



Football



- Real Madrid claimed a record-extending 15th UEFA Champions League title after battling past Borussia Dortmund 0-2 at Wembley

The Bundesliga outfit were the better side for the majority of the game but Dani Carvajal put Madrid ahead after 74 minutes. Vinicius Junior then doubled their lead nine minutes later following a poor mistake from Ian Maatsen



- Real Madrid stars Luka Modric and Antonio Rudiger are two of the most experienced players in world football, but even they are excited about Jude Bellingham's potential. The trio look set to feature in the Champions League final against Borussia Dortmund on Saturday, with Bellingham on the hunt for his first winners medal.



- Steve McManaman is confident that Vinicius Junior will be the standout favourite for the prestigious Ballon d'Or award if Real Madrid win the Champions League on Saturday at Wembley.
- Luis Enrique: Paris Saint-Germain boss says 'football is so unfair' after losing Champions League tie to Dortmund



F1



- Horner calls on Red Bull to 'understand weaknesses' after challenging Monaco GP weekend



- Leclerc says he 'struggled to see' in closing laps of dream Monaco victory after fighting back tears.

- Leclerc is the first home winner of the Monaco Grand Prix in 93 years

- Click the link to check the schedule [Click Here](#)



Tennis



- Iga Swiatek pulled off a remarkable comeback victory over Naomi Osaka in the second round of the French Open. The current world No. 1 triumphed 5-7 6-1 (1)6-7 on Court Philippe-Chatrier, and found her top form to oust the former four-time Grand Slam champion from the competition. Swiatek, who has won this tournament three times, faces Marie Bouzkova or Jana Fett in the next round.



- Carlos Alcaraz had to dig deep to battle past Jesper De Jong in the second round of the French Open as he continues his recovery from injury.

- Reigning men's singles champion Novak Djokovic continues his quest for a fourth Paris title against Spaniard Roberto Carballes Baena.

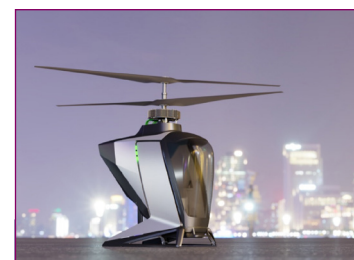
- The world No. 1 earned a straight-sets win in his opening match without convincing everyone that he was back to his best after a disappointing season so far, so all eyes will be on Philippe-Chatrier when Djokovic returns to the court looking to find his top level.



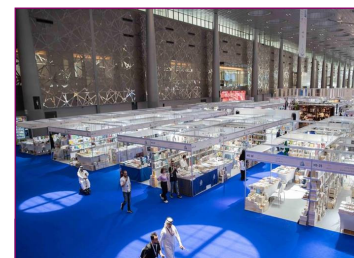
- Nadal loses to Alexander Zverev at Roland Garros
- Djokovic secures the first set in his third-round match in the French Open against Musetti in style
- Rublev smashes another racquet and kicks his bench in 'more frustration and fury' during his French Open third-round match

- Get excited as Qatar to test air taxis and electric planes by 2025
- Discover why rebranding is a good idea to grow your business
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- Read about MoT's launch of digital services for small craft
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33rd Doha International Book Fair



Real Madrid claimed a record



HIA's 10th Anniversary

Qatar to Test Air Taxi and Electric Planes by Early 2025



In early 2025, the Ministry of Transport plans to conduct trials for electric air taxis and delivery planes as part of its strategy to develop a comprehensive mobility ecosystem in Qatar. The Ministry has completed the necessary approvals and coordination with relevant Qatari authorities to proceed with these tests. This initiative aims to enhance Qatar's transportation sector by introducing air mobility, utilizing advanced global technologies and artificial intelligence. It will contribute to improving the integration, coherence, sustainability, and eco-friendliness of the public transit system.



Why Rebranding a Good Idea for Your Business?

Rebranding can breathe new life into your business and revitalize your brand image, offering several benefits that can positively impact your bottom line.

- **Market Relevance:** It allows your business to stay relevant and align with current market demands, ensuring that you remain competitive in your industry.
- **Expanded Audience:** By refreshing your brand identity and messaging, you can appeal to a broader demographic and attract new customers to your business.
- **Differentiation:** It gives you the opportunity to differentiate your business from competitors, highlighting your unique value proposition.
- **Brand Repositioning:** It allows you to reposition your brand in the minds of consumers, emphasizing your strengths in line with your current business objectives.
- **Enhanced Perception:** It can instill confidence in your brand and foster stronger connections with your target audience.

Are Google Ads Worth it for Your Brand?

Google Ads can be a game-changer for businesses seeking to boost their online presence and drive conversions. With Google Ads, you gain access to a vast network of potential customers actively searching for products or services like yours on Google Search, YouTube, and millions of partner websites and apps.



