



Joseph Khalife,
Deloitte Private Qatar
Leader

In recent years, we've witnessed a series of global events causing economic and geopolitical turbulence. These events have inevitably rippled through to the regional as well as the local landscape, introducing a degree of uncertainty and unexpected business challenges. To gauge the impact and sentiment among the country's family enterprises, we initiated our annual middle east sentiment survey, focusing on a variety of market dynamics. The report findings offer a fascinating insight into the mindset of the enterprises operating in Qatar.

“Despite the challenges, there's a sense of optimism about the growth of gulf economies; albeit a slightly lower mass vis-a-vis the regional average, echo this sentiment.”

Expectations are leaning towards lower interest rates and a higher S&P 500 index. While a majority of the respondents from the country resonate with the rising oil prices forecast, higher proportion of the respondents also anticipate declining oil prices in the future. Delving deeper, the survey turns a spotlight on the operational and technological priorities of enterprises and hints at their future aims and potential hurdles. We can conclude that the survey paints a picture of resilience and positivity among Family Enterprises, indicating a hopeful outlook for the Middle Eastern region in the times ahead, quite like the regional sentiment.



Tom Simmons,
Senior Economist,
Deloitte UK

Headline GDP growth has been below trend this year for the GCC, as oil output cuts, particularly in KSA, have been extended to the end of the year. Non-oil growth has continued, supported by tourism activity and major infrastructure projects, though the pace of expansion has slowed over the recent months. Reversal of oil output cuts and lower interest rates, should boost economic growth in 2025.

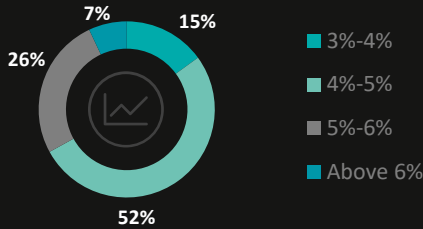


Family Enterprises: Driving Progress - Embracing the demand for more

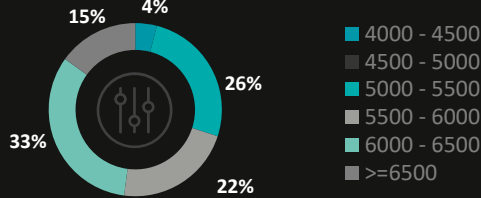


Macro-Economic Projections: The Road Ahead for the Next Three Years

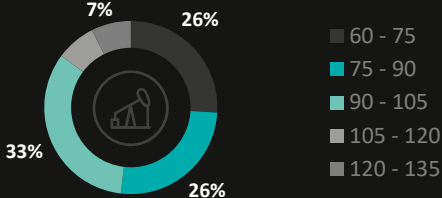
Interest Rates



S&P 500



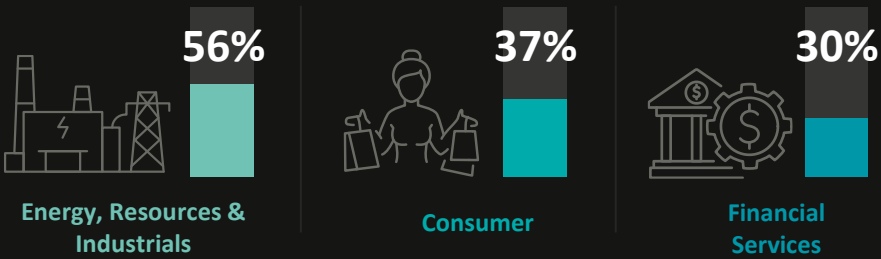
Oil Prices



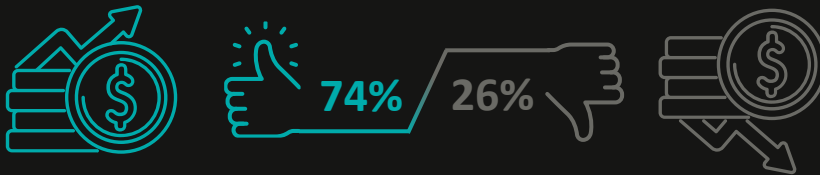
Which regions outside the Middle East offer the most promising opportunities for family enterprises?



