

ANNUAL REPORT





Founded by
Qatar Foundation

من إنشاء
مؤسسة قطر

ANNUAL REPORT

2025

QATAR CAREER DEVELOPMENT CENTER

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About Qatar Career Development Center

Qatar Career Development Center (QCDC), founded by Qatar Foundation (QF), aims to help the youth, particularly but not limited to students across all tracks and stages of Qatar’s education system, including youth with special needs, to identify and fulfill their education and career goals. QCDC offers high-quality bespoke career development programs, services, and activities. The center’s offerings are designed to mobilize, educate, and support the youth on how to best make and implement sound career decisions and plans. It also guides them towards growth, professional development, and achieving their life goals in ways that best contribute to Qatar’s development and prosperity.

In addition to youth, QCDC targets a diverse group of individual and organizational stakeholders collectively called youth influencers. This group primarily includes career practitioners, human capital professionals, academic advisors and administrators, parents, and policymakers. The Center engages them in various initiatives, projects, and programs the purpose of which is to educate, empower, and support them in relation to their vital role as shapers and definers of the youth’s future.

QCDC pursues achieving the subsequent two-fold strategic purpose

1. Making career guidance, and more comprehensively career development, an integral component of Qatar’s national-level strategic development process.
2. Instilling a career-driven mindset in the community, specifically in Qatar’s youth and key youth influencers.
 - a. The youth, students from pre-k age to university graduates, including students with special needs.
 - b. Various youth influencers segments, such as career practitioners, policymakers/regulators, HC professionals, parents, teachers, researchers, and education administrators.
 - c. Governmental and private, local, and international, profit and non-profit organizations.

As such, QCDC strives to deliver the following:

1. Pertinent career development data and insights spanning multiple areas of relevance, mostly education, training, and labor market, through:
 - a. Evidence-based research efforts.
 - b. Academic and professional cooperation and knowledge exchange platforms.
 - c. Diverse types and forms of content generation and publication.
2. Methodical career training, development, advising, counseling, and planning platforms, avenues, and services, offered to different target groups and stakeholders, including:
 - a. Career fairs and exhibitions.
 - b. Entertainment centers.
 - c. Webinars and electronic resources.
 - d. Awards and competitions.
 - e. Specialized professional bodies and platforms
 - f. Media campaigns.
3. Offering highly educating and engaging outreach activities and events intended to spread career awareness and build interest, such as:



As stated above, QCDC’s efforts demonstrate its strong alignment with QF’s aspiration to unlock human potential by providing quality education and diversified human capital investment. QCDC supports QF’s goal of empowering and supporting young people from their first day of school all the way up to their postgraduate studies and beyond. QCDC also contributes to QF’s objective of achieving social and economic prosperity by building stronger communities through lifelong learning.



VISION

We envision a future where Qatar's human capital shines as a beacon of excellence, fueled in part by our unwavering dedication to career development.

MISSION

We are dedicated to empowering youth to achieve their education and career aspirations; we provide tailored programs and services to guide them in making informed academic and career decisions, fostering professional growth, and realizing their life goals for the betterment of Qatar. Additionally, we engage influencers such as career practitioners, educators, parents, and policymakers, to equip them with the tools and knowledge needed to support and shape the future of youth.



What We Do, for Whom and How

1. Cultivate and refine a robust national career development ecosystem in Qatar, fostering continuous growth and adaptation.
2. Empower youth and their influencers with essential career management skills and knowledge, nurturing informed decision-making and lifelong success.



Our Values

1. **Visionary Leadership** – Highlights clear, forward-thinking leadership.
2. **Integrity and Responsibility** – Emphasizes ethics and social responsibility.
3. **Growth and Excellence** – Focuses on improvement and high standards.
4. **Innovation and Initiative** – Accentuates creativity and proactive action.
5. **Collaboration and Teamwork** – Underscores team spirit and cooperation.
6. **Positive Work Environment** – Promotes a healthy and supportive workplace.



Our Audience

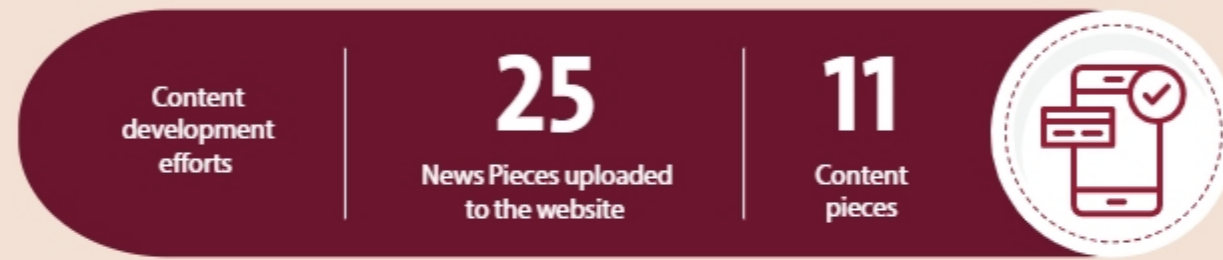
1. Pre-university students.
2. Undergraduate students and fresh graduates.
3. Parents.
4. Academic advisors and professional counselors.
5. Human capital specialists and practitioners.
6. Career guidance academics and researchers.



Our Partners

1. Ministries and governmental entities.
2. Academic, research and educational organizations.
3. Public and private sectors.
4. NGOs/NPOs.
5. Specialized professional organizations and associations.
6. Media and opinion leaders.

2025 Achievements





QCDC in the News

QCDC is actively raising awareness and shaping conversations around career development through press pieces and broadcast appearances. Our efforts have garnered a total free media advertisement value of 9,680,944 QAR, demonstrating the extent of our impact.

In press, we achieved a value of 5,992,470 QAR across 36 pieces, including press releases, op-eds, and features.

While on broadcast, we secured a value of 3,688,474 QAR through 96 interviews.

This extensive reach reflects our commitment to consistently engage with the media to highlight the importance of career guidance and development as part of our knowledge creation and dissemination efforts and to highlight our role in empowering individuals to successfully navigate their career paths.

