

## **US entrepreneur inspires Qatar's future business leaders at The Sheikh Faisal Center for Entrepreneurship in the Middle East**

May 12, 2016, Doha - Sheikh Faisal Center for Entrepreneurship in the Middle East, a leading business education partnership between Al Faisal Holding and DePaul University of the US was delighted to host, Mr. Paul M. Rand as part of its entrepreneurship and business development program.

Mr. Paul M. Rand, a serial entrepreneur, author and marketing expert, spoke to over 200 professionals from a number of institutions with a presentation focusing on the power of "Word-of-Mouth" marketing and his approach to building a business and brand from scratch.

The entrepreneurship and business development initiative was devised to educate Qatari entrepreneurs about promoting their business and taking it to the next level by applying smart marketing tools and the latest marketing trends with minimum cost.

The Sheikh Faisal Center for Entrepreneurship focuses on enhancing Qatar's entrepreneurial capacity and strengthening connections between Qatar and the US in this domain, which plays a key role in supporting Qatar's efforts to encourage the development of local entrepreneurial talent. Over the last decade Qatar has reinforced its efforts in strengthening the role of Small Medium Enterprises ("SMEs") in the country and has established several enterprises to support local entrepreneurs. The initiative recognizes the important contribution SMEs make to economic growth and to the overall strength and diversification of the country's business infrastructure and employment opportunities.

**Dr. Mandy Terc, Director of Sheikh Faisal Center for Entrepreneurship in the Middle East, DePaul University commented:**

"SMEs are more constrained by financing than large enterprises. Through this presentation, we are giving new ideas, derived from firsthand experience from a leading entrepreneur, on increasing the value added by applying innovative methods in promoting and marketing their businesses. We are honored to be collaborating with leading institutions in Qatar such as Qatar Business Incubation Center (QBIC), Qatar Science and Technology Park (QSTP) and Bedaya and we look forward to further enhancing our partnerships in the future to strengthen Qatar's entrepreneurial capacity and to connect entrepreneurs in Qatar and the US."

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**For further enquiries, please contact:**

**Aamal Company**

+ 974 4435 0666

Arwa Goussous,  
Corporate Communications Manager  
(mobile # +974 5513 9539)

arwa.goussous@aamal.com.qa

**Citigate Dewe Rogerson**

Ramiz Al-Turk  
(mobile # +974 5014 9201)

ramiz.al-turk@citigatedr.com

### **About The Sheikh Faisal Center for Entrepreneurship:**

The Center was established in 2014, a partnership between Al Faisal Holding, one of the leading private companies in Qatar, whose Chairman and CEO is Sheikh Faisal Bin Qassim Al Thani, and DePaul University, one of the top private universities in the United States. "Sheikh Faisal Center for Entrepreneurship in the Middle East" aims to strengthen Qatar's entrepreneurial capacity and connect entrepreneurs in Qatar and the US, in order to nourish the entrepreneurial spirit that will give additional impetus to Qatar's development.

### **About Al Faisal Holding**

Incorporated in 1964, Al Faisal Holding Company LLC ("Al Faisal") is one of Qatar's largest privately held diversified industry groups, owned by His Excellency Sheikh Faisal Bin Qassim Al Thani. Al Faisal operates through its subsidiaries and associated companies in a variety of sectors, including real estate, construction, hospitality, trading, transportation, entertainment, education, services and information technology. Al Faisal's investments include its interest in Aamal Company Q.S.C, one of Qatar's largest, most diversified and fastest growing companies, in addition to investments in a range of sectors across Europe, MENA region and the United States of America.

**[www.alfaisalholding.com](http://www.alfaisalholding.com)**

### **About DePaul:**

Founded in 1898, DePaul University is the 11<sup>th</sup> largest private, non-profit university in the nation and the largest private, non-profit university in the Midwest. The university's mission emphasizes academic excellence, community service, access to education and respect for the individual. DePaul has 10 colleges and schools: College of Liberal Arts and Social Sciences, the Driehaus College of Business, College of Communication, College of Education, College of Law, College of Computing and Digital Media, College of Science and Health, School for New Learning, School of Music, and The Theatre School. For the fall 2013 quarter, the university enrolled 24,414 students who reflect a broad range of ethnic religious, geographic and economic backgrounds.