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# AGENCY CREDENTIALS

PREPARED BY  
**ELEVEN777**

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# WORK SAMPLE

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# Automechanika Dubai 2019 On-site Signage

Client

Messe Frankfurt Middle East



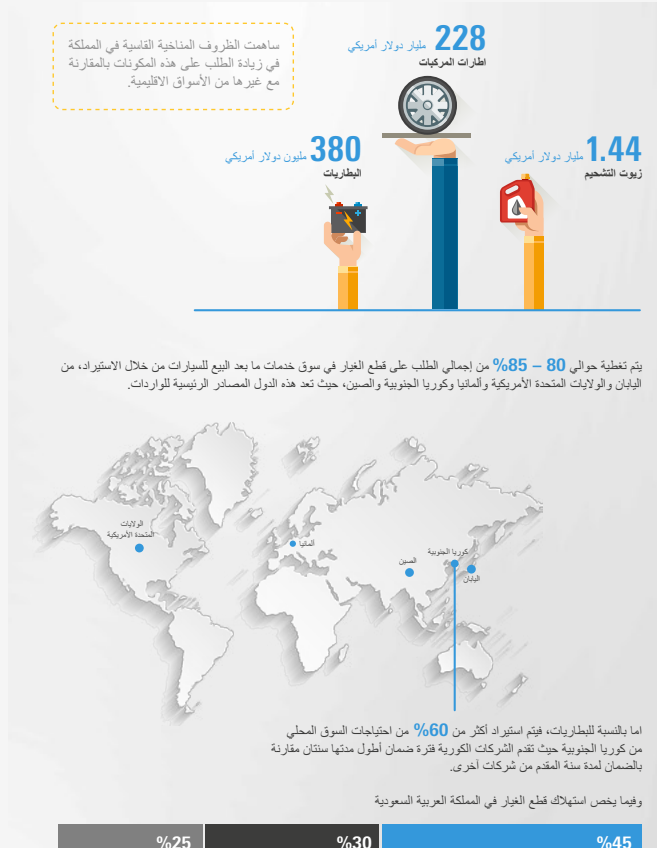
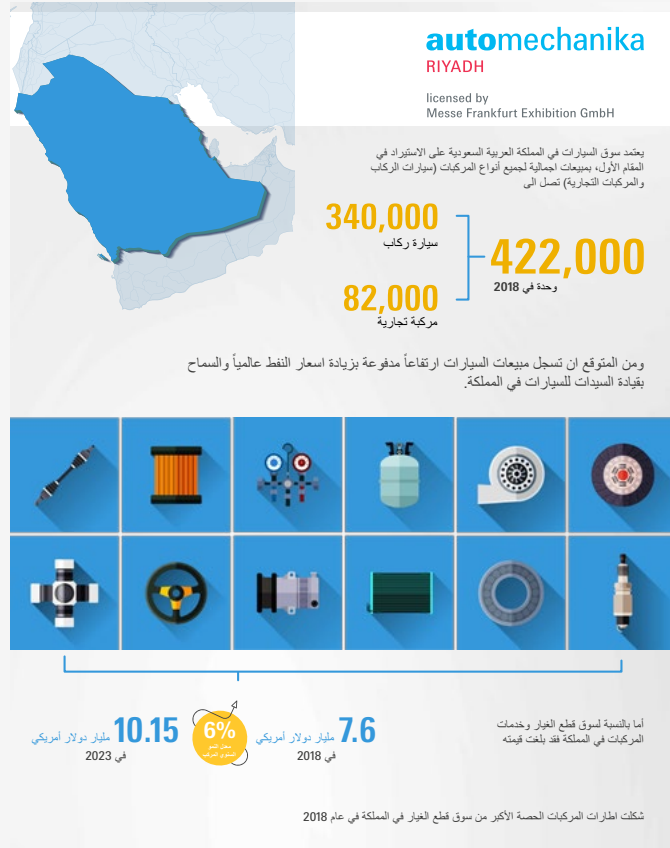
# Automechanika Dubai 2019 On-site Signage



# Automechanika Riyadh 2020 Aranca Whitepaper

Client

Automechanika Riyadh

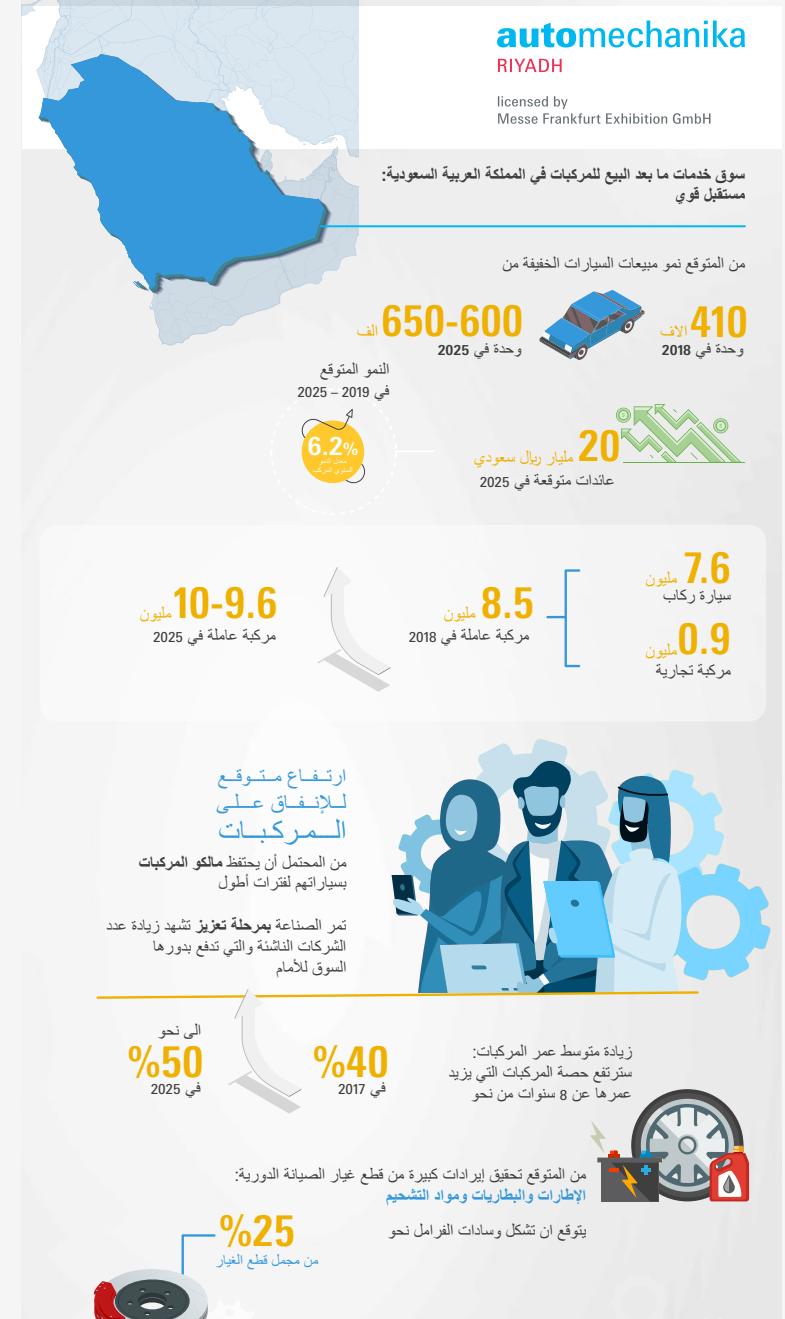


# Automechanika Riyadh 2020

## Frost & Sullivan Whitepaper

Client

Automechanika Riyadh



# Automechanika Riyadh 2024 (Sales Brochure)

**automechanika RYIYADH**  
Organized by **PARABA**

30 April – 02 May 2024

**Saudi Arabia's leading regional trade show for the automotive service industry**

www.amRiyadh.com

Pick up the pace in **the region's largest automotive aftermarket**

Saudi Arabia's automotive aftermarket  
Projected to reach an industry valuation of **US\$ 9.44 billion**  
by 2027 at a **6.43%** CAGR

Automechanika Riyadh returns after four years, at the Riyadh International Convention and Exhibition Center (RICEC) for its sixth Saudi Arabian edition from 30 April – 02 May 2024. As Saudi Arabia's leading regional trade show for the automotive aftermarket industry, Automechanika Riyadh provides an unparalleled platform for global brands and suppliers to showcase their offerings at the region's largest market.

Strategically located at the heart of The Kingdom, this is the ideal destination to meet trade buyers, from across the country, all under a single roof. The show is an unmissable opportunity to forge partnerships, establish distributors and gain critical insights into local and regional market trends.

**Visitor profile**  
**Visitor breakdown**

92% Domestic, 8% International

**77%** of visitors represent top management  
**59%** visited to initiate new business relationships  
**33%** visited to prepare and purchase

## Opportunities in the Saudi Arabian automotive aftermarket

The automotive aftermarket in Saudi Arabia shows significant growth and promising potential

- Government Support**: The Saudi Arabian government has implemented policies and initiatives to support the automotive sector, including the development of local manufacturing capabilities.
- Economic Development**: Saudi Arabia's current focus on economic diversification, including the Vision 2030 initiative, has positively impacted various industries, including the automotive sector. These initiatives aimed to drive infrastructure development, transportation, and services, resulting in increased demand for aftermarket products and services.
- Expanding Vehicle Ownership**: Saudi Arabia has a large and growing population with a strong demand for automobiles. The increasing vehicle ownership rate translates into a greater need for automotive aftermarket products and services.
- Growing Vehicle Age**: The average age of vehicles in Saudi Arabia has been increasing, leading to a rise in the demand for maintenance, repair, and replacement parts. As vehicles age, there is a greater need for aftermarket components and services, contributing to the growth of the industry.
- Market Size**: According to reports, the Saudi Arabian automotive aftermarket size is expected to reach approximately US\$ 9.44 billion by 2027. Also, as per statistics, up until 2022 alone, there were 11 million registered vehicles in KSA (including passenger cars, commercial vehicles and heavy-duty trucks).
- Consumer Preference for Customisation**: Saudi Arabian consumers, like many others globally, have a growing interest in customisation and personalising their vehicles. This trend creates opportunities for the aftermarket industry to provide a wide range of accessories, performance parts, and aesthetic enhancements.
- GIGA Projects within Saudi Arabia**: Ongoing infrastructure and economic development initiatives are contributing to the growth of the automotive sector as these projects drive new requirements related to the same - vehicles, transport services, aftermarket support, etc.
- Establishment of Key Government Entities**: Establishment of key government entities, including Ministry of Investment (Saudi Arabia MISA), National Industrial Development Center (NIDC), Transport General Authority (TGA), Saudi Industrial Development Fund (SIDF), and local government areas and commissions to further industry support and growth.

## What to expect at Automechanika Riyadh 2024

**180+** exhibitors, **15+** countries  
**5,000+** trade visitors, **11,200+** gross sqm  
**5+** country pavilions

As a leading automotive aftermarket company in KSA, we're celebrating 20 years of success as an exclusive agent for innovative international products for vehicle care, and we're gearing up to showcase our ground-breaking products and services at Automechanika Riyadh 2024. The premier platform will provide us with an unparalleled opportunity to connect with potential customers, unveil our latest innovations, and solidify our position as an industry pioneer. We're committed to leveraging this event to drive growth and expansion within the Saudi Arabian market, further cementing our legacy as a trusted provider of exceptional automotive solutions.

O2ProFormance

Some of the brands you will meet at the show

## How to participate

**Exhibit Pricing Structure**

- ONE SIDE OPEN: US\$ 470/sqm
- TWO SIDES OPEN: US\$ 480/sqm
- THREE SIDES OPEN: US\$ 490/sqm
- FOUR SIDES OPEN: US\$ 500/sqm
- SHELL SCHEME: US\$ 95/sqm
- FAIRSMART: US\$ 185/sqm

**Maximise your reach Marketing Toolbox**

We are pleased to offer our exhibitors a number of FREE tools to promote their presence at Automechanika Riyadh 2024 and maximise their impact at the show through the Marketing Toolbox.

- Promotion via E-Newsletters
- New Product Launches
- Printed Invites
- Email Signatures
- E-Cards & Web Banners

**PR**

Get the word out about your latest achievements and company news through our in-house PR campaign, which runs all year long. Send us your newsworthy stories to include in our next press release, newsletter or even as a feature on the show website (based on relevance of the shared content). Get in touch: kate.mcginley@uae.messefrankfurt.com

## Book your stand today

For pricing and other information, contact our team:

**International Sales – Messe Frankfurt Middle East**

**Muhammad Al Kouz**  
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+966 52 00 200 25 | Ext. 327

www.amRiyadh.com



# Automechanika Riyadh 2024 (Field Marketing Flyer)



WORK SAMPLE

# Automechanika Riyadh Ramadan E-card

Client

Automechanika Riyadh



# Automechanika Riyadh 2020 – Field Marketing Flyer

Client

Automechanika Riyadh



# Automechanika Riyadh 2020 E-shots

Client

Automechanika Riyadh



# MFME Exhibitor Guide

**Client**  
Messe Frankfurt Middle East

## Exhibitor Health & Safety at Messe Frankfurt Middle East Events

### Your safety is at the heart of our events

Messe Frankfurt Middle East exhibitions are organised in compliance with the Dubai World Trade Centre's 'Venue Safe' standards ensuring strict adherence to all safety and hygiene measures. Dubai World Trade Centre is certified with the Bureau Veritas (a world leader in testing, inspection and certification services) SafeGuard Label, which is awarded to a venue only when all requirements of a detailed audit are met.

Below you will find complete details of all measures taken to help ensure your safety along each step of your journey at our shows.

We look forward to welcoming you to your second home in Dubai.

## Arriving at the Venue

Avail of Exhibition Street Parking with direct access to the venue or Taxi, Uber and Careem drop-off points at both Exhibition and Convention gates. The World Trade Centre Metro Station is a mere 5-minute walk away.



Contactless temperature checks are conducted at all entry points.

Online pre-registration for all events is mandatory, for contact tracing purposes.

Thorough sanitisation of frequently touched parking areas (payment machines, booths) along with social distancing stickers in elevators and walkways are carried out.

If you have a fever, cough, shortness of breath, are feeling unwell or suspect to have symptoms of COVID-19, please seek medical attention and do not attend the event. Temperature checks are required prior to entry.

## At the Venue

Automated ticket badge dispensers with contactless payments are implemented where applicable.	Rigorous sanitisation of the halls pre- and post-event, with periodic disinfection of common areas including all frequently touched surfaces (lift buttons, handrails, etc.) and fumigation by a professionally trained team are carried out.
Sanitisers are provided across the venue.	Wearing a face mask is compulsory at all times including inside the halls.
When queuing, please stand on floor stickers to ensure social distance. Event seating capacities are adjusted to accommodate this as well.	Designated bins are located throughout to ensure that used Personal Protective Equipment (PPE) is disposed safely.
All food outlets onsite also follow social distancing requirements, with dedicated staff to clean and sanitise tables and chairs after every use. We recommend contactless payments at all the venue's outlets and catering purchases.	Barcodes / QR codes are digitally scanned to allow entry where applicable.
	Prayer rooms are partially open during prayer times with precautionary measures to keep worshippers safe.
	Restrooms (floors, mirrors, wash basins and amenities) are cleaned and disinfected hourly.

## Recommendations for Exhibitors

We recommend exhibitors design their stands to factor in physical distancing requirements while also maximising customer flow throughout the duration of an exhibition. Our Operations Team is also on hand to assist you throughout this process. Below are a few points and guidelines to help you manage your stand design and construction as seamlessly as possible.

### Stand Capacity, Social Distancing, and Hygiene Requirements

- Assigned Exhibition Stand and Meeting Rooms Capacity: Minimum 2m Social Distancing or 1 Person per 4sqm gross.
- Clear signage of "No of People Allowed" at entrance of Exhibition Stand.
- Avoid physical contact and promote alternative ways to welcome business partners.
- Exchange of printed materials is discouraged; digital alternatives recommended.
- Live demos / presentations at the stand are not encouraged; virtual approach is ideal. Stand parties are not possible.
- Exhibition stand giveaways allowed only if individually wrapped / packaged.
- Brochures, if physically handed, should be individually wrapped / packaged.
- Physical touch points, physical products and shared equipment to be minimised.
- Presentations at stand edges should be avoided to prevent people gathering in aisles.

### Stand Design Concept

- Stand design should ensure minimum 80% of total space is open, after accounting for product displays, models, walls and furniture, etc.
- Smaller exhibits should be presented behind glass (e.g. display cases) wherever possible to prevent contact with non-sanitised surfaces of samples/displays (making it necessary to regularly disinfect these surfaces).
- Exhibits, display cases, counters, displays, screens etc. to be located at least 1m from the stand edge so visitors can leave aisles to view.
- Double-decker stands only permitted up to 6m depending on stand location, when area beneath maintains adequate ventilation.
- Stair width for double-decker stands must be minimum 4m for two-way direction, else access control from ground to mezzanine must be applied to ensure single person usage at a time.
- Meeting space on the stand needs to be large enough for social distancing regulations (1 person per 4sqm or minimum of 2 vacant seats equivalent per person).
- No enclosed meeting rooms allowed.
- Stands must have clearly marked and separate entry and exit points.
- Stand materials should be prefabricated to reduce onsite activities, and stand layouts must satisfy hygiene, physical distancing and protection requirements.

### Stand Catering

- If food and beverages are provided, please provide closed containers. Individual prepackaged items to be served only with disposable cutlery.
- Buffet may be allowed subject to minimum social distancing guidelines of 2m for queuing, and/or only if served by wait staff or at the guest table. Self-service not allowed.
- Water dispensers are not permitted.

### General Exhibitor Information

- Distancing and hygiene rules may delay set-up and dismantling; we therefore ask that you utilise the entire period offered for set-up and dismantling.
- All your personnel must be instructed regarding occupational health and safety.
- The exhibitor must instruct all companies (exhibitors, stand contractors, service partners) participating in a stand to comply with protection and hygiene regulations.
- Make sure you contact your stand contractor well in advance regarding implementation of protection and hygiene regulations.

These guidelines have been released by Dubai World Trade Centre in September 2020 in accordance with the DWTM Resumption of Economic Events Circular issued on 20<sup>th</sup> August 2020 and are subject to change without prior notice.



WORK SAMPLE

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# Ramadan 2022 Auto Loan – Video

Client

Emirates NBD

[Watch the video](#)



# Ramadan Auto Loan – English eDM

Client  
Emirates NBD

The main eDM banner features a dark blue header with the Emirates NBD logo and 'Personal Banking' text. The background is a night desert landscape with sand dunes and a crescent moon. A decorative gold Islamic pattern separates the header from the main text. The main text reads: 'There's a car in your stars this Ramadan. Take the fast lane to your new or pre-owned dream car with a Ramadan Auto Loan from Emirates NBD and a host of benefits along the way.' Below this, there are three small images: a hand holding a tablet with a '2 mins' timer, a woman at a service counter, and a man in a car.

The vertical eDM strip continues the theme with a blue header and 'Personal Banking' text. It features a night desert landscape at the top. The main text reads: 'There's a car in your stars this Ramadan. Take the fast lane to your new or pre-owned dream car with a Ramadan Auto Loan from Emirates NBD and a host of benefits along the way.' Below this, there are three small images: a hand holding a tablet with a '2 mins' timer, a woman at a service counter, and a man in a car. The strip also includes a list of benefits: 'Instant eligibility check in 2 minutes', 'Simple, minimal documentation', 'Convenient trade-in', 'Enjoy 0% Instalment Payment Plan on Emirates NBD Credit Cards', 'Defer your first payment by up to 120 days', and 'Attractive interest rates starting from 1.99%\* flat per annum'. At the bottom, there is a blue button that says 'Your ride is waiting. Start your journey now.' and a footer with social media icons and a 'Get mobile banking' link.

# Ramadan Auto Loan – Arabic eDM

Client  
Emirates NBD

The main eDM features a dark blue header with the text 'الخدمات المصرفية الشخصية' (Personal Banking Services) and the Emirates NBD logo. The background is a night desert scene with sand dunes and a crescent moon. The central text reads: 'سيارة أحلامك في متناول يديك في شهر رمضان المبارك' (Your dream car is within reach in the blessed month of Ramadan). Below this, it states: 'الطريقة الأسرع وأهمها سهولة الدفع - جديدة كانت أم مستعملة. هي الإستفادة من عرض قرض السيارات لشهر رمضان من بنك الإمارات دبي الوطني والذي يأتي مع مجموعة من المزايا الفريدة.' (The fastest way and the most important is the ease of payment - whether new or used. It is the benefit of the car loan offer for the month of Ramadan from the Emirates NBD Bank, which comes with a unique set of benefits.)

This vertical strip contains several sections: 1. Header: 'الخدمات المصرفية الشخصية' (Personal Banking Services). 2. Text: 'سيارة أحلامك في متناول يديك في شهر رمضان المبارك' (Your dream car is within reach in the blessed month of Ramadan). 3. Image: A hand holding a blue card with the number '2' and 'mins'. 4. Text: 'التحقق الفوري من الأهلية خلال دقيقتين' (Instant eligibility check in two minutes). 5. Image: A woman looking at a laptop. 6. Text: 'أقل قدر من المستندات البسيطة' (Minimum simple documents). 7. Image: A man in a car. 8. Text: 'إجراءات استبدال مريحة' (Easy replacement procedures). 9. Text: 'تتمتع بخطة التسيير بدون فائدة ٠% عند الدفع باستخدام بطاقات الائتمان من بنك الإمارات دبي الوطني' (Enjoy a 0% interest plan when paying with credit cards from Emirates NBD Bank). 10. Text: 'قد يتأجل تسديد القسيمة 120 اقسوس لمدة تصل إلى 120 يوماً' (You can defer the installment for up to 120 days in 120 installments). 11. Text: 'معدلات فائدة ثابتة وبنائية تبدأ من 9.99% سنوياً' (Fixed and constructive interest rates starting from 9.99% annually). 12. Text: 'سيارات بالتقسيط' (Car financing) and 'إبدأ رحلة حصولك على سيارتك الآن.' (Start your journey to get your car now). 13. Text: 'توقع الحصول على بطاقات الائتمان الخاصة بك في أسرع وقت ممكن. يرجى مراجعة شروط الاستخدام الخاصة ببطاقات الائتمان الخاصة ببنك الإمارات دبي الوطني.' (Expect to receive your credit cards as soon as possible. Please review the terms and conditions of the credit cards issued by Emirates NBD Bank.) 14. Footer: 'تصفح موقعنا الإلكتروني' (Visit our website) and 'تصفح موقعنا الإلكتروني' (Visit our website).



