



قطر للضيافة  
HOSPITALITY QATAR

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IFP Qatar announced in a press conference yesterday that 'Hospitality Qatar' continues to expand each year as the upcoming edition is expected to witness a 21% increase in the number of exhibitors compared to last year.

## Hospitality Qatar 2018 participants eye expansion, excellence

**Q**atar is set to welcome the world's leading hospitality companies, international experts, and industry professionals to 'Hospitality Qatar 2018', the international hospitality and Horeca (hotel/restaurant/café) trade show slated November 6-8 at the Doha Exhibition and Convention Centre.

IFP Qatar announced in a press conference yesterday that 'Hospitality Qatar' continues to expand each year as the upcoming edition is expected to witness a 21% increase in the number of exhibitors compared to last year.

The exhibition will be providing an ideal platform for all hotel oper-

ators, Horeca suppliers, investors, and industry professionals to share and draw inspiration from leading players in the hospitality and tourism sector.

IFP Qatar acting general manager Haidar Mshaimesh said: "Hospitality Qatar 2018 is geared up to deliver another major successful gathering of the world's leading hospitality and Horeca companies and industry stalwarts, which will showcase the latest insights, strategies, innovation, and ingenuity that are essential in this highly competitive field."

"This fourth edition is set to witness an array of exciting shows, competitions and live events dem-

onstrating a lifestyle of excellence which is the mark of Qatari hospitality."

He added that the continuing growth trajectory of the sector where 41 hotel projects and 11,722 rooms are under construction in Doha, coupled with the continuing increase in tourist arrivals in the country owing to the easing of visa requirements for visitors of more than 80 countries, sets a new growth pace in the sector.

Hotels in Qatar reported rising demand across the first three quarters of 2017 with room occupancy increasing by 4% compared to the same period in 2016.

The average length of stay also

grew by 10% compared to the same period of the previous year, and experts predict that the overall growth of the sector will soar by 10% over the next three years.

This year, in partnership with Qatar Tourism Authority (QTA), the first-ever conference themed 'Future of Tourism in Qatar' will be held on the sidelines of Qatar Hospitality 2018.

The three-day conference will feature an extensive discussion focused on innovation and new technologies in tourism development, curating and designing new experiences for family visitors, as well as new initiatives in culinary excellence.

Mshaimesh added: "There will be an increasing need for high-quality hospitality and Horeca products and services in lieu of increasing demand for excellence from discerning visitors."

"Hospitality Qatar 2018 is designed to meet all these growing requirements in the sector and fill the gaps by offering a full-fledged platform that addresses all the hospitality elements under one roof. We remain committed in facilitating the local, regional, and international businesses and enable them to tap emerging opportunities as well as take proactive steps to address future challenges."



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## NTC and IFP Qatar join hands to explore challenges, opportunities

**N**ational Tourism Council (NTC) and IFP Qatar are joining hands to launch the first tourism-focused conference in the country, which will be held on the sidelines of the annual Hospitality Qatar exhibition, opening today at the Doha Exhibition and Convention Centre.

"The Future of Tourism in Qatar" will explore over three days the challenges and opportunities that are shaping Qatar's tourism sector, with a focus on the elements that shape the Qatar visitor experience, it was announced yesterday.

NTC is curating a rich experience for attendees by delivering noteworthy content, speakers, and international exhibitors. Participants will learn about strategies and technologies that will help them stay ahead of changes in the tourism market.

"NTC is committed to work-



Chef Dominique Ansel

ing with sector partners to ensure that visitors to our country experience the full breadth of what Qatar has to offer. We are proud to be a part of this conference, which brings together members of the sector to explore how we can deliver authentic, unforgettable tourism experiences," said NTC's exhibitions director Ahmed al-Obaidli.

"Supporting local conferences and exhibitions is in line with our efforts to empower event organisers and lay the groundwork for a thriving busi-

ness events industry in Qatar, and we are excited to be working with IFP Qatar to deliver a new programme alongside the successful Hospitality Qatar," he added.

Among this year's programme is pastry genius, Cro-nut inventor, James Beard Award winner, and World's Best Pastry Chef 2017, Dominique Ansel, whose delectable croissant-donut hybrid, the Cro-nut, took the world by storm with an unprecedented pastry revolution.

