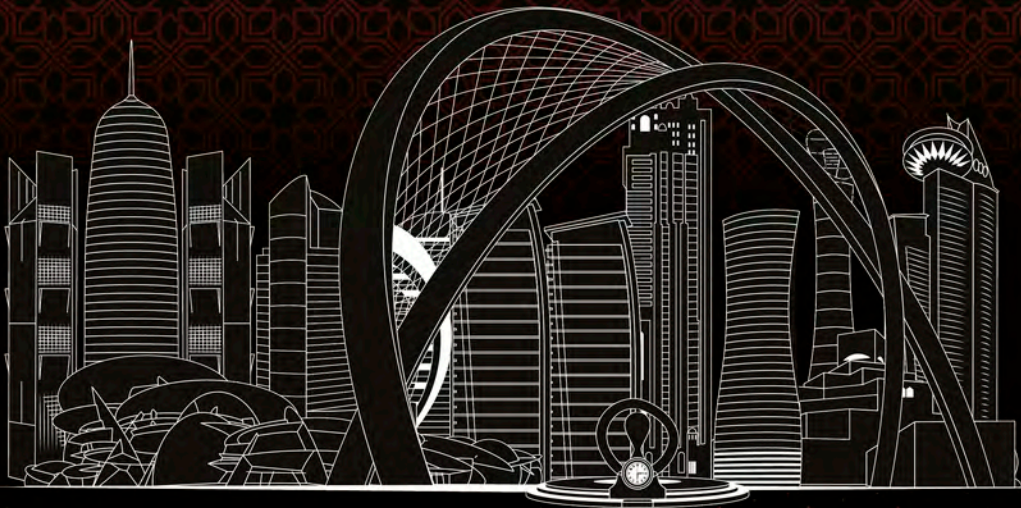


the business year



QATAR 2024

Economy | Finance | Energy Transition | Digital Solutions | Transport
Industry & Food Security | Construction & Real Estate | Health | Education | Tourism & Lifestyle

thebusinessyear

Qatar 2024

Over the past decade, Qatar has undergone a remarkable journey of transformation, reaching a pinnacle with the successful hosting of the FIFA World Cup in 2022. Capturing the world's attention, the tournament drew over one million fans to the nation, marking a momentous chapter in Qatar's history. In the aftermath of the tournament, the country has refocused on the ambitious objectives outlined in Qatar National Vision 2030, its wide-ranging blueprint for economic diversification. This strategic shift underscores the nation's unwavering commitment to shedding its reliance on hydrocarbons.

Projections for Qatar's GDP paint a promising picture, with an anticipated growth of 25.27% from 2023 to 2028. That would put GDP at USD294.97 billion. In this transformative era, digitalization emerges as a pivotal driver for economic and social prosperity, and is at the tip of efforts to modernize critical sectors such as healthcare, education, transportation, and public services. Qatar National Vision 2030 also features significant sustainability goals, including the integration of renewable energy sources. Qatar boasts ambitious targets to reduce carbon intensity by 25% by 2030.

While diversification remains a key objective for Qatar in the coming decade, the enduring importance of oil and gas to economic prosperity is evident. The North Field, Qatar's largest gas field, is expanding and project managers achieved significant milestones in 2022, including partnerships with foreign equity players and the signing of a record LNG sales and purchase agreement with China's Sinopec. IMF foresees a fiscal surplus averaging 11% of GDP in 2024-27.

Furthermore, Qatar envisions itself as a global tourism hub, a vision reinforced by the surge in demand during the World Cup, prompting a substantial expansion in hotel capacity, with an increase from 30,000 to nearly 40,000 hotel rooms.

While conducting research for *The Business Year: Qatar 2024*, our primary focus was on the country's competitive strengths and how it plans to build upon the legacy established by hosting the world's most-watched sporting event. As Qatar aspires not only to maintain its status as a trusted host for international events, but also to emerge as the driving force behind a flourishing global economy, we believe that this publication will serve as a vital tool for anyone seeking to engage in business endeavors in Qatar. ✖

This publication has been produced by The Business Year International's expert cadre of journalists, writers, editors, and designers. The content contained within is original and was compiled by our team on the ground.

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MAKING a mark

Mohamed Abdulla Swidan
INTERIM GROUP CEO,
MILAHA



Milaha has been steadily investing in more technology and digitalized solutions to enhance the efficiency of supply chains and maritime solutions, facilitate business flows, improve innovation, and enhance the customer experience.