WORK SAMPLE

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# ENBD – Ramadan 2023 Auto Loan Key Visual

Client

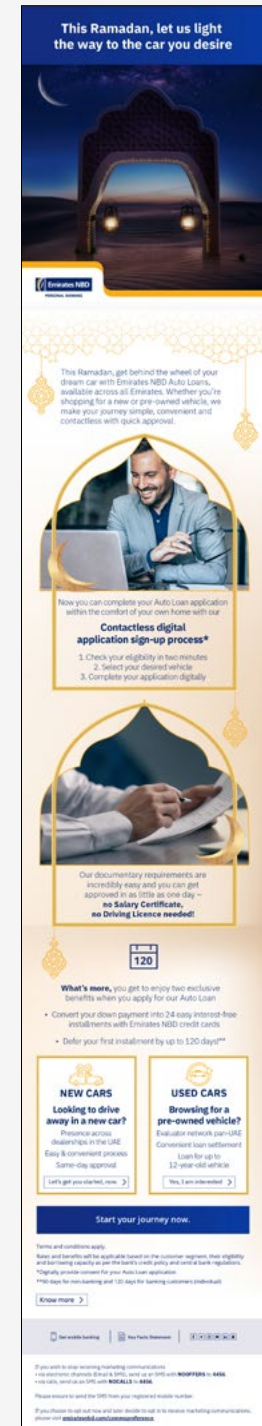
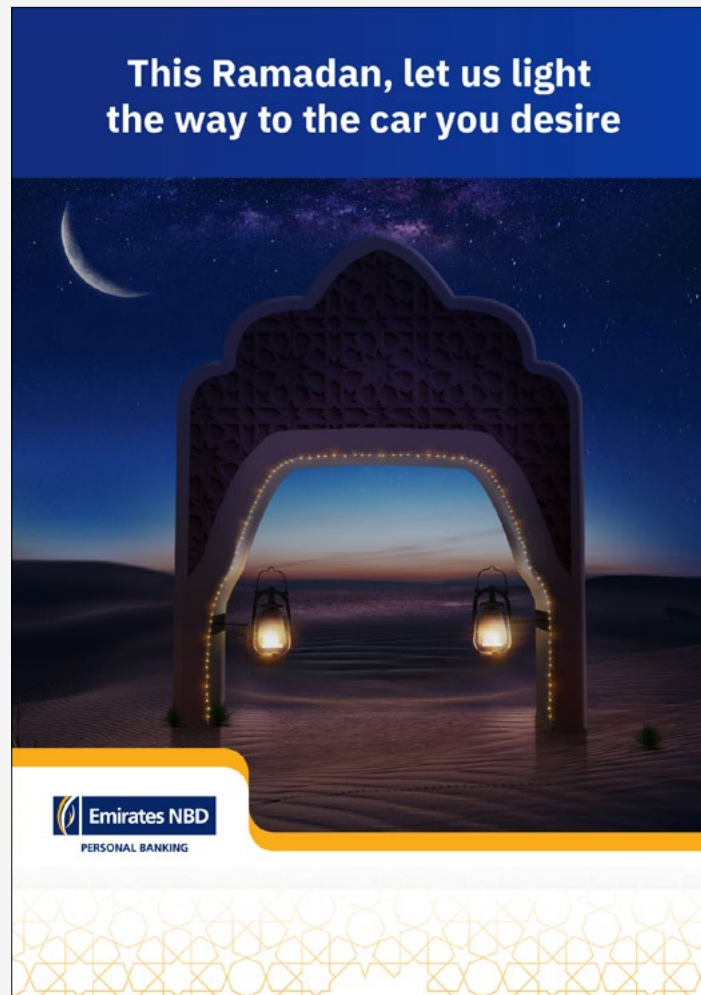
Emirates NBD

[Watch the video](#)



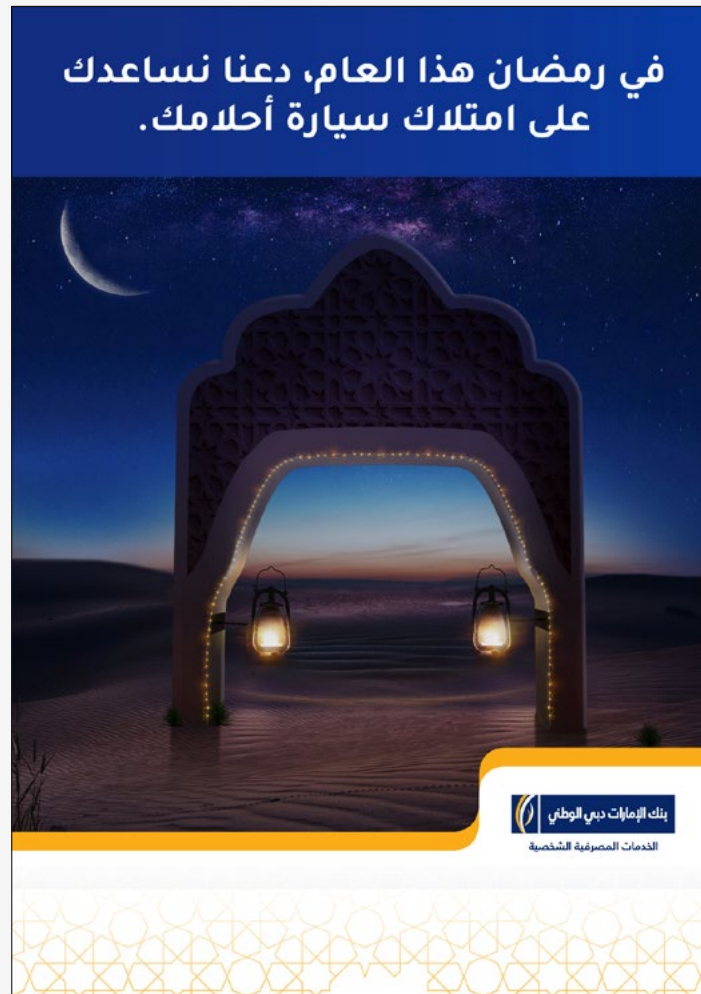
# Ramadan Auto Loan – English eDM

Client  
Emirates NBD



# Ramadan Auto Loan – Arabic eDM

**Client**  
**Emirates NBD**



**في رمضان هذا العام، دعنا نساعدك على امتلاك سيارة أحلامك.**

توفر بنك الإمارات دبي الوطني في الشهر الفضيل هذا الترخيم فرصة امتلاك سيارة الأحلام من خلال تمويل السيارات التي تتناسب مع احتياجاتك وخططك المالية الشهرية المحددة. وسواء كنت تفضل السيارة الجديدة أو المستعملة، يمكنك اختيار السيارة المناسبة من بين الخيارات التي تتوفر على المزايا المصممة خصيصاً لك.

تمتلك الآن إمكانية طلب قرض أسبوعي بواقع 100 درهم أو أكثر في شهر هباتك من خلال عملية تعبئة الطلب الرقمية عن بعد:

1. ادخل من هباتك للحصول على القرض في غضون دقائق.
2. حدد السيارة التي تريد.
3. استكمل تعبئة طلبك بشكل رقمي.

في الواقع نحن نطابقك مع أفضل سيارة وأفضل تمويل على الموافقة في أقل من يوم واحد - **لا حاجة لشهادة راتب أو رخصة قيادة!**

**ليس هذا فقط!** يمكنك أيضاً الاستفادة من خصومات عند اقتناء سيارة جديدة على قرض السيارات الخاص بنا. على سبيل المثال، يمكنك الاستفادة من خصومات تصل إلى 24 شهراً بدلاً من قرض فولد عند الدفع بواسطة بطاقات الائتمان من بنك الإمارات دبي الوطني.

• يمكنك الآن دفع القسط الأول لمدة تصل إلى 100 يوماً\*\*

**السيارات المستعملة**

هل تبحث عن سيارة مستعملة؟

نتمتع بأكبر مخزون من السيارات المستعملة في الإمارات العربية المتحدة. قروض تمويلية مخصصة لاحتياجاتك الشخصية. خصم يصل إلى 12 شهراً.

تصفح الآن

**السيارات الجديدة**

هل تبحث عن سيارة جديدة؟

توفر لك أفضل عرض من السيارات الجديدة في الإمارات العربية المتحدة. قروض تمويلية مخصصة لاحتياجاتك الشخصية. خصم يصل إلى 12 شهراً.

تصفح الآن

**ابدأ رحلتك الآن.**

تقدم الخدمة وفقاً للشروط والسياسة المعمول بها. يرجى الاطلاع على شروط الخدمة على الموقع الإلكتروني. \*الخصم على قرض السيارات الجديدة فقط. \*\*الخصم على قرض السيارات الجديدة فقط. يرجى الاطلاع على شروط الخدمة على الموقع الإلكتروني.

© 2023 Emirates NBD. جميع الحقوق محفوظة. | [اتصل بنا](#) | [السيارات الجديدة](#) | [السيارات المستعملة](#)

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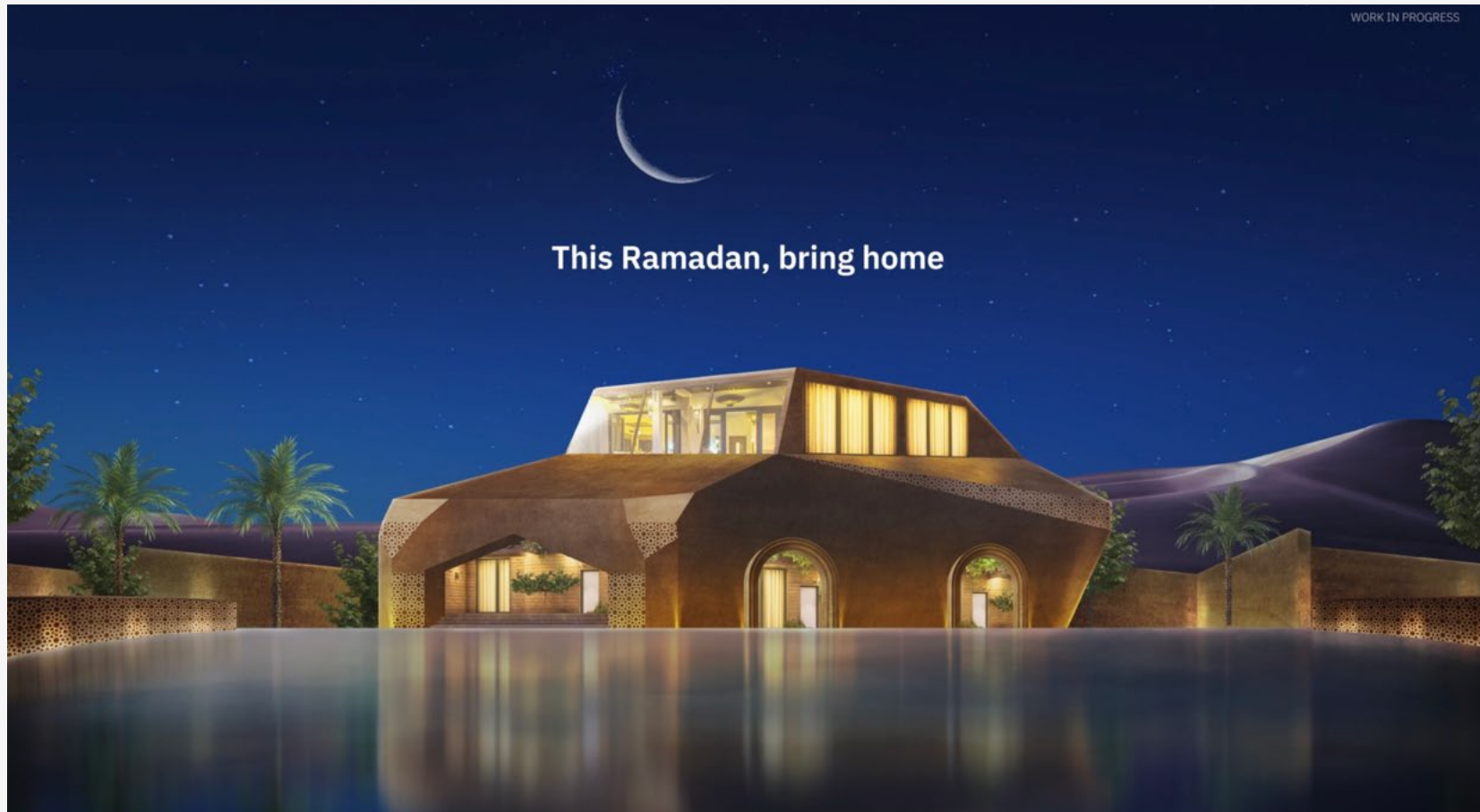
WORK SAMPLE

# Emirates NBD Personal Banking – Ramadan 2024 Auto Loan - Video

[Watch the video](#)

Client

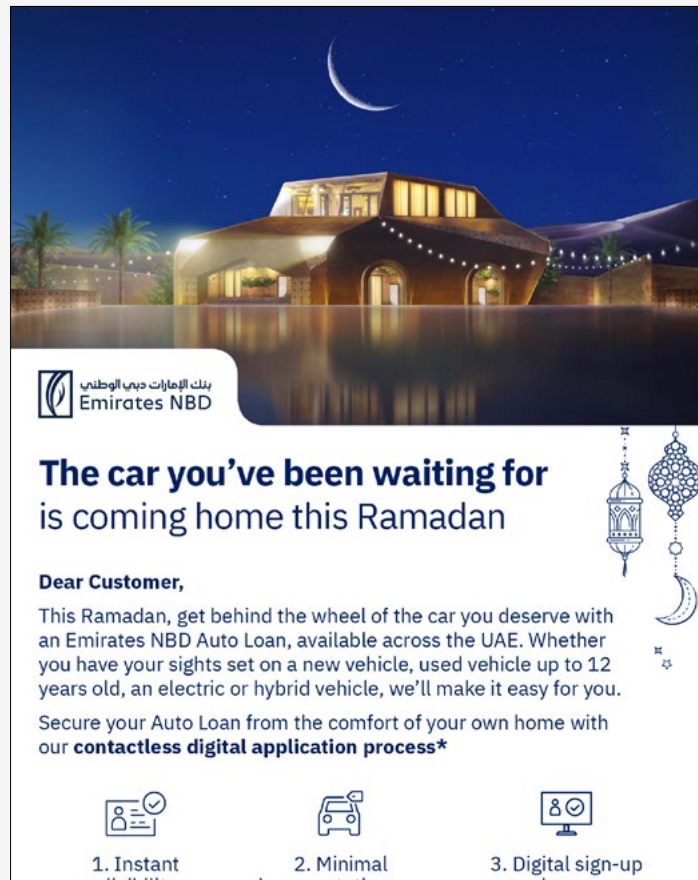
Emirates NBD



# Emirates NBD Personal Banking – Ramadan Auto Loan English eDM

Client

Emirates NBD



بنك الإمارات دبي الوطني  
Emirates NBD

## The car you've been waiting for is coming home this Ramadan

Dear Customer,

This Ramadan, get behind the wheel of the car you deserve with an Emirates NBD Auto Loan, available across the UAE. Whether you have your sights set on a new vehicle, used vehicle up to 12 years old, an electric or hybrid vehicle, we'll make it easy for you.

Secure your Auto Loan from the comfort of your own home with our **contactless digital application process\***

1. Instant eligibility
2. Minimal documentation - **no Salary Certificate or Driving Licence required**
3. Digital sign-up



بنك الإمارات دبي الوطني  
Emirates NBD

## The car you've been waiting for is coming home this Ramadan

Dear Customer,

This Ramadan, get behind the wheel of the car you deserve with an Emirates NBD Auto Loan, available across the UAE. Whether you have your sights set on a new vehicle, used vehicle up to 12 years old, an electric or hybrid vehicle, we'll make it easy for you.

Secure your Auto Loan from the comfort of your own home with our **contactless digital application process\***

1. Instant eligibility
2. Minimal documentation - **no Salary Certificate or Driving Licence required**
3. Digital sign-up via your registered email

You also enjoy exclusive benefits like:

- Deferment of your first installment by up to 120 days\*\*
- Interest-free installments on Emirates NBD Credit Cards for automobile purchases

Get a chance to win AED 5,000 when you apply for an Auto Loan with us this Ramadan

Promotion period: March 11<sup>th</sup> to April 15<sup>th</sup>, 2024

Click [here](#) for terms and conditions.

Special pricing for Emirati customers

Flat rates of 1.89%\*\*\* p.a. on new cars

Valid until May 31<sup>st</sup>, 2024

Get started now

\*Applicable for Emirates NBD Salary transfer customers only  
\*\*120 days for Emirates NBD banking customers and 90 days for non-banking customers  
\*\*\*Rate is applicable with an Emirates NBD Credit Card only (new or existing). Rate is equivalent to 3.55% reducing. Special rate is valid till May 31<sup>st</sup>, 2024, after which the rate will start from 2.69% flat p.a.

Terms and conditions apply. Additionally, please click on the Key Facts Statement to review the related fees and charges, additional terms and conditions and cautionary declarations.

Get mobile banking | Key Facts Statement | Social media icons

# Emirates NBD Personal Banking – Ramadan Auto Loan English eDM

Client

Emirates NBD



بنك الإمارات دبي الوطني  
Emirates NBD

## في شهر رمضان احصل على السيارة التي كنت بانتظارها

عميلنا العزيز،

يوفر بنك الإمارات دبي الوطني في الشهر الفضيل هذا العام فرصة امتلاك سيارة الأكلام عبر إتاحة قرض السيارات في جميع أنحاء دولة الإمارات العربية المتحدة. فسواء كنت تسعى لشراء سيارة جديدة أو مستعملة يصل عمرها حتى 12 سنة، أو سيارة هجينة أو كهربائية، سنجعل رحلتك للحصول عليها بسيطة ومريحة.

الآن، سيمتلك استكمال طلب قرض السيارة براحة تامة ودون أن تغادر منزلك وذلك من خلال إجراءات تعبئة الطلب الرقمية عن بعد\*

1. إمكانية التحقق.
2. الحد الأدنى من.
3. استكمال إجراءات



بنك الإمارات دبي الوطني  
Emirates NBD

## في شهر رمضان احصل على السيارة التي كنت بانتظارها

عميلنا العزيز،

يوفر بنك الإمارات دبي الوطني في الشهر الفضيل هذا العام فرصة امتلاك سيارة الأكلام عبر إتاحة قرض السيارات في جميع أنحاء دولة الإمارات العربية المتحدة. فسواء كنت تسعى لشراء سيارة جديدة أو مستعملة يصل عمرها حتى 12 سنة، أو سيارة هجينة أو كهربائية، سنجعل رحلتك للحصول عليها بسيطة ومريحة.

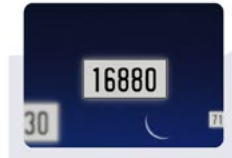
الآن، سيمتلك استكمال طلب قرض السيارة براحة تامة ودون أن تغادر منزلك وذلك من خلال إجراءات تعبئة الطلب الرقمية عن بعد\*

1. إمكانية التحقق للحصول على القرض
2. الحد الأدنى من المستندات - لا حاجة لتقديم شهادة راتب أو رخصة قيادة
3. استكمال إجراءات التسجيل بشكل رقمي من خلال عنوان بريدك الإلكتروني

سيمتلك كذلك التمتع بمرابا حصرية مثل:

120

- تأجيل دفع القسط الأول لمدة تصل إلى 120 يوماً\*\*\*
- الاستفادة من خطة الدفع بالتقسيط بدون فوائد عند الشراء بواسطة بطاقات الائتمان من بنك الإمارات دبي الوطني



احصل على فرصة ربح 5,000 درهم عند التقدم بطلب الحصول على قرض السيارة الخاص بنا خلال شهر رمضان.

فترة العرض: من 11 مارس ولغاية 15 أبريل 2024  
اضغط هنا للحصول على الشروط والأحكام

أسعار خاصة للعملاء الإماراتيين

معدل فائدة ثابت بنسبة 1.89%\*\*\* سنوياً على السيارات الجديدة بسري العرض حتى 31 مايو 2024



ابدأ رحلة حصولك على سيارتك الآن

\*تحفظ بنك الإمارات دبي الوطني من تعديل شروط تمويل راتب لدى بنك الإمارات دبي الوطني. \*\*100 يوماً للعملاء بنك الإمارات دبي الوطني. و90 يوماً لمن ليسوا عملاء البنك.

\*\*\*طبقاً للمصدر على مطابقة التزام بنك الإمارات دبي الوطني بقسط (الجديدة أو الخالية) معدل الفائدة يعامل خصماً شهرياً 3.5% بسري هذا المصدر الخاص حتى 31 مايو 2024. وبعد هذا التاريخ سيتكون السطر من معدل فائدة 6.9% ثابتة سنوياً.

تتعلق الشروط والأحكام بالإضافة إلى ذلك، يرجى الضغط على خانة الحقائق الرئيسية لعرض الرسوم والنفقات ذات الصلة والأحكام والشروط الإضافية وإعدادات الخصوصية.

