

Urban Point and Mzad Qatar Announce Strategic Partnership at Web Summit 2026

On the occasion of the ongoing **Web Summit 2026**, Urban Point is pleased to announce a new **strategic partnership** with Mzad Qatar. The collaboration brings together two homegrown digital platforms with a shared focus on innovation, customer engagement, and delivering added value to Qatar's digital ecosystem.

The partnership reflects a mutual commitment to exploring new opportunities that enhance user experiences while supporting the continued growth of Qatar's digital economy.

Commenting on the announcement, **Saif Qazi, CEO & Co-Founder of Urban Point**, said:

"This partnership represents an important step for Urban Point as we continue to explore powerful collaborations that enhance the experience we offer our users and partners."

Mohammad Abdulfattah, CEO & Founder of Mzad Qatar, added:

"We see this collaboration as an opportunity to combine strengths and unlock new possibilities that benefit our audience and the wider market."

As part of this partnership, Urban Point will be developing a new 'Auctions' section within its platform, designed to introduce a dynamic and interactive bidding experience for users. The Auctions feature will be **powered by Mzad Qatar**, leveraging its proven expertise and technology in online auctions.

This announcement marks the beginning of a collaborative journey between the two companies, with further developments and feature rollouts to be shared as the partnership progresses.