

102 e, 10

Van: [REDACTED] 102 e, 10 1 c  
 Verzonden: donderdag 20 september 2018 14:19  
 Aan: [REDACTED] 102 e,  
 CC: [REDACTED] 102 e,  
 Onderwerp: Potential PIB sports Qatar

Dear 102 e,  
 10 1

It was a pleasure meeting you last week at RVO.

Just to update you and 102 on the potential PIB for sports. After the successful meeting in Eindhoven last week with Dutch companies interested to know about the Sports business opportunities in Qatar. OSF informed us that they sent an e-mail to all the participants of the meeting with an 'intake form' to gather more information for the PIB proposal, that might be submitted by next month.

We sent a thank you email to OSF for organizing the meeting in Eindhoven and informing us about the next step, along with a clear message stating that any communication related to the PIB plan and context during this phase should be only with RVO. The message intention was to avoid receiving questions related to the PIB plan before the proposal submission.

Currently we are preparing an article about the Qatari sports market and associated opportunities for OSF yearbook - Holland Sports & Industry.

[REDACTED] 1  
 [REDACTED] 0  
 [REDACTED] 2  
 [REDACTED] 9  
 We will keep you posted with news.

Kind regards,

.....  
 [REDACTED] 102 e  
 Senior Economic and Trade Policy Officer



**Embassy of the Kingdom of The Netherlands**

Alfardan Office Tower, 18th floor  
 61 Al Funduq Street, West Bay  
 P.O.Box: 23675  
 Doha, State of Qatar

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[REDACTED] 10 2 e  
 Van: [REDACTED] 10 2 e  
 Verzonden: donderdag 26 juli 2018 13:56  
 Aan: [REDACTED] 10 2 e  
 CC: [REDACTED] 10 2 e  
 Onderwerp: RE: Minutes of meeting - Sports PIB - Den Haag

Dear 10 2 e,

Since I will be in the Netherlands during the 2nd week of September I would like to attend the Road to the Gulf event, appreciate if you can add my name to the guest list.

My travel and hotel expenses will be covered from the Embassy.

Kind regards,

10

-----Original Message-----

From: [REDACTED] 10  
 Sent: Tuesday, July 10, 2018 4:18 PM  
 To: [REDACTED] 10 2 e  
 Cc: [REDACTED] 10 2 e  
 Subject: RE: Minutes of meeting - Sports PIB - Den Haag

Dear 10 2 e

Kindly find below the invitation link for the sports seminar in Eindhoven. I know you will be busy with the preparations for "Road to the Gulf event", and 10 2 e will be attending from RVO. But It's always great to have you with us!

<https://www.hollandsportsindustry.com/event-qatar-12-09-2018/>

Do you have an idea in which hotel the deputy head of Mission will stay during Road to the Gulf event? I would like to book for my stay earlier to avoid high prices or unavailability.

Kind regards,

10

-----Original Message-----

From: [REDACTED] 10 2 e  
 Sent: Tuesday, July 10, 2018 9:46 AM  
 To: [REDACTED] 10 2 e  
 Cc: [REDACTED] 10 2 e  
 Subject: Re: Minutes of meeting - Sports PIB - Den Haag

Dear 10 good morning,

That is good to hear. Yes I heard about the seminar in September. Good that you will have a limited role.

Have a nice day!

10 2 eh

Verstuurd vanaf mijn iPhone

Op 9 jul. 2018 om 15:02 heeft [REDACTED] 10 2 e het volgende geschreven:

Dear 10 2 e



Many thanks for your email. I discussed this with 102 e and we are taking a distance at this stage. You must have heard about the planned Sports Seminar during September, it will be one before the Road to the Gulf seminar, we are limiting our role to this seminar by only presenting opportunities and networking with companies.

Kind regards,

102

From: Bahmany, 102 e

Sent: Tuesday, July 3, 2018 5:16 PM

To: 102 e

Cc:

Subject: RE: Minutes of meeting - Sports PIB - Den Haag

Thank you so much 10 for this extensive overview. Please be aware that your role as the Embassy and my role at a 'pre-pib' stage is more informing about the opportunities and promoting the instrument. PIB is a demand driven program. To keep the review of the applications as objective as possible, I would recommend to you to take a bit more distance in this stage.

11

Have a nice day!

102 e

Met vriendelijke groet,

102 e

Programmanager PIB/business development manager Midden-Oosten

Rijksdienst voor Ondernemend Nederland

Prinses Beatrixlaan 2 | 2595 AL | Den Haag Postbus 93144 | 2509 AC | Den Haag

www.rvo.nl<http://www.rvo.nl/>

At Wednesdays out of office!

Van: 102 e

Verzonden: donderdag 28 juni 2018 16:11

Aan 102 e

CC:

Onderwerp: Minutes of meeting - Sports PIB - Den Haag

Dear 1

It was very nice meeting you both last week in RVO.

Kindly find below the meeting's upshot:

Meeting outcome:

- The previous PIB Sports focused on infrastructure and stadium building, however the potential new one should focus on Sports services development, facilities, merchandise, events and sports tourism. The focus should be beyond the world cup 2022 and not only on football sports. The Qatari sports sector developments and available investment opportunities include plans to host various international sporting events over the next seven years, including the 2018 Gymnastics World Championships, the 2019 World Championships in Athletics and the 2022 FIFA World Cup, 2023 World Aquatics Championships, in addition to more than 30 local, regional and international sporting events, hosted in Qatar each year.
- Sports innovation might be a good theme for the PIB
- Ultimately the new PIB will start from January 2019 and last for 3 or 4 years
- Sports PIB will focus on knowledge exchange, Economic diplomacy, Holland branding, Ingoing and outgoing mission between Qatar and the Netherlands.



- Organize one Dutch mission to Qatar every year should be enough, a mission might last for 3 days including back to back meetings with Qatar sports stakeholders.
- Since Qatar is relatively a small country compared to China, no need to hire a liaison as the Embassy can arrange the missions' meetings.
- Potential interest from [REDACTED] 10 1 and [REDACTED] 10 1 c

Follow up and next steps:

- OSF will assess the feasibility of covering their expenses from PIB participants
- OSF will explore the interest of Dutch companies to be part of the new PIB
- OSF will discuss with DSI the opportunity of collaborating on the new PIB
- Dutch Embassy in Qatar will share with OSF leads for the new PIB (kindly check below list of leads)
- Possibility of organizing another Sports investment seminar similar to the one conducted during May 2018 by the Embassy and RVO to pitch about sports opportunities in Qatar. Event will be organized by OSF in Eindhoven, and audience will be potential Sports PIB participants. The events can be organized during the same week of Road to Gulf event organized by RVO during Sep.2018 as representative of the EA team will be in the Netherlands.