WORK SAMPLE

# Emirates NBD Personal Banking – Green Auto Loan video

Client

Emirates NBD

[Watch the video](#)

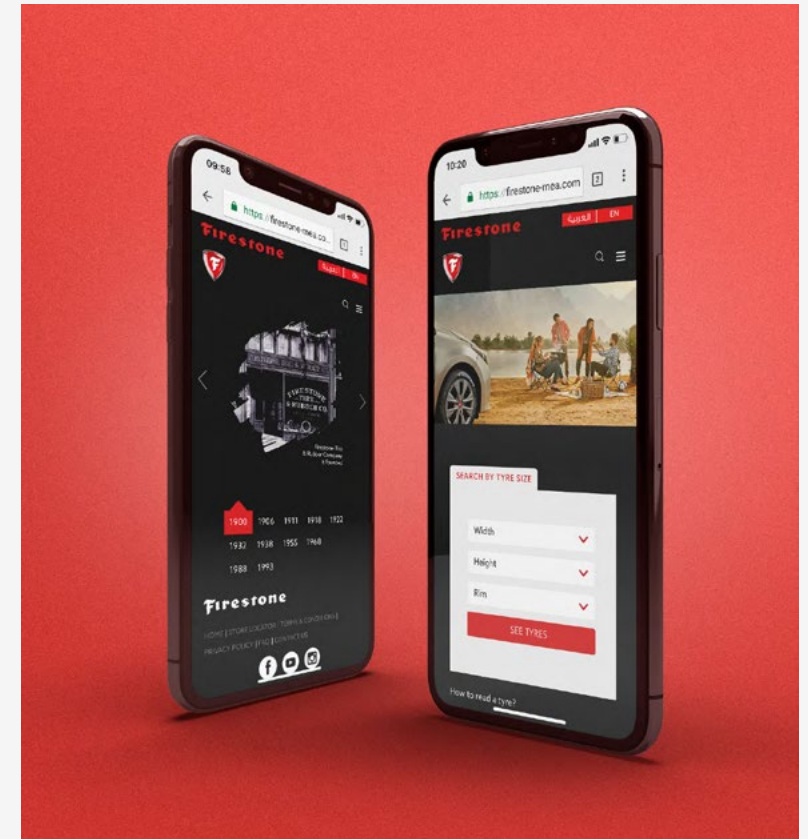


Join the Green Revolution –  
Drive towards a sustainable future with us

WORK SAMPLE

# Firestone Middle East Website

Client  
Firestone





WORK SAMPLE

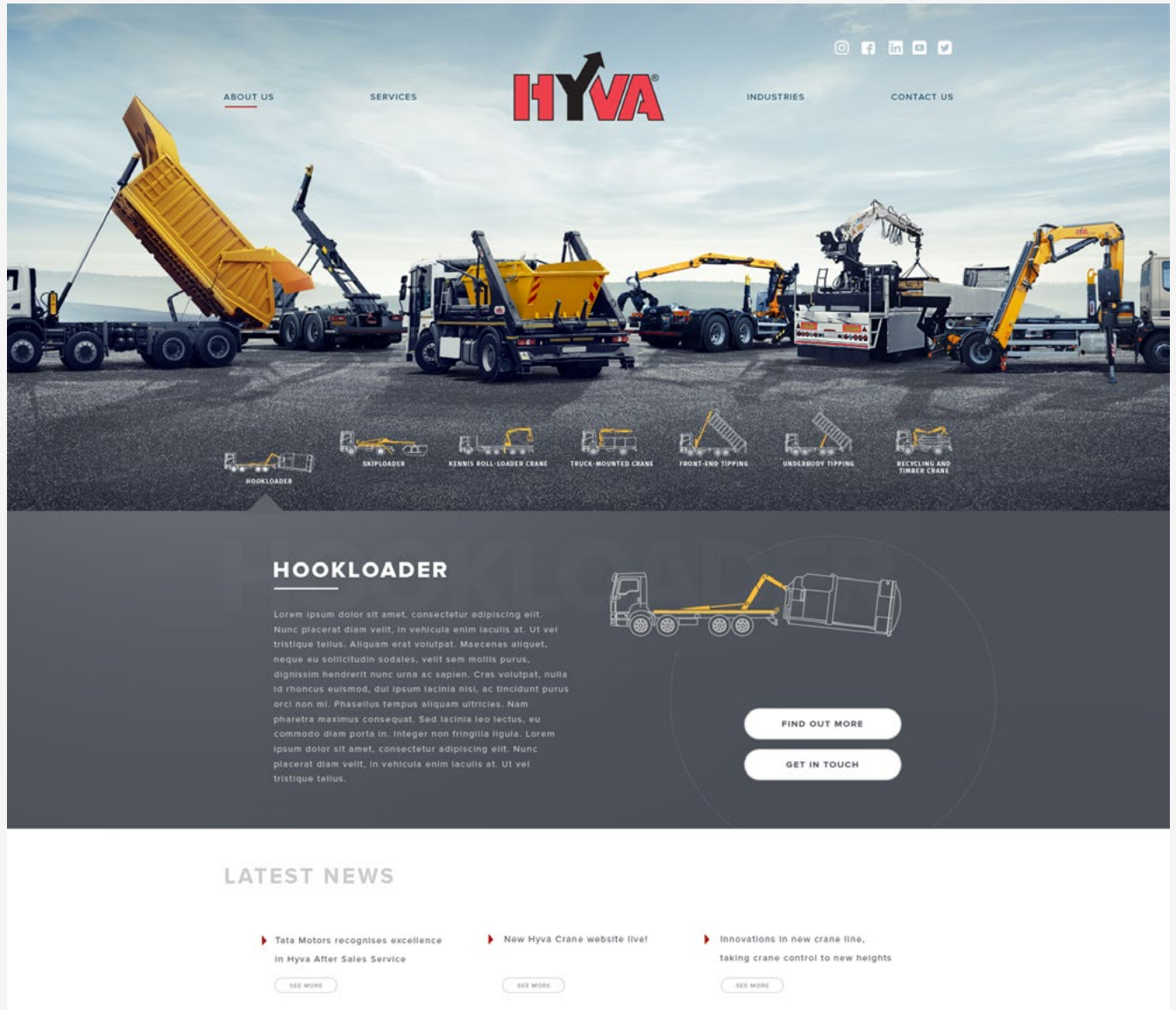
# Key visual development

Client  
HYVA



# Website Page


Client  
**HYVA**



# Magazine Advert

Client

Al-Futtaim Automall



**THIS RAMADAN,  
REACH OUT FOR  
HAPPINESS!**

برقضان كرم

PURCHASE YOUR CAR  
FROM AUTOMALL AND GET:

**FREE INSURANCE**  
ON SELECTED VEHICLES

**FREE ACCESSORIES**

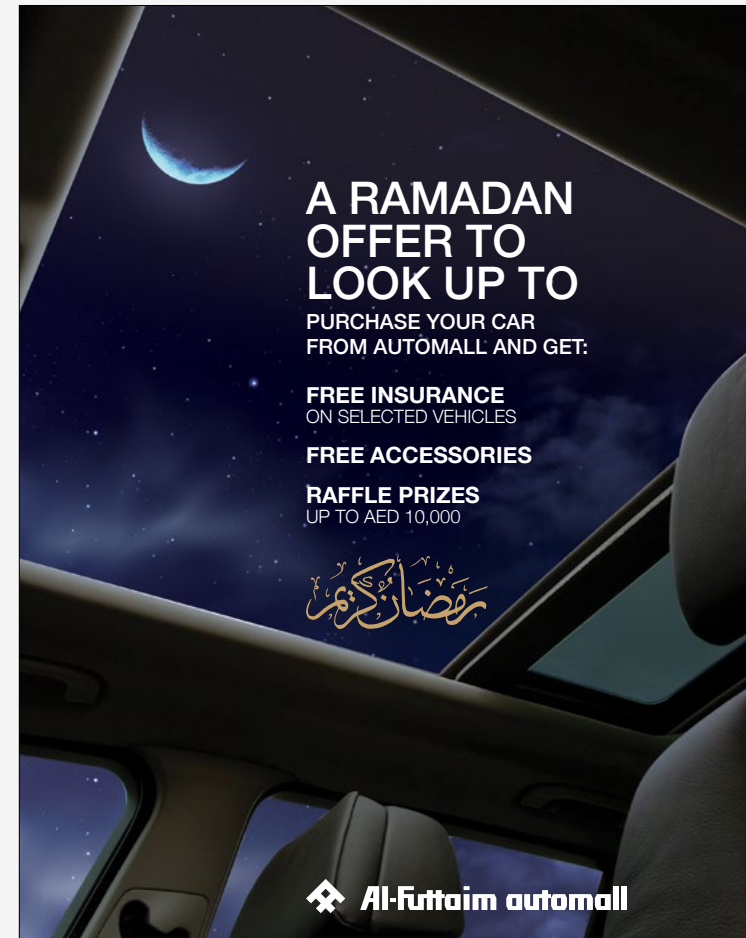
**RAFFLE PRIZES**  
UP TO AED 10,000

**Al-Futtaim automall**

Al-Futtaim automall DUBAI: Airport Road • Sheikh Zayed Road • Al Aweer Auto Market SHARJAH: Al Wahda Street, Opp. Lulu Hypermarket  
ABU DHABI: Musafah, 10<sup>th</sup> Street AJMAN: Next to Safeer Mall RAK: Sheikh Mohd. Bin Salem Road

600 567005

Al-Futtaim group company www.automalluae.com



**A RAMADAN  
OFFER TO  
LOOK UP TO**

PURCHASE YOUR CAR  
FROM AUTOMALL AND GET:

**FREE INSURANCE**  
ON SELECTED VEHICLES

**FREE ACCESSORIES**

**RAFFLE PRIZES**  
UP TO AED 10,000

برقضان كرم

**Al-Futtaim automall**

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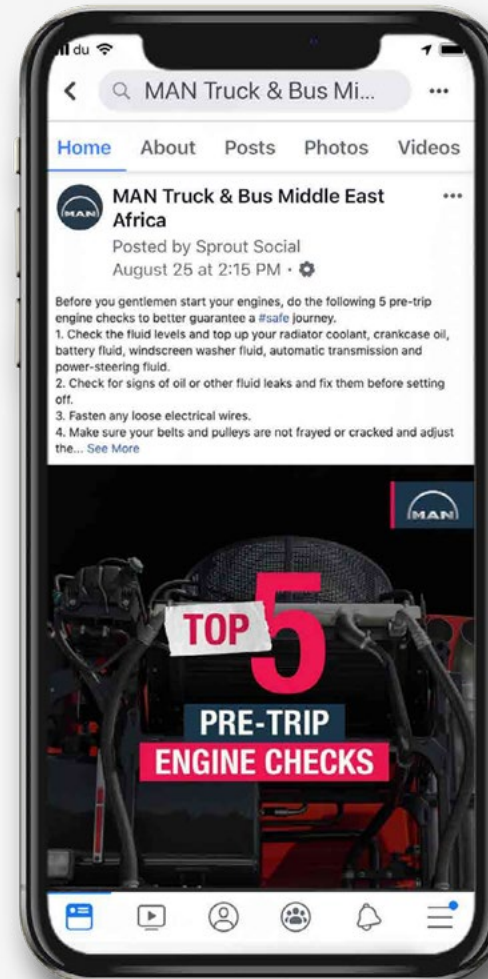
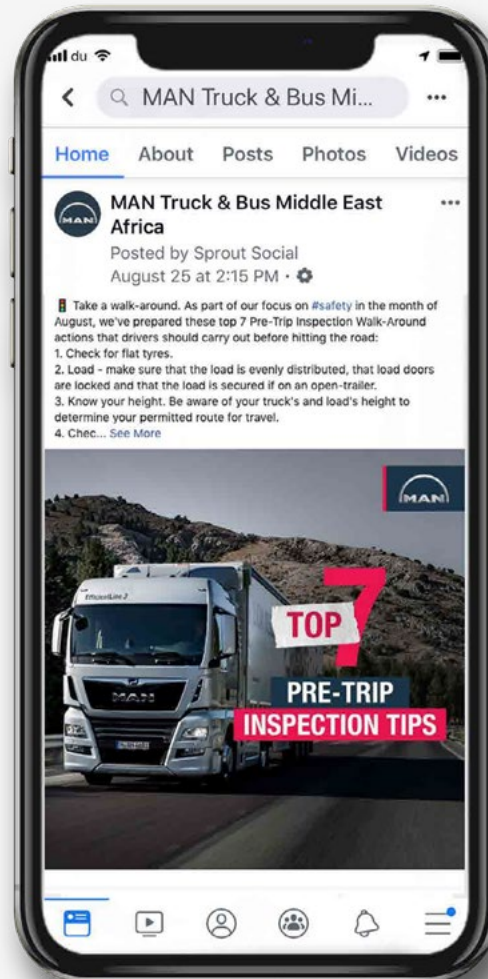
600 567005

Al-Futtaim group company www.automalluae.com

# MAN Social Media

Client

MAN Truck & Bus Middle East Africa



# MAN Social Media



MAN Truck & Bus Middle East Africa

Let's be clear, driving in foggy weather requires you to be extra careful when driving your heavy vehicle. Here are our top 5 tips for driving in fog:

1. Never speed, and when you slow down, do so gradually
2. To increase visibility, use your fog lights in addition to your low beam headlights
3. Avoid changing lanes
4. Avoid distractions, as your full attention is required on the road
5. There is such a thing as too much fog. If the visibility is very poor, get off the road. Position your truck away from other vehicles and turn on your emergency lights



MAN Truck & Bus Middle East Africa

لنكن واضحين، القيادة في طقس ضبابي تتطلب منك توخي الحذر عند قيادة مركبتك الثقيلة. إليك أفضل 5 نصائح للقيادة في الضباب:

- 1- لا تُسرّع، وعندما تبطئ قم بذلك تدريجياً
- 2- لرؤية أفضل، استخدم مصابيح الضباب الخاصة بك بالإضافة إلى المصابيح الأمامية ذات الشعاع المنخفض.
- 3- تجنب تغيير الممرات
- 4- تجنب السهو والإنشغال عن القيادة، فمطلوب منك انتباهك الكامل على الطريق.
- 5- في حالات الضباب الشديد جداً إذا كانت الرؤية رديئة للغاية، فعليك الابتعاد عن الطريق. ضع شاحنتك بعيداً عن المركبات الأخرى وقم بتشغيل مصابيح الطوارئ الخاصة بك. نتمنى لكم رحلات آمنة

صور اليوميات ٢٨/١١/٢٠١٩



WORK SAMPLE

# Hypermotion Advertisement

Client

Messe Frankfurt Middle East / Hypermotion

hypermotion

DUBAI

2 - 4 NOVEMBER, 2021  
Dubai Exhibition Centre at Expo 2020

Under the Patronage of

H.H. Sheikh Ahmed Bin Saeed Al Maktoum

President, Dubai Civil Aviation Authority;

Chairman and CEO, Emirates Group and Chairman, Dubai Airports



Join global innovators in discovering all aspects of the future of intelligent transport systems at the region's only event for the disruption, decarbonisation and digital transformation of transport, logistics and mobility.

REGISTER TO VISIT

Global Partner

Strategic Partner

Future City Partner

Hackathon Sponsor & Logistics Startup Challenge Sponsor

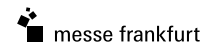
Bronze Partner



#hypermotiondxb



www.hypermotiondxb.com



WORK SAMPLE

# 3M – Automotive Division

Client  
3M



# 3M – Automotive Division

Client  
3M



**2010 3M™ Multi-Touch display**  
The 32" computer display allows 10 simultaneous touches. In the world of touching screens and more applications, 3M offers to make interactive with the digital always preferences to work together on a single screen.

**2009 3M™ Ultrasound™ Electronic Stethoscope**  
Even for the physician, distinguishing between areas of abnormal heartbeats can be difficult. To avoid confusion, separate ultrasound sensors are provided with any small areas. With Ultrasound™ technology, the physician is able to detect heart sounds and transmit it to a computer. The technology is also used by a software. It can detect a graphical representation with any frequency registered for precise diagnosis.

**2006 3M™ Ultra™ Ultra Air Purifier**  
Ultra™ Ultra Air Purifier is a revolutionary new air purifier that can remove 99.97% of airborne particles as small as 0.3 micrometers.

**2003 3M™ Crystalline Automotive Window Film**  
The introduction of clear car windows very high when left in the heat. Without any one of the products when the heat enters from, they can appear to reflect. We developed a film window film that is 100% clear and can reduce the heat entering through your windows up to 60% without reducing visibility.

**2000 3M™ Visi™ Display Enhancement Film**  
One of the most serious of computer display manufacturers is to deliver a higher contrast without impacting on the safety of their devices. With a Visi™ film, the light coming off a screen is precisely the same. The screen appears clearer and the contrast is higher. The light is brighter. The technology LCD screens are up to 100 times brighter.

**1992 3M™ Blue Shield™ Laser**  
The Blue Shield™ Laser is a revolutionary new laser that can remove 99.97% of airborne particles as small as 0.3 micrometers.

**1991 3M™ Acoustic™ Electronic Graphical Display**  
The Acoustic™ Electronic Graphical Display is a revolutionary new display that can remove 99.97% of airborne particles as small as 0.3 micrometers.

**2012 3M™ Solar Mirror Film**  
This film is light weight, clear, and offers higher reflectance and better mechanical properties than traditional glass mirrors. These features can increase the output and design flexibility of CSP systems.

**2008 3M™ ESPE Lava™**  
ESPE Lava™ is a revolutionary new material that is used in a wide range of applications. It is a high performance material that is used in a wide range of applications. It is a high performance material that is used in a wide range of applications.

**2002 3M™ Hires™ Fire Protection Film**  
Although the traditional fire fighting team is highly effective for its purpose, it does damage structures. The work is difficult to see in situations, heat or smoke. 3M Hires™ is an engineered film that can protect structures when exposed to smoke. 3M Hires™ is an engineered film that can protect structures when exposed to smoke. 3M Hires™ is an engineered film that can protect structures when exposed to smoke.

**1996 3M™ Scotch™ Gold Fabric™**  
3M Scotch™ Gold Fabric™ is a revolutionary new material that is used in a wide range of applications. It is a high performance material that is used in a wide range of applications.

**1965 3M™ Scotch™ Blue Shield™**  
The Blue Shield™ Laser is a revolutionary new laser that can remove 99.97% of airborne particles as small as 0.3 micrometers.

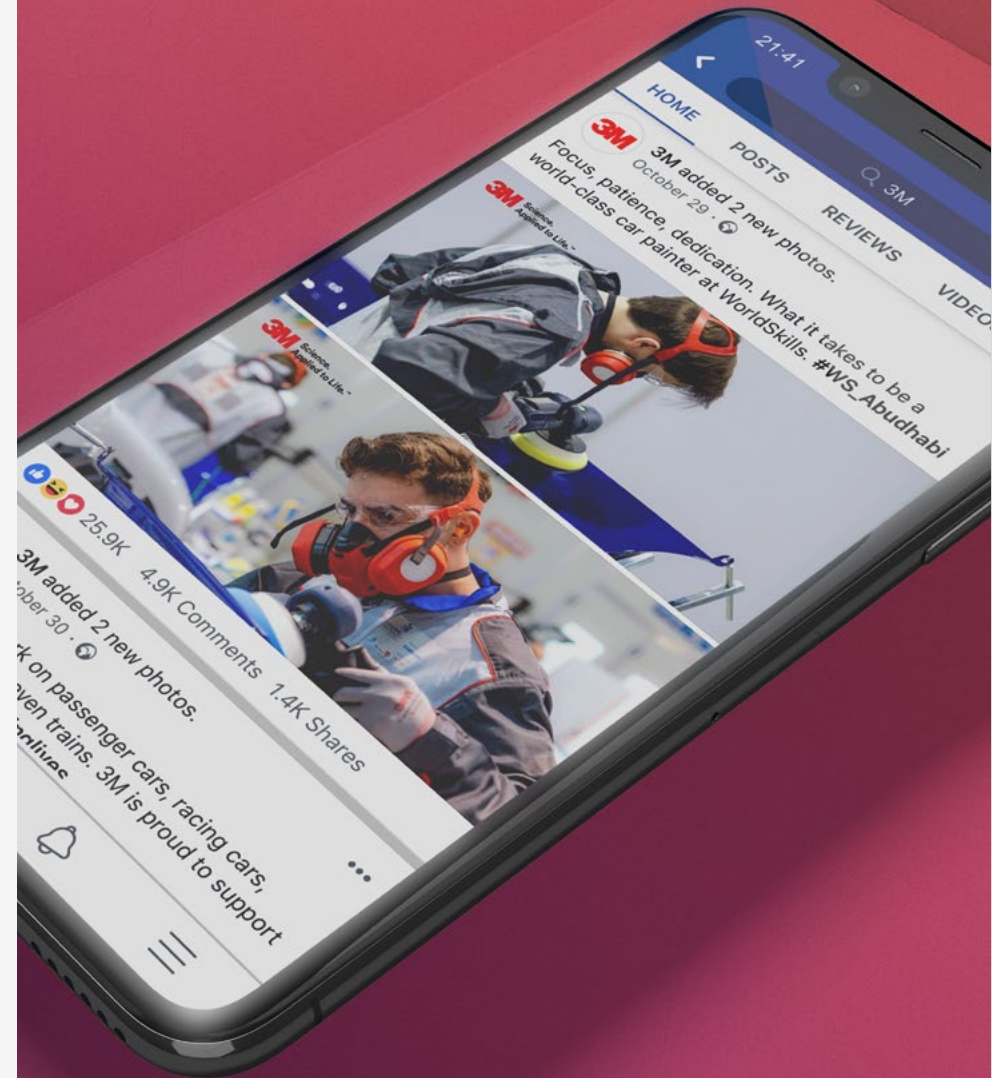


## WORK SAMPLE

# 3M World Skills 2017

## Client 3M Middle East

World Skill was an exhibition conducted by 3M for youth from all over the world to compete at tasks related to electronics, welding, mechanics, etc. Our scope included a comprehensive social media campaign as well as event coverage through videography and photography.

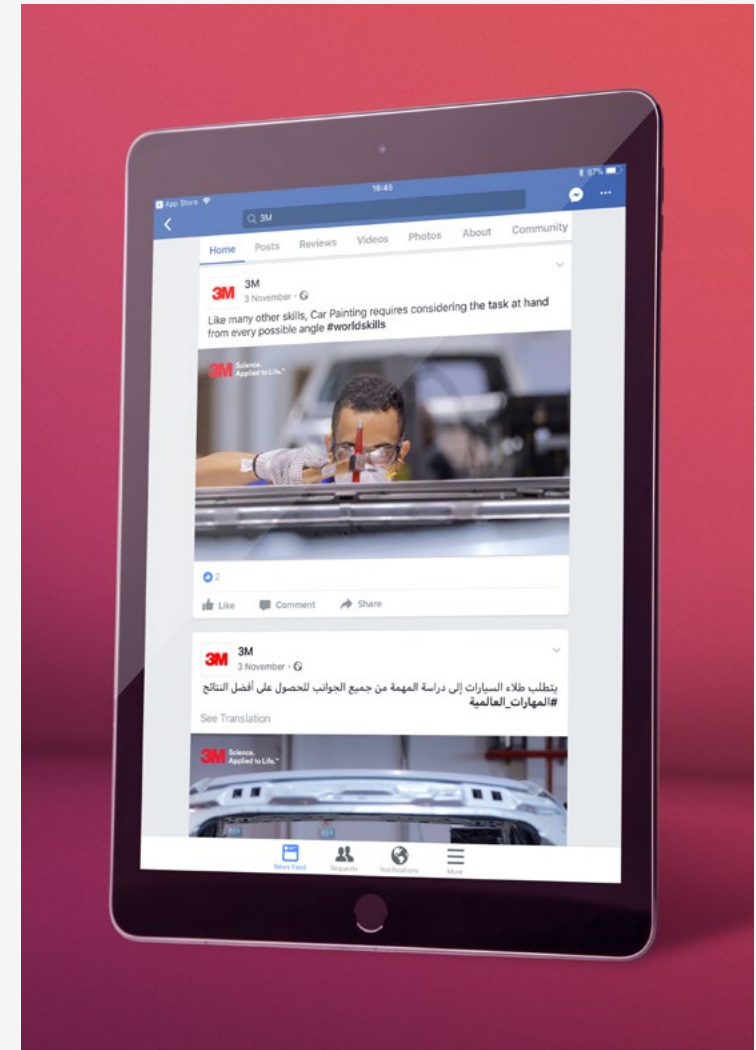
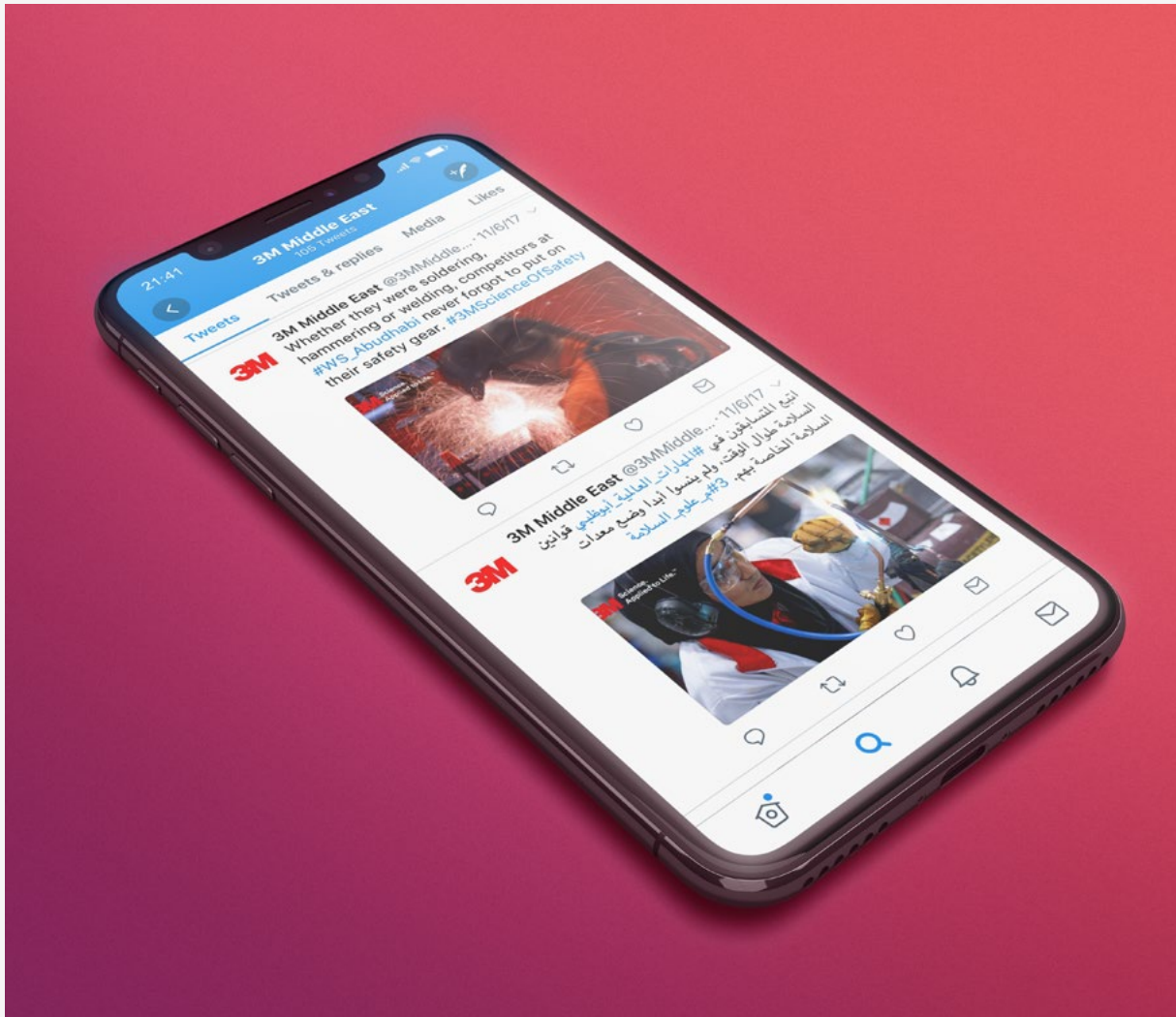


# 3M World Skills 2017

Client

3M Middle East

[facebook.com/3MMiddleEast/](https://facebook.com/3MMiddleEast/)



WORK SAMPLE

# 3M World Skills 2017

Client

3M Middle East

[Watch the video](#)

A man wearing a white and green 3M WorldSkills uniform, safety glasses, and gloves is working on a project in a workshop. He is leaning over a workbench, using a power drill. The workshop is filled with various tools and materials, including a yellow toolbox, a white step ladder, and a red-handled tool. In the background, two women in black and white uniforms are standing near a whiteboard.

