



NEW TARGET

DESIGN • BUILD • INSTALL

Exhibition stands, designed and built in Qatar.

We design, make and install exhibition stands, mall kiosks, event stages and interiors. Everything is built in our own workshop by our own team.

WHO WE ARE

A design and build company for exhibitions, events and interiors in Qatar.

One team draws it, builds it in our own workshop and puts it up at the show.

New Target Trading & Contracting & Designing builds the places where brands meet people: stands at the big shows, kiosks and pop-ups in the malls, stages for events, and the offices and cafés those brands work in.

We do the whole job ourselves. We design it, make it in our own workshop, install it with our own team, and take it down when the show is over.

2019

Registered in Qatar since

45

Projects shown on this site

31

Brands we have built for

4

Kinds of work, from stands to fit-out

Counted from the projects on this site. The year is from our commercial registration.



Four kinds of work, one team, one workshop.



EXHIBITION STANDS

Exhibition stand design and build in Qatar

We design and build custom exhibition stands for trade shows and conferences in Qatar, from a compact conference booth to a two-storey pavilion. We draw it, make it in our own workshop, build it in the hall and take it down when the show closes.

- Stand design and 3D visuals
- Timber, joinery and frames made in our workshop
- Lighting, screens and lightbox graphics
- Counters, lounges and meeting rooms
- Double-storey structures
- Installation in the hall and dismantling after the show



KIOSKS AND POP-UPS

Mall kiosk, pop-up and display design in Qatar

Mall kiosks, brand pop-ups and boutique displays, finished to the standard luxury brands expect. We build them in our workshop and install them in the mall, often overnight, so the space is ready when the doors open.

- Kiosks and counters
- Pop-up stores in mall atriums
- Wall displays and showcases
- Lightboxes and campaign graphics
- Night-time installation



EVENT BUILDS AND STAGES

Event stages, backdrops and installations in Qatar

Stages, backdrops, photo walls, walk-through tunnels, giant props and seasonal market stalls, for corporate events, galas and public celebrations, indoors and out.

- Stages and backdrops
- Photo walls and entrance arches
- Corporate exhibitions in lobbies and halls
- Large props and installations
- Seasonal market stalls



