

QMDI WINS GREEN EVENT CATEGORY AT MIDDLE EAST EVENT AWARDS 2009

*Qatar gains recognition in leading initiatives to deliver green meetings by managing
change process and technology solutions for events.*

28th April 2009 – Doha, Qatar - Qatar MICE Development Institute (QMDI), a joint venture company with Qatar Foundation won 'Green Event' category at the Middle East Event Awards 2009 which took place on 27th April 2009 in Dubai, United Arab Emirates.

Matthew Meredith, CEO, QMDI said: "We are extremely proud that after only 18 months of existence, QMDI has won this award against strong regional competition. We hope there will be many more awards to come over the coming years. This is a first for Qatar and an important step in raising awareness about the events industry in Qatar and the region."

Khalifa Al Mannai, PR & Government Liaison Manager, QMDI, said: "The accolade was presented to QMDI, the appointed event management company for UNEP (United Nations Environment Protection Agency) Ozone Protection Conferences hosted by the Qatar's Ministry of Environment, for the turnkey event management and special project management to 'reduce paper usage' at an event". MEEZA, the Managed IT Services and Solutions provider, was the contracted technology supplier for the event. MEEZA developed a paperless document management solution, an event portal, web-site and wireless network for the event.

Speaking at the Middle East Event Awards, Fiona Simon, QMDI Event Director who project-led the UNEP Ozone Protection Conferences' event delivery said: "It is an honour to receive this Award. I would also like to extend my personal thanks to our clients the Ministry of Environment, Qatar, the UN Multilateral Fund Secretariat and Ozone Secretariat for the opportunity to work on the UNEP Ozone Protection Meetings which took place in Doha last November. This prestigious Award is not only a win for QMDI, but also gives Qatar significant recognition within the event industry as a leader in driving forward 'green meetings' initiatives."

Appointed by Qatar's Ministry of Environment, QMDI event management brief included reducing the use of paper by 80% during the 5 day meeting for 700 delegates from over 150 nations. In developing the initial scope of work and presenting a practical working solution with the appointed

technology suppliers MEEZA, the introduction of a new method to manage meeting proceedings also had to be communicated to event participants from UNEP.

Waleed Al-Emadi, Director of International Cooperation Departments and a senior ozone expert at the Qatar Ministry of the Environment said: "The UNEP Ozone Protection Conferences was an important series of events which addressed the effect of CO₂, the principle greenhouse gas, has on the environment globally. In the United States alone there have been estimates that a 10 per cent reduction in the use of paper in offices could cut greenhouse gas emissions by 1.6 billion tons."

Al-Emadi furthered: "To put into practice a solution to reduce paper usage; in the form of documents and publications, whilst still achieving the complex proceedings needed to review and contribute to policies at such meetings was deemed a great success. It was a privilege for Qatar to host such an important event and be able to contribute to organizing 'more effective' events."

The result saw that paper usage being reduced by 86%, where a typical meeting for UNEP Ozone Protection Conferences would use 300,000 sheets of paper. This equates to a saving of 9,000km of paper or just over 31 trees*.

Second to this, the first global UN paperless event was delivered here in Qatar. The success of the pilot scheme will have a positive environmental impact on how UN can manage their future events. The pilot paperless program is now being implemented at a meeting of the world's environment ministers at UNEP's headquarters in Nairobi, Kenya.

Commenting on the results, the United Nations Multilateral Fund Secretariat said: "Holding meetings away from our usual workplace and in a different environment was an extremely pleasant experience thanks to QMDI. The 56th Meeting of the Executive Committee in Doha was successful, both in the planning stage as well as during the meeting which was particularly challenging due to organizing the first paperless international meeting."

The Middle East Event Awards is an annual gala event which celebrates the achievements of the events industry in the region. This is the first time that Qatar has won an event award, as well as come runners up in another category, namely 'Best Trade Exhibition' for DIMDEX, Doha Maritime Defence Exhibition and Conference.

[*Source: <http://www.conservatree.com/learn/Envirolssues/TreeStats.shtml>]

Ends

NOTES FOR THE EDITOR

- **The full event case study is available on request**
- **Event overview:**

Joint 8th Meeting of the Conference of the Parties (COP) of the Vienna Convention for the Protection of the Ozone Layer and the 20th Meeting of the Parties (MOP) to the Montreal Protocol on Substances that Deplete the Ozone Layer.

The 5 day meeting consisted of a main plenary session seating 700 delegates, 11 meeting rooms hosting between 25-40 delegates, 10 office spaces, a supporting exhibition, 2 receptions and 1 gala dinner.

In attendance were 700 guests from 150 countries with Ministerial representation from 55. In addition to many international dignitaries, the event was attended by His Excellency the Prime Minister of the State of Qatar, His Excellency the Minister of Environment of Qatar; and Achim Steiner, UN Under-Secretary General and United Nations Environment Programme (UNEP) Executive Director.

QMDI Managed Events were contracted to provide the full service delivery to organize the event from operations, logistics, production, housing, travel and hospitality to the special project management of a paperless conference solution.

- **The 'Green' Significance of the Event**

The 1987 Montreal Protocol on Substances that Deplete the Ozone Layer is a model international agreement for successfully achieving environmental results. As of 2006, the 192 Parties which have ratified the Montreal Protocol have, in the aggregate, reduced their consumption of ozone-depleting substances by approximately 95 per cent. In 2003, political recognition of the Protocol came in the statement of then United Nations Secretary General Kofi Annan, who termed the Montreal Protocol "perhaps the single most successful international environmental agreement to date".

Hosted by the Qatar Ministry of Environment (MoE), between November 16th and the 20th, the Protocol signatories met in Doha to chart the future of the Protocol and to ensure that the world remains on track to phasing-out the remaining uses of ozone depleting substances. The meeting was a 'live working group' where delegates discussed and directly contributed to policy making decisions.

About Qatar MICE Development Institute (QMDI) was formed by Qatar Foundation and Singex Global with an aim of developing Qatar into a leading world-class destination for the meetings, incentives, conferences and exhibitions (MICE) sector. QMDI's is driven to deliver quality and excellence through the creation of dynamic events, nurturing industry skills, and supporting the growth of the events sector and supporting infrastructure in Qatar. www.qmdi.com.qa

QMDI is your partner for

- Event Management Services for conferences, exhibitions and congress events
- Specialists in Live Event Management, festivals and sporting events
- Organizers of knowledge-led business and industry events
- Global Event Services for global event bids
- Event industry training programs

About MEEZA:

MEEZA, a Qatar Foundation joint venture, is a managed IT Services and Solutions provider that offers a wide range of services to clients, from creating and managing IT infrastructure to providing technology consulting. MEEZA is seeking to participate in accelerating the growth of Qatar and the region through the provision of world-class Managed IT Services and Solutions to the market.

www.meeza.com.qa

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