Why is WorldSkills  
important to  
3M Middle East?

*WorldSkills is really important to the Middle East  
and African countries.*

WORK SAMPLE

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# LEAP 2023

Client  
Informa

[Watch the video](#)

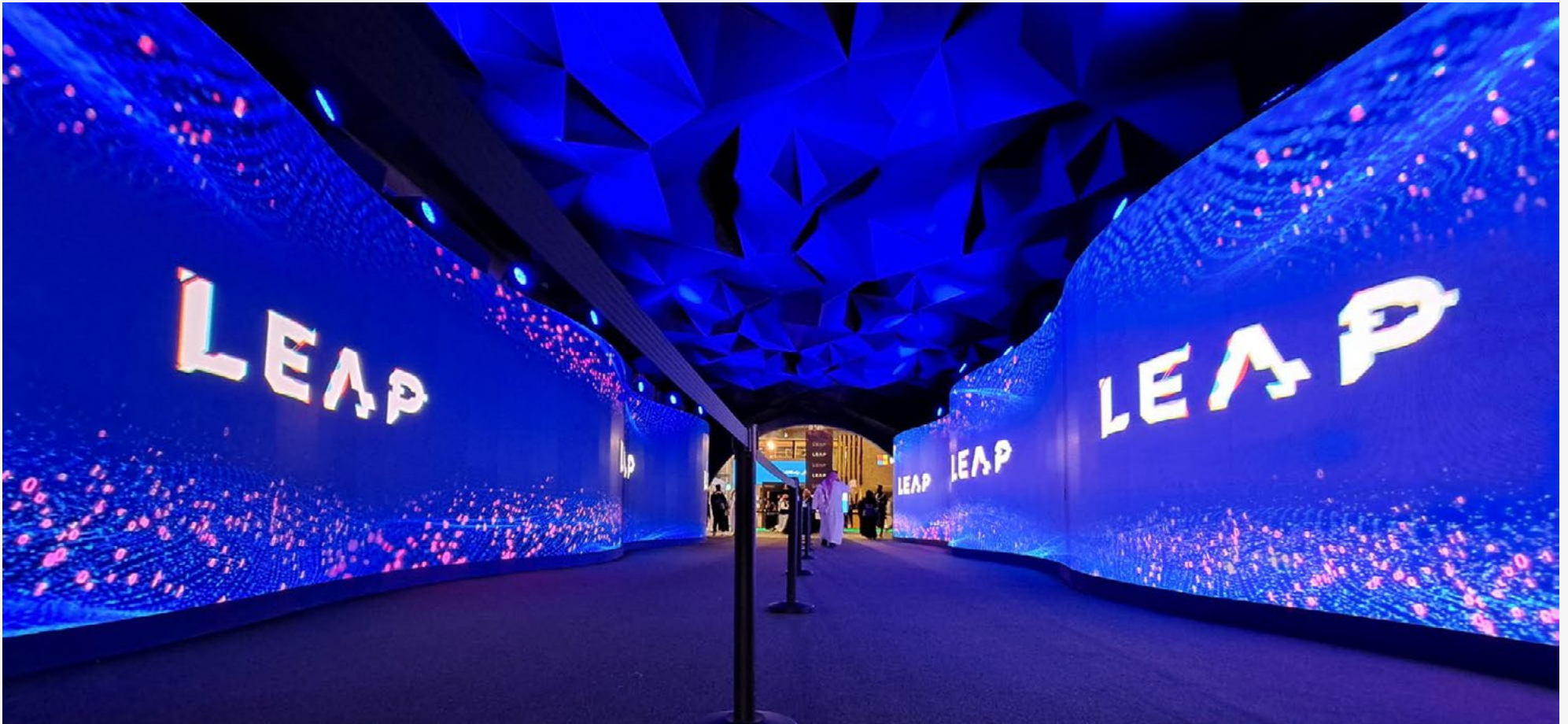


WORK SAMPLE

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# LEAP 2023

Client  
Informa



# LEAP 2023

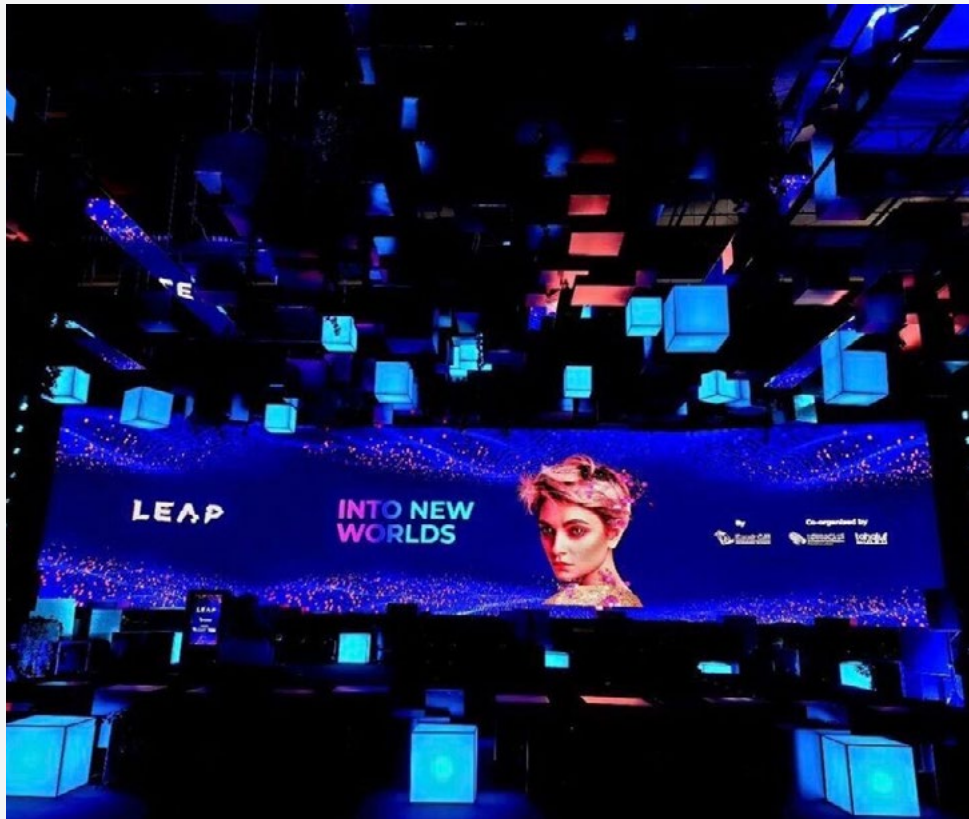
Client  
Informa



WORK SAMPLE

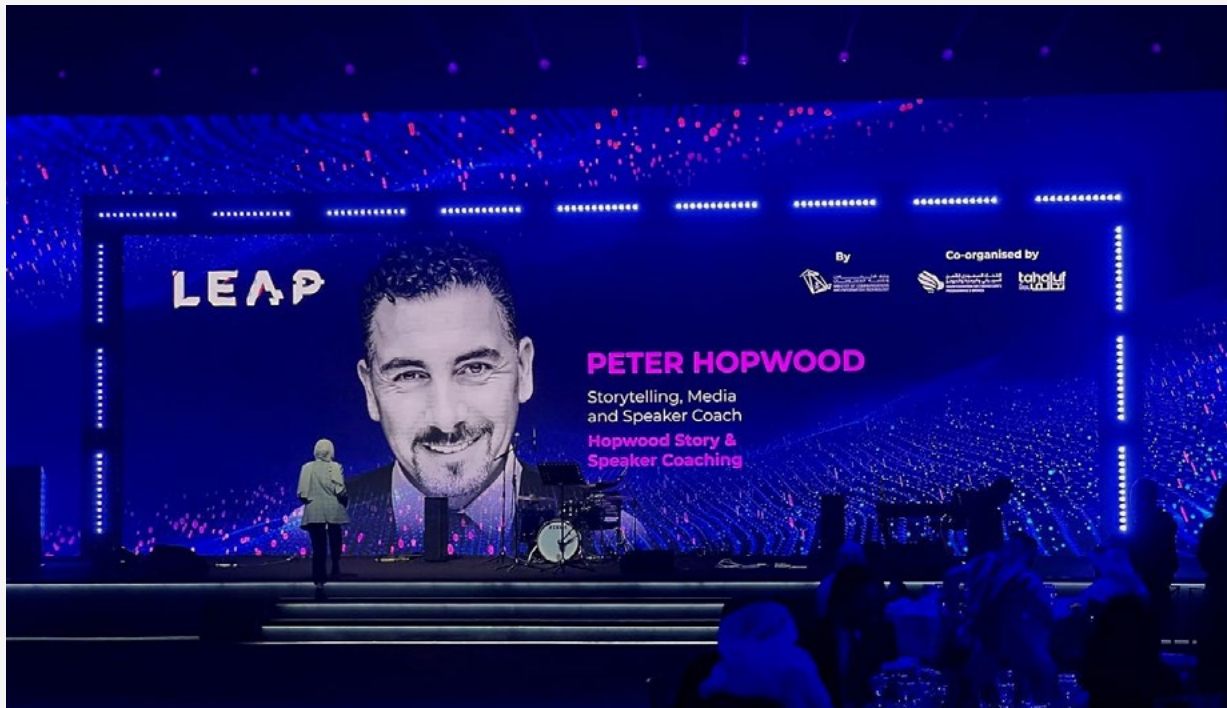
# LEAP 2023

Client  
Informa



# LEAP 2023

Client  
Informa





WORK SAMPLE

# LEAP 2023

Client  
Informa



WORK SAMPLE

---

# DeepFest 2023 – Logo

Client  
Informa

DeepFest

DeepFest

AI BEYOND IMAGINATION

DeepFest  
by LEAP

DeepFest

Powered by SDAIA

WORK SAMPLE

# DeepFest 2023 – Key Visual

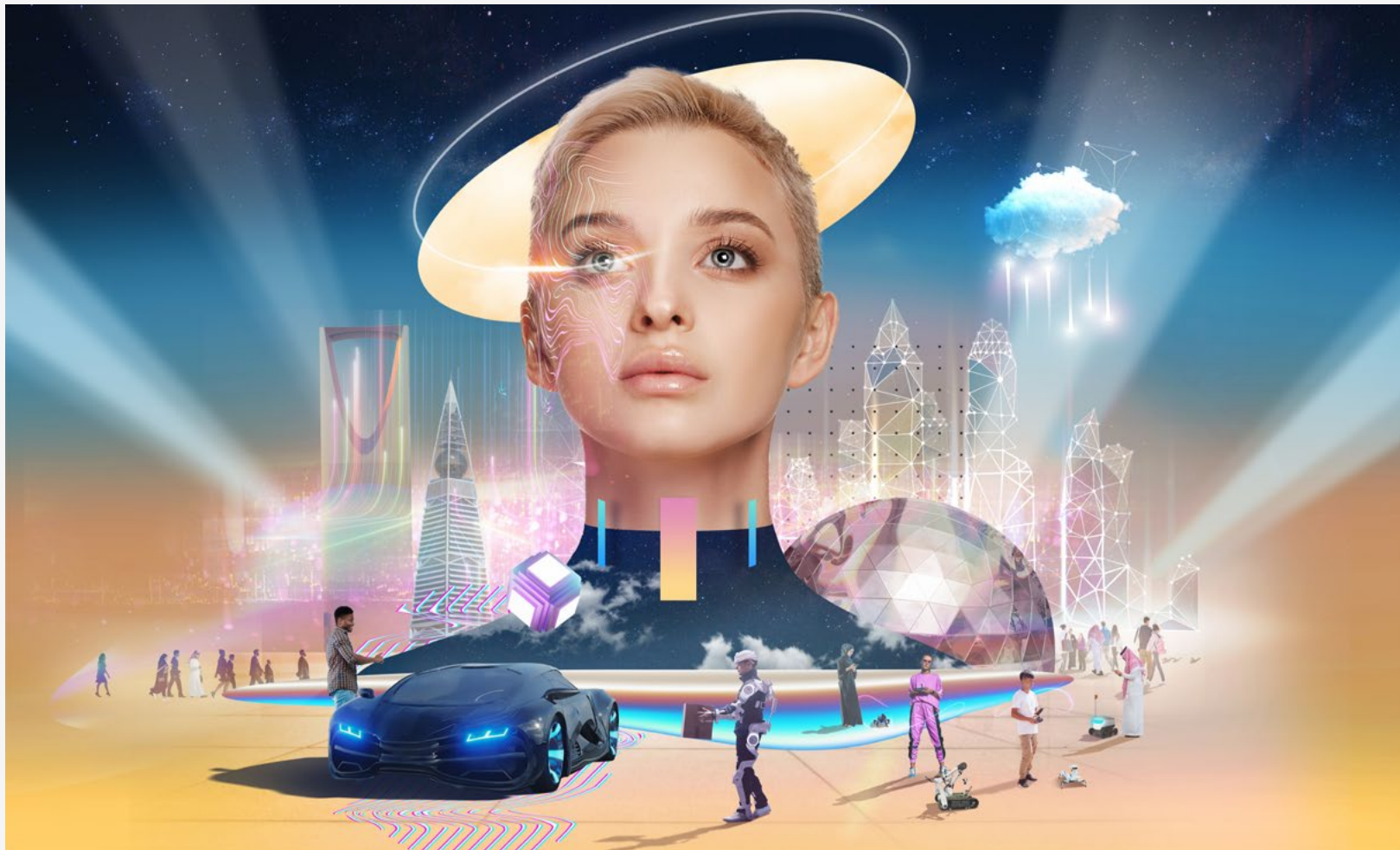
Client  
Informa



WORK SAMPLE

# DeepFest 2023 – Key Visual

Client  
Informa



# DeepFest 2023 – Brochure

Client  
Informa

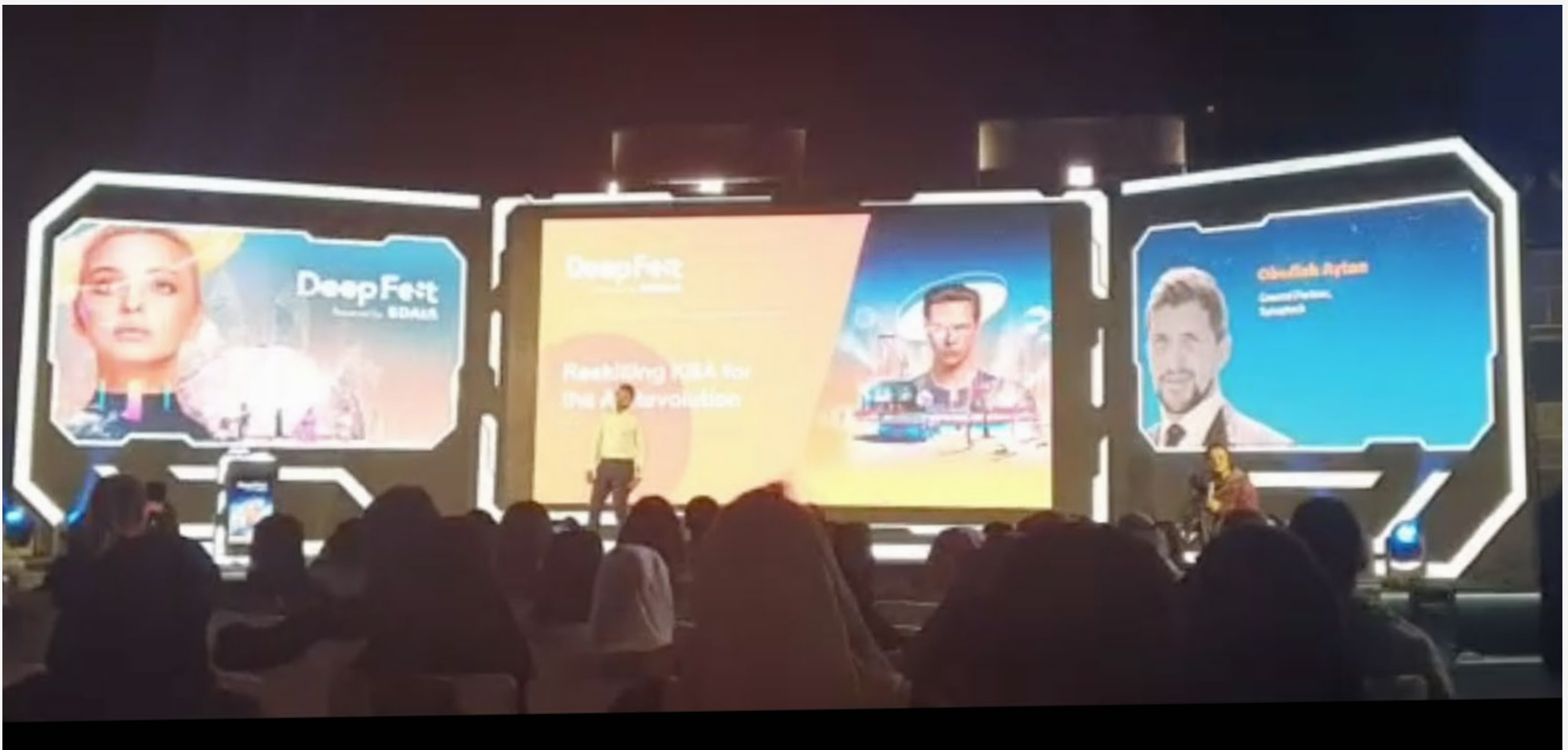


WORK SAMPLE

# DeepFest 2023

Client  
Informa

[Watch the video](#)



WORK SAMPLE

# Black Hat MEA 2022

Client  
Informa

Watch the video



WORK SAMPLE

# Black Hat MEA 2022

Client  
Informa





WORK SAMPLE

# Black Hat MEA 2022

Client  
Informa



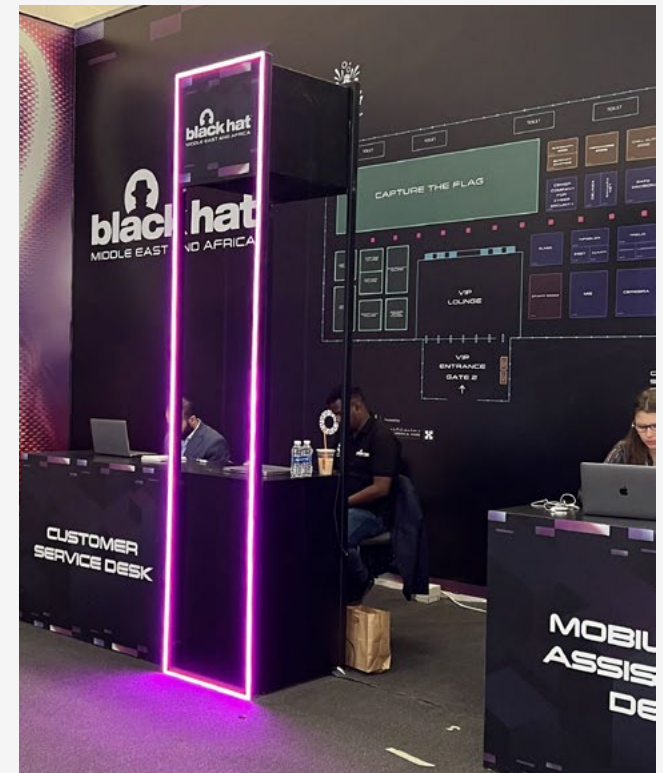
# Black Hat MEA 2022 – Onsite Signage

Client  
Informa



# Black Hat MEA 2022 – Onsite Signage

Client  
Informa



# Black Hat MEA 2022 – Onsite Signage

Client  
Informa



WORK SAMPLE

---

# LEAP 2022 – Event Opening Ceremony Video

Client  
Informa

[Watch the video](#)



WHAT DOES IT  
TAKE TO LEAP?

