

*GWC Forum 2021*

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# GETTING YOU IN THE GAME

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16 November 2021



OFFICIAL LOGISTICS PROVIDER



**GWC**



**FIFA WORLD CUP  
Qatar 2022**

OFFICIAL LOGISTICS PROVIDER

**FIFA WORLD CUP Qatar 2022™**

**WINNER'S TROPHY**



**WINNER'S TROPHY**  
FIFA WORLD CUP  
Qatar 2022™

**GWC ♦ QATAR**





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**INTRODUCTION**



**VISION**

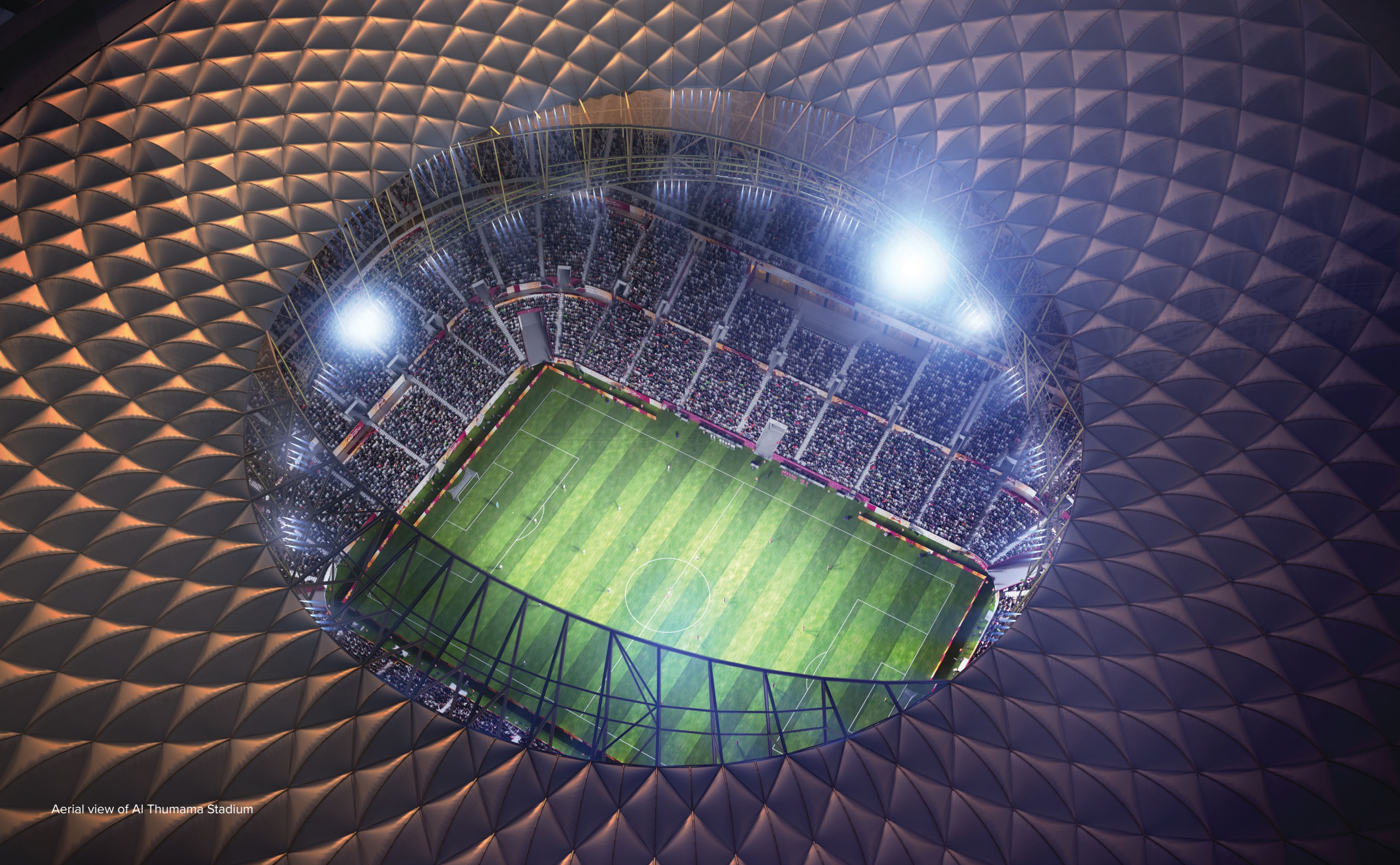


**EVENT HIGHLIGHTS**



**MEDIA HIGHLIGHTS**





Aerial view of Al Thumama Stadium



## GETTING YOU **IN THE GAME**

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GWC hosted the first industry hybrid event, '**Getting you in the Game**', to launch the discussion on mega-events logistics on the 16th of November, 2021. Industry experts examined trends and the transformation in logistics through a keynote speech, two panel discussions, and two workshops.





Creative installation using GWC trucks to celebrate the 500 Days to the start of FIFA World Cup Qatar 2022 on 21 November 2022 at Al Bayt Stadium where the tournament will kick off.



# FORWARD



With the FIFA World Cup Qatar 2022™ around the corner, and countries in the region investing heavily into massive entertainment projects, mega-event logistics is only growing in importance in the Middle East and Africa. Logistics play a significant role during sporting events to ensure the smooth and efficient delivery, which involves executing a broad spectrum of logistics services in the lead-up, during and after the final whistle.

The GWC Forum 2021 “**Getting You in The Game**” brought industry experts and mega events enthusiasts to examine trends and transformation in logistics and what goes their insights on the scale of logistics operation that takes place behind-the-scenes during mega sporting events, and showcasing highlights on the preparations for the FIFA World Cup Qatar 2022™ which will create new benchmarks not only for region, but for the entire world.

