

GULF TIMES
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November 30, 2023

MADE IN QATAR



**QATAR MAKES STRIDES IN SELF-SUFFICIENCY
FROM AGRI PRODUCTS**

**QATAR'S E-COMMERCE BOOM: A CATALYST
FOR LOCAL MANUFACTURING GROWTH**

#منا_وفينا

ندعم المنتج القطري

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من تاريخ ٢٩ نوفمبر وحتى ٦ ديسمبر ٢٠٢٣
29 NOVEMBER- 6 DECEMBER 2023



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عطا / ه كيلو +١ كيلو إضافي
QFM Flour No.1
1kg X 6pcs
27.00
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9.75
وافيه كيس شوكولاته بياض
بالتف ٢٠٠ جم
Wafia White Chocolate
Dates Pouch 200gm



15.00
10.00
لولو غسل لليديين
نوع ٥٠٠ مل / ٣ حبات
Lulu Wisepicks Hand
Wash Asstd.
500ml X 3pcs



49.00
42.50
عطر أفانتوس للرجال
أزرق ١٠٠ مل
Avantus EDP Men
Blue 100ml



15.00
10.00
كيتكو نايس شيبس متنوع
٨٠ جم ٤ حبات
Kitco Nice Chips
Asstd 80gm X 4pcs



20.00
10
سائل غسيل الأطباق بيرل متنوع
١ لتر × ٢ عبوتين
Pearl Dish Wash Liquid
Asstd. 1ltr x 2's



24.50
19.75
مسحوق غسيل اومو
٢,٥ كجم
Omo Washing Powder
Asstd. 2.5kg



53.50
30.00
مسحوق غسيل بيرل
نوع ١ كيلو في الحبة
Pearl Washing Powder
Asstd. 6kg X 1pc



46.00
28
منعم الأقمشة بيرل مركز
ونوع ١,٥ لتر × حبتين
Pearl Fabric Softener
Concentrated
Asstd. 1.5ltr x 2pcs



28.00
24.00
بيرل سائل منظف
نوع ٣ لتر
Pearl Liquid
Detergent
Asstd. 3Ltr



16.75
10.00
لولو مبيض عادي
الجالون
Lulu Bleach
Regular 1Gallon



44.00
30.00
لحاف مزدوج نوع ١ قطعة
Comforter Double
Asstd 1pc



80 x 160 cm
42.00
20.00
منشفة الشاطئ رانكوسي
نوع ١ قطعة
Rankoussi
Beach Towel
Asstd 1pc

Shop with
Confidence
16001 2023/9939



حفل تطبيق اللولو



تطبيق اللولو

استرد
%٥
من قيمة مشترياتك
عند استخدامك لبطاقة اللولو
الائتمانية من بنك الدوحة
أرسل كلمة "اللولو" برسالة إلى الرقم ٩٦٦٠
أو قم بزيارة أحد فروع بنك الدوحة
فائدة %٠
استثري الآن، وادفع كل ٦ أشهر

لولو
Where the world comes to shop
حيث يأتي العالم للتسوق

MADE IN QATAR EXPO

Organized by the Qatar Chamber in cooperation with the Ministry of Commerce & Industry, the "Made in Qatar" Exhibition is the largest industrial expo in the country.

Since its inception in 2009, the expo is held under the auspices of the Amir HH Sheikh Tamim bin Hamad Al Thani and is supported by a host of leading industrial companies and factories, banks, and institutions that support industry in the country.

The exhibition serves as a major industrial platform that brings together local companies and factories under one umbrella. It also provides an excellent opportunity for manufacturers, businessmen, and investors to discover locally manufactured products, their strengths, and the demands of the Qatari market.

The primary purpose of the exhibition is to support and promote Qatari products in pursuit of achieving self-sufficiency and reducing dependence on imported items.

Made in Qatar's Objectives:

Inspired by the wise vision of the Emir HH Sheikh Tamim bin Hamad Al Thani and in pursuit of the Qatar National Vision 2030, which focuses on income diversification, Qatar Chamber assumed the responsibility of holding the "Made in Qatar" exhibition since its first edition in 2009.

Out of its belief in the importance of industry in economic growth, the Chamber organises the expo to achieve the following objectives:

- Promote Qatari industry and products locally and globally.
- Encourage and promote locally made products to reduce dependence on imported items.
- Support the State's strategy aiming at developing the industry.
- Stimulate investors and businessmen to further invest in industrial projects.
- Attract more investments in the industry sector.
- Encourage local companies to improve and develop their products, making Qatari products globally competitive.
- Provide a platform for expertise exchange among exhibitors.
- Propel and develop SMEs (Small and Medium Enterprises).
- Review the investment opportunities in the industry sector.
- Discuss obstacles and challenges.
- Enhance the private sector's participation in the mega projects being implemented in the country.



- Establish commercial partnerships among local companies and businessmen.

Made in Qatar Exhibition 2023

Under the patronage of HH the Amir Sheikh Tamim bin Hamad Al-Thani, the Qatar Chamber (QC), in cooperation with the Ministry of Commerce and Industry (MoCI), organises the ninth edition of the "Made in Qatar" exhibition, which will take place from November 29 to December 2 at the Doha Exhibition and Convention Centre (DECC).

The exhibition serves as a significant platform for showcasing Qatari industries and products, with the aim of supporting the Qatari industry, promoting local products, enhancing cooperation between Qatari businesses and domestic companies, and facilitating discussions on potential partnerships and alliances to advance the Qatari industry.

The Qatari industry has achieved remarkable development and successive leaps in recent years thanks to the strong support of the Wise Leadership, and the government-provided facilities and incentives. These factors have bolstered the competitiveness and quality of the Qatari product, facilitating its penetration into global markets.

More than 450 industrial companies are expected to participate in the expo. Moreover, there is a space dedicated for entrepreneurs to exhibit their products in the expo.

The exhibition aims to provide visitors with the opportunity to gain insights into the latest products and services within the industrial sector, engage with industry experts and investors, get acquainted with the successful companies operating in the state, and grasp their capacity for expanding activities, enhancing competitiveness, and highlighting innovation.

It features a range of accompanying activities, including panel discussions that will focus on the future of the Qatari industry and involves various stakeholders. These sessions aim to promote greater cooperation and communication among manufacturers in the state.

It further provides an opportunity for businessmen and foreign investors to gain insights into Qatar's industrial sector and investment opportunities available in this sector. It also provides an opportunity for holding bilateral meetings between Qatari investors and their foreign counterparts, deal-making, and forging alliances, and partnerships in the industrial sector.

The four-day expo is held on an area of 30,000 sqm. It aims to boost Qatari industry, support the state's strategy aiming at developing industry, promote Qatari industries locally and internationally. It also aims to encourage the utilization of national products, and reduce dependence on imports, in addition to stimulate investors and businessmen to invest in industrial projects.

