



- 1 Situation Overview
- 2 Short-term recommendations
  Risk mitigation and execution strategies
- 3 Long-term recommendations
  Creating sustained economic impact
- 4 Conclusions and next steps

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# **Executive Summary**

### Short-term Recommendations

- I. Execute successful World Cup event though effective management of infrastructure contracts, development of climate technology, integration of cultural zones, and diverse hotels
- II. Address and mitigate public relations risk involving corruption allegations through establishment of ethics committee and external board observers

Long-term Recommendations

- I. Sustain Foreign Direct Investment by leveraging World Cup multinational partnerships into post-2022 involvement
- II. Convert Infrastructure Investments into post-2022 economic growth and development through hosting future events

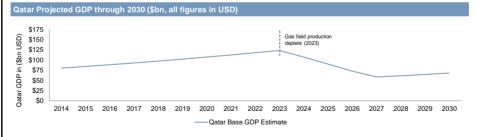
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# Qatar must prepare for gas field depletion in 2023 by building robust base of service based industries



## Gas Fields Deplete 2023

### Material GDP Drop in 2023:

- Depletion of total petrochemical reserves by 2023 at current production rates
- Four year wind-down to 5% of current production implies a net GDP fall of ~\$80bn (64% of GDP)
- Partial return to ~55% of peak 2023 GDP by 2030

# Economic Growth Strategy

## Service based economy:

- Services drive economic growth; estimated 13.6% growth YoY through 2023
- Focus on tourism and financial services sectors key to stable Qatari economic growth
- Long-term strategy predicate on attracting foreign direct investment, building Qatar as an attractive tourism destination, and forging a robust Islamic financial services industry

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# To foster economic growth, Qatar must attract foreign investment, grow its tourism industry, and position itself as a hub for financial services

# Problem Statement

### Foreign Investment

How can Qatar best attract foreign direct investment to help grow Qatar's economy long term?

- What are the best opportunities for attracting direct foreign investment?
- Which of these opportunities best match Qatar's 2030 national vision of economic development?
- How does Qatar balance foreign investment with developing its own financial sector?

## Tourism

How can Qatar attract international visitors to help boost its economy in the short and long term?

- What are the best opportunities for Qatar to present itself favorably?
- What infrastructure must be developed to support a larger tourism industry?
- How does Qatar balance its cultural values while still remaining attractive to tourists with different beliefs?

## Financial Services

What can Qatar do to diversify its economy to ensure long term stability beyond gas field depletion in 2023?

- How can Qatar prepare for the possibility of a less lucrative oil industry?
- What allows Qatar to build a strong, supportive contributor to its long-term economic growth through financial services?
- How can Qatar best position itse as a leader in Islamic financial services in the Middle East?

Qatar must win foreign investment, attract more tourists, and grow non-oil industries to ensure long term economic development and growth

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# 2022 FIFA World Cup will allow Qatar to fill perception gaps that limit economic growth in investments, tourism, and financial services

# Foreign Investors

**Tourists** 

**Domestic** 

**Financial** 

**Services** 

## **Desired Beliefs**

- Qatar is a fast growing economy
- Qatar has an effective legal system
- Qatar has strong internal infrastructure
- ✓ Qatar is conservative and family-oriented
- Qatar is safe from terrorist groups
- X Qatar is a global entertainment hub
- ✓ Qatar could foster future growth in fin. services
   X Qatar is heavily invested
- in fin. services efforts

  Catar is a renowned hub
  for Islamic Finance

## **Desired Actions**

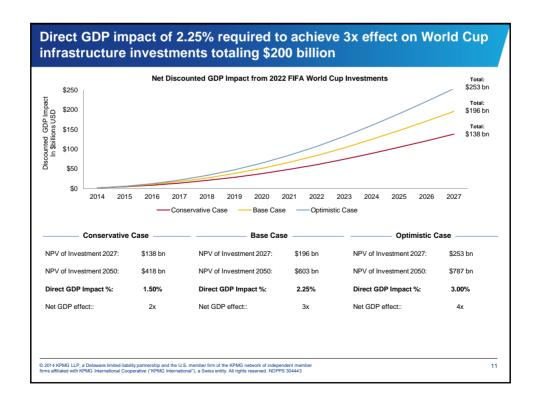
- Establish partnerships with Qatari companies
- Expand operations and invest into Qatar
- Spend money across various industries
- Visit multiple times
- Spread positive awareness to others
- Improve organic growth of existing firms
- Induce establishment of new firms
- Compete with Dubai

