



# **QATAR**

## **Cyber Security Market**



## WHY QATAR?

- Healthy government budget based on energy revenues
- Highest per capita income in the world
- Economic diversification through ICT agenda
- Host to FIFA (football) World Cup in 2022
- Investment in infrastructure development ~ \$200 billion
- Projects market increased 26.2% on year to \$221 billion (2013)

## Strengths

- Strong defense relationship with the US
- Politically stable, safe, low corruption

## Weaknesses

- Difficult to navigate government procurement landscape
- Requirement for a local agent or partner

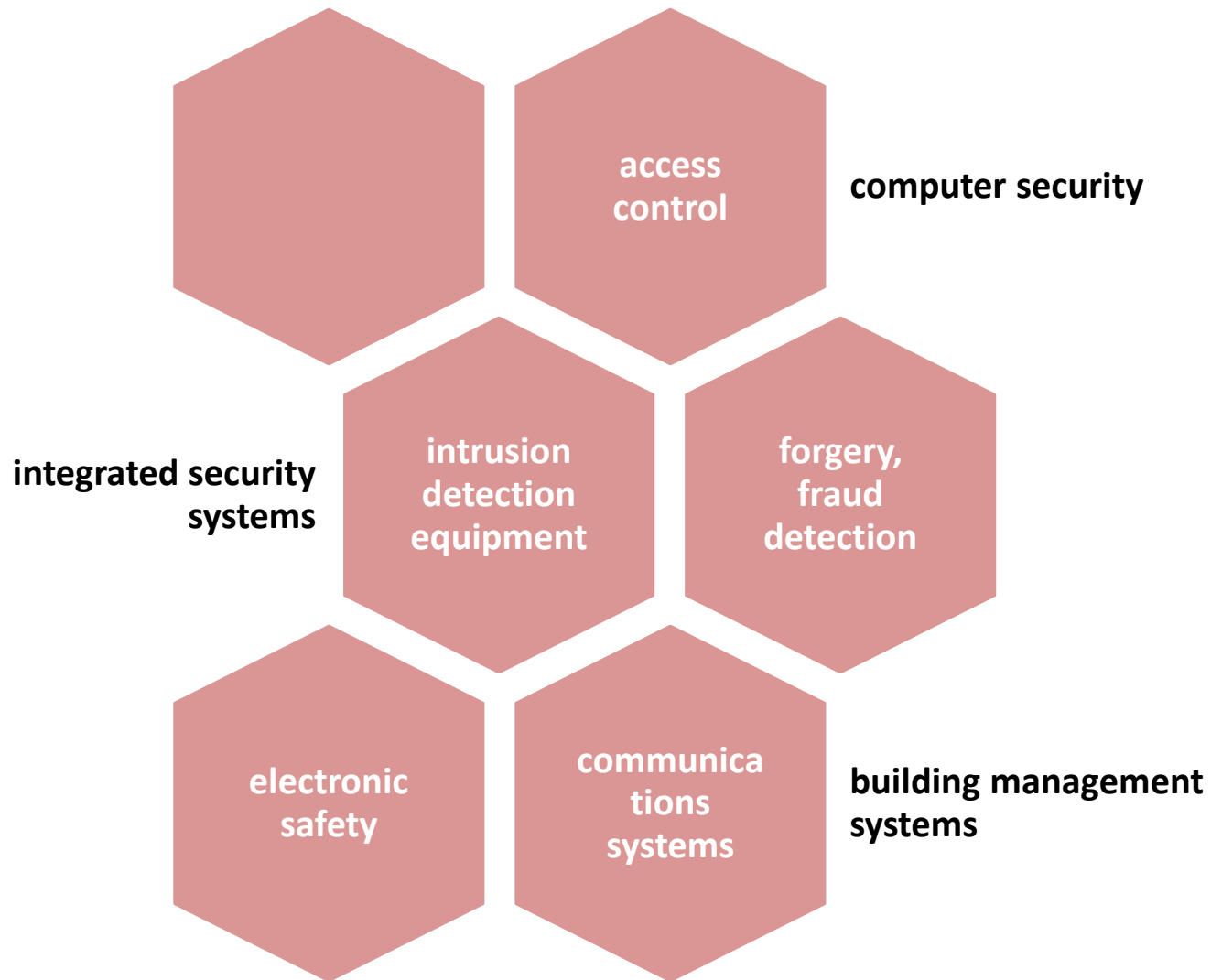
## Opportunities

- Increasing defense spending
- Increased investment in ICT and infrastructure
- Increasing focus on cyber security with support from international companies