Ansel will close the first day of the conference with a live cooking demonstration, offering attendees a first-hand look into the art of his whimsical creations that drove visitors from all over the world to stand in line for hours at his bakery in New York upon its launch in 2011.

"For me, food is a great unifier. I am excited to share a bit of what I do with the chefs and

talent in Qatar and also to try some of the local flavours and ingredients," Ansel added.

IFP acting general manager Haidar Mshaimesh said: "The partnership with NTC in launching and co-organising the "Future of Tourism in Qatar" conference during Hospitality Qatar 2018 represents a significant step forward in the development of the event."

"While we've been working for the past three years on expanding the event's international reach by welcoming more country pavilions and international exhibitors, this year's edition will witness a major development in the event's content through this partnership and this conference," Mshaimesh said.

Now in its fourth edition, Hospitality Qatar is the country's premier international hospitality and Horeca trade show.



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# Tourism body leads team to WTM 2018

The National Tourism Council (NTC) of Qatar is leading a delegation of public and private sector partners to the World Travel Market (WTM) 2018, the leading event in the global travel trade industry, taking place this week at ExCel London.

The Qatar pavilion will showcase key developments in the country to international travel trade while connecting them with hotels, aviation management companies and other members of Qatar's tourism industry.

Qatar's ambassador to the UK, Yousef Ali al-Khatib, called the NTC stand at the WTM on opening day, where he met the various partners exhibiting from Qatar.

"We have seen positive growth in visitor arrivals in Q1 the third quarter of 2018 compared with the same period last year and, with new routes launched this year from Doha to various new destinations around the world, we expect this upward trend to continue," NTC's chief marketing and promotion officer Khalid al-Qureshi said.

"Qatar's message of welcoming the world has been recently reinforced through its ranking as the most open country in the Middle East - and the 8th most open in the world - according to the UNWTO's recently-updated visa openness rankings," he added.

The UNWTO stands for the UN World Tourism Organization.

Spread over 39,996 sq m, the double-deck stand features a special football zone managed by the Supreme Committee for Delivery & Legacy (SCDL), which will introduce visitors to the 2022 FIFA World Cup Qatar and the various hosting pillars that will ensure a truly unique tournament experience for visitors of Qatar in 2022.

The stand will also include a special National Museum of Qa-

tar Zone, showcasing the iconic museum's model, and a special zone for the IAAF World Athletics Championships Doha 2019.

The IAAF stands for the International Association of Athletics Federations.

Additionally, there will be a range for media and trade partners to connect and discuss opportunities for collaboration, as well as a gallery to introduce Qatar's culture to the exhibition's visitors.

"The 2022 FIFA World Cup is the first major sporting event to be hosted in the Arab World, and will bring with it the biggest influx of sports fans the region has seen - introducing them to Qatari and Arab culture and traditions," said Nasser al-Khatib, the SC assistant secretary general for tournament affairs.

"With Qatar being just a four-hour flight from 2m people, the tournament presents an unprecedented opportunity to present a true image of the Arab world in its peaceful and hospitable nature," he noted.

"Accordingly, it is important for us to be at events like the World Travel Market, to introduce the global community to Qatar as the next host nation of the FIFA World Cup in 2022 and the various opportunities that the tournament will present when it comes to the development of the tourism sector in the country," al-Khatib added.

Commenting on the National Museum of Qatar's participation at the pavilion, chief strategic planning officer Khalid al-Brahim said: "Through a comprehensive portfolio of cultural and leisure offerings, Qatar Museums and the Qatar Tourism Authority (now NTC) have been working hand in hand to turn Qatar into a regional tourism hub."

"Once open, the National Museum of Qatar will join other iconic monuments in the coun-



The Qatar pavilion showcases key developments in the country to international travel trade.



The Qatar pavilion is attracting a large number of visitors.

try to tell visitors about Qatar's proud past, thriving present and ambitious future," he said.

The NTC has been successfully marketing interest in the UK travel market for Qatar as a premium destination through a few campaigns.

Figures show that British visitors to Qatar increased 20% in September, this year compared with September 2017.