Thanks to FIFA and the honourable speakers for their invaluable contribution that made this forum a resounding success.

**Ranjeev Menon**  
Group CEO - GWC



# VISION AND OBJECTIVES

## OPPORTUNITIES & CHALLENGES

Faced with the world's largest sporting event held at a time of incredible disruption to global logistics and supply chains, GWC invited industry leaders to discuss the opportunities and challenges in delivering the logistics mandate for mega sporting events.



## SPORTS LOGISTICS FORUM

This industry first hybrid Forum was designed to invite dialogue with top executives and thought leaders from the logistics industry, and also to invite sports practitioners and FIFA World Cup affiliates to share insights and exchange knowledge.





## 1 YEAR TO GO

With less than one year to go until the FIFA World Cup Qatar 2022™, the GWC Forum 2021 comes at the right time to capture stakeholders attention and to address underlying observations.



GWC Forum 2021





33K Distribution Centre in GWC's Logistics Village Qatar.



# WELCOME MESSAGE

As the First Regional Supporter and Official Logistics Provider for the FIFA World Cup Qatar 2022™, GWC aimed to provide FIFA and its commercial affiliates with on the ground expertise in logistics and supply-chain management, ensuring every aspect of the competition is delivered smoothly, efficiently and most importantly on time.

In the year to come we will continue in our endeavour to improve and leave no stone unturned to ensure the successful realization of another milestone in Qatar's national vision and the Region's history.

**Jawaher Al-Khuzaei**

Director – Marketing & Communication  
GWC

# GWC

وجستي الرسمي  
OFFICIAL LOGISTICS



GWC Forum 2021





GWC



## KEYNOTE SPEECH

“There has never been a more apt time to talk about logistics as it is in the forefront. In one year’s time it will be the start of FIFA World Cup™ in Qatar, the eyes of the world will be here watching us which is the biggest single sporting event in the world, with viewing audience of 3.6 billion persons and 1.2 million spectators, as the tournament will be held for the first-time history in the Muslim and Arab world.”

