



## Workshop

# Analyses of the World Cup in Qatar: Nation branding, magnet of criticism or non-political sport event?

Thursday, October 27<sup>th</sup>, 2022 | 2 p.m. until 7 p.m.  
Schader-Forum, Goethestraße 2, 64285 Darmstadt



Qatar is arguably the most famous recent example of a small state working to create a positive image through nation branding, simultaneously expanding its regional and international claim to power through soft power.

In 2010, Qatar successfully bid to host the FIFA World Cup in the Middle East in Qatar in 2022, an excellent opportunity for nation branding. Since the FIFA World Cup Executive Committee awarded Qatar the opportunity to host the event, there have been accusations of corruption and persistent inhumane working conditions for migrant workers building the

infrastructure needed for the tournament. Supporters of the World Cup refer to reforms and the tournament's ability to force social change in the region. Critics are demanding a boycott of the tournament, while supporters claim sport should be non-political.

On October 27<sup>th</sup>, the Schader-Stiftung, in cooperation with the Technical University of Darmstadt, will discuss these debates from a scientific perspective and with a practical approach.

## Program

2 - 2.15 p.m.

### Introduction

*Alexander Gemeinhardt*, Schader-Stiftung

*Dr. Leonie Holthaus*, Technische Universität Darmstadt

2.15 - 3 p.m.

### Keynote

#### **Qatar's motives for hosting the World Cup**

*Prof. Dr. Danyel Reiche*, Georgetown University Doha, Leiter der Forschungsinitiative

„Building a Legacy: Qatar FIFA World Cup 2022“

3 - 3.30 p.m.

Break

3.30 - 5 p.m.

### Panel

#### **FIFA World Cup 2022 Qatar: Nation branding, human and labour right, and politics (english)**

*Sherif Alaa*, Governance and Democracy specialist

*Ronny Blaschke*, Author and Journalist

*Dr. Kristin Eggeling*, University of Copenhagen

*Dr. Laura Foley*, Postdoctoral Research Fellow, Geary Institute for Public Policy, University College Dublin, Ireland

Moderation: *Dr. Leonie Holthaus*, Technische Universität Darmstadt



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5 - 5.30 p.m.

Break

5.30 - 7 p.m.

**Roundtable**

**Boycott oder unpolitische Natur des Sports? - Wie umgehen mit Großsportereignissen in autoritären Staaten? (german)**

*Benedikt Engler, Augsburg*

*Philipp Krämer, Member of the German Bundestag, Bündnis 90/Die Grünen*

*Michael Geyer, Member of the Board, Fan- und Förderabteilung, SV Darmstadt 98*

Moderation: *Dennis Weis, Schader-Stiftung*

7 p.m.

**End of Workshop**

**Venue**  
Schader-Forum  
Goethestr. 2  
64285 Darmstadt

**Registration**  
Participation in the event is free of charge. Please register via mail or directly when visiting our homepage. You will receive a confirmation for your registration and a link to the digital workshops just prior to the event.

**Program responsibility**  
*Dr. Leonie Holthaus*  
Technische Universität Darmstadt  
  
*Dennis Weis*  
Schader-Stiftung

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