WORK SAMPLE

# LEAP 2022 – Investor Spotlight Opener Video

Client  
Informa

Watch the video



WORK SAMPLE

# LEAP 2022 – Speaker Intro Video

Client  
Informa

Watch the video



# LEAP 2022

Client  
Informa





# LEAP 2022

Client  
Informa



13:50 PANEL  
14:35 Can we achieve a sustainable future for all?  
Luc Remont, Executive Vice President,  
International Operations, and member of the  
Executive Committee, Schneider Electric  
Abdulla Alkanhi, Chief Corporate Affairs  
Officer, etc  
Naif Shesha, Assistant Deputy Governor for  
Strategy Development, Communications and  
Information Technology Commission (CITC)  
Will Thompson, Chief Strategy Officer at  
Forbes Ignite (Moderator)  
14:35 VIRTUAL SESSION  
14:40 Make the LEAP take the LEAD  
Guo Ping, Deputy Chairman, Rotating  
Chairman, Huawei  
14:40 PANEL  
15:20 Tech to the Rescue – Putting a definitive end  
to world hunger  
Marcio Barradas, Founder and CEO,  
Moodbytes  
Sky Kurtz, Founder and CEO, Pureharvest  
Derya Baran, Chief Engineer, Co-Founder,  
Red Sea Farms  
Mohammed Ashour, Co-Founder and CEO,  
Aspire Food Group  
Bina Khan, Founder, Summit Partners  
(Moderator)  
15:20 CELEBRITY FIRESIDE CHAT  
15:50 The future of tech in sports  
Luis Figo, Retired Footballers & Celebrity  
Investors  
Nadim Badran, Managing Partner, Final  
Whistle Sports (Moderator)  
15:50 KEYNOTE  
16:00 Healthcare isn't broken, it just wasn't  
designed for everyone: How technology can  
expand access to all  
Ali Parsa, Founder & CEO, Babylon Health

14:00 SESSION  
14:30 Blockchain Technology in Cross-Borders  
Transactions  
John Lill, Investor & Product Development,  
Polygon  
14:30 PANEL  
14:35 Fintech & Innovation  
Ahmed Alanaazi, CEO, etc Pay  
Ali Bailon, General Manager, Visa  
Jean Claude Farah, EVP - President, EMEA/  
APAC Region, Western Union  
Shadab Tayyabi, President, Singapore Fintech  
Association (Moderator)  
15:00 SESSION  
15:30 Refinancing: Mobilizing Forces in  
Drive Financial Inclusion  
Noha Shaker, President, Fintech A  
Egypt

14:20 Build Smarter, Safer Spaces with AI and  
Omniverse  
Carlo Ruiz, Director AI Data Center Solutions,  
Services and Operations, NVIDIA  
14:20 SESSION  
14:45 Digital Transformation in Smart Cities  
Marc Nelissen, Director of Digital  
Transformation, Director Strategic Initiatives,  
SAP  
14:45 SESSION  
15:10 How to Create Tech-Cities of the Future  
Through E-Governance: E-Prospera  
Ott Vitter, Managing Director e-Prospera,  
ex-MD, e-Residency, Government of Estonia,  
Founder vertikal.digital  
15:10 SESSION  
15:35 The Future of Digital Banking  
Chimwa Baradhi, Chief Information Officer,  
Middle East North Africa & Turkey (MENAT),  
HSBC

13:50 Disability Inclusion, EMEA, Google  
14:30 Building an ethical competitive advantage  
for data-driven industries  
Hubert Etienne, AI ethics researcher, Ecole  
Normale Supérieure  
14:30 DATA ANALYTICS AND AI IN BUSINESS  
Sehad al Tawfik, VP of Business Solutions, etc  
14:30 PANEL  
14:45 The ethical implications of tech on humanity  
Tareq Jajaj, A.I. Expert, Tech Evangelist,  
Futurist, Author & Expert Technology  
Contributor, Forbes  
14:45 PANEL  
15:20 Global Digital Cooperation, the United  
Nations and the Fourth Industrial Revo  
Data Sharing perspectives  
Adhwa Tsai, Digital Transformation Advisor  
for Data Exchange, Cybernetica  
Ayman Elsherbiny, Chief of ICT Policies  
section, UN ESCWA  
15:30 PANEL  
15:40 Achieving ROI with blockchain  
and back to the basics  
Aly Madhawi, Managing Partner,  
Consultant, Loyal VC & Senior Blockchain  
Fellow, Blockchain Founders Fund, United  
Nations, Draper Green Helm & INGEAD

13:50 How digital transformation in the cloud is  
shaping the future of energy  
Benjamin Bokros, Head of the Oil and Gas  
and Energy Industry SAP  
14:30 TABLE TALK  
14:35 Gary's Rise to CEO and Beyond  
(Open Data, Co-Founder, Only AI)

WORK SAMPLE

---

# @Hack 2021 – Event Opening Ceremony Video

**Client**  
**Informa**

[Watch the video](#)



# @Hack 2021 – Panelist and Speaker Screen Intro

Client  
Informa

Watch the video

**@HACK**  
INFOSEC ON THE EDGE  
IN ASSOCIATION WITH **hackhack**

CO-ORGANISED BY  
الاتحاد السعودي للأمن  
المعلوماتي والتقني  
مركز تخصصات أمن المعلومات  
PROTECTION & SERVICES  
**informa tech**

## BIG DATA = PRIVACY / REGULATIONS 2

Moderated by  
**SAMER OMAR**  
MENA Cyber Competency  
& Cyber GPS Leader -  
Senior Principle, EY

**YAZAN AL MASRI**  
Chief Information  
Security Officer, Aramex

**FAHAD ALJUTALI**  
CEO Sirar by  
STC

**DR ERDAL OZKAYA**  
Chief Information  
Security Officer, Comodo

**SUNIL VARKEY**  
VP Global Financial  
Services & EMEA CTO,  
Forescout Technologies Inc

WORK SAMPLE

# @Hack 2021

Client  
Informa



# @Hack 2021

Client  
Informa



# Digital Next Summit 2019 – Key Visual

Client

Messe Frankfurt Middle East



# Digital Next Summit 2019



WORK SAMPLE

# Digital Next Summit 2019

Client

Messe Frankfurt Middle East

[Watch the video](#)





WORK SAMPLE

# Digital Next Summit 2019 - Gitex Video

**Client**

**Messe Frankfurt Middle East**

[Watch the video](#)



WORK SAMPLE

# Digital Next Summit 2019

**Client**

**Messe Frankfurt Middle East**

[Watch the video](#)



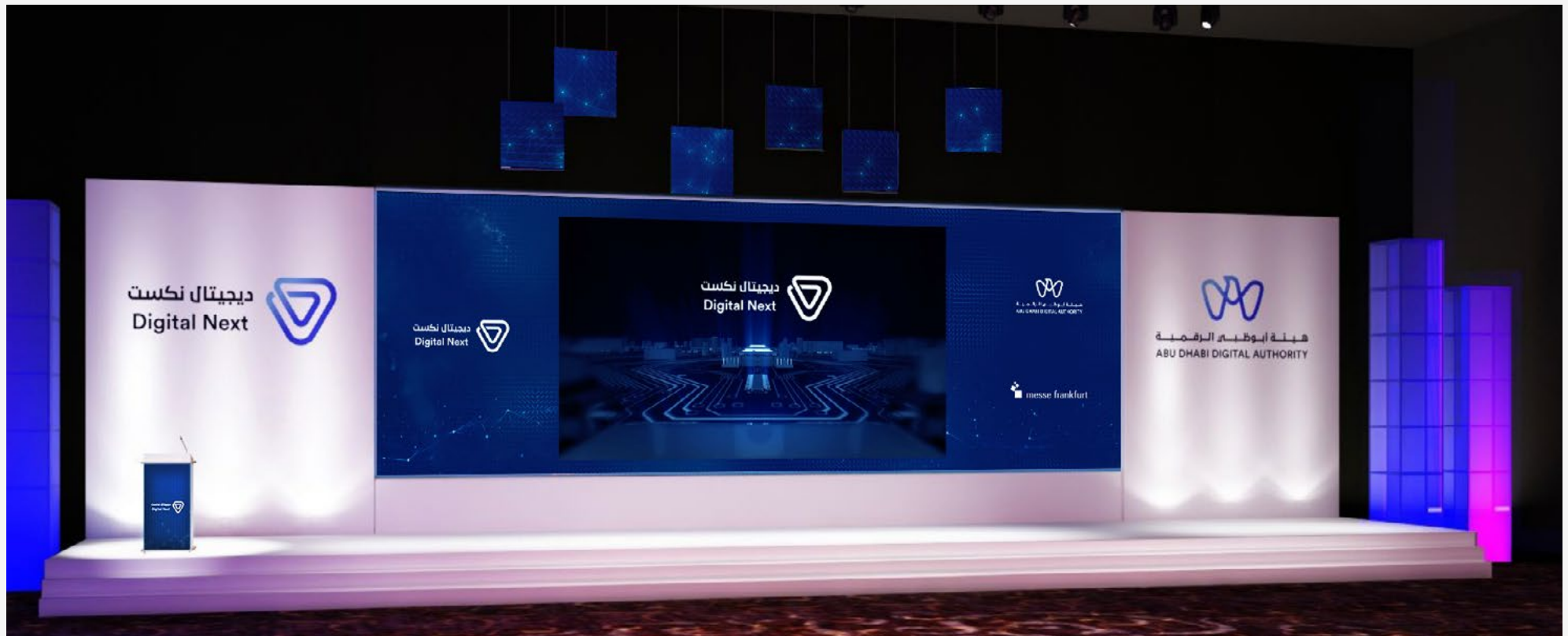
We are experiencing a period of disruption and transformation in response to new challenges.

WORK SAMPLE

# Digital Next Summit 2019

Client

Messe Frankfurt Middle East



WORK SAMPLE

# Digital Next Summit 2019 – Intro Video

**Client**

**Messe Frankfurt Middle East**

[Watch the video](#)



WORK SAMPLE

# Digital Next, Gitex Video

**Client**

**Messe Frankfurt Middle East**

[Watch the video](#)



# National Festival of Tolerance Campaign

## Client

**Ministry of Tolerance**

In less than 2 months, we created an entire campaign for the Festival of Tolerance. This effort to promote tolerance involved extensive dealing with the Ministry of Tolerance, and involved outdoor, social media and digital aspects. The challenge in creating this widespread campaign was to come up with something that was coherent with government messaging, yet appealed across languages and cultures to everyone. The final campaign ran in four languages: Arabic, English, Urdu and Hindi. This campaign included covering the event through video footage, which required extreme dedication. For this, one of our team was permanently stationed at the event.

# National Festival of Tolerance Campaign



# National Festival of Tolerance Campaign





# National Festival of Tolerance Campaign



WORK SAMPLE

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# Ministry of Tolerance Campaign

**Client**

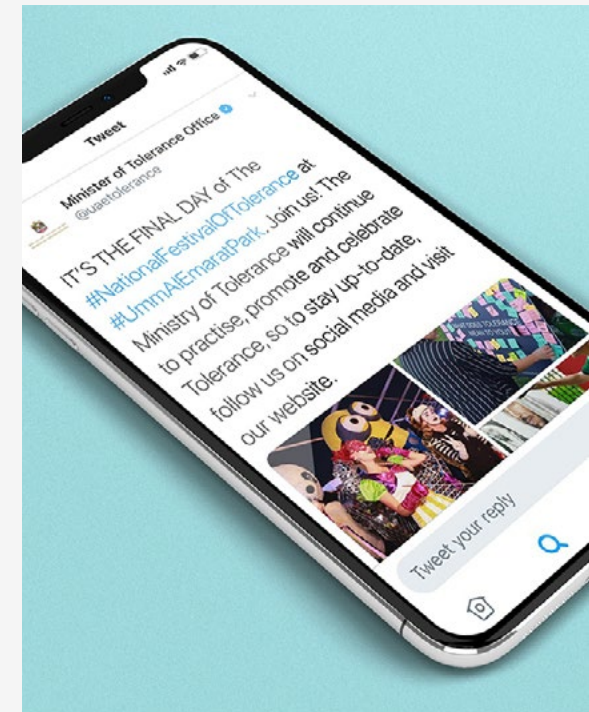
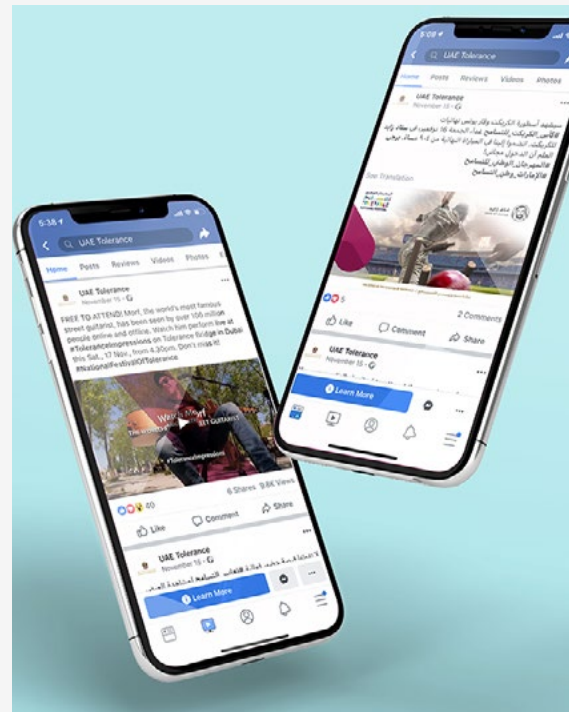
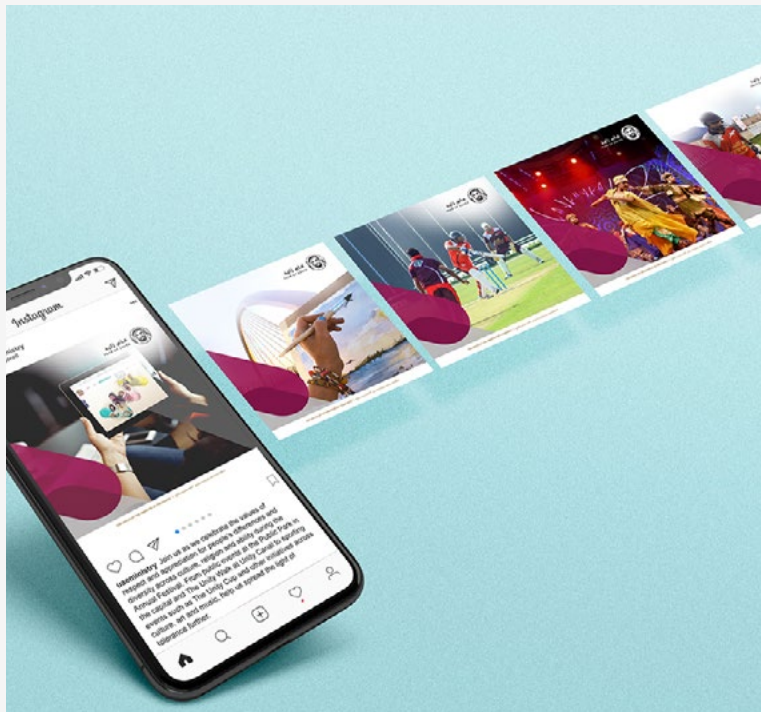
**Ministry of Tolerance**



# National Festival of Tolerance Campaign

Client

Ministry of Tolerance



WORK SAMPLE

# National Festival of Tolerance Social Media Promotional Video

[Watch the video](#)

المهرجان الوطني  
التسامح  
TOLERANCE  
NATIONAL FESTIVAL

WORK SAMPLE

# National Festival of Tolerance Social Media Coverage Video

[Watch the video](#)



WORK SAMPLE

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# Beautyworld Key Visual Development – Dubai, Tokyo, Osaka, Fukuoka

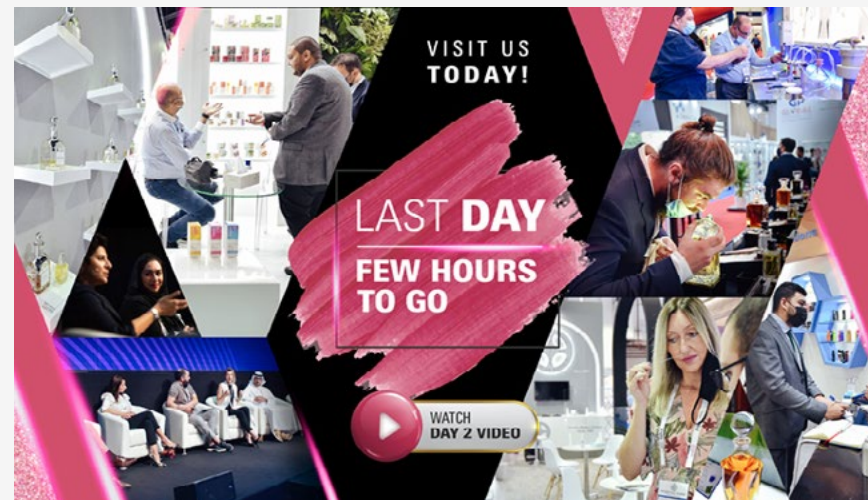


WORK SAMPLE

# Beautyworld Middle East 2021 E-Shot

Client

Beautyworld Middle East



# Beautyworld Riyadh 2019 Exhibitor Invite

Client

Beautyworld Riyadh

*beautyworld*  
SAUDI ARABIA

27 – 29 أكتوبر، 2019  
مركز جدة للمنتديات والفعاليات،  
المملكة العربية السعودية  
ص11 – 7م

LOGO

ملصقة رقم:

حلق بأعمالك  
إلى أفاق رحيبة  
مع فرص رائعة

بيوتي وورلد إحدى العلامات التجارية الرائدة في قطاع الجمال  
والرفاهية في العالم، يحظى بإمكانياته الهائلة وجاذبيته المبهرة في  
المملكة العربية السعودية.

يسرنا أن ندعوكم لزيارة ملصقتنا في نسخة جدة من المعرض التجاري  
العالمي الشهير للطالعة على أحدث عروضنا ومناقشة  
فرص جديدة مثيرة لننمو معا في قطاع الجمال المحلي والإقليمي

سيكون فريقنا متواجداً في موقع المعرض للترتيب بكم والإجابة  
على أي أسئلة لديكم.

بترخيص من  
ACE  
EXHIBITIONS  
التجاري للمعارض

بترخيص من  
messe frankfurt

سجل إلكتروني عبر: [www.beautyworldKSA.com/AR-invite](http://www.beautyworldKSA.com/AR-invite)

*beautyworld*  
SAUDI ARABIA

27 – 29 October, 2019  
Jeddah Center for Forums and Events,  
Saudi Arabia  
11am – 7pm

LOGO

Stand no :

Brighten your  
business prospects  
with brilliant  
opportunities

Beautyworld, one of the world's leading beauty and wellness trade show brands,  
brings its massive potential and appeal to the Saudi Arabian market.

It is our pleasure to invite you to our stand at the Jeddah edition  
of this globally renowned trade fair to see our latest offerings and discuss  
exciting new opportunities to grow together in the local and regional industry.

Our team will be on-site to welcome you and answer any  
questions you may have.

Register online at [www.beautyworldKSA.com/invite](http://www.beautyworldKSA.com/invite)

Organised by  
ACE  
EXHIBITIONS  
التجاري للمعارض

Licensed by  
messe frankfurt



# Beautyworld Jeddah 2020 Sales Brochure

Client

Beautyworld Jeddah

*beautyworld*  
SAUDI ARABIA

موقع جديد في الرياض

licensed by  
Messe Frankfurt Exhibition GmbH

المعرض التجاري الإقليمي الأبرز في المملكة العربية السعودية لمنتجات الجمال والشعر والحظوظ والرفاهية

8 - 6 يونيو، 2021  
الرياض، المملكة العربية السعودية

www.beautyworldKSA.com

بتنظيم من ACE EXHIBITIONS اختار للمعارض

بترخيص من messe frankfurt

## One show, endless possibilities

As the only trade fair of its kind in the Kingdom, Beautyworld Saudi Arabia provides a rare opportunity to both domestic and global players to establish and grow their footprint in one of the most promising regional markets. Every year, the show attracts established brands and rising innovators from various countries and industry segments who find the platform valuable in achieving several business objectives.

Regional breakdown of exhibitors

- 32% Saudi Arabia
- 68% International

Exhibitors' primary objective for participating

- 84% Presentation of own company / brand
- 59% Presenting innovations, new developments
- 57% Obtaining an overall impression of the market situation
- 54% Showing, discussing product variants
- 44% Comparing competitors
- 41% Passing on specialist knowledge
- 56% Preparing sales deals
- 56% Attaining sales deals
- 74% Initiating new business relations
- 59% Networking
- 58% Cultivating existing business relations

Information: 67% | Sale: 60% | Contact: 73%

# Beautyworld Jeddah 2020 Sales Brochure



## عزز تواجدك

يقدر فريق بيوتي وورلد السعودية تواجدكم في المعرض، لذلك يعمل بجد لضمان أن تكون مشاركتكم ناجحة.

### العلاقات العامة

عرف العالم بشركتكم ومشاركتها في معرض بيوتي وورلد السعودية 2021! إذا كان لديك أي شيء يستحق النشر، نود أن نطلعنا عنه. قد تتمكن من تضمين أخبارك في بيانات الصحفي القادم.

### مجموعة أدوات التسويق

تقدم مجموعة أدوات التسويق للعارضين عدداً من الأدوات المجانية للترويج لمشاركتهم في المعرض:

- بطاقات إلكترونية مخصصة
- لافتات المواقع الإلكترونية
- توقيعات البريد الإلكتروني الشخصية
- خطابات دعوة / دعوات عبر الفاكس

### تواجد في النشرة الإخبارية الإلكترونية

زد الوعي بأعمالك وتواصل مع الأشخاص المناسبين عن طريق نشر أخبار شركتك للمسجلين في قاعدة بياناتنا من خلال نشراتنا الإخبارية الإلكترونية.

### فرص الرعاية:

كن متواجداً في المكان الصحيح وفي الوقت الصحيح.

عزز شبكة تواصل شركتك وعرّف للملكة العربية السعودية ومنطقة الشرق الأوسط الكبار بنشاطها من خلال فرص الرعاية واستفد من إمكانات التسويق المختلفة قبل وأثناء المعرض.

يمكنك رعاية مناطق معينة من موقع المعرض أو الاستفادة من حملتنا التسويقية التي تشمل مجموعة واسعة من القنوات البيناميكية المشكورة والتي يمكنها خدمتك من خلال التعريف بعلاماتك التجارية.

توفر فرص الرعاية والأعلان المنتظمة بعناية للعارضين الذين يؤمنون بمشاركتهم.

لتمييز بين المنافسين والعارضين المشاركين، اتصل بفريق الرعاية الآن:

البريد الإلكتروني: [arthur.tolentino@uae.messefrankfurt.com](mailto:arthur.tolentino@uae.messefrankfurt.com)  
أو [ravi.ramchandni@uae.messefrankfurt.com](mailto:ravi.ramchandni@uae.messefrankfurt.com)

الرجاء كتابة الآي في سطر الموضوع: بيوتي وورلد السعودية

### احجز منصتك الآن!

للشركات الدولية بما في ذلك الإمارات العربية المتحدة

**زيد نوروز**  
مدير مشروع  
[zaid.nourouz@uae.messefrankfurt.com](mailto:zaid.nourouz@uae.messefrankfurt.com)

**محمد الحيدري**  
مدير المعرض  
[mohammed@acepos.com](mailto:mohammed@acepos.com)

**منا الجبرتي**  
مدير المعرض  
[manna@acepos.com](mailto:manna@acepos.com)

# Intersec Saudi Arabia 2019 – DM

Client

Intersec Saudi Arabia



WORK SAMPLE

# Beautyworld Middle East

Client

Messe Frankfurt Middle East



WORK SAMPLE

# Hardware+tools ME Direct Mailer

Client

Messe Frankfurt Middle East



# Intersec 2020 Whitepaper

Client

Messe Frankfurt Middle East

## intersec



### GCC CONSTRUCTION MARKET

The construction sector plays a significant role in the GCC countries' long-term economic development plans and visions. The region's large-scale degree of investment in infrastructure and capital projects, and anticipated tourism boom are poised to register growth for the region's GCC construction sector.

The GCC's total construction contractor awards across the building, infrastructure and energy sectors are expected to increase from

US \$134 billion in 2019 US \$140 billion in 2020



US \$64 billion Construction



US \$47 billion Energy



US \$22 billion Infrastructure

US \$3.2 trillion

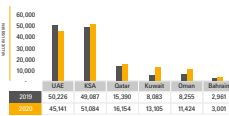
Total GCC construction project value across all three sectors is estimated to be currently worth

### TOP 3 MARKETS

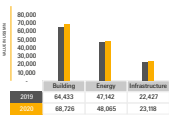
IN THE GCC CONSTRUCTION INDUSTRY IN 2019 AND 2020.



