

Qatar: Host Nation of the 20th World Petroleum Congress



WITH ITS WORLD-CLASS ENERGY INDUSTRY, STRATEGIC LOCATION, ADVANCED TOURISM AND CONFERENCE INFRASTRUCTURE AND TRADITION OF HOSPITALITY, THE GULF STATE OF QATAR IS SETTING THE STAGE FOR A TRULY MEMORABLE CONGRESS IN 2011

Qatar's dramatic transformation from a tribal fishing and pearling village to a global energy player is a remarkable and inspiring feat of nation building.

Oil and gas have given Qatar one of the highest per capita incomes in the world and made it one of the fastest-growing economies. Displaying an enlightened approach to prosperity, Qatar is channelling its wealth not into trophy assets but into funding the advancement of culture, science, and education. Its strategic path towards a post-hydrocarbon economy will be through a vibrant, knowledge-based society.

Incredibly energetic and ambitious, the State of Qatar has emerged from virtual anonymity to become one of the most forward-thinking nations in the Middle-East, with increasing regional and global influence. By 2030, Qatar aims to be an advanced society capable of sustaining its development and providing a high standard of living for all of its people. Qatar's National Vision defines the long-term outcomes for the country and provides a framework within which national strategies and implementation plans can be developed.



A high quality conference and exhibition destination

Reasons why Qatar is ranked as a high quality conference and exhibition destination for the 20th WPC Congress include:

- Easily accessible global crossroads, strategically located astride the new economic powerhouses of the East and the consumer markets of the West
- Progressive, modern Arab state where English is widely spoken
- One of the safest countries in the world consistently ranking high in the Global Peace Index, attracting a host of high profile conferences, exhibitions, and events such as the 15th Doha Asian Games
- Highly eco-aware country, with trailblazing research and technology projects geared towards achieving a sustainable, green and clean future
- Distinct focus on high-end tourism with infrastructure investments geared for the meetings, incentives, conferences, and exhibitions market, supported by a full range of event support services
- Thriving hotel industry with a full range of accommodation options and room capacity rising to 26,000 by 2012
- A place that welcomes visitors as honoured guests and dear friends, blending traditional hospitality with international service standards
- Rich and carefully protected heritage providing a unique visitor experience

A welcoming nation for business

Qatar has welcomed traders to its ports for centuries. Now it is attracting those seeking a quality destination for business, meetings, culture, and sport while enjoying an exotic location.

Incredibly energetic and ambitious, Qatar has emerged from virtual anonymity to become one of the most forward-thinking nations in the Middle East, with increasing regional and global influence. Oil and gas have made the Arabian Gulf State one of the world's fastest growing economies, Qatar is channelling its wealth into funding the advancement of culture, science and education. Qatar provides an upscale world of facilities and attractions. It is the ideal destination for discerning travellers, so close to Europe yet a world away, offering a cultural experience steeped in Arabian traditions.

The vision for a leading knowledge-based economy

A US\$130 billion investment has transformed Doha into the art and culture capital of modern Arabia, illuminated by stunning museums and cultural venues designed by the world's most prestigious architects. Alongside the new landmarks is a host of luxury hotels perched on the Caribbean-like coastline. Restaurants feature international menus including Asian, Italian, French, and the best of Middle Eastern cuisine. ►



◀ A thriving nightlife centred in the five-star hotels, state-of-the-art sporting facilities, and sophisticated shopping precincts round up Qatar's appeal as a truly world-class destination.

Location and heritage

Qatar is a peninsula of 11.437 sq. Km. located halfway down the west coast of the Arabian Gulf. Latest estimates released put Qatar's population at more than 1.5 million – nearly double the figure in the last census in 2004.

Qataris are passionately committed to upholding their heritage and cultural values while forging one of the most advanced societies in the world. In fact, nowhere else in the world does the past and the present co-exist so harmoniously.

Qatar's progressive master plan is being hailed as the 21st century model for urban planning, yet many of its signature projects evoke the golden age of the Ottoman Empire.

The Muslim call to prayer reverberates through the age-old souqs (bazaars), competing with the hustle and bustle

of progress. Lofty minarets share the skyline with futuristic corporate towers. Young women in black abayahs and young men in white robes vigorously debate foreign policy in the Qatar campuses of top American universities. Remote-controlled titanium robots race champion camels in the centuries-old Bedouin sport. Healing indoor gardens within a steel and glass medical centre are as eagerly awaited as the all-digital facilities.

Arabian experience

Qatar strives to be the archetypal Arabia and enriches visitors' experience. Beyond the conference rooms awaits an amazing array of authentic Arabian encounters.

