

- ☛ Qatar Strengthens Regional Leadership with Top Peace Ranking
- ☛ Next Generations Apple Intelligence and Siri AI
- ☛ Meta Launches Business Agent
- ☛ AI Agent is Taking Action on Behalf of Business
- ☛ Football, Formula 1 and Tennis Highlights for June



## Inside this issue



Qatar tops MENA in the Global Peace Index 2026.



Apple Intelligence and Siri AI



Finyal Educational Insight



Global Sports Highlights

## Qatar Named the Most Peaceful Country in MENA in Global Peace Index 2026

A proud moment for Qatar.

In June 2026, Qatar was ranked as the most peaceful country in the Middle East and North Africa region in the Global Peace Index 2026, reinforcing its position as one of the region's safest, most stable, and most secure nations.

The results also showed an improvement in Qatar's Societal Safety and Security score, which moved from 1.400 to 1.369. This progress reflects the effectiveness of the country's institutions, national capabilities, social cohesion, and continued commitment to public safety and stability.

Beyond international recognition, peace and security provide a strong foundation for sustainable development, investment, innovation, business growth, and quality of life. Qatar's achievement demonstrates how forward-thinking governance and long-term national planning continue to support a more resilient and prosperous future.



## Indian Mango Exhibition Sets New Records at Souq Waqif

The third edition of the Hamba Indian Mango Exhibition concluded successfully at Souq Waqif after running from 18-27 June 2026 at the Eastern Square.

Organized by the Celebrations Committee of the Private Engineering Office in cooperation with the Embassy of India in Qatar, the ten-day exhibition welcomed more than 155,600 visitors and recorded sales of approximately 187.3 tonnes of mangoes—its strongest results since the event was launched.

More than 35 Indian companies participated, presenting premium mango varieties alongside juices, desserts, pickles, specialty foods, and other mango-inspired products. Several varieties and products were also introduced to the Qatari market for the first time.

The exhibition's growing popularity highlights Souq Waqif's role as a leading cultural and seasonal destination while also strengthening commercial, cultural, and people-to-people connections between Qatar and India.



# Apple Introduces Next-Generation Apple Intelligence and Siri AI

During the Worldwide Developers Conference held in June 2026, Apple introduced the next generation of Apple Intelligence and an entirely redesigned Siri AI experience.

The new Siri is designed to be more conversational, context-aware, and capable of completing actions across applications. Apple also expanded AI-powered capabilities across its devices, including intelligent search, writing assistance, image editing, browsing support, and personalized productivity features.

A major focus of the announcement was privacy. Apple said the new architecture would process many AI tasks directly on users' devices, while more advanced requests would be handled through its Private Cloud Compute infrastructure.

The announcement demonstrates how AI assistants are evolving from simple voice tools into integrated digital companions that understand context, retrieve information, and complete tasks across a connected technology ecosystem.



# Meta Launches Business Agent for Always-On Customer Support

Meta introduced its Business Agent in June 2026, offering businesses an AI-powered system capable of responding to customers, recommending products, booking appointments, qualifying leads, and supporting sales conversations.

The Business Agent is designed to operate across platforms including WhatsApp, Messenger, Instagram, and Meta Business Suite. It can communicate using the business's preferred tone and respond to customers in local languages, while allowing human team members to step in whenever required.

Meta reported that more than one million businesses were already using Business Agents on WhatsApp and Messenger to manage customer conversations around the clock.



# TikTok Introduces Agentic AI Tools for Campaign Creation

At Cannes Lions 2026, TikTok introduced Symphony Agent, an agentic AI solution designed to help advertisers develop platform-native campaigns faster and at greater scale.

The tool can use brand objectives, performance signals, platform trends, and creator insights to assist with video development, content discovery, creator selection, campaign briefs, and creative adaptation across different markets.

Symphony Agent is being integrated into TikTok's Creative Studio, Content Suite, and TikTok One ecosystem. These integrations allow advertisers to move from an initial campaign idea to creator discovery and content activation through conversational AI workflows.

The announcement reflects the growing role of AI in creative production. Rather than replacing creators, platforms are increasingly using AI to help brands identify relevant voices, scale authentic content, and react more quickly to cultural moments.