Qatar owns an ideal infrastructure for the industrial sector which opens the way for bringing domestic and foreign investment into the sector. Therefore, the exhibition is the right destination to get acquainted with Qatar's industrial investment climate and opportunities.

MADE IN QATAR

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Safa Water

A Leading Force in Qatar's Bottled Water Industry



In the dynamic landscape of Qatar's bottled water market, Safa Water stands as a testament to uncompromising quality and a commitment to purity. Established in 2004, this pioneering venture swiftly ascended to prominence, earning its stripes as a distinguished player in the 5-gallon bottled water sector. Today, Safa Water is not just a brand; it is a symbol of excellence in the realm of packaged drinking water.

A Journey of Excellence

Safa International Co. W.L.L., the driving force behind Safa Water, has been a trailblazer in the industry, focusing on the processing and distribution of 5-gallon packaged drinking water to homes, retail stores, and corporate organizations. With an impressive fleet of 170 delivery vehicles, Safa Water ensures prompt and reliable delivery, a factor that has solidified its standing among thousands of loyal customers.

The journey began in 2004, backed by a decade of prior experience in the UAE. Safa International Co. W.L.L. was founded by a team of seasoned professionals and experts with extensive knowledge in the packaged drinking water business, ensuring a firm foundation for success.



State-of-the-Art Facilities

At the heart of Safa Water's operations lies a sprawling plant in the New Industrial Area, spanning 6000 square meters. This facility boasts state-of-the-art technology for water treatment, purification, and packaging, emphasizing supreme purification and hygiene with minimal human intervention.

The advanced laboratory, staffed with qualified chemists and microbiologists, meticulously safeguards the quality of each batch, assuring customers of the utmost purity.

Beyond the Bottle – A Comprehensive Experience

Safa Water goes beyond merely delivering water; it offers a comprehensive experience. From 5-gallon water bottles to a range of accessories and dispensers, the company aims to make life easier for its customers. The online ordering system and user-friendly app, complemented by swift doorstep delivery, enhance convenience throughout the entire process. The incorporation of fully covered delivery vehicles, a pioneering move in Qatar, eliminates exposure to sunlight and dust, ensuring the integrity of the product.



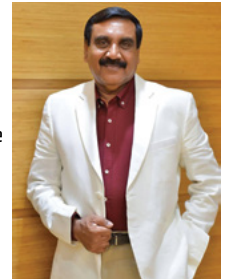
Championing Safety and Quality

Safa Water's commitment to safety and quality is underscored by its prestigious certifications. The company proudly holds the FSSC 22000 certification, a global benchmark for food safety initiatives. As a member of the Asia Bottled Water Association (ABWA) and the Water Quality Association (WQA), Safa Water adheres to international standards. The ISO 22000 certification received in 2012 further solidifies its position as a guarantor of purity.

Leading from the Front

Behind Safa Water's success story stands Mohamed Ashraf, the chairman and a visionary entrepreneur. With a team of over 650 dedicated professionals, Ashraf leads from the front, ensuring the smooth operation of the company. His foresight and dedication have not gone unnoticed, with the former Prime Minister and Minister of Interior HE Sheikh Abdullah bin Nasser bin Khalifa

At Safa Water, we go the extra mile to ensure that the water you drink is as pure as possible. So when we say that Safa is pure, it's our guarantee. We have expanded our services to every nook and corner of the country, deploying additional fleets, and enhancing product quality to meet international standards



Mohamed Ashraf - Chairman Safa Water

al-Thani acknowledging Ashraf's pivotal role in Safa Water's smooth operation during the blockade. Facing challenges head-on, Ashraf's dedication became evident during the sudden blockade that disrupted the water bottle supply chain. With a swift response, he and his team connected with water bottle manufacturers, promptly airlifting a sufficient quantity to address the shortage.

In the midst of adversity, Qatar's concerned authorities and financial institutions rallied behind entrepreneurs, offering full support to find lasting solutions and encouraging the creation of alternative plans. Assessing the situation, Ashraf's team initiated the importation of high-quality raw materials from Europe for the local bottle manufacturing factory. Remarkably, they completed the project ahead of the scheduled one-and-a-half-year timeline, delighting customers with bottles filled with pure drinking water manufactured on Qatari soil.

Ashraf's commitment to innovation is evident in the development of Safa Water's cutting-edge lab, equipped with the latest technology. Under his leadership, the company earned ISO 22000:2005 certification, adding to its global recognition. The chairman's success story has become an inspiration for entrepreneurs and investors alike.

In summary, at the core of Qatar, Safa Water stands proudly as the embodiment of purity, delivering more than just water – a steadfast commitment to quality and customer satisfaction.

Safa Water

PURE 'N' SAFE

Safa drinking water is filled into 5-gallon bottles after various stages of unique water treatment process. We sterilise each bottle systematically before filling. Safa International Co.W.L.L is certified with FSSC 22000 and ISO 22000 by Bureau Veritas.

That's why you should simply trust Safa when it comes to purity and safety of the water for your loved ones.



safa
PURE DRINKING WATER

PURE 'N' SAFE
WATER RIGHT
AT YOUR DOORSTEP

44606699

www.safawaterqa.com

FSSC 22000 CERTIFIED COMPANY



QATAR MAKES STRIDES IN SELF-SUFFICIENCY FROM AGRI PRODUCTS

Like many other GCC countries, agriculture in Qatar used to revolve around oases and some desert areas, especially in the north. Qatar benefited from the relatively increased rainfall rates, groundwater, surface water, springs, and other water sources, as well as scattered agricultural practices that were in harmony with the region's climate.

Over time, Qatar has increased its focus on both plant and animal agriculture. This vital sector receives close attention from the government and unlimited support from the wise leadership, recognising it as a pillar of development.

Amid the challenges of climate change and its associated crises, such as food shortages, many countries are striving to secure their food security. Qatar has successfully achieved significant accomplishments in the development of its agricultural sector, thanks to the visionary leadership of His Highness the Amir Sheikh Tamim bin Hamad al-Thani. He has prioritised the development of natural resources, particularly agriculture, as a national priority, aiming for self-sufficiency and food security. This includes the adoption of policies, strategies, and innovative techniques to serve both agricultural and environmental sustainability.

Qatar also sets its sights on promoting optimal investment in technology, research and development, and food control, as they are essential foundations for raising the volume and quality of agricultural, animal and fishery production in safe and sustainable ways, in line with the objectives of the States National Development Strategy, which is to increase the proportion of local livestock production to 30% and fish to 65%, in a step

in support of Qatar National Vision 2030, which consolidates Qatar's leadership as an advanced country capable of achieving sustainable development and providing a decent living for its people and residents of its land.

