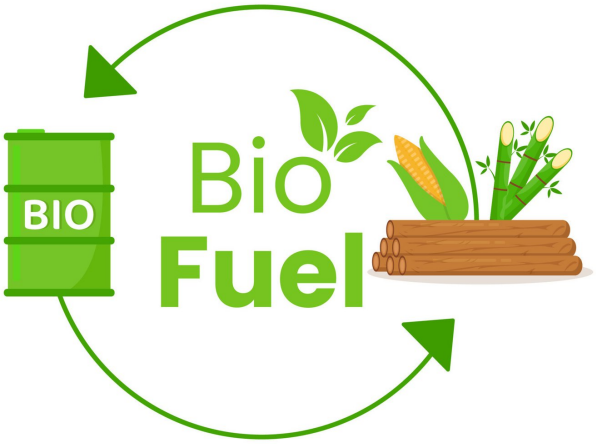
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# Qatar's alternative fuel strategy gets B100 boost

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**The exclusive strategic alliance will bring 100 per cent biodiesel to the Qatari market, targeting diesel-dependent operations across public and private sectors as the country advances its decarbonisation and energy diversification priorities**




The transition away from conventional diesel is creating new opportunities for alternative fuels in markets seeking to reduce emissions without disrupting existing operations. In Qatar, a new partnership between Kingdom Konsult and Saudi Arabia's The Biofuel Company (TBFCO) aims to bring B100 biodiesel into the commercial mainstream.

Kingdom Konsult (KK), a Qatar-based consultancy focused on sustainability, circular economy and energy transition, has entered into an exclusive strategic partnership with TBFCO to develop the market for B100 biofuel in the country.

Under the agreement, Kingdom Konsult will lead commercial outreach, stakeholder engagement and market development, connecting TBFCO's production capabilities and technical expertise with potential customers and organisations across Qatar.

TBFCO, meanwhile, will be responsible for supplying B100 and providing the technical assistance required for its deployment. Its commitments include product documentation, certifications, technical support and implementation assistance to prospective users.

**Targeting diesel-dependent operations**

The partnership will focus on identifying practical applications for B100 across public- and private-sector operations. Organisations operating diesel-dependent fleets and equipment represent a potential market for the fuel, particularly where alternative energy solutions must meet existing operational requirements.

B100, referring to fuel comprising 100 per cent biodiesel, offers a potential pathway for reducing dependence on conventional petroleum-based diesel. Its relevance to fleet operators and equipment users will depend on application-specific performance, compatibility and deployment requirements.

By combining Kingdom Konsult's local market-development role with TBFCO's supply and technical capabilities, the partners intend to build connections between fuel producers and organisations exploring lower-emission alternatives for their operations.

**Connecting biofuels with Qatar's energy transition**

The collaboration is positioned within Qatar's broader priorities around decarbonisation, energy diversification and long-term economic resilience. The partnership seeks to translate these objectives into practical fuel applications rather than limit the discussion to sustainability commitments.

For the Qatari market, developing a viable B100 ecosystem will require more than securing fuel supplies. Technical readiness, customer confidence, certification requirements and the ability to support deployment across different operating environments will influence adoption.

Kingdom Konsult's market-facing role is expected to help identify potential applications and engage stakeholders, while TBFCO will provide the product and technical infrastructure needed to support implementation.

The agreement marks an effort to establish a commercial route for B100 in Qatar, but its longer-term significance will depend on the scale of customer uptake and the ability to demonstrate reliable performance across diesel-dependent operations.

As Gulf economies explore a broader mix of energy-transition solutions, biofuels could offer an additional option for sectors where replacing existing equipment and infrastructure may be challenging. Whether this partnership can turn that opportunity into sustained market demand will depend on the economics, technical suitability and practical deployment of B100 across Qatar.