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 27th, 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 Kopenhagen

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

Moderation: *Dr. Leonie Holthaus*, Technische Universität Darmstadt
5 - 5:30 p.m.
Break

5:30 - 7 p.m.
Roundtable


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