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## Ahmed Perfume adds Fragrance to the Pak-Qatar Business Expo 2025



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At the recently held Pak-Qatar Business Expo 2025 in Doha, Ahmed Perfume & Manufacturing captured attention by bringing a refreshing twist to the event. Represented by Mr. Saif Hashmi,

Marketing Executive for Ahmed Al Maghribi Perfumes in Qatar, the company stood out as the only fragrance brand among real estate and property.

His approach at the expo was both thoughtful and strategic. Speaking about their participation, he shared that the main goal was to connect with the Pakistani community in Qatar and to spread joy through their carefully crafted fragrances.

Visitors were intrigued to see a perfume company at a property-focused exhibition. Mr. Hashmi noted that this unexpected presence turned into a major highlight. "People kept asking why a perfume brand was at a real estate event. That curiosity gave us visibility. It helped us start conversations and allowed visitors to experience our perfumes directly," he explained. Many guests were so impressed that they became loyal customers on the spot.

Ahmed Perfume has already established a strong presence in Qatar, regularly participating in major exhibitions and community events organised by diverse nationalities. Mr. Hashmi said this expo offered another valuable opportunity for brand exposure within the business community, and their participation was a great success.

He described the perfume market in Qatar as promising and diverse. With a growing demand for quality fragrances, Ahmed Perfume aims to reach every household in the country.

Known for its long-lasting scents and affordable prices, the brand offers a wide range of products

including perfumes, bakhoor, oud, room sprays, hair mists, essential oils, dehn al oud, and beautifully packaged gift sets. Their variety caters to a broad audience with different tastes and preferences.

Ahmed Perfume's presence at the expo not only added a unique element to the event but also demonstrated how innovation and creativity can open new doors in cross-industry engagement.