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OPPORTUNITIES



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AN INSIDE LOOK AT THE
BUSINESS WORLD

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BUSINESS IN QATAR

Fifa

**WORLD
CUP**

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BIND Magazine Team

Editor in Chief



DR. S.M. TAHIR

Writing

Dr. Firoz Ahmed
Ms. Najma Quraishi

Research

Dr. Firoz Ahmed
Mr. Safdar Rashid
Ms. Najma Quraishi

Marketing

Ms. Nasrin Tahir
Mr. Aman Asim

Designing

Ms. Najma Quraishi

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Source: www.invest.qa

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In order to reach their most ambitious objectives and realize their full potential, every successful organization must have a long-term perspective. To ensure your success in Qatar, we support you from the planning stage through operation and expansion.

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Qatar's transition to a knowledge-based economy can be attributed to its educational system, research initiatives, and corporate acumen. By providing your employees with top-notch instruction, training, and research, you will be able to develop them.

Lifestyle and environment

In Qatar, discover a wonderful fusion of ancient and contemporary lifestyles. We assist you in creating a home and a community for you and your company in Qatar.

Qatar National Vision 2030

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Environmental management aimed at balancing the three pillars of sustainable development—economic growth, social development, and environmental conservation.



Social development

The creation of a morally upright society with supportive social policies, where Qatar plays a vital role in the international partnership for development.



Economic development

creation of a dynamic, diverse economy that can provide for the needs of all of its citizens and ensure their well-being in the present and the future.



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CONTACT DETAILS:
MANAGING PARTNER: MR. ADNAN JAVED
CONTACT NO.: +971 564249551
E-MAIL: ADNANJAVED07@YAHOO.COM

Customer Satisfaction is our Motto

Qatar World Cup helps FIFA earn record revenue of \$7.5bn



Source: www.arabnews.com

FIFA, the organization that governs soccer, has reported that World Cup-related commercial deals brought in a record \$7.5 billion.

Just a few hours before the World Cup's opening ceremony in Qatar on November 20, FIFA announced the addition of three more companies to the extensive list of third-tier sponsors, including YouTube, Visit Las Vegas, and Fine Hygienic Holding, according to Bloomberg.

The research also stated that the 2018 World Cup in Qatar helped FIFA earn \$1 billion more than it did during the previous four-year cycle linked to the 2018 World Cup in Russia.

Commercial agreements with state-backed enterprises, including QatarEnergy, a major sponsor of the competition, are to blame for the dramatic increase in revenue.

The article also noted that agreements for this year's tournament's broadcasting rights were made in 2011, when Sepp Blatter, a former president of FIFA, was in office. These agreements include ones with Fox in the US and Qatari broadcaster BeIN Sports.

The 200 FIFA member federations were told by Gianni Infantino, the organization's president since 2016, that the COVID-19 and other global crises at the time that the revenue numbers were released.

The credit rating firm S&P Global's prediction that the Qatar World Cup is likely to generate \$6.5 billion, surpassing all prior tournaments and piling up earnings four times the figure seen in South Korea and Japan in 2002, has also been topped by the reveal of the tournament's income.

According to the Bloomberg report, the 2023 women's World Cup and the 2026 men's competition, which will feature 48 teams rather than 32, are likely to boost FIFA's income to \$10 billion over the next four years.

According to a FIFA official, 2.95 million tickets had been sold as of Sunday's opening day, which is more than the 2.4 million that were sold for the event in Russia four years prior.

The spokesman added that this year's tournament's top markets for ticket sales were Qatar, Saudi Arabia, the US, Mexico, the UK, the United Arab Emirates, Argentina, France, India, and Brazil.



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Mubadala Investment Company



Source: www.mubadala.com

For the benefit of its shareholder, the Government of Abu Dhabi, Mubadala Investment Company, a sovereign investor, maintains a comprehensive portfolio of assets and investments both domestically and globally.

In order to generate possibilities for future generations, Mubadala is investing in and collaborating with companies at the forefront of global growth and innovation. As they build on the legacy of the late Sheikh Zayed bin Sultan Al Nahyan, who envisioned a free, stable, and dignified existence for the people of this country, they will continue to support our leadership's goal.

According to HH Sheikh Zayed bin Sultan Al Nahyan's vision, Mubadala is a \$284 billion (AED 1,045 billion) corporation with operations on six continents with holdings in a variety of industries and asset classes today. Mubadala, which has its headquarters in Abu Dhabi, also has offices in Beijing, Moscow, New York, and London.

Mubadala continues to focus on the future and hope to double the size of the portfolio in the ensuing ten years.