Which industries offer most significant growth potential?



Economic Outlook: Regional Sentiment





Which **sports**, other than Football, **will grow at the fastest rate** in the Gulf?



Izzy Wray - Director, Sports Business Group Middle East Lead

“With a large, tech-savvy, and high-income young population, the Middle East represents a high-potential opportunity for eSports growth. This is further exacerbated by significant public and private sector investment in the area including hosting of major tournaments with multi-million-dollar prize money.”

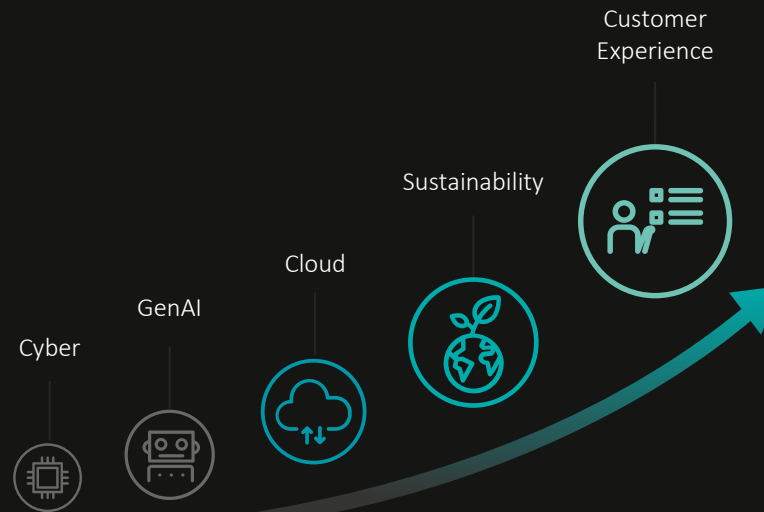


Sundeep Khanna - Partner, Customer Experience

“Customer Experience spans sectors like retail, banking, sports, and hospitality. Today's consumers demand seamless, personalised interactions across channels, even anticipating predictive services. The challenge for customer-centric brands is to reimagine customer experience, aligning a strategic roadmap of commercial opportunities with digital capabilities to maximise value.”



Business Focus Areas (Ranked in the order of priority)



