



Q | LIFE

ISSUE 8
SUMMER 2020

MAGAZINE

Resilient by nature

MEET OUR HEROES

INNOVATION IN TIMES OF CRISIS

MAKING 2020 COUNT



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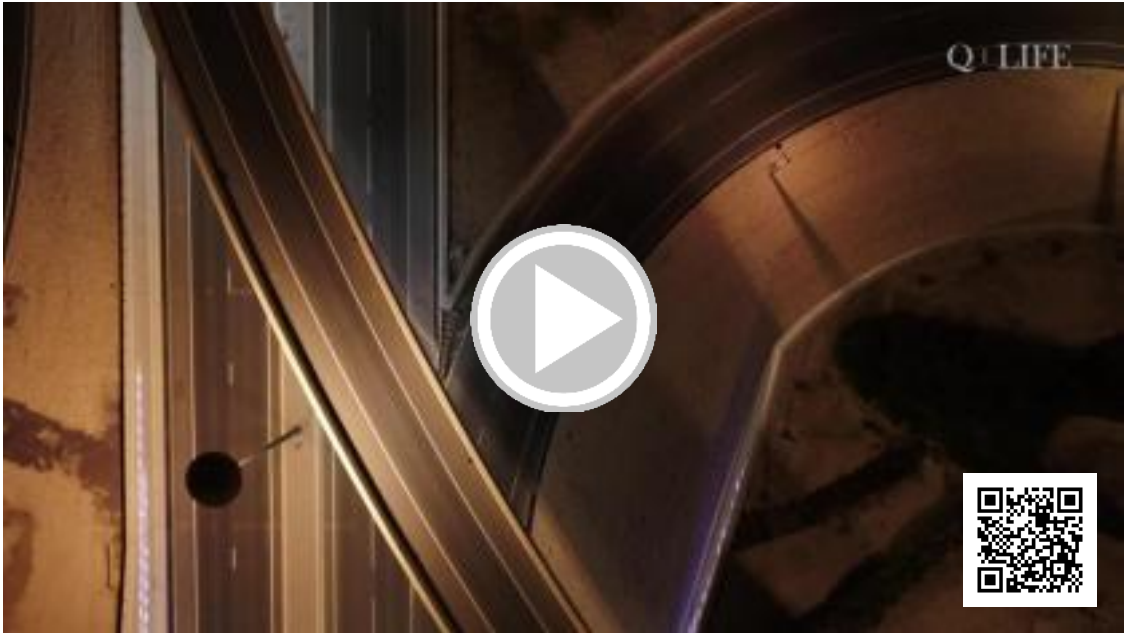


Meet our heroes

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HER EXCELLENCY
LOLWAH RASHID
AL KHATER

A beacon of hope

Words can carry a nation forward. For Her Excellency Lolwah Rashid Al Khater, this holds particularly true as she helps guide a nation through a pandemic.

She has become synonymous with resilience in the face of uncertainty and adaptability in challenging times. Her Excellency Lolwah Rashid Al Khater, Assistant Foreign Minister and Spokesperson for the Ministry of Foreign Affairs, is the public face of Qatar's fight against the coronavirus pandemic.



Her Excellency Lolwah
Rashid Al Khater



s performance and makes the status of
c readily available to the public. For HE
s availability was crucial: “Transparent
essages support the government’s efforts
the pandemic.”

Qatar made transparency one of its
has also ensured that all people –
of age, gender, nationality, religion,
atus – receive the information and
ed to overcome the virus. Messages on
actices and coronavirus restrictions are
ed in seven different languages through
orms. Universal healthcare provides
istance to anyone who needs it at no

that reverberate as deeply as her words
s, HE Al Khater met with countless
the quarantine facilities to honour their
passionate work for Qatar. “I think that

2017 - the same year HE Al Khater was appointed as
the Spokesperson of the Ministry of Foreign Affairs.
“When the crisis hit, I realised that I could do my part
to serve the country and offer up my expertise,”
she explains.

Three years into the blockade, the world was struck
by another life-altering event. And yet, little has
changed about HE Al Khater’s fearless approach -
no matter the scope of crisis. “Knowing that every
decision taken underpins the safety of the people
makes it easy to communicate, especially since
the people of Qatar stood in solidarity with the
government and helped the health sector to flatten
the curve.”