The way they do business

"Future generations will live in a world that is significantly different from that to which we are accustomed; it is vital that we prepare ourselves and our children for that new reality," the late Sheikh Zayed bin Sultan Al Nahyan famously observed.

Mubadala is dedicated to having a positive, long-lasting influence on the communities where we invest money as a responsible investor.

As a company, we understand the value of using an Environmental, Social, and Governance (ESG) framework to guide our asset management procedures and investment decisions. We are dedicated to upholding the evolving investment standards for both our company and the firms in our portfolio.



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Source: www.mubadala.com

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Source: dubaiholding.com

Dubai Holding is a multi-national corporation with operations in 13 nations and 20,000+ employees.

Dubai Holding is still making significant progress toward its goal of developing a knowledge-based economy that is driven by innovation. This is consistent with Dubai's long-term goal of becoming the world's smartest and most efficient city.



Source: dubaiholding.com

HH SHEIKH
AHMED BIN
SAEED AL
MAKTOUM

CHAIRMAN

HH Sheikh Ahmed Bin Saeed Al Maktoum is the Chairman of Dubai Holding and has been at the forefront of Dubai's remarkable economic development for more than 25 years. Sheikh Ahmed holds a number of important government positions, including as Second Vice Chairman of the Dubai Executive Council, which is responsible for formulating policies and strategies for the Emirate of Dubai, Chairman of the Dubai Supreme Fiscal Committee, member of the Board of the Dubai Council for Economic Affairs, Chairman of Economic Development Committee and Board Member of the Dubai Corporation for Government Investment.

"The diversity of the UAE economy is one of its key assets."

Dubai Holding is supporting the growth of a sustainable, innovation-led economy in line with the UAE Government's Vision 2021 through the management of a wide portfolio of assets through numerous industry operations.

The businesses owned by Dubai Holding are leaders in their fields, promoting innovation and having a positive influence on a variety of industries.



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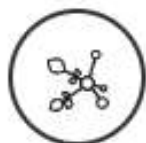


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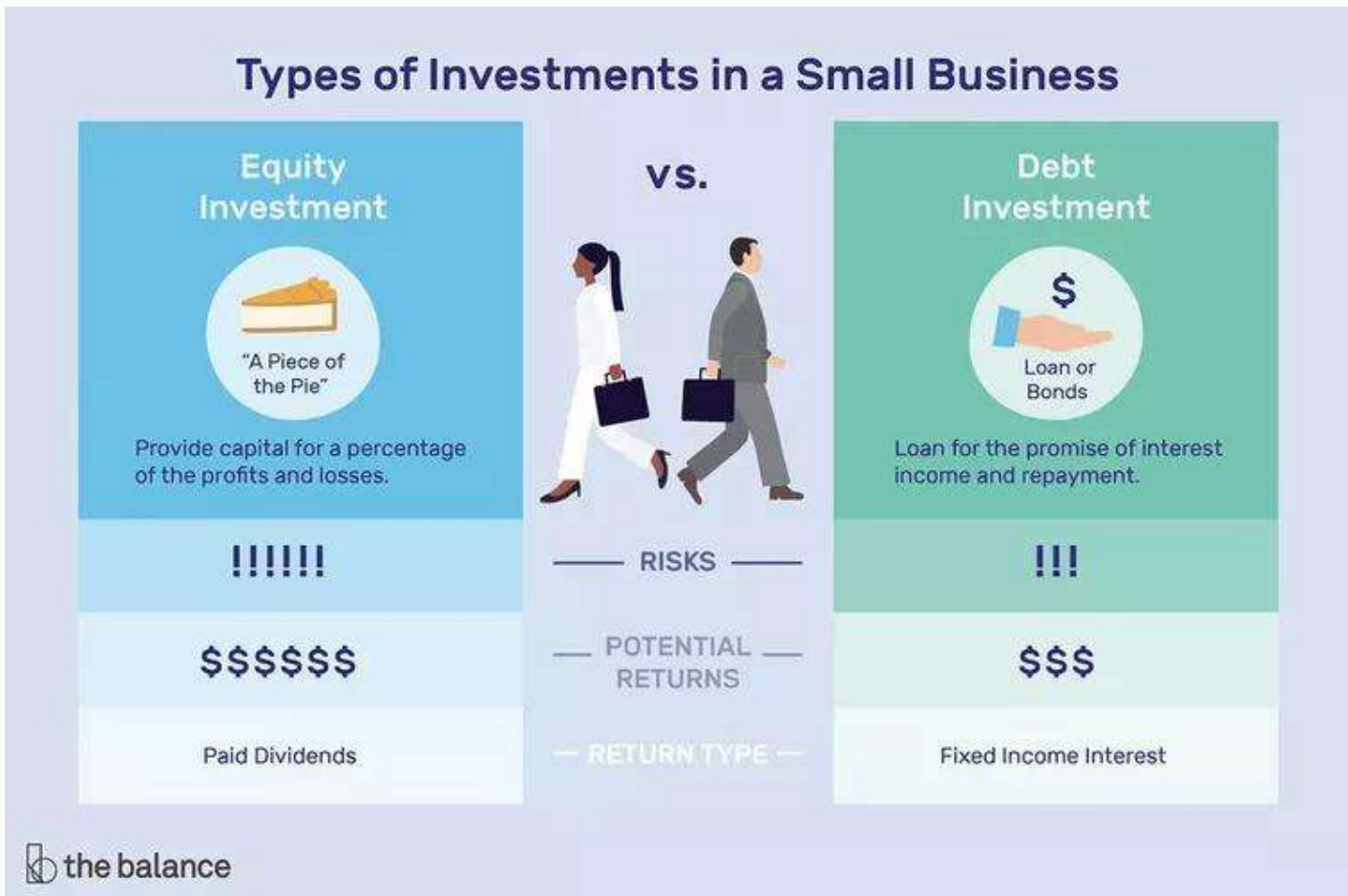
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Two Types of Investments You Can Make in a Small Business



