Doing Business in the Middle East

Seven Days of Business and Socio-Cultural Exploration of Qatar

Stenden Qatar
University of Applied Sciences

Tel.: +974 44888116 / +974 44888126
www.stenden.edu.qa
INTRODUCTION

A fast and vibrant economy in the Middle East and North Africa (MENA) region, Qatar contributes significantly to the world economy in terms of oil produces and recently in business, education, culture and tourism. Qatar which is ranked first in the Arab world and seventh globally out of 128 countries on Global Finance Safety Index for 2019, is a must visit, to understand how a country embrace technology, economic development and human welfare in the same pace while holding high cultural and social values.

PROGRAMME OBJECTIVE

The objective of this 8-day programme is to provide the participants with a comprehensive view of the business and socio-cultural aspects of Qatar and thereby an understanding of the Middle East. The programme aims to give you an intense learning of the Middle East and specifically Qatar - culture, company structure and business etiquettes through real-time socio-cultural site visits, company visits, tourist spot visits and seminars at the Stenden University of Applied Sciences Qatar. The purpose is to provide the participants with a 360degree awareness of the business environment while exploring the country for successful working with/in the middle east.

Schedule of the Programme

<table>
<thead>
<tr>
<th>Day</th>
<th>Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 0</td>
<td>Arrival</td>
</tr>
</tbody>
</table>
| Day 1 | Welcome & Orientation – at SUASQ  
• Seminars on BMENA - Middle East Business Etiquette (10am-03:00pm)  
• Traditional Dinner |
| Day 2 | Doha Port  
• Souq Waqif  
• Falcon Souq  
• Museum of Islamic Art  
• Fanar  
• MIA Park  
• The Corniche |
| Day 3 | Sheraton Hotel or any Five Star Hotel  
• National Museum  
• Qatar Stock Exchange  
• QMA Tower  
• Dhow Trip  
• Q Mall/Festival City/City Centre |
| Day 4 | Qatar National Library  
• The Pearl  
• Katara Cultural Village  
• Mathaf  
• State Mosque  
• Sheikh Faisal’s Museum |
| Day 5 | Al Rayan Water Company  
• Al Zubara Fort  
• Zakreet  
• Lunch  
• Fuwarit Beach  
• Desert Safari |
| Day 6 | Overview on FIFA World Cup  
• Aspire Tower  
• Park, Stadiums  
• Al Khor Park  
• Al Thakira Mangroves |
| Day 7 | Conclusion/Reflective Seminars at SUAS-Q on BMENA- Doing Business with the Arab  
• Guest lecture-Katara/QSE/Hotels  
• Certificate Distribution  
• Dinner |

Price

<table>
<thead>
<tr>
<th>COST PER PERSON</th>
<th>QAR</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE SHARING BASED</td>
<td>7280</td>
<td>5460</td>
</tr>
<tr>
<td>SINGLE SHARING BASED</td>
<td>2000</td>
<td>1500</td>
</tr>
</tbody>
</table>

*Price is inclusive of all charges including 5 Star Hotel stay BB and excluding air flight & visa.