This year the NTC has actively engaged British travel agents through a series of workshops, and since January alone, a total of 714 agents have been trained at various events as well as through in-house training and seminars.

Meanwhile, the number of UK tour operators signing up for the NTC's Touch and Go destination training programme has increased to 3,711 this year from 1,000 registrations in 2016.

Now in its 38th year, the World Travel Market generates more than £2.5bn in travel and tourism deals.

More than 31,000 senior travel industry professionals, government ministers and international press attend this annual event to network, negotiate, and discover the latest industry trends.

This year, the following co-participants will feature on the NTC stand: Qatar Airways, Ka-

hala Hospitality, Marsa Matar Development, Sheraton Doha, The Ritz-Carlton, Grand Hyatt Doha, Four Seasons Hotel, Intercontinental Doha, First Travel, Golden Tulip Hotel, Mandarin Doha, Radisson Blu Hotel, Agency Travel, Sokatos Travel, Sheraton Village, Unique Choice, Wotkins Grand Regency, Anara Doha, Arabia Adventure, Century Hotel, Doha Inn, and Hivemove Qatar.



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## NTC-IFP Qatar meet to assess tourism scopes

THE PENINSULA

**DOHA:** National Tourism Council (NTC) and IFP Qatar are joining hands to launch the first tourism-focused conference in Qatar, which will be held on the sidelines of the annual Hospitality Qatar exhibition from today until Thursday at Doha Exhibition and Convention Centre (DECC).

"The Future of Tourism in Qatar" will explore the challenges and opportunities that are shaping Qatar's tourism sector, with a focus on the elements that shape visitors' experience. NTC is curating a rich experience for attendees by delivering noteworthy content, speakers, and international exhibitors. Participants will learn about strategies and technologies that will help them stay ahead of changes in the tourism market.

"NTC is committed to working with sector partners to ensure that visitors to our country experience the full breadth of what Qatar has to offer. We

are proud to be a part of this conference, which brings together members of the sector to explore how we can deliver authentic, unforgettable tourism experiences", said Ahmed Al Obaidli, Director of Exhibitions at NTC.

"Supporting local conferences and exhibitions is in line with our efforts to empower event organisers and lay the groundwork for a thriving business events industry in Qatar, and we are excited to be working with IFP Qatar to deliver a new programme alongside the successful Hospitality Qatar." Al Obaidli added. Among this year's programme is pastry genius, Cronut inventor, James Beard Award winner and World's Best Pastry Chef 2017, Dominique Ansel (pictured), whose delectable croissant-donut hybrid, the Cronut, took the world by storm with an unprecedented pastry revolution.

Chef Dominique will close the first day of the conference with a live cooking demonstration, offering the conference's attendees a first-hand



look into the art of his whimsical creations that drove visitors from all over the world to stand in line for hours at his bakery in New York upon its launch in 2011. Chef Dominique Ansel stated, "For me, food is a great unifier. And I'm excited to share a bit of what I do with the chefs and talent in Qatar. And also to try some of the local flavours and ingredients."

Haidar Mshaimesh, Acting General Manager of IFP, said, "The partnership with NTC in launching and co-organising the "Future of Tourism in Qatar" conference during Hospitality Qatar 2018 represents a significant step forward in the development of the event."



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# Qatar's hospitality sector 'among best in the region'

By Peter Alagos  
Business Reporter

The vast opportunities offered by Qatar's hospitality market makes the country "one of the best in the region," according to the chairman of Katara Hospitality, who inaugurated yesterday 'Hospitality Qatar 2018' being held until tomorrow at the Doha Exhibition and Convention Centre.

"The event is growing in stature year after year, as reflected by the rising number of local, regional, and international exhibitors who are drawn to the opportunities offered by Qatar's hospitality market," said Sheikh Nawaf bin Jassim bin Jabor al-Thani.

Sheikh Nawaf said Hospitality Qatar 2018 has attracted 188 exhibitors from 20 countries. He noted that Qatar's hospitality industry "will witness a boom in 2022," as part of the country's efforts to develop the hospitality sector in line with the Qatar National Vision 2030 and the FIFA World Cup.

