

Qatar at IMEX 2018: building new partnerships worldwide

Frankfurt, Germany. May 18th 2018.

The IMEX Frankfurt is the most important appointment in Germany for event-planning, hospitality and business travel industry, bringing together professionals from the sector to offer their exclusive products, discuss projects and new developing trends.



Qatar is working to distance itself from its traditional oil-based economy, moving towards a more knowledge-based and self-sustained economy and developing Qatar as an attractive destination for business and tourism. Qatar has already been hosting more than 150 business events annually and the country is eager to expand, investing in infrastructure such as the Doha

Metro project and developing a large number of hotels, to boost the business and events industry.

In the last 12 months Qatar has announced the hosting of IATA's 31st annual Ground Handling Conference and the first Middle East edition of ICEIRD (International Conference for Entrepreneurship, Innovation and Regional Development), to be held later in 2018. It has also announced the AICR annual congress in 2021 as well as the Clefs d'Or International Congress also in 2021. Furthermore, in order to strengthen ties in the international association meetings industry, Qatar has recently partnered with ICCA (International Congress and Convention Association) to become a globally-recognized Association Relations Partner.

This year, Qatar saw numerous significant developments concerning the tourism industry and especially for the MICE industry and business travel sector. In fact, since the last MICE conference Qatar has revolutionized its tourism strategy, opening up its borders, creating fertile ground for new partnerships to flourish.

The country is growing as a highly accessible hub with high connectivity within the region and internationally. Qatar can also provide expert guidance and support to its clients, connecting event organizers with government and private entities, linking international organizers with local business and event suppliers and most importantly providing top level venues, services and assistance.

Qatar Tourism Authority (QTA), responsible for the formulation and implementation of Qatar's tourism strategy, participated to the fair with 11 exhibitors: Doha Exhibition and Convention Centre, Marriott Marquis, Middle East Adventures, Mondrian Doha - Morgans Hotel Group, Qatar International Adventures, QMICE, Sharq Village & Spa, Sheraton Grand Doha Resort & Convention Hotel, The Ritz-Carlton, Doha, The Torch Doha and W Doha Hotel.

The IMEX fair unfolded with many fruitful meetings and exchanges: QTA and the exhibitors were eager to meet buyers and visitor to share their vision and plans for Qatar's future, showcasing their state -of-the-art locations, offering the ultimate services for business and conferences. Qatar demonstrated its potential as a travel-business destination, positioning itself as competitive partner in the MICE industry, committed to creating new connections and strengthening existing ones.