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### 2022 FIFA World Cup will allow Qatar to fill perception gaps that limit economic growth in investments, tourism, and financial services **Desired Beliefs Desired Actions** Qatar is a fast growing Establish partnerships economy with Qatari companies **Foreign** Qatar has an effective legal system Expand operations and Investors Qatar has strong internal invest into Qatar infrastructure Qatar is conservative Spend money across and family-oriented various industries Qatar is safe from **Tourists** Visit multiple times terrorist groups Qatar is a global Spread positive entertainment hub awareness to others Qatar could foster future Improve organic growth growth in fin. services of existing firms **Domestic** Qatar is heavily invested Induce establishment of **Financial** in fin. services efforts **Services** Qatar is a renowned hub Compete with Dubai for Islamic Finance The World Cup will improve Qatar's global reputation and mold desired beliefs across target areas © 2014 KPMG LLP, a Delaware limited liability partnership and the U.S. member firm of the KPMG network of independent men firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved. NDPPS 304443







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# **Qatar Must Focus on Five Major Areas of World Cup Execution**

# Construction Contracts

**Encourage Usage of FDI:** In order to complete the large amount of infrastructure required by the 2022 World Cup, foreign investment will be needed to supplement Qatar's own construction efforts

**Climate Issues** 

Increase Transparency During Testing: Continue to test with small areas making sure that the system conforms with FIFA standards before testing at a completed statistics.

**Cultural Issues** 

Implement Cultural Zones: Creating culture zones will not only manage culture differences, it will also save Qatar \$3 bn dollars and stimulate local business

Accommodation Arrangements Satisfy Multiple Consumer Segments: Ensure that investors, workers, and visitors have an array of hotels to choose from matching their individual needs

Corruption Allegations

Establish Ethics Committee: Having an official ethics committee and external observers will prove Qatar's commitment to anti-corruption measures

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# Qatar must make additional investments, powered by diverse partners. to ensure seamless execution of construction contracts

### **Timeliness**

### Execution:

- Create internal deadlines for all infrastructure projects
- Meet deadlin
- Deliver press releases regarding completions

### Short-term impact:

Timely completion of infrastructure projects

- Long-term impact:Winning future event bidsBuilding image of reliable nation
  - Efficiency impact

# Brand equity impact

## **Premier Quality**

### Execution:

- Meet FIFA stadium safety standards
- Increase airport capacity
- Renovate existing rail/road ways Expand hotel capacity
- Re-urbanize city areas

### Short-term impact:

- Leading safety infrastructure Positive PR regarding event
- accommodations

### Long-term impact:

- Winning future event bids
- Stimulating tourism industry growth

### **Domestic/International** Partnership Balance

### Execution:

- Maximize bids awarded to domestic firms and open remaining projects to foreign investors
- Incentivize globally dispersed

## Initiation trust-alliance building

### Short-term impact:

- FDI influx for World Cup projects

  Maximum profit and employment for
- domestic firms
- Income effect

# Long-term impact:

- Building sustainable business relationships with foreign firms Attracting future FDI influx
- Growing tourism and other industries

Timeliness, quality control and partner variety ensure smooth event execution in the short-term and grow Qatari brand equity worldwide in the long-term