QCDC releases 16th issue of Career Guide magazine

Comprehensive distribution covers Qatar's schools and embassies abroad

TRIBUNE NEWS NETWORK
2024

QATAR: Career Development Centre (QCDC), founded by Qatar Foundation (QF), has announced the release of the 16th issue of "Career Guide," the first Qatar-based magazine dedicated to career guidance and development. The publication is designed to help students explore their educational and career options and build the skills needed for a sustainable career future.

The new issue features interviews and articles that showcase real-life stories of young men and women who have pursued successful educational and professional paths in diverse fields such as aircraft maintenance engineering, graphics, sports coaching, urban planning, and entrepreneurship. The magazine also tackles pressing themes in youth development, equipping readers with essential career-readiness skills while highlighting the vital support parents, counselors, and educators provide in guiding students' career decisions.

The magazine's themes are organized across a set of core sections that reflect its mission. "Exploring Careers" introduces readers to key sectors and professions, explaining what roles they involve, what education and training they require, and what opportunities they offer young people in the context of Qatar's development plans. One other important section is dedicated to skills development, offering practical, step-by-step guidance on personal, life, and workplace skills that help young people transition smoothly from education to employment. This includes a deep dive on financial literacy for youth, outlining the basic principles of sound money

school, a reference that supports parents and a companion resource for counselors and teachers as they carry out their mission in the school community. I invite students and everyone who wants to guide and support youth in achieving career success to read the magazine and benefit from its valuable content."

"We greatly value the cooperation of the Ministry of Education and Higher Education in distributing the magazine across schools, and the support of the Ministry of Foreign Affairs in making it available through Qatar's missions abroad. This significantly expands its reach to our sons and daughters inside and outside the country, and enhances

the added value of this specialized publication as a knowledge resource that serves younger generations and contributes to building human capital capable of keeping pace with labor market transformations and the ambitions of Qatar National Vision 2030," he added.

Over the years, "Career Guide" has cemented its position as a key specialized reference in the field of career guidance and development, reaching more than 300,000 readers in Qatar and beyond

Ministry wraps up employability training for disabled people

Successful completion of a two-week program

TRIBUNE NEWS NETWORK
2024

THE Ministry of Social Development and Family (MSDF) has wrapped up a two-week Workforce Integration Program for People with Disabilities, delivered with Qatar Career Development Centre (QCDC), at Madaya (Education City Student Center) from November 16 to 30, 2024.

Run by the ministry's Community Care Department, the Arabic-language course, supported by sign-language interpretation, served 35 participants aged 18 to 25 years with mild physical or intellectual disabilities as QCDC's efforts to train young people with disabilities from classrooms to real jobs. In close partnership with the ministry, we align abilities with market needs and encourage income earning, strengthening human capital in line with Qatar National Vision 2030.

Over these sessions per week, trainees both read and produced

cover letters and CVs, developed personal profiles, and received individual performance assessments, with reported gains in confidence, communication, and job-entry skills.

Ram AlAjmi, director of the Community Care Department, and the program's "a concrete step toward integrating and empowering people with disabilities in the labor market and supporting their economic and social independence," adding that similar initiatives will continue to advance equal opportunity.

Issa Alshamsi Al Khari, executive director of QCDC, said: "This program is a strategic building block in QCDC's efforts to train young people with disabilities from classrooms to real jobs. In close partnership with the ministry, we align abilities with market needs and encourage income earning, strengthening human capital in line with Qatar National Vision 2030."



Career Programs and Initiatives

Students and Parents

Shaping Pathways Together: Students and Parents at the Heart of Our Mission

Qatar Career Development Center (QCDC) works with students and parents as essential partners in building Qatar's human capital. Students need practical exposure, trusted information, and tools that help them understand themselves, explore options, and connect education choices to real labor market pathways. Parents, in turn, play a defining role in shaping these decisions through guidance, support, and ongoing involvement. By engaging both groups together, QCDC advances a whole-family approach to career development that strengthens informed decision-making and nurtures lifelong learning, supporting sustainable social and economic progress in Qatar.



Career Village 2025

In May 2025, QCDC delivered the sixth edition of Career Village in collaboration with the Ministry of Education and Higher Education (MoEHE), offering three days of interactive career exploration. The program engaged 2,058 students from 125 public and private schools, connecting them with more than 200 academic and career counselors and professionals from 37 organizations across 13 priority sectors in Qatar's economy.

Students explored roles and workplace realities across fields including security, public administration, aviation, technology, education,

finance, energy, industry and retail, logistics, healthcare, humanitarian work, media and public relations, and tourism and hospitality. The final day also featured a panel discussion attended by 75+ counselors on aligning academic and career pathways in support of private-sector nationalization efforts.

Career Village is part of QCDC's workplace exposure portfolio, expanding students' direct engagement with the labor market and strengthening their ability to make informed academic and career choices.



القرية المهنية
Career Village

My Career – My Future

Returning for its sixth edition, My Career – My Future remained one of Qatar's largest job-shadowing and internship-style programs for high school students. The model combines pre-placement preparation with structured exposure inside real workplaces, helping students turn curiosity into experience they can build on when making academic and career decisions.

More than 250 students participated, completing placements across 25 host organizations spanning sectors such as healthcare, aviation, law, tourism, and engineering. Host entities included Hamad Medical Corporation, Al Jazeera Media Institute, Qatar Airways, North Oil Company, Ooredoo Qatar, Snoonu Trading and Services, Qatar TV, Qatar Olympic Committee, and the Investment and Trade Court, among others. By offering diverse sector exposure, the program helps students align aspirations with realistic pathways and supports national priorities tied to human capital development.



My Career – My Future Winter Edition

Building on the program's strong track record, national partners introduced a special "Winter Edition" in December 2025 as a pilot model for expanded reach and more specialized pathways. Implemented jointly by MoEHE, the Ministry of Labour (MoL), and QCDC, the five-day edition trained 60 high school students through a focused academic and practical approach across nine host entities, with particular emphasis on financial services alongside selected opportunities in other vital sectors.