Underpinned by well-thought-out policies and ambitious plans and strategies, the recent period has witnessed the concerted efforts of all relevant entities in Qatar, with the Ministry of Municipality at the forefront, to drive agricultural production forward in order to achieve the desired food security. These efforts have led to significant successes and important breakthroughs.

The ministry has provided various means to support and assist agricultural producers, including the distribution of agricultural support materials such as greenhouses, beehives, and agricultural production necessities like seeds, fertilisers, pesticides, and marketing packages. Livestock breeders are supported with concentrated feed and livestock production necessities, such as milking machines and wool shearing equipment. Additionally, municipal poultry vaccinations, fishers, and fisheries have received support.

Qatar's efforts to develop the agricultural sector and increase self-sufficiency rates in various local agricultural products have had a positive impact.

Qatar ranked first in the Arab world and 24th globally in the 2021 Global Food Security Index, jumping 13 places. This achievement reflects the country's continuous efforts in the field of food security, especially as Qatar's National Food Security Strategy 2018-2023 focuses on enhancing national food

production, diversifying import sources, and establishing a strategic reserve to balance food stocks.

The state has also sought to develop food and agricultural policies, infrastructure, and placed significant emphasis on food security research, establishing a fund for agricultural and food research, and intensifying efforts to adapt to climate change, conserve various resources, and utilize renewable energy in the agricultural sector.

The new National Food Security Strategy 2024-2030, to be implemented starting at the end of April next year, focuses on elements such as sustainability, reliance on modern technology, innovation in the agricultural sector, and increasing agricultural production during the summer season through the adoption of modern agricultural techniques.

In this context, Director of the Food Security Department at the Ministry of Municipality Dr Masoud Jarallah al-Marri, highlighted significant achievements in terms of self-sufficiency rates for essential food products such as meat, vegetables, fish, table eggs, and animal feed nearing the end of the National Food Security Strategy 2018-2023.

Dr al-Marri said that self-sufficiency rates for essential food products have significantly improved, largely attributed to the enhancement of local production, a key strategic target. It is one of the main pillars of the National Food Security Strategy 2018-2023, which aimed to increase local production of rapidly perishable agricultural food products to avoid disruption in supply chains and achieve food security for the country.



He noted that the strategy focused on specific commodities, including greenhouse vegetables, dairy and its derivatives, fresh poultry, red meat, table eggs, and the production of green animal feed using treated water.

Dr al-Marri also highlighted that the self-sufficiency rate for fresh fish has also increased by up to 25%, reaching 84% compared to approximately 67% in 2018. Self-sufficiency in other targeted commodities has also seen varying increases. For instance, self-sufficiency in greenhouse vegetables has reached 42%, compared to around 32% in 2018, while self-sufficiency in table eggs has reached 37%, compared to approximately 24% in 2018.

Dr al-Marri further mentioned that several new table egg production projects are expected to start production by the end of this year, covering about 40% of local consumption. This will raise the self-sufficiency rate for table eggs to approximately 77%.

Dr al-Marri revealed in remarks to the Qatar News Agency (QNA) that the self-sufficiency rate of red meat in the country has reached 19%. He added that work is currently underway on several projects that are expected to increase self-sufficiency in red meat.

Regarding the production of green fodder, Dr al-Marri mentioned that the strategic direction is to completely stop the production of green fodder using groundwater and transition to the use of treated water. He explained that the percentage of green fodder produced using treated water is currently around 39%.

As for the key pillars of the new National Food Security Strategy 2023-2030, Dr al-Marri mentioned several aspects. The first one relates to local production and the market. It includes initiatives aimed at enhancing local production of several essential food items such as vegetables, red meat, fish, dairy products, and poultry, which will contribute to food self-sufficiency and promote sustainable



agriculture. The strategy also aims to reduce the use of groundwater in agriculture and encourage sustainability and climate change adaptation through the adoption of modern irrigation systems.

The second pillar focuses on strategic stockpiles and alert systems, Dr al-Marri explained that it includes initiatives related to expanding and improving strategic stockpiles of essential food items and important commodities during disasters and emergencies to enhance food security. This involves building a strategic reserve of agricultural, animal, and fish inputs, analyzing operational models, and developing alert systems to monitor strategic stockpiles.

Regarding the third pillar (international trade and investment), he said that it includes several initiatives. These initiatives aim to protect local food producers through the implementation of trade measures, diversify sources of imports, establish a regional trade center, and leverage the facilities of Hamad International Port to position Qatar as a regional trade hub for key food items that enhance food security. The strategy also aims

to link external investments to food security, such as investments in green fodder and red meat production, to further strengthen food security in Qatar.

When asked about new agricultural projects to support food security in the country, whether in the public or private sector, Dr al-Marri said that they include improving efficiency and professionalism in existing agricultural projects to enhance and develop local production of essential products. This will contribute to food self-sufficiency in necessary food items, in addition to supporting the establishment of new aquaculture projects to enhance local production of fresh fish.

He also mentioned that these projects aim to improve the efficiency of water resource utilization in agriculture, reduce the use of groundwater by discontinuing the cultivation of water-intensive crops such as fodder, promote sustainable food systems, and develop a program to reduce food waste and enhance the circular economy, all of which will contribute to strengthening food security in Qatar.





E-COMMERCE BOOM: A Catalyst for Local Manufacturing Growth

Qatar has witnessed a remarkable surge in e-commerce activity in recent years. This digital transformation has not only revolutionized the way Qataris shop but has also played a pivotal role in fostering the growth of the local manufacturing sector. This article delves into the factors driving Qatar's e-commerce boom and explores its profound impact on the development of domestic manufacturing.

The Rise of E-Commerce in Qatar

Qatar's rapid economic development, coupled with a tech-savvy population, has laid the groundwork for a flourishing e-commerce landscape. The government's strategic initiatives to diversify the economy and reduce dependence on oil have played a crucial role in fostering a conducive environment for digital commerce. The proliferation of high-speed internet connectivity and smartphone penetration has empowered consumers to embrace online shopping as a convenient and secure way to fulfill their needs.

Driving Forces Behind E-Commerce Growth

a. Digital Infrastructure Investment:

Qatar has invested significantly in building a robust digital infrastructure, facilitating seamless online transactions. High-speed internet connectivity and widespread access to smartphones have become the norm,

enabling a large portion of the population to engage in online shopping with ease.

b. Government Initiatives

The Qatari government has actively supported the growth of e-commerce through various initiatives. Policies aimed at streamlining online business registration, ensuring secure online transactions, and providing a supportive regulatory environment have encouraged entrepreneurs to venture into the digital marketplace.

c. Changing Consumer Behaviour

Shifting consumer preferences, especially among the younger demographic, have fueled the demand for online shopping. The convenience of browsing and purchasing products from the comfort of home, coupled with the availability of diverse product ranges, has contributed to the steady uptick in e-commerce adoption.