As the Spokesperson of the Supreme Committee
for Crisis Management, HE Al Khater makes a point
to note that Qatar is one of the few countries in
the region that publicises accurate data on the

our volunteers will create a legacy of effective crisis
management for the country, built on the invaluable
experiences and self-growth we all are undergoing at
this time.”

HE Al Khater knows that this is an accomplishment
shared with the people of Qatar whose selfless acts
of kindness helped to protect others: “Thank you for
your service and for putting your life at risk to protect
others. You are the heroes of this crisis, and your
dedication is a source of inspiration for us all.”

DR. ABDULLATIF AL KHAL

Facing the COVID-19 puzzle

Dr. Abdullatif Al Khal, one of Qatar’s leading experts in infectious diseases, describes how the country’s world-class healthcare system has helped them achieve one of the lowest death rates in the world.



“There’s been no greater time to be working in Qatar’s healthcare sector.”

Dr. Abdullatif Al Khal
Chair of the National Strategic Group on COVID-19 and
Head of the Infectious Diseases Division at HMC

“Studying microbes and the spectrum of diseases they can cause is a bit like solving a puzzle – when you find the solution you can impact on so many lives,” says Dr. Abdullatif Al Khal, Chair of the National Strategic Group on COVID-19, Head of the Infectious Diseases Division at Hamad Medical Corporation (HMC), and Director of the HMC’s Department of Medical Education.

However, he believes he’s in the perfect place to do just that. “There’s been no greater time to be working in Qatar’s healthcare sector,” Dr. Al Khal explains.

Dr. Al Khal watched as Qatar’s healthcare system quickly adapted to the pandemic and made changes to long-standing practices with ease.

“Myself and my colleagues across the healthcare system have been working tirelessly to ensure measures are in place to limit the spread of the virus and provide high-quality care for those people who need it,” Dr. Al Khal says. “But in times of pressure the true character of people comes through and I am immensely proud of everyone who has risen to the challenge.”

Dr. Al Khal credits three key areas of Qatar’s strategy that has allowed for the country to have one of the lowest death rates from COVID-19 in the world. He firstly cites Qatar’s significantly expanded hospital capacity, which included tripling its intensive care capacity.

“The second key area is our extensive, proactive testing strategy which has enabled us to quickly identify a large number of positive cases and provide them with the medical care they need at an early stage,” explains Dr. Al Khal.

The third area is Qatar’s ability to protect the most vulnerable members of society through specialist medical services and additional awareness and educational campaigns.

Despite the healthcare system’s focus on combatting COVID-19, Qatar has placed a great importance on maintaining essential day-to-day services.

“Every week across our system we have provided telemedicine consultations to more than 35,000 patients; delivered more than 400 babies; provided chemotherapy to over 550 cancer patients; responded to more than 5,000 emergency calls to the Ambulance Service; and managed more than 20,000 visits to our urgent care and emergency departments.”

Seeing the strength and resilience of healthcare workers has given Dr. Al Khal courage and confidence in Qatar’s ability to beat the virus.

“The skill and dedication of our doctors, nurses and support staff is our most powerful and valuable resource in this battle.”



ASMAA MOSA AL-ATEY

More than just a job

The frontline – a term dominating the media alongside images of painful mask imprints on exhausted faces. Few ever see what happens there, a place of constant battle, sleepless nights and inevitable sacrifice.

“ When I come home from work,” Asmaa Mosa Al-







Amid the coronavirus pandemic, ventilators help ease the pressure on hospitals. They take over the body’s breathing process when disease has caused the lungs to fail.

As the global defence and security investment arm of Qatar’s Ministry of Defence, Barzan Holdings quickly evolved to meet the demands of the nation. Now producing 8,000 life-saving ventilators a month, Barzan Holdings can supply both local and international markets.



Barzan Holdings manufactures life-saving ventilators

“One moment I’m particularly proud of,” Saoud Al Mannai, Director of Armaments, described, “is when we packaged the first ventilator and put a sticker on top of it saying ‘Made in Qatar’ and shipped it abroad”. Barzan Holdings can currently produce almost all parts of the ventilators locally in Qatar, while the rest comes from its strategic partner, the American company Wilcox Industries.