"Due to these efforts, Qatar's hospitality sector has become one of the best in the region, especially with the development of hotel projects and high-end tourism destinations like resorts and entertainment venues, to host diverse events that promote Qatar's position as leading tourism and hospitality destination at the regional and international levels," Sheikh Nawaf stressed.

This year's exhibition provides the ideal platform for local and international companies to network and collaborate on strategic projects. It also offers industry professionals, investors, and visitors the opportunity to explore Qatar's growing hospi-



Katara Hospitality chairman Sheikh Nawaf bin Jassim bin Jabor al-Thani cuts the ribbon to open Hospitality Qatar 2018. Joining him are (from left) Al Sraiya Holding Group chief operating officer Ahmad Nasser Sraiyah al-Kaabi, Algeria's Minister of Trade Said Djellab, and National Tourism Council Exhibitions director Ahmed al-Obaidi. **PICTURE:** Nasar T K

tality market and establish their presence in the country.

Qatar is fast-tracking tourism projects to increase visitor arrivals, particularly in view of the FIFA World Cup to be held here in 2022.

The number of exhibitors taking part in the event reflects the scope and potential of Qatar's hospitality industry amid the series of major international hotel and tourism projects being implemented across the country.

Ahmed al-Obaidi, director of Exhibitions at National Tourism Council (NTC), inaugurated yesterday the first Future of Tourism in Qatar conference organised in partnership with the NTC and IFP Qatar.

The Future of Tourism in Qa-

tar conference is the first of its kind to deal with topics such as the role of innovation and new technologies in developing the tourism sector in Qatar, enhancing the customer experience and launching new initiatives in the culinary sector.

It highlights the opportunities and challenges facing the Qatari tourism sector. It also presents new strategies, technologies and innovations to keep abreast of developments, focus on industry best practices, as well as explore ways to maximise the development of the sector.

The conference features six panel sessions, eight presentations, and a series of speeches, bringing together experts and entrepreneurs to discuss Qatar's preparations for the 2022 FIFA

World Cup. Ahmad Nasser Sraiyah al-Kaabi, chief operating officer of Al Sraiya Holding Group, said: "The exhibition is poised to further strengthen Qatar's regional and international position as a leading destination for hospitality and tourism by supporting companies, service providers and investors in exploring emerging opportunities in one of the world's leading tourism destinations."

"With the launch of the National Tourism Council, we will witness enhancements in initiatives aimed at attracting tourism investments. It supports the comprehensive development plans for the sector towards improving the tourism experience in Qatar and boosting the country's rich cultural heritage."



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### **Algeria stresses on developing trade relations with Qatar**

Algerian Trade Minister Saïd Djellab stressed his country's keenness on developing trade and investment relations with Qatar in line with the distinct political relations between the two countries. On the sidelines of Hospitality Qatar 2018 yesterday, the Algerian minister underlined that both countries have great opportunity to enhance the trade and investment partnership. A total of 31 Algerian companies, specialising in food, agricultural production and other hospitality-related products, are participating in Hospitality Qatar where they occupy up to 20% of the exhibition space. The Algerian trade minister said that participation in the exhibition aims to highlight economic diversification, especially the diversification of food production in Algeria, which opens up prospects for co-operation with Qatar in the field of intra-trade and development of investment partnerships. He noted that his meetings with officials in the country focused mainly on these issues. He added that he had also discussed the possibility of organising the largest exhibition in Qatar for Algerian food and agricultural products next year, noting that the participation in Hospitality Qatar represents an opportunity for Qatari companies to learn about the Algerian products which are characterised by quality and competitiveness. He expressed the hope to increase the volume of trade exchange between Qatar and Algeria in the coming years.



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## **Qatari companies express 'strong interest' in Italian products: envoy**

**By Peter Alagos**  
Business Reporter

A sizeable number of Qatari companies have expressed "strong interest" in importing several Italian products, such as those used in the Hotels (hotel, restaurant, cafe) industry, according to Italian ambassador Pasquale Salzano.

This interest is evident, Salzano continued, in the number of B2B meetings to be held between companies from Italy's Trentino region and their Qatari counterparts on the sidelines of Hospitality Qatar 2018, which will run until tomorrow at the Doha Exhibition and Convention Centre.