INTERIOR FIT-OUT

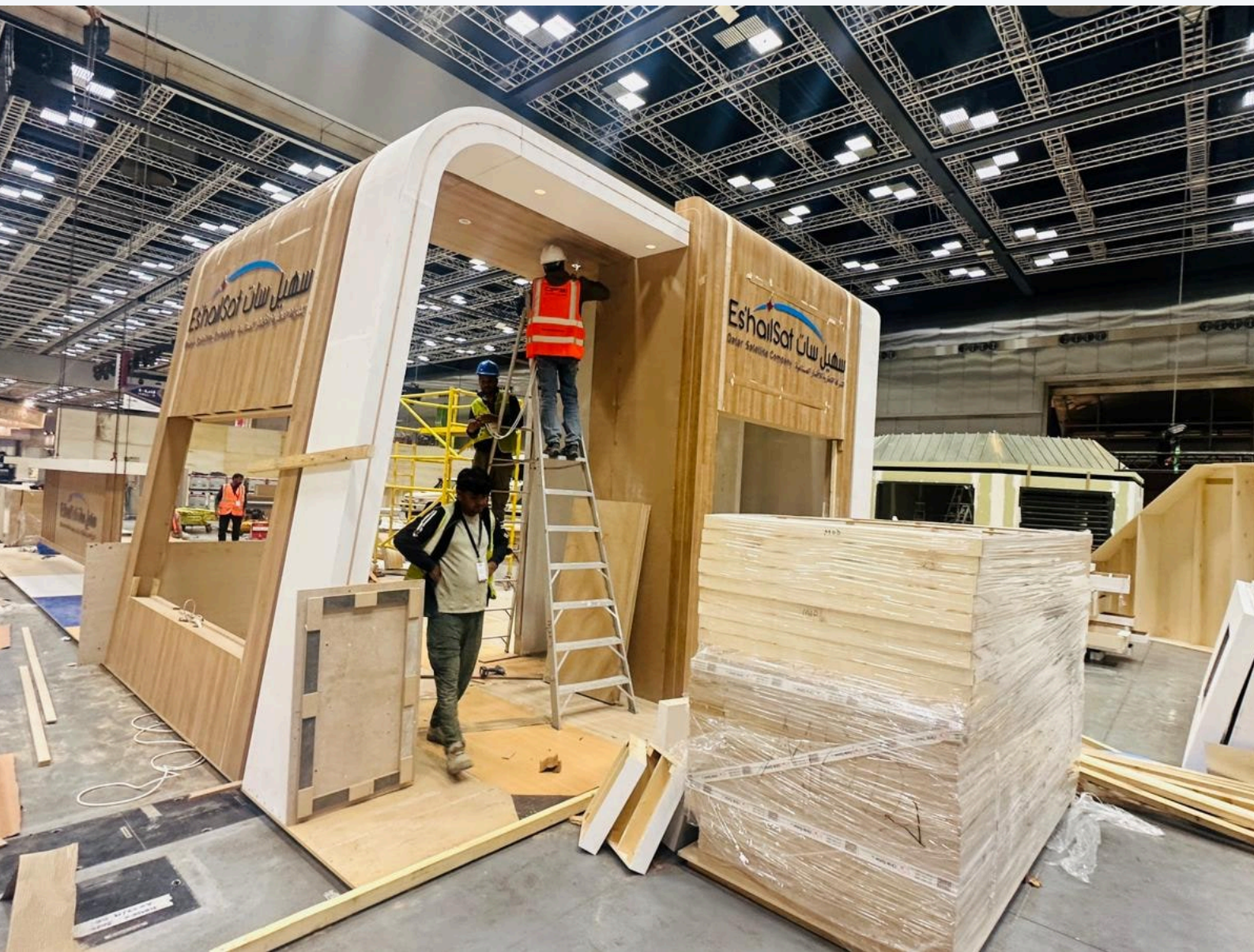
Interior fit-out and joinery in Qatar

Offices, meeting rooms, cafés and shops. Walls, ceilings, lighting and furniture, with the joinery made in our own workshop.

- Offices and meeting rooms
- Cafés and restaurants
- Reception desks and feature walls
- Lit and suspended ceilings
- Custom joinery and furniture

From bare frame to finished stand

- 01 Brief**
You tell us the event, the space and what the stand needs to do.
- 02 Design**
We draw the stand and show you how it will look before anything is built.
- 03 Workshop**
Frames, joinery and finishes are made in our own workshop.
- 04 Install**
Our team builds it in the hall and checks every light and panel.
- 05 Show and strip-out**
We stay on call during the show and take it all down afterwards.



Built by us, not bought in

Our office sits inside our workshop. This is where frames are welded, panels are cut and finishes are sprayed, before anything goes to the hall.

- We control the finish, because we make it.
- We control the timing, because nothing waits on an outside supplier.
- You can come and see your stand before it goes to the show.



A few of the stands and spaces we have built in Qatar.



Visit Qatar two-storey stand

A two-storey stand for Visit Qatar. A double-height frame wrapped in lit graphics, Arabic arches framing views of the country, lounges and meeting spaces inside, and a staircase to the upper level.

2024 • EXHIBITION STANDS



UDC at Cityscape Qatar 2025

The United Development Company stand at Cityscape Qatar. An open lounge under a curved LED canopy, backlit timber slats, a sculpted reception desk and ring chandeliers.

2025 • EXHIBITION STANDS • CITYSCAPE QATAR 2025



QatarEnergy LNG 40 years exhibition

An exhibition for QatarEnergy LNG's 40th anniversary, set up in a corporate lobby. A timeline wall runs round the space, with a branded entrance arch and a lit sign. The design visual and the finished lobby are shown side by side.

2024 • EVENT BUILDS AND STAGES • 40TH ANNIVERSARY



Nakilat stand with a spiral garden

A stand for Nakilat built around one red ribbon. It rises out of a planted garden, spirals up through the stand and meets the circular sign overhead.

2026 • EXHIBITION STANDS



Dell Technologies stand, 2026

A large technology stand for Dell Technologies with a lit arch frame, demo areas and a suspended ring.

