

**Speech by Maurice Turrettini, President of the Permanent
Committee of the Geneva International Motor Show, at joint
media conference with Qatar Tourism on 25 August 2021**

Your Excellency, Esteemed Mr. Al Baker,
Dear Media Representatives,
and Friends of the Geneva International Motor Show,

It is a great honour for me to present the new partnership between Qatar Tourism and the Geneva International Motor Show. Exactly one year after our organisations started negotiations on a collaboration, I am both excited and proud to announce that together, as partners, we will create a motor show in Doha with potentially unprecedented international appeal.

This collaboration is a natural fit and combines our strengths in a way that will place this new progressive show in the global spotlight. On one side, GIMS has been pioneering the automotive space since 1905 and has built a strong brand reputation in the sector and, on the other side, Qatar Tourism stands out globally for its outstanding experience offer and infrastructural capabilities. And now, in the middle, we will have a new automotive experience with the forward-looking, glamorous Qatari capital as the backdrop, which will ultimately make this an essential calendar event for exhibitors and car lovers from around the globe.

As you can see, our CEO Sandro Mesquita is sitting beside me. Together with his team, he has already diligently commenced the project work so that the inaugural motor show in Doha can start inviting and exciting guests in the second half of 2022 or 2023. The final dates will become clear during the project work and will be confirmed in the coming weeks.

On behalf of GIMS, I would like to emphasise how very proud and honoured we are that Qatar Tourism has trusted us to design this new

motor show in Doha. Our partnership is the result of a trusting and constructive relationship from day one. For this, I would like to express my sincere gratitude to you, Your Excellency, Mr. Al Baker, and the entire team at Qatar Tourism.

Joining forces with Qatar Tourism has also energised our plans for the much-anticipated 91st edition of GIMS in Geneva, which takes place in February 2022. This evolved show will allow us to gather ideas and insights for the new automotive platform in Doha.

It is fair to say that the outlook for the motor show to be developed in Qatar is dazzling. As an emerging tourism destination with the vibrant business metropolis of Doha as its capital, we see huge potential for this new platform. I am sure that it will be a magnet for exhibitors and visitors alike far beyond the borders of the country and the continent.

Exactly how the GIMS brand will come into play will emerge as the project work evolves. Regardless, for us as the foundation behind the Geneva International Motor Show, this is a unique opportunity to internationalise and further strengthen our valuable brand. The Geneva International Motor Show is one of the most important car shows in the world and enjoys an excellent reputation among exhibitors, journalists and private visitors. With this starting point, along with the expertise of our team and the strength of our unique partnership with Qatar Tourism, we are well positioned to launch and run an outstanding motor show in Doha.

One element that will remain central to the new platform in Doha will be the role of car manufacturers. We are first and foremost an automotive show and therefore our team attaches great importance to developing the positioning and the concept of this new motor show hand in hand with the car manufacturers. This ensures, from the very beginning, that the platform is built along the needs and wishes of the brands.

As you all know, the world of trade fairs is undergoing constant change, which was further accelerated by the COVID-19 pandemic. We see digitalisation as an opportunity that offers us new ways of involving car manufacturers and visitors. With these digital tools, even in times of pandemics and travel restrictions, trade fairs can take place and at the same time offer completely new experiences, in our case around vehicles and mobility. These innovative formats and experiences also allow us to showcase the current transformation of the automotive sector in its many facets and bring it closer to the people. At the same time, of course, the physical experience of a motor show remains: to sit in a brand-new model and feel it, smell it and imagine how it will drive on the road...or perhaps in the air!

Ladies and gentlemen, I am very excited about the partnership between Qatar Tourism and the Geneva International Motor Show. I am exceedingly optimistic about what we can shape in the coming months and years. Together we will create a great and shining new platform in Doha that will invite the whole world here to Qatar soon. Finally, I look forward to welcoming you all to the Geneva International Motor Show in less than half a year, in February 2022, either in person or digitally.

Thank you.

(I am happy to hand over the floor now to ...)