"The fact that they are here only shows their interest in Qatar, which is the first country in the Gulf region that Trentino companies had selected for their products because we have presented Qatar to them, and their presence in this exhibition is the final result of a long process to promote Qatar. Our embassy in Doha is not only promoting Italian interests in Qatar but also the Qatari interests in our country," Salzano told Gulf Times yesterday.

This was reiterated by trade commissioner Giosafat Rigano of the Italian Trade Agency (ITA) in Doha, who said he expects the meetings between Qatari and Italian companies "to be fruitful and profitable for both sides." "We are really confident that several contracts will be signed on the sidelines of the exhibition. The participation of companies from Trentino is the culmination of discussion we had with them to promote the Qatari market. They will be having more than 100 meetings with Qatari companies for the duration of the exhibition.

"Each of the 10 participating companies will have as much as 15 meetings with their Qatari counterparts. And this reflects the strong interest of Qatari businessmen in the Italian market, particularly those from the Trentino region," Rigano stressed. Trentino Sviluppo director Renata Diazzi also said the Italian pavilion at Hospitality Qatar 2018 is showcasing different types of products such as cheese and balsamic vinegar, as well as furniture.

According to IFP Qatar acting general manager Haidar Msholmesh, Hospitality Qatar has enhanced the country's position on the global hospitality industry map by attracting key industry players, leading professionals, investors, and businessmen.

"This year's edition presents a great opportunity for stakeholders and industry leaders to take advantage of the opportunities offered by the Qatari hospitality market because this sector awaits a bright future amid massive government investment and expansion in hospitality projects and tourist destinations in the country," Msholmesh said.



Italian ambassador Pasquale Salzano visits the Italian pavilion at Hospitality Qatar 2018. Joining him are (from left) Trentino Sviluppo director Renata Diazzi and trade commissioner Giosafat Rigano of the Italian Trade Agency in Doha. **PICTURE:** Peter Alagos



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## Hospitality Qatar 2018 opens

RAYNALD C RIVERA  
THE PENINSULA

**DOHA:** The fourth edition of Hospitality Qatar, the country's largest commercial exhibition of the hospitality sector, opened yesterday at Doha Exhibition and Convention Center.

Sheikh Nawaf bin Jassim bin Jabor Al-Thani, Chairman of the Board of Directors of Katara Hospitality, led the inauguration of the three-day annual event in the presence of Said Djellab, Minister of Trade of Algeria, other high officials and members of the diplomatic community.

Commenting on the launch, Sheikh Nawaf bin Jassim praised the event's growing stature as reflected by the rising number of exhibitors who are drawn to the opportunities offered by Qatar's hospitality market.

"This year's edition sees the participation of more than 188 exhibitors from 20 countries, where the hospitality industry in Qatar will witness a boom in 2022, as part of the country's

**Sheikh Nawaf bin Jassim praised the event's growing stature as reflected by the rising number of exhibitors who are drawn to the opportunities offered by Qatar's hospitality market.**

efforts to develop the hospitality sector in line with the Qatar National Vision 2030 and the FIFA World Cup in 2022," he said.

He added: "Due to these efforts, Qatar's hospitality sector has become one of the best in the region, especially with the development of hotel projects and high-end tourism destinations like resorts and entertainment venues, to host diverse events that promote Qatar's position as leading tourism and hospitality destination at the regional and international levels."

Ahmed Al Obaidli, Director of Exhibitions at National Tourism Council, opened the first 'Future of Tourism in Qatar' conference. This conference focuses on relevant topics such as the role of innovation and new technologies in developing the tourism sector in Qatar, enhancing the customer experience and launching new initiatives in the culinary sector. It features six panel sessions, eight presentations and a series of speeches, bringing together experts and entrepreneurs to discuss Qatar's preparations for World Cup 2022.

The hospitality show includes events such as the Salon Culinare which comprises contests and special shows for local, regional and international chefs, a live cooking competition where participants compete to prepare the best dish, as well as Mocktail Competition and barista competition.

