

Qatar

PART III

The Call from the Desert

In the 1970s, the Persian Gulf was the Western world's jugular vein... and tiny Qatar was enjoying its recently gained independence. Forty years later, this Arab country is the world's largest exporter of Liquefied Natural Gas (LNG). Spain is on its road map

Infrastructure

The sector demands greater institutional presence

In 2014, Qatar awarded contracts worth €2.7 billion to Spanish companies

Tourism

Spain is in the sites of the Qatar Sovereign Fund

Katara Hospitality has acquired its first hotel in Madrid



Energy

Mohammed Al-Sada
Qatari Minister of Energy and Industry

«It is not easy to monetize gas in the current world economy»

Qatar: just 15 years away from its goal

Qatar’s position in the world is not based on chance, but rather, it is the result of forty years weaving political and economic alliances with leading countries such as Japan and the United States. More recently, Spain has also appeared on its road map. For 2030, Qatar aims to become an advanced society

It was at the end of the seventies, in the 20th century when a British journalist included stories about her trip to Doha in a book about the Arabian Peninsula. She mentioned the land reclamation project in West Bay: a neighborhood to the northeast of Doha that is home dozens of buildings, many of which are skyscrapers with offices for various ministries and corporations, a number of embassies, apartments and luxury hotels. Nestled aside the district is the Sheraton Hotel; a unique, pyramid-shaped building that has just opened after undergoing refurbishment. The turquoise waters of the Arabian Gulf are in their background.

With an estimated GDP of €180 billion for 2014, according to Qatar National Bank (QNB), Qatar enjoys the highest income per capita in the world

Glass, steel and state-of-the-art design welcome visitors to the Qatari capital.

Scoff of the British

Forty years ago, Qatar was enjoying the wealth of the oil discovered in 1939 in Dukhan, and began to glimpse the prosperity that would arise from the discovery of the world’s single largest natural gas reservoir, in 1971. No longer a protectorate of Great Britain, the journalist mocked the newspaper’s headlines relative to multi-million dollar projects to build industrial plants, among them, a steel factory in alliance with Japan. «This would make sense in a city with adequate labor force such as Cardiff», the capital of Wales in the United Kingdom. «Who will go work there? Imported Japanese?» Today, Japan is Qatar’s most important trading partner; and she was referring to Qasco (Qatar Steel Company), one of the country’s largest firms. With an estimated GDP of €180 billion in 2014 –according to Qatar National Bank (QNB), the largest bank in the Middle East and North Africa–, the emirate enjoys the world’s highest income per capita. And yes, Qatar had to start by importing workers, not only from Japan, but



Traditional Dhow Festival in Katara Cultural Village, organized by Qatar Olympic Committee (QOC), in November 2014, Doha.

from all over the world, both skilled and unskilled employees, including Brits! This practice continues today. Of the 2.3 million people living in the country, only 250,000 are Qatari. At current growth rate, western ex-pats will soon reach the 400,000 mark; the rest are thousands of workers from Asian countries such as India, Nepal, Bangladesh, Sri Lanka and the Philippines... the majority are hired as low-cost labor working on infrastructure projects that Qatar has awarded to companies from all over the world. Spaniards too. For example, HLG, the subsidiary of ACS in the Middle East, that was awarded projects valued at €1.54 billion in 2014; among them, the 1.23 billion section of the New Orbital expressway, drinking-water reservoirs, and a 128-kilometer water pipeline and optic fiber networks. FCC was awarded a section of the Red Line of Doha Metro, walkways and a water infrastructure project. OHL is working on the two most emblematic metro stations in Doha, on a consortium led by Korean Samsung, while its almost concluded Sidra Medical & Research Center is under arbitration. Other Spanish firms are Sacyr, Ceinsa, Ecisa, Grupo

Puentes, Collosa... Government investment until 2018 is programmed at €130 billion, according to QNB; most of this amount will be invested in transport and infrastructure. Businesses and citizens from all over the world –1,500 Spaniards are registered at the Spanish Embassy with an equal amount of non-registered– continue to arrive and new Embassies open their doors due to this influx. For example, just three years ago there were three Latin American embassies; today, there are eleven, Mexico

Forty years ago, Qatar already enjoyed wealth thanks to crude oil and began to suspect the prosperity that would arise from the discovery of the world’s single largest natural gas reservoir in 1971

being the latest arrival.

America, mon amour

Between 1995 and 2013, when the Sheikh abdicated in favor of his son Tamin Bin Hamad Al-Thani,

Qatar was governed by Sheikh Hamad Bin Khalifa Al-Thani, who is now 65 and has three wives; one of them is Sheikha Mozah Bint Nasser Al Missned, mother of Tamin. Her husband, the Father Emir, graduated from the Royal Military Academy Sandhurst—as did Winston Churchill. He was summoned by his father, the Emir, to proclaim him Heir apparent and Minister of Defense. Hamad Bin Khalifa Al-Thani is considered the author of Qatar’s modernization and many frequently refer to him as the Kennedy of the Middle East. He founded the television channel *Al Jazeera*—meaning island in Arabic. The channel played an important role in the «Arab Spring». On occasions the information broadcasted irritated fellow Arabs. The story about a comment by Hosni Mubarak while visiting the channel’s main offices in Doha is still told: «So much noise coming out of a match box!» It has also angered the US more than once, but the emirate is its best ally in the Middle East. Al Udeid, the largest US military base in the region, is located in Qatar. According to some Spaniards, the highway leading to the base is «the best one in the coun-

try». US multinational firms such as ExxonMobil and ConocoPhillips cooperate hand in hand with Qatar Petroleum (QP), a 100% state-owned company that manages Qatar’s gas and oil resources; in turn, it generates 60% of the country’s GDP. French firms such as Total can also be found in Qatar. Likewise, the US landed in the Qatari classrooms; six American universities accepted Qatar’s

Qatar hosts the largest American military base of any Arab state. According to some Spaniards, access to the base is on the «best highway» in the country

tantalizing invitation to establish their learning center in Education City. This huge university campus was the brainstem of Hamad Bin Khalifa Al-Thani, an initiative that is unrivaled in the region. It is home to branches of some of the most prestigious educational centers in the West, a technology park, as well as Sidra. Qatar has invested billions of euros in Education City.

The influence of Sheikha Mozah

«While you were having fun at the camel races, I was studying at Cairo University». This quote is from Sheikha Mozah, speaking to her husband with an air of mutual understanding during an interview that the royal couple granted the US media several years ago. Hugo Guiliani, Ambassador for the Dominican Republic in Qatar recalls that «there was no censorship». «The complicity between them was obvious». Qatar is the world’s largest exporter of Liquefied Natural Gas (LNG)—Spain’s third largest supplier—but the wealth housed in its seabed is volatile and Qatar is well aware of this fact. Thus, it has a two-fold plan: investment in foreign assets through its Sovereign Wealth Fund and diversify the economy in areas such as education, sports and tourism. Education City could never be understood without the backing of the Sheikha. She currently serves as Chairperson of QF (Qatar Foundation for Education, Science and Community Development). Education City is dependent upon this latter. Sheikha Mozah

Qatar is the world’s largest exporter of Liquefied Natural Gas (LNG) and Spain’s third largest supplier

has taken reports of abuse regarding the violation of workers’ rights in Qatar very seriously; and QF has implemented strict rules to avoid unscrupulous companies from taking advantage of low-priced labor and employees without any training upon arrival to the country. A woman of charisma with a degree in Sociology, Sheikha Mozah broke a taboo within Arab society by showing her face in public. Comments about her beauty and elegance often overshadow her commitment in favor of education in Qatar and in the world. «She is a well educated woman. I have met her; (she was) speaking in English, with no paper support and she showed her intelligence in her interesting arguments», comments Mr. Guiliani. WISE (World Innovation Summit in Education) is under Qatar Foundation’s umbrella. During its annual summit in Doha, it awards US\$500,000 to a special project. It is already being called Nobel of Education. Access to the event is by invitation only; and it brings together over a thousand experts in education from all over the world. Both the organization and logistics are impressive. Since 2013, Banco Santander is one of its sponsors; during the inaugural ceremony in November 2014, the Chairman of WISE lovingly remembered Emilio Botín who recently passed away.