It’s a story of innovation, driven by an instinctive aspiration to propel the nation’s capabilities towards an era of self-sufficiency. For Barzan Holdings, pioneering the defence and manufacturing industry in Qatar extends far beyond the desire to do good business. It’s a chance to support social development, domestic production and international commerce for years to come.

“The priority lies in building our own capabilities as a ‘Made in Qatar’ brand that aligns with national economic aspirations, including new opportunities for manufacturing. We work with international partners and companies to achieve this goal and move closer to self-sufficient production,” Ahmed Rashed Al-Moosafri Director of Investments at Barzan Holdings, says.

Barzan Holdings’ ventilators are doing more than saving lives, they’re also helping the company invest in Qatar’s domestic workforce. Barzan Holdings has opened its doors to young Qatari military cadets and students who want to learn the ins and outs of the manufacturing process. “Self-sufficiency cannot happen without internal growth. We believe that

developing the local knowledge-based economy is part of our contribution towards a lasting legacy for Qataris,” Al Mannai says.

Barzan Holdings describes the ventilator project as one of its most strategic ventures because of the experience and expertise gained from it. “We aim to be in a position where we can develop and design in-house solutions that address key issues, without relying upon the expertise of external parties.” Barzan Holdings’ ventilators have not only saved lives but have also ensured the livelihoods of Qataris in the years to come.



How did you get started in the perfume industry?

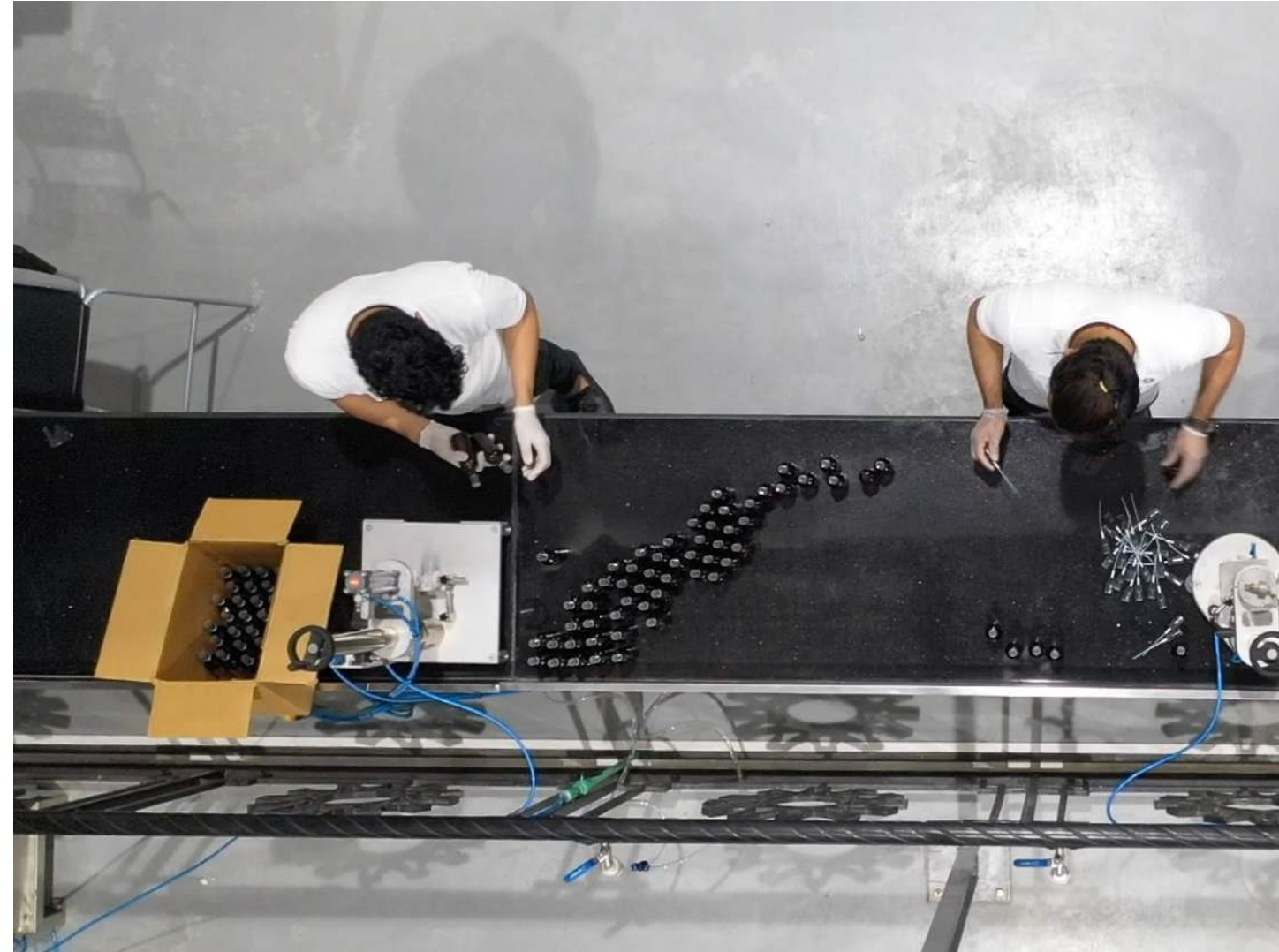
I always wanted to create a meaningful enterprise that would speak to the community and help unlock new opportunities. My passion for the perfume industry, which has a long heritage in the region, inspired me to take concrete steps towards this goal when I completed a degree in business in 2015.

