



مركز قطر الوطني للمؤتمرات  
Qatar National Convention Centre

Beyond Convention

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PRESS RELEASE  
For immediate release

## QNCC OFFICIALLY OPENS



**BARCELONA, 29 November 2011** . The Qatar National Convention Centre (QNCC), a member of Qatar Foundation for Education, Science and Community Development, will officially open on 4 December 2011. In support of the country's transformation to a knowledge-based economy, Qatar Foundation has made significant achievements in building and developing capacity for creativity and critical thinking through research in education and science. The Qatar National Convention Centre advances these objectives as the new global hub for ideas and innovation.

With its state-of-the-art facilities, cutting edge technology and iconic design, the QNCC today is one of the most sophisticated convention and exhibition centres in the world.

The project was given the go-ahead in 2004, with construction commencing two years later. Now, after five and a half years of construction and planning, the QNCC is ready to welcome the world. QNCC's General Manager, Adam Mather-Brown described the occasion as exhilarating.

The QNCC is not just a meeting place, it's a vision that has materialized from years of hard work and dedication involving many multi-skilled teams, he said.



Designed by renowned Japanese architect Arata Isozaki, the Centre boasts a stunning signature façade, a 250 metre long, curved steel tree structure reaching up to support the exterior canopy. The design of the building was inspired by the local Qatari icon, the Sidra tree, symbolizing Qatar Foundation's three key pillars of education, science and research, and community development. The tree is a beacon of learning and comfort in the desert which traditionally provided shelter for scholars and poets to gather, and to exchange and share knowledge.

According to Engineer Saad Al Muhannadi, Qatar Foundation, Vice President of Capital Projects and Facilities Management, "the opening of the QNCC will undoubtedly advance Qatar in the field of infrastructure and build human capacity on a global scale. The Centre's guests, experiencing our unique atmosphere, will have the opportunity to exchange ideas and brainstorm together for the future of Qatar in the modern world."

With a 2,300 seat lyric theatre, three auditoria, a multipurpose conference hall for 4,000 guests, 40,000 square metres exhibition space and 52 meeting rooms, the Centre could accommodate 27,000 people in the venue at one time.

QNCC is the first of its kind built to the gold certification of the US Green Building Council's Leadership in Energy and Environment Design (LEED).

Mr Mather-Brown said following the opening, the QNCC will take centre stage as it welcomes the much-anticipated 20<sup>th</sup> World Petroleum Congress (WPC) and its 5,000 delegates from 4 to 8 December 2011.

The 20<sup>th</sup> WPC is a triennial event organized under the umbrella of the World Petroleum Council and whose members represent 95 percent of the global oil and gas production. This will be the first Congress to be hosted in the Middle East and the largest oil and gas gathering in the world. Immediately after the 20<sup>th</sup> WPC, the Centre will prepare for the 4<sup>th</sup> United Nations Alliance of Civilizations Forum (UNAOC) from 11 to 13 December 2011.

QNCC rounds off an exciting month with its first full-scale international theatrical production in the 2,300 seat theatre. An all-international cast for Shakespeare's Richard III will fly into Qatar, showcasing the title role played by Oscar-winning actor and Artistic Director of the Old Vic, Kevin Spacey. The production will be directed by Academy Award-winner Sam Mendes. Qatar is the only Middle East destination included in the global tour.



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#### **Note To Editor :**

#### **About Qatar National Convention Centre**

A member of the Qatar Foundation, QNCC features a conference hall of 4,000-seats theatre style, a 2,300-seat lyric style three-tier auditorium and a total of 52 flexible meetings rooms to accommodate a wide range of events. It also houses 40,000 square metres of exhibition space over nine halls, and is adaptable to seat 10,000 for a conference or banquet. The Centre's stunning architecture and state-of-the-art facilities are ideal for hosting local, regional and international conventions and exhibitions, gala events, theatrical productions and banquet functions.

QNCC is proudly managed by AEG Ogden, one of the largest facility and entertainment management specialists in the world. For more information, visit [www.qatarconvention.com](http://www.qatarconvention.com)

#### **About Qatar Foundation**

Qatar Foundation for Education, Science, and Community Development is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad Bin Khalifa Al-Thani, Amir of Qatar, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF carries out its mission through three strategic pillars: education, science and research, and community development. QF's education pillar brings world-class universities to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. Meanwhile, its science and research pillar builds Qatar's innovation and technology capacity by developing and commercialising solutions through key sciences. Finally, its community development pillar helps foster a progressive society while also enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community.

[www.qf.org.qa](http://www.qf.org.qa)

#### **About AEG Ogden**

AEG Ogden is a joint venture between Australian interests and AEG Facilities of the United States.

AEG Ogden manages venues throughout the Asia Pacific region, including the Brisbane, Cairns, Darwin and Kuala Lumpur Convention Centres, and the Qatar National Convention Centre, Sydney's Allphones Arena, the Brisbane Entertainment Centre and the Newcastle Entertainment Centre, and the Perth Arena (currently under construction); Suncorp Stadium in Brisbane and live theatres including Perth's His Majesty's Theatre and the Perth Concert Hall.

AEG, a wholly owned subsidiary of the Anschutz Company, is the leading sports, entertainment and venue operator in the world. AEG Facilities, a stand-alone affiliate of AEG, owns, operates or consults with 100 of the industry's preeminent venues worldwide, across five continents, and works in concert with affiliated AEG entities, including live event producer, AEG Live, AEG Global Partnerships and AEG Development to support the success of AEG venues across the globe. AEG owns, operates or provides services to venues including STAPLES Center (Los Angeles, Calif.), The Home Depot Center (Carson, Calif.), Nokia Theatre L.A. Live (Los Angeles, Calif.), Citizens Business Bank Arena (Ontario, Calif.), Sprint Center (Kansas City, Mo.), The Rose Garden (Portland, Ore.), KeyArena (Seattle, Wash.), KFC YUM! Center (Louisville, Ky.), Conseco Fieldhouse (Indianapolis, Ind.), American Airlines Arena (Miami, Fla.), AT&T Center (San Antonio, Tx.), Time Warner Cable Arena (Charlotte, N.C.), Prudential Center (Newark, N.J.), Target Center (Minneapolis, Minn.), Mercedes-Benz Arena (Shanghai, China), Wukesong Arena (Beijing, China), The O2 Arena (London, England), O2 World (Berlin, Germany), O2 World Hamburg (Hamburg, Germany), Ahoy Arena (Rotterdam, Netherlands), Pernambuco Stadium (Recife, Brazil), Globe Arenas (Stockholm, Sweden). For more information, please visit [www.aegworldwide.com](http://www.aegworldwide.com)



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