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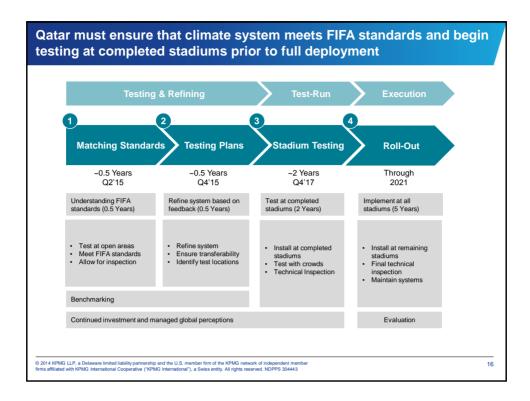
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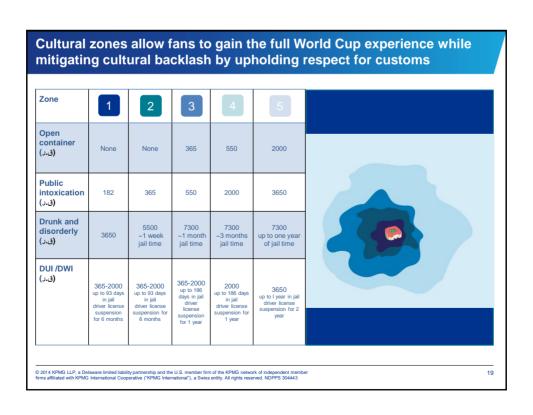
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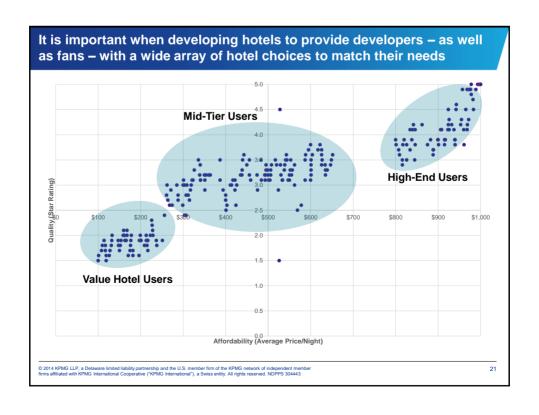




Cultural zone mitigating cu					while
Zone	1	2	3	4	5
Proximity to stadium (km)	1 km or less (including in stadium)	1-3km	3-7km	7-15km	15km+
Establishment types	Concession stands, restaurants, bars, gas stations, hotels, pharmacies, grocery stores, liquor stores	Restaurants, bars, gas stations, hotels, pharmacies, grocery stores, liquor stores	Restaurants, bars, hotels, liquor stores	Restaurants, bars	None
Types of liquor	All	All	No hard liquor	No hard liquor	None
License needed for establishment	Yes	Yes	Yes	Yes	None
<b>Duration of license</b>	1.5 months	1.5 months	1.5 months	1.5 months	None
(ق.ر) Cost of license	365	550	730	910	None
Minors policy	Yes for all except bars and liquor stores	Yes for all except bars and liquor stores	Yes except hotels	Yes except hotels	None
Age	21	21	21	21	None
Open container	Allowed	Allowed	Not allowed	Not allowed	Not allowed
Times	24 hours	11am-2am	5pm-2am	9pm-12am	None
Days of the week	All	All	Friday, Weekends	Friday, Weekends	Friday, Weekends



# **Qatar Must Focus on Five Major Areas of World Cup Execution** Encourage Usage of FDI: In order to complete the large amount of infrastructure required by the 2022 World Cup, foreign investment will be needed to supplement Qatar's own construction efforts Increase Transparency During Testing: Continue to test with small areas making sure that the system conforms with FIFA standards before testing at a completed stadium Implement Cultural Zones: Creating culture zones will not only manage culture differences, it will also save Qatar \$3 bn dollars and stimulate local business Satisfy Multiple Consumer Segments: Ensure that investors, workers, and visitors Accommodation have an array of hotels to choose from matching their individual needs Arrangements Establish Ethics Committee: Having an official ethics committee and external observers will prove Qatar's commitment to anti-corruption measures © 2014 KPMG LLP, a Delaware limited liability partnership and the U.S. member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved. NDPPS 304443



