

QATAR

Opening Up To The World

The sports-mad oil state promises to stage a spectacular World Cup if its 2022 bid is successful, giving spectators around the globe an unforgettable event in a unique setting.

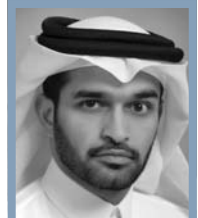


Qatar makes its bid for World Cup 2022

As contenders line up to hear who will host the event, Qatar explains why it should be the one.



HE Sheikh
Mohammed bin
Hamad bin Khalifa
Al Thani, Chairman



Hassan Abdulla Al
Thawadi
CEO
Qatar 2022 Bid Cttee

The State of Qatar is bidding to host the FIFA World Cup Soccer Tournament in 2022. If successful, it will be an historic event: the first-ever staging of a global sporting event in the Middle East. In the face of fierce competition, bidding against 11 other nations, Qatar offers ambitious proposals for both the nation and the region.

Boasting a strategic location in the Arabian Gulf close to major hydrocarbon deposits, Qatar has put together a stunning proposal for a new, compact-style World Cup that will reduce environmental impact and save fans money and traveling time, while giving visitors around the world a chance to experience the magic of traditional Arabian hospitality.

The peninsula state, which in 2008 posted its eighth consecutive budget surplus, is transforming into a knowledge economy, and will use renewable technologies to build state-of-the-art venues. We recently caught up with Qatar 2022 Bid Committee Chairman, His Excellency Sheikh Mohammed bin Hamad bin Khalifa Al-Thani, and the Qatar 2022 Bid Committee CEO, Hassan Abdulla Al-Thawadi.



How did the idea to seek the event first come about?

H.E. Sheikh Mohammed: Qatar has an excellent track record of hosting fantastic international sporting events. We have hosted sports tournaments at the national level, regional level and the Asian level, but what we want to do now is something at the global level. Football has always been a huge part of Qatar—it's important not only to the players, but also to fans and even to our government's future vision. So we are proud and delighted to offer our country to the football world.

You met with Sepp Blatter, President of FIFA last March. What happened at that meeting?

The purpose of the visit was to hand over the bidding documents, but I wanted to demonstrate to Mr. Blatter

personally that this is an extremely serious bid. I wanted him to know that Qatar is capable of hosting the World Cup in 2022 and that there is a huge interest and passion across the Middle East for football. A World Cup hosted in Qatar will enable the power of football to help unite the world; it will inspire millions of people and bring great change to our region and to the world. It was a very good meeting and we were very happy that Mr. Blatter freed up his schedule to meet with us.

What is the status of the bid and the bidding team?

We have an extremely talented group of individuals working on the Bid Committee, and we've had some incredibly busy months since formally handing in our intention to bid. I'm very happy with the progress we're making. We launched our website last October, which gives people a much better understanding and feel for our bid. We were proud to host the England vs. Brazil friendly match in the capital Doha in November. We still have a huge amount of work ahead to finalize our World Cup concept, but everyone involved is working 150%.

We also have an amazing team of international Bid Ambassadors—all legends of World Cup football—working hard to promote our bid around the globe. This football "dream team" includes Pep Guardiola, Gabriel Batistuta, Ronald de Boer, Roger Milla, Sami Al Jaber, and Bora Milutinovic.

You have stated that Qatar would be the ideal partner for FIFA. In what way?

The Bid Committee keeps the FIFA slogan constantly in mind: "For the Game, for the World." Hosting the World Cup in Qatar will foster significant positive social, economic, and political changes for the region and the wider world. It will give new hope to the region and change will blossom out of that hope. It will create new friendships and understandings between competitors, spectators, and people that extend far beyond the World Cup itself, and it will inspire a new sporting future in the Arab world for millions of Arab men and women.

The Qatar Foundation is an impressive organization that invests in education from primary to tertiary. How does the Qatar bid fit into the Foundation's framework?

We are working very closely with the Qatar Foundation to provide a better, more developed country. The Qatar

Foundation's mission is to prepare Qataris and other people throughout the region to meet the challenges of our ever-changing world, while also making Qatar a leader in innovative education and research. Our purpose is to build on this mission, to make sure the rest of the world gets a glimpse of the great work and the great people here in the Middle East. We also want to ensure all Qataris feel they are part of the bid.

We want to encourage and welcome everyone living in Qatar to join the fun of the campaign. As a nation, Qatar has also traditionally done a lot of work around the world related to social responsibility. The Qatar 2022 bid will therefore also work closely with the organization Reach Out To Asia to develop football infrastructure and opportunities in countries that are less fortunate.

What kind of legacy do you see the World Cup having on Doha itself?

Hosting the World Cup is an integral part of our vision to turn Doha into the "City of the Future." It will be a gift to the next generation and a source of pride for all Qataris. There will be huge investment, new jobs, and enormous improvements to the fabric of this country, not to mention the fantastic fun and excitement of hosting the world's greatest sporting tournament on our doorstep. But we also want our World Cup to be known as the one that changed history, the one that brought people closer together and brought a sporting opportunity to millions of people in the Middle East and beyond.

How are you looking to brand the event and capture the imagination of the world?

A World Cup in Qatar will present a breathtaking vision of the future. Unparalleled technology and architecturally advanced venues will be built to the highest environmental standards, all set against the background of one of the world's most exotic landscapes. But perhaps more importantly, I'd like people to imagine it as the World Cup that inspired and unified millions of people. This is what the Qatar 2022 Bid is really about.

Now, over to Hassan Abdulla Al-Thawadi. Please tell us what captivated your imagination, what really got you involved in the bid?