**Jose Dhooma**

Head of Events Logistics - FIFA

**LOGISTICS IS  
EVERYWHERE**



*GWC Forum 2021*



## PANEL DISCUSSION 1

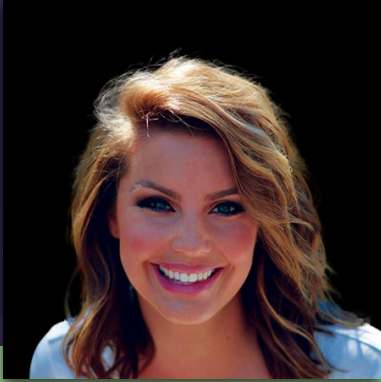
### **THE LOGISTICS BEHIND MEGA SPORTING EVENTS**

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Mega sporting events including the FIFA World Cup™ and the Olympics require an incredible amount of logistical support that must begin years before the event takes place. Speakers explored the role of logistics providers in making these events a reality and a success.

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**Emily Angwin**  
Event Moderator



**Jose Dhooma**  
FIFA



**Mark Novack**  
Supreme Committee for Delivery & Legacy



**Kirsten de Bruijn**  
Qatar Airways



**Christopher Nelson**  
The Coca-Cola Company



**Matthew Phelps**  
GWC





# PANEL DISCUSSION 1

*The Logistics Behind Mega Sporting Events*

“We have been working with the local authorities on how we can simplify procedures, partnering closely with FIFA, and a number of other stakeholders to identify what they need, and identify what the current law allows, and where those gaps are.”

## **Mark Novack**

HC Event Logistics  
Assistant Director  
Supreme Committee for  
Delivery & Legacy



“A main challenge is congestion. We have spoken about the 1.2 million people coming to Qatar. We talked about all of the physical pieces of technology coming in. But GWC is prepared, we’ve been working on events since 2010 so we’ve had this gradual build up to the upcoming crescendo. The immense challenge here is not just getting spectators in place for a short period of time, but a very busy period of time where people will experience Qatar and enjoy their time and so working with the authorities to do that is very important to us. It’s an interesting logistics challenge.”

## **Matthew Phelps**

General Manager  
GWC





“After shut down we adapted our processes rapidly in order to continue to fly, and I think that’s what we’ve shown throughout the last two years is that we never stopped. We always say that Qatar Airways didn’t know any borders because we continued to fly and even now we are traveling to 140 destinations. So the connectivity of our network remained the strength throughout all the challenges that we had.”

**Kirsten de Bruijn**

Senior Vice President Cargo  
Sales and Network Planning  
Qatar Airways





## PANEL DISCUSSION 2

### REGIONAL TRANSFORMATION

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Over the last decade, the world has witnessed rapid transformation driven by technological advancements, 4th industrial revolution, and a pandemic that economies are still recovering from. Panelists shared their views on how this has affected the region from technology, financial and educational perspectives.

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**Emily Angwin**  
Event Moderator



**Bader Al-Madhadi**  
Qatar Free Zone Authority



**Laurie Becquart**  
Google



**Hamdan Merchant**  
GWC



**Laila Al Jefairi**  
Qatar Financial Centre



# PANEL DISCUSSION 2

*Regional Transformation*

“To host such big events, it shows the world the potential and the infrastructure that we have. For such big events to succeed we have the right institutions in place to support. From our side, we try to be part of this success.”

**Bader Al-Madhadi**

Investment Promotion Lead  
Qatar Free Zone Authority



“We are always moving toward these advances, but because of this mega event coming in, we moved and are moving a lot faster than what was expected. Now is a great time to invest in technology, invest in real-estate, and invest in processes. This is a perfect time to get all the boxes checked, and help the country move forward.”

**Hamdan Merchant**

Senior Director  
Innovation, IT & BPI  
GWC





“What we want to do with technology is to build tools... building on AI, machine learning and to try and help with those challenges. And one of the core places where we actually try to help and solve those challenges is automation. In order to become automated, you need a data strategy. And this is where Google and Google Cloud are helping that build up in the region.”