# As demonstrated by previous World Cups, it is important that there is a full range of accommodation options for different segments of visitors

		- Hotel Occupant Segments -	
	Value Users	Mid-Tier Users	High-End Users
Definition	Often individuals who are in Qatar to help build infrastructure, World Cup fans who do not want so spend too much on accommodations	Often individuals who may be in Qatar on business and cannot afford high end, majority of World Cup fans	Often individuals in Qatar looking for investment opportunities, affluent World Cup fans
Size of Segment	Medium	Large	Medium
Affordability Scale	\$100-\$250 / night	\$250-\$750 / night	\$750 - \$1000 / night
Quality Scale	1 to 2 Stars	2 to 4 Stars	4 to 5 Stars

Hatal Ossumant Comments

Qatar must ensure that all segments of hotel occupants have suitable accommodation options including value and mid tier options

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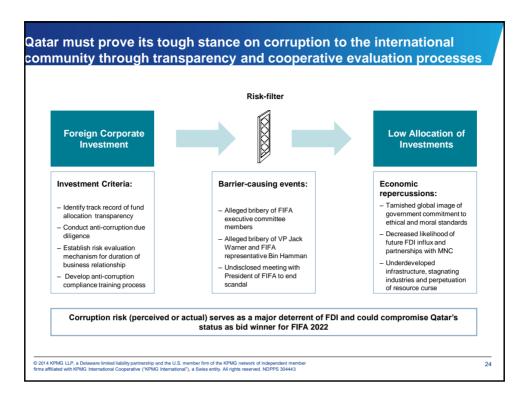
### Accommodation Arrangements

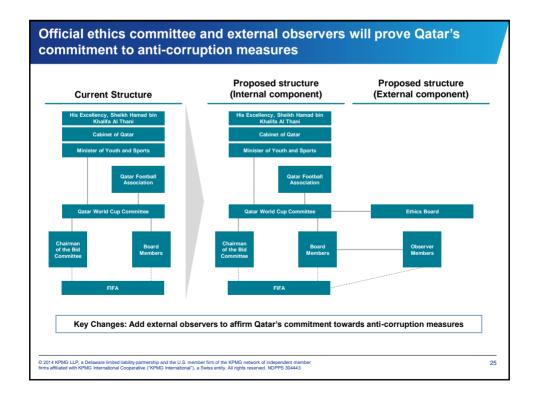
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# The World Cup will provide Qatar with opportunities for long term economic growth through foreign investment and resource conversion

# Foreign Direct Investment

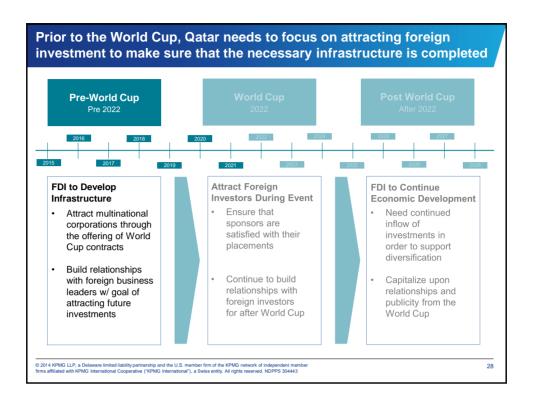
**Bring in foreign direct investment:** This will help accelerate development of infrastructure which will help provide the means for economic development as well as make it easier for development initiatives.

