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QATAR BUSINESS CARD DIRECTORY A LEGACY OF INNOVATION AND TECHNOLOGY



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Doha : Qatar Business card directory published by Media plus , a Qatar based advertising and event management company is a legacy of innovation and technology and is an asset to any retail business organization, observed speakers while releasing the 18th edition of the directory at a function held at Cayam hotel Doha .

The information explosion witnessed by the world today has made business more and more challenging and it demands to be more and more relationship oriented for business success. Networking and sourcing are also great in business. GBCD is an effective example of innovation in marketing, speakers said.

Speakers also observed that business card directory with its novel approach and scientific organization is very attractive and user friendly. It is effective and useful for connecting people on a large scale.

Dr. Shukkur Kinalur, Chairman, Acon holding group released the directory by handing over a copy to Selvakumaran, the managing director of Aage International. An array of prominent personalities including Ramesh Bulchandni, general manager of Homes r us, Dr. Sheela Pholippose, MD Doha beauty Centre, Dr. Shafeeq Hudawi, MD, Al Mawasim group, Jeby K John, MD Qatar Tec, Noushad MD Good will cargo, Jaleel Pulikkal, director of Acon printing press attended the releasing ceremony.

CEO Mediaplus and the chief editor of QBCD Dr. Amanulla Vadakkangara highlighted that it was a team effort to do something different. The directory facilitating the business community to interact among themselves for mutually rewarding enterprises contain business cards of individuals and establishments which can be a ready reference of all the leading business

concerns to boost business in various levels.

Business card directory, an innovative marketing tool with all its print, online and mobile applications has benefited thousands of business enterprises over the years and we are doing our best to present it in the most appealing way

Started publication in 2007 we were very particular to add new attractions every year and now we have made it a unique product published consecutively for the last 18 years with added attractions. The whole version of the directory is available online and the business cards are available in mobile application for free download.

Branding any venture or product becomes more necessary when the business is facing problems and challenges. GBCD is an easy solution for effective branding.

General manager Sharafudheen Thangayathil, Marketing Manager Muhamed Rafeeq, Muhammed Sidik Ameen coordinated the activities.