**Laurie Becquart**

Head of Retail & Private Holdings  
Google Cloud





# WORKSHOPS

## WORKSHOP 1:

**FIFA WORLD CUP QATAR 2022™ LOGISTICS MANDATE**

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## WORKSHOP 2:

**FIFA WORLD CUP QATAR 2022™ LEGACY**





**Syed Maaz**  
GWC



**Meshal Al-Shamari**  
Qatar Green Building Council





# WORKSHOP 1

FIFA World Cup Qatar 2022™ Logistics Mandate

“As we know that Qatar is very unique to host the World Cup next year because it is a one-city event which has its own challenges and complexities while it has its benefits, as well as venues, are less than 60km apart. It is going to be the first carbon-neutral World Cup, GWC is prepared and well geared to ensure that this is delivered smoothly.”

**Syed Maaz**

Chief Business Development  
Officer  
GWC





# WORKSHOP 2

FIFA World Cup Qatar 2022™ Legacy

“The legacy of sustainability that the World Cup will leave behind and shared insights into the country’s extensive planning to make sure the 2022 World Cup is carbon neutral and how Qatar will further promote sustainable practices afterwards.”

**Meshal Al-Shamari**

Director

Qatar Green Building Council





AUDIENCE



FIFA WORLD CUP  
Qatar 2022

المزود اللوجستي الرسمي  
OFFICIAL LOGISTICS PROVIDER

أخبار من الحدث

R, 2021

Panel Discussion  
The Logistics Behind Mega Sporting Events

Emily Angello, Event Moderator  
Jose Chamorro, Head of Event Logistics - FIFA  
Mark Stansell, HD Event Logistics Assistant Director - Supreme Committee for Delivery & Legacy  
Matthew de Buijn, Senior Vice President Cargo Sales and Network Planning - Qatar Airways  
Matthew Phillips, General Manager - GMS

All questions at the end of the panel discussion

Panel Discussion  
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m2021

2021.com

www.fifa.com

THE FIRST LOGISTICS  
INDUSTRY HYBRID EVENT





**829**

REGISTERED



**111**

C - LEVEL



**150**

STUDENTS



**59**

COUNTRIES



**6**

CONTINENTS



# MEDIA COVERAGE

**logistics** middle east  
How and why for supply chain management professionals

**MEGA LOGISTICS**  
GWC, The Official Host Nation Logistics Provider Of The FIFA World Cup Qatar 2022™ walks us through the mega logistics mandate of mega sporting events.

**WINNER'S TROPHY**  
FIFA WORLD CUP Qatar 2022™

**Logistics Middle East @Logistics\_ME · Nov 15**

One day to go!  
The experts line up for @gwclogistics 'Getting You In The Game' forum has been revealed.  
Industry experts will share expertise on the logistics behind mega-events as well as the regional trends and transformation.  
Register now!

**GETTING YOU IN THE GAME**

**Tuesday 16<sup>th</sup> November**

**REGISTER NOW**

## انطلاق منتدى «GWC» 16 نوفمبر

التفاس الأولى دور الخدمات اللوجستية في الأحداث الرياضية الكبرى. بينما ستركز الجلسة النقاشية الثانية على تحول المنطقة إلى مركز عالمي لاستضافة الفعاليات الكبرى.

