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## QBCD's user-friendly approach and continuous innovation strengthen Qatar's entrepreneurial ecosystem: Sharah Hashmi



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Doha: Qatar Business Card Directory (QBCD), the country's most trusted and widely used business networking platform, continues to play a pivotal role in fostering collaboration and strengthening

Qatar's vibrant entrepreneurial ecosystem, said Sharah Hashmi, Marketing Consultant of ZedEx Cargo, while appreciating the platform's sustained commitment to innovation and accessibility. Highlighting the practical value of QBCD, Sharah Hashmi noted that its user-friendly design, easy accessibility, and continuously evolving features make it an indispensable tool for businesses of all sizes. "In today's fast-paced business environment, quick access to reliable business contacts is crucial. QBCD has simplified this process by bringing thousands of verified business profiles under one roof, making networking more efficient and meaningful," she said.

Sharing her experience after a recent interaction with the QBCD team, Sharah Hashmi remarked, "I was very impressed by my meeting with the QBCD team today. Their professionalism, strategic vision, and commitment to facilitating meaningful business connections truly stood out. It is clear that QBCD is driven by a strong mission to empower the business community in Qatar."

She further emphasized that QBCD has emerged as more than just a directory, evolving into a comprehensive business facilitation platform that connects entrepreneurs, startups, SMEs, and large enterprises across diverse sectors. "The platform actively supports business growth by enabling partnerships, referrals, and cross-industry collaboration, which are essential for building a resilient and competitive business community in Qatar," she added.

Praising the continuous innovation introduced by QBCD, Sharah Hashmi pointed out that the

platform has consistently adapted to the changing needs of the business world by integrating digital solutions and modern marketing tools. “QBCD’s transition from a traditional directory into a dynamic digital platform reflects its visionary leadership and commitment to empowering businesses with smart networking solutions,” she said.

As a representative of ZedEx Cargo, a company that values strategic partnerships and strong professional networks, she remarked that platforms like QBCD significantly enhance market reach and visibility. “For service-oriented companies like ours, being part of QBCD means better connectivity with clients, suppliers, and collaborators, ultimately contributing to improved service delivery and business expansion,” she noted.

Sharah Hashmi also appreciated QBCD’s role in supporting new entrepreneurs and startups by providing them with affordable visibility and access to established business networks. “For emerging businesses, gaining recognition and trust is often a major challenge. QBCD bridges this gap by offering a credible platform where new ventures can confidently present themselves to the market,” she said.

She concluded by stating that QBCD’s sustained efforts in strengthening professional connections directly contribute to Qatar’s broader economic vision of encouraging entrepreneurship, innovation, and private sector growth. “QBCD is not just supporting individual businesses; it is

actively contributing to the development of a collaborative, forward-looking entrepreneurial culture in Qatar,” she added.

QBCD follows a unique three-in-one formula – Print, Online, and Mobile Application – ensuring that it effectively meets the needs of all categories of businesses. Free copies of the printed directory are available from the MediaPlus office (Tel: 4432 4853). The online version can be accessed at [www.qatarcontact.com](http://www.qatarcontact.com), while the mobile application, titled “QBCD”, is available for free download on both Google Play Store and Apple App Store, making business networking easier and more accessible than ever before.

The Qatar Business Card Directory, widely recognized as one of the most effective business networking tools in the country, continues to expand its reach and relevance through strategic upgrades, digital integration, and community-focused initiatives, reaffirming its position as a cornerstone of Qatar’s business connectivity landscape.