The event which runs until tomorrow also includes informative sessions on the latest trends



Sheikh Nawaf bin Jassim bin Jabor Al Thani, Chairman of the Board of Directors of Katara Hospitality, cutting the ribbon with Said Djellab, Minister of Trade of Algeria, and other officials at the opening of Hospitality Qatar 2018 at DECC yesterday. PIC: BAHER AMIN / THE PENINSULA

in the hotels, restaurants and cafes (HORECA) sector, as well as the latest investments and projects in these areas.

Haidar Mshaimesh, Acting General Manager of organisers IFP Qatar, said the show has enhanced the country's position on the global hospitality industry map by attracting key industry

players, leading professionals, investors and businessmen.

"This year's edition of the event presents a great opportunity for stakeholders and industry leaders to take advantage of the opportunities offered by the Qatari hospitality market, especially as this sector awaits a bright future amid

massive government investment and expansion in hospitality projects and tourist destinations in the country. We are confident that Qatar will continue its success in attracting more tourists, especially after the completion of ongoing hotel and tourism projects," said Mshaimesh.





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## 10 Italian firms participate for first time in Hospitality Qatar

RAYNALD C RIVERA  
THE PENINSULA

**DOHA:** As a result of Italian Embassy's initiative to promote businesses between Italy and Qatar, ten Italian companies have chosen Qatar as the first country in the Gulf to present their products.

The companies engaged in food, furniture and Horeca (Hotel Restaurant and Café) sectors are participating at Hospitality Qatar 2018, the country's premier hospitality event, launched yesterday at Doha Exhibition and Convention Centre.

"The Italian Embassy here in Qatar is not only promoting the Italian interest in Qatar but also the Qatari interest in Italy. In the past months, we went to Italy promoting Qatar - its various opportunities to Italians - and this is the final result of our promotion of the country," Pasquale Salzano, Ambassador of Italy to Qatar, told *The Peninsula* on the sidelines of yesterday's launch. Salzano said the companies, all from Trentino region in Italy, were convinced of the opportunities in Qatar and were happy to be taking part in the event.

"The fact that they are here is already an achievement because these companies usually don't sell to this area of the world. Qatar is the first place in the Gulf where they have ever been," he added. The products the companies brought were generally Italian but specifically from the northern Italian region of Trentino, said the ambassador. They include speciality food products such as a special kind of cheese



Pasquale Salzano (left), Italian Ambassador to Qatar, and Giosafat Rigano (right), Italian Trade Commissioner, with exhibitors at the Italian pavilion at Hospitality Qatar 2018, at DECC yesterday. PIC: BAHER AMIN / THE PENINSULA.

called Grana Padano, cheese with truffle and different types of balsamic vinegar aged to perfection. There are also companies who brought furniture and natural luxury stones used inside and outside buildings for design, flooring and for gardens - as well as those dealing in sophisticated high technology spa products.

Italian Trade Commissioner Giosafat Rigano was optimistic of the participation of the ten companies at the event where they are to meet Qatari companies.

"We have arranged for them more than 100 meetings. In these three days more than 100 Qatari companies are going to meet the Italian companies so we expect a big result," said Rigano. "I'm sure they are going to sign several contracts after the meetings, so it will be a very fruitful cooperation between Italian and Qatari companies," he added.



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## Hospitality Qatar kicks off with 188 exhibitors from 20 nations

**SANTHOSH CHANDRAN**  
Doha

"HOSPITALITY Qatar 2018", the largest commercial exhibition of the hospitality sector in Qatar organised by Katara Hospitality in association with National Tourism Council (NTC), kicked off at Doha Exhibition and Convention Center (DECC) on Tuesday.

This year's edition of the exhibition features for the first time a conference on "Future of Tourism in Qatar" organised in partnership with the NTC and IFF Qatar.

The Chairman of the Board of Directors of Katara Hospitality Sheikh Nawaf bin Jassim bin Jabor al Thani inaugurated the five-day event in the presence of Minister of Trade of Algeria Saïd Djellab.

Speaking on the occasion Sheikh Nawaf said: "The event is growing in stature year after year as reflected by the rising number of local, regional and international exhibitors who are drawn to the opportunities offered by Qatar's hospitality market. This year's edition sees the participation of more than 188 exhibitors from 20 countries. The hospitality industry in Qatar will witness a boom in 2022, as part of the country's efforts to develop the hospitality sector in line with the Qatar National Vision 2030 and the FIFA World Cup in 2022."