Hosts included Qatar General Insurance and Reinsurance Company, General Takaful Company, Mowasalat (Karwa), Commercial Bank of Qatar, Qatar Islamic Bank, Al Ahli Bank, Huawei Qatar, Marafeq Qatar, and Sidra Medicine. Students completed 25 hours of guided workplace training under the supervision of professionals in host entities.

As a scalable pilot, the Winter Edition strengthens the shared national approach to preparing youth for more informed transitions from school to higher education and work.



Little Employee

Throughout 2025, QDCD continued Little Employee as an early-career awareness experience for children aged 7–15, inviting them to accompany their parents to workplaces and take on age-appropriate tasks. The initiative supports early family conversations about education and future careers while introducing young learners to the value of work, responsibility, and different professional environments. By building awareness early, the initiative reinforces a culture of career exploration that supports long-term human capital development in Qatar.

The fifth edition launched with Qatar Foundation's Communications Directorate as its first stop, then expanded nationwide. More than 1,410 children participated through 38 host entities, including the Ministry of Endowments and Islamic Affairs, Qatar Tourism, Qatar Media Corporation, Qatar TV, Qatar University, Qatar Red Crescent Society, beIN Media Group, Msheireb Properties, Commercial Bank of Qatar, Qatar General Insurance & Reinsurance Company, Qatar Museums, and the Investment and Trade Court.





Get Ready

In September 2025, QCDC partnered with the Ministry of Sports and Youth (MSY) to deliver the third edition of Get Ready for high school students, supporting them as they choose university majors and future pathways aligned with their interests, strengths, and labor market needs. This targeted intervention strengthens readiness at a key transition point, helping students move forward with clearer goals and more practical tools.

The program offered daily training sessions led by the Ministry's Youth Development and Empowerment team, alongside specialized trainers from QCDC. Content focused on self-discovery and personal skills, work values and ethics, CV and personal statement writing, universities and scholarship pathways, and building professional networks. Due to strong demand, Get Ready ran in two consecutive cohorts, each hosting more than 40 students.





Entilaqah

Also in September, QCDC collaborated with the Ministry of Sports and Youth on the second edition of Entilaqah, designed for Qatar's university students navigating the shift from academic study to the labor market. The program welcomed 40 students and delivered hands-on modules focused on self-discovery, work values and ethics, CV and cover letter writing, labor market exploration, and professional networking.

Entilaqah extends the partnership model behind Get Ready by widening support to additional youth segments, reinforcing informed career decision-making and contributing to Qatar's broader human capital priorities.



EmpowerAbility

As one of QCDC's flagship inclusion initiatives, EmpowerAbility supports youth with disabilities and learning difficulties through practical training experiences that build employability skills, confidence, and a sense of belonging. In December 2025, QCDC delivered the third edition as part of Qatar National Day activities, engaging 20 participants. The program combined targeted workshops on communication, teamwork, self-advocacy, public interaction, and event operations; with volunteering placements supporting National Day events at Darb Al Saai and Al Hazm Mall.

Delivered in partnership with Qatar National Bank (QNB), and supported by Qatar Voluntary Center, Al Hazm Group, Qatar TV, Qatar Manpower Solutions Company "Jusour", Rowwad Advisory and Business Solutions, Al Tatweer for Training Consultancy & Events, and HTH Cafe, the edition provided inclusive roles matched to participants' abilities, helping translate training into real workplace participation.



WeGrow

Continuing its inclusion-focused work, QCDC delivered a new edition of WeGrow in 2025 in partnership with Renad Academy, strengthening future employability pathways for students with learning difficulties, especially students with autism, through practical training in a safe, supportive setting.

Thirty Renad Academy students participated in guided workplace exposure designed to build

readiness gradually and reinforce confidence and independence. Training placements provided tasks tailored to participants' strengths and real-world learning contexts, hosted by The Crepe Cafe, Sports Dome, Flat White Cafe, and Blumen Floral Art and Design. WeGrow reflects QCDC's commitment to broadening access to career development opportunities and embedding inclusion within Qatar's human development agenda.



Workforce Integration Program for People with Disabilities

In November 2025, QCDC and the Ministry of Social Development and Family delivered a specialized training program titled “Workforce Integration Program for People with Disabilities,” equipping young people with essential skills for today’s workplaces. The program served youth with mild disabilities aged 18–35 and ensured accessibility measures, including sign language interpretation to support deaf participants.

The first phase included 15 nominated participants

and focused on practical outputs: building a CV and introductory letter, developing a simplified personal profile, and strengthening communication, discipline, and self-confidence. Participants also completed individual career-interest assessments and progress check-ins. This partnership advances a shared commitment to inclusion—supporting meaningful economic and social participation aligned with Qatar’s human development priorities.



Al-Dileela: Your Career Navigator

Across 2025, QCDC continued delivering Al-Dileela personalized career counseling sessions tailored around each beneficiary's needs. The service supports a wide audience, including school students, university applicants, university students, graduates, and job seekers, helping them plan academic and career pathways aligned with their interests and goals. Sessions are delivered by experienced career counselors in Arabic, English, and French.

Al-Dileela follows a structured five-stage methodology supported by practical tools and resources, delivered in a safe, flexible environment that adapts to each participant's age and life stage. As part of QCDC's service ecosystem, Al-Dileela strengthens informed decision-making and supports lifelong learning and thoughtful navigation between education and employment.



الدليلة
AL-DILEELA
مرشدك المهني
Your Career Navigator



Career Development Workshop Series

To meet diverse partner needs through flexible delivery, QCDC delivered six specialized workshops in 2025, reaching 725 participants and strengthening readiness through practical, transferable skills. Workshops were delivered for Aspire Academy, Hayat Universal School Qatar, Lusail University, the Academic Bridge Program, and Qatar University.

Topics addressed core employability needs such as labor market readiness, CV and profile building, communication skills, and interview preparation, grounded in hands-on application and real-world scenarios. Together, these workshops extend QCDC's reach beyond flagship programs and reinforce a more competitive, future-ready talent pipeline in Qatar.