Below you will find list of potential sports PIB companies, some of these companies during my recent trip to the Netherlands and old contacts that are interested generally in the Qatari Sports Sector and specifically to be part of a Sports PIB :

10 1 c, 10 2 g, 10 2 e

Kind regards,

.....  
[REDACTED] 10 2 e  
Senior Economic and Trade Policy Officer

<image001.jpg>

Embassy of the Kingdom of The  
Netherlands



**Van:** [redacted] 10 2 e  
**Verzonden:** donderdag 28 juni 2018 16:11  
**Aan:** [redacted] 10 2 e  
**CC:** [redacted] 10 2 e  
**Onderwerp:** Minutes of meeting - Sports PIB - Den Haag

**Opvolgingsvlag:** Opvolgen  
**Vlagstatus:** Voltooid

Dear 10 2 [redacted]

It was very nice meeting you both last week in RVO.

Kindly find below the meeting's upshot:

Meeting outcome:

- The previous PIB Sports focused on infrastructure and stadium building, however the potential new one should focus on Sports services development, facilities, merchandise, events and sports tourism. The focus should be beyond the world cup 2022 and not only on football sports. The Qatari sports sector developments and available investment opportunities include plans to host various international sporting events over the next seven years, including the 2018 Gymnastics World Championships, the 2019 World Championships in Athletics and the 2022 FIFA World Cup, 2023 World Aquatics Championships, in addition to more than 30 local, regional and international sporting events, hosted in Qatar each year.
- Sports innovation might be a good theme for the PIB
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- Since Qatar is relatively a small country compared to China, no need to hire a liaison as the Embassy can arrange the missions' meetings.
- Potential interest from [redacted] Ind [redacted] 10 2 e

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1

11

Below you will find list of potential sports PIB companies, some of these companies during my recent trip to the Netherlands and old contacts that are interested generally in the Qatari Sports Sector and specifically to be part of a Sports PIB :

10 2 g, 10 1 e, 10 2 e



Kind regards,

10 2 e

Senior Economic and Trade Policy Officer



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102 e

**Van:** 102 e  
**Verzonden:** dinsdag 15 mei 2018 16:05  
**Aan:** 102 e  
**CC:** 102 e  
**Onderwerp:** Sports Seminar @ Amsterdam Arena - Thank you & follow up email  
**Opvolgingsvlag:** Opvolgen  
**Vlagstatus:** Voltooid

Dear 102 e

Many thanks for making the Sports business opportunities in Qatar held at Amsterdam Arena last week a great success in term of attendees, speakers, setup, logistics and venue.

Also big thanks for your colleagues who helped out to make this success 102 e and 102 e and thanks a million for 102 e that helped a lot to support this idea and for her guidance.

We received a lot of emails for follow up, and requesting more information, also I am happy to see OSF enthusiastic to look for a PIB application.

Kindly share with us the list of attendees or invitees with their emails, as we would like to send them the presentation in PDF format and thank them for attending. Sure you will be copied in the CC.

Kind regards,

102 e

Senior Economic and Trade Policy Officer



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10 2 e

**Van:** 10 2 e  
**Verzonden:** woensdag 21 maart 2018 12:18  
**Aan:** 10 2 e  
**CC:** 10 2 e  
**Onderwerp:** RE: TFHC mission to Qatar - follow up list

Dear 10 2 e

Tomorrow 13:30 pm NL time will be convenient for us for half hour conference call. Hopefully [REDACTED] can join you so we can all discuss this event to proceed.

I certainly agree with the 1<sup>st</sup> point, so as I mentioned before the focus should be on promoting Qatari business Sports opportunities to Dutch companies, and therefore we hope that this will help in creating interest to start a new PIB. That why we see the importance of having a short presentation from RVO at the end of the event about your business instruments with emphasis on PIB.

Regarding the number of participants, we are fine to have 15 companies focus on sports and interested in entering the Qatari number. Also to consider that with the assistance of Dutch partners like Amsterdam City, DSI, etc. we can get more companies involved.

Kind regards,

10 2 e

Senior Economic and Trade Policy Officer



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**From:** 10 2 e  
**Sent:** Tuesday, March 20, 2018 6:14 PM  
**To:** 10 2 e  
**Cc:** 10 2 e  
**Subject:** RE: TFHC mission to Qatar - follow up list

Dear 10 2

I am available on Thursday between 13:30 and 15:30 and between 16:30 and 17:30 (Dutch time). There are two things I would like to mention beforehand. One is that the focus should not only be on a pre-PIB activity. I think there are more possibilities and not every company will be interested in the PIB format. Two, I think that the aim of 60 companies on such a short notice could be to high. It would be nice if we could achieve this number but I would recommend to adjust the expectations considerably (max 30/40). In my opinion this is not a big problem



because I would rather have a small dedicated group and if you want them to form a consortium you don't need more than 10 to 15 companies. We can discuss this further on Thursday.

Kind regards,

10 2 e

---

Van 10 2 e

Verz

Aan

CC:

Onderwerp: RE: TFHC mission to Qatar - follow up list

Dear 10 2 e

Hope all is good!

I would like to brief you about the progress of this week:

Regarding the venue: I received a proposal from IQPC the Organizer of World Stadium Congress, I am in contact with Amstel Hotel and AmsterdamArena and they will both send me proposals by the end of this week. Once we have the proposals I'll share it with you. On a separate note I spoke with 10 2 e the advisor to the Financial Sector Advisor to the City of Amsterdam since we cooperate a lot with her during Aspire4sport 2016, and she will help us reaching out to her colleagues in Amsterdam trade that can advise about their intention to host this event and also help with the invitations.

In order to align with Dutch sports partners that can help us in term of networking and attendees, I contacted the following organizations asking for their support:

1. FME / DSI – they replied by suggesting to discuss this during the next Advisory Board meeting of DSI on March 29th.
2. 10 1 c  
10 1 c  
s ar
3. Also I contacted Orange Sports and KCSPORT, didn't hear from them yet.