I was very fortunate to receive support from my family and community, particularly Qatar Development Bank, who saw my vision and guided the initial stages of the venture until we were ready to open our doors in 2017.

How did the onset of the COVID-19 pandemic impact the trajectory of 'The Perfume Factory'?

I wanted to create a business that would support future generations. The pandemic redefined this vision when we had to think of ways to lend immediate support to our country and our community.

The team worked tirelessly and by mid-March we had virtually transformed into a hand sanitiser factory ready to support the local market. We sold sanitisers below market price; our goal was to help people protect themselves.



range as a permanent product before looking towards the international market.

In your experience, what role do local organisations play in helping Qatari entrepreneurs succeed?

From the get-go, we partnered with Qatar Development Bank to develop the factory and worked with the Qatar Business Incubation Center to branch into new markets and collaborate with other businesses. Once things were up and running, we worked with Qatar Chambers to travel to different countries, including Oman, Kuwait, Jordan, and Turkey, to showcase our products internationally.

What advice would you give to young entrepreneurs?

They should take their business idea and put an original and creative twist on it. Every small step forward is progress, and I believe each of them has the power to realise their potential.

I cannot wait for the next generation of young Qataris to leave their mark and revamp the industry from within. The doors are wide open, and the government has launched numerous initiatives to help young people achieve their dreams as part of a vibrant community of aspiring leaders. I'm excited to see where they can take us in the future.

BUTHAINA ALI
AL NUAIMI

Learning never stops

Buthaina Ali Al Nuaimi, President of Pre-University Education at Qatar Foundation, speaks about a digital revolution taking place in the education sector.

“COVID-19 has disrupted education as we know it, and is forcing educators around the world to rethink, reflect, and reassess their priorities,” says Buthaina Ali Al Nuaimi, President of Pre-University Education at Qatar Foundation.

Al Nuaimi walks us through the diverse portfolio of preschool to grade 12 schools she oversees in her role. Her students come from every corner of the world, with a wide range of abilities and interests.

“Today we have 13 schools serving more than 6,000 students, and two centres that support them: the Education Development Institute that offers

Buthaina Ali Al Nuaimi



professional learning programs for teachers within and outside Qatar, and the Teaching and Learning Center that supports students with learning challenges at our schools,” Al Nuaimi explains.

The onset of the pandemic forced schools to close their doors and educators to rely on online learning tools. Yet Al Nuaimi does not see this as a hindrance to education. Instead, she believes the pandemic created “the perfect opportunity for long-awaited and much-needed reform in education.”

“Technology will play a central role in the future of education through personalised learning and empowering students to take the responsibility of their own learning,” she explains. Al Nuaimi can’t help but show her optimism: “The possibilities that technology offers are limitless.”

One of Qatar Foundation’s (QF) specialised schools, Qatar Academy for Science and Technology (QAST), develops at-home challenges for its students. They have sought to get children to develop solutions to national problems. The young minds designed Personal Protective Equipment for medical and construction workers, and 3-D printed devices such as face shields and masks.

“Our programmes were built around innovation and creative thinking. Part of that is technology, which is integrated into our normal student life,” Al Nuaimi says. “We draw on a variety of techniques and platforms, and we adapt them to meet different students’ needs.”