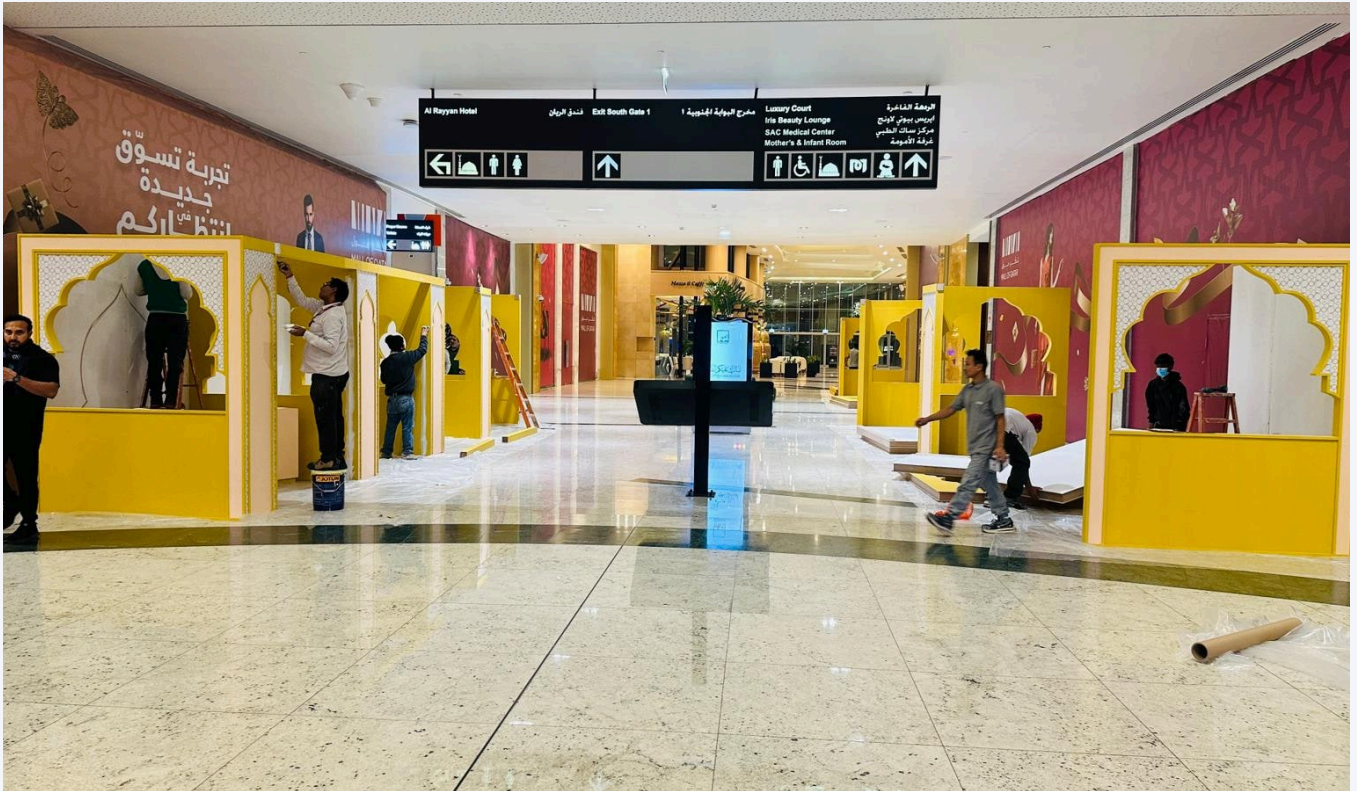
2026 • EXHIBITION STANDS



Bleu de Chanel pop-up

A Bleu de Chanel pop-up in a mall atrium. Deep blue walls, gold-lit product niches, large campaign lightboxes and a lounge inside, photographed as the team finished it.

2025 • KIOSKS AND POP-UPS



Ramadan market stalls

A row of yellow-framed market stalls for Ramadan in a shopping mall.

2026 • EVENT BUILDS AND STAGES • RAMADAN



White Sugar café

A café interior for White Sugar, with panelled walls, framed art and soft seating.

2026 • INTERIOR FIT-OUT

WHO WE HAVE BUILT FOR

A selection of the brands whose stands, displays and spaces we have built.