10 2 e From TFHC, we agreed that the health seminar will take place on Tuesday 8<sup>th</sup> of May. Therefore the Sports event should be either on Monday 7 or Wednesday 9, I have high preference for Monday.

At this point we need to discuss two main points: (a) financing the event, (b) and logistics including invitation and related work. As agreed the presentation and content will be organized by the Embassy.

Since we have a tight period, and 10 2 e and me are traveling for the 1<sup>st</sup> week of April and maybe 10 2 e will be away next week as well, it's important and crucial at this point to organize a conference call (4 of us) during this week, we are available tomorrow and Thursday on the afternoon. Please advise about a convenient time for a quick call about 30 minutes maximum.

Kind regards,

10 2 e

---

From 10 2 e

Ser

To:

Cc:

Subject: RE: TFHC mission to Qatar - follow up list



Dear [REDACTED]

Hope all is good!

Regarding the seminar audience, as we discussed the focus should be on Sports services and not on the construction. The Ministry of Economy and Commerce in collaboration with the Ministry of Culture and Sports, the Supreme Committee for Delivery and Legacy, Qatar Olympic Committee and Aspire Zone Foundation has conducted an in-depth study on available investment opportunities in the sports sector [REDACTED] 11

For the seminar dates, all the signs show that we will go for the period of 7 to 9 MAY, dates to be confirmed by the beginning of next week the latest.

I am still in discussion with World Stadium Congress, Amsterdam Arena and Amstel Hotel to check if we can afford to have our event at their premises.

If you don't mind I will start reaching out to some sports partners in the Netherlands to partner with them for this event such as KNVB (Organizing a World Coaches Program for female coaches in Qatar during April 2018), SportBizz and Orange sports interested to explore opportunities in Qatar, and DSI as coordinator of the previous PIB sports and they might be interested to stimulate the interest of starting a new PIB with focus on the above mentioned sports sub-sectors.

Please let me know if you have updates from your meeting with [REDACTED] 102 e .

I suggest to arrange a quick call tomorrow around 9 am NL time or Friday any time to discuss the updates, then we can have a longer call with [REDACTED] 1 [REDACTED] next week.

Kind regards,

.....  
[REDACTED] 102 [REDACTED]  
Senior Economic and Trade Policy Officer



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[REDACTED] 102 [REDACTED]  
e [REDACTED]

<https://www.netherlandsandyou.nl/>

---

From: [REDACTED] 10

Sent: Saturday, March 10, 2018 10:54 AM

To: [REDACTED] 102 e

Cc: [REDACTED]

Subject: RE: TFHC mission to Qatar - follow up list



Dear 102 e,

Monday at 9:00 am NL time looks convenient for us.

Kind regards,

102

---

**From:** [REDACTED] 1 [REDACTED]  
**Sent:** vrijdag 9 maart 2018 19:19:05  
**To:** [REDACTED] 10  
**Cc:** [REDACTED] 102 e  
**Subject:** RE: TFHC mission to Qatar - follow up list

Dear 102

On Monday I am available between 9:00 to 12:30 and between 16:00 and 17:30 hours (Dutch time). Please let me know what time suits you best.

Kind regards,

102 e

---

**Van:** 102 e  
**Verz:** [REDACTED]  
**Aan:** [REDACTED]  
**CC:** [REDACTED]  
**Onderwerp:** RE: TFHC mission to Qatar - follow up list

Dear 102 e

Hope this email finds you well!

In reference to the below email from 102 e based on your discussion. The Economic Affairs team at the Embassy is aiming to arrange a side event in the Netherlands during the World Stadium Congress at Amsterdam Arena. We will benefit from our presence in the Netherlands for this side event to organize a similar event with Task Force Health Care for the Health Sector under Health PIB.

Below you can find a draft outline for the proposed Sports event:

- The event consists of organizing a seminar in the Netherlands to inform Dutch companies about sports opportunities in Qatar.
- Time : 2<sup>nd</sup> week of May during the World Stadium Congress or maybe the week after if possible.
- Target audience are Dutch companies focusing on the sports sector and providing services to this sector. (Further clarification on the target audience can be arranged)
- The EA team at the Embassy will prepare content materials to be presented during the event about business opportunities in Qatar with focus on the sports sector
- Also we can arrange to have speakers from the Qatari Embassy in the Hague, and hopefully Qatari representatives from Aspire and Supreme Committee 2022 that will be in the Netherlands during this period for the World Stadium Congress.
- As we need Dutch sports partners, we will coordinate this event with KNVB, Orange sports, and other sports stakeholders.
- Invitation to be sent by RVO or the Embassy or maybe both. Companies database to be provided by RVO and Dutch partners.
- Venue to be coordinated and rented by RVO.

Please advise on a convenient time for a call tomorrow or Monday in order to discuss this further.



Kind regards,

.....  
[redacted] 102 e  
Senior Economic and Trade Policy Officer



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Doha, State of Qatar

[redacted] 102 e  
[redacted]

<https://www.netherlandsandyou.nl/>

.....  
From: [redacted] 102 e

Sent:

To:

Cc:

Subject: RE: TFHC mission to Qatar - follow up list

Thanks dear [redacted] 10 for sending this e-mail! I will definitely arrange a meeting with [redacted] 102 e to discuss the follow up. In the meanwhile I talked to [redacted] about the sport project. Unfortunately he doesn't have separate budgets. But what we could do, is organising a seminar during the World Stadium Congress in the Netherlands to inform the relevant Dutch companies about the opportunities in Qatar. What do you think about that?

And as promised, please find enclosed the application form and information brochure (in Dutch, sorry) for the sector missions (pre-pibs).

Have a nice evening!

Kind regards,

[redacted] 102 e

Met vriendelijke groet,

[redacted] [redacted] 102 e  
Programmanager P15/business development manager Midden-Oosten

.....  
**Rijksdienst voor Ondernemend Nederland**  
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Postbus 93144 | 2509 AC | Den Haag

[redacted] 102 e

[www.rvo.nl](http://www.rvo.nl)

At Wednesdays out of office!