Since its founding in 1995 by His Highness the Father Amir Sheikh Hamad Bin Khalifa Al Thani, and Her Highness Sheikha Moza bint Nasser Al Missned, QF and its programmes have embodied a spirit of innovation and forward-thinking. This spirit allowed QF and its educators to respond to the challenges brought on by COVID-19 and introduce tangible initiatives that keep learning alive.



Partnerships with equally innovative educational institutions support Qatar Foundation’s substantial e-learning efforts. “Our students are currently participating in Texas A&M University at Qatar’s programming challenge, and we are part of an exciting AI and machine learning pilot with Microsoft’s Teams XinaBox programming course,” she explains.

Al Nuaimi is an advocate for digital literacy, describing it not only as a necessity in today’s world, socially and academically, but as an essential part of students’ journeys to become lifelong learners.

“We are leading learning across all our community - students, teachers, and parents - as we believe that people are our most valuable asset,” she concludes. “We are privileged and honoured to be contributing to the development of our nation through nurturing our children to be future leaders and responsible citizens.”

“
The possibilities that technology offers are limitless.

Buthaina Ali Al Nuaimi
President of Pre-University Education at Qatar Foundation

To find out about Qatar Foundation’s latest initiatives, visit their website at www.qf.org.qa



NAWAF MUBARAK
AL KHALIFA

Adapting to learn, and learning to adapt

Nawaf Mubarak Al Khalifa, a student at Qatar Academy Doha, shares how his education has changed as a direct result of the coronavirus pandemic.



Fatima Hassan
Alremaihi



FATMA HASSAN
ALREMAIHI

Pushing the limits of creativity

When a global pandemic strikes, how can we create a new space to connect domestic filmmakers with the global community? Q Life speaks to the CEO of the Doha Film Institute to learn how the organisation used this moment to reinvent one of its leading annual events.

“Film nurtures the mind and opens doors. While we may be physically isolated during these times, film and the arts can transport us to new places,” says Fatma Hassan Alremaihi, CEO of the Doha Film Institute.

As a leading Qatari cultural organisation dedicated to film financing, production, and education, the Doha Film Institute has stayed true to its commitment to highlight Qatar’s diverse past, present, and future despite much of the world having to press pause.

The Institute became part of a global movement led by cultural and artistic leaders to adapt to a new creative reality.

For Alremaihi, supporting filmmakers and lending a voice to underrepresented segments of the community is paramount at this time. For the past six years, she has overseen the creative direction of the Institute where she has the opportunity to “promote cross-cultural exchange and see the bold new energy of filmmakers in the Arab world and beyond.” It allows her to do what she loves most – supporting new voices in film.

When coronavirus spread worldwide, the Institute found itself in the final stages of preparation for its annual talent incubator event, Qumra, which draws some of the most important names in international cinema to Doha. To support this year’s 47 participating projects – and the hopes and dreams

of the filmmakers connected to them – the Institute decided to proceed with an adapted, completely revolutionised online mentorship and support format.

“The adapted online version of Qumra 2020 was a truly inspirational extension of our ongoing activities and a testament to our team’s own adaptability to new online learning facilities, collaborations, and workshops,” Alremaihi says. “Our mentors and industry partners from across the world truly pushed the limits of creativity to make our vision for ‘Qumra Online’ come to life.”

The Institute’s creative and innovative capabilities were put to the test. Time was extremely limited, and failure wasn’t an option. Alremaihi recalls, “In many ways, the experience accelerated our learning curve and understanding on how to connect filmmakers and industry experts remotely, to deliver on our mandate and achieve our set mission.”

What began as an uncharted experiment in digital production became a rapid success. The new online edition of Qumra hosted over 220 online mentoring sessions for aspiring filmmakers with more than 100 industry experts offering their guidance and mentorship to the chosen projects.

Twelve of the chosen projects supported by ‘Qumra Online’ came from Qatari filmmakers, showcasing the booming film ecosystem currently taking shape in Qatar. “It’s powerfully inspiring to witness the continuous growth of the depth and profile of our homegrown talent taking our stories to the world,” she says proudly. “Together, we have defied geographical boundaries to offer our promising filmmakers a unique opportunity to present their projects to the world and support the future of independent filmmaking.”