وقال السيد زنجيف منون الرئيس التنفيذي للمجموعة في GWC: تلعب الخدمات اللوجستية دورًا مهمًا خلال التحضير للأحداث الرياضية لضمان تجربة أفضل للجمهور والموظفين، حيث بصمة بتردد صداها في جميع أنحاء العالم، سيقيم واسعة من الخدمات اللوجستية وحلول سلسلة التوريد التي تشمل التخزين والتوزيع والحلول اللوجستية للمواد الخطرة وشحن البضائع ولوجستيات المشاريع والفعاليات الرياضية والحول اللوجستية للفرسوية والأعمال الفنية والخدمات الاستشارية لسلسلة التوريد والنقل وإدارة السجلات إضافة إلى خدمات النقل والانتقال محليًا ودوليًا. تقدم الشركة هذه الخدمات عبر شبكة شحن تضم أكثر من 600 مكتب حول العالم وبنية تحتية لوجستية ضخمة تمتد

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beIN SPORTS

نتائج مباشرة

الدوري الإنجليزي الممتاز

الكرة القدم نس كرة السلة رياضات ميكانيكية الفئلة الأولمبية NBA

كأس العالم FIFA قطر 2022™ - العدد التنازلي

الفيديو

من قبل beIN SPORTS 18 تشرين الثاني نوفمبر 2021 10:21

مؤد الخدمات اللوجستية الرسمي للدولة المغيفة لبطولة كأس العالم FIFA قطر 2022™ عقد منتدى افتراضي للقطاع اللوجستي فخر المئات من كبار الخبراء في قطاع الخدمات اللوجستية الذين شاركوا بشكل افتراضي من جميع أنحاء العالم.

**منتدى افتراضي للقطاع اللوجستي في الدوحة**







# DIGITAL MEDIA HIGHLIGHTS



**65.9K**

REACH

**750**

PROFILE AND PAGE VISIT

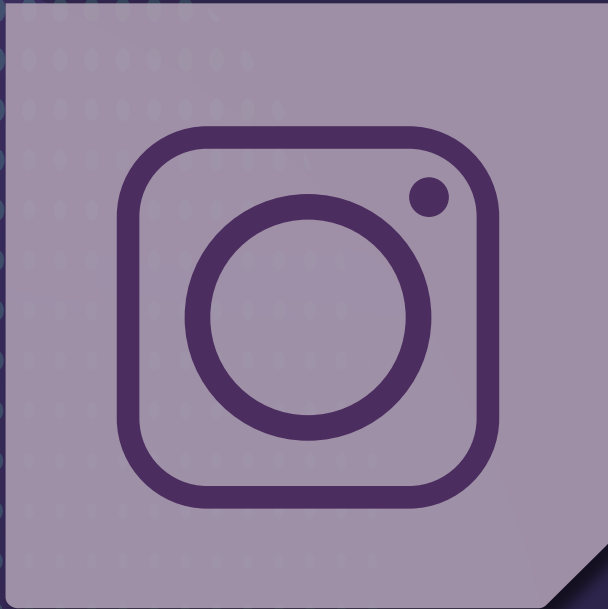
**63**

NEW LIKES AND FOLLOWERS

**1,079**

ENGAGEMENT





**63.9K**

REACH

**1,076**

PROFILE VISIT

**93**

NEW FOLLOWERS

**1,342**

ENGAGEMENT



# DIGITAL MEDIA HIGHLIGHTS



**45.4K**

REACH

**631**

PAGE VISIT

**48**

NEW FOLLOWERS

**956**

ENGAGEMENT





**1.6K** VIEWS  
**STREAMED LIVE**



# DIGITAL MEDIA HIGHLIGHTS



**1.2K**

EVENT MICROSITE VISITORS



**6.5K**

NEWSLETTER SUBSCRIBER REACH



**3**

EDITORIAL ARTICLES PUBLISHED





**3**

**EMAIL CAMPAIGNS SCHEDULED**



**5.3K**

**EMAIL DATABASE REACH**



**34%**

**AVERAGE EMAIL OPEN RATE**

# EVENT PARTICIPANTS

**FIFA**<sup>®</sup>



اللجنة العليا  
للمشاريع والتراث  
Supreme Committee  
for Delivery & Legacy

**QATAR**  
القَطرية  
AIRWAYS



*Coca-Cola*







# MEDIA PARTNERS





# logistics<sup>middle east</sup>



# THANK YOU



 Watch full forum here

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[gwclogistics.com](http://gwclogistics.com)