GCC Construction Contractor Awards Split by Country, 2019-2020



GCC Construction Contractor Awards Split by Industry, 2019-2020



### UAE FEDERAL BUDGET

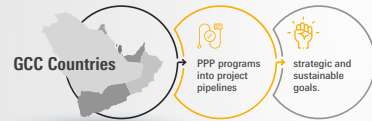
US \$16 Billion in 2019 US \$17 Billion in 2020 (2% increase)

Dubai is anticipated to continue to remain a construction

### UAE CONSTRUCTION SECTOR

6%-10% in 2020

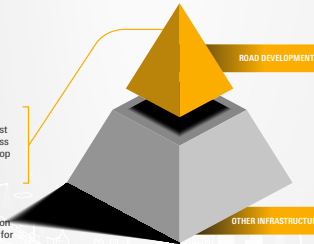
infrastructure across all industries due to the rapid population growth. Governments are expected to require an investment of US\$ 400 Bn by the private sector to address the demands, according to Oliver Wyman.



Public and private sectors in the GCC require a combined US\$ 1.6 TRN in capital to upgrade and build infrastructure in the next five years.

Road development projects will continue to be among the largest infrastructure investments across the GCC region and remains a top priority for governments.

Given the GCC government's support for large-scale infrastructure projects, the region is anticipated to become a hub for global infrastructure investment.



### EC Harris's Global Infrastructure Investment Index ranks

1<sup>st</sup> UAE, 2<sup>nd</sup> Qatar, 11<sup>th</sup> KSA

Attractiveness for infrastructure investment

### GCC INFRASTRUCTURE CONSTRUCTION CONTRACTOR AWARDS

US \$22.4 Billion in 2019 US \$23.1 Billion in 2020

### Contractor Awards 2019

US \$8.3 billion UAE / 2019

US \$5.3 billion Qatar / 2019

US \$5.2 billion KSA / 2019

## intersec



### GCC CONSTRUCTION MARKET

The construction sector plays a significant role in the GCC countries' long-term economic development plans and visions. The region's large-scale degree of investment in infrastructure and capital projects, and anticipated tourism boom are poised to register growth for the region's GCC construction sector.

The GCC's total construction contractor awards across the building, infrastructure and energy sectors are expected to increase from

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us \$64 billion Construction



us \$47 billion Energy



us \$22 billion Infrastructure

us \$3.2 trillion

Total GCC construction project value across all three sectors is estimated to be currently worth

### TOP 3 MARKETS

IN THE GCC CONSTRUCTION INDUSTRY IN 2019 AND 2020.



GCC Construction Contractor Awards Split by Country, 2019-2020



GCC Construction Contractor Awards Split by Industry, 2019-2020



### UAE FEDERAL BUDGET

us \$16 billion in 2019 us \$17 billion in 2020 (2% increase)

Dubai is anticipated to continue to remain a construction and development hub in the GCC and continue to attract top investments

### UAE CONSTRUCTION SECTOR

6%-10% in 2020

### GCC BUILDING CONSTRUCTION MARKET OUTLOOK

By GCC BUILDING CONSTRUCTION CONTRACTOR AWARDS IN 2019 AND 2020

us \$64 billion in 2019 us \$69 billion in 2020



The UAE GCC BUILDING MARKET is likely to register the highest contractor awards in 2020 followed by KSA (US \$1.8 Bn) and Qatar (US \$1.1 Bn)

The UAE is RANKING 1<sup>st</sup> in the Arab world and region and third in the world, in terms of the number of building permits, as per the World Bank's Doing Business 2020 report

### GCC INFRASTRUCTURE CONSTRUCTION MARKET OUTLOOK

By GCC INFRASTRUCTURE CONSTRUCTION CONTRACTOR AWARDS IN 2019 AND 2020

us \$22 billion in 2019 us \$23 billion in 2020



UAE is anticipated to continue to remain a construction and development hub in the GCC and continue to attract top investments

Road development projects will continue to be among the largest infrastructure investments across the GCC region and remains a top priority for governments.

Given the GCC government's support for large-scale infrastructure projects, the region is anticipated to become a hub for global infrastructure investment.

### EC Harris's Global Infrastructure Investment Index ranks

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### GCC INFRASTRUCTURE CONSTRUCTION CONTRACTOR AWARDS

us \$22.4 billion in 2019 us \$23.1 billion in 2020

Contractor Awards 2019

us \$8.3 billion UAE / 2019

us \$5.3 billion Qatar / 2019

us \$5.2 billion KSA / 2019

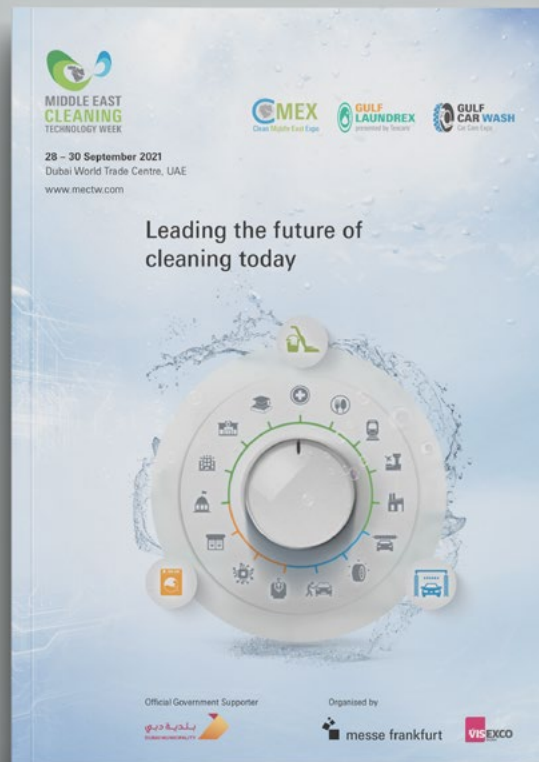


## WORK SAMPLE

# Middle East Cleaning Technology Week Key Visual and Brochure

### Client

Messe Frankfurt Middle East



# Brochure Layout

## Client

Messe Frankfurt Middle East /  
Prolight + Sound Middle East

A superb trilogy of shows.  
A broad spectrum of opportunities.

**prolight+sound**  
MIDDLE EAST

**intersec**

**light | intelligent building**  
MIDDLE EAST | MIDDLE EAST

**What to expect in 2021**

- 1,600 exhibitors
- 45,000 visitors
- 71,500 sqm
- 15 halls

**Key Benefits of colocation**

- 1 Meet 3,200+ system integrators and 2,300+ installers who visit Intersec every year
- 2 As the one-stop platform for Building Technology and Live Events, the collocated shows attract a larger visitor base from key sectors such as Hospitality, Government, Education, Live Events
- 3 Access a wide diverse audience from the region and across the world (over 82% of night time 10,000 Intersec visitors come from outside the UAE, especially Africa and the wider Middle East)

## Exhibitor overview

Regional breakdown of exhibitors in 2019

- 2% Americas
- 2% Wider Middle East
- 28% GCC
- 30% Europe
- 30% Asia

58 Exhibitors from 14 Countries

36% first time exhibitors

70% exhibitors were extremely satisfied with business opportunities at the trade show

90% exhibitors intend to return in 2021

*"We believe that participating in Prolight + Sound Middle East is an important business being here gives us the opportunity to talk to a lot of different people - not only distributors but also system integrators and users. This has been a very good show and we're looking forward to the next one."*

Roberto Malabon  
Export Manager, FBI



# Brochure Layout

## Client

### Messe Frankfurt Middle East / Light Middle East

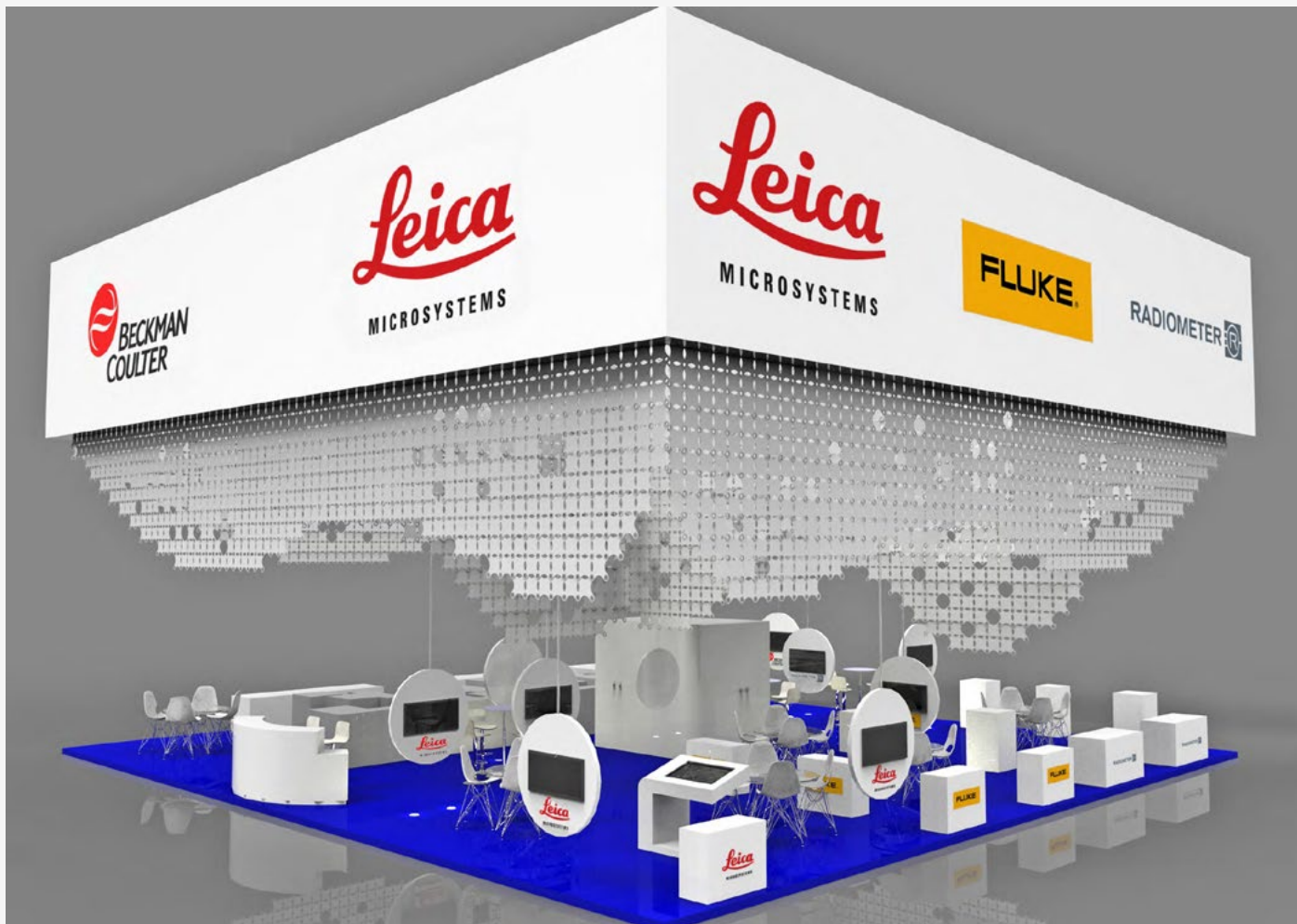


WORK SAMPLE

# Exhibition Stand Design

Client

Beckman Coulter



WORK SAMPLE

# Exhibition Stand Design

Client

Samsung – Gitex Shopper



## WORK SAMPLE

# Burj Al Arab - Bab Al Yam Restaurant Logo + Visual Identity

The iconic sea-facing Bab Al Yam restaurant was in need of an identity refresh to complement its new, modern avatar. Eleven777 reviewed the existing identity and decided on a radical overhaul. Referencing the gentle waves that lap the Jumeirah shoreline for inspiration, Bab Al Yam's new logo was born – a gentle turquoise-hued wave-form that morphs into the 'B' in Bab Al Yam, underscored by fluid running-hand typography in Arabic and English. Menus, a print advert and other brand expressions soon followed suit.



# WORK SAMPLE

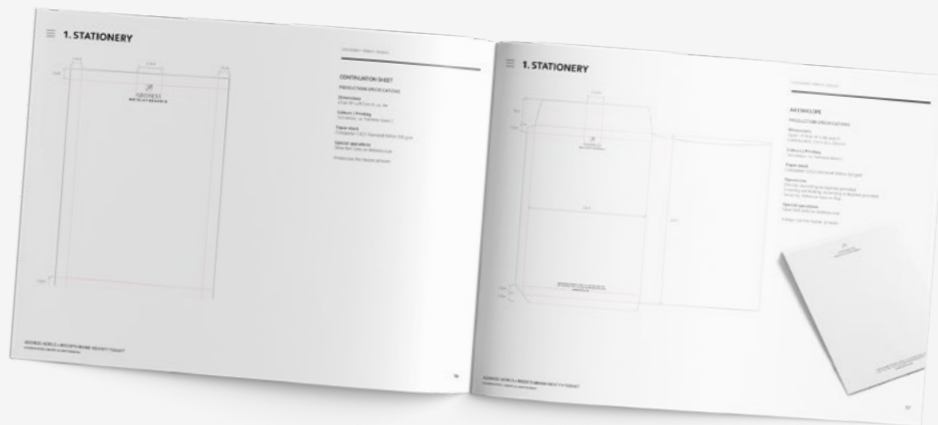


# Brand Identity Toolkit



## WORK SAMPLE

# Brand Style Toolkit



# Brand Positioning Manual





WORK SAMPLE

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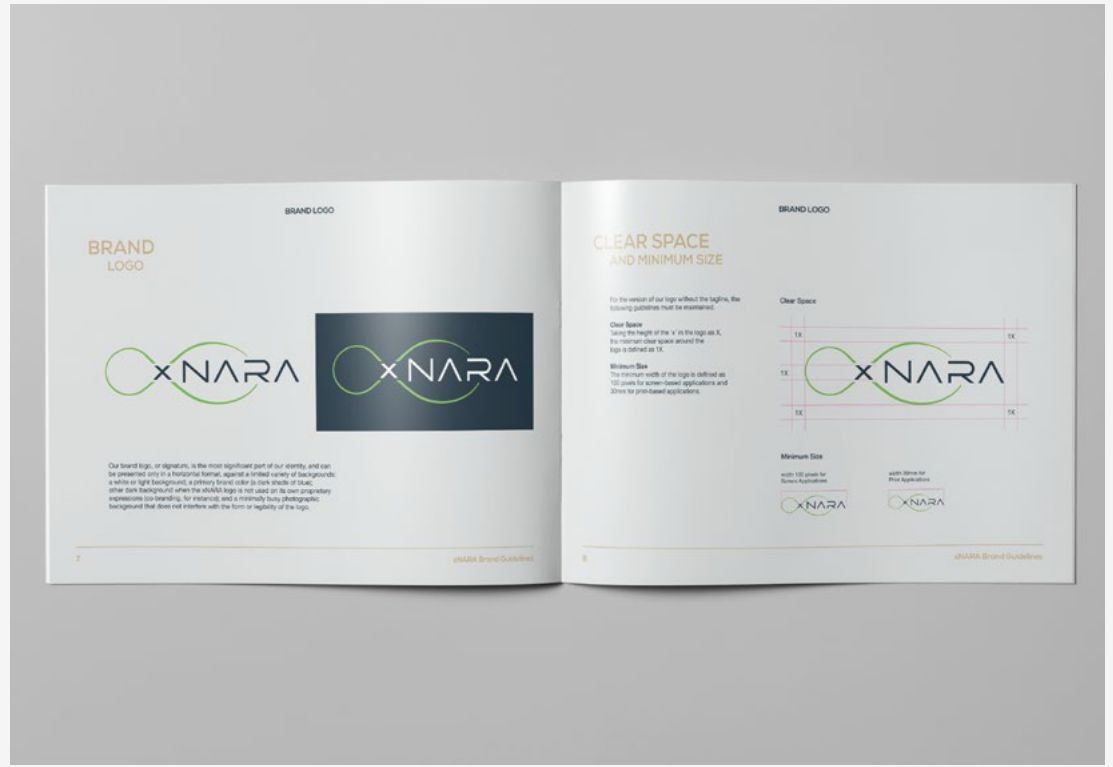
# xNARA - Branding

Client  
xNARA



# xNARA - Brand Guidelines

Client  
xNARA



# xNARA - Brand Guidelines

## BUSINESS CARD



## BUSINESS CARD

**Dimensions**  
8.5cm W x 5cm H

**Colors / Printing**  
2x2 color printing  
i.e. Pantone 7546 C and Pantone 7488 C

**Paper stock**  
Conqueror CX22 Diamond white 350 gsm

**Operations**  
No lamination

## DIGITAL BANNERS



## SKYSCRAPER BANNER

### DESIGN SPECIFICATIONS

**Dimensions**  
120px W x 800px H

**Margins**  
10px on the left and right sides, 30px top and bottom

**Frame**  
Green border, 3pt thickness

**Images**  
The visual must be placed in the top half, above the curved green line. The image may be cut out as well, according to the creative direction desired.

**Body copy font and size:** Exo bold, 16pt  
**Button font and size:** Exo bold, 13pt  
**URL font and size:** Exo bold, 16pt

**Final frame**  
Logo 100px W

**Call-to-action**  
Please use artwork featuring call-to-action text on green button (90px W x 30px H)

# xNARA - Brand Guidelines

SOCIAL MEDIA



## INSTAGRAM ANIMATED STORIES (VARIATION 2)

These variations are applications of the same route, using the curved green line from the logo against different visuals.

Frame 1: The logo and website begin to appear against the background visual.

Frame 2: The logo and website are clear, accent lines start to form on the top and bottom and the CTA ('Learn More' in this case) begins to appear.

Frame 3: The CTA is present, as the accent lines continue to extend. The title sentence starts to appear against an opacity gradient in the background.

Frame 4: The accent lines are completely formed and the title sentence is clear.

Frame 5: The image is replaced from the bottom as a white background slides upwards.

Frame 6: Shows the final screen, including the logo, website and the CTA.

SOCIAL MEDIA



## INSTAGRAM ANIMATED STORIES (VARIATION 1)

These variations are applications of the same route, using the curved green line from the logo against different visuals.

Frame 1: The logo and website begin to appear against the background visual.

Frame 2: The logo and website are clear, an accent line starts to form and the CTA ('Learn More' in this case) begins to appear.

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Frame 6: Shows the final screen, including the logo, website and the CTA.

# xNARA - Brand Guidelines

AMBIENT BRANDING

## WALL BRANDING



Wall branding is an excellent way to leverage your physical environment to strengthen the xNARA brand. Shown alongside is an application example of our wall branding.

AMBIENT BRANDING

## WALL BRANDING



Our wall branding is laid out according to a grid that allows the design to be dynamic and moderately asymmetrical, as shown alongside. Clear space must be maintained on all borders. Images may be expanded or shrunk within the grid lines.

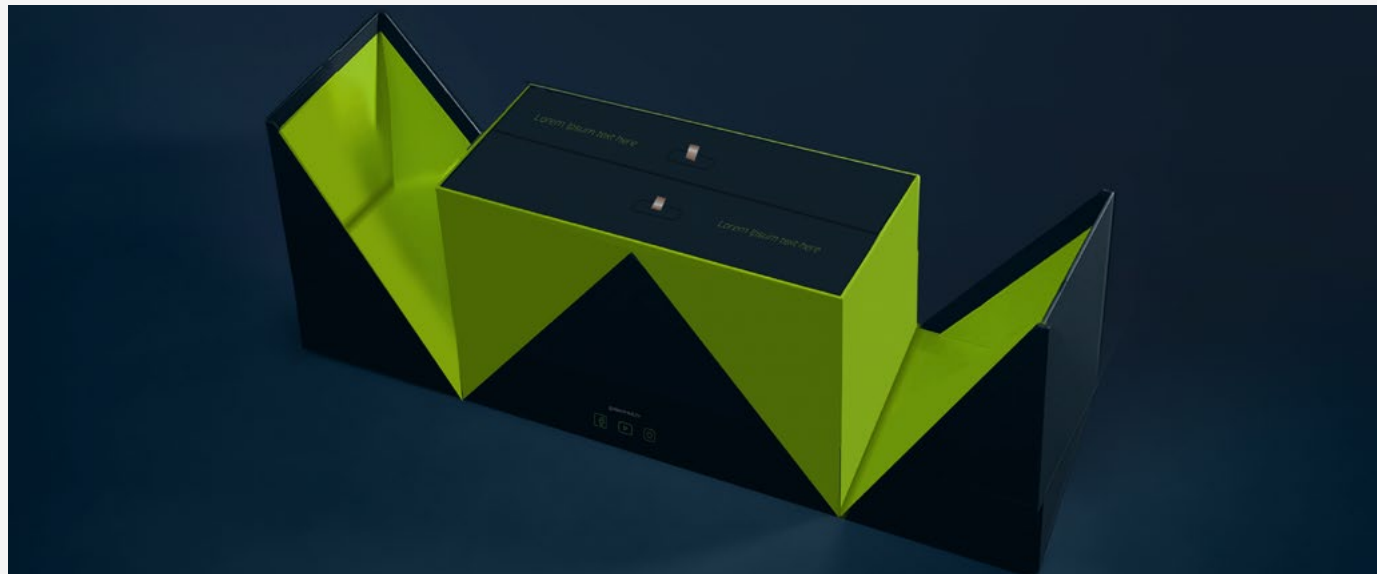
Please note that the spacing and margins shown alongside, denoted in cm, are intended for a regular canvas size in design software. When enlarged, the spaces and margins will increase proportionately.