But for Sheikha Mozah, the most prized asset is Educate a Child (EAC). This charitable organization is in line with the millennium objectives for develop-



Sheikha Mozah at WISE 2014. With her is the Qatari Minister of Culture and Spain’s former Vice President, M^a Teresa Fernández de la Vega.

Sheikha Mozah’s most prized project is Educate a Child (EAC), a charitable organization that reaches half a million children in 17 countries. Her goal is to influence at least 10 million children

ment established in 2000 by the United Nations so that by 2015 not a single child in the world misses out on primary education. Although the statistics have improved, in June of 2014 there were 58 million children who were not attending school.

EAC reaches out to half a million children in seventeen countries but Sheikha Mozah strives to reach ten million children. «It sounds ambitious, but I believe it is possible», she states. The Roger Federer Foundation, UNICEF, the Office of the United Nation High Commissioner for Refugees and Caritas Congo, among others, are EAC partners, working together with her. In Latin America, only Brazil and Haiti receive aid. For Ambassador Guiliani it is a pity that the Dominican children on the border with Haiti—equally as poor as the Haitians—cannot benefit from this initiative due to a simple question of borders and statistics. For now, it is a matter of patience.



KATARA HOSPITALITY, PRESERVING ICONIC TREASURES

There is much more to being a world-class hospitality organisation than just owning, managing or developing hotels. At Katara Hospitality, our appreciation for the past powers our aspirations for the future. Decades of experience,

an innovative mindset and meticulous attention to detail enable us to craft unique masterpieces that set new standards for others to follow. With us, it is all about our boundless passion for creating legendary hospitality, building on our heritage.



DR. MOHAMMED ABDUL WAHED AL HAMMADI, MINISTER OF EDUCATION AND HIGHER EDUCATION IN QATAR

«In just five years, Qatar has doubled its budget for education»

Western institutions such as Texas A&M and Georgetown University participate in Qatar’s educational structure. SEK is the only Spanish school in the emirate

Education City is a large campus on the outskirts of Doha. The Father Emir, Hamad Bin Khalifa Al-Thani, wanted to import a selection of engineering and faculty degrees from prestigious Western universities to support his objective and turn Qatar into a knowledge-based economy. And Qatar Foundation (QF), chaired by his wife Sheikha Mozah Bint Nasser was willing to finance the venture. There are currently ten universities in Education City, two from Qatar, six from the US, one from the UK and one from France. Architecture is a luxury; for instance, the glass and metal cloister and the fountains sunk into its floor at the Hamad Bin Khalifa University (HBKU) that seem to be inspired in a monastery, or its cafeteria with very high ceilings and cathedral like vaulted columns. Soon students will be able to get around the campus on the *People’s Mover*, the tram being built by HLG, the subsidiary of ACS in the Middle East.

More female than male students

Outside Education City sits the largest university in the country, Qatar University, presided by Sheikha Mozah’s sister, where the number of female students exceeds the number of male students. Extensive reforms have

been carried including establishing external accreditation for its programs. «The population of Qatar is growing rapidly; the challenge is to have enough infrastructure. Some Qataris still study abroad, often on scholarships... It should not be a necessity; there may be difficul-

For expatriates, schooling costs €700 per month/child. Education is free for Qataris, including higher education

ties in girls studying outside and we should ensure there are comparative world-class institutions available locally. Also, there is a growing belief among our brothers in other Arab countries that world-class university education in Qatar could be better and more cost-efficient than sending their kids to Europe, Canada or the US», explains Dr. Mohammed Al Hammadi, Minister of Education and Higher Education in Qatar. The government earmarked €5,27 billion for education in the 2014-2015 budget. «Almost double the amount assigned five years ago», he emphasizes. Part of these funds help fulfill the objective of turning Qatar into a leader in R+D+i. In 2012 the National Research Strategy was de-



Dr. Mohammed Abdul Wahed Al Hammadi.

signed with four areas of state interest; energy and environment, computing and information technologies, health, social sciences, arts and humanity.

Schools at 700 Euros a month
Population growth also puts pressure on primary and secondary education, all of which is managed by the Supreme Education Council (SEC) that strives to open more centers. Existing schools are scarce and expensive—around €700 per month/child. That is a headache for expatriates who sometimes decide to leave their spouses and children in their country of origin. Schooling is free for Qataris. There are a number of European schools operating in Doha; these include the French

Lycées Voltaire and Napoleon, or SEK, the only Spanish school and with a waiting list. In 2013, SEC invited SEK to be the international school with Spanish background to complete the educational offer in Doha. A few months later, the school was up and running. Qatar financed the entire infrastructure. «This is not a blank check; such an opinion would be a lack of respect. The country’s investment in education is tangible; we were willing to embark on this journey. We have come to share what we know but at the same time, learn from others. One feels in debt when be-

The government earmarked €5.27 billion for education in the 2014-2015 budget

ing invited to take part of something like this», expounds Nieves Segovia, president of Institución Educativa SEK. For the moment there aren’t any Spanish universities in Qatar and the minister thinks it’s inappropriate to give names or making specific references but he does state that «Qatar and particularly QF are always alert and considering any member/educational institution that might complement the existing infrastructure related to the knowledge-based economy».

GERD NONNEMAN, DEAN OF GEORGETOWN UNIVERSITY SCHOOL OF FOREIGN SERVICE IN QATAR

«Qatari politics have always been pragmatic»

Gerd Nonneman heard about Education City for the first time some two decades ago; he thought it was a «white elephant». But today, this Belgian who has a doctorate in Politics and is an expert in Middle East, believes it definitely has well-placed pillars. He is Dean of Georgetown University School of Foreign Service in Qatar. Since 2005, over 200 Arab students –including the Emir’s second wife–, have graduated here.

The Emir is in control

«There has not been a U-turn and there will be no U-turn on the fundamentals of Qatari foreign policy which is based on



Gerd Nonneman.

the realization that the old regimes were not sustainable, that you cannot hold back popular dissatisfaction forever, and that among social strands of thought in the Arab world Islamism was going to be important, so to pretend that it’s not there, just doesn’t work», he remarks. Mr. Nonneman believes that Qatari politics have always been pragmatic and the adjustments form part of that pragmatism. «The changes that have come about are not a fundamental change, but a change of degree, execution and tone. The basic line of development in any sector remains as conceived although the implementation is more cautious, more financially prudent, more conscious of the need for due diligence in foreign relations. But the shift was conceived well before the power change in 2013». Did anyone doubt the Emir? «He’s in the driving seat and the Father Emir is by his side, together with a think tank, such as that of the Minister of Foreign Affairs, a very capable and trustworthy man. Initially, there were some who questioned his age; he was 33 years old, but now, his elders see him as a very ambitious and confident man. Well before the change in 2013 he was already on stage».

MARK WEICHOLD, DEAN AND CEO OF TEXAS A&M UNIVERSITY IN QATAR

«Education City is a experiment with revolutionary results»

In 2014, the university received more than €27 million for research

It has been estimated that during the next decade, Qatar will need to employ thousand engineers each year. Qatari nationals will cover a part of that demand, but the country will still need expatriates. In 2001, the President of Texas A&M University began discussions with QF; these derived in an invitation for an interview with Sheikha Mozah in 2002. Qatar needed engineers, and above all those connected to oil and gas so they went to Texas A&M. «QF was willing to fund our operations here. It meant that we need not use tuition money that the students paid in Texas, in the US, nor Texas tax dollars. Also, we would have the opportunity to engage in research as the activities undertaken by Qatar in gas production and oil exploration were far beyond anything else



Mark Weichold.

you would find anywhere in the world», explains Mark Weichold, an American professor with three US patents on his curriculum who formed part of the team that first visited the emirate. In 2003,

he became the president of the Texas A&M University in Qatar.

