reflecting a long-term commitment to responsible growth. With an ambitious expansion strategy, Artemis Education continues to meet the rising demand for premium international education across Europe and the Middle East. http://www.artemis-education.com/

For More Information Contact:
Lauren Taylor
Associate Director of Marketing, CX & Admissions
Artemis Education
Lauren.Taylor@artemis-education.com