**Specifications:**

Font: Exo, Bold and Regular

WORK SAMPLE

# xNARA – Package Design



# xNARA – Presentation Deck



WORK SAMPLE

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# ITD - Branding

Client

ITD – Institute for Transformational Development



INSTITUTE FOR  
TRANSFORMATIONAL  
DEVELOPMENT



# ITD - Branding

Client

ITD – Institute for Transformational Development



WORK SAMPLE

# ITD - Website Development

Client

ITD – Institute for Transformational Development

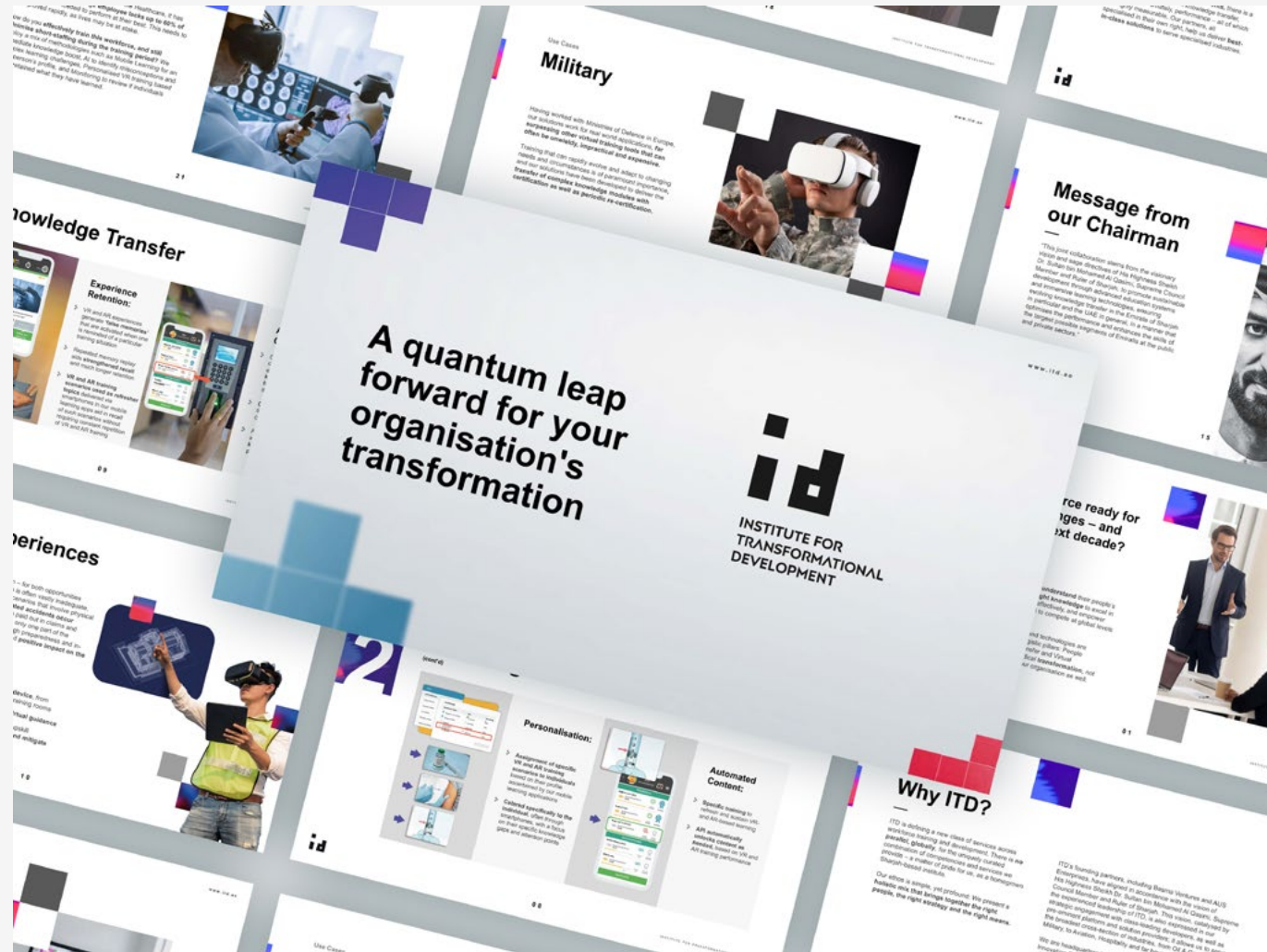
[Link to the website](#)



# ITD - Pitch Deck

## Client

## ITD – Institute for Transformational Development

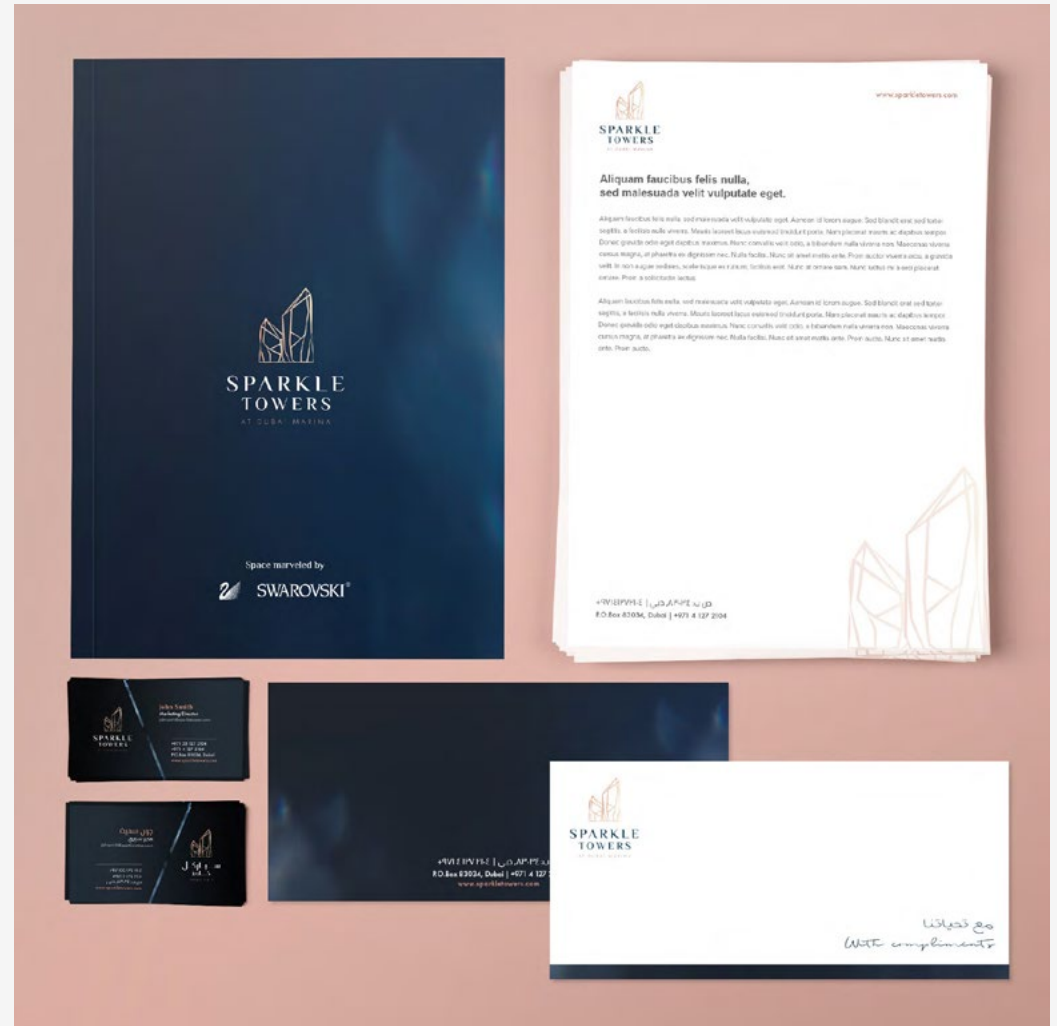


## WORK SAMPLE

# Sparkle Towers Identity and Branding

### Client

## Tebyan Real Estate Development



## WORK SAMPLE

# The Daily – Restaurant Identity + Branding Project for Rove Hotels

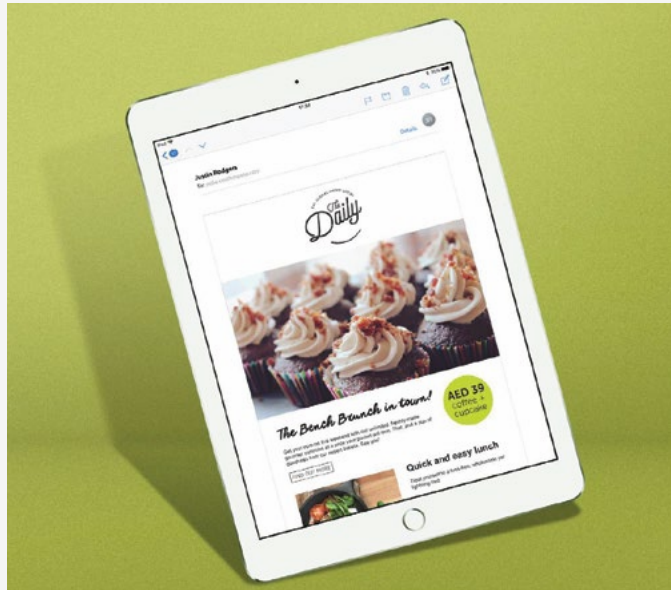
- From initial design research and identity development to positioning manual and full-fledged brand documents
- Eleven777 articulated visual language, brand's personality and tone for The Daily.
- Balanced aesthetic appeal with practical applicability we delivered branding system that works in the real world

### OTHER DELIVERABLES:

- Signage
- Menus
- Table number-card holders
- Wall-mounted daily 'specials' boards
- Designs accents, typography, colours, icons and patterns



# WORK SAMPLE



# dubizzle Property Branding

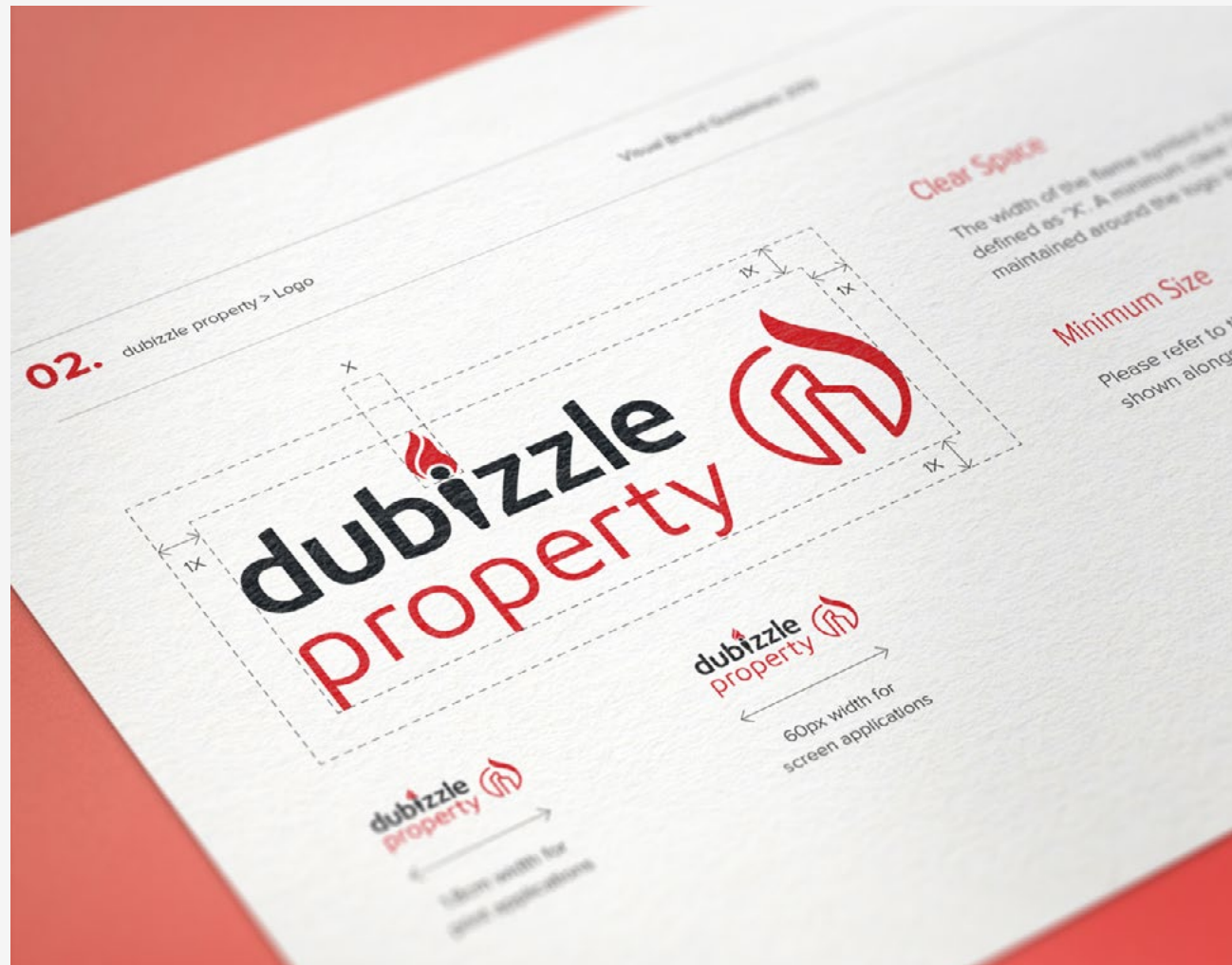
## Key deliverables:

- Overarching brand development
- B2b brand strategy
- Master distinguishing elements: e.g. Logo variation for vertical; subtle typographic variation, vertical-specific custom iconography, vertical-specific new colour accents.. Etc.
- Vertical specific brand lexicon and B2B scenario-based copy plan
- Master brochure english template
- Infographic style and components
- Brand guideline



# dubizzle Property Branding

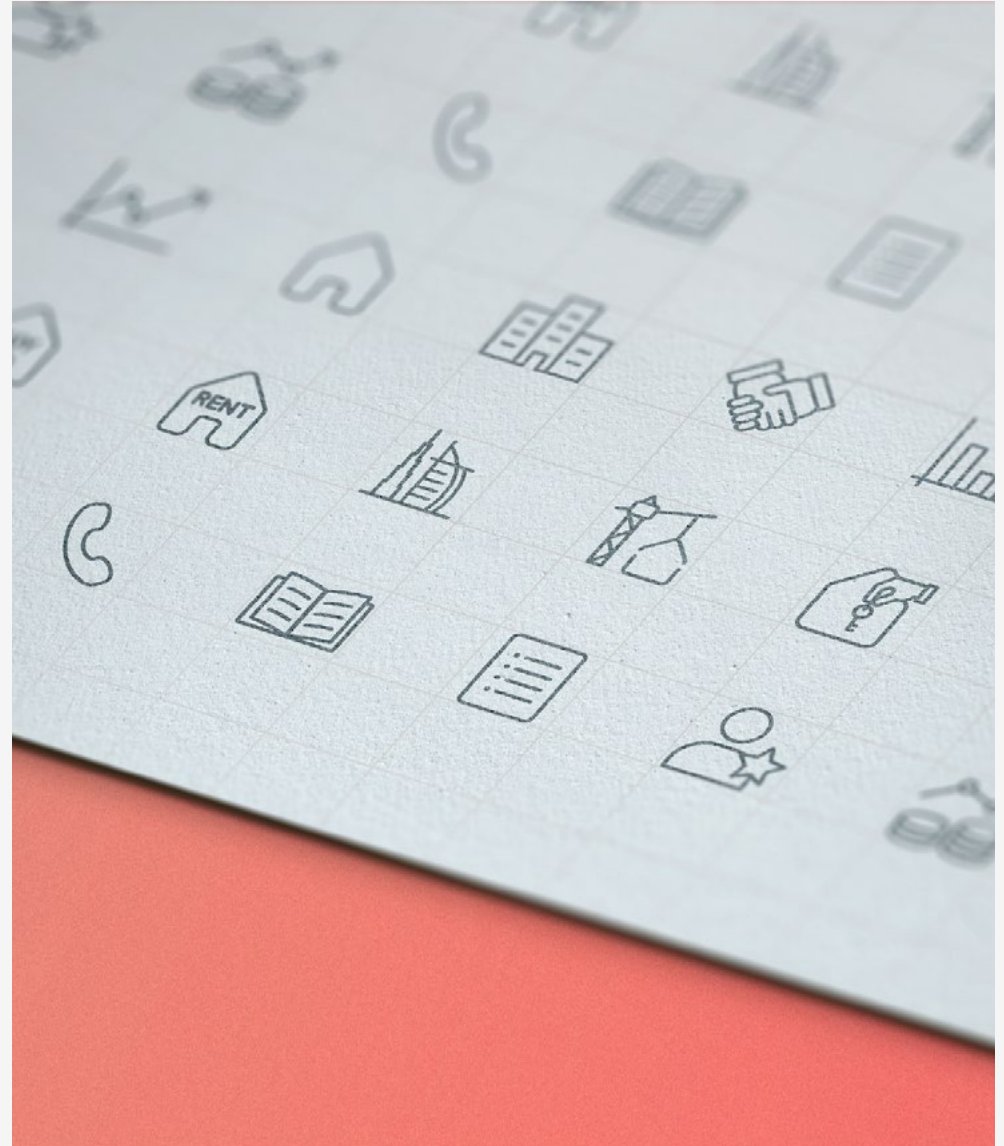
## Visual brand guideline





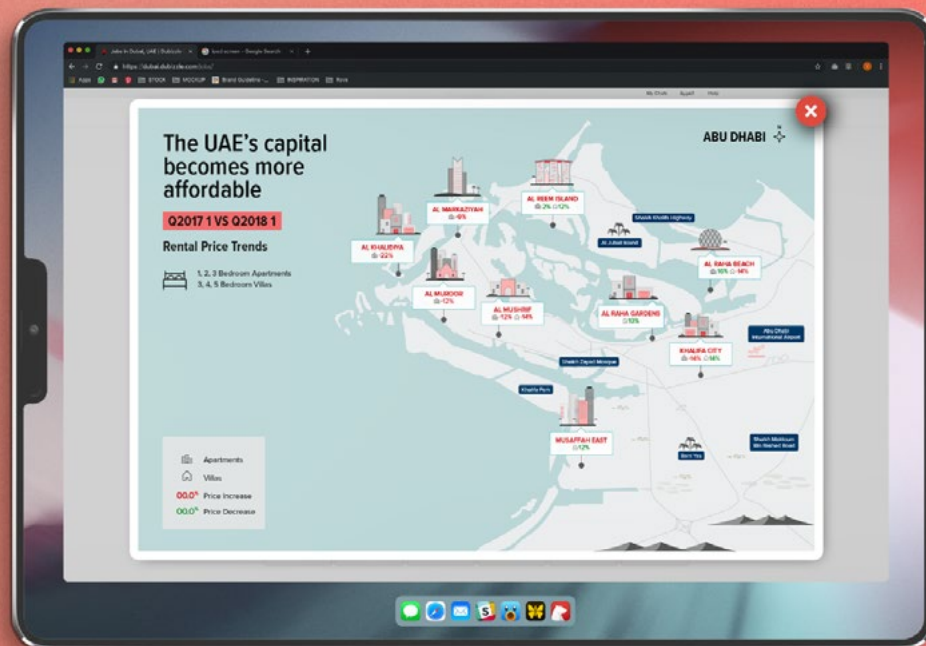
WORK SAMPLE

# dubizzle Property Branding



# dubizzle Property Branding

Digital map style, infographic, .. etc.



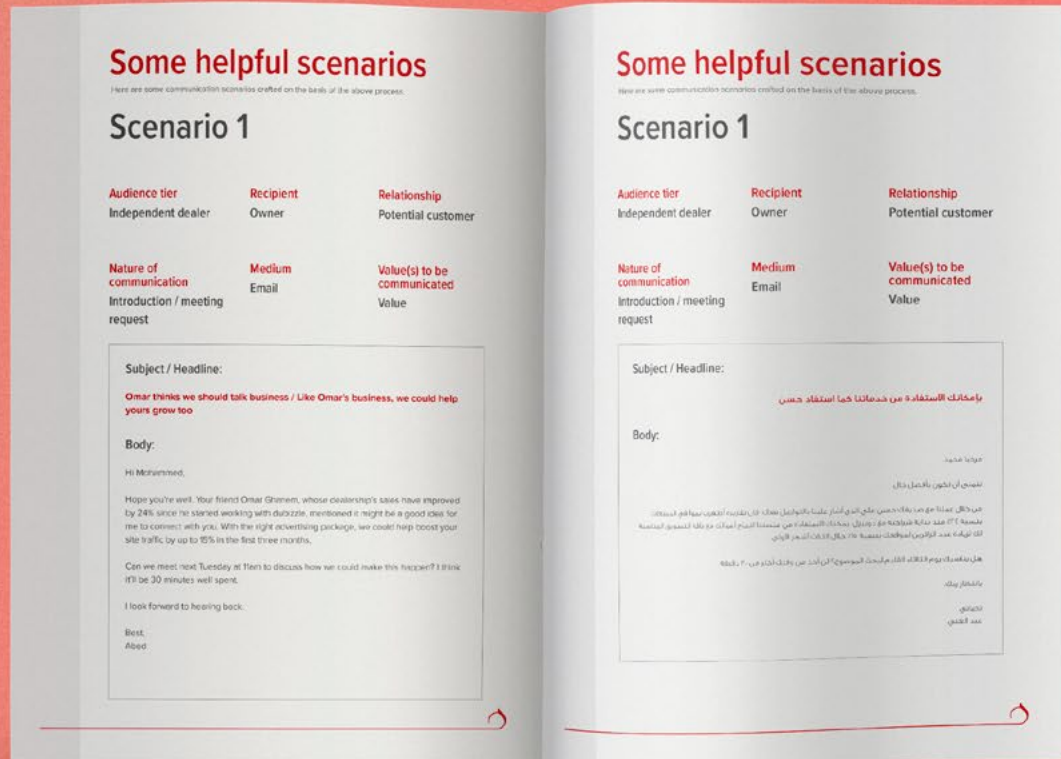
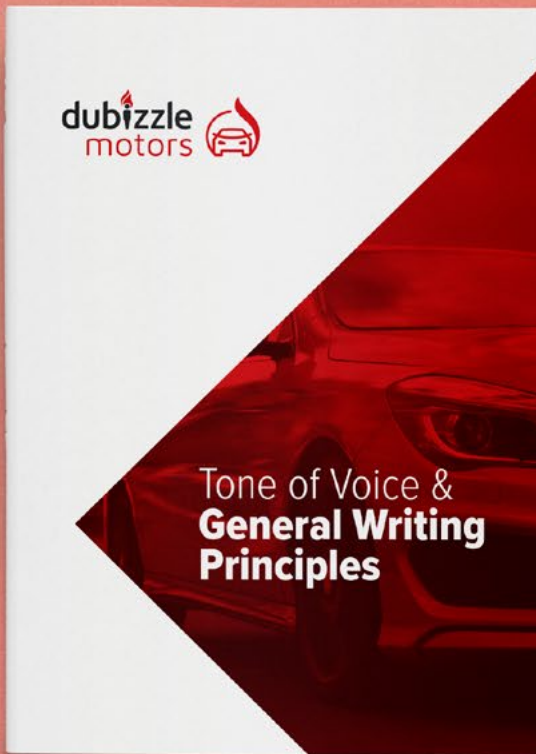
# dubizzle Property Branding

## Brochure



# dubizzle Motor Branding

Client  
dubizzle



# dubizzle Motor Branding

May 2017 - May 2018

An infographic by **dubizzle motors**

## CAR INSURANCE GUIDE & FACTSHEET IN THE UAE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent scelerisque elit.

**Nissan Altima**

Average car price on dubizzle  
AED **51,572**

Average car price on dubizzle  
AED **25,460**

Average value by insurance  
AED **18,989**

Average value by insurance  
AED **88,650**

Facts

### Standard Depreciation

Q1	Q2	Q3	Q4
95%	90%	85%	80%

The standard depreciation value of a vehicle is 5% per quarter, adding up to **20% PER YEAR.**

Q1	Q2	Q3	Q4
90%	85%	80%	75%

Some cases start from 10% per year, and go all the way up to **25% PER YEAR.**

### Most Insured Cars In 2017

Rank	Model	Percentage
1	Nissan Altima	48%
2	Honda Accord	31%
3	Honda Civic	12%
4	Nissan Tida	6%
5	Mitsubishi Pajero	3%
6	Toyota Corolla	3%

