



Football



Asia Cup

- The AFC Asia Cup Qatar 2023™ Includes 24 Qualified teams, Drawn into six group of four
To Buy Your tickets, click on the link Button [BUY TICKET](#)



- Chelsea want to sign Manchester United target Antonio Silva, Benfica's central defender



- Mbappe unsure on Paris Saint-Germain future amid Real Madrid links - 'I haven't made my decision yet'
- Cristiano Ronaldo and Lionel Messi are among 23 players shortlisted for the FIFA FIFPRO World 11 for 2023



Tennis



- Nadal continues fine form on comeback with emphatic win over Jason Kubler at Brisbane International



- Holger Rune made two Grand Slam quarter-finals in 2023 and starts the new season ranked at No. 8 in the world. The -20year-old has added Boris Becker and Severin Luthi to his coaching team and says he feels "ready" to win a Grand Slam title. He is starting 2024 by playing in Brisbane, where he enjoyed teaming up with former world No. 1 Andy Murray in doubles.

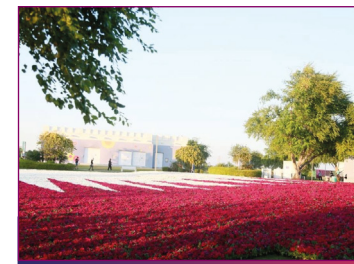


- Novak Djokovic is sweating on a wrist injury ahead of his quest for a record-extending 11th Australian Open title.



- Spectacular welcome for 2024 at Lusail Boulevard
- Largest Qatari floral flag at Expo 2023 Doha
- Qatar extends Hayya visa validity
- Google has revealed the top trending searches of 2023
- More businesses are investing in digital marketing, studies reveal
- FREI 2023 Report: Qatar among leading countries in technology & innovation
- Innovative parking regulations at Hamad Medical Corporation

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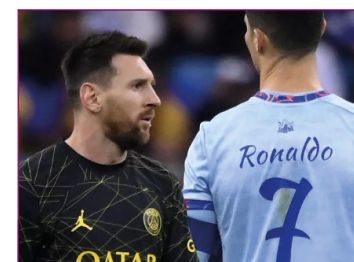
Largest Qatari Floral Flag



Extends Hayya visa validity



Investing in digital marketing



FIFA FIFPRO World 11

Qatar Welcomes 2024 Whole-Heart with Lusail Boulevard Fireworks

Qatar welcomed 2024 with grandeur, hosting a spectacular celebration marked by vibrant festivities. The highlight was a breathtaking fireworks display at Lusail Boulevard, dazzling spectators with various colors and patterns illuminating the night sky. The event drew crowds from across the nation, symbolizing the country's enthusiasm and spirit as it embraced the New Year with zeal and excitement. The festivities at Lusail Boulevard showcased Qatar's commitment to creating memorable experiences for its residents and visitors alike.



Finyal, the best marketing agency in Qatar, extends heartfelt wishes to all readers for a joyful and prosperous New Year!

Largest Qatari floral flag at Expo 2023 Doha

Expo 2023 Doha is poised to achieve a remarkable feat at Al Bidda Park by crafting the enormous Qatari flag from local flowers, uniting visitors from diverse backgrounds to commemorate the 2023 Qatar National Day. Utilizing over 300,000 flowers, the flag's white and maroon hues symbolize the unity and pride of Qataris in their nation. Ambassador Bader bin Omar Al Dafa, Expo 2023 Doha's Commissioner General, expressed gratitude for the esteemed presence of Ministers and Commissioners from various countries, highlighting their participation as a testament to Qatar's solid international relationships and partnerships. He extended heartfelt thanks for their involvement in this celebratory occasion.



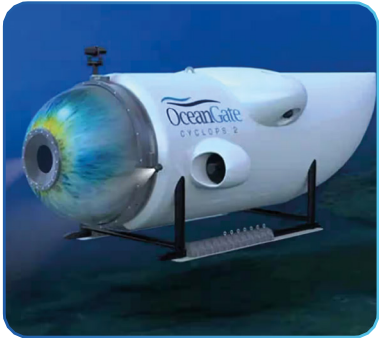
Qatar extends Hayya visa validity

The Ministry of Interior has declared an extension of the Hayya visa’s validity until 24 February 2024. Through social media, the Ministry explained that this extension, made in collaboration with the Hayya platform, aims to support global fans and visitors attending Qatar’s major sporting events and activities. The visa holders can enter until 10 February 2024, allowing them to enjoy various events, including the AFC Asian Cup Qatar, during their stay in Qatar.



Google 2023 'Year in Search' is Out: Here are the last year’s internet searches

Google released its "Year in Search" for 2023, showcasing global trends from significant events like the Palestinians conflict to pop culture moments like Barbenheimer. Top searches also included the Titanic-linked submarine implosion, earthquakes in Turkey and Syria, and notable figures like Damar Hamlin, who made a celebrated comeback after a near-death experience during an NFL game. Actor Jeremy Renner, Matthew Perry, and Tina Turner were also prominent search subjects.



CMO Survey Report: More businesses are investing in digital marketing



A recent survey of CMO indicates that business owners are planning to boost their digital marketing budgets by almost 9 percent compared to the previous year. The ongoing trend shows a consistent increase in allocations for digital marketing plans, growing by nearly 12 per cent since 2011, while non-digital channels continue to experience declines. Sales have notably risen by 13.4 per cent across digital media, reaching 29 per cent in sectors like B2C services. While it's helpful to understand industry benchmarks, it's essential to note that they aren't the sole determinant. For example, Salesforce, dedicated to improving sales for organizations, historically devotes over 40 per cent of revenue to digital marketing, resulting in nearly \$10 million in profit this year, with a 26 per cent year-on-year revenue increase. Similar success stories are seen with companies like Oracle, Google, Johnson & Johnson, and Grand Canyon University.

FREI 2023 Report: Qatar among leading countries in technology & innovation

Qatar has garnered increasing global recognition for its digital prowess, which is evident in its exceptional Information and Communication Technology (ICT) infrastructure. At the Doha Forum, the global launch of the 'Future Readiness Economic Index (FREI) 2023 Report' highlighted Qatar's remarkable standing as a digital leader in the GCC region, securing an eighth position globally in the Digital Policy sub-pillar, showcasing significant advancements. This achievement marks Qatar's highest position in ICT-related sub-pillars within the FREI model. The upcoming hosting of the Web Summit in February 2024 aligns with Qatar's aim to become a key center for technological progress and the digital economy. It mirrors the nation's forward-looking digital strategy and objectives for economic diversification.



HMC Introduces Innovative Parking Regulations for Patient and Visitor Convenience

Hamad Medical Corporation (HMC) has unveiled revised parking regulations across its hospitals and facilities, integrating advanced electronic technologies that eliminate the necessity for paper tickets by scanning and reading vehicle license plates.

This system aids in minimizing wait times at parking gates by implementing a streamlined process as vehicles approach. Upon gate approach, a camera scans the license plate, ensuring a smooth and straightforward procedure. Moreover, it provides diverse payment options: upon departure from the hospital, visitors or patients can input their vehicle details for payment through a bank card.

Naji Al Mannai, the Executive Director overseeing Real Estate Management at Hamad Medical Corporation and also heading the Safe Access Transportation and Parking Committee at HMC, expressed, "HMC has entered into a partnership with Mawaqif Qatar, a prominent company specializing in this domain, to oversee the management and operation of our parking facilities. This collaboration has facilitated a comprehensive enhancement of technology, systems, and gates, enabling the parking facilities to align with the most recent advancements."