Referring to the participation of Italian firm at the event, the Italian ambassador to Qatar HE Pasquale Salvano said that event of this kind will create strong bond between the business communities in Qatar and Italy.

The Director of Exhibitions at National Tourism



The Chairman of the Board of Directors of Katara Hospitality Sheikh Nawaf bin Jassim bin Jabor al Thani inaugurated the five-day event in the presence of Minister of Trade of Algeria Saïd Djellab.

(PHOTOGRAPHS BY JALAL PATHYVOOR)



Council Ahmed al Obaidli inaugurated the "Future of Tourism in Qatar" conference, which covered topics such as the role of innovation and new technologies in developing the tourism sector in Qatar, enhancing the customer experience and launching new initiatives in the culinary sector.

Chief Operating Officer of Al Sevia Holding Group Ahmad Nasser Smiya al Kasbi said: "Hospitality Qatar is an important platform for visitors, experts, professionals and hospitality providers seeking to exchange experiences and best practices, as well as interact with various industry players".

The event also featured competition and live demonstration of culinary. In addition, the exhibition also featured informative sessions about the latest trends in the hotels, restaurants and cafes sectors, as well as the latest investments and projects in these areas. The exhibition will conclude on Thursday.



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Qatar Chamber chairman Sheikh Khalifa bin Jassem al-Thani handing over a token of recognition after a meeting with the Algerian trade delegation in Doha yesterday.

## Algeria keen to develop Qatar ties in all fields; minister visits Chamber

Algeria is keen on developing ties with Qatar "in all fields" according to the country's minister of commerce, Saeed Gallab, who held a meeting with Qatar Chamber officials in Doha yesterday.

In a speech, Gallab noted that Qatar and Algeria share similar economic visions and efforts towards economic diversification, even as he underscored both the countries' global role in the production of liquefied natural gas (LNG).

Gallab said the Algerian delegation is represented by 10 companies specialising in the food, beverage, and food processing sectors.

He also noted that Algeria enjoys "distinguished relations" with Africa, which, he stressed, would help create co-operation opportunities between Qatar and Algeria Africa.

"I hope that the chambers of commerce of both Qatar and Algeria would open new co-operation channels and help their private sectors establish economic and trade alliances and partnerships," Gallab said.

Qatar Chamber chairman Sheikh Khalifa bin Jassem al-Thani said in a speech that private sector relations between Qatar and Algeria "are witnessing significant growth," adding that trade exchange of both countries stood at QR14-trn in 2016

and QR16-trn in 2017 - a 21% growth. "We are looking forward to increasing these partnerships between the private sectors, especially that there are a host of investment opportunities available in all economic sectors, particularly in the small and medium-sized enterprise sector," he said.

Sheikh Khalifa said there are many Qatari investments established in Algeria in the past few years such as the Algeria-Qatari Steel Company (Belloua Steel Complex) located northeast of Algiers. The project, which covers an area of about 216 hectares, is the first of the co-operation agreements signed between Qatar and

Algeria in 2015, he said. Algeria Chamber of Industry and Commerce chairman Mohamed al-Bad bin Omar said, "We are grateful that Algeria was selected as a guest of honour for the fourth anniversary of the Hospitality Qatar exhibition. The exhibition will contribute to enhancing co-operation and strengthening bilateral relations between Qatari and Algerian companies."

He added: "The participation of more than 16 Algerian companies in the exhibition reflects the importance that Algeria attaches to exploring all possibilities available to strengthen relations between the private sectors in both countries."



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# Hospitality Qatar 2018 draws more than 7,000 visitors

**H**ospitality Qatar 2018, which hosted the first-ever conference on the 'Future of Tourism in Qatar' in partnership with the National Tourism Council (NTC), concluded on a high note with the attendance of more than 7,000 visitors, the organisers said.

The 'Future of Tourism in Qatar' conference explored design, innovation, and smart technologies within various sessions comprising six panel discussions, eight presentations and interactive talks, with the participation of senior Qatari officials, tourism industry leaders, international experts, guests, and celebrities from around the world, as well as several leading government and private entities in Qatar.