“
Together, we have defied geographical boundaries to offer our promising filmmakers a unique opportunity to present their projects to the world.

Fatma Hassan Alremaihi
CEO of the Doha Film Institute

For the Institute, Qumra was the first in a series of new projects that aim to inspire the next generation to push themselves further than they have before. “We are constantly exploring how we can integrate online platforms with our diverse year-round programmes to link and collaborate with filmmakers in innovative ways and add value to their learning experience,” Alremaihi explains.

Film has the power to rise above the mere value of entertainment and generate true impact. “For the last ten years, empowering the youth of Qatar has been central to our mission,” she states firmly. “We will continue to reshape the global storytelling landscape and empower emerging voices, while being responsive and adaptable to the needs of the community in these trying times.” With a blueprint in hand, the Doha Film Institute is prepared to adapt to any challenges that may come its way.



Participant in a previous edition of Qumra

Movie suggestions from Fatma

There is no one better to take movie recommendations from than the CEO of Doha Film Institute herself. Fatma Hassan Alremaihi shared her top movie suggestions for passing the time while expanding your cinematic horizons. Check out these Institute-supported projects:



THE CAVE BY FERAS FAYYAD

Amidst air strikes and bombings, a group of female doctors in Ghouta, Syria, struggles with systemic sexism while trying to care for the injured with limited resources.

BROTHERHOOD BY MERYAM JOOBEUR

Mohamed is deeply shaken when his oldest son Malik returns home after a long journey with a mysterious new wife.

THEEB BY NASSER ABU NOWAR

In the Ottoman province of Transjordan, during World War I, a young boy experiences a great journey of self-discovery as he embarks on a journey to guide a Bedouin caravan to a new destination.

AMANY SHAKER

Fashion forward

Each year, young designers from across the MENA region flock to Fashion Trust Arabia (FTA) – a one-of-a-kind initiative in the Arab world – in search of global recognition and acclaim in the fashion industry.

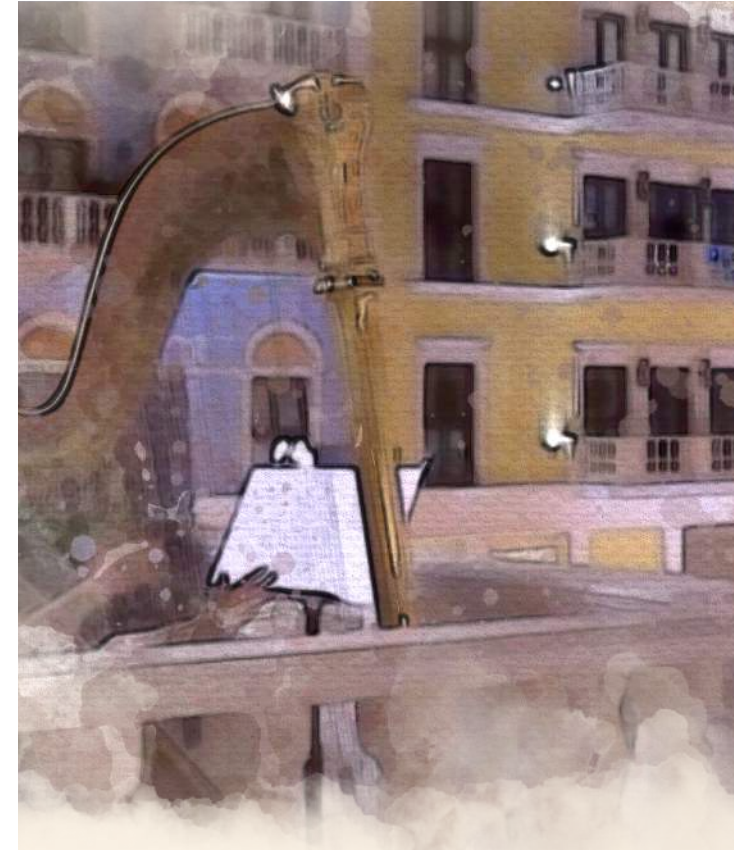
Much like fashion, the awards adapted in record time to respond to the changing global landscape. This year’s acclaimed jury of fashion trailblazers joined the 25 finalists via Zoom conferencing and selected five winning designers. Meet CEO and founder of AMMANII Jewelry and winner in this year’s ‘Jewelry’ category, Amany Shaker.