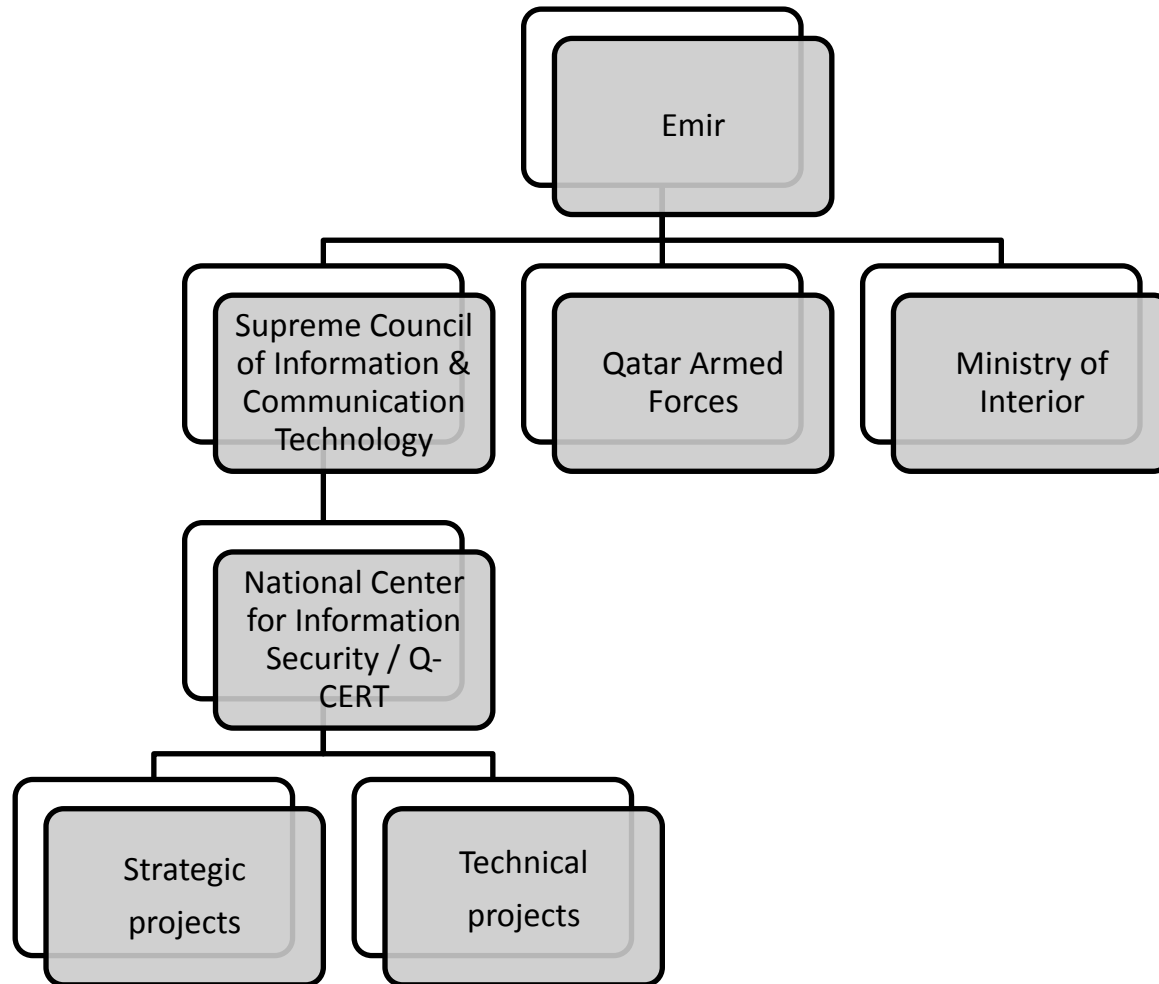
## Threats

- **Cyber security supplier competition from other countries such as the UK, France**

# MARKET OPPORTUNITIES



# COMMAND STRUCTURE IN THE DEFENSE AND SECURITY SECTOR



- Defense Cooperation Agreement
- US Combat Air Operations Center for the Middle East moved to Doha, Qatar
- Trade and Investment Framework Agreement
- Demand for defense and security exports from US expected to grow

Entry Strategy	Features
<i>Agents</i>	One of the best strategies
<i>Finding a Qatari partner</i>	Suitable to overcome cultural issues, need to protect intellectual property
<i>Qatar Financial Center</i>	Similar to a free trade zone, focused on financial sectors
<i>Free trade zone</i>	Suitable for some US firms seeking longer term presence