



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

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U.S. – ARAB CHAMBER OF COMMERCE SUPPORTS QATARI DELEGATION VISIT TO U.S.A.

Second Annual Road Show Includes Visits to Atlanta (Georgia) and Miami (Florida)

The National U.S.-Arab Chamber of Commerce (NUSACC) recently supported a visit to Atlanta (Georgia) and Miami (Florida) by the Supreme Committee for Delivery & Legacy, the organization responsible for delivery of venues for the 2022 FIFA World Cup in Qatar, as well as these venues' post-tournament legacy. The high-level visit, jointly organized by the U.S. Embassy in Doha and Qatar's Supreme Committee for Delivery & Legacy, focused on working breakfasts, business-to-business (B2B) meetings, and site visits intended to highlight U.S. private sector expertise. The 20-member delegation was co-led by the Honorable Susan Ziadeh, U.S. Ambassador to Qatar, and Mr. Nasser Fahad Al-Khater, the Committee's Executive Director for Communications and Marketing.

"The mission introduced Qatari decision-makers to the best in U.S. cutting-edge technology, unparalleled services, and time-tested know-how in hosting major sporting events to create partnerships benefitting both countries," Ambassador Ziadeh said. She and Executive Director Al Khater expressed confidence that the delegation's visit would enhance economic cooperation and trade growth between the United States and Qatar.



Honorable Susan Ziadeh, U.S. Ambassador to Qatar: "Qataris value the quality of American goods and services and are keenly interested in deepening commercial partnerships with American companies."



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“NUSACC is proud to support this important visit to the United States,” said David Hamod, President & CEO of the National U.S.-Arab Chamber of Commerce, in his welcoming remarks in Atlanta and Miami. “This is an excellent opportunity to strengthen commercial relationships between the United States and the State of Qatar which, for the first time, will bring the world’s most popular sporting event to the Middle East and North Africa (MENA) region.”



Nasser Fahad Al-Khater (left), Executive Director for Communications and Marketing for the Supreme Committee for Delivery & Legacy, is welcomed to Miami by Honorable Carlos Gimenez, Mayor of Miami-Dade County (center) and David Hamod, NUSACC President & CEO (right).

Supreme Committee for Delivery & Legacy met with sports and business entities, visited media leaders (including CNN and Telemundo), researched temporary accommodation solutions at the Port of Miami, and studied the applications of sustainability and green building ratings to public buildings and sports facilities.

Members of the Supreme Committee’s Technical, Legacy, Security and Accommodation teams, as well as important stakeholders from ICT Qatar and the Qatar Tourism Authority, visited innovative sporting venues to assess the technical aspects of stadium construction, cooling systems, event security and operations, the latest developments in fan experience and smart phone technology, and legacy uses for non-competition events.

Executive Director Nasser Al-Khater suggested that the World Cup presents Qatar with an opportunity to transform itself into a “center of innovation and to build a sustainable future, moving away from a carbon-based economy.” The FIFA World Cup is also about intangible benefits, he said. “By building bridges between cultures, we aim to leave a legacy for our region for decades to come and to break down stereotypes about a region that is too often portrayed in a negative light.”

During the week-long visit to the United States, the



Visit to Atlanta

The State of Georgia was the seventh largest exporting State to Qatar in 2013, according to the U.S. Bureau of the Census, with merchandise exports totaling \$124.19 million. Host of the 1996 Summer Olympics, and home to three professional sports teams – the Falcons (National Football League), the Braves (National League Baseball), and the Hawks (National Basketball Association) – Atlanta was high on the list of U.S. cities to be visited by the Supreme Committee for Delivery & Legacy.



The delegation visited the Turner Field Stadium in Atlanta, home of the Atlanta Braves baseball franchise.