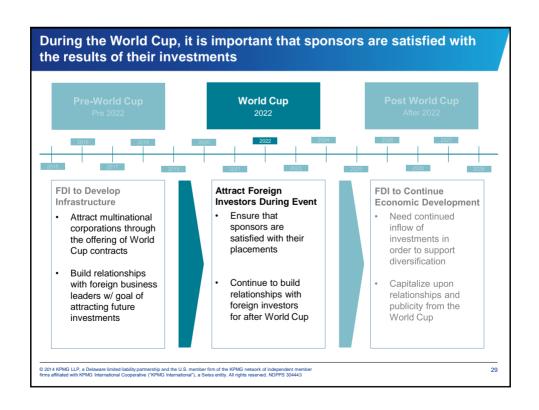
Resource Conversion **Find uses for infrastructure:** This ensures that investments made during World Cup do not go to waste as well as using those investments to continue to build Qatar's economy

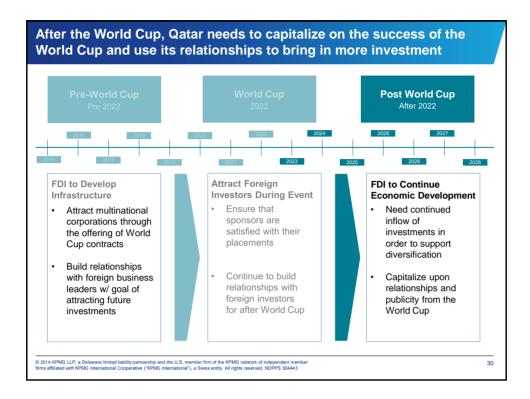
Qatar must use the World Cup as a springboard for economic growth by continuing to attract foreign direct investment and efficiently use the resources developed for the World Cup

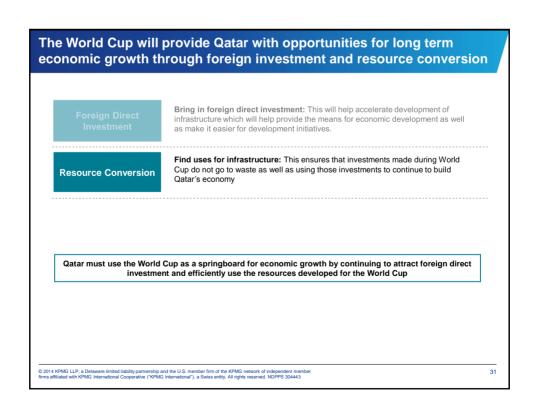
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# Qatar must focus on converting infrastructure to post-2022 growth

Infrastructure Investment	Difficulty for post-2022 economic growth	Commentary
Sports Stadiums	- High	Capacity of new stadiums (~25,000 to 75,000) cannot be utilized fully by other International sporting events or current domestic leagues.
Airport	- High	Frequent use of a large International airport post-2022 is not likely under current circumstances
Roads	Moderate	Future domestic usage by 1.7 million citizens will contribute to economic development
Metro/Rail	Moderate	<ul> <li>Required capacity greatly outweighs domestic usage, assuming the World Cup draws 0.4 million fans and Qatar's population remains stable</li> </ul>
Healthcare	- Low	Economic development from Investments made in healthcare and education will be realized before and after the World Cup
Education	= Low	<ul> <li>Strong infrastructure in healthcare and education will drive post-2022 foreign direct investment</li> </ul>

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# There are plenty of opportunities for Qatar to continue using stadiums developed during the World Cup









### Annual Events

Annual events provide regular opportunity for use of resources developed for World Cup

- Ensure retention of current events through continued satisfaction of event attendees
- Seek out more annual events and try to attract them to Qatar based upon infrastructure developed for World Cup as well as success of other events

Retain and seek out annual events







## **Biannual & Quadrennial Events**

These events offer unique opportunities to draw in large crowds which would put Qatar's infrastructure on display

- Ensure when these occasions are held in Qatar that Qatar is presented favorably to the world
- Continue to bid on these events in order to use infrastructure developed for World Cup as well as using this infrastructure as a selling point

Continue to bid on large events

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# Qatar must prepare for three scenarios regarding FIFA 2022 World Cup

## Default: Status Quo Bid Alt. Scenario 1: Stripped Bid

Scenario overview: Qatar retains its bid to host the 2022 FIFA World Cup; preparations for the World Cup continue as

