

## **PRESS RELEASE**

### **Qatar MICE Development Institute Successfully Concludes Activities For Commercial Bank Qatar Masters 2015**

**Doha, Qatar, 25th February 2014:** Qatar MICE Development Institute (QMDI), a joint venture with Qatar Foundation for Education, Science and Community Development (QF), concluded its exciting array of activities for fans and partners this weekend as part of its Gold Sponsorship of the Commercial Bank Qatar Masters 2015.

Doha's premiere sporting event is part of the esteemed European Tour and this year saw no exception to sporting excellence as Branden Grace raised the Mother of Pearl trophy on Saturday, taking home the majority share of the USD2.5 million tournament prize fund at Doha Golf Club.

QMDI engaged fans and guests at a range of activities, including a bespoke stand in the Public Pavilion and branded VIP chalet, playing an integral role in executing the event that hosts international golf stars and thousands of local visitors. Activities throughout the week included family friendly opportunities to win prizes and meet and greets with touring players including PGA Golf Professionals Mark Reynolds, Henrik Stenson, Marcel Siem and Thorbjørn Olesen.

Sporting fans visited the QMDI hosted areas and took part in competitions such as the 'Ball-Catcher' where guests tested their reflexes with balloons and the 'Reaction Wall' that challenged guests to hit as many lights in 30 seconds. Young visitors to the golf tournament were also offered entertainment in a dedicated area where children could explore their creativity through many interactive activities.

QMDI invited special young guests to attend the prestigious sporting event which included ten children from local school Loydence Academy who were able to experience the exciting games and competitions hosted by QMDI, as well as witness the sporting skills from world-class sportsman taking part in the tournament. This is another QMDI initiative to invite locals to encourage sports for a healthier lifestyle. Qatar Golf Academy also engaged with the children. The Academy aims to promote the game to

newcomers and amateurs. While operating as a division of Doha Golf Club, the Academy is open to the public and offers both lessons and its own membership scheme.

In addition to the on-the-ground activities, QMDI also teamed up with Qatar Foundation Radio to offer lucky winners the opportunity to attend the Commercial Bank Qatar Masters 2015 for free. Hundreds of people entered to win the tickets showcasing the popularity of the event within the local community.

Hamad bin Khalifa Al-Naser, Chairman and CEO of QMDI, commented: “Congratulations to Branden Grace for his spectacular performance at the Commercial Bank Qatar Masters 2015. It was, once again, an honour to be Gold Sponsor of this prestigious event that brings together elite sportsman in Qatar. To celebrate our sponsorship we wanted to thank our esteemed partners for their on-going support, offer local fans the chance to enjoy the event, and engage young sports fans from the local community.”

He continues: “As the leading MICE institute in Qatar we are committed to bolstering the nation as a destination for key sporting and MICE events. In this case, an international golf tournament well-supported by global brands and staged to the highest standards with the help of local expertise. Our ultimate goal is to support the transformation of Qatar’s economy to a knowledge-based society by providing innovative services to engage communities, in alignment with the key pillars of Qatar National Vision 2030.”

Abdulla Saleh Al Raisi, CEO, Commercial Bank added: “Qatar’s reputation for hosting world-class sporting events is building each and every year. As organisers of the Commercial Bank Qatar Masters, Qatar Golf Association, Qatar Olympic Committee and Commercial Bank of Qatar are proud to work with QMDI. Through their events expertise and commitment to providing engagement and interactivity for all the family, QMDI continue to provide immeasurable value to the tournament year after year.”

South African Ambassador, Mr Saad Cachalia comments: “The atmosphere at the QMDI chalet was relaxed and provided an interesting dynamic to network with professional sportsmen and local business influencers. People say the golf course is the best place to do business and in this case, the chalet replicated this environment perfectly. To QMDI’s

credit, it offered a unique opportunity to learn and raise awareness about their event management expertise. I am already looking forward to visiting at next year's event."

The tournament has made great strides since its inauguration in 1998. QMDI's expertise will help to further promote the event locally, regionally and brand Qatar as a hub for international sporting competitions.

As a joint venture with Qatar Foundation, for Education, Science and Community Development. QMDI is the largest MICE Institute in Qatar, and a point of reference for the industry internationally by continuously helping to bring some of the most prominent events and conferences to Qatar.

For more information on QMDI visit <http://www.qmdi.com.qa/>

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## **NOTES FOR EDITORS**

### **About Qatar MICE Development Institute (QMDI)**

QMDI was formed by Qatar Foundation with the aim of developing the nation into a leading world-class destination for the meetings, incentives, conferences and exhibitions (MICE) sector. QF supports the national transition to a sustainable, knowledge-based economy through education, research and community development. QMDI is driven to deliver quality and excellence through the creation of dynamic events, nurturing industry skills, and supporting the growth of the events sector in Qatar.  
[www.qmdi.com.qa](http://www.qmdi.com.qa)

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