



GIMS QATAR: Global brands and car premieres make for an unmissable inaugural event in Doha

- GIMS Qatar set to welcome 30 renowned automotive brands to its debut event in Doha this October
- Exhibitors set to unveil 10 product premieres; visitors among the first to experience the industry's latest innovations
- Show runs from 5 to 14 October and coincides with the Doha-hosted FORMULA 1® QATAR AIRWAYS QATAR GRAND PRIX 2023
- Exhibitor registrations now open for the show in Geneva in February 2024, celebrating the 100th anniversary of its first international edition.
- Geneva event will provide a platform to champion current and future automotive innovation

Doha and Geneva, 25 July 2023 - Qatar Tourism and the Geneva International Motor Show (GIMS) are delighted to welcome 30 global automotive brands to the inaugural GIMS Qatar, held in Doha from the 5 to 14 October 2023. The strong demand from exhibitors is reflective of GIMS' innovative, first-of-its-kind event concept, which is setting new standards for trans-continental motor shows and naturally complements the marketing strategies of major OEMs and suppliers.

Car enthusiasts attending the show will have the opportunity to be among the first to see 10 ground-breaking new cars, which are set to be unveiled from the 30 exhibiting brands. On top of the entire award-winning Doha Exhibition and Convention Center (DECC), another four prominent venues will provide a diverse and immersive festival experience for visitors and guests. GIMS will now begin the

space allocation process following the closure of registrations at the end of June. Participating brands will be unveiled on the GIMS social media channels in the coming weeks.

Qatar holds a strong and growing track record of hosting major events and conferences. Earlier this year, Qatar hosted the 9th Annual Destination Wedding Planners Congress in March, the world's biggest B2B event for destination weddings. In addition, the Doha Jewellery and Watches Exhibition, the only B2B and B2C event of its kind in the region and, which saw the participation of more than 500 local, regional and international brands, took place in February at the DECC, the very venue where GIMS Qatar will be taking place.

Berthold Trenkel, Chief Operating Officer at Qatar Tourism, said: *"With its wide selection of exceptional hotels, exciting excursions, and captivating landmarks, Qatar is the ideal location to inaugurate the first-ever GIMS to be held outside of its home country. Qatar has maintained incredible momentum since the close of the FIFA World Cup™ last year, welcoming a record number of visitors and maintaining its sporting legacy through multiple global sporting events that have taken place in the first half of the year. We're gearing up for an exciting social calendar in the months ahead and we see that Qatar is well on its way of becoming the fastest growing tourism destination in the region by 2030."*

Sandro Mesquita, CEO of the Geneva International Motor Show, said: *"Excitement is building for the first edition of the Qatar show in Doha, which is now only a few months away. We're on track to make the event the new, top-tier motor show for the Middle East, bridging the gap between the exciting automotive industries in the east and west. Qatar Tourism, GIMS and our partners are delighted with the outstanding support we have received from global brands. For us, it's indicative of the high levels of confidence and loyalty they have in the GIMS model. One of our exhibitors has participated in every edition of the Geneva Motor Show since 1924 and is just as enthusiastic to join us in Doha."*

Starting with an exclusive opening ceremony and gala dinner on 5 October, GIMS Qatar will welcome the world's media on 6 October, before opening to the public from October 7 to 14. The event has been staged to coincide with the FORMULA 1® QATAR AIRWAYS QATAR GRAND PRIX 2023, also being held in Doha from 6 to 8 October. The full GIMS Qatar programme of events will be unveiled soon. Activities will include a forum for the future of car design, held at the National Museum of Qatar. There will also be offroad adventure experiences at Sealine Desert, ride and drives at the Lusail International Circuit and the chance to visit a 'best of the best' gallery of classic automobiles.

Qatar has, and continues to, host of some of the world's most high-profile sporting events, such as the FIFA World Cup Qatar 2022™ and the FORMULA 1® QATAR AIRWAYS QATAR GRAND PRIX 2023. With state-of-the-art facilities, an award-

winning national carrier and airport, seamless public transportation networks, open tourism visa policies and a strategic central location, Qatar is quickly emerging as a prime destination for major global events.

GIMS Geneva 2024 – Auto. Future. Now

Looking ahead to 2024, GIMS is welcoming exhibitor registrations for its show in Geneva next February. Running from 26 February to 3 March 2024, visitors will witness history as the event celebrates a landmark 100th anniversary as an international show in 1924. Though the show will reflect on its past, attention is firmly set on the evolving mobility landscape. As such, the show has adopted the 'Auto. Future. Now' tagline to mirror the event's role as a champion of automotive innovation.

Members of the press are invited to join GIMS on 26 February for an exclusive preview of the show, with a VIP Day on 27 February. Doors will open to the public from 28 February to 3 March. All will have the opportunity to experience a series of thematic spaces, each highlighting developmental excellence and providing an insight into the prospective automotive industry in an interactive and immersive way.

Mesquita added: *"Geneva is a prime opportunity, on this special anniversary, to highlight where the industry is heading in the next century. It will be a platform to showcase the exceptional research and development work that businesses across the world are undertaking. Many of which are on a mission to make the automotive sector as clean and as efficient as possible. With registrations open, we look forward to working with prospective exhibitors ahead of the show in February."*

About the Geneva International Motor Show (GIMS):

The Geneva International Motor Show has been a springboard for the future of mobility since 1905. It is widely recognised as the most important motor show in Europe and is one of the most prestigious and influential shows in the world. With the launch of GIMS Qatar, the Geneva International Motor Show is extending its brand to a new location, Doha. The organiser and rights holder of the GIMS is the Geneva-based *Comité permanent du Salon international de l'automobile* Foundation.

About Qatar Tourism:

Qatar Tourism is the official government body responsible for the development and promotion of tourism in Qatar, facilitating the sector's exponential growth. Qatar is a destination where people of the world come together to experience unique offerings in arts, culture, sports, and adventure, catering to family and business visitors, rooted in Service Excellence. Qatar Tourism seeks to boost the entire tourism value chain, grow local and international visitor demand, attract inward investment, and drive a multiplier effect across the domestic economy. The Qatar Tourism Strategy 2030 sets an ambitious target to attract over six million international visitors a year

by 2030, making Qatar the fastest growing destination in the Middle East.

GIMS Media Contact:

media@genevamotorshow.com

Qatar Tourism Media Contact:

pressoffice@visitqatar.qa



Geneva International Motor Show, Route François Peyrot 30, Geneva, Le Grand-Saconnex 1218,
Switzerland

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