

SUMMIT

Jose Vicente, CEO, DECC

Drawing on over two decades of leadership across global trade fairs from Zaragoza to Doha, Jose Vicente's vision for DECC is rooted in the power of exhibitions to drive economic growth, innovation, and cultural exchange. At DECC, the focus is on positioning the centre not just as a venue, but as a catalyst for business, tourism, and knowledge development. Doha's evolving events landscape is shaping a strategy that blends world-class infrastructure with a strong cultural identity.

Central to this approach is adaptability, achieved through stronger international partnerships and alignment with high-growth sectors such as energy, healthcare, technology, and culture. Technology and sustainability are seen as inseparable pillars of future-ready events at DECC. Digital transformation is advancing through online exhibitor services, paperless registrations, e-ticketing, and more efficient visitor journeys. Smart venue initiatives, including energy-efficient lighting, HVAC optimization, and daylight use, support both operational efficiency and ESG goals. Waste management practices, recycling, composting, and moves toward zero waste to landfill demonstrate environmental responsibility in action. Collaborations with organizers such as Web Summit, Informa Markets, and DMG Events reinforce shared sustainability commitments. Ultimately, the legacy envisioned for DECC is one of excellence, innovation, and lasting impact, elevating Doha's position as a globally respected hub for meaningful and responsible events