E-Commerce's Impact on Local Manufacturing:

a. Market Accessibility

The rise of e-commerce has opened up new avenues for local manufacturers to reach a broader consumer base. Through online platforms, small and medium-sized enterprises (SMEs) can showcase their products to a national and even international audience, breaking down geographical barriers that may have constrained their market reach in traditional retail settings.

b. Consumer Awareness and Engagement

E-commerce platforms provide a powerful channel for local manufacturers to engage directly with consumers. By establishing an online presence, manufacturers can showcase the quality and uniqueness of their products, fostering brand loyalty and awareness among the digitally connected populace.

c. Customization and Innovation

The digital marketplace allows local manufacturers to experiment with product customization and innovation to meet the evolving preferences of consumers. Real-time feedback and data analytics from e-commerce platforms provide valuable insights that can inform the development of new and improved products, helping manufacturers stay competitive in the market.

Qatar's e-commerce growth is reshaping the retail landscape and serving as a catalyst for the expansion of local manufacturing. As digital connectivity and consumer preferences continue to evolve, the synergy between e-commerce and local manufacturing will play a pivotal role in driving economic diversification and sustainable development in the nation. Embracing this digital transformation presents both challenges and opportunities, requiring a concerted effort from the government, businesses, and consumers to ensure a thriving and inclusive future for Qatar's economy.

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29 NOVEMBER - 6 DECEMBER 2023



اسمح الأرمز لمعرفة آخر العروض
SCAN THE QR CODE FOR LATEST PROMOTION CATALOGUE

هب موسم ربيع ٥ لمجلب عارثلك.
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Vegetables prices valid until 02.12.2023.



٤.50
٢.25
فام فريش كوسة
قرع فطر / ١ كيلو
Farm Fresh
Marrow Qatar 1kg



٥.50
٢.50
فام فريش خيار قطري ١ كيلو
Farm Fresh
Cucumber Qatar 1kg



٧.00
٥.50
أوراق جرجير صغير قطر ١
حزمة (حوالي ١٠٠ جرام)
Baby Rucola Leaves
Qatar 1PKT (Approx 100gm)



٢٦.75
٢٠.00
سمك فاروس
متوسط ١ كيلو / فطر
Seabass Medium
Qatar 1kg



٥٩.75
٤٨.75
قطع لحم خروف عربي ١ كيلو
Arabic
Lamb Cuts 1kg



٢٩.75
٢٥.75
لحم بقرى محلي
بالعظم ١ كيلو
Local Beef
Bone In 1kg



١٠.00
١٠.00
تمة أفخاذ دجاج طازجة ٥٠٠ جرام
Tema Fresh Chicken
Thighs 500gm



٢٩.50
٢١.50
لؤلؤ مرتديلا اللحم البقري / الدجاج
منوعة ١ كيلو
Lulu Beef/Chicken
Mortadella Asstd 1kg



٣٥.00
٣٠.00
بلدنا جبنة عكاوي طازجة ١ كجم
Baladna Fresh
Akkawi Cheese 1kg



١٢.25
١٢.25
مرزني حليب طازج
كامل الدسم ١.٧٥ لتر
Mazzraty Fresh Milk
Full Fat 1.75Ltr



٧.25
٦.50
بلدنا زبادي طبيعي
قليل الدسم / كامل الدسم ١ كيلو
Baladna Fresh
Yoghurt LF/FF 1kg



٢٣.00
١٣.00
درة جبن كريمية
من لافاشي كي ريت ٤٩٠ جم
Lavache Quirrit Cheese
Creamy Jar Cheese 490gm



٣.00
٣.00
كيبوك ٦ قطع
من خبز البرجر / السمون
Qbake Samoon/
Burger Bun 6pcs



١٣.00
٩.00
الدوحة ديلايت نور
تمور فاخرة ٤٠٠ جرام
Doha Delight Noor
Premium
Dates 400gm



١٣.50
٩.00
الوجبة بذور دوار الشمس
منوعة ٣٥٠ جرام x ١ حبة
Al Wajba Sunflower
Seeds Asstd.
350gm x 1pc



١٣.00
٩.75
رقائق البطاطس
المنوعة ١٦٧ جرام x حبتين
Batato's Chips
Asstd
167gm x 2pcs



حمل تطبيق اللؤلؤ



استرد
٥%
من قيمة مشترياتك*
عند استخدامك لبطاقة اللؤلؤ
الانتمائية من بنك الدوحة
أرسل كلمة 'للول' برسالة إلى الرقم ٩٣٦١
أو قم بزيارة أحد أفرع بنك الدوحة
فائدة ٠%
استدري الآن، وانفق قبل ٦ أشهر

Lulu لولو
Where the world comes to shop
حيث يأتي العالم للتسوق

QATAR'S THRIVING EXPORT MARKET

Showcasing Locally-Made Products to the World

Qatar, a small but economically robust nation in the Middle East, has been making significant strides in diversifying its economy. While traditionally known for its oil and gas reserves, the country has been actively promoting non-oil sectors, including the manufacturing industry. One notable aspect of this economic diversification is Qatar's increasing focus on exporting locally-made products, proudly bearing the label "Made in Qatar." This article explores the dynamics of Qatar's export market, the growth of local industries, and the global appeal of Qatari products.



The Rise of Qatari Manufacturing

In recent years, Qatar has invested heavily in developing its manufacturing sector, aiming to reduce its reliance on oil and gas revenues. This strategic shift has led to the establishment of state-of-the-art industrial zones and the implementation of policies to encourage local production. The Qatari government has been instrumental in fostering a business-friendly environment, offering incentives and support to entrepreneurs and industries engaged in producing goods locally.



Key Sectors and Products

Qatar's manufacturing landscape encompasses a diverse range of products across various sectors. One of the prominent sectors is the petrochemical industry, which leverages the country's access to abundant hydrocarbon resources. The production of plastics, fertilizers, and other petrochemical products has not only met domestic demand but has also become a significant component of Qatar's export portfolio.

Aside from petrochemicals, the food and beverage industry is another thriving sector in Qatar's manufacturing landscape. The country has been successful in developing its agro-industrial capabilities, producing a wide array of food products ranging from snacks and beverages to packaged goods. These locally-made food products have gained popularity both domestically and internationally, showcasing Qatar's commitment to quality and sustainability.

Global Recognition

The "Made in Qatar" label has not only become a source of national pride but also a symbol of quality and craftsmanship. Qatari products are gaining recognition on the global stage, with an increasing number of countries importing goods manufactured in Qatar. The strategic location of Qatar, coupled with its well-established transportation infrastructure, has facilitated the smooth flow of products to international markets.

