

PRESS RELEASE

Qatar MICE Development Institute hits hole in one for Commercial Bank Qatar Masters 2015

Doha, Qatar, 5 January 2014: Qatar MICE Development Institute (QMDI), a joint venture with Qatar Foundation for Education, Science and Community Development (QF), has announced its jam-packed line up of activities for the upcoming Commercial Bank Qatar Masters 2015 as part of its Gold Sponsorship.

As one of the most prestigious annual sporting events in Qatar and part of the esteemed European Tour, the tournament is hosted at Doha Golf Club from January 21 – 24 and offers a USD2.5 million prize fund that attracts some of the sport's leading names. As well as playing an integral role in executing the event that hosts international golf stars and thousands of local visitors, QMDI will be offering fans and guests a range of activities, including a bespoke stand in the Public Pavilion and branded VIP chalet.

Activities include 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. QMDI will organise competitions such as 'Ball-Catcher' where participants will test their reflexes in the cage to see how many balloons they can catch, or 'Reaction Wall' that tasks players to hit as many lights in 30 seconds. QMDI will also pay special attention to the youngest visitors offering them entertainment with a balloon artist as well as the opportunity to explore their creativity in the colouring area. In partnership with QF Radio QMDI will also organise competitions offering fans free tickets to the Commercial Bank Qatar Masters 2015.

Hamad bin Khalifa Al-Naser, Chairman and CEO of QMDI, commented: "The Commercial Bank Qatar Masters is an important milestone in the QMDI annual events calendar and this year will surpass fans expectations. We have developed an array of activities off the green to complement the exciting play from international golf stars flying into Qatar this month."

“As a key pillar of Qatar National Vision 2030 and under the direction of His Highness the Emir, Sheikh Tamim Bin Hamad Al Thani, our goal is to support the drive of Qatar as a global MICE destination, sponsorship of this important annual competition is testament to our commitment and vision of enhancing sporting events.”

Abdulla Al Raisi, CEO, Commercial Bank added: “The support that QMDI provides to the Commercial Bank Qatar Masters each year is invaluable, as the tournament continues to go from strength to strength as a world-class sporting event. The extensive technical and events management expertise along with the wide range of activities that QMDI are planning to offer spectators will enrich the visitor experience greatly.”

By sponsoring Commercial Bank Qatar Masters 2015 QMDI aims to promote sporting events hosted in Qatar, that are well-supported by global brands and staged to the highest possible standards with the help of local expertise.

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, following the vision of H.H. the Emir of Qatar, and H.H. Sheikha Moza Bint Nasser, Chairperson of Qatar Foundation. 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 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

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