Hassan Abdulla Al-Thawadi: The World Cup is such a major event, but it's not just limited to sports. It is a colourful cultural event that brings people together, brings the world together. At a certain moment in time, the whole world is glued to the television watching it. So I believe it is time to bring the world's favorite game to the Middle East for the first time.

Making this historic choice will ensure that every continent and region of the world has experienced the passion and excitement of hosting the World Cup. But we think the stakes are even higher than that. We believe that a World Cup in Qatar will offer people a new perspective and a better understanding of the Middle East. That's what has really got me excited.



Qatar proposes a magical tournament.

What would it mean for Qatar to be at the center of the world's attention for that month?

It goes without saying that it would be an honor for any country to host the World Cup. For Qatar in particular, it would provide a window for the world to get a clearer understanding of this part of the world and to see the passion the people have here. Changing the image of the Middle East is one of the strongest, most powerful and most exciting reasons for this bid. A World Cup in Qatar would show the values of a modern, progressive, and open Arab state at the forefront of change in the Middle East.

When you speak of hosting the World Cup, what do you see as Qatar's core strengths?

Our plan is going to be all about the fan experience. The compact character of our proposal will give fans the opportunity to see every match without the need to travel long distances and change hotels. Fans will even be able to watch more than one match in a day. One of our other major strengths is our location. Qatar is neither East nor West, we're right in the middle, so we are easy to reach from all over the world. Also, just look at what we have achieved the past few years in our country. Our plan for 2022 involves building amazing infrastructure, using environmentally friendly technologies that we are developing even now. After the tournament, these technologies will be used for the benefit of countries around the world, and the modular stadia will be downscaled and re-erected in other Asian countries, helping the spirit of the tournament live on across the continent.

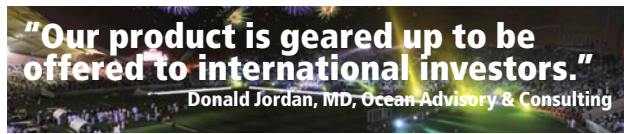
What could fans coming to a Qatar World Cup expect?

It's not always easy looking into a crystal ball, but a World Cup in Qatar would present a breathtaking vision of the future, with state-of-the-art stadia and facilities to ensure fans have an unbelievable experience. Qatar offers a feast for all the senses. We'll put on a fantastic football competition, but we can also throw in sun, sea, sand, and blue skies, as well as wonderful cultural, historic, tourist, and adventure attractions. On top of that, the pyramids of Egypt, the beaches of Oman, the stunning architecture of Petra, and the extraordinary shopping malls of Dubai and Abu Dhabi are all just a short trip away.

An Exciting, Fast-Growing Economy

With a strong, stable, and open economy, Qatar is now one of the most desirable investment destinations in the world. The global leader in Liquefied Natural Gas (LNG) enjoys the world's second-highest GDP per capita income (it was estimated at \$121,400 in 2009), and a forward-thinking government that is committed to a business-friendly environment supported by international standards and practices.

Having enjoyed rapid economic growth on the back of high oil prices, the Qatari economy is in excellent shape, growing a staggering 11% in 2009, thanks to the high-earning LNG



sector. Oil and gas account for more than half the Emirate's gross domestic product, 85% of its export earnings, and 70% of government revenues. Even so, with proved oil reserves set to last less than 40 years at current output levels, Qatari rulers are now focusing on the country's creative energy.

Under its Vision 2030 blueprint, Qatar plans to have transformed to a knowledge-based economy by the time the oil runs out. As such, the government offers a variety of

world-class and cutting-edge products and services. Top U.S. universities have been brought in, and the Emirate is attracting increasing private and foreign investment in the non-energy sectors, particularly finance and real estate, with overseas investment rising sharply from \$3.63 billion in 2008 to \$20.75 billion in 2009.

Working Across The Board

Ocean Advisory and Consulting, formerly the Atlantic Capital Group, is a boutique investment bank that buys real estate to pre-lease upfront for ten years to sell at profit.

"We deal with local, institutional, and sovereign investors, but our product is geared in such a way that whatever we arrange can be offered to international investors," says managing director Donald Jordan. "We are focusing on private equity more and more and real estate is part of that. We work across the board with anything we feel to be opportunistic."

As Qatar develops its business presence in the world community, the future looks increasingly bright for a nation that executive search firm Kinsey Allen International has predicted will create more than 5,000 financial services jobs over the course of this year, bringing the total to more than 20,000.

With the possibility of a World Cup hosting, and an economy that has emerged unscathed from the global crisis, Qatar will continue to be in the spotlight this year, and beyond. ●

Raising the Business Standard



Ullatil Achu
General Manager

With a commitment to professionalism and a reputation for transparency that extends far beyond Qatar's shores, proactive Dyarco International Trading is ahead in the game.

Determined to bring Qatar to the fore on the world stage, the Doha-based trading expert has proved a strong and expanding force in the region since it started independent operations in 2005, and it has grown exponentially.

Owned by parent company Al Faisal Holding, Dyarco currently represents 27 companies, has partnerships with 11 more, and agency distribution rights with a further 16. As Ullatil Achu, Dyarco's general manager, points out, the company is not constrained by a particular line of activity. "Because we are small, we work as a focused and capable management team, and are lucky to count multinationals such as Johnson Control, York, and Kone Elevators among our clients. We are currently in the process of signing with a huge Singapore-based firm."

Providing a superior service for establishing various businesses, and serving both the domestic and international sectors, Dyarco has brought an innovative approach to service consulting. Its extensive local knowledge, along with functional and technical expertise and hands-on experience, ensures clients receive a proven, effective, and professional service every time. "We have created a strong business culture that has brought credibility and respect within our group, and within Qatar as a whole," Achu says. "We only deal with those who respect transparency in business, and this allows us to be a clean and efficient company."

Dyarco International Trading
www.dyarco.com



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