Research in the desert

In 2014 alone, the university—access to which is through a huge bronze door—received €26.5 million from Qatar National Research Fund (QNRF). It is 80% of what it receives annually. The research programs are aligned with national interests. In a desert environment, anything related to water is of major importance. Two years ago, the chairman for Qatar National Food Security Programme announced that the country had drinking water reserves for only 48 hours. «The desalination plants are essential, but producing one liter of drinking water demands the use of another two or three that end up as liquid discharges», says Mr. Weichold.

An experiment that works

But could Qatar ever be independently competitive in the global knowledge economy? According to Mr. Weichold «it is possible, but it must continue with its level of commitment and investment; a lot of learning and infrastructure has to be set up here to reach that status in a global scale. Education City is an experiment with revolutionary results. A generation is necessary to verify its success but it is moving in the right direction».



Aspire Academy has a dual aim of identifying and transforming promising young talents into champions across a wide range of sports, and to draw the sporting culture into the center of life in Qatar and the surrounding region. Cementing its reputation as one of the foremost sporting and educational institutions in the world, the Academy embraces unrivaled amenities that include fully-equipped classrooms, modern recreational areas and cutting-edge laboratories.



ASPIRE
ACADEMY

inspired by aspire®

DR. MOHAMMED SALEH AL-SADA, MINISTER OF ENERGY AND INDUSTRY OF QATAR

«It is not easy to monetize gas in the current world economy»

According to the Qatari minister, despite the fall in crude oil prices, the perspective for demand continues to be positive and that will elude the supply growth becoming a problem in the future

It will have been four years ago this weekend since Mohammed Saleh Al-Sada was appointed Minister of Energy and Industry in Qatar. He was one of the few members of the Cabinet to retain his post once the Father Emir abdicated in favor of Sheikh Tamim Bin Hamad Al Thani in 2013. He holds a Master's degree in Marine Science and Geology from the University of Qatar and a doctorate from the University of Manchester Institute of Science and Technology. He chairs Qatar Petroleum (QP), the country's largest firm; it is 100% state-owned and contributes almost 60% to the emirate's GDP. Until this past month of October, he was also the CEO. His agenda is heart-stopping with trips to the four corners of the earth. He is a real heavyweight, but his current position and influence has not changed him; he continues to have a friendly and courteous, but slightly spartan



Dr. Mohammed Al-Sada doesn't perceive the era of energy abundance as a threat.

«In recent months, the rapid decline in oil prices was driven by deceleration in Eurozone economies, growth in emerging economies lower than expected, in addition to the unbalance in supply and demand»

personality. His only luxury in his huge office—in one of the skyscrapers in West Bay shared with the Ministry of Social Affairs—is perhaps the large windows facing the southeast, thus filling the room with sunshine. Dr. Al-Sada, as he is known in Qatar, is aware that the greatest challenge that gas exporting countries current-

ly face is market volatility and the probability of an excessive supply. Qatar and its Minister have an eagle eye on events while being alert to changing conditions. Nevertheless, his answers in this interview are enshrouded in serenity and the diplomacy of political correctness. **–QUESTION:** The CEO of ExxonMobil, the largest US oil company, stated this fall that his country had entered a «new era of energy abundance» which means they are not dependent upon a conflictive Middle East. How do you think the enormous increase in US energy production will interfere with the ongoing relationship between Qatar and its long-term allies ExxonMobil and ConocoPhillips? **–ANSWER:** At the end of the day, a robust energy sector will empower the economic transformation that Qatar is aiming for. It

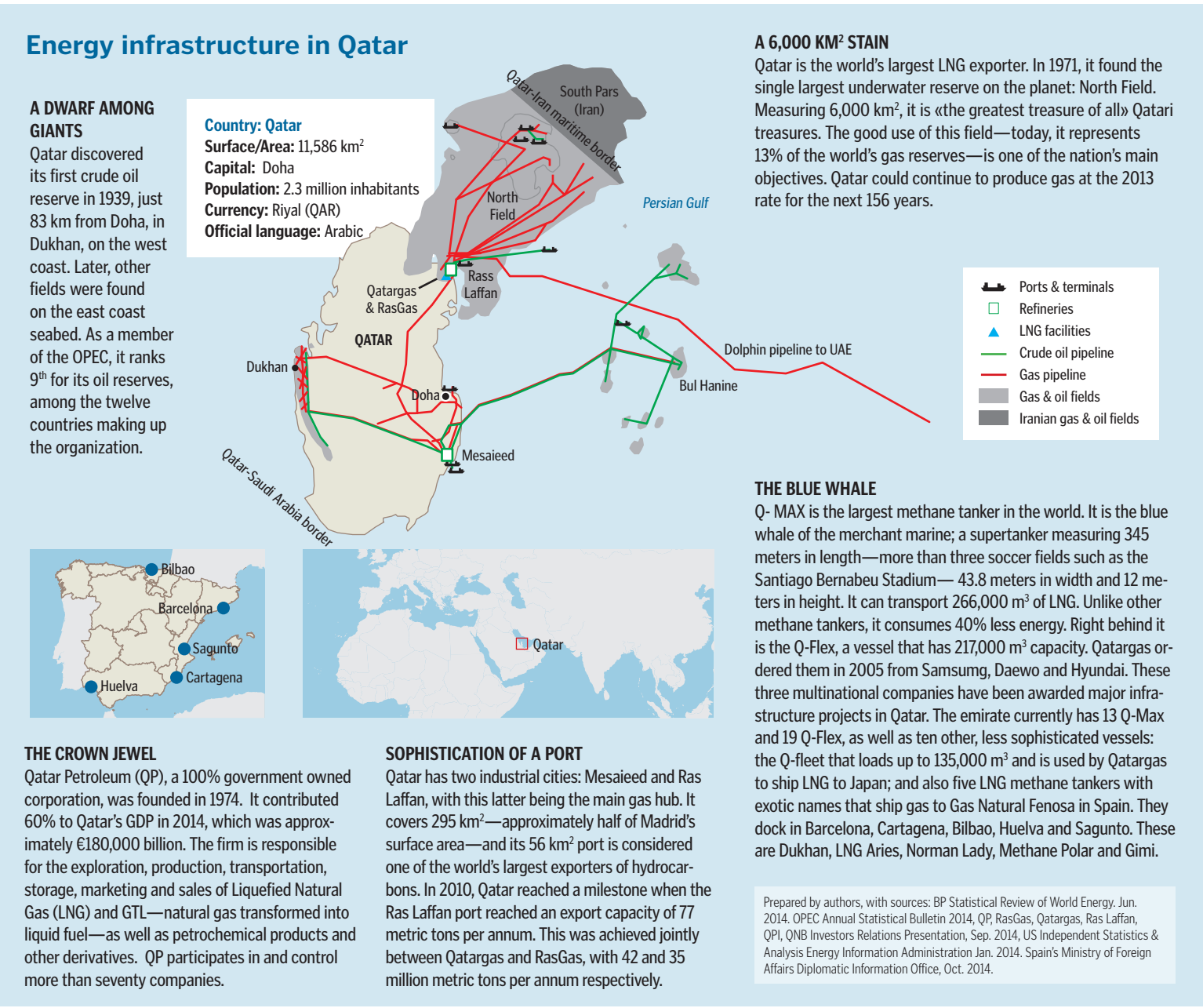
is possible by establishing solid partnerships with world leading companies in the sector, including the companies you mentioned and others. Despite the recent decline in crude oil prices, the overall outlook for the oil demand remains quite positive. There are economies that continue to grow, as is the case of Asia and the Gulf countries, or re-emerging into growth, such as North America and Europe. This provides space to accommodate some increasing supply volumes without running into serious over-supply. The so-called era of energy abundance or the boom in shale gas production, especially in the US, has boosted the overall gas supply. Interest in exporting gas has increased, and greater availability of LNG (Liquefied Natural Gas) means that international trade will play an ever-growing role in the global supply. LNG

