

UFI Qatar Day reinforces the region's position as a global MICE hub on Global Exhibitions Day

Paris / Doha – 20 June 2024: UFI Qatar Day, held in celebration of Global Exhibitions Day on 5 June, successfully highlighted the critical role exhibitions play in fostering global connections and driving economic growth. Hosted by Visit Qatar at the Doha Exhibition and Convention Centre (DECC), the event saw over 70 regional attendees, underscoring Qatar's growing significance as a dynamic hub for business events.

The event featured keynote addresses by HE Saad bin Ali Al Jarshi, Chairman of Qatar Tourism, and Sheikh Jaber Al Thani, Chairman of the Arab Union for International Exhibitions and Conferences. Both leaders emphasized the pivotal role of the exhibitions industry in economic development, while highlighting Qatar's emergence as a premier destination for business events.

In his remarks during the opening ceremony, **His Excellency, Mr. Saad bin Ali Al Kharji Chairman of Qatar Tourism**, said, "We are delighted to host the first Global Exhibitions Day (GED) celebratory event in Qatar this year. We have a long -standing partnership with UFI, the Global Association of the Exhibition Industry, having developed Meetings, Incentives, Conferences, and Exhibition (MICE) facilities and initiatives in Qatar. After 'leisure,' MICE is the second most important pillar driving growth in Qatar's tourism sector. GED serves as a platform for networking and fruitful exchanges between industry leaders, stakeholders, and potential clients, making it an important event in the exhibitions sector for Qatar. Our aim is to increase the number of exhibitions opportunity in the country that further contribute to Qatar's success as a leading regional hub of the MICE industry. Supported by well-advanced infrastructure, a business-friendly ecosystem, and state-of-the-art venues, Qatar has solidified its position as the favourable MICE destination for its capability for hosting mega events. We wish all attendees a warm welcome to Qatar and to GED 2024."

The UFI Qatar Day included two insightful sessions: a panel discussion on Qatar's business events industry outlook and an open discussion on the challenges and solutions for future venues. These sessions explored the growth opportunities, key sectors, and emerging trends in Qatar's business events industry, and addressed issues like sustainability, economic landscape, and public private partnerships.

Naji El Haddad, UFI Regional Director for Middle East & Africa, expressed gratitude to all participants, stating, "We are thrilled by the success of UFI Qatar Day. This event underscores the importance of collaboration within our industry. I extend my heartfelt thanks to Visit Qatar, DECC, our distinguished speakers, and all attendees for their invaluable contributions."

Michael Michael, CEO of Doha Exhibition and Convention Centre (DECC), added, "We are proud to stage such a pivotal event that brings together industry leaders and experts to discuss the future of exhibitions. Qatar is committed to fostering an environment where the business events sector can thrive, contributing significantly to our nation's economic development."

The UFI Qatar Day stands as a testament to Qatar's dedication to becoming a global leader in the exhibitions industry, providing a platform for knowledge exchange and fostering international business relationships.

Attachment:

- [UFI Qatar Day in Doha](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its more than 70 national and regional association members. More than 850 member organisations in 87 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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