.....  
Van: [redacted] 102 e

Verz:

Aan:



CC: [REDACTED] 10 2 e

Onderwerp: FW: TFHC mission to Qatar - follow up list

Dear [REDACTED] 10 2 e

Kindly find below the correspondences that I referred to during our discussion about the follow up TFHC mission to Qatar.

Kind regards,

[REDACTED] 10 2 e

10 2 e

Subject: Re: TFHC mission to Qatar - follow up list

Dear [REDACTED]

I would like to express my appreciation again for your hard work and dedication to make the mission successful. During this mission you have given the visiting companies all possibilities to present their technologies and expertise to the highest practical level of customers we could wish. The follow-up is now in their hands.

Thank you for giving the companies either a jump start or a push in the right direction.

Looking forward seeing you soon again.

Best regards,

[REDACTED] 10 2

[REDACTED] 10 2 e  
VP & General Manager EMEA

[REDACTED] 10 2 e

10 2 g



Dear [REDACTED]

Thank you for your efforts and contribution to make it a successful Health mission to Qatar. We are looking forward for further cooperation with Task Force Health Care in order to expand the Qatari Dutch Health collaboration.

Kindly find below upshots of the mission and required follow up as per closing mission discussion:

TFHC & Embassy follow up:

- Regarding some questions that were raised by the Qatari Ministry of Public Health, 102 e [REDACTED] kindly connect these requests with Dutch companies in the TFHC network.
- Embassy sent thank you emails/letters to visited institutions during the mission
- The Embassy will arrange a meeting for the Ambassador with 10 [REDACTED] the board member of Qatar Red Crescent to connect on CSR initiatives. Also the Embassy will follow up with Philips regarding medical equipment donation to QRC.
- 101 c [REDACTED]
- TFHC to prepare a report about the mission
- Define next steps:
  - TFHC to send the embassy more information about the Arab Health summit (Dutch Pavilion, profile of Dutch companies participating, side events). The Embassy will decide either 102 e [REDACTED] will join the event for 2 days to further explore Dutch companies interest.
  - TFHC, Embassy and RVO will discuss the opportunity off organizing a briefing conference to Dutch companies and institutions about results mission and opportunities in Qatari Health sector. 102 [REDACTED] will organize a conference call during 2<sup>nd</sup> week of January 2018.
  - Embassy to explore opportunities for a customize health mission from Qatar to the Netherlands.

Follow up related to companies as per the expressed interest:



10 1 c, 10 2 g



Kind regards,

10 2 e



10 2 e



*Deputy Head of Mission and Economic Counselor*

Embassy of the Kingdom of the Netherlands to Qatar

10 2 e



Al Mirqab Tower, 6<sup>th</sup> floor Al Dafna, Doha  
<http://qatar.nlembassy.org>



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10 2 e

Van: 10 2 e  
 Verzonden: dinsdag 20 maart 2018 15:47  
 Aan: 10 2 e  
 CC: G. 10 2 e  
 Onderwerp: Sport side event about Qatar in the Netherlands - 2nd week of May

Dear 10 2 e

It was a pleasure talking with you today!

As discussed, the Embassy in collaboration with Netherlands Enterprise Agency ([www.rvo.nl](http://www.rvo.nl)) are planning to organize a side event in the Netherlands related to Sports during the same period of the World Stadium Congress (7-9 May) that will take place in AmsterdamArena. Date and venue to be confirmed soon.

The side event will be couple of hours in the afternoon that aims to promote Sports sector business opportunities in Qatar for Dutch companies. This event is a pre PIB activity that will help us to explore opportunities and interest of Dutch companies to create and start a new Sports PIB (Partners for International Business). The PIB should be requested by the private sector and it consists of creating a market entrance and long-term positioning of clusters of Dutch SMEs in promising markets with the help of the unique role of the government. We are expecting to invite up to 60 D Dutch companies specialized in Sports services.

The Embassy is looking to collaborate with several Dutch Sports stakeholders in order to insure a high participation for the event and invite the right contacts.

We are kindly requesting from Amsterdam City their support in hosting this event at your premises if possible and to help up in inviting Sports companies from your network.

Kind regards,

10 2

Senior Economic and Trade Policy Officer



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10 2 e

Van: 10 2 e  
Verzonden: maandag 19 maart 2018 11:19  
Aan: 10 2 e  
CC: 10 2 e  
Onderwerp: RE: LSH mission to the Netherlands

Dear 10 2 e

As per our discussion last week about fixing dates for the planned seminars (Health and Sports), it seems the 2<sup>nd</sup> week of May suits everyone until now. Even though I didn't reach out to all sports stakeholders to check their availability but at least for the Embassy, TFHC, RVO and some sports stakeholders its convenient.

For the health event it can be any day from Monday 7<sup>th</sup> till Wednesday 9<sup>th</sup>, preferably on Monday 7<sup>th</sup>. I will discuss this further with 10 2 e to come up with a final decision about the date.

For the Health seminar, I will discuss with 10 2 e the collaboration plan and associated action points.

Kind regards,

10 2 e

---

From: 10 2 e  
Sent: Wednesday, March 14, 2018 11:11 AM  
To: 10 2 e  
Cc: 10 2 e  
Subject: RE: LSH mission to the Netherlands

Dear 10 2 e

Many thanks for briefing us about your meeting with Combining the side event to the platform meeting of TFHC is a great idea. 11

11

11

10 2 e proposed to invite someone from the Qatari Embassy in the Hague to be a speaker or special guest.

Our presentation will be extracted from the Health report that we bought last year, also the report can be printed and distributed to the participants. Me and 10 2 e will attend from the Embassy.

Kind regards,

10 2 e



10 2 e

Subject: LSH mission to the Netherlands

Dear 10 2 e

I hope you both are doing very well. 10 2 e and I had a meeting last Friday. We have discussed the possibility of organising an incoming mission from Qatar. 10 2 e and I are both very enthusiastic about it. We have budget to organise a seminar, network event and side visits. 10 2 e idea is to combine the platform meeting of TFHC with this seminar. She will let us know when that will be. The costs for your travelling to the Netherlands for the purpose of this incoming mission can be paid out of the econ diplomacy of the PIB, in case you will have an active role (f.e. giving presentation etc).

11  
Lets share updates with each other, as soon as we have them.

Have a nice day!