AbbVie

Almoosa Health

Aroma Basmati Rice

AstraZeneca

Breitling

BUYAR

Chanel

Dell Technologies

Discover Russia

Es'hailSat

GSMA M360 MENA

Hassad Food

Hikma

Lilly

Mawani Qatar

Media City Qatar

Nakilat

Premier's

Qatar University

QatarEnergy LNG

Sanofi

Servier

Shell

Similac

Sobi

UDC

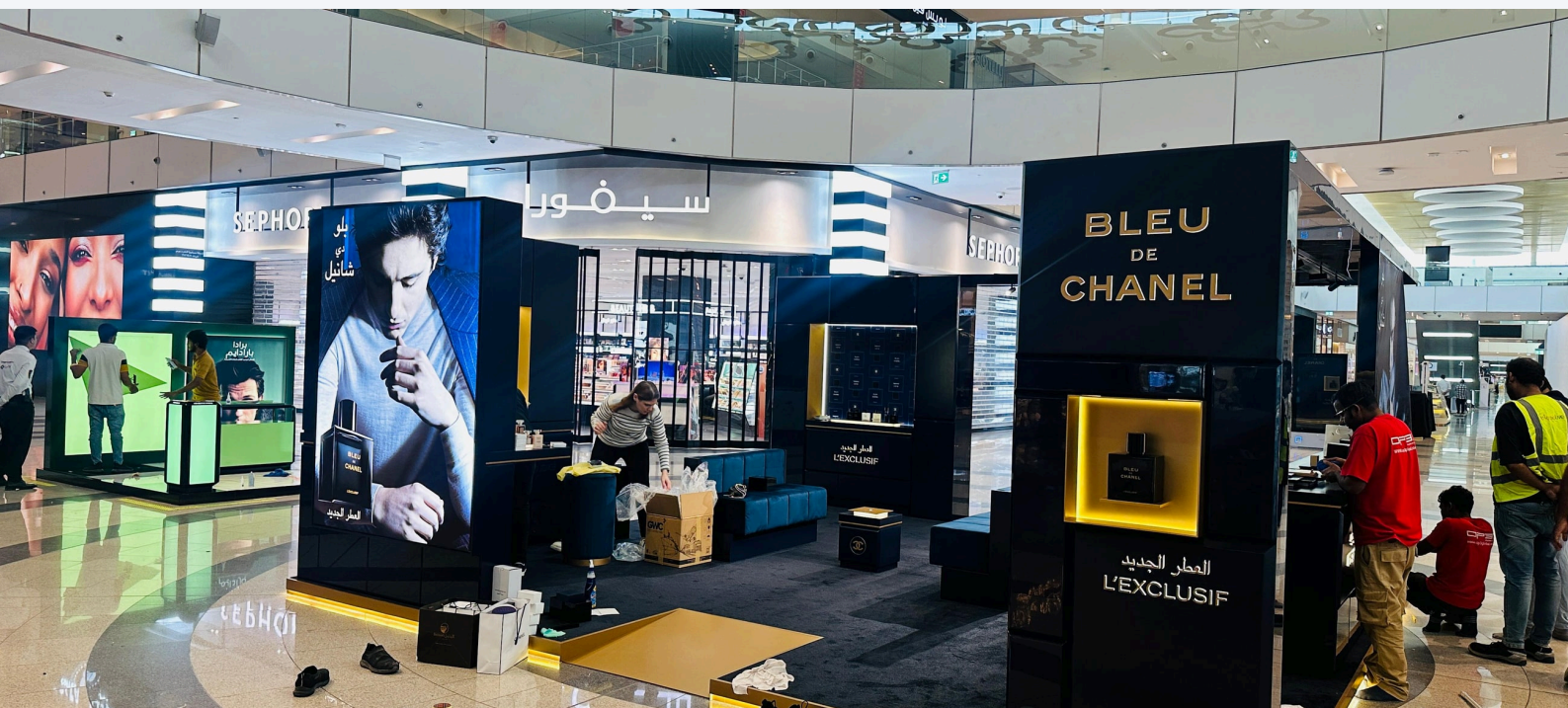
UDST

Umm Salal Central Market

Viatis

Visit Qatar

White Sugar





NEW TARGET

GET A QUOTE

Have a show coming up?

Tell us the event, the date and the size of your space. We will take it from there.

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