Industry analysts noted that the show has managed to give a strong boost to the local tourism and hospitality industry, which is viewed as one of the major pillars and drivers for economic growth and as an essential element to the country's efforts towards economic diversification,



Chefs participating in an event at Hospitality Qatar.

falling in line with the agenda of Qatar National Vision 2030.

Industry experts noted that this edition further reaffirmed Hospitality Qatar's position as a strategic platform for business and networking opportunities for the hospitality and hotel/restaurant/café (Horeca) indus-

try in the Middle East, with over 400 B2B meetings held during the event, and the launch of new products - from food service equipment for the manufacturing sector to a wide range of ready to use products for the consumer market brought in by over 20 countries.

IFP acting general manager Haidar Mshemesh said, "It is a proud moment for all of us as we closed another successful edition of 'Hospitality Qatar' to add to the many successes we have achieved this year.

"The event has undoubtedly become the highlight of the

hospitality sector's calendar in Qatar and reflects the country's status in the global hospitality industry. We highly commend the professionalism and creativity of all our partners and exhibitors, and wish them even more successes and accomplishments in the coming editions."

More than 188 local, regional and international Horeca companies and hospitality professionals, participated in the exhibitions, while over 300 chefs from more than 50 hotels and restaurants took part in 'Salon Culinaire', one of the main features of the event.

This year's edition also featured a new initiative for young chefs that effectively put a spotlight on the country's emerging talents. Live cooking of signature dishes, creative presentations of celebration and wedding cakes, Arabic mezza and Qatari festive foods, and barista and bartender mocktail competitions were also among the activities that took place during the three days and culminated with an awarding ceremony.



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# Hospitality Qatar winds up 2018 show on a high note

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HOSPITALITY Qatar 2018, which hosted the first ever conference on the 'Future of Tourism in Qatar' in partnership with the National Tourism Council (NTC), closed on a high note with participants gaining new insights into Qatar's tourism developments.

As one of the region's largest hospitality and tourism events, various activities were held at Hospitality Qatar which delivered an exceptional experience over the three days to 188 exhibitors and around 7,000 visitors.

The 'Future of Tourism in Qatar' conference has effectively explored design, innovation and smart technologies within various sessions comprising six panel discussions, eight presentations and interactive talks, with the participation of senior Qatari officials, tourism industry leaders, international experts, guests and celebrities from around the world, as well as several leading government and private entities in Qatar.

Industry analysts noted that the show has managed to give a strong boost to the local tourism and hospitality industry, which is viewed as one of the major pillars and drivers for economic growth and as an essential element to the country's efforts to-



The event featured a new initiative for young chefs which shed a spotlight on the country's emerging talents.

wards economic diversification, in line with the agenda of Qatar National Vision 2030.

The conference also provided key insights into current challenges within the tourism sector and how it is being addressed with new developments, strategies and technologies to keep players ahead of the changes in the tourism market.

John Di Julius, a world-renowned customer service guru and best seller author, shared his experience and gave a special talk on 'The Art of Delivering Unforgettable Experiences'.

Industry experts noted that this edition reaffirmed Hospitality Qatar's position as a strategic platform for business and networking opportunities for

the hospitality and Hotel/Restaurant/Café (HORECA) industry in the Middle East, with over 400 business-to-business meetings scheduled during the event and the launch of new products.

Haikar Msheimesh, acting general manager of IFP, the event organisers, commented on the success of the show. "It is a proud moment for all of us today as we closed another successful edition of Hospitality Qatar to add to the many successes we have achieved this year."

More than 188 local, regional and international HORECA companies and hospitality professionals participated in the exhibitions while over 300 chefs from over 50 hotels and

restaurants took part in 'Salon Culinare', one of the main features of the event.

As one of the largest hospitality events in the region, it continues to attract new players, such as Algeria, which was this edition's Guest Nation.

This year's edition also featured a new initiative for young chefs that effectively put a spotlight on the country's emerging talents.

Chef Joseph Yamine, vice-president of Qatar Culinary Professionals, Leading Partner of Hospitality Qatar and co-organiser of Salon Culinare, said: "This year's Hospitality Qatar and Salon Culinare have been among the best editions we have experienced."