Experience the age-old thrills of falconry or camel racing. Marvel at the legendary Arabian horses or the exotic Oryx. Take a desert safari and camp out in Bedouin tents. Listen to the sand 'sing' and bask in the breathtaking beauty of a desert sunset. Step into Qatar's 6,000-year history replete with magnificent forts, quaint seaside towns and ancient ▶





◀ settlements. Visit royal residences restored into exquisite showcases of eastern Arabian architecture. See the Museum of Islamic Art's astonishing collection spanning three continents and several centuries. Behold the ethereal beauty of Khor Al-Adaid, an "inland sea" surrounded by crescent-shaped sand dunes, some rising up to 40 metres high. Bargain at the labyrinthine markets of Souq Waqif. Smoke sheesha in a traditional coffee shop. Have a shawarma snack of grilled lamb, or thyme pies washed down with mint tea. Do what the locals do to enjoy their late afternoons: Stroll along the scenic Corniche or pack olives, hoummos, Arab bread and mango juice and hire a dhow for a lazy cruise.

New Hub for a New World

The focus of business in the new century has moved east. Qatar's unique location close to the new economic powerhouses of India, Southeast Asia, and the Far East, as well as the consumer markets of the West, has set the stage

for this new global crossroads. Doha International Airport is served by 26 international airlines which all operate regular flights from Europe, the US, and the Asia-Pacific among others. Qatar is only seven hours away from the capital cities of Europe and Asia and 13 hours from major destinations in North America. A new airport, said to be the benchmark for all future airports, is currently being built to be an international transport hub for up to 50 million travellers each year.

The New Doha International Airport will also be the hub for Qatar Airways, which flies to over 80 global destinations. Qatar Airways is one of the world's fastest growing carriers and one of only five airlines to be awarded five-star status. It opened the first dedicated terminal for first and business class passengers. Aircraft powered by natural gas, another world first, is next on its agenda.

Tourism and hotels

With a tourism strategy focused on meeting the highest standards in facilities and services, Doha is quickly gaining a reputation for its sumptuous hotels and their extensive dining, entertainment, leisure, and fitness offerings. Qatar is investing US\$17 billion over the next five years into tourism infrastructure, including the construction of hotels, resorts and other leisure facilities. To meet demand, hotel capacity will increase by 400 per cent to over 26,000 rooms and apartments by 2012.

Leading Doha Hotels:

Doha Marriot Hotel
Four Seasons Hotel Doha
Grand Hyatt Doha
Grand Regency
InterContinental Hotel Doha
Millennium Hotel Doha
Movenpick Tower & Suites
The Ritz-Carlton
Sharq Village & Spa
Sheraton Doha Resort

Centre for Ideas and Innovation

Whether it's a breakthrough in medical robotic surgery, an innovation in clean technologies, or an unconventional approach to gene therapy, chances are that solutions are already incubating in Qatar. The State's appetite for innovation is matched by robust investments that, in institutional infrastructure alone, are unprecedented in the region – if not in the world. 'Listen, Learn, Lead' is the innovation mantra of Qatar Foundation, a visionary non-profit organisation founded by His Highness Sheikh Hamad Bin Khalifa Al-Thani, Emir of the State of Qatar.



The foundation has a single-minded conviction to create Qatar's legacy of educational and scientific achievement. Qatar's capital city of Doha showcases this exciting and ambitious vision. Top-flight American universities, and elite research and technology institutions have sprouted from the desert to form an oasis of knowledge and innovation called Education City. The 1,000 hectare (2,500 acre) enclave includes six universities – Virginia Commonwealth, Weill Cornell Medical, Texas A&M, Carnegie Mellon, Georgetown and Northwestern; the Sidra Medical and Research Centre; and Qatar Science and Technology Park.

Qatar National Convention Centre is a member of the Qatar Foundation and is also located in Education City. On completion in 2012, Sidra Medical and Research Centre (SMRC) will be the first academic medical centre of its kind in the region. Qatar Foundation set up a US\$7.9 billion endowment fund to finance SMRC, the largest endowment of a medical centre anywhere in the world.

The Qatar Foundation and its 21 corporate partners in the Qatar Science and Technology Park (QSTP) have invested more than US\$800 million to transform Qatar into one of the most advanced countries. QSTP is an international hub for technology-based companies and an incubator for start-up enterprises – the future Silicon Valley of the Middle East. □



For Further information on the 20th World Petroleum Congress and contact details visit the website at: www.20wpc.com