What have been some of the biggest highlights and achievements of Milaha Logistics City (MLC)?

To cope with growing demands for our innovative warehousing solutions, we have expanded the capacity of MLC to meet the needs of GCC customers, particular in Qatar. After the expansion, MLC has shown great capabilities and efficiency in providing various storage services, fourth-party logistics (4PL) smart solutions, advanced warehousing, and warehousing management. One of our greatest achievements in 1H2023 was achieving a total of 2,859 shipments, with a total of 68,341cbm, an average of 477 shipments per month, and processing a total of 8,338 orders with an average of 1,390 orders per month. MLC's services have attracted various customers that fully utilize our warehousing solutions, storage units, and extensive spaces. Utilization of units during the 2022 FIFA World Cup reached its peak when our warehousing services were provided to store the electronic equipment of FIFA World Cup Stadiums fan zones, sensitive devices, and sound systems. Due to the excellent services and solutions offered by MLC, we later signed agreements with EFM Global and other partners to provide warehousing solutions. MLC also successfully provided 3PL services to host the first floating hotel cruise line affiliated with the Mediterranean Shipping Company (MSC) at Hamad Port. MLC's storage units are well equipped with distinguished capabilities and provide sophisticated services and 4PL solutions with extensive expertise in warehouse management systems. MLC is also characterized by an open yard, temperature controlled, chilled, and frozen storage with a total area of 430,000sqm, and a warehouse facility with a space of 36,000sqm. MLC has also started to provide e-commerce solutions after signing various partnership deals with numerous companies and Qatar Post to run an e-fulfilment operations. Milaha has received 535 shipments and successfully dispatched over 1,196 orders. Since then, MLC has provided its innovative solutions and services to many reputable companies in Qatar.

What strategies is Milaha adopting to strengthen its international presence?

Milaha is keen to consolidate its international

presence and extend its global reputation, particularly with its other sister companies. To realize this end, in 2022 we formed strong strategic alliances with well-known companies in the US, Turkey, Norway, and the Middle East under the framework of increasing business opportunities and promoting our global presence. Our plans to promote Milaha's international presence will connect it with the international commercial arena and reactivate its role to be present on a global level. In 2023, we signed important cooperation deals with Oracle and Google Cloud to accelerate Milaha's digital transformation strategy, which will play a vital role in boosting our international presence. The deals will open a wide network of connections with other globally well-known companies.

How do Milaha's innovative solutions boost the efficiency of supply chains?

Milaha always works diligently to boost the efficiency of supply chains and the relevant solutions through digitalization and the modernization of entire services to ensure it goes smoothly in line with Qatar National Vision 2030's (QNV2030) digital transformation strategy. In this regard, we have mapped out an ambitious digital transformation plan that goes in parallel with QNV2030 objectives. On the ground, we are modernizing our maritime solutions and logistics services by adding new technologies to boost the efficiency of supply chains and maritime solutions. All these come within the framework of implementing the digital guidelines of QNV2030 and increasing Milaha's efficiency of supply chains. We are highly committed to widening our investment scope, particularly in the field of technology and digitalized solutions, and accelerating our digital transformation to serve Milaha's customers across the GCC effectively. We regularly upgrade our digital solutions, systems, and platforms with the aim of enhancing Milaha's connectivity, mobility, and efficiency and quick innovative digitalized services. We believe that digital transformation plays a vital role in driving, developing, and facilitating the flow of business and positively increasing efficiency, improving innovation, and helping us take sound decisions while improving the customer experience and developing fruitful engagement. ✘

**Received 2,859
shipments in
1H2023**

**Provides
e-commerce
solutions**

BIO

Mohammed Abdulla Swidan was entrusted by Milaha's Board of Directors to carry out the duties of President & Group CEO of Milaha Group. He has been Executive Vice President of Milaha Offshore & Marine since 2018. Prior to his position as EVP, he held various leadership positions as senior commercial manager at Halul Offshore Services Company in 2013 before being promoted to vice president, operations in 2014. He holds a bachelor's degree in maritime engineering and a master's degree in ship and port operation management from Arab Academy for Science, Technology and Maritime Transport in addition to an MBA in global shipping management from Greenwich-London University.