Government Initiatives and Trade Partnerships

The Qatari government has played a pivotal role in supporting local industries to expand their reach beyond national borders. Initiatives such as trade exhibitions, economic forums, and promotional campaigns have

been instrumental in creating awareness about Qatari products in international markets. Moreover, the government has actively pursued trade partnerships and agreements to facilitate the export of Qatari goods.

Sustainability and Innovation

Qatar's commitment to sustainability and innovation has been a driving force behind the success of its locally-made products. Many Qatari manufacturers are incorporating eco-friendly practices into their production processes, aligning with global trends towards sustainability. Additionally, a focus on innovation has led to the development of technologically advanced products, further enhancing the competitiveness of Qatari goods in the global market.

While Qatar's export of locally-made products is on the rise, challenges persist. International competition, logistical complexities, and evolving global trade dynamics pose hurdles for Qatari exporters. However, these challenges also present opportunities for continuous improvement and adaptation. Diversifying product portfolios, enhancing supply chain efficiency, and exploring emerging markets are avenues for Qatari manufacturers to overcome these obstacles.

In short, Qatar's journey from an oil-dependent economy to a diversified and dynamic manufacturing hub is a testament to its resilience and strategic vision. The export of locally-made products not only contributes to economic growth but also showcases Qatar's capabilities on the global stage. As the country continues to invest in innovation, sustainability, and international collaborations, the future looks promising for Qatari products to leave an indelible mark on the world stage, making "Made in Qatar" synonymous with quality and excellence.

Qatar trade surplus jumps 8.7% month-on-month to QR21.36bn in August

Qatar's trade surplus rose 8.7% to QR21.36bn in August against the previous month's levels owing to faster growth in shipments to Asian markets, according to official statistics.

Qatar's exports to Japan, China, Singapore and India were on the rise this August against those in August 2023.

The share of petroleum gases and other gaseous hydrocarbons in the country's total export basket was seen declining substantially; while those of crude and non-crude increased robustly in the review period.

The country's total exports of goods (including exports of goods of domestic origin and re-exports) were up 8% month-on-month to QR31.42bn. On an annualised basis, it tanked 32.9% in August 2023.

More than 63% of the exports went to China, South Korea, India, Japan and Singapore. In August 2023, Qatar's shipments to China amounted to QR7.51bn or 23.9% of the total exports of the country, followed by South

Korea QR3.89bn (12.4%), India QR3.29bn (10.5%), Japan QR2.72bn (8.7%), and Singapore QR2.4bn (7.6%).

On a monthly basis, Qatar's exports to Japan zoomed 33.83%, China by 24.61%, Singapore by 22.36% and India by 17.66%; whereas those to South Korea were down 5.9% in September 2023.

On a yearly basis, the country's exports to Japan plunged 47.5%, India by 27.19%, Singapore by 13.87% and South Korea by 13.31%; while those to China shot up 38.98% in the review period.

The country's exports of petroleum gases and other gaseous hydrocarbons were valued at QR17.65bn, which grew 3.9% on a monthly basis; crude at QR6.79% (26.7%), non-crude at QR3.15bn (13%) and other commodities at QR2.93bn (4%) in August 2023.

On a yearly basis, the exports of petroleum gases and other gaseous hydrocarbons plunged 47.4% and other commodities by 29.8%; even as those of crude surged 30.1% and non-crude by 8.4% in the review period.

Petroleum gases constituted 57.81% of the exports of domestic products in August 2023 compared to 73.17% a year ago period; followed by crude 22.24% (11.39%), non-crude 10.32% (6.35%) and other commodities 9.6% (9.1%).

Qatar's total imports (valued at cost insurance and freight) amounted to QR10.06bn, which showed a 6.6% increase month-on-month; even as it fell 4.8% on an annualised basis in August 2023.

The country's imports from the US amounted to QR1.78bn, which accounted for 17.7% of the total imports; followed by China QR1.36bn (13.5%), Germany QR0.85bn (8.5%), India QR0.54bn (5.3%) and Italy QR0.51bn (5%) in the review period.

On a monthly basis, the country's imports from Germany expanded 33.96%, the US by 31.86% and India by 4.87%; whereas those from Italy shrank 19.01% and China by 13.71% in August 2023.

On a yearly basis, Qatar's imports from Italy declined 29.58%, China by 25.93% and India by 22.7%; whereas those from Germany surged 51.6% and the US by 17.14% in the review period.

In August 2023, the group of "Turbojets, Turbo propellers and Other Gas Turbines; Parts Thereof" was at the top of the imported group of commodities and valued at QR0.51bn, showing an annual decline of 14.1%

In the second place was "Parts of Aeroplanes or Helicopters, with QR0.49bn, showing an increase of 93.7% on an annualised basis in the review period.

In third place was "Motor Cars & Other Motor Vehicles for The Transport of Persons", with QR0.48bn, which however showed an increase 3.9% year-on-year in August 2023.



Gulf Times



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Amwaj Water

Elevating the Standard of Premium Quality Drinking Water in Qatar



In the heart of the State of Qatar, Amwaj Water stands tall as the beacon of excellence in the realm of premium quality drinking water. Produced with utmost precision and care by DOHA JUICE & FOOD FACTORY, Amwaj Water has swiftly ascended to the position of the leading supplier in a short span of time, catering to the diverse needs of both government and private organizations across the nation.



Purity and Reliability

Amwaj Water has become synonymous with purity and reliability, meeting the water demands of various entities such as Ministries, Government offices, Hospitals, Banks, Hotels, Schools, and Homes. The company's commitment to excellence is underscored by a professionally organized distribution network, ensuring that each customer is attended to on a weekly basis, guaranteeing a timely and ample supply of water.

Efficiency Personified: Home Delivery Services on bulk quantities

Renowned for their efficient free home delivery services on bulk quantities, Amwaj Water takes pride in going the extra mile to meet customer needs. This commitment to convenience has solidified their standing in the market, making them the go-to choice for those who prioritize reliability and seamless service.

Product & Description	
	Values
Bicarbonate	70 PPM
Sulphate	03 PPM
Chloride	42 PPM
Fluoride	<1 PPM
Nitrate	0.001 PPM
Magnesium	04 PPM
Pottasium	<1 PPM
Calcium	34 PPM
Sodium	0.52 - 1.70 PPI
Iron	0.003 PPM
Total Hardness	70 PPM
Ph Value	7.5




Jose Philip - Chief Executive Officer
Amwaj Water

"We aim at becoming the leading mineral water producers in Qatar, by producing superior quality water to bring health and wellness to all our customers. Our mission is to give high quality, healthy and affordable drinking water to our customers. We bring trust and mutual respect to all our relationships by continually improving the quality and process of our product. We focus on natural well-being and encourage a lifestyle that is environmentally friendly."

