



## PUTTING QATAR ON THE MAP

**Tuesday 16 March 2010**

*Time to expand your horizons. Where to next?*

Qatar National Convention Centre's sales team has posed this question to thousands of event planners and conference organisers attending international trade shows to challenge them to look beyond the usual choice of destinations.

From Toronto to Beijing, Barcelona, Dallas, Melbourne, Madrid, Milan, Munich, Paris, London, Frankfurt, and Abu Dhabi, the message is loud and clear—bring your ideas to Qatar, the new centre of it all.

In the lead-up to its opening in 2011, the Centre has been increasing its presence in key business to business trade events as part of an integrated program to take QNCC to the international marketplace.

An important task is to bolster awareness for Qatar as a progressive Arab nation determined to become one of the most dynamic knowledge-based economies as its post hydrocarbon vision.

QNCC Director of Sales Sue Hocking contends that as the new global hub for ideas and innovation, Qatar is the perfect setting for fresh and inspired thinking.

"The latest and greatest breakthrough projects converge here, whether it's gene therapy or robotic surgery, green technologies or stem cell biology," she said.

"Expand your horizons, bring your next event to where it's all happening," Sue Hocking added.

Qatar's annual research spend is US\$1.5 billion, 2.8 percent of the country's gross domestic product. Education City, a prestigious 1,000-hectare (2,471-acre) precinct in Doha is an oasis of knowledge and innovation with elite education, research, health care and technology institutions.

In the past six months alone, an estimated 18,000 influential meetings industry professionals were exposed to the benefits of hosting a future event at QNCC during major trade events including the American Society of Association



Executives (ASAE) 2009 in Toronto, EIBTM 2009 in Barcelona, the Professional Convention Management Association (PCMA) 2010 Annual Meeting in Dallas, Asia-Pacific Incentives & Meetings Expo (AIME) 2010 in Melbourne and the Qatar Tourism Authority's inaugural European sales mission.

QNCC will also be at the annual Gulf Incentive, Business Travel and Meetings Exhibition (GIBTM) to be held 29-31 March in Abu Dhabi. Come and meet the team at the Qatar Tourism Authority stand B100.