



Press Release

German cultural program at Qatar International Food Festival 2017

Doha, Qatar; March 27, 2017: The Embassy of the Federal Republic of Germany and the Goethe-Institut Gulf Region bring a variety of German musicians and entertainers to enrich this year's Qatar International Food Festival from 29 March to 8 April 2017 at the Hotel Park near the Sheraton Hotel. The Qatar International Food Festival is organized by Qatar Tourism for the 8th year in a row and returns to the capital with a focus on cultural diversity and home-grown culinary talent.

Hassan Al Ibrahim, Chief Tourism Development Officer at QTA, said *"QIFF, now in its 8th annual edition, creates a shared space where the nation's local heritage and multiculturalism is celebrated through food. Through culinary expressions, residents and visitors are invited to explore and exchange cultural, social, and entertainment experiences. In addition to food, we are delighted to have Germany represented through a host of German musicians, artists and performers who are taking part in QIFF under the umbrella of the Qatar Germany 2017 Year of Culture. We welcome them to savour the flavours of Qatar and enjoy a taste of our country's warm hospitality."*

The participation of the German musicians and entertainers in the program of the popular festival is part of the Qatar Germany 2017 Year of Culture. HE Hans-Udo Muzel, Ambassador of Germany to Doha, explains, *"Let me welcome you to this year's Qatar International Food Festival that has strong German participation in our Qatar Germany 2017 Year of Culture. Besides the possibility to try some German delicacies at the German stand we are proud to announce the musical by-program offered by 'Niederbayerischer Musikantenstammtisch' bringing German folk music with a groovy twist to Doha. And we will have entertainment by German jugglers Alf and Frederik Neuber."*

From 29 March to 1 April 2017 the German band "Niederbayerischer Musikantenstammtisch" will play daily in the evening at the Qatar International Food Festival. The Niederbayerischer Musikantenstammtisch has been touring as a group of young musicians performing their traditional folk music with a groovy twist at pubs and taverns since 2013. With their lively and strong love for traditional music they also charm those who do not fancy folk music and thus prove that traditional music is not old-fashioned but exciting. To Doha the Stammtisch comes with a cast of four musicians.

As an entertainment for young and old the German organizers also invited Alf Neuber and his son Frederik to perform their tricks and juggling actions. They will be around the German Pavilion "Wurstbude" in the cultural area from 29 March to 3



April 2017. Alf Neuber has been performing as a juggler for more than 20 years and his performances have brought him various engagements nationally as well as in Japan and Saudi Arabia. He is a champion in the discipline of sport stacking. At the world championship 2012 his son Frederik won the title of world champion in sport stacking and they both collected several national titles afterwards.

Doha-based German event agency Premium Entertainment takes you on a culinary trip to Berlin. At their food stall "Wurstbude" you can try the popular Berlin "Curry Wurst" which is usually a must for everyone visiting the German capital. *"Currywurst is not only the German equivalent of Hamburger, Shawarma or Bun Bao; it stands for the new German Streetfood lifestyle,"* explains Christoph Helbig of Premium Entertainment.

Qatar Germany 2017 Year of Culture is a year-long program designed to deepen understanding between nations through the mutual exchange of arts, culture, heritage and sport, developed by Qatar Museums in partnership with the Goethe-Institut Gulf Region, the German Embassy in Doha and the Embassy of Qatar in Germany.

All events of the festival program are free and open to the public. The festival area is open to the public on weekdays from 2pm to 10pm and on weekends from 2pm to 11pm. Please refer to our website with a schedule of the German program. The Hotel Park carries four levels of underground parking with over 2,500 spaces which makes the venue easily accessible for thousands of visitors to enjoy the festival with ease and comfort.

-ENDS-

About The Goethe-Institut:

The Goethe-Institut is a world-wide organization working to promote German language and culture. With a network of 159 institutes in 98 countries around the world and 12 institutes in Germany, the Goethe-Institut acts on behalf of the German Government to implement its cultural relations policy. The Goethe-Institut Gulf Region offers German language courses and organises cultural events in the Gulf Region. Together with the Embassy of the Federal Republic of Germany the Goethe-Institut Gulf Region arranges the programs of Qatar Germany Year of Culture 2017.

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About Qatar International Food Festival (QIFF):

Qatar International Food Festival (QIFF) is a multicultural festival that celebrates the country's diverse food, beverage and hospitality offerings. Held over a course of several days during spring, the Festival invites residents and visitors to enjoy special culinary experiences in scenic outdoor spaces.



QIFF forms a part of QTA's strategy to grow and diversify the country's tourism offering, particularly in the area of family and urban entertainment. Thanks to the collaborative efforts of partners in both the public and private sector, it has grown since its first edition in 2010 to become one of the most-anticipated events in Qatar's growing calendar of annual festivals and events.

www.qifoodfestival.com

Instagram: @QIFF.QA

Twitter: @qiff

About Katara Hospitality:

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With more than 45 years' experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality's portfolio has grown to include 34 owned and / or managed hotels and the company is now focused on achieving its target of 60 hotels in its portfolio by 2026. As the country's flagship hospitality organisation, Katara Hospitality supports Qatar's long term economic vision.

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