“

My passion for change has helped me understand the importance of collaboration that collates diverse g

Amany Shaker
CEO and founder
of AMMANII Jewelry



QATAR PHILHARMONIC ORCHESTRA

Balconies take centre stage

Music drifted through the canals, but where was it coming from?

A delicate draw of the bow across a violin, the metallic sound of a trumpet – familiar melodies rise above the canals of Qanat Quartier. Winding waterways, which echo a memory of Venice, are intertwined with pastel-coloured buildings and airy piazzas that are usually brimming with life.

QATAR OLYMPIC COMMITTEE

The Olympic spirit lives in us

The pandemic can't stop people from being active. The Qatar Olympic Committee (QOC) is helping to inspire people to get up and move at a safe distance.



An eerie silence reverberated from the empty Aspetator stands during the Olympic flame lighting ceremony in Olympia, Greece, in March. The storied event is one of many global sporting traditions affected by the global coronavirus pandemic. Gyms, stadiums, pools, fitness studios, and parks have been shuttered and, like the rest of the world, we too have come to a standstill.

As the national custodian of sports in Qatar since 1979, QOC wants to raise awareness about the importance of physical activity in everyday life, while ensuring Qatar's continued sporting success. QOC's #StayHomeWithTeamQatar campaign emerged as a way to connect with citizens and residents during the pandemic and to encourage an active lifestyle despite lockdown measures.

Its 2020 Qatar Virtual Marathon brought together – virtually – around 800 participants from 44 countries to partake in one of three different categories – a full marathon, half marathon, and 5km race – all within the safety of their homes.

As the success of the virtual marathon shows, interactive online fitness content has swept the world this year. QOC followed its #SportForLife commitment to roll out a slew of online activities from virtual runs, cycling races, and online workouts to e-sports events, youth art, drawing, and yoga.

Complacency in the face of challenge is not in the cards for QOC. The organisation and its followers firmly believe in the power of sport to unite people from disparate communities and instil a lasting message of hope and unbridled opportunity.

Their initiatives take a holistic approach and tackle what inactivity and anxiety can do to our mental health in addition to our physical health. Even a small step forward is a move in the right direction, and QOC knows how to inspire with fun and creativity.

Despite the Tokyo 2020 Summer Olympic Games having been postponed until July 2021, the Olympic spirit survives. It continues to inspire and motivate professional and recreational athletes around the world to get up time and time again, and keep moving forward.

Staying healthy from home, taking advice from the pros!

The Qatar Olympic Committee has been working hard to ensure that resources, information, and support are available to those in Qatar wanting to stay physically and mentally fit.



qatar_olympic

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qatar_olympic



لنصنع ميداليتنا الأولمبية
Let's make our Olympic medal



الفنون والحرف اليدوية
Arts and Crafts

لنلعب كرة السلة
Let's play basketball



الفنون والحرف اليدوية
Arts and Crafts

MISS THE RUSH OF COMPLETING
A MARATHON?

QOC has hosted several online marathons, where everyone could run together and feel a sense of community.

WANT TO BE SOMEONE'S
BIGGEST FAN?

Make your own Olympic medal to be for sport accomplishments and celebrate your actions every day.

About the Government Communications Office

The Government Communications Office (GCO) was established in June 2015 to effectively communicate the priorities of the Government of the State of Qatar.

The GCO works with Qatar's ministries and embassies across the world to tell the country's story and showcase its vision for the future.

The GCO falls under the jurisdiction of His Excellency Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Minister of the Interior.

The GCO is committed to transparent engagement with the international community as Qatar continues on its journey of development.

As part of its work, the GCO publishes Q Life Magazine twice a year. Its purpose is to educate a global audience about the State of Qatar, and highlight the country's achievements and initiatives in various fields – locally and internationally.

Q Life, the GCO's newest online platform, has taken on this vision digitally. Hosted online at **www qlife.com** and on Instagram at **@qlife_com**, Q Life is an exciting hub showcasing the people and ideas powering Qatar's development.

To find out the latest news from the GCO, please visit our website **www.gco.gov.qa** or Twitter at **@GCOQatar**.



Q | LIFE

Issue 8

Produced by the Government Communications Office of the State of Qatar

Summer 2020