«We are the largest world exporter of LNG and ExxonMobil has played a significant role in helping us attain a production capacity of 77 million tons per annum»

supply and demand projections, as well as independent third parties, clearly show a robust global demand during the forthcoming decades. There are many new LNG projects being implemented in the USA, Canada, Australia, East Africa and other regions. This evidences that there is a growing demand. In Qatar, we always value strong partnerships with leading companies and we firmly believe in long-term ties, based on

«Gas projects are capital intensive and have a high gestation period. In the current scope and world economy, it is not easy to monetize gas»

mutual benefits. We do not perceive the energy abundance as a threat; we identify it as an opportunity to consolidate relationships with our partners and reach the win-win goal we aspire for. The decade-old commitment between ExxonMobil and Qatar is much more than a joint-venture between partner and investor. It involved initiatives and projects to support our economic growth. Likewise, it shares the objectives of Qatar to advance in the field of science and technology through R+D. ExxonMobile Research Qatar Limited is an anchor tenant at the Qatar Science & Technology Park in Doha. We are the world's largest exporter of LNG and ExxonMobil has played a significant role in helping us attain a production capacity of 77 million tons per annum. It participated in twelve of the fourteen trains—liquefaction and purification plants to condense and compress the gas—for LNG in Qatar. Also, they are partners in other important projects such as Al Khaleej Gas, the Laffan refinery and the Barzan project. **–Q:** Oil and gas production in the US will increase with energy from shale gas. It has already been stated that the discovery of gas and crude oil using fracking—or hydraulic fracturing—has changed the power balance in the energy industry. Do you think that the Middle East, and more specifically Qatar, will continue



«The shale gas revolution is transforming the gas and crude oil industry»

worldwide producers such as American ConocoPhillips and French Total, in which both partners will see their 2015 profit forecast reduced by at least 10.05% and 4.40% respectively? **–A:** Qatar Petroleum's policy towards using natural resources is based on conducting operations directly or through Production Sharing Agreements (PSA). Qatar has been successful in attracting many of the major international oil companies, including Occidental, Maersk and Total. These agreements are tailor made to provide for an appropriate sharing of risks and rewards. This strategy has proven fruitful as it increased Qatar's crude oil production capacity to a level of 700 thousand barrels per day. Furthermore, Qatar is a member of the OPEC since 1961. We are well aware of our commitments and obligations as a member country, and these are taken into consideration when PSA agreements are signed with our international partners. **–Q:** Qatar is the largest consumer of electricity and water per capita in the world. The demand will continue to grow as we get closer to 2022 and 2030. What measures are being implemented to encourage energy efficiency habits, saving on resources and a reduction of CO2 emissions? **–A:** Qatar National Vision (QNV) states that «by 2030 Qatar is to become an advanced society capable of sustaining its development and providing a high standard of living for its entire population». As such, among the most important strategies to achieve QNV is the Energy Efficiency plan for Qatar. We believe that efficient use and conservation are key components of energy sustainability. Energy efficiency is the world's most important «fuel» as it is one of the easiest and most cost effective ways to improve the competitiveness of our businesses, reduce energy costs and combat climate change, especially while we are meeting the challenge of organizing a carbon-neutral FIFA World Cup in 2022. By 2017, we want to reduce overall growth in the consumption of electricity by 20% and water by 35%.

	1997	2001	2003	2004	2005	2006		2008	2009	2010	2011	2012	2013	2014
Warming up with gas from Qatar Spain has been purchasing gas from the emirate for the past 17 years	► Gas Natural, according to its own sources, was Qatargas' (Qatar Liquefied Gas Co. Ltd) first European client. In 1997, both firms signed an initial, short-term contract that was renewed until 2001.	► Gas Natural and Qatargas signed two medium-term contracts to supply 12.6 million metric tons of liquefied gas until 2007 and 2009.	► July: Qatari RasGas signs a 20-year agreement with Endesa to supply 0.8 million tons of LNG per annum. ► October: King Juan Carlos & Queen Sofia of Spain travel to Qatar.	► Gas Natural and Qatargas extend their current contract from 2001 until 2012 and sign an additional contract to purchase 2 bn m ³ of LNG per annum over the next 20 years. ► Spain opens its Embassy in Doha; Qatar inaugurates its Embassy in Madrid. ► The Emir Hamad Bin Khalifa Al-Thani visits Spain.	► RasGas begins its deliveries to Endesa.	► April 26: State visit of Spain's Monarchs to Qatar.		► Sheikhha Mozah Bint Nasser, the Emir of Qatar's second wife, visits Spain on January 15-16, 2008 to participate in the first forum for the Alliance of Civilizations. ► Mohammed Al-Sada, Minister of Energy and Industry visits Spain.	► January 10, «Mozah» docks in Bilbao. The tanker was named in honor of the Sheikhha. It is the first Q-Max that Qatar launches. Only two of its five takes were full; enough to cover 70% of the gas consumed in the Basque Country in one year. After a 21-day sail, it took another 14 hours to offload the 140, 000 m ³ of LNG.	► Repsol and Qatargas sign a multi-annual agreement by which the latter will supply Repsol Energy Canada Ltd. with LNG. Transportation to the Repsol CanadaportTM regasification terminal was undertaken using QMax and Q-Flex tankers. CanadaportTM is one of the few terminals at the global level where these super-tankers can dock.	► February 27-28: José Luis Rodríguez Zapatero, Spain's Primer Minister travelled to Qatar. ► April 25-27: State visit to Spain of the Emir of Qatar Hamad Bin Khalifa Al- Thani and his wife Sheikhha Mozah.	► Gas Natural Fenosa where Repsol owns a 30% stake—and Qatargas initiate arbitration process regarding the price of gas delivered to Spain. The Qatari firm seeks an increase while Spain pushes for a price cut.	► Sheikh Hamad Bin Khalifa Al-Thani abdicates in favor of his son Tamim Bin Hamad Al-Thani. Foreign policies are maintained, although the new Sheikh is more sensitive to his nation's conservative opinions. ► Khalid Al Attiyah, Minister of Foreign Affairs of the State of Qatar travels to Spain.	► Gas Natural Fenosa reaches a supply agreement with Qatargas and litigations conclude. ► Jaime García-Legaz, Secretary of State for Commerce and Pedro Argüelles, Secretary of State for Defense visit Qatar in February & March. ► In April, Qatar's Assistant Minister of Foreign Affairs, Mohamed Al Rumaihi, visits Spain.

Construction in and around Qatar

In 2014, Spain's infrastructure companies broke all records upon landing in Qatar by signing projects worth €2.7 billion. The sector demands greater institutional presence in the emirate

Last fall, a senior executive visiting Doha whispered that of late, doing business with Qatar was frowned upon; however, strolling around Doha is enough to verify that the entire world has economic ties with the emirate. People are talking about the infrastructure sector and Spain is no exception. Since 2003 when Isolux won a tender to build an initial sub-station, Spanish firms have been granted projects worth some €9.6 bn. Half of these in the past two years, and despite the competition that is «furiously lurking around the corner», as some declare. Others talk of «fratricide» fighting, even among Spaniards. The world's best engineering firms—including those from Spain—are building in Qatar. Names such as Atkins, Parsons, Jacobs, WorleyParsons, Fluor, AECOM, SENER appear on the billboards of the major projects underway. Others such as Acciona Ingeniería are there, but try to go unnoticed. And beside them the major, world-class and regional construction companies: HLG, an subsidiary of ACS, QDVC, joint-venture between Qatari Diar and Vinci, Skanska, Hyundai, FCC, Samsung, Bechtel, OHL, Sacyr, Urbacom, Binladin, Arabtec, MidMac...Also, there is a place for smaller companies such as Ceinsa, Grupo Puentes y Calzadas, Collosa and Harinsa Qatar. The trajectory of this latter—a subsidiary of Ecisa from Alicante—has been one of the most successful in the emirate and Qatar is already its first market in terms of turnover. Last November, Ecisa announced that Al-Alfia Holdings, a group linked to the Royal Qatari family, had purchased a 25% stake in the Spanish holding company. The new partnership would facilitate the expansion of their activities in the oil and gas sector.