Career Practitioners

Building Expertise, Empowering Careers

Career practitioners sit at the center of a strong career development ecosystem, translating policy priorities into daily guidance that helps people make informed education and employment decisions. For QCDC, strengthening practitioner capacity is therefore a strategic priority: improving service quality in schools and institutions, supporting consistent, evidence-informed practice, and ensuring career guidance is delivered with the rigor of an established profession.

Through specialized training, updated tools, and knowledge-sharing platforms, QCDC continues to build a national network of practitioners. This network helps elevate standards, align terminology, and strengthen the link between education and the labor market in support of Qatar's human capital development agenda.



Policy Deliberation Session for Career Guidance Stakeholders

To build a shared national direction for career development, QCDC, together with MoEHE, convened a high-level policy dialogue in early 2025 titled “Towards Establishing the National Career Development Ecosystem in Qatar: Contributing to the Realization of Qatar National Vision 2030,” held under the patronage of H.E. Lolwah bint Rashid bin Mohammed Al Khater, Minister of Education and Higher Education.

The session brought together decision-makers and policy leaders across education, training, and the labor market to align perspectives on current practice and outline practical foundations for a unified national

ecosystem. The dialogue advanced into focused working groups informed by international models and global best practice, supported by experts from EduCluster Finland, with participation from the OECD, the ILO Qatar Office, and UNESCO in Qatar.

Discussions resulted in agreement on a forward roadmap, translating the national ecosystem goal into sector-specific recommendations, strategic objectives, KPIs, and an annual action plan aligned with MoEHE’s 2024–2030 Education Strategy derived from Qatar’s Third National Development Strategy.



Career Counselors Hub

Designed to strengthen the quality and consistency of career guidance in schools, QCDC delivered in September the 2025 edition of the Career Counselors Hub, in partnership with MoEHE, the U.S. Embassy in Doha, and Qatar Foundation's Higher Education Division. The forum hosted 250+ academic and career counselors from government and private schools, as well as Education City institutions, creating a focused space for skills development and professional exchange.

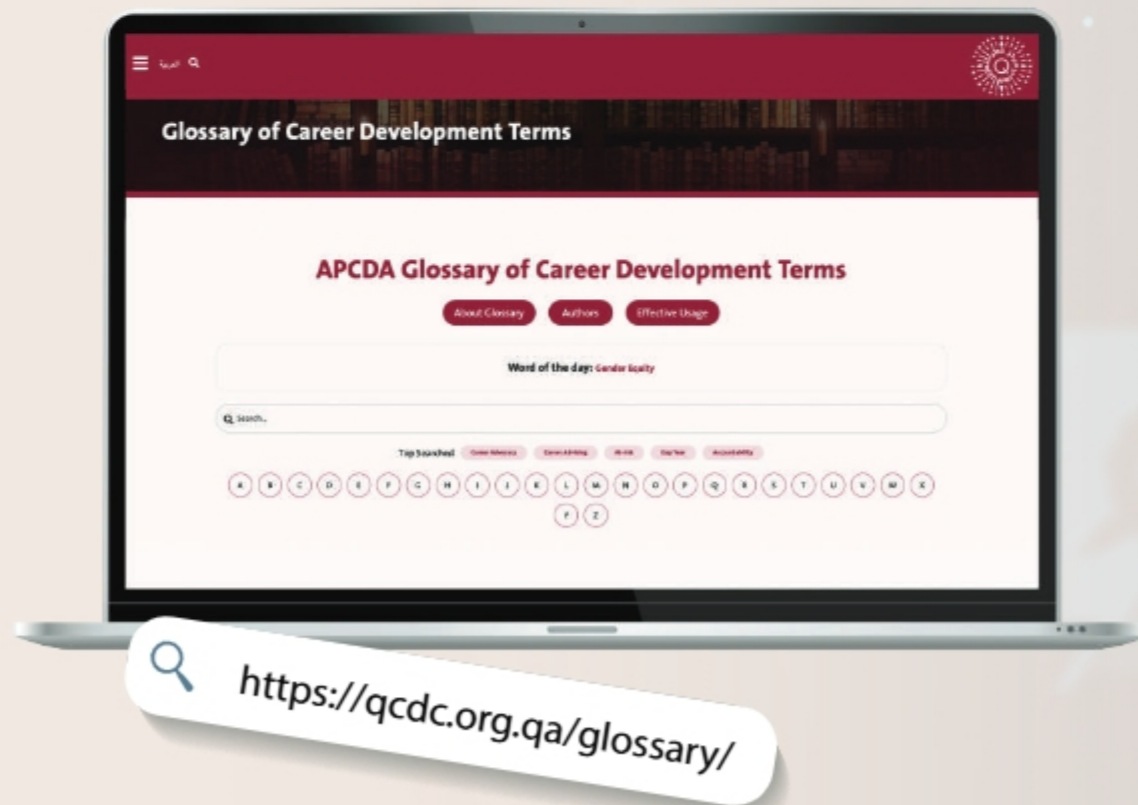
The agenda combined a high-level panel on competency standards, counselor capacity, and stronger links between schools, universities, and employers; followed by bilingual (Arabic/English) training workshops and sessions. Topics included career guidance tools and best practice, university admissions, standardized testing, and other themes directly tied to student decision-making across education stages.



Career Development Terms Search Engine

Shared professional language is one of the most practical ways to improve consistency in counseling and guidance. Building on its 2024 launch, QCDC continued to expand the impact of its Career Development Terms Search Engine in 2025 as a specialized Arabic reference that supports quality practice and clearer communication across the field. The tool is based on the Career Development Glossary developed by the Asia Pacific Career Development Association (APCDA), translated into Arabic through a partnership between QCDC and the Translation and Training Center at Hamad Bin Khalifa University's College of Humanities and Social Sciences.

During its second year, QCDC focused on institutionalizing the use of the tool and updating its content in line with newer glossary releases, while also integrating it into capacity-building activities and knowledge resources. These steps supported hundreds of users and improved terminology consistency across training, awareness content, and professional coordination among practitioners and stakeholders.