It has been said that small enterprises are the foundation of the American economy. They therefore require any assistance they may obtain. In addition to increasing their portfolio, investors can assist local company owners in achieving financial independence by making investments in small businesses. It's a means to develop, care for, and build a resource that an investor may use to make more than just money.

Many business owners decide to put everything they have into their own restaurant or dry cleaning operation rather than searching for financing options that include investors. Investors provide entrepreneurs with a range of financing options that can ease the strain on their personal assets.

Likewise, supporting small businesses provides them an opportunity to expand, which can lead to the creation of jobs, goodwill, and ideally long-term success in the community.

Investing in Small Businesses

Even though they don't offer any security for the owners' personal assets because they are all in, sole proprietorships and general partnerships used to be more common.

Many people aren't even aware that there are other funding options outside business loans.

There are typically only two types of positions you can take—equity (exchanging money for ownership and profits) or debt (buying into an existing small business). This is true whether you're thinking about investing in a small business by starting one from scratch or purchasing into an existing small business (lending money). All investment kinds stem from these two principles, even if there may be numerous variations.

Equity Investments in Small Businesses

A small business equity investment entails purchasing ownership interest, or a "slice of the pie." Capital is contributed by equity investors, usually always in the form of cash, in exchange for a share of the earnings (or losses).

This invested money can be used by the company for a number of things, including capital purchases for growth, cash for day-to-day operations, debt repayment, or recruiting new staff.

In some cases, the percentage of the business the investor receives is proportional to the total capital they provide. For example, if you invest \$100,000 in cash and other investors put in \$900,000, you might expect 10% of any profits or losses because you provided 1/10th of the equity.

In other cases, the percentage of ownership and dividends can differ. Consider the investment partnerships Warren Buffett ran in his 20s and 30s.

He had limited partners provide practically all of the capital for his partnerships; yet, despite contributing relatively little of his personal money, profits were distributed 75/25 to limited partners (he earned 25%) in accordance to their overall share of the capital. The fact that Buffett was offering the expertise made the limited partners comfortable with this arrangement.

Investors are responsible for a portion of losses if expenses are larger than sales. The company can fail or declare bankruptcy if the quarter or year turned out to be unsuccessful. However, rewards can be abundant if everything works out.

Debt Investments in Small Businesses

When you invest in a small business with debt, you lend it money with the promise of interest payments and eventual principal payback.

Debt capital is typically provided in one of two ways: through the purchase of company-issued bonds that offer semi-annual interest payments delivered to bondholders, or directly through loans with regular amortization (reduction of interest first, then principal).

Debt's favored position in the capitalization structure is its biggest benefit. In the event of bankruptcy, the debt will take precedence over the interests of the stockholders (the equity investors). A first mortgage secured bond that includes a lien on a particular item of priceless real estate or an asset, like a plant or factory, is often the highest degree of debt.

As an illustration, if you grant a loan to an ice cream store and receive a lien on the land and building, you can foreclose on it in the event that the business fails. You should be able to recoup whatever net proceeds you can from the sale of the underlying property that you seize, even if it takes time, money, and effort.

Debentures, the lowest kind of debt, are obligations that are not secured by any specific assets but rather by the reputation and financial soundness of the organization. This is typically a bond that is offered as an unsecured loan with set interest and payment amounts.



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