Kind regards,

10 2 e

Met vriendelijke groet,

10 2 e  
Programmamanager PIB/business development manager Midden-Oosten

Rijksdienst voor Ondernemend Nederland  
Prinses Beatrixlaan 2 | 2595 AL | Den Haag  
Postbus 93144 | 2509 AC | Den Haag

10 2 e

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At Wednesdays out of office!

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10 2 e

**Van:** 10 2 e  
**Verzonden:** dinsdag 6 maart 2018 14:53  
**Aan:** 10 2 e  
**CC:** 10 2 e  
**Onderwerp:** RE: TFHC mission to Qatar - follow up list

**Opvolgingsvlag:** Opvolgen  
**Vlagstatus:** Voltooid

Dear 10 2 e

Hope all is good!

I still remember that you will meet with 10 2 e on the 9th of March, therefore I would like share with you some updates on my previous email and potential ideas for health PIB.

11

As for the potential ideas for health PIB we have 2 options:

- Organize an incoming mission from Qatar to the Netherland. We need a concrete program to sell it and convenient time. With Ramadan starting after 10 weeks, I can see this happening in the fall of 2018.
- Organize a seminar in the Netherlands for Dutch companies to inform them about doing business in Qatar with focus on health sector opportunities. The EA team in Qatar can prepare and present this, TFHC will invite Dutch companies from their network, also we can use RVO database if possible, venue can be rented from PIB budget. Possible time in the short period can be either during May if we organize something around World Stadium Congress otherwise since I will be in the Netherlands during June for the biyearly Economic conference, we can plan it around this date.

Kind regards,

10 2 e

---

**From:** 10 2 e  
**Sent:** Wednesday, January 31, 2018 5:07 PM  
**To:** 10 2 e  
**Cc:** 10 2 e  
**Subject:** RE: TFHC mission to Qatar - follow up list

Dear 10 2 e

Today we met with Qatar Financial Center (QFC), the economic zone that we visited during the health mission to Qatar on the 1<sup>st</sup> day. QFC organized several roadshows in the past year in Asia, Germany and USA (<http://www.qfc.qa/en/Pages/QFC->

10 1 c



We informed them about the World Stadium Congress that will take place this year in Amsterdam Arena between 7-9 May, and they found this a great opportunity to organize a back to back roadshow during the same period and benefit from Qatari sports business delegation participating in this congress. Meanwhile they will send us a template and program of the last tradeshow in order to have better insight about this event to prepare a draft program. Also I will contact the World Stadium Congress to learn more about their event, the Qatari participation, and Identify areas of collaboration.

Knowing that, we have on the table now 2 scenarios that requires the following investigations:

11

Kind regards,

10 2

Senior Economic and Trade Policy Officer



**Embassy of the Kingdom of The Netherlands**

Al Mirqab Tower, 6<sup>th</sup> floor

Al Dafna, Corniche

P.O.Box: 23675

Doha, State of Qatar

1 [redacted]  
0 [redacted]  
2 [redacted]

<https://www.netherlandsandyou.nl/>



From: [REDACTED]  
Sent: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: TFHC mission to Qatar - follow up list

Thanks dear [REDACTED] for sending this e-mail! I will definitely arrange a meeting with [REDACTED] to discuss the follow up. In the meanwhile I talked to [REDACTED] about the sport project. Unfortunately he doesn't have separate budgets. But what we could do, is organising a seminar during the World Stadium Congress in the Netherlands to inform the relevant Dutch companies about the opportunities in Qatar. What do you think about that?

And as promised, please find enclosed the application form and information brochure (in Dutch, sorry) for the sector missions (pre-pibs).

Have a nice evening!

Kind regards,

10 2 e [REDACTED]

Met vriendelijke groet,

10 2 e [REDACTED]  
Programmanager PIB/business development manager Midden-Oosten  
Rijksdienst voor Ondernemend Nederland  
Prinses Beatrixlaan 2 | 2595 AL | Den Haag  
Postbus 93144 | 2509 AC | Den Haag

10 2 e [REDACTED]

[www.rvo.nl](http://www.rvo.nl)

*At Wednesdays out of office!*

---

Van: 10 2 e [REDACTED]  
Verzonden: dinsdag 30 januari 2018 13:46  
Aan: 10 2 e [REDACTED]  
CC: 10 2 e [REDACTED]  
Onderwerp: FW: TFHC mission to Qatar - follow up list

Dear 10 2 e [REDACTED],

Kindly find below the correspondences that I referred to during our discussion about the follow up TFHC mission to Qatar.

Kind regards,

10 2 e [REDACTED]

10 2 e [REDACTED]

Subject: Re: TFHC mission to Qatar - follow up list



Dear 10 2 e

I would like to express my appreciation again for your hard work and dedication to make the mission successful. During this mission you have given the visiting companies all possibilities to present their technologies and expertise to the highest practical level of customers we could wish. The follow-up is now in their hands.

Thank you for giving the companies either a jump start or a push in the right direction.

Looking forward seeing you soon again.

Best regards,

10 2 e

10 2 e  
VP & General Manager EMEA

10 2 e

10 2 e

2017-12-06 15:09 GMT+01:00

Thank you for your efforts and contribution to make it a successful Health mission to Qatar. We are looking forward for further cooperation with Task Force Health Care in order to expand the Qatari Dutch Health collaboration.

Kindly find below upshots of the mission and required follow up as per closing mission discussion:



TFHC & Embassy follow up:

- Regarding some questions that were raised by the Qatari Ministry of Public Health, **102 e** kindly connect these requests with Dutch companies in the TFHC network.
- Embassy sent thank you emails/letters to visited institutions during the mission
- The Embassy will arrange a meeting for the Ambassador with **102 e** the board member of Qatar Red Crescent to connect on CSR initiatives. Also the Embassy will follow up with Philips regarding medical equipment donation to QRC.
- **101 c**
- TFHC to prepare a report about the mission
- Define next steps:
  - TFHC to send the embassy more information about the Arab Health summit (Dutch Pavilion, profile of Dutch companies participating, side events). The Embassy will decide either **102 e** will join the event for 2 days to further explore Dutch companies interest.
  - TFHC, Embassy and RVO will discuss the opportunity off organizing a briefing conference to Dutch companies and institutions about results mission and opportunities in Qatari Health sector. **102** will organize a conference call during 2<sup>nd</sup> week of January 2018.
  - Embassy to explore opportunities for a customize health mission from Qatar to the Netherlands.