State-of-the-Art Laboratory: Ensuring Unparalleled Quality

At the core of Amwaj Water's commitment to excellence lies their state-of-the-art laboratory. Equipped with the most modern facilities for quality analysis at every stage of production, the company guarantees that Amwaj Water is 100% safe for human consumption. This meticulous approach to quality assurance sets them apart as leaders in the industry.

The Treatment Process: A Symphony of Purity

Amwaj Water's treatment process is a testament to their unwavering dedication to delivering water of the highest quality:

Filtration: The raw water undergoes a meticulous filtration process, passing through sand filtration to remove suspended particles. It then traverses activated carbon beds to eliminate foul odors, colour, and chlorine, resulting in 100% chlorine-free water.

Reverse Osmosis: Employing cutting-edge American Membrane Technology, the filtered water undergoes the R.O. process. This ensures the maintenance of the required Total Dissolved Solids (T.D.S) and a mineral balance, ultimately leading to low sodium levels in Amwaj Water.

Ozone and Ultra Violet Treatment: The dual protection system of ozone and ultraviolet treatment guarantees that Amwaj Water is free from harmful microorganisms, extending its shelf life to a remarkable one year. Prior to filling, the water undergoes ultraviolet treatment, providing maximum protection against any lingering microorganisms.

In essence, Amwaj Water is not just a provider of drinking water; it is a custodian of health, a proponent of quality, and a beacon of trust in the realm of water supply. The journey towards becoming the epitome of mineral water excellence in Qatar continues for Amwaj Water, where every drop tells a story of purity, precision, and a promise fulfilled.

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Agrico's Remarkable Journey

Transforming Qatar's Agricultural Landscape through Year-Round Hydroponic Innovation



Agrico, a private Qatari agricultural development company established in 2011, aims to create a year-round agricultural system contributing to self-sufficiency and plays a pivotal role in transforming Qatar's agricultural landscape through state-of-the-art innovation.

Since 2015, the company has successfully achieved economic feasibility by developing hydroponic agriculture, making it the largest hydroponic farm in Qatar. It has attained distinctive and continuous year-round production in a sustainable manner, ensuring lower costs and higher profits. The farm implemented systems for perpetual vegetable and fruit production, extending these successful methods to other farms. Recognizing the profitability of these systems, the owners expanded and continue to do so.

In addition to hydroponics, the company has pioneered an advanced agricultural system, aquaponics, for cultivating leafy vegetables using fish. It has also initiated projects for fish, shrimp, honey, eggs, organic eggs, mushrooms, red and white meat, good soil, agriculture, and a waste recycling project. The company's efforts and successes were acknowledged with the signing of an agreement to manage a fish farming hatchery.

Ahmed Hussain Al Khalaf, Chairman of Agrico Agricultural Development Company, has unveiled an ambitious plan to increase



Ahmed Hussain Al Khalaf, Chairman of Agrico



production to 7,000 tons by 2024, doubling the current output of 3,500 tons, with the aim of achieving a more favorable investment return.

"Agriculture is an industry first and foremost, and we consistently underscore this, working within this framework to bolster the State's initiatives and policies geared toward achieving self-sufficiency in vegetables and agricultural products to ensure food security for Qatar," stated Al Khalaf.



"The attainment of food security necessitates the establishment of a smart agricultural system for continuous production. By following this path, we can accomplish two objectives: first, ensuring enduring food security, and second, enabling farms to capitalize on market opportunities year-round across all seasons. This is a shared goal that everyone aspires to achieve," he added.

He continued by saying, "Last year, a few months before the start of the 2022 World Cup, we developed a plan to deploy the first indoor aquaponics farm in various major complexes—an experiment initiated by Agrico and launched in the Carrefour store."

He went on to explain that Agrico had commenced production in the largest national hydroponics project, utilizing modern aquaponics techniques as a smart and sustainable agricultural system. The expected annual production capacity of the project is 32,000 tons of various vegetables. The project was initially launched on a 4,000-square-meter area to introduce the horizontal indoor farming system, which offers the advantages of eliminating the need for soil and fertilizers, relying instead on fertilizer produced from fish. A year after its launch, the project had achieved remarkable success.

He noted that the modern technologies used in this type of agriculture provide new possibilities for those wishing to invest in the agricultural sector, away from the challenges of soil and water abundance. This project also supports the State's efforts to enhance food security. The aquaponics system is considered a system of integrated agriculture between plants and fish together, relying on fish waste to feed the plants and relying on the fish feeding from plant nutrients that are added to the water, such as calcium, potassium, and nitrogen.

The launch of this project coincides with the launch of two projects that will be the first of their kind in the region for fish farming, achieving 25% self-sufficiency in fresh shrimp and tilapia in the first phase, and 100% self-sufficiency for the local market after the subsequent stages of the two projects are completed.

Al-Khalaf explained that this project is distinctive and differs from other projects for several reasons, one of which is that it is being established on land within the farm, not in the sea.

"It is also the first project of its kind in the Middle East to produce shrimp using a closed biofloc system, specifically designed to regulate



water quality, temperatures, and the sanitary system, thereby preventing the occurrence of diseases. Another distinctive aspect is that this technology is 100% Qatari-developed and is managed entirely by Qatar. Additionally, we anticipate achieving a unique production milestone—introducing an organic product for the first time in the region. The fish produced in this system will be certified as organic, given that the feed provided to these fish is sourced from organic sources. The farm exclusively uses organic grains and plants that form the natural diet of the fish, resulting in an entirely organic product,” he added.

More importantly, the estimated area of the project, which will include about 14 shrimp farming ponds on a relatively small area of 10,000 square metres, will be harvested daily at a rate of one ton of fresh and organic per day, which means a harvest of 365 tons per year.

“We are not merely producers; rather, we are developers of agricultural technology. We have created agricultural technology tailored to Qatar’s environment, applying it on our own farm and others’, and even implementing it internationally after local manufacturing. Our journey began with the cultivation of vegetables and then expanded to fruits. We have achieved success in producing over eight types of fruits, including papaya, bananas, figs, watermelon, mango, oranges, tangerines, pomegranates, and melons,” Al-Khalaf said.

They also have a fish farm that currently produces tilapia fish, starting with an initial production capacity of 1,000 tons annually. In addition, there is a dedicated farm for eggs with a daily production capacity of 100,000 eggs, along with another farm for chicken production. Furthermore, they engage in the cultivation of various vegetables, including tomatoes, peppers, zucchini, eggplant, and leafy greens, alongside a diverse array of fruits.

