

QATAR SPARKS INTEREST AMONGST EUROPE'S BEST

Thursday 30 October 2008

As part of the preliminary marketing activities to promote the opening of one of the Middle East's largest convention and exhibition centres, more than 80 key decision makers from prominent international associations and institutes attended a series of luncheons in Europe to see what Qatar had to offer.

General Manager of the Qatar National Convention Centre (QNCC), Mr Paul D'Arcy said there was strong interest in the Middle East and in particular Doha, as a future destination for international associations across a range of fields including telecommunications, medical research, dentistry, petrochemicals, education, sport and transport.

In attendance was the Executive Director of the International Brain Research Organisation (IBRO) who facilitate a wide range of events in different regions throughout the world to promote excellence in neuroscience research and teaching worldwide.

"The Arabian Gulf is such an exciting destination that would appeal to our members. Not only would holding a future event in Doha achieve some of our key goals and objectives by promoting the latest research, trends and training in neuroscience, it would also give the society the opportunity to establish new networks to increase overall membership," commented Mrs de la Rouchefoucauld.

The IBRO World Congress attracts in excess of 4,000 specialists to their quadrennial event.

Qatar's vision of positioning itself as a global leader in science, research and education is of great interest to the world top specialists. Of particular interest is the range and diversity of the institutes and universities being members of the Qatar Foundation and located at Education City, in close proximity to the Qatar National Convention Centre.

“During the week long activities held in Geneva, Paris, Brussels and London, we have indentified an additional 49 conventions with the potential to attract more than 131,000 attendees from around the world to Doha. This would equate to an estimated USD78 million in delegate expenditure to the city.

“Our sales team will now be following up with Doha’s finest scientists, specialists and industry experts to discuss how we can assist in attracting these lucrative events to Qatar,” added Mr D’Arcy.

The European Roadshow was held in conjunction with the other five ‘sister’ convention centres managed by international venue management specialist, AEG Ogden in Australia, Malaysia and India.

QNCC will feature 40,000sqm of exhibition space complemented by a total of 66 meeting spaces. Destined to be one of the Middle East’s largest convention and exhibition centres, it will feature a multi-purpose hall for 4,000 seated theatre style, a 2,300-seat lyric style three tiered auditoria, 52 flexible meeting rooms to accommodate a wide range of events plus banquet seating for 4,000.

A member of the Qatar Foundation www.qf.org.qa, QNCC resides with other prestigious members such as the Qatar Science and Technology Park, Sidra Medical Research Centre, Weill Cornell Medical College, Texas A&M University, Virginia Commonwealth University, Carnegie Mellon, Georgetown University School of Foreign Service and Northwestern University to name a few.

The QNCC is proudly managed by AEG Ogden, one the of world’s leading venue management specialists www.aegogden.com

To download hi resolution images to support this media release, visit <http://www.qatarconvention.com/centerimages.htm>

For further information contact:

Mr Paul D’Arcy, General Manager
Qatar National Convention Centre
PO Box 5825, Doha, Qatar
t: +974 454 6008, 974 454 6009 | f: +974 454 6005
e: pdarcy@qatarconvention.com | www.qatarconvention.com