Follow up related to companies as per the expressed interest:

**101 c**



10 1 c



Kind regards,

10 2 e



10 2 e



*Deputy Head of Mission and Economic Counselor*



10 2 e

From: 10 2 e  
 Sent: donderdag 8 november 2018 16:17  
 To: 10 2 e  
 Cc: 10 2 e  
 Subject: RE: Graag akkoord-adviesplan Qatar

Dank je wel 10 2 e en 10 Dit is een mooi project geworden. Graag akkoord.

11

Groet,

10

From: 10 2 e )  
 Sent: donderdag 8 november 2018 15:42  
 To: 10 2 e  
 Subject: Graag akkoord-adviesplan Qatar

Beste 10 en 10

Hierbij stuur ik jullie het adviesplan voor een 3daags bezoek aan Nederland door een delegatie beleidsmakers van het Qatarese ministerie van Sociale Zaken. De 5 beleidsmakers, begeleid door 1 ILO medewerker, zullen hierheen om te leren van de Nederlandse procedures en wetgeving op het gebied van arbeidsinspectie. Het bezoek wordt voor een deel verzorgd door het ministerie van SZW en de Inspectie SZW, en daarnaast zullen we met de uitvoerder kijken wat andere nuttige bezoeken zouden zijn binnen het programma. Het adviesplan is tot stand gekomen in nauwe samenwerking met de ambassade, SZW en 10 10 2 heeft nog het een en ander toegevoegd en is akkoord.

Graag jullie akkoord op het plan.

Alvast dank!

Groeten,

10 2 e

Met vriendelijke groet,  
 Kind regards,

10 2 e

Private Sector Development Coach (PSD Apps)/Shiraka  
 Netherlands Enterprise Agency  
 Visiting address: Prinses Beatrixlaan 2 | 2595 AL | The Hague  
 Postal address: P.O. Box 93144 | 2509 AC | The Hague  
 The Netherlands



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Help save paper! Do you really need to print this email?

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10 2 e

**From:** 10 2 e  
**Sent:** donderdag 14 maart 2019 15:04  
**To:** 10 2 e  
**Cc:** 10 2  
**Subject:** RE: PPT for meeting with mission participants  
**Attachments:** Qatar Sports mission - companies program.docx

Dear 10 2 & 10 2 e

Kindly find attached an updated version of the companies program for your kind attention.

As discussed with 10 2 yesterday and with 10 2 e by email, it's important to manage for the companies' expectations. The main changes in this program are the following:

As we shorten the 'meet & greet' program for the 1<sup>st</sup> day, we are working on a site visit to Khalifa Stadium, it seems difficult because they are hosting a concert couple of days before our visit. We are trying our best, an alternative plan is to visit the Torch hotel where we can have 360 degrees view of Aspire zone. Also we added a cultural part for the program, a visit to the Museum of Islamic Affairs on the 1<sup>st</sup> day, that will be concluded by a networking reception at the residence.

[REDACTED] 11  
 [REDACTED]  
 [REDACTED]  
 [REDACTED] However they offer a tour at 2022 pavilion to explain about the world cup plan, preparations and stadiums.

[REDACTED] 1 . However, we arranged a b2b meeting with Aspire academy and logistics head of department to be followed by a tour at Aspire sports facilities and the football performance center, alternative tour at Aspetar Orthopedic and Sports Medicine Hospital can be arranged for interested companies.

I will send a copy of the program to 10 2 and 10

Kind regards,

.....  
 10 2 e  
 Senior Economic and Trade Policy Officer



**Embassy of the Kingdom of The Netherlands**

Alfardan Office Tower, 18th floor  
 61 Al Funduq Street, West Bay  
 P.O.Box: 23675  
 Doha, State of Qatar

1  
 0  
 E: +974 / 44.83.63.40  
<https://www.netherlandsandyou.nl/>



[REDACTED]

---

**From:** [REDACTED]  
**Sent:** dinsdag 18 juni 2019 12:05  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: 2 regionale events over zaken doen in de Golfregio  
**Attachments:** Qatar Sports Market Opportunities - June event.pptx

Dear [REDACTED]

Kindly find attached couple of slides for the WK presentation. I suggest to read the article that I shared yesterday, connect it to the attached presentation, and prepare your questions before our call. Perhaps if this afternoon is tight to go through the documents, we can arrange a call anytime tomorrow.

Kind regards,  
[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Monday, June 17, 2019 5:12 PM  
**To:** [REDACTED]  
**Subject:** RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED]

Thank you for your response and background information! I will call you around 1pm (might be a bit later). It would be great if you would be able to provide a view slides and information, maybe from previous events, on the WC 2022 which I can present on behalf of the Embassy.

Thank you,

All the best,  
[REDACTED]

---

**Van:** [REDACTED]  
**Verzonden:** maandag 17 juni 2019 11:39

**Aan:** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Onderwerp:** RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED]

I was in a long meeting.

Kindly find attached an article on the sports sector prepared by the Embassy and published in the yearly magazine of Orange Sports Forum. The article will give insight on the sports sector developments in Qatar.

We can call tomorrow at 01:00 pm Dutch time

Kind regards,



.....  
[redacted]  
Senior Economic and Trade Policy Officer



Embassy of the Kingdom of The Netherlands  
Alfardan Office Tower, 18th floor  
61 Al Funduq Street, West Bay  
P.O.Box: 23675  
Doha, State of Qatar

[redacted]  
[redacted]  
<https://www.netherlandsandyou.nl/>

From: [redacted]

Sent: Monday, June 17, 2019 10:58 AM

To: [redacted]  
[redacted]

Subject: RE: 2 regionale events over zaken doen in de Golfregio

Dear [redacted]

11 [redacted] [redacted] [redacted] [redacted]  
[redacted]

[redacted]  
[redacted]

[redacted]

Kind regards,

[redacted]  
Business Development Coach Turkije en Noord-Afrika / Sectoraccount logistiek  
Afdeling Internationaal Ondernemen

.....  
Rijksdienst voor Ondernemend Nederland  
Prinses Beatrixlaan 2 | 2595 AL | Den Haag  
Postbus 93144 | 2509 AC | Den Haag  
.....