## Potential Impacts:

- Continuation of Qatar's current infrastructure investment plans
- Requires large investment to complete required infrastructure
- Must build and maintain Qatar's global

### image as a leader in the Middle East

Probability: High Probability: Low

## Scenario overview:

FIFA revokes Qatar's bid to host the 2022 FIFA World Cup; revocation due risks associated with barriers to development

# Potential Impacts:

- Incomplete infrastructure that may not
- Loss of foreign investors causing to a slowdown in economic growth
- Qatar's global image is hurt, affecting its

### ability to attract investments in the future

# Mitigation Strategy:

- Maintain collaborative relationship with FIFA and its subcommittees
- Address pressing PR concerns promptly

# **Potential Impacts:**

Scenario overview:

conditional under the timely achievement of milestones

Stricter regulation makes completion of infrastructure more difficult

Alt. Scenario 2: Conditional Bid

FIFA maintains Qatar's bid to host the 2022 FIFA World Cup

- Potential loss of foreign investors due to
- Increased attention on reasons for
   conditional bid may but Octar's im conditional bid may hurt Qatar's image

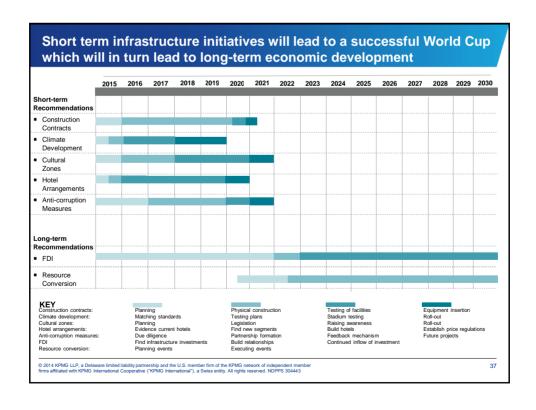
# Mitigation Strategy:

- Maintain collaborative relationship with FIFA and its subcommittees
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Probability: Low - Medium

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	Combative Aggressive attempt to appeal FIFA decision	Regenerative Finish contracts; convert stadiums for other usage	<b>Divertive</b> Abandon contracts; invest in industry
Bid reacquisition			
PR Control			
Existing contract impact			
Future sports events impact			
Tourism impact			
Other industry impact			
Future FDI impact			
Economic grow prospect			