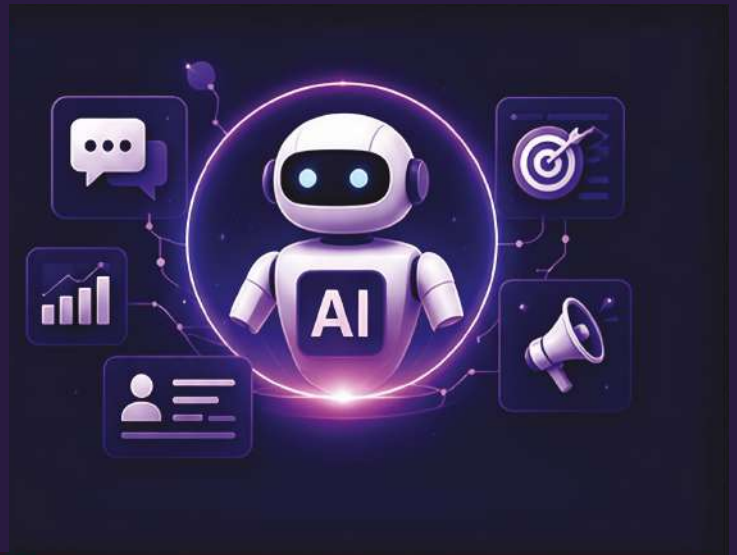


# Agentic Marketing: When AI Moves From Assistance to Action

For the past few years, artificial intelligence has mainly helped marketers generate ideas, write content, analyse data, and automate repetitive tasks.

The announcements made by Apple, Meta, TikTok, and other technology platforms during June 2026 reveal a more significant transition: AI is beginning to take action on behalf of businesses.

This new phase is commonly described as agentic AI.



## 01

### AI Is Moving From Outputs to Outcomes

Traditional generative AI produces an output when requested, such as a caption, image, report, or recommendation.

**AI agents go further. They can:**

- Understand a business objective
- Analyse available information
- Decide which action should be taken
- Use connected tools and platforms
- Complete multiple steps toward a result



For marketers, this means AI may no longer stop after suggesting a campaign idea. It may help create the assets, identify suitable creators, launch customer conversations, qualify leads, and recommend the next action.

## 02

### Customer Service Is Becoming Part of Marketing

Customer service, lead generation, and sales have traditionally operated as separate business functions.

**AI agents are beginning to connect them.**

A customer can now discover a brand through social media, start a conversation through WhatsApp or Instagram, receive a product recommendation, book an appointment, and complete a purchase within one connected journey.



This reduces delays between customer interest and business response while creating more personalized experiences at scale.

## 03

### Creative Production Is Becoming Conversational

Creating campaigns previously required multiple briefs, meetings, production stages, and approval processes.

**Agentic creative tools allow marketers to describe an objective through a conversational interface and receive recommendations based on platform trends, audience signals, creator content, and campaign performance.**



This can dramatically improve speed, but faster production does not automatically mean better marketing. Businesses must still provide clear brand direction, strong creative judgment, and accurate information.

## 04

### Brand Governance Becomes More Important

As AI systems produce more content and interact directly with customers, businesses face greater responsibility for what those systems communicate.

**Brands need clear rules covering:**

- ✓ Tone of voice
- ✓ Product and service information
- ✓ Customer-data handling
- ✓ Escalation to human teams
- ✓ Content approval
- ✓ Legal and cultural compliance



Without strong governance, automation can spread inaccurate information or create inconsistent customer experiences at a much greater speed.

## 05

### Human Judgment Remains the Competitive Advantage

AI agents can increase speed, capacity, and operational efficiency. However, they cannot independently replace human understanding of culture, emotion, reputation, ethics, and long-term brand strategy.

**Successful teams will not simply automate everything possible. They will decide carefully:**

- Which activities should be automated
- Which decisions require human review
- Where personal interaction creates greater value
- How AI can support rather than weaken the brand experience

### Finyal Perspective



The next stage of digital marketing will not be defined only by who uses AI.



It will be defined by who uses it responsibly, strategically, and with a clear understanding of the customer.



Agentic AI can help businesses move faster, respond continuously, and operate at greater scale. But technology becomes valuable only when it is **guided** by accurate data, strong creativity, structured governance, and genuine human insight.



