

## **QNCC SPREADING THE WORD**

Monday 05 October 2009

Global awareness of the Middle East's newest venue of choice, the Qatar National Convention Centre (QNCC) continues to grow as the Centre's marketing activities intensify.

In recent times, QNCC's General Manager, Paul D'Arcy and Director of Sales, Sue Hocking have travelled to some of the world's most powerful nations including North America and China in their quest to increase exposure for Qatar as an inspirational destination for major international conventions and exhibitions.

QNCC recently exhibited to in excess of 5,000 prospective clients at the American Society of Association Executives (ASAE) annual congress held in Toronto and the China Incentive and Business Tourism Mart (CIBTM) organised by the world's largest exhibition companies, Reed Business, in Beijing.

"Qatar is emerging as an exciting new destination in the meetings industry. There is serious interest in Doha as a location for future large-scale events," stated QNCC's Paul D'Arcy.

"Many associations and conference organisers are captivated by the country's global vision to become a knowledge-based society. They see enormous potential to tap into the research and development underway to achieve this goal and ways to explore the issues of green energy and sustainability associated with Qatar's quest to become a viable post hydro carbon economy," D'Arcy added.

This enhanced global awareness has also been attributed by a combination of factors including:

- Qatar Airways enviable reputation as one of the world's five star airlines and subsequent expansion to more than 80 destinations
- Qatar Tourism Authority's broad reach with extensive international marketing campaigns and activities
- The BBC Network broadcast of the Doha Debates watched by millions of viewers worldwide
- Al Jazeera English, the world's first global English language news channel to be headquartered in the Middle East
- Hosting of significant sporting events, such as the successful 2006 Asian Games, the annual Moto Grand Prix, 2008 Asia Cup (Tennis), FIFA 2010 World Cup qualifiers and bidding nation for the 2022 FIFA World Cup

Winning international conventions is a long term business. Many of the leads the Centre's team are pursuing today will translate into business for 2012 and many years beyond.

With construction on track for opening in 2011, it is vital that Qatar is known to the world as an exciting and vibrant destination to host prestigious events, such as the 20<sup>th</sup> World Petroleum Congress set to attract in excess of 5,000 participants in the Centre's first year of operation.

For further images to support this media release, visit <http://www.qatarconvention.com/centerimages.htm>

For further information, please contact:

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**Editors Notes**

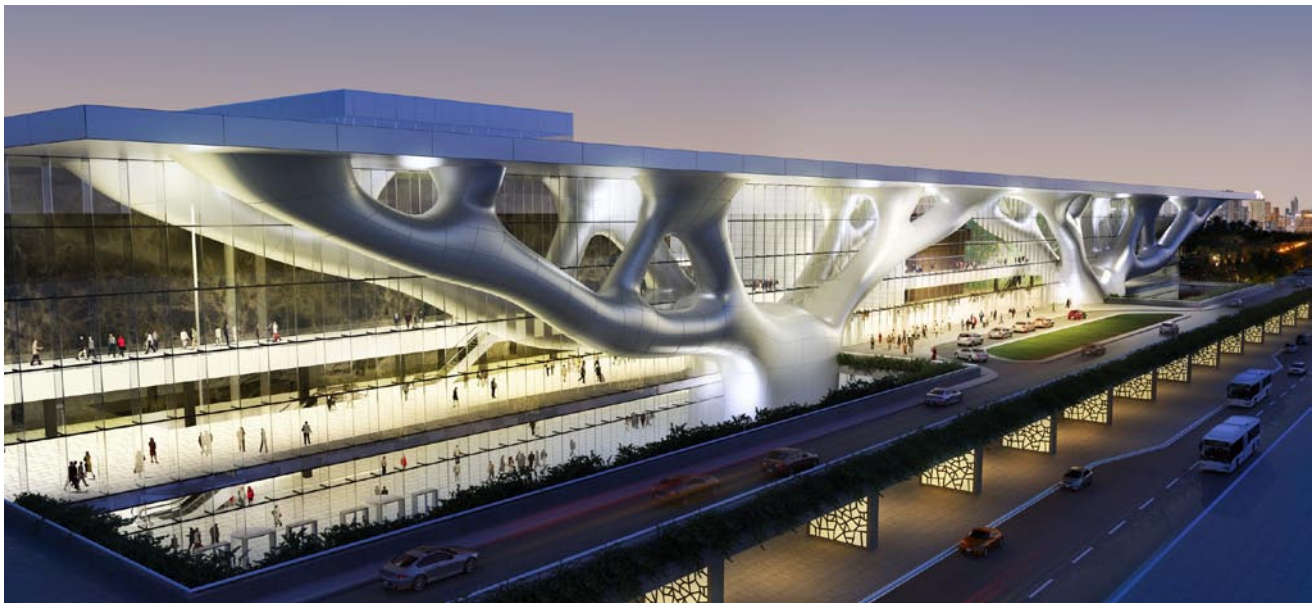
**Qatar National Convention Centre (QNCC)** [www.qatarconvention.com](http://www.qatarconvention.com)

A member of the Qatar Foundation and opening in 2011, at a cost in the region of USD1.2 billion, QNCC will feature a multi-purpose hall for 4000 seated theatre style, a 2300-seat lyric style three tiered auditorium and an additional 57 flexible meetings rooms to accommodate a wide range of events. Plus 40,000 sqm of exhibition space over nine halls, that will be adaptable to seat 10,000 for a conference or banquet.

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

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

Qatar Foundation's mission is to prepare the people of Qatar and the region to meet the challenges of an ever-changing world, and to make Qatar a leader in innovative education and research.



**ARTIST IMPRESSION OF THE QATAR NATIONAL CONVENTION CENTRE, OPENING 2011**