Infrastructure contracts awarded to spanish companies in Qatar (2003-2014)

	Start	HLG (Grupo ACS)	Client	Mill. €	Delivery
1	N/A	Dubai Doha Tower	Sama Dubai (formerly Dubai Properties)	282	N/A
2	2005	Doha City Center - (5 hotels, 3 of them pending delivery)	Al Faisal Holding	238	2014
3	2006	Al Shaqab Equestrian Academy	Qatar Foundation	585	2013
4	2007	Al Dareen Tower	Al Jazi Real Estate	34	2012
5	2008	Al Faisal Tower	Qatar Islamic Bank	50	2012
6	2008	Arwa Tower	Al Jazi Real Estate	35	2014
7	2009	Traders Doha - Hotel and apartments	Al Jazi Real Estate	60	2013
8	2009	Reservoirs and pumping stations at Duhail and Umm Qarn	Kahramaa	147	2013
9	2010	New Shahaniya reservoirs and Shahaniya and Dukkan RPS's upgrade	Kahramaa	13	2012
10	2011	North Gate Mall and office buildings	North Gate WLL	212	2015
11	2012	People Mover System in Education City	Qatar Foundation	91	2015
12	2012	Reservoirs at Al Duhail and Umm Qarn	Kahramaa	64	2014
13	2012	Reservoirs and pumping stations at Al Kaaban	Kahramaa	19	2014
14	2014	New Orbital Highway & truck route Al Mesaieed to Salwa Road (*)	Ashghal	1,230	2017
15	2014	128 km of large diameter water pipelines and fibre optic ducts in suburban Doha	Kahramaa	234	2016
		(*) In alliance with Al Jaber Engineering	Total	3,294	
	Start	OHL	Client	Mill. €	Delivery
16	2008	Sidra Medical and Research Center. 95% concluded. In arbitration process (*)	Qatar Foundation	2,000	N/A
17	2013	Major stations in Education City and Msherieb (**)	Qatar Rail	1,100	2019
		(*) In alliance with Contrack (**) In consortium with Samsung and Qatar Building Company	Total	3,100	
	Start	IBERDROLA	Client	Mill. €	Delivery
18	2009	2000 MW combined cycle gas power plant in Mesaieed	Mesaieed Power Co.	1,189	N/A
			Total	1,189	
	Start	FCC	Client	Mill. €	Delivery
19	2012	13 km of streets in Barzan Military Camp, Al Wajba (*)	PEO	40	2014
20	2013	Two pedestrians bridges in Lusail City (*)	LREDC	28	2015
21	2014	A section of Doha Metro - Red line (**)	Qatar Rail	506	2019
22	2015	Design, build and management of sewerage system in Al Dhakhira, for 10 years (***)	Ashghal	300	N/A
		(*) En alliance with Petroserv (**) In consortium with Archidoron, Yüksel & Petroserv (***) FCC Aqualia in consortium with Hyundai	Total	874	
	Start	ECISA HARINSA (*)	Client	Mill. €	Delivery
23	2008	ABM Military College	PEO	37	2010
24	2008	Tracks and military training camp for ABM Military College	PEO	10	2009
25	2008	Bilal Plaza	Sheikhh Nasser bin Abdullah al Thani	6	2010
26	2011	MV2 Data base	Qatar Foundation	67	2014
27	2011	MV3 Data base	Qatar Foundation	23	2013
28	2011	Bin Samikh Tower	Doha Islamic Bank y Tamiyat Real Estate	57	2014
29	2013	Waldorf Astoria Hotel	Saad Mohammed Fahad Buzwair	85	2016
30	2013	Workers camp and logistic center - vehicle maintenance	Sheikhh Nasser bin Abdullah al Thani	40	2015
31	2013	Completion of three towers in Viva Bahriya (The Pearl)	The Land Company	103	2016
32	2014	Completion of Tower 16 in Porto Arabia (The Pearl)	The Land Company	16	2015
33	2014	Completion of Tower 10 in Porto Arabia (The Pearl)	The Land Company	8	2015
34	2014	Completion of Tower 2 in Porto Arabia (The Pearl)	The Land Company	8	2015
35	2014	JW Marriott Hotel	Daphne Hotels Company	200	2017
		(*) Qatari sponsor: Khaled Sultan Al Marzuqi. Qatari Al Alfia Holding owns 25% of Ecisa	Total	660	
	Start	ISOLUX CORSAN	Client	Mill. €	Delivery
36	2003	Transmission Network Reinforcement Works and Replacement of Leaking Oil Filled Cables	N/A	40	N/A
37	2008	Qatar Power Transmission System Expansion Phase VIII 66 kV substations	Kahramaa	128	N/A
	Start	SACYR	Client	Mill. €	Delivery
38	2013	22,7 km of local roads and streets (Bani Hajer), in Al Rayyan (*)	Ashghal	70	2014
39	2014	20 km of local roads and infrastructure in Al Kheesa, Al Dayeen (*)	Ashghal	65	2015
		(*) In alliance with Combined Group Company	Total	135	
	Start	COLLOSA	Client	Mill. €	Delivery
40	2013	Villas, bus parkings facilities, accommodation building & storage area (*)	Mowasalat and others	34.5	2013-17
41	2015	Construction of basement, ground floor and 1st floor. Ain Khalid Bus station	Mowasalat	37.5	2017
		(*) Several projects for different clients	Total	72	
	Start	GRUPO PUENTES	Client	Mill. €	Delivery
42	2014	24 km of streets (12-30 m width) and infrastructure of North part of New Slata	Ashghal	65	2016
			Total	65	
	Start	CEINSA	Client	Mill. €	Delivery
43	2014	Yacht Club in Lusail City (*)	LREDC	19.3	2016
		(*) In alliance with Al Jaber Engineering	Total	19.3	
	Start	GRUPO TERRATEST (*)	Client	Mill. €	Delivery
44	2012	Microtunneling for refurbishing pumping station . Phase 8	Ashghal	0.225	2012
45	2013	Microtunneling for pipe routing PCK-E9 in Ras Laffan and further extension	Gasal	0.428	2014
46	2013	Microtunneling for Al Khor sewerage extension CP-707	Ashghal	1.8	2015
47	2014	Microtunneling for upgrading of Mesaieed Town RPS - GTC 444/2011	Kahramaa	0.158	2015
48	2014	Microtunneling for Al Kheesa North & East Package 01	Ashghal	0.449	2015
49	2014	Microtunneling for third party interconnection facilities in Ras Laffan	Dolphin Energy	0.404	2014
50	2015	Microtunneling for pumping stations PS-16N in Doha	Ashghal	4.45	2016
		(*) Subcontractor	Total	7.914	
	Start	SENER	Client	Mill. €	Delivery
51	2010	Independent checker and site supervision in the LRT, Lusail City (*)	QDVC	374(*)	2016
		(*) Total value of current works awarded to QDVC. Not added to the grand total	Total	374	
			GRAND TOTAL	9,584.2	

A single message
«Given the volume of business controlled by Spanish firms, we deserve more institutional visits of the Royal Family, Prime Minister and ministers to Qatar», claims Francisco Garrote, president of the Spanish Business Council (SBC), the association of Spanish companies doing business in Qatar. Not all of them are members of the council, but most are. Garrote expresses the feeling shared by many. «We would need the opening of a commercial office. Even Oman, with less business, has one; here we still depend on Dubai» Remi Rowhani, Managing Director of Qatar Chamber, backs this theory and states it every time the existing trade deficit between Spain and the emirate is laid on the table, mainly due to Spanish import of Liquefied Natural Gas (LNG) from Qatar. «Each time someone mentions this to me I throw the ball back into his court. Spain needs to be very active in Qatar and it is not. We are here to serve you. Organize a Spain-Qatar forum and cultural events, send commercial delegations, we will organize their meetings with the Qataris and send our own delegations to Spain. In most parts of the world, you have to walk; in Qatar you have to run. People ring my doorbell every day», assures Rowhani. «Take Germany and its monthly delegations to our country as an example. They push and push», he says. Agustín Arizti, an



Remi Rowhani, GM at Qatar Chamber.

