

## **The Geneva International Motor Show and Qatar Tourism establish partnership to create new Qatar Geneva International Motor Show**

Doha/Geneva, 25 August 2021

**The Geneva International Motor Show and Qatar Tourism announced today a partnership during a press conference held at Doha Exhibition & Convention Center (DECC), to develop and host the newly designed Qatar Geneva International Motor Show in Doha. The partners have hinted that the platform is positioned as a new world-renowned motor show for the Middle East. Now exhibitors and fans can look forward to the much-anticipated GIMS 2022 from 19 to 27 February as well as the new format in Doha.**

This collaboration is considered a natural fit for a new progressive show, given that Salon Auto has been pioneering the automotive space since 1905 and has built a strong brand reputation in the sector and that Qatar stands out globally for its outstanding experience offer and infrastructural capabilities. Furthermore, with the forward-looking, glamorous Qatari capital as the backdrop, this show will stand out as an essential calendar event for exhibitors and car lovers from around the globe.

The first edition of Qatar Geneva International Motor Show is planned for the autumn of 2022 or 2023 and the final dates will be confirmed in the coming weeks. The organisers intend the event to take place every two years. While the event has already captured the curiosity of the public, the full concept reveal will only be made during Salon Auto 2022, which will take place from 19 to 27 February. Until then, exhibitors and fans will need to exercise patience while

Geneva International Motor Show accelerates to Doha behind the scenes.

Qatar Airways Group Chief Executive and Chairman of Qatar Tourism, His Excellency Mr Akbar Al Baker, said: "In line with the national strategy, Qatar National Vision 2030, we are expanding our tourism proposition to position Qatar as a world-leading destination and ensure guests enjoy the very best of Qatar."

"In addition to extensive hotel and resort development, the refurbishment and creation of tourism assets and an expanding culinary scene, hosting internationally renowned events is an important pillar of our strategy. We're pleased to partner with the highly distinguished Geneva International Motor Show and look forward to a collaborative relationship to bring this eminent event to our shores."

Maurice Turrettini, President of the Permanent Committee of the Geneva International Motor Show, stated: "We are very proud and honoured, that Qatar Tourism has put their trust in us for the conception of the new motor show in Doha. Our partnership is the result of very trusting and constructive discussions from day one. The joint forces with Qatar Tourism empower us to focus on the upcoming 91<sup>st</sup> edition of Salon Auto in February 2022, where we will be able to gather ideas and learnings for the new motor show in Doha."

**For more information, please contact:**

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**About Qatar:**

Qatar is a peninsula surrounded by the Arabian Gulf in the heart of the Middle East, with 80% of the earth's population within a six-hour flight. Ranked the safest country in the world in 2020 by Numbeo, Qatar welcomes all travellers, and guests from over 85 countries can enter visa-free. Qatar has an incredible variety of easily accessible tourist attractions, a plethora of fauna and flora including Whale Sharks and the majestic national animal the Arabian Oryx, and most experiences are a unique combination of cultural authenticity and modernity. From iconic museums to high-rise restaurants, from thrilling desert adventures to world-famous events including none other than the FIFA World Cup Qatar 2022™, there is something for all types of travellers and budgets.

**About Qatar Tourism:**

Qatar Tourism is the official government body responsible for the development and promotion of tourism in Qatar, facilitating the sector's exponential growth. Qatar is a destination where people of the world come together to experience unique offerings in arts, culture, sports, and adventure, catering to family and business visitors, rooted in Service Excellence. Qatar Tourism seeks to boost the entire tourism value chain, grow local and international visitor demand, attract inward investment, and drive a multiplier effect across the domestic economy. The *Qatar Tourism Strategy 2030* sets an ambitious target to attract over six million international visitors a year by 2030, making Qatar the fastest growing destination in the Middle East.

**Web:** [www.visitqatar.qa](http://www.visitqatar.qa)

**Twitter:** [@VisitQatar](https://twitter.com/VisitQatar)

**Instagram:** [@VisitQatar](https://www.instagram.com/VisitQatar)

**About the Geneva International Motor Show :**

The Geneva International Motor Show has been a launchpad for the future of mobility since 1905. Widely recognised as Europe's most important automobile exhibition, and one of the most prestigious and influential in the world, each show attracts over 10,000 journalists and more than 600,000 visitors to Geneva. While the 2020 and 2021 editions were cancelled due to the pandemic, the show is now on track to launching a much-anticipated 2022 edition. The organiser and rights holder of Geneva International Motor Show is the Geneva-based foundation "Comité permanent du Salon international de l'automobile".