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## THE FUTURE OF GOLD ARRIVES IN QATAR: ALFARDAN EXCHANGE AND THE ROYAL MINT UNVEIL THE WORLD'S MOST SECURE BULLION BAR EMBODYING OVER 1,100 YEARS OF EXPERTISE AND CRAFTSMANSHIP



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**Doha, Qatar – [November 23rd, 2025] – Alfardan Exchange**, in proud partnership with **The Royal Mint**, hosted an exclusive unveiling of the iconic *Britannia Gold Bullion Minted Bar Range* at the British Embassy in Doha – the first showcase of its kind in Qatar. The event offered distinguished guests an early opportunity to experience the collection, now available through Alfardan Exchange, reaffirming the company's leadership in the nation's bullion and investment gold market.

Held under the patronage of the British Embassy in Doha and with the attendance of His Majesty's Ambassador to Qatar Neerav Patel, along with Mrs Anne Jessopp, Chief Executive Officer at The Royal Mint, Mr. Fahad Hussein Alfardan, President of Alfardan Exchange and Mr. Bashar Al Waqfi, Chief Executive Officer at Alfardan Exchange. The prestigious event brought together prominent guests from Qatar's business community, Alfardan Exchange, Alfardan Corporation leadership, The Royal Mint, representatives from the UK Embassy, and distinguished clients and media.

The evening featured an introduction to The Royal Mint's 1,100-year heritage, a presentation of its groundbreaking bullion range, and an exhibition of Britannia gold bars and coins, celebrated globally for their exceptional purity, craftsmanship, and security innovations.

Commenting on the prestigious event, **Mr. Fahad Hussein Alfardan, President of Alfardan Exchange**, said: “This collaboration with The Royal Mint underscores our shared commitment to quality, integrity, and excellence. For over half a century, Alfardan Exchange has been synonymous with trust and innovation in Qatar’s financial and bullion markets. Together with The Royal Mint, we are proud to make premium, internationally recognized gold bullion more accessible to investors and collectors in Qatar.”

**Mr. Bashar Al Waqfi, Chief Executive Officer of Alfardan Exchange**, added: “This milestone reflects our ongoing strategy to expand and elevate Qatar’s bullion market by bringing world-class products and trusted global partnerships closer to our clients. At Alfardan Exchange, our philosophy has always been client-first, ensuring that every offering combines integrity, innovation, and accessibility. Partnering with The Royal Mint is a natural extension of that commitment, enabling investors in Qatar to access the new Britannia Gold Bullion range with complete confidence through our nationwide branches and secure digital platforms.”

The Royal Mint’s latest Britannia bar design represents a new era of security in bullion investment, incorporating advanced visual features that make it virtually impossible to counterfeit. Each bar showcases the iconic Britannia, a symbol of strength and reliability, rendered with exceptional precision and artistry.

**Mrs. Anne Jessopp, Chief Executive Officer of The Royal Mint, said:**

“Qatar represents an important and fast-growing market for The Royal Mint. Partnering with Alfardan Exchange allows us to bring over a millennium of British minting heritage and innovation to new audiences. The Britannia gold bar range embodies our craftsmanship and our commitment to setting new global standards in bullion security and design.”

Guests at the Doha showcase also had the opportunity to view luxury displays, including exclusive gold exhibits, followed by a networking reception celebrating the deepening ties between Qatar and the United Kingdom.

The Royal Mint is renowned for its extensive portfolio, offering a diverse array of investment products and services, collectable coins and jewellery, encompassing historical pieces as well as contemporary designs. Additionally, The Royal Mint produces gold, silver, and platinum bullion, with the Holy Kaaba-engraved gold bullion being one of its most prominent creations in 2023, designed in collaboration with the Islamic Council of Wales.

This week’s showcase reinforces Alfardan Exchange’s position as Qatar’s foremost bullion distributor and highlighted its trusted partnership with The Royal Mint, the UK’s official mint and one of the world’s most recognized authorities in precious metals.