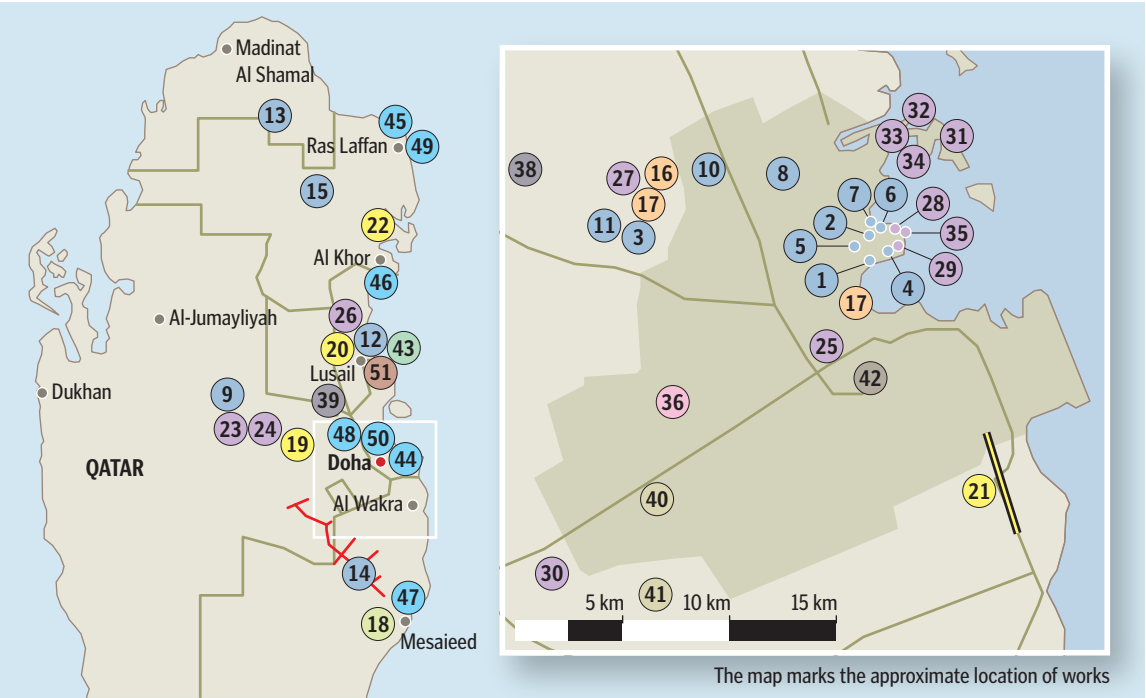
architect from Bilbao working for Deutsche Bahn in Qatar Rail also believes this. «Spanish companies that have landed here are very brave. Support provided to them is minimum compared to what the German Chamber of Commerce offers its business network in Qatar».

The King's frustrated attempts
Near the end of 2013, King Juan Carlos and the Emir agreed to hold an Economic Forum in Spain, just like Qatar had done in Great Britain, Germany or the US. «We were told to get ready for it, but for some reason yet unknown it was postponed and then finally cancelled», Rowhani explains. Last May and June, just before he abdicated, the King went on an official visit to the Gulf Cooperation Council countries. He fulfilled all the announced trips – Oman, Arab Emirates, Saudi Arabia, Kuwait and Bahrain – except Qatar.

Nobody seems to know why, but those who work on the Arabian Peninsula are surprised at the insensitivity shown to the Arab culture.

Better with friends than alone
In 2013, forty thousand companies were registered in Qatar, double the 2011 amount. «Do you think that they are all multinationals?» asks Rowhani to trash the myth that Qatar is only for the big boys. According to him, there are sectors that desperately need the Spanish know-how and he offers two examples; the service sector and construction subcontractors. «But to be taken into account, make sure you create a joint-venture with a Qatari company. The latter needs the experience and can open doors for the most administrative aspects». Spanish firms react on the side, stating that although the government's intentions are good, this 51%-49% system makes the Qataris mere commission agents. But their advice is to follow recommendations. According to David Guilabert, Group Chief Corporate Officer of Redco, belonging to Grupo Almana, one of the five

Geographic distribution of the works of spanish companies in Qatar



In 2013, 40,000 companies were registered in Qatar, double the 2011 amount; most of which were SMEs

most diversified private groups in the emirate, «the first question they ask you in Qatar is who your local partner is. Here, not only do you have to develop the construction sector, but three areas their neighbors lack; education

and research, health and sports. In this region, that puts them in the lead». One last piece of advice from Rowhani? «Remember you are coming to a foreign country. Unfortunately, in many cases, this is grossly overlooked».

HEARD IN QATAR

Javier Villahermosa, Responsible for Middle East and North Africa, Grupo Puentes y Calzadas
«It's getting late to come to Qatar... If it's not too late already»

«In 2014, we were awarded our first contract, valued at €65 million, from Ashghal, the equivalent to the Qatari Ministry of Public Works. We are also prequalified within their program for local roads in the category assigned to joint-ventures between Qatari and international companies where the contract volumes are between €50 and €200 million. It took us two years after setting up our office in the emirate. No major Spanish public works construction company has done it in less than a year or a year and a half. I think it's getting late to come to Qatar... if it's not too late already. One of the rigmaroles is contracting foreign labour force. Once the contract has been awarded – and considering there is no unemployment in Qatar – the company has to request a determined number of visas as well as their nationality from the Ministry of Labor and Social Affairs. It is not easy getting what you ask for. You can negotiate with the civil servants but Qatar's foreign policy prevails over your requirements. In the sector, we all know it's complicated employing Indians, for example; it is the most numerous nationality in Qatar and they try to avoid saturation. Once the number of visas has been confirmed, you can start the hiring process either through an employment agency or directly in the countries they have assigned. Wages? Bearing in mind that there is no minimum wage the market dictates salaries. I don't want to be insensitive on this issue. For our European mentality they are very low, but what the workers receive is well above the wages in their country of origin in Asia. Immigrating to Qatar allows them to maintain their families».

David Quintanilla, Accounts Manager in DBC
«There are many opportunities for small and medium sized companies with know-how in services»

«The infrastructure sector makes the most noise in Qatar. There is an important call effect and there is a lot of competition. Approximately 250,000 expats live in the emirate and they enjoy an important income per capita. That population segment is growing very fast. Soon it will reach 400,000 and all types of services are needed. There is ample space for small and medium sized European companies with special know-how in auxiliary services such as real estate, health care, beauty, education, events; from gala dinners to campuses for children. Every day I see how European companies with 30-50 employees arrive in Qatar. The commercial delegations from countries with which we work like Austria, Great Britain, Canada or Argentina are constant. I don't see a parallel activity with Spain and Spain could compete perfectly. What will they achieve here? In a short period, reaching a higher turnover in Qatar than in their own country».

Agustín Arizti, Senior Architect at DB International, in Qatar Rail
A divided city

«If you look at the pictures from the 1960s, Doha was the size of Segovia, without its wonders; some fortifications, the British Governor's building and the seafront boardwalk—Corniche—that was a fisherman wharf with a few scattered houses. There was no architecture, no city. Doha is discouraging because it is so car oriented, it continues to grow and is about to collapse. This also means that the subway that we are designing in Doha is a necessary infrastructure for the Qatari society. Whether or not the Qataris will use it is a mi-

llion dollar question. Generations of Qataris will need time. I've seen it in Bilbao, also a small city with everything at hand. The average European city is a model to follow: self-sufficient, well connected thanks to public transport and making sure that buses and underground are complementary. Doha is made up of a set of neighborhoods like «islands» that can only be reached by car. The Doha Metro will bring the urban fabric together to join and connect a divided city. It will be a safe, timely and comfortable system».

«Doha is made up of a set of neighborhoods like 'islands' that can only be reached by car. The Doha Metro will bring the urban fabric together to join and connect a divided city. It will be a safe, timely and comfortable system».