Career Awareness and Knowledge Creation

Career development is not only delivered through programs; it is strengthened through knowledge that people can use. Throughout 2025, QCDC continued to produce accessible, audience-specific content for students, parents, counselors, educators, and decision-makers through an integrated publishing approach that blends print and digital platforms. This work translates career guidance concepts into practical resources that support informed academic and career decisions in schools, universities, and workplaces.

At the center of these efforts is Career Guide magazine, QCDC's annual bilingual career development publication. In parallel, QCDC expanded awareness content that links career pathways to community needs and labor market priorities, through public-facing campaigns and expert-led content that supports professional practice, strengthens shared understanding, and advances Qatar National Vision 2030 through human development.



Career Guide Magazine

To make career guidance more tangible for young people and the adults who support them, QCDC published the 16th issue of Career Guide magazine in 2025. The bilingual (Arabic/English) annual publication serves as a practical reference for school and university students, graduates, parents, counselors, educators, and decision-makers, bringing career development into everyday conversations and translating it into clear, actionable steps.

Because knowledge only matters when it reaches people, QCDC implemented a structured distribution plan in partnership with MoEHE to provide the issue to schools, and with the Ministry of Foreign Affairs to share it through Qatar's embassies and consulates abroad. Print distribution reaches more than 80,000 readers, while the digital edition has reached over 300,000 readers in Qatar and internationally, and

remains readily available via QCDC's website and the magazine's mobile and tablet app.

The 16th issue features articles and interviews spotlighting real career journeys in fields such as aircraft maintenance engineering, genomics, sports coaching, urban planning, and entrepreneurship. Content is organized around core themes, including exploring career pathways, which introduces roles, opportunities, and education and training routes aligned with Qatar's development plans. The issue also includes a skills-development section on transferable and life skills, such as mindful money management and coping with stress, while continuing its focus on artificial intelligence, its impact on work, and practical guidance to help students assess if such pathways in AI-related fields fit their ambitions.



Expert Insights Article Series

Designed to deepen public understanding of career development topics, QCDC's Expert Insights series features articles and viewpoints authored by the Center's specialists and published across local newspapers and QCDC platforms. The series offers accessible, evidence-informed perspectives on themes that shape academic and career decision-making, from workplace mental health and inclusive education and employment to lifelong learning,

entrepreneurship, transferable skills, and career awareness for today's youth.

By addressing timely issues in the world of work and aligning with national efforts to empower Qatar-based talent across both the public and private sectors, the series has become a practical knowledge resource. It offers readers clearer insight into the forces shaping career pathways in Qatar.

الدبر التنفيذي بالإدارة لركز قطر للتطوير المهني «العربي»

القانون يحمي المرأة العاملة من التمييز بسبب «الحمل»... ويرفض المساس بحياتها الشخصية



أكد الدكتور سعيد عبد الله الخرجي المدير التنفيذي لركز قطر للتطوير المهني «العربي» أن القانون يحمي المرأة العاملة من التمييز بسبب «الحمل» ويرفض المساس بحياتها الشخصية. وقال الخرجي في حوار له مع «العربي» إن دولة قطر أظهرت اهتماماً وثقراً بما يمكن المرأة في عالم العمل من خلال القوانين والسياسات.

وأشار الخرجي إلى أن القوانين التي تحمي النساء من التمييز في العمل، مثل قانون العمل، وقانون الحد الأدنى للأجور، وقانون الحد من ساعات العمل، وغيرها، هي أساسية لضمان حقوق المرأة العاملة. وأضاف أن دولة قطر لديها سياسات واضحة لدعم المرأة في سوق العمل، مثل توفير فرص العمل للمرأة، وتوفير برامج التدريب والتأهيل، وغيرها.

وقد أشار الخرجي إلى أن القوانين التي تحمي المرأة العاملة من التمييز بسبب «الحمل» هي جزء من الجهود المبذولة لضمان حقوق المرأة في سوق العمل، وأن دولة قطر لديها سياسات واضحة لدعم المرأة في سوق العمل، مثل توفير فرص العمل للمرأة، وتوفير برامج التدريب والتأهيل، وغيرها.

Qatari women emerging as a powerful force in national workforce: QCDC Executive Director



Qatari women are emerging as a powerful force in the national workforce, according to QCDC Executive Director Saad Abdulah Al-Balham. He said that the percentage of women in the workforce has increased significantly in recent years, and that the government is committed to supporting women's career development.

Al-Balham said that the government has implemented various policies to support women's career development, such as providing training and education opportunities, and creating a supportive work environment. He also mentioned that the government is committed to ensuring that women have equal opportunities in the workforce.

He added that the government is also committed to ensuring that women have equal opportunities in the workforce, and that the government is committed to ensuring that women have equal opportunities in the workforce.

QCDC cautions young people about risks of 'uniqueness trap'

FAZEENA SALEEM THE PENINSULA

DOHA: Qatar Career Development Centre (QCDC) has cautioned young people about the risks of what it calls the "uniqueness trap," a mindset that pressures individuals to pursue distinction at the expense of growth and balance. Career Programmes and Services Officer at QCDC, Saleh Abdallah Al-Balham has outlined the underlying causes of the "uniqueness trap," discussed its impact on youth, and offered practical ways to avoid it while still preserving ambition and authenticity. He said the issue stems from misinterpreting messages that encourage youth to "stand out" or "make their own way."

"Each of us naturally wants to be seen — to have our individual accomplishments recognised," Al-Balham said in an interview with *The Peninsula* in correspondence. "The problem isn't the message to 'stand out,' but how it's applied without context. When uniqueness becomes a burden, young people begin to feel pressured to be extraordinary from the very first step." According to Al-Balham, the uniqueness trap often leads to isolation. "They wrongly assume that learning from others somehow undermines their own worth," he said. "The real danger is reducing success to a narrow, individualistic idea and forgetting that true excellence is built on interaction, openness, and learning."



not isolation or rebellion." He noted that some graduates avoid conventional career paths or traditional sectors, dismissing them as unworthy of their ambition. Others delay career decisions in search of a

"perfect" fit, creating what he described as a "suspended professional identity." The consequences, he warned, extend beyond professional setbacks. "The most immediate danger is missing out on opportunities," he said. "On the personal side, it creates a chronic sense of inadequacy, indecision, and even burnout." At QCDC, counsellors have observed students rejecting established fields without clear alternatives, or switching majors and internships repeatedly in search of something "different." Some choose university majors mainly to separate themselves from family traditions rather than genuine interest.