To bolster their efforts, Agrico signed a cooperation agreement with Qatar Chemical Fertilizer Company (QAPCO) and Yara International ASA (Norway) to establish a testing unit in Qatar. The purpose of this unit

is to test greenhouse technologies, manage nutrient use, and develop fertilized irrigation solutions. The objective is to create an optimal hydroponic farming system tailored to the Qatari climate, striving for the best possible results in cultivating fruits and vegetables given the climatic conditions and the scarcity of limited water resources.



Nasser Ahmed Al-Khalaf, Managing Director of Agrico

For his part, **Nasser Ahmed Al-Khalaf**, managing director of Agrico, revealed that 14 scientific research had been conducted in cooperation with the Qatar Foundation, the Ministry of Municipality, and local and international universities. These projects focus on exploring modern agricultural methods and systems aimed at enhancing production.



He pointed out that several research projects yielded highly positive results, and the findings were implemented on the Agrico farm to reduce production costs within the same area. This was successfully achieved, with tomato and cucumber yields reaching 40 kilograms per square meter, eggplant at 22 kilograms, and zucchini at 18 kilograms. The increased production within the same area not only lowered operational costs but also raised the production ceiling, consequently improving the overall investment return. This positive outcome allows for the expansion of agricultural activities and the initiation of new plans and research.

“The farm presently yields an annual production of 3,500 tons, encompassing various vegetables, fruits, fish, shrimp, honey, and other products, all of which are entirely distributed to the local market. This output is expected to double, reaching 7,000 tons in 2024, following the enhancement of our agricultural system through the introduction of new technologies such as ‘Hydroponic.’ As the largest hydroponic farm in the region, we have achieved noteworthy production at a reduced cost, resulting in higher profits,” he added.



“In addition to hydroponic, we have established a very important, new and advanced agricultural system, which is “aquaponics” for growing leaves using fish. It is a very distinguished system because its cost is



very low and its profits are very high. It only needs a large capital at the beginning and infrastructure, but its management is easy and its cost is simple and its profits are higher,” he continued.

Al-Khalaf highlighted the recent advancements in the mushroom production factory, which has undergone development by expanding from 8 to 24 rooms. This expansion has increased the daily production capacity from one and a half tons to 6 tons, aiming to meet the local market demand for high-quality mushrooms. Additionally, the factory produces 1,000 kilograms of mushrooms and natural bee honey.

“In addition to that, we have a shrimp project covering an area of 10,000 square meters, producing 350 tons annually, alongside a tilapia project with an annual production of 1,000 tons. Furthermore, there is a laying hens project aimed at producing 50 million eggs annually. By the end of the year, we plan to launch additional projects beyond vegetable production, including tomatoes, cucumbers, hot and cold peppers, eggplant, zucchini, leafy greens, and others. Additionally, we will introduce the production of certain fruits such as papaya, strawberries, watermelon, and melon, coupled with successful experiments in cultivating figs, oranges, and bananas,” he said.

Agrico has also launched a new nursery on the farm that produces 30,000 ornamental trees per month, next to another nursery that produces agricultural seedlings of vegetables, leaves, and others.



"The agricultural sector has become in a position that qualifies it to meet the needs of the State, explaining that there is an increase in agricultural production, and the existence of strategic plans and projects aimed at transforming Qatar into the main market for agricultural and food products and other products, to transform Qatar into a major player in such industries. These products and projects, some of which have been completed and others are currently under implementation," he added.



Al-Khalaf said that the agricultural production had witnessed remarkable development over the past years, which led to covering the annual production of vegetables. It has also been planned to move to agriculture using modern technologies so that production can be achieved throughout the year without being linked to the agricultural season.

He said that the smart agricultural technologies allow production throughout the year, and that the Ministry of Municipality provides continuous support to farm owners to improve and increase production, pointing to the hydroponic technology, and its role in continuing the production process throughout the year, while increasing production per square meter and reducing water consumption, and increase profits.

He emphasized that this technology ensures meticulous attention to the smallest details that contribute to the continuous production and quality of products. This includes monitoring the temperature of irrigation water, soil quality, and the use of fertilizers. Additionally, the farm employs the most advanced agricultural technology, namely aquaponics.



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Qatar Meat Production Company plans to ramp up production, sets sights on expanding exports



Qatar Meat Production Company, a highly advanced meat processing facility equipped with state-of-the-art technology, is currently expanding its production capacity. This expansion aims to enhance the production of both meat and fish. Additionally, efforts are underway to establish a new factory in response to the growing market demand.

Being a prominent player in the industry, the company has gained recognition for its excellence and superior product quality that outperforms imported alternatives. This success has fueled its decision to further expand into both the local and Gulf markets. The substantial demand for its products has also led to the company's decision to export a portion of its production overseas.



Ahmed Hussain Al Khalaf, Chairman of Qatar Meat Production

For his part, **Ahmed Al-Khalaf**, chairman of Qatar Meat Production Company, revealed that the factory's production capacity increased last month, bringing production to 1,000 tons per month instead of 700 tons currently, in addition to adding 80 new varieties.

"We support the factory and its development on a permanent and ongoing basis to keep pace with the changes of the local market and meet its needs, noting that 380 types of meat are currently produced at the highest level of quality," Al-Khalaf said.

"As I mentioned, we are supporting the factory by procuring enough raw materials for the next three months. Additionally, we have

provided support to the factory in terms of skilled personnel and new workers, enabling continuous operations around the clock. As a result, production has reached 700 tons this month, and we are actively working to increase it to 800 tons per month. Our goal is to achieve a production output of 1000 tons per month in the next few days," he stated.

He highlighted the rise in the workforce, employees, and delivery representatives, along with the integration of cutting-edge equipment and machinery featuring advanced technologies. The operation now runs 24 hours a day through a shift system, aiming to fulfill the demands of the local market, which is experiencing intense competition.

He further disclosed the ongoing construction of a new factory aimed at augmenting production and aligning with market developments, in addition to the inauguration of new warehouses in a distinct geographical location. This strategic positioning enables the swift and efficient distribution of a diverse range of products to commercial complexes, Al Meera, hypermarkets, supermarkets, hotels, and various markets in general.

Fahd Ahmed Al-Khalaf, CEO of Qatar Meat Production Company, commented, "We have introduced new production lines as part of our efforts to boost the output of processed meat and fish, addressing the market's demands and the escalating interest in



Fahd Ahmed Al-Khalaf, CEO of Qatar Meat Production



our products. Currently, we have expanded our product range by incorporating 80 new varieties, elevating the total from 300 to 380 diverse product offerings. This initiative aligns with our strategy for continual development and expansion, emphasizing our commitment to the highest quality standards in accordance with international specifications.”

He highlighted that the factory has introduced a variety of new food items made from fish, marking its distinction as the first factory in Qatar to produce both meat and fish. Furthermore, ongoing efforts are in progress to establish a new factory, responding to the increasing demands of the market.