Jaime López Calderón, Local Coordinator for SENER, independent checker on the Lusail LRT (Light Rail Transit)
Southeast Asian engineering to reduce costs in Qatar

«There is a concept in Qatar that we are not used to in Spain; these are the low-cost engineering companies. Up until now, the Anglo-Saxons had no competition in a market that was part of their scope of influence (old British protectorate); top level engineering firms have only recently arrived and this has forced them to restructure their costs by contracting engineers from Southeast Asia, who are less expensive and make up most of their current structure», explains Jaime López Calderón,

Elbio Gómez, Director at Chapman Taylor
An architect's opinion

«My message is for politicians who have the capacity to influence the future in the labor market. I have spent many years in Spain, I almost feel Spanish. There are many young people who will never have the possibility of working on the Iberian Peninsula and who look for a future abroad; and although it is a good experience it is not necessarily what one would have chosen. There are terrible situations for architects between 40-50 years of age with families who have no other option... very valuable architects at the age of 50 in complicated situations. That destroys a nation. The experience in other countries has to be studied to try and achieve acceptable sustainable economic growth».

- SPECIAL FOUNDATIONS
 (PILING, DWALLS, MICRO-PILING, ANCHORING)
- SOIL IMPROVEMENTS
 (GROUTING, GROUND FREEZING, SOIL COMPACTION)
- TUNNELING
 (MICRO-TUNNELING, NAM, WATERPROOF SYSTEMS)




TERRATEST
 QATAR, LLC



GROUP
TERRATEST

E. Mail: infoqatar@terratestqatar.com Tel.: +97 444 805 247 www.terratestqatar.com

HAMAD AL MULLA, CEO AND BOARD MEMBER OF KATARA HOSPITALITY

«Spain makes up more than 5% of Katara Hospitality’s international hotel collection»

After acquiring the InterContinental Hotel in Madrid in 2014, the Qatari state-owned firm and owner of thirty luxury hotels throughout the world, does not exclude the idea of purchasing new assets in Spain

Katara is the ancient name given to Qatar by mapmaker Claudius Ptolemy in the 2nd century. It was the inspiration for the new identity of what was originally Qatar National Hotels, the network of state-owned hotels now known as Katara Hospitality. The firm belongs to Qatar Holding, the investment arm of Qatar Sovereign Wealth Fund. Today it stands for luxury as owner, developer and operator of hotels both in Qatar and abroad. Its portfolio contains a number of legendary names, including the Raffles Hotel in Singapore and Le Royal Monceau-Raffles in Paris. Its goal to have thirty hotels by 2016 was reached in 2014 with the purchase of five new properties managed by InterContinental in the Netherlands, Rome, Cannes, Frankfurt and Madrid. The company’s new strategy is to double that num-

–ANSWER: The strategy for any of our three fields of activity—hotel ownership, management and promotion—is to invest and create a collection of unparalleled properties in key international venues. Spain is a market where we have just arrived. We know the country as a leader tourist destination on the international scene, and that opinion is seen in our decision to invest in the InterContinental Hotel in Madrid. With 30 properties currently operational or under development, international hotels make up more than 63% of our portfolio. Our investment in Spanish hospitality market makes up more than 5% of our international hotel collection.

–Q: According to the World Tourism Organization (WTO), headquartered in Madrid, Spain is one of the most sought after markets as a sound source of tourism. Spaniards spend some \$17 billion (USD) a year traveling abroad for recreational purposes. In this sense, just how important is Spain’s market for you?

–A: The properties of our international portfolio are true hospitality icons that have set the standards for the industry and attract tourists from all over the world. We are sure that visitors from Spain will enjoy our winning combination of rich hospitality heritage and luxurious and modern facilities than our hotels offer their guests.

–Q: When it comes to Spain, Qatar, QTA (Qatar Tourism



Katara Towers, under construction in Lusail City, is inspired in the two crossed swords on the Qatar coat-of-arms.

«As we have expanded our footprint into Spain, we will consider FITUR as a potential tourism fair to attend in the future»

Authority), Katara Hospitality... you all seem to prefer Barcelona, thus leaving Madrid in second place. Acquiring InterContinental Hotel Madrid has been through the first step forward. Do you have a strategy for Madrid, or was it a simple matter of chance that this property was part of an agreement with a pri-

vate investor who sold you the 5-hotel package of InterContinental assets?

–A: The decision to invest in each of our international properties is jointly driven by the specifics of the hotel under consideration as well as the market it is located in. We are continuously looking to invest in a collection of unique properties in key sought-after international locations that also make solid business sense from an investment perspective. When acquiring a new property, we always look for something special, something extraordinary that sets that hotel apart. Following the investment in the InterContinental Madrid last year, we re-

main open to opportunities in Barcelona, Madrid and other cities in Spain, given that they are in line with our overall ethos and brand values.

–Q: The InterContinental Hotel in Madrid is in an exceptional location; however, it is neither the most iconic nor the most luxurious in its five-star category. Do you have plans to increase its reputation?

–A: It is a valuable addition to our global portfolio of iconic properties that have set the standards in the industry. It has allowed us to establish our presence in the Spanish hotel market. We will be looking to enhance future marketing plans for this property to further attract tourists and visitors from all over the world to this hospitality gem.

–Q: FITUR is just around the corner. It is the second most important trade show on the world circuit of tourism, behind ITB in Berlin. In 2014, the Qatar Airways stand was the only representative from Qatar; and the same held true for 2013. Across the hall was the United Arab Emirates with an ample display of companies and resources, as well as other GCC countries. Any comment?

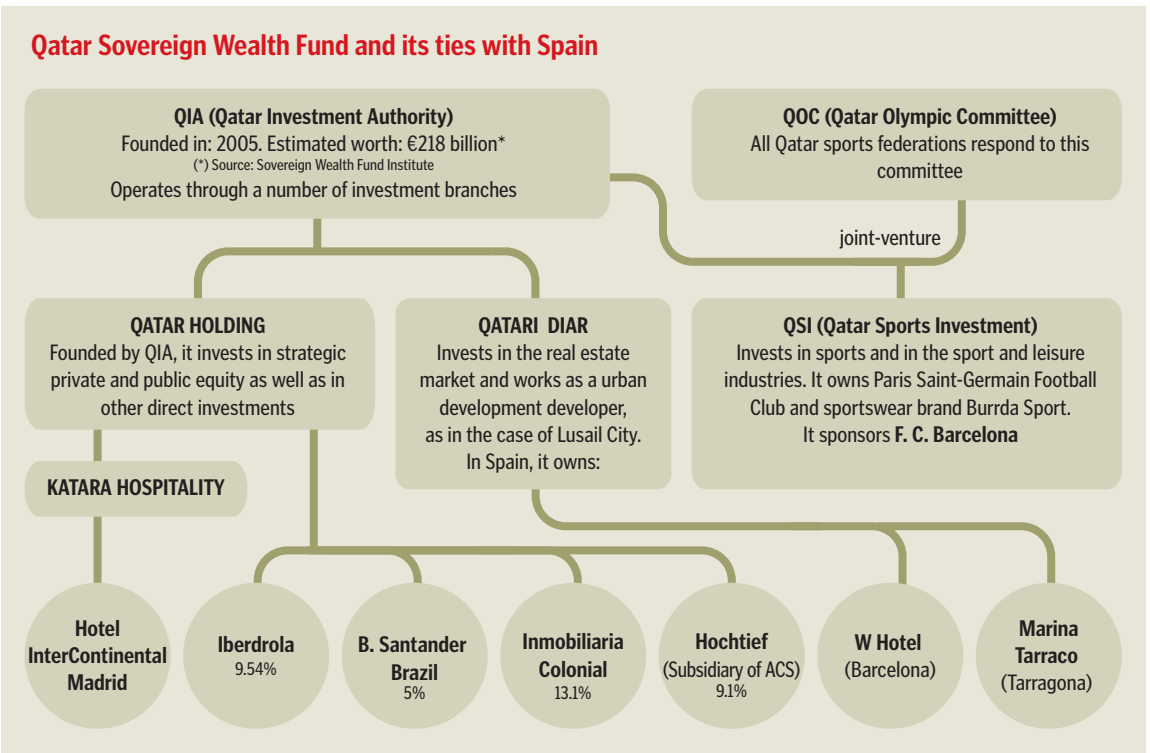
–A: We cannot comment on behalf of other organizations, including Qatar Tourism Authority (QTA). From Katara Hospitality’s perspective, we attend a number or international travel and tourism trade shows and events every year. As we have expanded our footprint into Spain, we will consider FITUR as a potential tourism fair to attend in the future.