The visit to Georgia's capital revolved around a networking breakfast for 100 companies hosted by the Metro Atlanta Chamber and the Georgia District Export Council and supported by the U.S. Commercial Service. Ricardo Hubler, Senior Director for Global Business Growth at the Metro Atlanta Chamber, notes, "We were very excited and pleased to host Qatar's Supreme Committee for Delivery and Legacy. Atlanta has a long history of successfully delivering large sporting events, and so Atlanta was a perfect visit for the Supreme Committee. The Committee connected with many of our local organizations and companies that have the experience, expertise, and the

innovation to make Qatar's 2022 World Cup a great success." He concluded, "We see this visit as an important first step in forging the relationships to drive stronger business ties between Atlanta and Doha."

Following breakfast, the Supreme Committee for Delivery & Legacy and other Qatari stakeholders held business-to-business meetings with local companies specializing in such sectors as construction & engineering, design, communications, security, healthcare, alternative energy, and the creation of digital content. While in Atlanta, Supreme Committee delegates visited the Georgia Tech swimming facilities, which were used for the 1996 Atlanta Olympics. In addition, the delegation visited Turner Field Stadium, home of the



Atlanta Braves baseball franchise, which was reduced in size from 70,000 to 50,000 seats and converted into a baseball stadium following the Olympic Games.

The visit to Atlanta was shortened somewhat as a result of that city's worst snow emergency in decades.

Visit to Miami

The State of Florida was the eighth largest exporting State to Qatar in 2013, according to the U.S. Bureau of the Census, with merchandise exports totaling \$111.53 million. Miami is one of America's top tourism destinations and serves as home to four professional sports teams – the Dolphins (National Football League), the Marlins (National League Baseball), the Heat (National Basketball Association), and the Florida Panthers (National Hockey League). While in Miami, Supreme Committee delegates were taken on a VIP tour of Marlins Park and Sun Life Stadium.

The visit to Florida revolved around a networking breakfast for 120 companies hosted by the Greater Miami Chamber of Commerce. Barry Johnson, President & CEO of the Chamber, welcomed the Qatari delegates and highlighted Miami's key role as one of America's top sports and entertainment destinations. With the exception of New York, he said, "No city in America dedicates more hours to broadcasting sports than Miami does. Our city is one of only 12 metropolitan areas in the United States that serves as home to more than four professional sports teams, and here in Miami, sports makes up five to seven percent of our economy."



Barry Johnson, President & CEO of the Greater Miami Chamber of Commerce, welcomed the Qatari delegates and highlighted Miami's key role as one of America's top sports and entertainment destinations.

Host institutions in Miami, in addition to the Greater Miami Chamber of Commerce and the U.S. Commercial Service, included the Greater Miami Convention & Visitors Bureau, the Miami-Dade Sports Commission, Port Miami, and Enterprise Florida. They co-hosted a reception for the Qatari delegation at the New World Center, home of the New World Symphony, designed by Pritzker Prize-winning architect Frank Gehry.



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The visit to Miami included a reception at the New World Center, home to the New World Symphony.

At that reception, the Honorable Carlos Gimenez, Mayor of Miami-Dade County, welcomed the 2022 delegation. “Here in Miami, we are known as the Gateway to the Americas and the Caribbean,” he noted. “We’re leaders in international trade and tourism, we host major sporting and other large scale events . . . and we’re emerging as a hub for health care tourism and technology-based businesses.”

“Most important,” he continued, “our people are open and diverse. Miami welcomes people from throughout the world. In fact, over 60 percent of our population is foreign born. We prosper from this diversity. It drives our dynamic growth. And it has turned us into a place for innovation and creativity. We have opened our arms to the world, and the world now comes to us.”

“Doha and Miami are both waterfront cities,” Mayor Gimenez noted. “We have impressive skylines. We are global centers for trade and economic development. And we serve as a bridge between different cultures and different parts of the world.” With this in mind, he suggested, “There is no reason why we shouldn’t explore further linkages between Qatar and Miami.”

Tongue-in-cheek, and perhaps with an eye to snowy Atlanta, Mayor Gimenez concluded, “We’ve made sure it never snows here in Miami. In fact, to make you feel more welcome, we also made sure that the temperature is as similar to Qatar as possible. I think you’ll agree that one should only live in places where palm trees can grow . . .”



Miami skyline at dusk.

