

Qatar's proactive approach to business reassures investors amid regional crisis: Expert



Doha, Qatar: Qatar's proactive approach to economic management has continued to reassure investors and entrepreneurs considering market entry amid the regional crisis, an industry expert told *The Peninsula*.

Anastasiia Chenash, Senior Manager at Soutien Group, noted that Qatar has built a reputation as one of the most stable and well-regulated markets in the region. "Even during periods of regional tension, businesses continue to see the country as a secure and reliable destination for investment and expansion," she added.

Chenash — whose company provides tailored solutions for market entry, business formation, expansion, and project supervision — said prospective investors have continued to express confidence in Qatar's resilient economy, robust regulatory framework, and supportive business environment.

“Qatar's strategic planning, strong infrastructure, and commitment to economic diversification have ensured that the business ecosystem remains stable and attractive even amid geopolitical uncertainties. Qatar has built a reputation as one of the most stable and well-regulated markets in the region,” Chenash said.

She noted that inquiries from international companies exploring opportunities in Qatar have remained steady in recent days, particularly in sectors such as technology, consulting services, logistics, and small and medium-sized enterprises.

“Entrepreneurs and corporate investors are looking at the long-term fundamentals of the Qatari economy,” Chenash said. “The country's strong financial position, modern infrastructure, and clear regulatory processes give businesses confidence that they can establish and grow their operations here.”

Analysts say Qatar's resilience in times of regional uncertainty has been proven in the past, when the country accelerated reforms and strengthened local production capabilities. These measures have since evolved into a broader strategy to diversify the economy and enhance the private sector's role in national development.

Today, initiatives supporting entrepreneurship and foreign investment have made it easier for companies to set up and operate in Qatar. Reforms allowing greater foreign ownership, streamlined licensing procedures, and expanded free zones have contributed to a business-friendly climate.

Chenash added that many new investors are also attracted by Qatar's long-term development vision and the opportunities created by major infrastructure projects, digital transformation initiatives, and preparations for future global events.

"Qatar's development trajectory remains very clear," she said. "The government has continued to prioritise innovation, sustainability, and private sector participation, which are critical elements for businesses planning to enter new markets."

She noted that the country's efficient logistics networks, world-class transport infrastructure, and access to international markets make it a strategic hub for companies seeking to operate across the Gulf and beyond.

Beyond economic factors, Qatar's quality of life, safety, and multicultural environment also play an important role in attracting entrepreneurs and professionals relocating to the country.

"Business leaders are not only looking at financial prospects but also the overall living environment for their teams," Chenash said. "Qatar offers a high standard of living, excellent connectivity, and a safe, welcoming community for international professionals."

Observers say these factors collectively reinforce Qatar's reputation as a resilient economic hub capable of navigating regional challenges while maintaining strong investor confidence.

"As we continue to engage with companies from different parts of the world, the message is consistent," Chenash added. "Qatar remains open for business, and investors see significant opportunities here both now and in the years ahead."