QCDC addresses these challenges through services such as the Al-Dileela one-on-one counselling programme and job shadowing opportunities, which combine self-discovery with

practical career guidance. The center also publishes Career Guide magazine, introducing youth to real-life role models who combine ambition with balance. Al-Balham stressed that redefining uniqueness is key. "It doesn't mean rejecting every existing path or inventing something totally new. Real uniqueness is about adding value to what already exists—innovating within context, not outside it," he said. His advice to young people was clear: "Don't let the pressure to be unique become a burden. Your success doesn't depend on how different you are — it depends on how close you are to your values, your goals, and your reality. True excellence doesn't shout. It resonates."

استشفي التوجيه والتطوير المهني بمرکز قطر... ثلاث مسارات جديدة للإرشاد المهني

ثلاثة مسارات جديدة للإرشاد المهني



تهدف إبعاد كولد وطيدة متخصصة في التوجيه المهني... ترحب المحاضرة المهنية بتفتح أفاق الطلبة كافة على نهج العمل الواقعية... ثلاث مسارات جديدة للإرشاد المهني... من ثلاثة التخصصات... إلى المهن...

خطاب يرسم خريطة طريق

أكد الدكتور سعيد عبد الله الخرجي المدير التنفيذي لركز قطر للتطوير المهني «العربي» أن القانون يحمي المرأة العاملة من التمييز بسبب «الحمل» ويرفض المساس بحياتها الشخصية. وقال الخرجي في حوار له مع «العربي» إن دولة قطر أظهرت اهتماماً وثقراً بما يمكن المرأة في عالم العمل من خلال القوانين والسياسات.

القانون يحمي المرأة العاملة من التمييز بسبب «الحمل»

تطور متواصل في مساهمة المرأة التطوعية بسوق العمل

Empowering youth by linking education, careers and national development

Awareness Campaigns

Autism Awareness Month

To move inclusion from broad messaging into practical workplace understanding, QCDC marked Autism Awareness Month with a five-episode video series published across its digital platforms. The series delivered a clear message to employers, students, parents, and career development practitioners: inclusive hiring strengthens teams by harnessing diverse strengths, particularly in thoughtfully designed workplaces. The campaign achieved 9.5 million views across platforms.

Presented by Sini Parampota, a global career development expert and Secretary/Board Member

of the Asia Pacific Career Development Association (APCDA), the series highlighted how traits such as precision, commitment, attention to detail, and deep focus can translate into value across many roles.

Episodes also outlined practical, reasonable workplace adjustments such as clear task design, flexible communication, inclusive spaces, and a supportive culture; alongside simplified guidance for employers on attracting and developing talent, and messages that help families and youth imagine more inclusive career possibilities.



Humanitarian Heroes

When humanitarian work is understood as a set of real career pathways and not just a broad idea, young people can navigate it with greater clarity and purpose. That is the premise behind “Humanitarian Heroes,” a campaign delivered by QCDC in collaboration with the Qatar Red Crescent Society (QRCS) across QCDC’s digital platforms. Designed for students, parents, counselors, and educators, the campaign featured a series of short videos in which each episode introduces a QRCS volunteer “hero” sharing what they do, how they prepare, and the skills and values needed to create meaningful impact.

Across ten episodes, the campaign provided a practical window into the range of roles within the humanitarian

sector, from medical services and emergency response to logistics, water and sanitation, first aid, and psychosocial support; reinforcing that impact is built through a complete skills ecosystem rather than a single specialization.

Content was delivered in Arabic with English subtitles to expand access, and connected inspiration to action by pointing audiences toward training opportunities and supporting resources that help youth explore humanitarian careers. The campaign achieved more than 11.8 million views and engagement from more than 34 thousand followers, supporting QCDC’s broader role in career knowledge creation and informed, value-driven career choice.

أبطال الإنسانية

Humanitarian Heroes





Conferences and International Participations



To keep career development practice current and grounded in real outcomes, QCDC maintains an active presence in regional and international conferences and forums. These platforms create practical space to exchange expertise, build partnerships, and test what works across different contexts. They also allow QCDC to share Qatar's experience in positioning career guidance as a driver of human capital development, offering models that can be adapted to other settings.

International engagement strengthens local delivery. By tracking emerging trends, evaluation tools, and effective interventions, QCDC identifies what is relevant to the Qatari context and translates it into actionable programs, publications, and practice standards, reinforcing a culture of continuous learning that improves services over time.

National Career Development Association Conference United States of America

In June 2025, QCDC participated in the National Career Development Association (NCDA) conference in Atlanta, one of the field's leading global convenings, bringing together more than 1,000 career development leaders and practitioners. QCDC was represented by Mr. Mohammed Ali AlYafei, Head of Career Programs and Services, who highlighted Qatar's approach to experiential career learning through flagship workplace exposure programs such as the Little Employee initiative, Career Village and My

Career – My Future programs; alongside QCDC's work to advance a more integrated national career development ecosystem in coordination with the education and labor sectors.

The participation supported knowledge exchange and international relationship-building that strengthen the localization of best practice and prepare young people for a fast-evolving world of work, aligned with Qatar National Vision 2030.





First Career Guidance Forum Kingdom of Saudi Arabia

Strengthening regional collaboration remains a key part of QCDC's approach to ecosystem-building. In November 2025, QCDC took part in the First Career Guidance Forum in Riyadh, reflecting a shared GCC commitment to improving career guidance practice and aligning it with labor market transformation.

The forum was organized by the Human Resources Development Fund (Hadaf) in collaboration with King Saud University and welcomed more than 500 participants, including leaders, experts, counselors, and partner entities from within Saudi Arabia and beyond.

