

Xerafy and GBDG Showcase RAIN RFID Solutions for Construction and Infrastructure at Project Qatar 2026

Industrial RFID tags and labels for asset identification and traceability will be featured at GBDG Booth C03, Hall 03, during Project Qatar 2026 exhibition.

DOHA, QATAR, June 8, 2026 /EINPresswire.com/ -- Xerafy, a manufacturer of [industrial RFID tags and labels](#), and [GBDG](#) (Gulf Business Development Group) will showcase [RAIN RFID](#) solutions for construction, infrastructure, logistics, airport operations, and data center applications at Project Qatar 2026, taking place 9-11 June at the Doha Exhibition and Convention Center (DECC).

Now in its 22nd edition, Project Qatar brings together stakeholders from the construction, building materials, infrastructure, and technology sectors to explore products and solutions supporting Qatar's ongoing urban, industrial, and infrastructure development. The event reflects the country's continued focus on innovation, sustainability, and long-term development aligned with Qatar National Vision 2030.

Supporting Asset Visibility Across Growing Infrastructure Projects

As construction and infrastructure projects become increasingly complex, organizations face growing challenges in maintaining visibility of tools, equipment, materials, returnable assets, and critical infrastructure components throughout their lifecycle.

Manual identification processes can create inefficiencies in inventory management, asset utilization, maintenance planning, and compliance reporting. RAIN RFID technology provides a scalable approach to automatically identify and track physical assets across project sites, warehouses, logistics operations, and operational facilities.

The increasing adoption of digital asset management strategies across construction, transportation, logistics, and industrial sectors is driving interest in RFID-based identification



Xerafy MICRO Series Industrial RFID Tags

systems that can operate reliably in demanding environments.

Showcasing Industrial RFID Solutions for Construction and Infrastructure At Booth C03, Hall 03, GBDG will present Xerafy's portfolio of industrial RFID solutions designed for challenging deployment environments commonly found across construction and infrastructure projects.

Featured products include:

- OUTDOOR Series RFID Tags for equipment, containers, infrastructure assets, and outdoor installations.
- MICRO Series RFID Tags for tools, metal assets, maintenance equipment, and operational inventory.
- Metal Skin® RFID Labels for compact assets requiring low-profile

identification while maintaining reliable performance on metal surfaces.

The solutions support a range of applications including construction equipment tracking, infrastructure asset management, logistics operations, warehouse automation, airport asset visibility, data center asset management, and industrial maintenance workflows.

RAIN RFID Beyond Oil and Gas

While RAIN RFID adoption in the Gulf region has historically been associated with Oil & Gas operations, demand is expanding into a broader range of industries driven by infrastructure investment, industrial modernization, and increasing requirements for asset visibility.

Construction contractors, logistics operators, airport authorities, utility providers, and data center operators are increasingly evaluating RFID as part of their digital asset management strategies.

"The Middle East has long been an important market for RAIN RFID in Oil & Gas," said David Read, EMEA Director at Xerafy. "Today, we are seeing growing interest from organizations involved in infrastructure development, logistics, airport operations, manufacturing, and data center management. These industries are looking for practical ways to improve asset visibility, operational efficiency, and lifecycle traceability, and RFID is becoming an increasingly important part of that strategy."

Supporting Regional RAIN RFID Adoption Through Local Collaboration

Through its collaboration with GBDG, Xerafy continues to support organizations across the region with access to industrial RFID technology and deployment expertise tailored to local project requirements.



Xerafy XPLORER Screw RFID Tag for Oil and Gas

“We are pleased to present Xerafy’s advanced RAIN RFID solutions to Qatar's manufacturing, construction, logistics, and infrastructure sectors. Project Qatar provides an ideal platform to demonstrate how RFID technology can enhance asset visibility, operational efficiency, and digital transformation initiatives across the region.”— Nitin Ghuliani, General Manager, Gulf Business Development Group W.L.L

Visit Us at Project Qatar 2026

Visitors to Project Qatar 2026 are invited to visit GBDG Booth C03, Hall 03, to explore RAIN RFID solutions for construction, infrastructure, logistics, airport operations, manufacturing, and data center asset management.

To schedule a meeting or request product samples, contact us.

About Xerafy

Xerafy designs and manufactures industrial RAIN RFID tagging solutions for asset tracking, inventory management, and automation in demanding environments. Its portfolio includes rugged RFID tags, printable on-metal labels, embedded RFID tags, and application-specific tagging solutions for industries including manufacturing, logistics, healthcare, oil and gas, aerospace, data centers, and textiles. Xerafy works with system integrators, technology partners, and global enterprises to help digitize physical assets with reliable RFID performance in real-world conditions.

About GBDG

Gulf Business Development Group (GBDG), W.L.L established in 2013, is a leading Qatar-based company delivering advanced solutions across intelligent transportation systems, ICT, ELV systems, electrical and lighting, robotics, artificial intelligence, hologram technologies, and advanced pipeline inspection solutions. The company also specializes in pavement condition surveys, LCMS2 equipment distribution, and Xerafy RFID solutions.

With expertise spanning design, integration, implementation, and maintenance, GBDG provides comprehensive solutions including CCTV, access control, networking, public address systems, smart automation, AI-driven technologies, humanoid robots, quadruped robotic systems, robotic cleaning solutions, precision manufacturing technologies, and advanced pipeline inspection systems for critical infrastructure and industrial applications. The company also delivers innovative 3D hologram display solutions for immersive visualization, communication, and interactive digital experiences, alongside high-quality Assa Abloy door solutions tailored to international standards.

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