

COVER STORY  
**SPORTS NATION**



**QATAR'S FUTURE**  
EVOLUTION SPORTS IS GIVING YOUNG KIDS THE COACHING NEEDED TO REACH THE TOP.

years already," said Nasser Khalifa Al-Attiya, Qatar Motor and Motorcycle Federation (QMMF) President. "QMMF is organising more and more events every year on various types of terrain: desert, off-road areas and asphalt circuits. More than half of the entries in these events are Qatari drivers or riders."

The QMMF now boasts almost 1,000 members who volunteer as marshalls for events and also participate when they can. It runs a Children's Academy to instruct children and young people to develop their riding skills – instruction which always includes an education in safety awareness.

The Federation runs fourteen different events every year. International events include the Moto GP World Championship, Motocross World Championship, Qatar International Rally, Sealine Cross Country Rally, Endurance World Championship, Asia Road Racing Championship, Qatar International Enduro and Qatar International Road Racing Championship.

National events include the Qatar National Rally, Qatar National Baja, National Sprint, Qatar National Road Racing Championship, Losail Asia Road Racing Championship and Track Days.

The 2013 FIM Motocross World Championship – will be staged for the first time in Qatar. The event will be held at the Losail Circuit on March 1 and 2.

#### Stakeholders

This apparent boom in sporting interest in the country has whetted the appetites of the many sporting stakeholders based here. There's money to be made on sporting infrastructure, equipment, gadgetry and clothing. The recent Aspire4Sport Congress brought many of these stakeholders together, where they discussed three segments in particular: construction, science and medicine, and technology.

One of these stakeholders is TechnoQ, which has been involved in systems integration in Qatar since 1995, specialising in audiovisual, building controls, fire and security systems, lighting, information technology, broadcast and hospitality management solutions. Over the years it has built a diverse client base spans a broad range of industries including the sporting sector.

The Managing Director of Techno Q, Zeyad Al-Jaidah, gave *Qatar Today* his thoughts on how important sport is for Qatar and how his company has put itself in a position to take advantage of the numerous projects which sport will bring to Qatar over the next decade.

"The sports industry is a big business that can contribute great amounts to building a strong country brand and the economy," he said. "The brand of a country has a direct impact on its ability to compete and grow in the global arena. When a major interna-



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**NASSER KHALIFA AL ATTIIYAH**  
PRESIDENT, QATAR MOTOR AND MOTOR-CYCLE FEDERATION.

tional sporting event is hosted by a country it brings in a big influx of foreign currency, tourists and additional spending on goods and services.

The sports industry crosses state lines and generates exposure for almost every area of the economy. For us, as for other SMEs in Qatar, this means that we can successfully put down roots in cornering a niche with products and services serving this sector, and there is a way to carve out a piece of the market," he said.

TechnoQ's initial foray into sports sector came in 2004. In preparation for the Asian Games 2006, it was appointed to design and install the broadcast and audiovisual systems for Khalifa Stadium. In the years that followed, it was awarded many other projects, such as systems installations at Aspire Zone, Al Shaqab Academy and the Equestrian Centre.

"As a company, we have made many efforts to establish a strong hold in this field by hiring highly-skilled technical staff and investing in resources that enable us to fully understand our clients' project requirements," said Al-Jaidah. "We anticipate that approximately 20% of the new business will come from projects that are in the pipeline for 2022. The major factors influencing project evaluation for us will depend on the design and the technical specifications of the new buildings and stadia" ■