
Qatar Outlet Exhibition 2026 Returns with Mega Discounts and Global Brands in Fifth Edition



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By Haroon Rashid Qureshi, Editor-in-Chief, Rahbar Kisan International

The Qatar Outlet Exhibition 2026 is set to welcome thousands of visitors as it returns for its fifth

edition in Doha, bringing together international and regional brands under one roof with massive discounts and a wide variety of products. The exhibition continues to strengthen its position as one of Qatar's leading shopping events, offering families and shoppers an accessible and diverse retail experience.

In an exclusive discussion conducted by Haroon Rashid Qureshi, Editor-in-Chief of Rahbar Kisan International, key insights were shared by Hazem Gamal, Project Manager, Qatar Outlet Exhibition (Falcon Advertising – Abuissa Holding) and Rhea Shetty, Head of Marketing for the exhibition organized by Falcon Advertising. Their perspectives highlighted both the operational strength behind the event and the strategic marketing efforts driving its growing success.

A Vision of Affordable Luxury and a Growing Retail Platform

Hazem Gamal, Project Manager, Qatar Outlet Exhibition (Falcon Advertising – Abuissa Holding), described the Qatar Outlet Exhibition as a rapidly evolving retail platform that has grown steadily since its inception. Over the past four editions, the exhibition has developed into a major shopping destination in Qatar, attracting strong interest from both international brands and local businesses.

He explained that the core vision behind the exhibition remains focused on making branded and luxury products accessible to a much wider audience. The concept is built around offering high-

value items at significantly reduced prices, allowing customers to experience premium shopping at affordable levels. Products that typically retail between one thousand and two thousand riyal are, during the exhibition, made available at prices as low as one hundred to two hundred riyal. This pricing approach, he emphasized, is central to the identity and success of the event.

Hazem Gamal further highlighted that the exhibition is designed not just as a discount-driven marketplace, but as a complete retail experience. It brings together a wide range of categories including fashion, watches, jewelry, perfumes, toys, home appliances, accessories, and home center products. This diverse product mix ensures that the exhibition caters to families as a whole, rather than a single segment of shoppers, making it a comprehensive shopping destination under one roof.

Speaking about this year's edition, he noted that the exhibition continues to expand its international and regional participation. New global and regional brands have joined the lineup, including fashion names such as Riva and Philippe Laine, while established retail groups like Landmark Group are participating with multiple retail concepts. Alongside these new entrants, several returning brands from previous editions have also maintained their presence, strengthening continuity and customer trust.

A significant emphasis, he added, has also been placed on supporting the local business

ecosystem. Well-known Qatari brands such as Al Bidaa are part of the exhibition, alongside emerging entrepreneurs who are being provided with a platform to showcase their products. This year, around three to four new local brands are participating, reflecting the exhibition's ongoing commitment to nurturing small and medium enterprises and encouraging local innovation within the retail sector.

From an operational standpoint, Hazem Gamal explained that visitor experience and crowd management remain a top priority. The exhibition has implemented a structured online registration system where visitors receive QR codes to ensure smooth and efficient entry. This system has significantly improved flow management and reduced waiting times, particularly during peak hours.

The venue itself, he noted, has a large capacity, with Hall One accommodating approximately twenty thousand visitors at any given time. Based on past editions, where daily attendance reached between forty to fifty thousand visitors, expectations for this year remain very strong. He also shared that advance registrations have already crossed twelve thousand for the opening day alone, indicating a high level of public interest even before the event begins.

Hazem further emphasized that the exhibition attracts a wide audience from across Qatar as well as the wider GCC region, particularly Saudi Arabia, along with participation from exhibitors in

Oman and neighboring countries. This regional reach, he said, reflects the growing reputation of the event as a cross-border shopping destination.

He concluded by stating that the exhibition operates twice a year, in June and December, covering both summer and winter seasons, and each edition continues to build on the success of the previous one. Expressing his personal sentiment, he added that after nearly forty-five days of continuous preparation, it is deeply satisfying to see the event come together, and he warmly invited everyone to visit and experience the Qatar Outlet Exhibition 2026.

The Power of Digital Marketing and Social Media Engagement

Alongside the operational success of the exhibition, Rhea Shetty, Head of Marketing, highlighted the crucial role of digital strategy in shaping public awareness and driving visitor engagement.

She explained that in its fifth edition, the Qatar Outlet Exhibition has established itself as a major retail landmark in Qatar, and social media has become a central force behind its continued growth. Through a combination of organic content, paid campaigns, influencer partnerships, and SMS marketing, the exhibition is able to reach a wide and diverse audience effectively.

Rhea Shetty emphasized that this integrated marketing approach not only builds awareness but also creates anticipation before the event and sustains engagement throughout the exhibition period. As a result, it directly contributes to increased footfall and greater visibility for

participating brands.

She also noted that behind this visible success lies a highly dedicated team working continuously to ensure smooth execution. Their coordination, resilience, and attention to detail play a critical role in delivering a seamless experience for both exhibitors and visitors, with a strong focus on customer satisfaction.

Social Media as a Transformational Tool in Modern Business

Expanding on the broader role of digital platforms, Rhea Shetty further explained that social media has become one of the most influential tools in shaping how exhibitions and businesses are perceived in today's competitive environment.

She highlighted that social media goes far beyond promotion, playing a vital role in building identity, storytelling, and long-term brand presence. In a rapidly evolving market such as Qatar, where exhibitions and events contribute significantly to the retail and lifestyle sectors, digital platforms help amplify visibility and strengthen audience connection.

According to her, social media enables real-time communication, cultural relevance, and lifestyle engagement, while also positioning Qatar as a leading destination for world-class exhibitions and business events. In this way, it not only supports commercial growth but also enhances the country's image as a dynamic and forward-looking hub in the region.

Editor's Note

The Qatar Outlet Exhibition 2026 reflects a strong combination of operational excellence and modern digital strategy. With expanding international participation, strong local representation, and powerful marketing outreach, the exhibition continues to grow as one of Qatar's most significant retail and lifestyle events, offering visitors an exceptional shopping experience under one roof.