



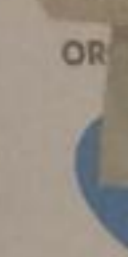
Combining Innovation and Holistic Design

Prof. Dr. Paulo Martins Barata M.Arch MBA PhD
Partner

PROMONTORIO
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IN PARTNE... YTH



**THE FUTURE OF
TOURISM IN QATAR**
A QATAR AIRWAYS INITIATIVE

**KHALED
HASSAN
AL-NEAMA**
MANAGER
ENGINEERING
KATARA RESORTS

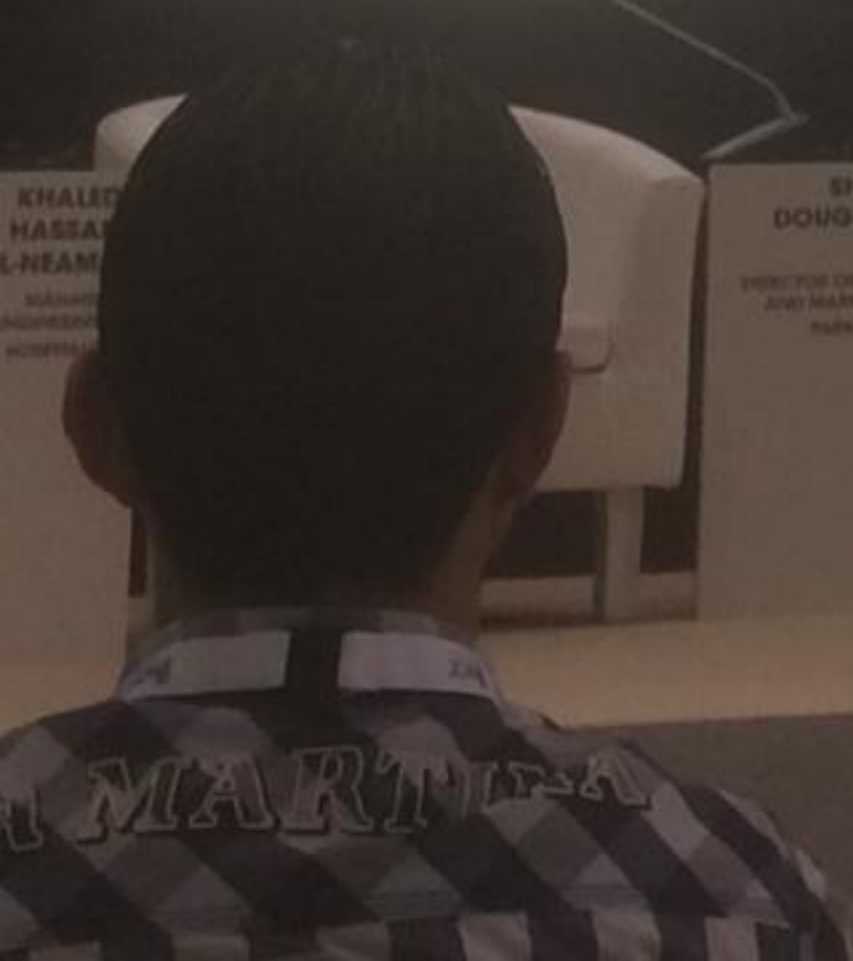


**SHANE
DOUGLASS**
DIRECTOR OF SALES
AND MARKETING
PARK STRAT



**NATHALIE
COCKAYNE**
HOTEL MANAGER
MANSOURIA
CENTRAL





KHALID
HASSAN
L-NEAM
NADHAR
ADHREB
MURRAY

SHANE
DOUGLASS
VICE-CEO OF SALES
AND MARKETING
MENA WEST

NATHALIE
COCKATHE
HOTEL MANAGER
MARRIOTT
DUBAI





THE FUTURE OF TOURISM IN QATAR

A HOSPITALITY QATAR CONFERENCE



CONFERENCE AGENDA

6 - 8
NOV 2018

DOHA EXHIBITION &
CONVENTION CENTER

ORGANISED BY



IN PARTNERSHIP WITH



hospitalityqatar.com

6th November 2018 | AN OVERVIEW OF QATAR'S FUTURE TOURISM SECTOR DEVELOPMENTS

16:00	REGISTRATION
16:30	MC Opening Remarks
16:40	Opening Ceremony Video: Essence of Qatar
16:45	The Next Chapter: Qatar Tourism Sector Strategy 2018-2023 and The Importance of Visitor Experience Ahmad Al Obaidly, Director of Exhibitions, Qatar Tourism Authority
16:50	<p>Panel Discussion: Integrating Innovation and New Technology in Tourism-Related Development</p> <ul style="list-style-type: none"> • What are the Smart Technologies implemented to improve the visitor experience? • How is technology being harnessed to drive visitation and enhance the visitor experience? • What are the latest innovations and digital platforms that will be implemented in the Travel and Transport Industry? <p>Moderator: Martin Baeuerle, Chairman, Green Hotel Interest Group</p> <p>Panelists:</p> <p>Eman Ahmad Al Kuwari, Project Manager at TASMU Smart Qatar Program, Ministry of Transport and Communication Hamad Ali Alabdulmalik, Director of Development – Local Projects, Qatari Diar Felipe Dagulla Simoes, Executive Director Digital Transformation, Ooredoo Qatar Edith Margaret Rodgers, Director of Sales and Customer Service, Qatar Rail Raimund Siegfried Hanauer, Director of Transport Planning, Qatar Rail</p>
17:45	<p>Panel Discussion: Curating Entertainment for Families During Their Visit to Qatar</p> <ul style="list-style-type: none"> • Designing and placemaking indoor and outdoor facilities for visitors needs • How do play zones and other activities contribute to visitors appeal toward retail and leisure in malls and hotels? • General overview of the future of the hotel industry <p>Moderator: Martin Baeuerle, Chairman, Green Hotel Interest Group</p> <p>Panelists:</p> <p>Augusto Fabregat , Trimoo Board Member and Angry Birds World General Manager Hesham Sharaf, Chief Operating Officer, Qetaifan Projects Ammar Samad, Hotel Manager, The Westin Doha Hotel & Spa Saeid Hidari, General Manager, Sheraton Doha Resort & Convention Hotel Tarek Nour, General Manager, Simaisma, a Murwab Resort</p>
