

ABSTRACT

Qatar is one of the world's largest producers of petroleum and natural gas and the source of its economy. Previously, the economy of Qatar is based on the marine sector, especially the pearl industry. With enormous revenues from petroleum products and natural gas, Qatar is one of the richest countries in the world. However, Qatar recognizes the need for economic diversification that makes the country independent of the natural resources sector. For that reason Qatar did so by investing in the sector share in accordance with the plans contained in Qatar National Vision 2030 (QNV 2030). Qatar has invested in various sectors such as property, banking and automotive through Qatar Investment Authority (QIA). In addition, Qatar also invest in the field of sports, especially football because now this football grows as a new industry. Europe is the goal to invest Qatar because the football industry in Europe is the most developed.

Keywords : Qatar, Strategy, Investment, Football