«We are continuously looking to invest in a collection of unique properties in key sought-after international locations that also make solid business sense from an investment perspective. When acquiring a new property, we always look for something special, something extraordinary that sets that hotel apart»

ber by 2026. Hamad Al-Mulla, CEO since 2011, has a degree in Hotel Management and Tourism from the University of Salzburg. During twenty years he has held a number of positions within the Katara Hospitality hotel network. Spain is now part of its plan.

–QUESTION: In 2014, Spain welcomed over 60 million tourists. What are your plans for this market?



Melia’s first hotel in Qatar opens today in Doha

By 2022, Qatar will need to have 60,000 hotel rooms ready to meet FIFA requirements

«Our competitors are top notch, but we know we can make the grade», confirms Angel Lobo, the Meliá Doha pre-opening General Manager. It is the first Spanish hotel in the Majorcan chain in Qatar and it opens its doors today. Its neighbors are five-star hotels in the West Bay area, one of the most desirable districts due to the amount of activity going on in there. In 2014 the Qatari market enjoyed an occupancy rate of about 72%, according to a Deloitte report. Between 2008 and 2013, demand in the emirate grew on average 11% annually and the offer by 13%. The objective of the authorities is to have 60,000 hotel rooms for the 2022 FIFA World Cup, thus meeting FIFA requirements. This fact together with the Qatari policy which seeks to turn the emirate into a center for major sports events gives the Meliá opening a special flavor. The latest statistics indicate that there are about a hundred ho-

In 2014, the Qatari market had an occupancy rate of about 72%, according to a Deloitte report

tels in Qatar, with some 20,000 rooms. «We’ve managed to raise the flag on a project that is really worth the effort», states Mr. Lobo. One of his greatest concerns is hiring and training the staff. There will be some 300 employees, most of whom are Asian immigrants.

7 million tourists for 2030

In recent years, major hotel chains have landed in Qatar with a variety of strategies. Hilton General Manager, Adhan El Sebaey, for example, states that they will be pioneers opening hotels outside of Doha. «We will have a resort on the border with Saudi Arabia, right at the sea, which is an advantage over others».

In 2014, Qatar opened HIA, its brand new Hamad International Airport, managed by Qatar Airways, with capacity for 30 million passengers per year. The government wants to capitalize on their position as a transit airport and the goal for 2030 is to welcome 7 million tourists.



Mireia Belmonte won 4 medals (2 World Records) at FINA Swimming World Championship (25 m.) at the Hamad Aquatic Center, Doha (Dec. 2014).

Championship after Championship

Just seven years away from the 2022 FIFA World Cup, Qatar continues to work against the clock to host some of the most prestigious international sports events. Elite athletes from Spain are behind their interest in sports, and when in Doha, they feel at home

«Qatar is a gift. The Qataris give the best of themselves and I can only respond with the same coin», commented this week Valero Rivera, Spanish coach of Qatar’s National Handball Team just ahead of the 24th Men’s Handball World Championship in Doha. In 2013, this Catalanian earned gold for Spain. Next week, his Qatari team will have to face Spain, where the defense players and goalkeepers are almost the same as when he left five years ago. «Yes, they can win us all, but we can win many», states Mr. Rivera when speaking about the group against which he will have to play. It will also be the first time that he faces his own son. In the light of the

Qatar is taking things so seriously that just seven years away from the FIFA’s 2022 World Cup, they have managed to secure three World Championships: Boxing in October 2015, Gymnastics in 2018 and Athletics in 2019

controversy that Qatar generates as the location for international sports events, the Spanish coach of the Qatari team is an example of the important efforts carried out by athletes and the elite from the world of sports both for sports and the image of the emirate. In 2014 and for the first time, the Qatar handball team

became Asian Champions. Another Spaniard, Iván Bravo, is the General Manager of Aspire, the Qatar Academy for Sports Excellence. The football director is Roberto Olabe, former goalkeeper of Spanish soccer club Real Sociedad. In 2014, the Under-16 and Under-19 teams, both with Spanish trainers, qualified for the first time for the Asian Cup. «We are a world power in sports, but in Spain, there is a lack of resources. In Qatar, we have those resources as well as world class facilities», explains José Blasi, a tennis trainer from Barcelona working in the emirate. Other athletes working there share his opinion.

«You guys, the Spaniards, have taken over Doha», stated Julio Florián, the Ambassador for Peru in Qatar last November. Perhaps, the diplomat’s comment is not as much of a reality as the desire of the Qatari sports authorities to make their capital city a reference when hosting elite events. They are taking things so seriously that just seven years away from the FIFA’s 2022 World Cup, they managed to secure three World Championships for Qatar: Boxing in October of this year, Gymnastics in 2018 and Athletics in 2019; also, interest has been shown for other non-Olympic disciplines such as Moto GP. And that is without considering Swimming World Cup - Short Course in August and December of 2014 respectively. Mireia Belmonte from Spain broke two world records and won four medals under the watchful eye of Sheikh Saoud Al-Thani, General Secretary of the



Saoud Al-Thani at Doha Goals.

Qatar Olympic Committee (QOC) who gave her the medals. Qatar appreciates Spain’s sports and shows it, for example, in the fact that although the emirate is the owner of Paris Saint-Germain, and in spite of their special love for England and English soccer, Sheikh Saoud Al-Thani has no problem in being recorded say-

ing that there is no other country that has done more to market sports than Spain, and no better teams than Real Madrid and FC Barcelona. A member of the Qatar Sports Investment (QSI)—investment arm of the Qatar Sovereign Wealth Fund in the sports industry—whose signature appeared on the contract with FC Barcelona in 2010 assures that Barça was chosen because it was «simply the best». And further that although at the time, even Qatar thought it was an expensive investment, the impact that the sponsorship has had for the recognition of Qatar as a brand throughout the world was underestimated. That is an accomplished objective.

Spanish athletes are frequently seen in Qatar, and they have left their mark...literally. At Aspire, there is a framed blackboard with the signature of famous athletes; the largest group of Spaniards range from Rafa Nadal to Iker Casillas, without forsaking Fernando Hierro, Raúl González and Marc Márquez. Also, other celebrities have left their mark, such as Angel María Villar, president of the Royal Spanish Football Federation and Florentino Pérez, president of Real Madrid. Jorge Loren-

«You guys, the Spaniards, have taken over Doha», Julio Florián, the Ambassador for Peru in Qatar commented

zo is a common sight in Qatar; he is one of the few racing drivers who have won the Moto GP World Championship on the Losail circuit.

«Today, Qatar is one of the best qualified countries thanks to its economic capacity, experience and political and social conviction to organize and host events as the world of sports deserves, whatever the international competition; not only based on the sports category—of course including soccer—but even the Olympic Games. It is even better than countries that are generally considered experts in this field», states Juan José Morón, consultant for sports companies and FIFA Agent. The machinery is up and running.

Muntajat

A portfolio of products for a growing world.



With customers in more than 120 countries, Muntajat is proud to offer Qatar's chemical and petrochemical products to every corner of the globe. We deliver fertilisers to food producers and supply facilities around the world with the raw materials they need to keep the wheels of production turning.

To learn more about our portfolio of products and the services we provide, visit www.muntajat.qa.

Products that enrich the world

Chemicals | Polymers | Fertilisers

Qatar Chemical and Petrochemical Marketing and Distribution Company (Muntajat) Q.J.S.C.
 Contact us at: Chemicals@muntajat.qa - Polymers@muntajat.qa - Fertilisers@muntajat.qa
www.muntajat.qa



Muntajat