QCDC used the platform to exchange Gulf perspectives on linking guidance to economic diversification priorities and to explore pathways toward a regional community of practice, one that shares tools and standards and raises service quality across schools, universities, and employment centers. The Center also presented Qatar's model for helping youth translate self-awareness and values into skills plans and structured field experiences, supporting stronger human capital readiness across the region.



Learning Technologies Conference 2025 United Kingdom

To strengthen the digital and interactive dimensions of career guidance, QCDC experts participated in Learning Technologies 2025 in London, alongside more than 11,000 education, training, and professional development specialists. Participation focused on emerging learning and delivery approaches, including artificial intelligence, virtual and augmented reality, microlearning, and learning data analytics; and how these tools can help career development services become more engaging, personalized, and responsive to beneficiary needs.

These insights inform QCDC's ongoing efforts to refine delivery models and strengthen the quality of career development support offered across Qatar's education and training landscape.



Community Engagement and Outreach

Designed as a space for listening as well as advising, QCDC's community outreach builds trust and ensures career guidance remains connected to real needs on the ground. In 2025, QCDC took part in 31 community engagement activities across Qatar, reaching students across education stages as well as parents, counselors, and educators. Engagements ranged from guidance and support workshops to university and career fairs, alongside national community gatherings such as National Sport Day and Qatar National Day, ensuring QCDC is present where questions are asked, and education and career choices are actively forming.

Through these touchpoints, QCDC delivered awareness and guidance sessions that helped participants better understand academic options and career pathways, build readiness skills for university and work, and connect personal interests with abilities and available opportunities. On the fairs side, QCDC participated in a broad range of university and career fairs to reach diverse student groups, including events hosted by Education City, the Academic Bridge Program, Lusail University, Oryx Universal College, Qatar University, and Al Kaaban Primary School for Girls, among others.

QCDC's outreach also extended into wider community platforms, including International Day of Education activities led by MoEHE, the "Family to be" event organized by Qatar Reads (Qatar National Library), a participation in the first edition of Qatar Foundation's Qiyadah conference, and the career fair for persons with disabilities.

Together, these engagements support a strategic goal: expanding access to career development

services for all community segments and across abilities, strengthening career awareness, and connecting students and families with universities and employers within a single partner network focused on investing in human capital and building a dynamic, inclusive national career development ecosystem for Qatar's future.





Partnerships

A strong career development ecosystem is built through coordinated action, not isolated efforts. For QCDC, partnerships are the mechanism that aligns education, labor, and community stakeholders around shared priorities, expands access to services, and strengthens delivery across different audiences.

These collaborations translate strategy into measurable outcomes, through co-designed programs, shared expertise, and evidence-informed interventions. By growing its network locally, regionally, and internationally, QCDC continues to elevate service quality, widen impact, and help individuals make more informed academic and career decisions in support of Qatar's human capital development goals.

U.S. Embassy in Doha

Through a long-standing partnership with the U.S. Embassy in Doha and Education USA, QCDC supports career knowledge creation, counselor capacity-building, and access to reliable resources on academic and career pathways. One of the partnership's key outcomes is the annual Career Counselors Hub, delivered in collaboration with MoEHE, which has become a leading national training platform bringing together career guidance and development practitioners across Qatar.



Ministry of Education and Higher Education

As QCDC's primary national partner in the school ecosystem, MoEHE plays a central role in strengthening academic and career guidance within schools and connecting it to post-secondary decision-making. In 2025, this strategic collaboration enabled flagship initiatives such as Career Village and the Career Counselors Hub, while also supporting more integrated national coordination through the policy deliberation session on establishing Qatar's national career development ecosystem.

The partnership also expanded to include the Winter Edition of My Career – My Future as a focused workplace exposure model, and MoEHE support for distributing Career Guide through education

channels, ensuring students, counselors, and parents can access trusted, practical career content. Together, these joint efforts contribute to a more consistent and sustainable national approach to career development.



Ministry of Labour

With a shared focus on youth employability and smoother transitions from education to work, QCDC's partnership with MoL continued to mature in 2025. The collaboration was especially visible through the Winter Edition of My Career – My Future, delivered jointly with MoEHE as a structured, five-day workplace learning model that brings students closer to sector realities and early professional skills.

This cooperation is also anchored in an institutional MoU covering training, qualification, and employment-related areas, supporting more tailored interventions, including efforts that strengthen the inclusion of people with disabilities and learning difficulties in the labor market, and coordinated initiatives that build national workforce capability amid fast-moving labor market change.





Ministry of Sports and Youth

To reach youth at different stages of their education journey, QCDC continued working with MSY through a partnership focused on skills-building and career readiness. In 2025, this collaboration delivered Entilaqah for university students as a practical space to clarify pathways and strengthen employability tools, alongside the third edition of Get Ready for high school students. Due to increased demand, Get

Ready was delivered across two consecutive cohorts. Together, these programs combine academic guidance, career planning, and skills development in a format that responds to youth realities, supporting clearer, more confident decision-making and reinforcing youth empowerment as a pillar of human capital development in Qatar.



EduCluster Finland

Designed to localize international best practice into the Qatari context, QCDC's collaboration with EduCluster Finland continued in 2025 through strategic advisory support and capacity-building expertise. EduCluster Finland experts played a key role in enriching the national ecosystem policy dialogue organized with MoEHE, contributing global perspectives that support alignment on standards, roles, and coordinated delivery across stakeholders.

The collaboration also served as preparatory work for QCDC's Post-Graduate Diploma in Career Development with national partners, contributing to the program's competency and knowledge design and helping shape locally relevant content grounded in established global experience, in service of more sustainable professional practice in Qatar.



Education Above All Foundation

Through a partnership formalized under an MoU, QCDC continued collaborating with the Education Above All Foundation to support students in Assalam schools under the Together Project with career guidance and development services. This cooperation enables students to access QCDC opportunities through the Center's platforms and experiential programs, such as Career Village and My Career – My Future, helping them explore pathways, build early career awareness, and move forward with greater confidence.