18:30	Presentation & Live Cooking Demonstration Dominique Ansel, French-Born Pastry Chef and Owner, Dominique Ansel Bakery in New York City
19:30	MC Closing Remark

16:00	REGISTRATION
16:40	MC Opening Remarks
16:45	<p>Panel Discussion: Supporting The Local Food Production to Achieve National Requirements</p> <ul style="list-style-type: none"> • Supporting the cooperation of the Public and Private sector to enhance Food Security • Discussing different channels in providing and delivering local food to our guests • Introducing the local traditional food into the hospitality sector <p>Moderator: Martin Baeuerle, Chairman, Green Hotel Interest Group</p> <p>Panelists: Masoud Almarri, Executive Secretary, Committee for Monitoring The Implementation of Food Security Policies in The Public and Private Sector, Ministry of Municipalities and Environment Thomas Gugler, President, Worldchefs Aisha Mohamad Al-Tamimi, Cooking and Etiquette Expert, MAWAED Emad Hadya, Qatari Food Chef</p>
17:30	<p>Presentation: Qatar Sport Tourism: Are Chefs Ready to Serve? Daniel King, Head of Nutrition Department, ASPETAR</p>
18:00	<p>Presentation: Raise Awareness of Key Food Safety & Food Hygiene Hala Makhoul, Group Food Safety Manager, Boecker International</p>
18:30	MC Closing Remark
END OF CONFERENCE DAY 2	

DAY 3

8th November 2018

DESIGNING VISITOR EXPERIENCE WITH A SPECIAL PRE-CONFERENCE
Program Presented by QTA and Supreme Committee for Delivery and Legacy

10:00	REGISTRATION	BY VIP INVITATION ONLY
11:00	MC Opening Remarks	
11:05	Keynote Address: Hassan Abdulrahman Al-Ibrahim, Acting Chairman, Qatar Tourism Authority	
11:10	Presentation: The Art of Delivering Unforgettable Experiences John DiJulius, The Authority on World-Class Customer Service	
12:30	MC Closing Remark and John DiJulius Book Signing	

16:00	REGISTRATION AFTERNOON SESSION	
17:00	MC Opening Remarks	
17:05	Presentation: Combining Innovation and Holistic Design Prof. Dr. Paulo Martins-Barata, Partner, Promontorio, Architecture of Leisure	
17:30	Presentation: Designing Hospitality at Msheireb Downtown Doha Shaikha Al Sulaiti, Interior Design Manager, Msheireb Properties Diego Di Paola, Senior Manager, Msheireb Properties	
18:00	Panel Discussion: Integrating Brand Standards within The Local Context for Exceptional Design <ul style="list-style-type: none">• Discussing the integration of brand standards and local design elements to create unique visitor experiences• How can storytelling be achieved through design and spaces? Moderator: Martin Baeuerle, Chairman, Green Hotel Interest Group Panelists: Nathalie Cockayne, Hotel Manager, Mandarin Oriental Shane Douglass, Director of Sales & Marketing, Park Hyatt Khaled Hassan Al-Neama, Manager - Engineering, Katara Hospitality	
18:30	MC Closing Remark	

END OF CONFERENCE