# Sports

## FOOTBALL

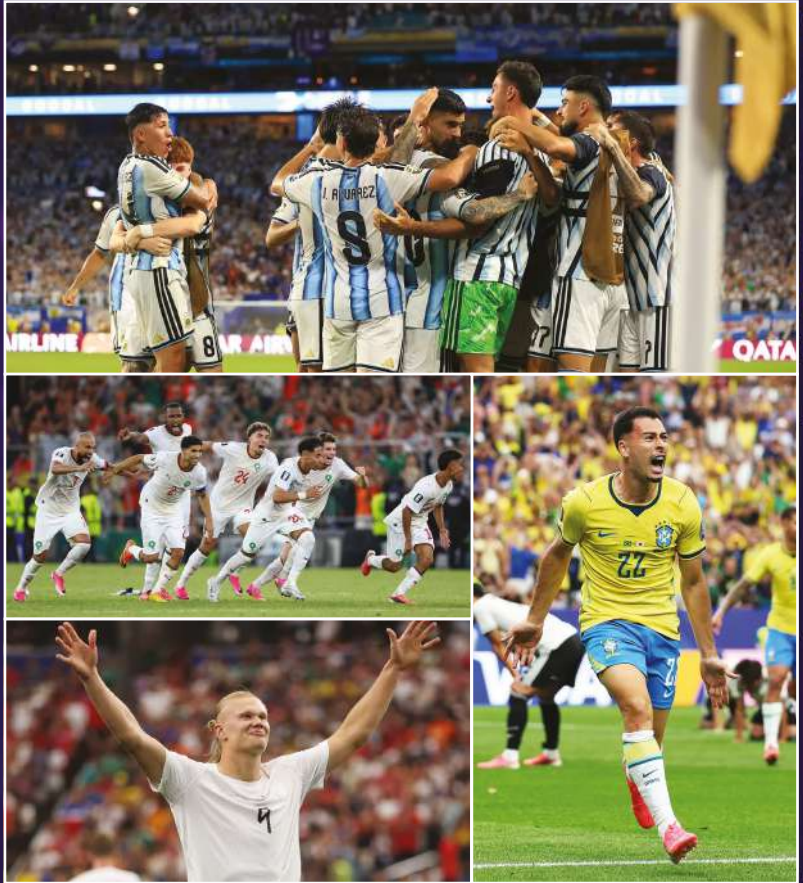


### FIFA WORLD CUP:

- Defending champions Argentina national football team advanced comfortably from their group.
- France national football team and Brazil national football team looked particularly strong, both finishing at the top of their groups.
- Co-hosts Mexico, Canada and United States national football teams all reached the knockout stage.
- Canada made history by winning their first-ever World Cup knockout match, defeating South Africa 1-0.
- Germany suffered another major disappointment, losing to Paraguay on penalties and exiting the tournament early for the third consecutive World Cup.
- Morocco continued their impressive recent World Cup form by eliminating the Netherlands in a penalty shootout.
- Kylian Mbappé starred for France, scoring twice in a dominant 3-0 victory over Sweden.
- Erling Haaland inspired Norway to a 2-1 win over Ivory Coast to reach the Round of 16.

For the Schedule click the below link:

<https://www.fifa.com/en/tournaments/mens/worldcup/canadamexicousa2026/articles/match-schedule-fixtures-results-teams-stadiums>



## FORMULA 1

With a strong second place in the Austrian Grand Prix on Sunday, pushing George Russell's Mercedes for victory, Max Verstappen gave Red Bull by far their best showing of the year. This was an encouraging reward for the team for bringing to the Red Bull Ring the third evolution of their RB22 model.

Aside from their on-track difficulties, a thorn in the side of Aston Martin has been Fernando Alonso's public declaration that he is considering his options for next season, with one possibility being that he retires as a driver.

His team mate Lance Stroll hasn't had the best time either, with the Canadian forced to use the Australian Grand Prix as a test session before enduring five DNFs in China, Japan, Monaco, Barcelona and Austria.

To check the driver standings please click the below link

<https://www.formula1.com/en/racing/2026>



## TENNIS

June 2026 was one of the busiest and most exciting months in tennis, featuring the conclusion of French Open, the beginning of the grass-court season, and the opening rounds of The Championships, Wimbledon.

### Queen's Club Championships

Francisco Cerúndolo won the men's title, the biggest trophy of his career, after defeating Tommy Paul in the final. Donna Vekić captured the women's title, beating Emma Raducanu.

### Wimbledon Gets Underway

Wimbledon began on 29 June, and the opening days already produced major headlines:

Serena Williams returned to singles competition at Wimbledon after four years away, drawing worldwide attention. Alexander Zverev survived a difficult first-round match to advance. Defending women's champion Iga Świątek advanced despite a tough opening match. There were early upsets, including the surprise first-round exit of Ben Shelton.



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