He pointed out that a quarter of the production of processed meat and fish is exported to foreign markets and the other 75% of the production is to the local market.

“Our objective is to promote the ‘Made in Qatar’ product internationally, enhancing the reputation of our country and the standing of Qatari industries. The unique features and high quality of Qatari industries have led to a significant demand not only in the Gulf countries but also in Arab and African nations. This demand underscores the inherent value and superior quality of our products,” he emphasized.

He emphasized that exhibitions and events hosted in Qatar, such as Expo, the Geneva Motor Show, Formula 1, and other international gatherings, play a pivotal role in propelling the “Made in Qatar” product to international acclaim. Given its quality that stands on par with, or even exceeds, international standards, these events organized by Qatar serve as optimal platforms for promoting our national products. It is firmly believed that such occasions represent the most effective means of marketing “Made in Qatar” on a global scale.

“We manufacture 380 varieties of meat, encompassing poultry, sheep, and cows, along with a range of processed fish types. This extensive variety includes nearly all types that were previously imported from

abroad. Since the factory’s inauguration in October 2016, we have consistently maintained our operations. We are currently intensifying our efforts and increasing production to meet domestic market demands and expand our exports overseas,” he elaborated.

He highlighted the commitment of relevant authorities to prioritize the national product, aiming to strengthen its position in both local and global markets while safeguarding it from detrimental competition. Additionally, he acknowledged the substantial support received from the Development Bank, which plays a supervisory role in advancing Qatari industries. The state actively encourages and supports the export of Qatari industrial products to foreign markets through the Development Bank, underscoring a concerted effort to promote and protect the national product.

Engineer Ahmed Samir, director of Arab Meat Production Company, highlighted the full utilization of the factory area to its maximum capacity, reaching 100% to meet the demands of the local market across various product categories.

He added that the production factory is currently working around the clock in shifts system, in order to meet the needs of the market, besides adding new and diverse varieties to their production list, which has reached 80 diverse varieties of products so that their customers and also the guests of Qatar can find all the varieties they like.

He stressed the presence of strict health control over the products to ensure the highest quality standards in accordance with international specifications.



Engineer Ahmed Samir,
Director of Qatar Meat
Production





“We have a private laboratory inside the factory at the highest level, in addition to health control inspectors monitoring the factory daily, to examine and follow up on the products. They obtain periodic samples, which they analyze in their laboratories at the Ministry, at the same time we have a permanent analysis through our laboratory at the factory, before and after production to ensure 100% quality, in addition to the supervision of the Ministry of Commerce and Industry as well,” Engineer Samir added.

Healthy production is a philosophy for the company, and therefore we take into account quality requirements in everything large and small, and we import raw materials from Europe. Therefore, we are unique in

quality, especially since our quality is our support in competition, and the most important thing that distinguishes us from others in addition to that, our prices are affordable for everyone, and we compete with foreign products. Most importantly, it is a local product under the State’s supervision around the clock, and we now cover the local market,” he noted.

Achieving a balance between quality and an affordable price is a challenging equation. The national product, however, has successfully established a state of price equilibrium in the local market compared to its imported counterparts. This equilibrium has resulted from a combination of quality and reasonable pricing. Consequently, there has been a notable decrease in the prices of meat products and derivatives. The compelling combination of high quality and competitive pricing has influenced other market players to adjust their prices in order to compete for access to the Qatari market.

He pointed out that the factory has its own laboratory at the highest level of technology and development to analyze their products, in addition to examining the products used in accredited laboratories before they reach the factory. “This is something that should not be taken lightly, in addition to our obtaining all international quality certificates that qualify us to be among the ranks of grand companies,” he concluded.



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Seashore Cables

A Beacon of Qatar's Manufacturing Excellence



In the heart of Qatar's industrial landscape, Seashore Cables Factory stands tall as a shining example of indigenous manufacturing prowess. A subsidiary of the esteemed Seashore Group Qatar, this multifaceted business conglomerate is deeply committed to the mantra of 'Made in Qatar.' Led by visionary business leaders Chairman Saeed Salem Al Mohannadi and Managing Director Mohammed Ali Saithukunj, Seashore Cables is not just a factory; it's a testament to the nation's journey toward self-sustainability.



Seashore Cables was developed with the understanding that our valued customers consistently seek the highest quality and standard parameters in the products we manufacture. We have always been a brand that envisions delivering the best quality, reasonable prices, environmentally friendly, and durable products. We consistently focus on reducing overall carbon emissions by adopting innovative and sustainable manufacturing methods and technologies for all our products.

Saeed Salem Al Mohannadi - Chairman
Seashore Cables

Empowering the Nation

Seashore Cables embarked on its journey in 2017 with a mission echoing across the Qatari landscape - "Power the Nation." This mission is not merely a statement; it is a commitment to manufacturing top-tier cables, driven by technological innovation, continuous improvement, and unwavering adherence to high-quality standards. The foundational principle has always been a singular ambition: to be recognized as the best while fostering enduring relationships with valued customers.

Visionary Heights

Looking toward the future, Seashore Cables aspires to be the preferred cable

manufacturer in Qatar and the Middle East. Their product range, spanning Building Wires, Panel Wires, LSZH Cables, Low Voltage Power Cables, Instrumentation & Data Cable, Multicore Flexible Cable, Speaker Cable, adheres to national and international specifications such as BS, IEC, ASTM, DIN, among others. Branded as Seashore Cables, the emphasis lies on delivering products synonymous with quality, environmental responsibility, durability, and competitive pricing.

Sustainability in Every Strand

Seashore Cables not only envisions quality but also places a strong emphasis on sustainability. The brand actively works to reduce carbon emissions through innovative and eco-friendly manufacturing methods and technologies. This commitment to environmental responsibility is woven into the very fabric of their products.

Safety First: Quality Assurance

Quality is the cornerstone at Seashore Cables, maintained through an effective Integrated Management System. Stringent quality

control measures are implemented at every stage - from procurement to final testing. The factory boasts certifications that attest to its competence, and regular sample tests, both internal and external, ensure that every cable leaving their warehouse is made to be safe and built to last.

Exceeding Standards: Quality Policy

The Quality Department at Seashore Cables is dedicated to presenting products characterized by speed, precision, accuracy, and reliability. Raw materials undergo meticulous inspection from internationally approved suppliers, and a stringent in-process inspection ensures compliance with specified requirements. The commitment to quality doesn't end with production; finished products undergo exhaustive testing before reaching customers.

In short, Seashore Cables is not just a factory; it's a symbol of Qatar's determination to be self-reliant. With a commitment to quality, sustainability, and safety, Seashore Cables is powering not just the nation's electrical needs but also the vision of a self-sufficient Qatar.





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