Renad Academy

QCDC's collaboration with Renad Academy is anchored in an MoU that supports the sustained delivery of inclusive, tailored career development services for students with learning difficulties, particularly students with autism. In 2025, both parties continued implementing WeGrow, an intervention that strengthens personal skills, employability readiness, and gradual transition toward more inclusive training and career pathways. The program benefited 30+ Renad Academy students, reinforcing QCDC's broader commitment to expanding accessible career development opportunities.



Qatar TV



Qatar TV serves as a national platform that helps extend the reach and visibility of QCDC's public messages. In 2025, Qatar TV hosted hands-on training placements for participants in EmpowerAbility, providing applied media exposure and skill-building. The channel also continued its role as a media partner for Little Employee, strengthening the initiative's community presence and wider awareness.

Qatar University

As one of Qatar's key national institutions preparing future talent for the labor market, Qatar University remains an important partner for QCDC's outreach and readiness-building efforts. During 2025, QCDC supported the University's career fairs and delivered workshops for students, equipping them with practical tools to manage career pathways and make informed decisions with greater confidence.



Qatar National Library

Expanding access to reliable career knowledge is a shared priority for QCDC and Qatar National Library (QNL). Through QNL's Qatar Directory of Research Institutions, audiences can access verified information on QCDC services and publications. QNL also hosts a wide selection of QCDC resources across its platforms, including Career Guide magazine, research papers, reports, and awareness materials, making them accessible to practitioners, researchers, and the wider public, and supporting stronger career awareness among youth.



Ehsan Center for Empowerment and Elderly Care

In 2025, QCDC signed an MoU with the Ehsan Center for Empowerment and Elderly Care to strengthen the role of older adults as active partners in intergenerational knowledge transfer. The partnership creates pathways to engage seniors in selected QCDC initiatives, such as Little Employee and Al-Dileela, where their experience can add depth as mentors and guides. It also supports sharing their stories and expertise through QCDC platforms and Career Guide, reinforcing the value of lived experience in shaping informed, meaningful career decisions.



تمكين ورعاية
Empowerment & Care

الاجتماعي Social

Wafeeq Platform

To strengthen accessibility within its disability-focused career development interventions, QCDC signed an MoU with Wafeeq: the first platform specializing in professional sign language interpretation services in the Arab region. This collaboration supports easier access for beneficiaries with disabilities across QCDC services and activities, reflecting the Center's commitment to inclusive design and delivery. By improving communication access and participation, the partnership advances equal opportunity and strengthens the quality of programs tailored to people with disabilities.



وَفِيق
وصول. تمكين. إرتقاء



Testimonials

Get Ready empowers Qatari youth and builds their capabilities in line with the Ministry's vision to nurture a responsible, engaged generation with a strong national ethos. The program raises awareness about choosing the right university major; introduces national and international universities and scholarship opportunities; and develops practical skills — such as crafting CVs and personal statements — that help young people participate effectively in society and the workforce.

Fawaz Al-Mesifri
Director of Youth Affairs
Ministry of Sports and Youth

The Workforce Integration Program for People with Disabilities, organized in partnership with QCDC, is a concrete step toward integrating and empowering people with disabilities in the labor market and supporting their economic and social independence," adding that similar initiatives will continue to advance equal opportunity.

Reem Al Ajmi
Director of the Community Care Department
Ministry of Social Development and Family

I extend my heartfelt thanks to QCDC, MoEHE, and MoL for giving us the chance to gain real, hands-on experience through the My Career – My Future program, and for connecting students to the world of work through this valuable opportunity.

Noura Al-Dosari
Participant
"My Career – My Future" - Winter Edition

We thank QCDC for the wonderful EmpowerAbility program and the meaningful messages it carries. We also appreciate the Center's support for our children and their efforts to include them in national occasions, helping them build confidence in themselves.

Parent of student Jassim
Participant
EmpowerAbility

The EmpowerAbility program taught me to believe in myself and to turn challenges into opportunities. My advice to every participant is to be fully engaged, never be afraid to ask questions, and step out of your comfort zone to grow and learn.

Hussain Alkharraz
Participant
EmpowerAbility



The My Career – My Future program was an exceptional, meaningful experience for my son. It gave him a genuine opportunity to integrate into a real workplace, which clearly strengthened his career awareness, self-confidence, and ability to connect what he learns at school with what he sees in practice. That growth also showed up in our family conversations about his academic future and his university and career options. This leading national initiative builds ambition, seriousness, and a sense of responsibility in students, and opens wider horizons for them to better understand themselves and their potential.

Parent of Faisal Al-Haidous
Participant
“My Career – My Future” - Winter Edition



I was pleased to take part in the My Career – My Future program. This experience gave me a close-up look at what work is really like, and how the concepts we learn in school translate into practical systems run with precision and responsibility. I also learned the value of teamwork and discipline. This wasn't just training; it was a step that helped me see my future more clearly. It strengthened my interest in technical and engineering fields and confirmed that making the right career choice starts with real-world experience.

Mohammed Al-Yafie
Participant
“My Career – My Future” - Winter Edition



Career Counselors Hub has become an essential platform for exchanging experience and best practices—empowering students to chart their academic and career paths in an informed and deliberate manner. We appreciate the strategic partners—chief among them QCDC, the U.S. Embassy in Doha, and QF Higher Education—for their valuable support in enriching the forum's program, stressing that these efforts are especially significant in light of Qatar National Vision 2030, which places investment in human capital at the heart of building a brighter future.

Maha Zayed Al-Ruwaili
Assistant Undersecretary for Educational Affairs
Ministry of Education and Higher Education



The U.S. Embassy is proud to collaborate with Qatari institutions, including QCDC the dedicated hosts of this Counselors' Hub, to connect students with opportunities to study, research, and innovate in Qatar and the United States. Counselors help students make thoughtful decisions about their education and careers, developing a skilled, confident, and resilient generation. Their guidance shapes the next generation of leaders, innovators, and changemakers who drive progress in their communities and beyond.

Stefanie Altman-Winans
Charge d'Affaires ad interim (a.i.)
U.S. Embassy in Doha



PARTNERS OF THE YEAR