[redacted]  
[redacted]  
[redacted]  
[www.rvo.nl](http://www.rvo.nl)

.....  
Verzonden: vrijdag 14 juni 2019 12:17

Aan [redacted]



van [REDACTED]

C [REDACTED]

( [REDACTED]

Onderwerp: RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED]

I will be presenting for the 2nd of July, no one will be attending or presenting from Doha mission for the 20<sup>th</sup> of June event. Regarding July event I will send you my presentation by the end of next week.

Kind regards,

.....  
[REDACTED]  
Senior Economic and Trade Policy Officer



Embassy of the Kingdom of The  
Netherlands  
Alfardan Office Tower, 18th floor  
61 Al Funduq Street, West Bay  
P.O.Box: 23675  
Doha, State of Qatar

[REDACTED]  
[REDACTED]  
[REDACTED]  
<https://www.netherlandsandyou.nl/>

From: [REDACTED] ; [REDACTED] [REDACTED]

Sent: Thursday, June 13, 2019 5:49 PM

To: [REDACTED]  
Cc: [REDACTED]  
[REDACTED]

Subject: RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED] and [REDACTED]

Currently I am working on the organization for 20<sup>th</sup> of June and 2<sup>nd</sup> of July and I would be great if you could let me know the following:

- [REDACTED] were you already able to share your input for WK Qatar with [REDACTED] for 20<sup>th</sup> of June? If I understood correctly you or someone from the embassy will not be able to give the presentation and [REDACTED] will take over this part?
- [REDACTED] are you able to share your PowerPoint presentation for 20<sup>th</sup> of June by the latest of Monday 17<sup>th</sup> June, can we use the same presentation for 2<sup>nd</sup> of July?

Thank you and waiting your soonest reply!

Kind regards,

[REDACTED]  
Business Development Coach Turkey and North Africa  
International Enterprise



.....  
**Netherlands Enterprise Agency**

Visiting address: Prinses Beatrixlaan 2 | 2595 AL | The Hague

Postal address: P.O. Box 93144 | 2509 AC | The Hague

The Netherlands

.....

[REDACTED]

[REDACTED]

[REDACTED]@rvo.nl

[www.rvo.nl](http://www.rvo.nl)

Van: [REDACTED]

Verzonden: dinsdag 21 mei 2019 11:30

Aan: [REDACTED]

Onderwerp: RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED]

11 [REDACTED]

Curious to hear how it will work during June. Unfortunately no one is joining from the Embassy during June. However, as we mentioned before we are happy to share input.

Kind regards,

[REDACTED]

From: [REDACTED]

Sent: Monday, May 20, 2019 4:44 PM

To: [REDACTED]

[REDACTED]

[REDACTED]

Subject: RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED]

11 [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

Kind regards,

[REDACTED]

Met vriendelijke groet,

[REDACTED] y

Programmamanager PIB/business development manager Midden-Oosten

.....



At Wednesdays out of office!

Van: [REDACTED]  
Verzonden: maandag 20 mei 2019 10:48  
Aan: [REDACTED]  
Onderwerp: RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED]

I would like to confirm my participant for Tuesday 2<sup>nd</sup> of July event in the Netherlands, I can present about the world cup opportunities during the breakout session. As you mentioned in your below email it will be a joint breakout session of 45 minutes for Expo 2020 and World Cup 2022, I assume that each topic will be presented by a maximum of 15 minutes and the rest will be for Q & A. Please let me know if you have further information about the session (setup, duration, participants, presenter for Expo 2020, etc.) in order to start preparing my presentation.

Kind regards,

Senior Economic and Trade Policy Officer



Embassy of the Kingdom of The Netherlands

Alfardan Office Tower, 18th floor  
61 Al Funduq Street, West Bay

P.O.Box: 23675

Doha, State of Qatar

<https://www.netherlandsandyou.nl/>

From: [REDACTED]  
Sent: Monday, May 13, 2019 5:34 PM  
To: [REDACTED]  
Subject: RE: 2 regionale events over zaken doen in de Golfregio

Dear [REDACTED]

I hope you all doing very well.

Dear [REDACTED] first, please feel free to ask whenever you want, whether you run behind or no



**[REDACTED]**

[REDACTED]

[REDACTED]  
 [REDACTED]  
 [REDACTED]

\_\_\_\_\_

■ nice evening!

Kind regards,

Met vriendelijke groet,

mw. drs. [REDACTED]  
 Programmamanager PIB/business development manager Midden-Oosten

**Rijksdienst voor Ondernemend Nederland**  
Prinses Beatrixlaan 2 | 2595 AL | Den Haag  
Postbus 93144 | 2509 AC | Den Haag

T [REDACTED]

**At Wednesdays out of office!**

Van [REDACTED]

Verzonden: zondag 12 mei 2019 15:41

CC: [REDACTED]

Onderwerp: RE: 2 regionale events over zaken doen in de Golfregio

Hi [REDACTED]

11

\_\_\_\_\_

\_\_\_\_\_



11 [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Kind regards,

[REDACTED]

*Deputy Head of Mission and Economic Counselor*

Embassy of the Kingdom of the Netherlands in Qatar

[REDACTED]  
[REDACTED]

---

**From:** [REDACTED]  
**Sent:** vrijdag 10 mei 2019 17:32  
**To:** [REDACTED]  
**Subject:** RE: 2 regionale events over zaken doen in de Golfregio

Hi [REDACTED]

11 [REDACTED]. Voor de workshop waar ook WK 2022 besproken zal worden, heb ik niemand specifiek voor ogen, wel dat het liefst iemand is vanuit de post of DIO.

11 [REDACTED]

Groet,

[REDACTED]

Met vriendelijke groet,

[REDACTED]



Programmamanager PIB/business development manager Midden-Oosten

Rijksdienst voor Ondernemend Nederland

Prinses Beatrixlaan 2 | 2595 AL | Den Haag

Postbus 93144 | 2509 AC | Den Haag

*At Wednesdays out of office!*

Van: [REDACTED]

Verzonden: vrijdag 10 mei 2019 14:16

A 10 2 e

M

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C

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A

Onderwerp: RE: 2 regionale events over zaken doen in de Golfregio

Hi 10 2 e

11

Wie zijn er trouwens verder betrokken bij het panel dat ook over WK 2022 gaat? Heb je daar nog iets voor nodig van ambassade Doha?