- 1.Immediate Visibility: Your ads appear at the top of search engine results pages (SERPs), ensuring immediate visibility to users interested in your offerings
- 2.Targeted Reach: It allows you to target your ads based on factors such as keywords, location, demographics, and interests, ensuring that your message reaches the right audience.
- 3.Measurable Results: It provides comprehensive analytics and tracking tools, allowing you to track metrics like clicks, impressions, conversions, and ROI, as well as enabling you to optimize your campaigns for maximum effectiveness.
- 4.Budget Control: You have complete control over your budget. You can set daily or monthly limits and adjust your spending based on performance, ensuring that you get the most out of your advertising budget.
- 5.Continuous Improvement: It provides opportunities for continuous optimization. By analyzing data and making data-driven decisions, you can refine your targeting, ad copy, and bidding strategies to improve results over time.

MoT Launches Fresh Digital Services on Small Craft

The Ministry of Transport launches new digital services for maritime transportation, specifically small craft operations, as part of its digital transformation strategy to improve efficiency and streamline procedures. These services, available for public testing on the MOT website, facilitate registration, renewal, modification, replacement requests, deletion of small crafts, and issuance of craft owners' certificates.



Magnificent Events of the Month in Qatar

Here are some magnificent events that have graced Qatar this month, adding vibrancy and excitement to its cultural scene.

Qatar Economic Forum

The fourth annual "Qatar Economic Forum, Powered by Bloomberg" (QEF), in collaboration with Media City Qatar, was held from May 14 to 16, 2024. Themed 'A World Remade: Navigating the Year of Uncertainty,' this year's forum convened over 1,000 corporate and government leaders to engage in comprehensive discussions on the issues influencing global boardroom conversations and financial markets.

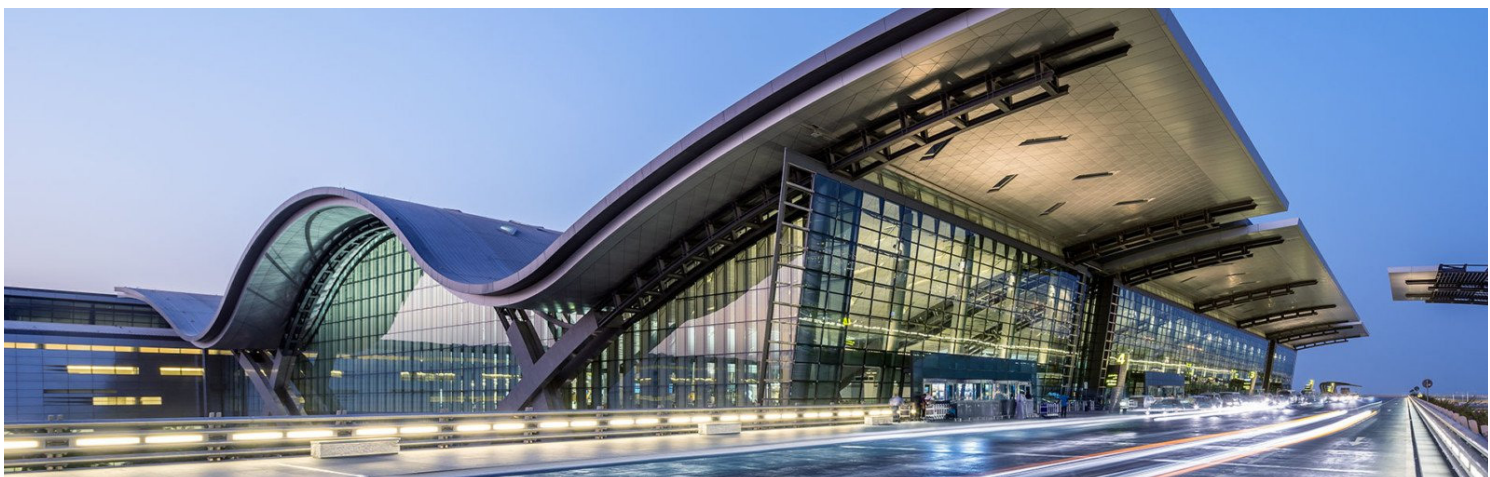
33rd Doha International Book Fair

Between May 9 and 18, 2024, the 33rd Doha International Book Fair took place at the Doha Exhibition and Convention Center (DECC). The event was themed "Knowledge Builds Civilizations." Over 515 publishing houses from 42 countries had confirmed their attendance, marking the largest international participation in the fair's history.

Baraha Luxury Car Exhibition

The second edition of the Baraha Luxury Classic Cars exhibition opened on April 29 until May 3, 2024, at Msheireb Downtown Doha, featuring 15 classic cars, some dating back to the 1930s. The opening ceremony was led by Msheireb Properties CEO, Engr. Ali Al Kuwari, accompanied by officials from the Gulf Qatari Classic Cars Association and other dignitaries.

Hamad International Airport Celebrates its 10th Anniversary



Hamad International Airport commenced its festivities marking its 10th anniversary by hosting a range of lively and interactive events on May 15th, bringing joy to incoming, outgoing, and connecting travelers. Themed "Here's to the next 10 amazing years," the celebrations showcased various festive activities throughout the extensive terminal, showcasing Hamad International Airport's dedication to crafting unforgettable moments for its diverse international visitors. Additionally, HIA is celebrating their decade-long partnership with Mawaqif Qatar, collaborating to deliver innovative parking solutions.