



## **Geneva International Motor Show Qatar closes with remarkable attendance of 180,000 visitors over 10 days**

*The show made its debut in Doha, marking the first international presence in the prestigious exhibition's 100-year-old history.*

Qatar Tourism inaugurated the first edition of the awaited Geneva International Motor Show (GIMS) Qatar, drawing in more than 1,000 journalists from over 50 countries and 180,000 visitors over 10 days. The Geneva International Motor Show took place outside of Switzerland for the very first time in the exhibition since its inception in 1905.

Set at the Doha Exhibition and Convention Center (DECC), the celebrated motor show ran from October 5 to 14 and saw the strong presence of 30 exhibitors who collectively unveiled 29 regional launches and 12 world premieres. The inaugural edition closed its doors at 22:00 on October 14 to the sound of horns honking, a prized Geneva International Motor Show tradition.

Speaking on the resounding success of the exhibition, His Excellency Mr. Saad Bin Ali Al Kharji, Deputy Chairman at Qatar Tourism, said: "We are delighted to have led efforts to bring to Qatar one of the most elite exhibitions in the automotive industry and demonstrate Qatar's ability to host large-scale events. Our state-of-the-art conference facilities as well as eased travel policies and expanded hospitality offering make Qatar an ideal choice for businesses considering an international destination to their events. In addition, the celebration of automotive excellence that took place across multiple venues demonstrates the country's seamless alignment and adherence to one shared vision of propelling Qatar onto the international stage."

Sandro Mesquita, CEO of the Geneva International Motor Show, said: “Our Geneva Salon has for many years allowed the great and good of the automotive industry to connect, share ideas and inspire the future of the sector. It has also been the place to show what we call ‘automotive excellence.’ Whether that’s a luxury brand showing its latest hypercar, a start-up making its entry to the market, or a major global automaker unveiling its electrification strategy; if it’s at Geneva, it tends to be big news. This is what Geneva means. But this is also what GIMS means. Wherever and whenever a GIMS event takes place, it brings the same excellence. This first edition of GIMS Qatar is a true testament to that.”

Spread over 10,000 m<sup>2</sup> at the DECC, the Geneva International Motor Show Qatar offered a unique platform for automotive experts to present cutting-edge technologies, designs, and concepts. Beyond the exhibition halls, the motor show extended to a country-wide festival of automotive excellence with a Future Design Forum held at the National Museum of Qatar, the Track Days at the newly renovated Lusail International Circuit, off-roading experiences at the Sealine Adventure Hub and a Parade of Excellence at the Urban Playground created in the family-friendly Lusail Boulevard.

The organisers and founding partners of GIMS Qatar expressed their profound satisfaction with the results and the overwhelming attendance. Exhibitors were equally delighted with the exceptional set-up, logistics, and significant footfall.

While GIMS Qatar will return in November 2025, automotive enthusiasts worldwide can look forward to the next edition of GIMS set to take place from February 26 to March 3, 2024 at Palexpo, Geneva.

### **About Qatar Tourism**

Qatar Tourism’s mission is to establish Qatar as a place where cultural authenticity meets modernity, and where people of the world come together to experience unique offerings in culture, sports, business and family entertainment, rooted in Service Excellence. Qatar Tourism will regulate and develop the tourism industry, encouraging investment from the private sector. It will set the national strategy for the tourism sector, reviewing it periodically and overseeing its implementation, with the aim of diversifying tourism offerings in the country and increasing visitor spend. Through our network of international offices in priority markets, and cutting-edge digital platforms, Qatar Tourism is expanding Qatar’s presence globally and enhancing the tourism sector.

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### **About the Geneva International Motor Show (GIMS):**

The Geneva International Motor Show has been a springboard for the future of mobility since 1905. The GIMS is considered the most important motor show in Europe and one of the most prestigious and influential in the world. With the launch of GIMS Qatar, the Geneva International Motor Show is expanding its presence to include a new city host, Doha. The organiser and rights holder of the GIMS is the Geneva-based "Comité permanent du Salon international de l'automobile de Genève" foundation.

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