Groeten, [REDACTED]

Kind regards,

Deputy Head of Mission  
Netherlands Embassy, Qatar

From: [REDACTED]

Date: Thursday, 09 May 2019, 4:34 PM

10 2 e

11



Groet,

Met vriendelijke groet,

Programmamanager PIB/business development manager Midden-Oosten

Rijksdienst voor Ondernemend Nederland  
Prinses Beatrixlaan 2 | 2595 AL | Den Haag  
Postbus 93144 | 2509 AC | Den Haag

*At Wednesdays out of office!*

Van:

Verzonden: donderdag 9 mei 2019 14:06

Onderwerp: RE: 2 regionale events over zaken doen in de Golfregio

Hallo

11

Groet,

From:

Sent: donderdag 9 mei 2019 13:18

10 2 e

Subject: 2 regionale events over zaken doen in de Golfregio

Beste allen,



[Redacted text block]

[Redacted text block]

Het concept programma ziet er als volgt uit:

12.30-13.30 [Redacted] 11  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

2. EXPO 2020 en WK Qatar

[Redacted] 11  
[Redacted]  
[Redacted]

[Redacted text block]

van het XP team [Redacted] p [Redacted] in [Redacted]

Heel veel dank alvast!

Met hartelijke groet,

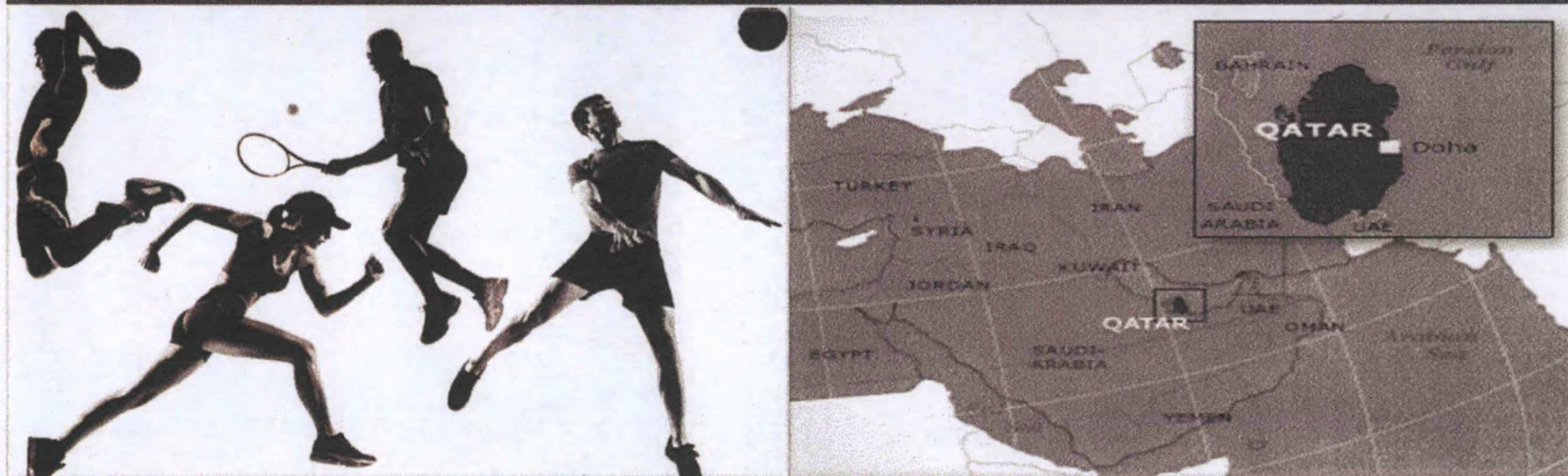
10 2 e

Met vriendelijke groet,


[Redacted]  
10 2 e

Rijksdienst voor Ondernemend Nederland  
Prinses Beatrixlaan 2 | 2595 AL | Den Haag  
Postbus 93144 | 2509 AC | Den Haag





## *Qatar Sports Market Opportunities Seminar*

  
Senior Economic & Trade Policy Officer  
Embassy of the Kingdom of the Netherlands to Qatar





# **Qatar is emerging as a Global Sports Hub**

---





## ***Qatar is investing in world class sports assets in a variety of sports***

---



- ❖ 8 new stadiums are being developed for the 2022 FIFA World Cup TM
- ❖ 3 new arenas were built for the 2015 World Men's Handball Championship
- ❖ Aspire Zone Foundation manages five key physical assets
  - Aspire Dome
  - Khalifa International Stadium
  - Hamad Aquatic Centre
  - Ladies Sports Hall
  - Aspetar Orthopaedic and Sports Medicine Hospital
- ❖ There are also existing sporting facilities covering a variety of sports such as:
  - Tennis
  - Squash
  - Motorsports
  - Swimming
  - Athletics
  - Equestrian





## ***Qatar is emerging as a global sports hub with hosting many international competitions***

**2006 Asian Games**



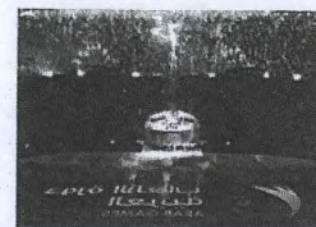
**Asian Indoor Athletics Championships 2008**



**2010 World Indoor Athletics Championships**



**Arab Games 2011**



**2011 Asian Football Confederation Cup**



**2014 World Swimming Championships**



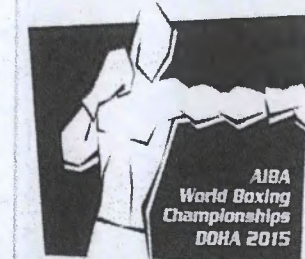
**2015 World Men's Handball Championship**



**IPC Athletics World Championships 2015**



**AIBA Boxing World Championship 2015**



**UCI Road Cycling World Championships 2016**







## *Looking ahead Qatar will host premier global sports events in the coming years*

### 2018 World Artistic Gymnastics Championships



### 2022 FIFA World Cup



### 2019 World Championships in Athletics



### 2023 World Aquatics Championships



*...In addition to more than 30 local, regional & international sporting events, hosted in Qatar each year.*