Top 3 Tax Priorities

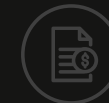
1

Succession planning and its tax implications



2


Tax compliance and reporting

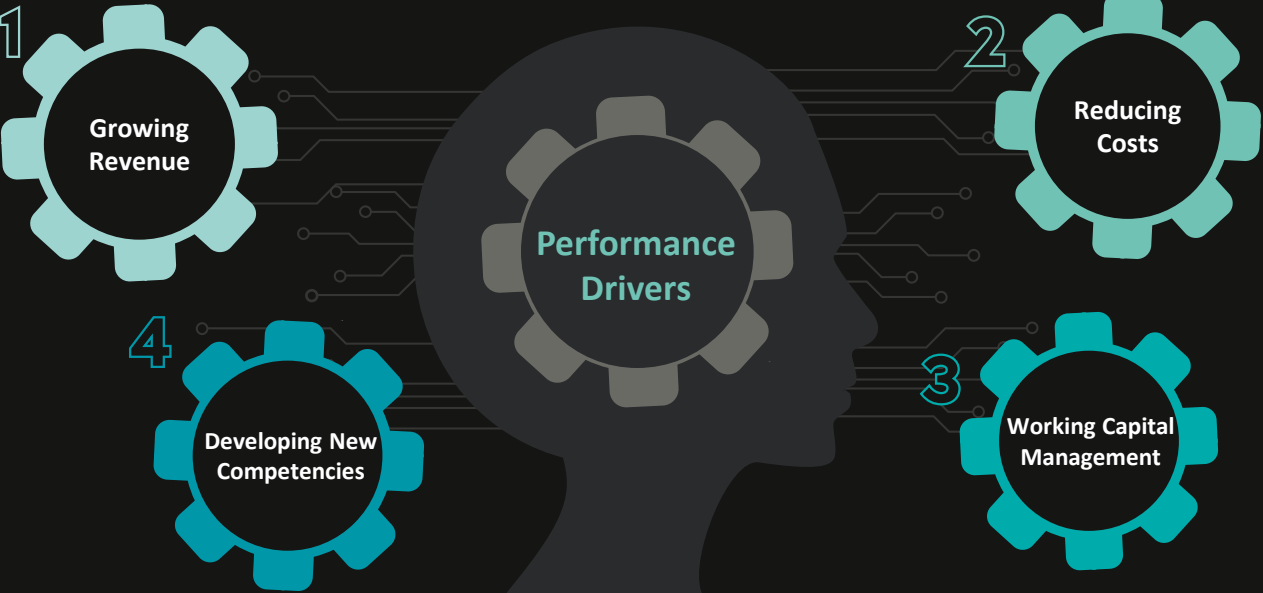


3

**International tax planning
Investment in tax-efficient structures**




 Put these **performance drivers** in order of priority:



Laky Chhina,
SR&T – Advisory Qatar and Kuwait Leader

“ Sentiment among Family Enterprises in Qatar is positive, with ambitious plans and objectives driving growth across the board. More than half of the survey participants anticipate robust short-term growth in the regional economies. These positive sentiments stem from the expectation of sustained commercial activity in the country, and a period of heightened prices in the hydrocarbon and energy industries. The primary focus remains on increasing revenue and staying committed to the long-term vision. ”

 Q: **What book or podcast** has had the **most impact on you** recently?

PODCASTS


- **Morgan Housel** - Morgan Housel
- **Feel Better, Live More** - Dr. Rangan Chatterjee



BOOKS

- **The Halo Effect** - Dr. Phil Rosenzweig
- **The World in 2050: How to Think About the Future** - Laurence C. Smith
- **I Am Enough** - Marissa Peer
- **The Power of Now** - Eckhart Tolle

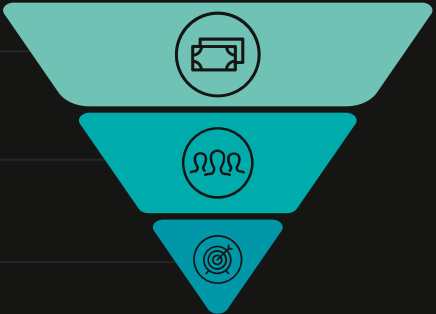


 **3Ps** (Rank these in the order of priority)

PROFIT

PEOPLE

PURPOSE



This publication has been written in general terms and therefore cannot be relied on to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this publication.

Deloitte & Touche (M.E.) LLP (“DME”) is the affiliate for the territories of the Middle East and Cyprus of Deloitte NSE LLP (“NSE”), a UK limited liability partnership and member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”).

Deloitte refers to one or more of DTTL, its global network of member firms, and their related entities. DTTL (also referred to as “Deloitte Global”) and each of its member firms are legally separate and independent entities. DTTL, NSE and DME do not provide services to clients. Please see www.deloitte.com/about to learn more.

Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Our network of member firms in more than 150 countries and territories, serves four out of five Fortune Global 500® companies. Learn how Deloitte’s approximately 300,000 people make an impact that matters at www.deloitte.com.

DME would be pleased to advise readers on how to apply the principles set out in this publication to their specific circumstances. DME accepts no duty of care or liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication. DME is a leading professional services firm established in the Middle East region with uninterrupted presence since 1926. DME’s presence in the Middle East region is established through its affiliated independent legal entities, which are licensed to operate and to provide services under the applicable laws and regulations of the relevant country. DME’s affiliates and related entities cannot oblige each other and/or DME, and when providing services, each affiliate and related entity engages directly and independently with its own clients and shall only be liable for its own acts or omissions and not those of any other affiliate.

DME provides audit and assurance, consulting, financial advisory, risk advisory and tax, services through 27 offices in 15 countries with more than 5,000 partners, directors and staff.

© 2024 Deloitte & Touche (M.E.). All rights reserved

Designed by CoRe Creative Services. RITM1810675