William Talbert, President & CEO of the Greater Miami Convention & Visitors Bureau, gave each delegation member a glass globe by which to remember Miami. “Miami is the #2 port of entry into the United States,” he said, “and Greater Miami welcomes the highest percentage of international visitors of any destination in the United States.” He noted that Miami, in addition to welcoming a record number of overnight visitors – 14.1 million at last count – brought in a record \$22.3 billion

in visitor expenditures, representing a 2.3 percent increase over the previous year. “More than ever before,” Talbert concluded, visitors are “exploring Miami’s many attractions, culturally rich heritage, neighborhoods, and pristine beaches – which continue to attract visitors from around the world.”

Miami’s growing presence as a tourism and business destination has not been lost on Qatar Airways, which is scheduled to inaugurate nonstop flights between Doha and Miami in June. Qatar Airways, named “Airline of the Year” on multiple occasions by Skytrax, currently serves four cities in the United States. In response to the news about Qatar Airways, Mayor Carlos Gimenez said, “Not only are we honored by [the arrival of Qatar Airways], but we’re glad because it furthers the connection between two global destinations – and brings your part of the world closer to ours.”



Doha skyline at dusk.



Vision 2030 and World Cup2022: Economic Drivers for the Region

In the past decade, the State of Qatar has emerged as an increasingly important hub for commerce in the Arab world, especially in the Arabian Gulf region. Qatar National Vision 2030, the State of Qatar's master plan, is a blueprint for economic growth and human development through 2022 and beyond. As such, hosting the FIFA World Cup in Qatar holds the potential to serve as an important economic driver for the entire region.

According to Deloitte, the international consulting firm, Qatar plans to spend more than \$200 billion in preparation for the World Cup. The biggest chunk of this infrastructure spending will focus on transportation, as Qatar expects to invest over \$140 billion in new roads, rail and light rail systems, and upgrades to its airports and ports. One intraregional focal point for transportation and tourism will be a 25-mile causeway between Qatar and Bahrain, dubbed the Qatar – Bahrain Friendship Bridge.

This infrastructure expansion will lay the groundwork for an influx of tourists, and the Qatar Tourism Authority plans to invest about \$20 billion into the hospitality industry in coming years. Tourist arrivals are expected to grow at a rate of 15.9 percent compounded annually, according to Deloitte, eventually reaching 3.7 million tourists by 2022.

This anticipated surge in tourism will help generate business in coming years in such sectors as hotels, healthcare, education, and financial services, to include wide-ranging opportunities in commercial, retail, and residential fields. Qatar plans to add as many as 150 hotel properties between now and 2022, for example, to accommodate the 600,000 to one million fans who are expected to visit Doha for the FIFA World Cup.



Nasser Fahad Al-Khater, Executive Director for Communications and Marketing for the Supreme Committee for Delivery & Legacy, accepts a gift of appreciation from Honorable Carlos Gimenez, Mayor of Miami-Dade County.



“Qatar Means Business”

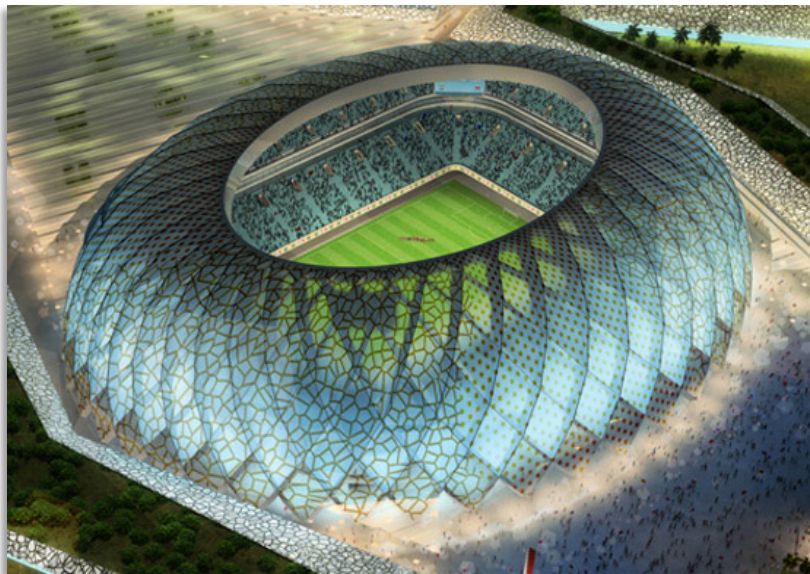
Winning the right to host the 2022 FIFA World Cup has helped to put Qatar on the economic map for many in the United States, and increasing numbers of Americans are now aware that “Qatar Means Business.” In the past year, U.S. merchandise exports to Doha grew 38.61 percent, according to the U.S. Census Bureau, to \$4.96 billion. The top three sectors for American exporters were Transportation Equipment (\$3.32 billion), Miscellaneous Manufactured Commodities (\$348.5 million), and Non-Electrical Machinery (\$335.8 million).