# **Conclusions**

## Short-term Recommendations

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# **Questions?**

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(\$bn, all data in USD)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Qatar Base GDP Estimate	\$80.00	\$84.10	\$88.37	\$92.81	\$97.43	\$102.23	\$107.23	\$112.43	\$117.84	\$123.47	\$106.99	\$90.01	\$72.50	\$58.51
GDP growth rate %	n/a	5.1%	5.1%	5.0%	5.0%	4.9%	4.9%	4.8%	4.8%	4.8%	-13.3%	-15.9%	-19.4%	-19.3%
GDP from Oil & Gas	63.04	64.62	66.23	67.89	69.58	71.32	73.11	74.93	76.81	78.73	59.05	39.36	19.68	3.94
Oil & Gas Production Curve	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	75.0%	50.0%	25.0%	5.0%
% of GDP from Oil & Gas	78.8% 16.96	76.8% 19.48	75.0% 22 13	73.2% 24.92	71.4% 27.84	69.8%	68.2%	66.6%	65.2%	63.8%	55.2%	43.7%	27.1% 52.82	6.7%
GDP from Non-petroleum Industries	16.96 21.2%	19.48	22.13 25.0%	24.92	27.84	30.91	34.12	37.50 33.4%	41.03 34.8%	44.74 36.2%	47.95 44.8%	50.65 56.3%	52.82 72.9%	54.58 93.3%
% of GDP from Non-petroleum	21.2%	23.2%	25.0%	26.8%	28.6%	30.2%	31.8%	33.4%	34.8%	30.2%	44.8%	56.3%	72.9%	93.3%
World Cup Effected Qatar GDP	\$81.60	\$87.64	\$94.00	\$100.70	\$107.75	\$115.16	\$122.96	\$131.17	\$139.79	\$148.85	\$135.54	\$121.44	\$106.51	\$94.8
GDP growth rate %	n/a	7.4%	7.3%	7.1%	7.0%	6.9%	6.8%	6.7%	6.6%	6.5%	-8.9%	-10.4%	-12.3%	-10.9%
Direct GDP Impact	1.80	1.89	1.99	2.09	2.19	2.30	2.41	2.53	2.65	2.78	2.41	2.03	1.63	1.32
							2.25%	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%
Direct GDP Impact as a % of Base	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%								
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027	2.25% 1.60 \$1.60	2.25% 3.54 \$3.44	2.25% 5.63 \$5.31	2.25% 7.89 \$7.22	10.32 \$9.17	12.93 \$11.15	15.73 \$13.17	18.73 \$15.23	21.95 \$17.32	25.38 \$19.45	28.55 \$21.24	31.43 \$22.71	34.01 \$23.85	\$24. \$195.
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027	1.60	3.54	5.63	7.89	10.32	12.93	15.73	18.73	21.95					\$24.7 \$195.6
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027 NPV of GDP Impact through 2050	1.60	3.54	5.63	7.89	10.32	12.93	15.73	18.73	21.95					\$24.7 \$195.6
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027 NPV of GDP Impact through 2050 Assumptions:	1.60	3.54	5.63	7.89	10.32	12.93	15.73	18.73	21.95					\$24.75 \$195.6
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027 NPV of GDP Impact through 2050 Assumptions: Current GDP Growth Rate %:	1.60	3.54	5.63 \$5.31	7.89	10.32	12.93	15.73	18.73	21.95					\$24.75 \$195.6
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027 NPV of GDP Impact through 2050 Assumptions: Current GDP Growth Rate %: % of GDP from Oil & Gas	1.60	3.54	5.63 \$5.31 5.00%	7.89	10.32	12.93	15.73	18.73	21.95					\$24.75 \$195.6
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027 NPV of GDP Impact through 2050 Assumptions: Current GDP Growth Rate %: % of GDP from Oil & Gas Oil & Gas Production Depletion Year	1.60	3.54	5.63 \$5.31 5.00% 78.80%	7.89	10.32	12.93	15.73	18.73	21.95					\$24.75 \$195.6
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027 NPV of GDP Impact through 2050 Assumptions Current GDP Growth Rate %: % of GDP from Oil & Gas Uil & Gas Production Depletion Year Wind-down period (yrs)	1.60	3.54	5.63 \$5.31 5.00% 78.80% 2023	7.89	10.32	12.93	15.73	18.73	21.95					\$24.75 \$195.65
Nei GPP Increase Discounted GPP Impact NPV of GPP Impact through 2027 NPV of GPP Impact through 2059 Assumptions Current GPP Growth Rate %: %: of GPP from Oil & Gas Oil & Gas Production Depletion Year Wind-down period (yrs) Quatar Discount Rate	1.60	3.54	5.63 \$5.31 5.00% 78.80% 2023 4	7.89	10.32	12.93	15.73	18.73	21.95					\$24.75 \$195.6
Net GDP Increase Discounted GDP Impact NPV of GDP Impact through 2027 NPV of GDP Impact through 2050 Assumptions: Current GDP Growth Rate %: % of GDP from Oil & Gas Oil & Gas Production Depletion Year Wind-down period (yrs) Qatar Discount Rate Direct GDP Impact as a % of Base GD	1.60	3.54	5.63 \$5.31 5.00% 78.80% 2023 4 3.00%	7.89	10.32	12.93	15.73	18.73	21.95					\$24.75 \$195.6
Net GDP Increase Discounted GDP Impact	1.60	3.54	5.63 \$5.31 5.00% 78.80% 2023 4 3.00% 2.25%	7.89	10.32	12.93	15.73	18.73	21.95					36.34 \$24.75 \$195.63 \$602.55

