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## QATAR BUSINESS CARD DIRECTORY: AN EFFECTIVE GUIDE FOR BUSINESS NETWORKING : SAYS KBF PRESIDENT



Published on November 24, 2025

Document Date: Thu, Jun 25 2026 02:42:57 am

Category: ,English,Qatar - ,Snippets

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Doha: The Qatar Business Card Directory (QBCD), published by Media Plus, a leading Qatar-based advertising and event management company, has been described as an effective guide for business networking in Qatar. Kerala Business Forum (KBF) President Shaheen Muhammed Shafi

made this remark while releasing the 19th edition of the directory.

Speaking at the event, he said that innovative marketing tools like QBCD can bring positive changes to the business landscape. With its novel approach and scientific organization, the Business Card Directory stands out as a highly attractive and user-friendly tool. “It is effective and extremely useful for connecting people on a large scale,” he noted.

Highlighting the significance of reliable business information, he added, “In today’s competitive business world, decision-making is more crucial than ever. Access to accurate business data at the right time accelerates business activities. QBCD is an excellent example of marketing innovation. Networking is essential for any business, and QBCD enables it effectively. It is both innovative and easy to use.”

Shaheen Muhammed Shafi released the directory by handing over a copy to Shamsheer Hamza, Managing Director of Address Gateway Business Services.

The ceremony was graced by guests of honour including Dr. Sheela Philip, Managing Director of Doha Beauty Centre; Jaleel Pulikkal, Director of Acon Printing Press; Ashiq Shabeer, COO of Acon Property; and Uwais, Managing Director of The Way Corporate Services.

Addressing the gathering, Dr. Amanulla Vadakkangara, CEO of Media Plus and Chief Editor of QBCD, emphasized that the directory is the result of a committed team effort. “The directory facilitates meaningful interaction among the business community, enabling mutually rewarding collaborations. Containing business cards of individuals and establishments, it serves as a handy reference to major business concerns and supports growth at multiple levels,” he said.

“Since launching in 2007, we have ensured that the directory incorporates new features each year. Today, it stands as a unique product, published consecutively for the last 19 years with added attractions. The complete version of the directory will be available online, and business cards will also be accessible through a mobile application. Both the online and mobile versions will be ready soon,” he added.

Dr. Amanulla further observed that branding becomes especially essential when businesses face challenges. “QBCD offers an easy and effective solution for branding.”

For free copies of QBCD, interested individuals may contact the Media Plus office at 44324853.

The event activities were coordinated by General Manager Sharafudheen Thangayathil, Operations Manager Rasheeda Pulikkal, Marketing Manager Muhamed Rafeeq, along with team members Abdulsamad, Nishad, and Abid.