Service exports from the United States brighten the medium-term picture even further. Through at least year-end 2016, according to the National U.S. – Arab Chamber of Commerce, Qatar will be the third largest market in the region for U.S. goods and services.

In recent years, Qatar’s annual GDP growth has been among the highest in the world, outpacing China. For its part, the World Economic Forum has named Qatar as the most competitive economy in the Middle East for three years in a row.

Qatar is the world’s richest country by per capita income – estimated at over \$105,000 in 2013 – more than double that of the United States. And sitting atop the North Field, the world’s largest non-associated natural gas field, Qatar controls approximately 15 percent of the world’s proven gas reserves, which will help to promote economic growth and development in Qatar for generations to come.

“Qataris value the quality of American goods and services and are keenly interested in deepening commercial partnerships with American companies,” said Ambassador Ziadeh.



One of the new FIFA 2022 stadiums. (Design by Zaha Hadid Architects, construction and engineering by AECOM, headquartered in Los Angeles, CA.)



Delivery and Legacy

Qatar's leadership recently repositioned the 2022 Supreme Committee so that its new focus is on "Delivery & Legacy" – a clear reflection of the FIFA World Cup's anticipated long-term impact on the State of Qatar. While in Atlanta and Miami, Nasser Al-Khater, the Committee's Executive Director for Communications and Marketing, provided an update on how planning for the World Cup is taking shape. "We have finalized our overarching master plan," he said, "which includes a comprehensive schedule for all competition venues, non-competition venues, and infrastructure. All of our stadiums will be ready in 2020, at least 18 months before the tournament."

He continued, "2014 will be a year of visible progress on the ground for our projects. We are at advanced stages of design for five stadiums, and this year will also see five stadiums in different phases of early works and construction." Overall, he said, "our committee has issued ten major tenders to the market, encompassing project managers, design consultants, and stadium-operation consultants."

Transportation is at the heart of Qatar's planning process, he suggested: "Our infrastructure partners are already implementing major projects, 600 miles of new roads, and 240 new interchanges." Moreover, he said, \$32 billion worth of contracts have been awarded in support of the Qatar Rail network. Eventually, he noted, a 37-station network will be launched in the year 2019, growing to 56 stations by the year 2026. The new Hamad International Airport is on track to open soon, Al-Khater suggested, and it is expected to eventually serve over 50 million passengers per year.

"Today, as we enter the phase of delivery on the ground," Al-Khater said, "we offer opportunities for the very best partners in their respective fields to join us in this exciting undertaking. We are looking to talk with leaders in technology and innovation, to explore the latest in the fan experience, and in many other areas." He concluded, "We reach out and present these opportunities to you in the knowledge that with your expertise, you can be an important partner for us as we build our dream and continue on our journey toward the 2022 FIFA World Cup."

The National U.S.-Arab Chamber of Commerce, widely regarded as the voice of American business in the Arab world, is in touch with business communities across the United States and serves as the U.S. point of contact for the national chambers of commerce in the 22 Arab nations. On a daily basis, NUSACC works closely with leaders throughout the Arab world, as well as high-level decision makers in the U.S. business community, public policy research centers, multilateral institutions, nongovernmental organizations, media, and the U.S. Government.