### Does the age of The car affect your Insurance premium?

Average insurance premium Mercedes Benz S Class

Year	Price Range (AED)
2010	2,456 - 3,687
2016	10,552 - 12,395

Lorem Ipsum

### Growth scale dolor sit amet

Year	Value
2015	174
2016	312
2017	328
2018	469

### Nationalities

Accessing dubizzle Motors 2017

### Nationalities

Accessing dubizzle Motors 2017

Rank	Nationality	Percentage
1	UK	48%
2	India	31%
3	UAE	12%
4	Philippines	6%
5	KSA	3%

### Top 5 Features in Listed Cars

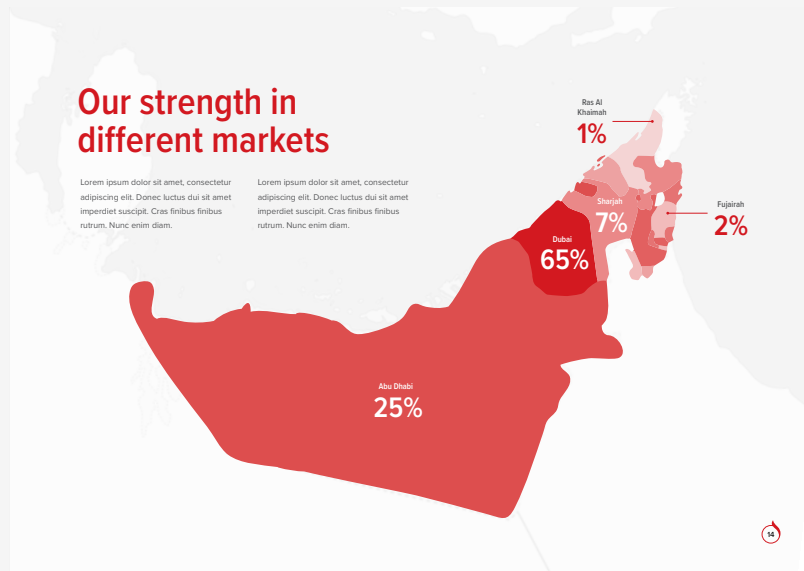
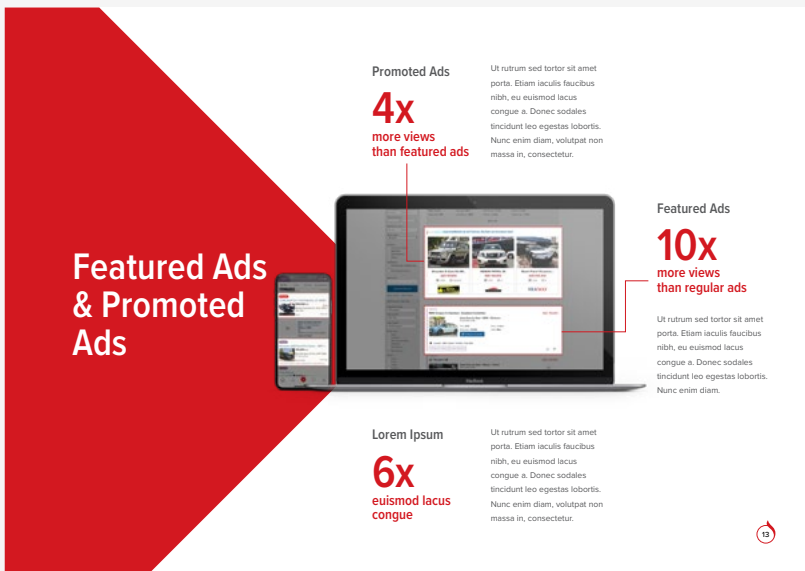
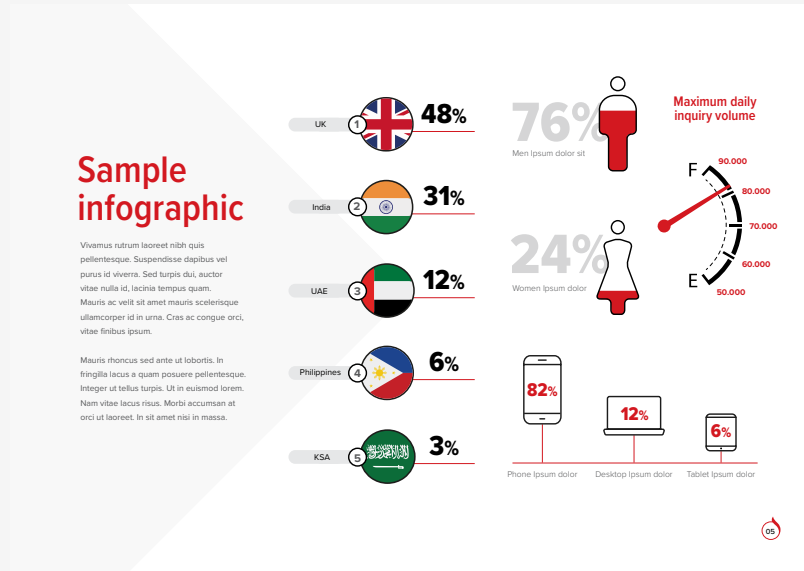
dubizzle Motors 2017

Feature	Percentage
Bluetooth System	49%
Keyless Start	48%
Leather Seats	40%
Parking Sensors	35%
Cooled Seats	16%

**dubizzle motors**

We believe all figures are correct at the time of publication but are subject to change.

# dubizzle Motor Branding



## WORK SAMPLE

# Corporate Identity Proposal & Collateral Design

Client

Steigenberger Hotel Dubai - Bayside Restaurant & Terrace

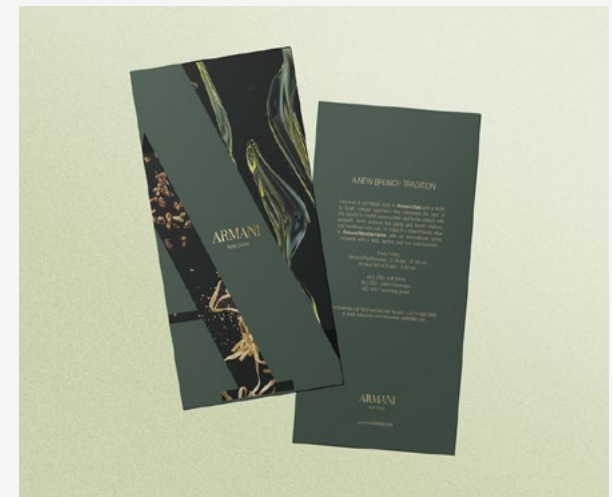
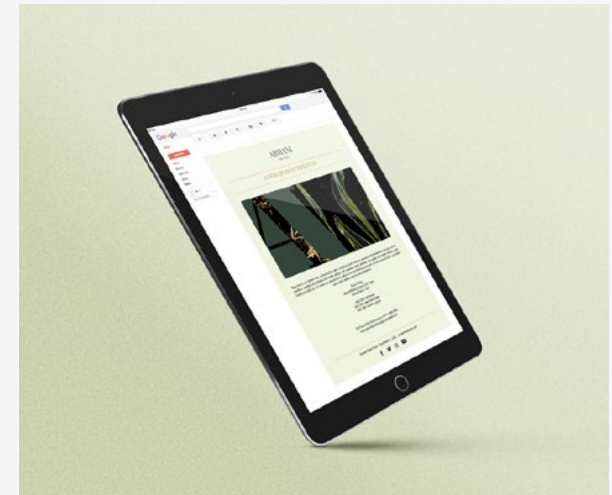


WORK SAMPLE

# Brunch at Armani

Client

Armani Hotel Dubai





WORK SAMPLE

# Armani/Deli Collateral Design

Client

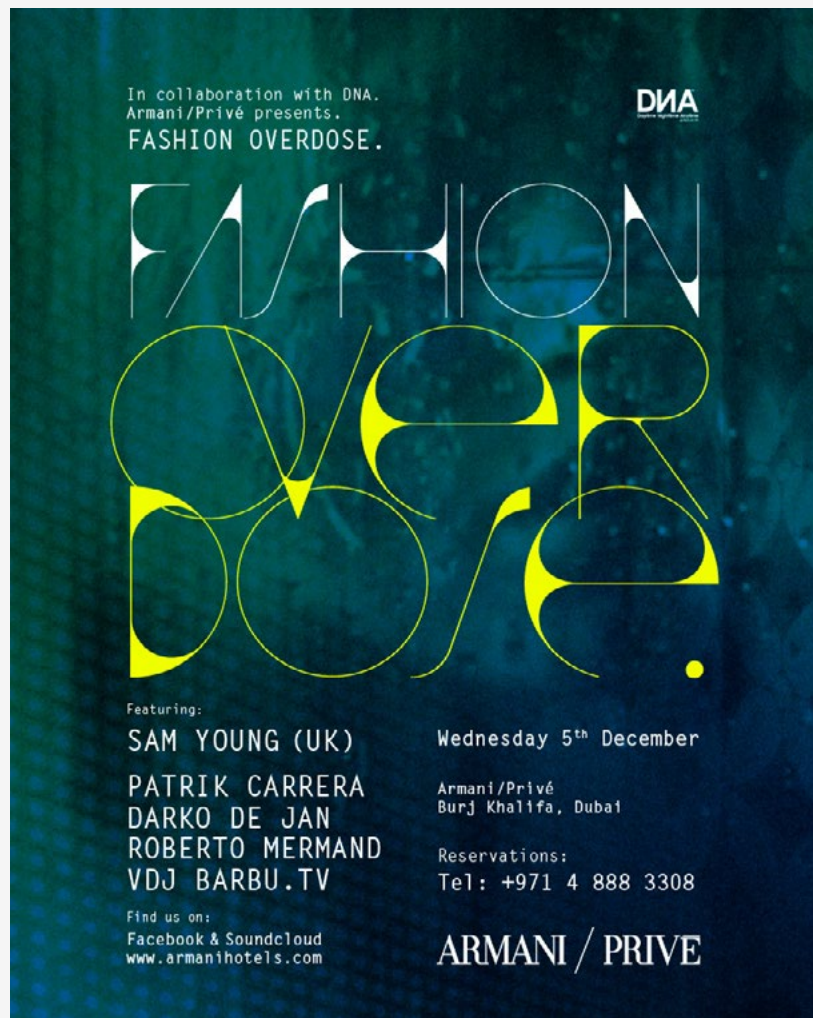
Armani Hotel



# Weekly Events - Digital Flyers

Client

Armani/Privé



WORK SAMPLE

# Masquerade Party Collateral

Client

Louis Vuitton



# CUT Restaurant Launch Campaign

## Client

CUT Restaurant + The Address Downtown Dubai

CUT  
WOLFGANG PUCK

# OPENING SOON

Elevating the classic American steakhouse concept to new levels of culinary finesse, CUT by celebrity chef Wolfgang Puck will make its Dubai debut at The Address Downtown Dubai.



It promises to be an experience that's a cut above.

For more information, call +9714 888 3444 or email [cut@theaddress.com](mailto:cut@theaddress.com)

كوت  
بإشراف وولف جانج بـك

# الافتتاح قريب

انتظروا افتتاح المطعم الجديد كوت بإشراف الشيف وولف جانج بـك لأول مرة في دبي. فيما يرتقي بمفهوم الستيك هاوس الأمريكي الكلاسيكي إلى مستويات جديدة من الجودة الطهيّة. في فندق العنوان وسط مدينة دبي.



استعدّوا لأرضى التجارب على الإطلاق.

للزيد من المعلومات، اتلوا على +9714 888 3444 أو راسلونا على [cut@theaddress.com](mailto:cut@theaddress.com)

WORK SAMPLE

# Ramadan Campaign

Client

The Ritz-Carlton Dubai



# Ramadan campaign

Client  
La Serre




**La Serre**  
BISTRO & BOULANGERIE

## A Parisian iftar

French, fresh and full of flavour, iftar at La Serre is the new taste of tradition. Dine with us all through Ramadan on a selection of shared starters and tantalising main courses, while groups of six or more have the additional choice of a full lamb when available.

AED 295 per person every day except Wednesdays, all through Ramadan.  
Regular à la carte menu also available.




**La Serre**  
BISTRO & BOULANGERIE

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AED 295 per person every day except Wednesdays, all through Ramadan.  
Regular à la carte menu also available.



### La Parisienne – Chic mystique every Wednesday

It's the closest you'll get to an authentic Parisian experience in Dubai – fun, lively and food that transports you to the magical streets of Montmartre. Stay to the tones of OJ Mousser & while you indulge in dishes and beverages that make a lingering impression.


7:00pm to 2:00am, every Wednesday



### Business Lunch – A generous helping of value

We have the recipe for a legendary lunchtime – a leisurely hour spent lunching on some of our favourites, at a value that's simply irresistible.


AED 130 for two courses, AED 150 for three courses, per person 12:00pm to 3:15pm, Sunday to Thursday, all through Ramadan. Discounts for City Enquirer and Enquirer Associate cardholders.



### Sunday Escape – Get the week off to a good start

Have dinner with us and get 25% off the total bill for food and beverages. What a way to start the week!

Dinner, every Sunday



### La Mademoiselle – Where the ladies who know, go

Few things in life are better than the unlimited free flow of softest, loudest beverages, where we pick up the tab for the ladies.

7:00pm to 9:00pm, every Saturday

f t i g y

# Address Downtown

## Digital media:

- Email shots
- E-newsletters
- YouTube mastheads
- Facebook Canvas
- Instagram Carousel
- Launch videos
- Web banners
- Social media

## Traditional media:

- Print adverts
- Multi-fold flyers

## Outdoor media:

- Bridge banners
- Lampposts



## Address Downtown

- Launch campaign, June 2018
- Latest addition to the Address Hotels + Resorts hospitality portfolio
- Three months prior to launch, Eleven777 conducted in-depth discovery into various differentiators and USPs, during hotel construction phase
- In the absence of being able to shoot at underconstruction property, Eleven777 researched floor plans, 3D renders, operating criteria documents etc. to develop a set of four elegant key visuals as complex Photoshop composites.





# Address Downtown Advert

Client

Address Downtown



**BEST RATE GUARANTEE**

LIFT YOUR EYES  
TO AN *icon on the rise*

*What* lies beyond the extraordinary? It's where no benchmarks exist, except the ones we boldly define. Where luxury in hospitality rises to levels few can hope to achieve, from progressive dining and sublime wellness to making guests the absolute centre of attention, in a location that has no parallel.

Follow the rise of an icon with #ANewAddress

**ADDRESS DOWNTOWN**

WHERE *life* HAPPENS

BOOK NOW  
TOLL FREE (UAE) 800 ADDRESS  
ADDRESSHOTELS.COM

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com



**BEST RATE GUARANTEE**

*A vision* RENEWED.  
*An icon*, REBORN.

*What* lies beyond the extraordinary? It's where no benchmarks exist, except the ones we boldly define. Where luxury in hospitality rises to levels few can hope to achieve, from progressive dining and sublime wellness to making guests the absolute centre of attention, in a location that has no parallel.

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# Address Downtown Advert

Client

Address Downtown



**BEST RATE GUARANTEE**

*A vision* RENEWED.  
*An icon,* REBORN.

*The* result of the limitless pursuit of a new ideal, Address Downtown is the iconic flagship hotel that aspires to the exceptional, the exquisite and the exemplary. From deeply attentive and personalised service to the joy of new discovery, join us as we define the future of hospitality.

Discover an icon reborn, with #ADHdowntown

**ADDRESS DOWNTOWN**

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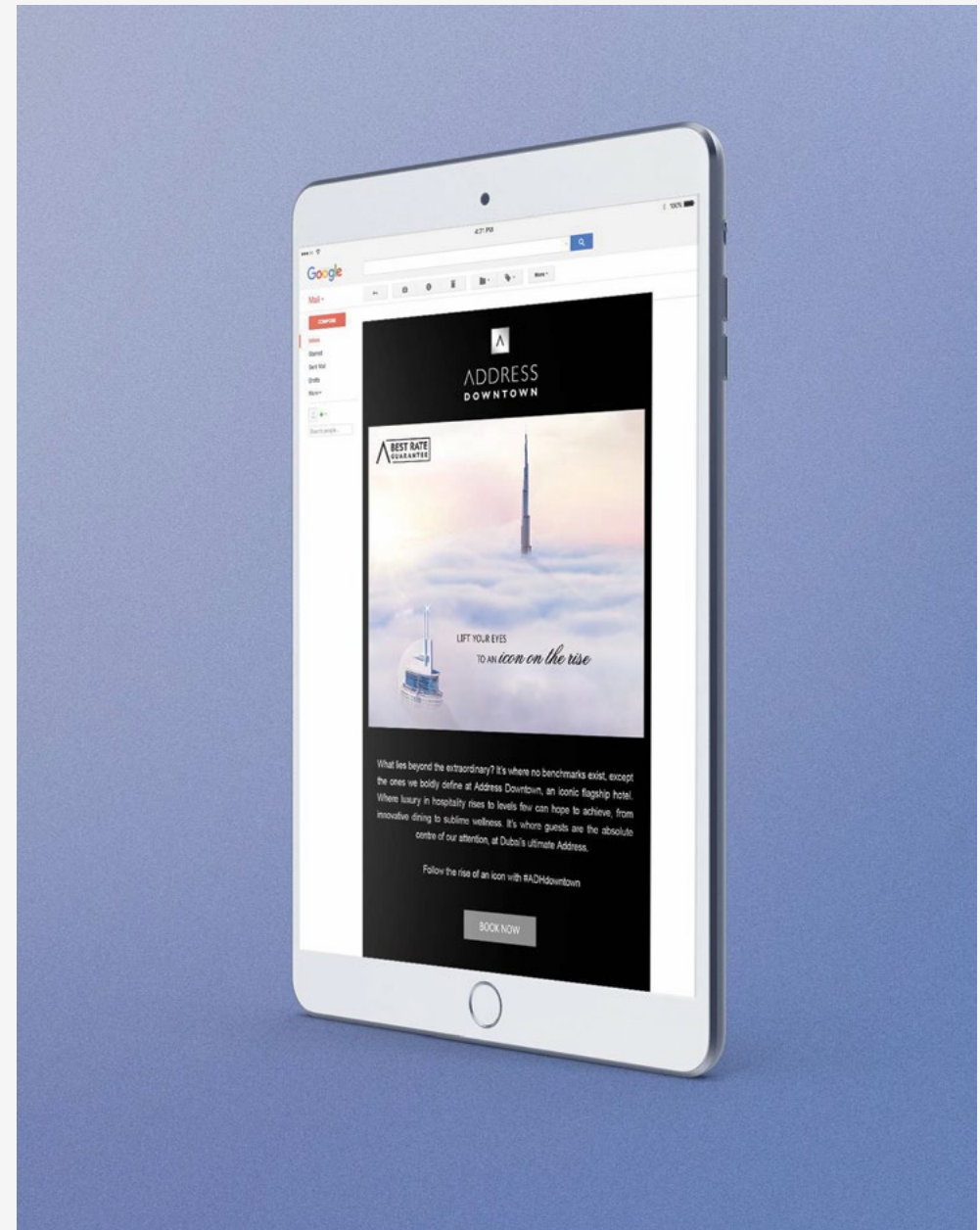
**ADDRESS DOWNTOWN**

BOOK NOW  
TOLL FREE (UAE) 800 ADDRESS  
ADDRESSHOTELS.COM

WHERE *life* HAPPENS

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com

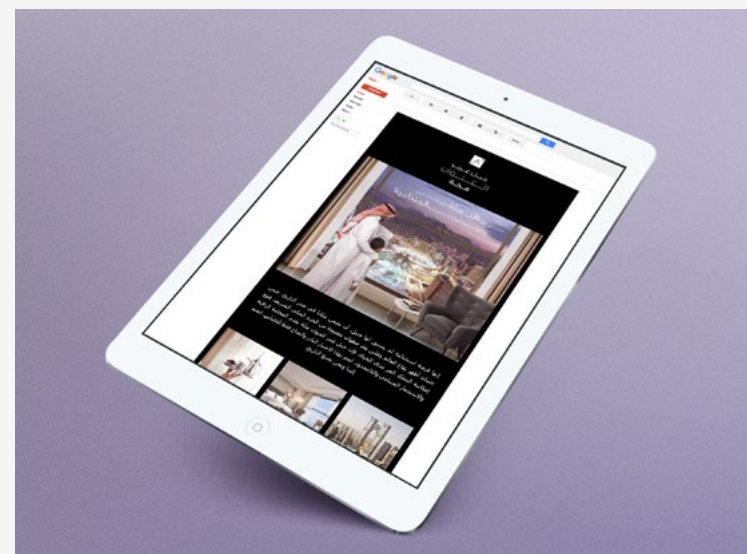
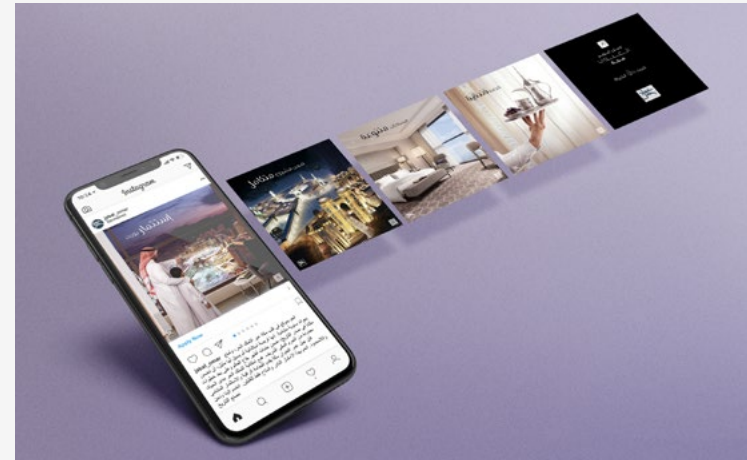
# WORK SAMPLE



# Jabal Omar Address Makkah - Residences

Client  
Jabal Omar

Watch the video



# Address Hotels and Resorts



ADDRESSHOTELS.COM

CELEBRATE YOUR *true* NATURE  
IN AN *icon* OF LEISURE AND LUXURY



*Address* Boulevard completely reimagines every notion of hospitality, and presents a refreshing approach to resort living in the heart of the city. Our signature dining concept The Restaurant at Address Boulevard, expansive spa facilities, engaging Qix club for children, effortless access to The Dubai Mall and our serviced residences are a unique mosaic of taste and experience. It's where expectations aren't merely met. It's where they are set.



ADDRESS  
BOULEVARD

WHERE *life* HAPPENS

Discover more with #ADHboulevard

T +971 4 561 8888 STAY@ADDRESSHOTELS.COM



ADDRESSHOTELS.COM

احتفل بذاتك  
في المعلم الاستثنائي للراحة والفخامة



أعاد العنوان بوليفارد تصويره للضيافة بمعنى جديد، ليقدم منهدماً مميّزاً وممتعاً لصحة المنتجع في قلب المدينة، انعموا بتجربة سياراً في رحاب الفندق بدءاً من مفهوم تناول الطعام المبتكر في ذي رستورانت لدى العنوان بوليفارد، مروراً بمراق المنتجع الصحي الفاخرة ونادي كيكس الشيق للأطفال، وطرق الوصول السهلة لذي مول، وولي شققنا المفروشة والمخومة باستثنائية. في العنوان بوليفارد نحن لا نلبّي توقعاتكم فقط، بل نترقي بمبغياتها أيضاً.



العنوان  
بوليفارد

حيث تنأق الحياة

اكتشفوا المزيد عبر #ADHboulevard

T +971 4 561 8888 STAY@ADDRESSHOTELS.COM

# Property Brochures – Residences

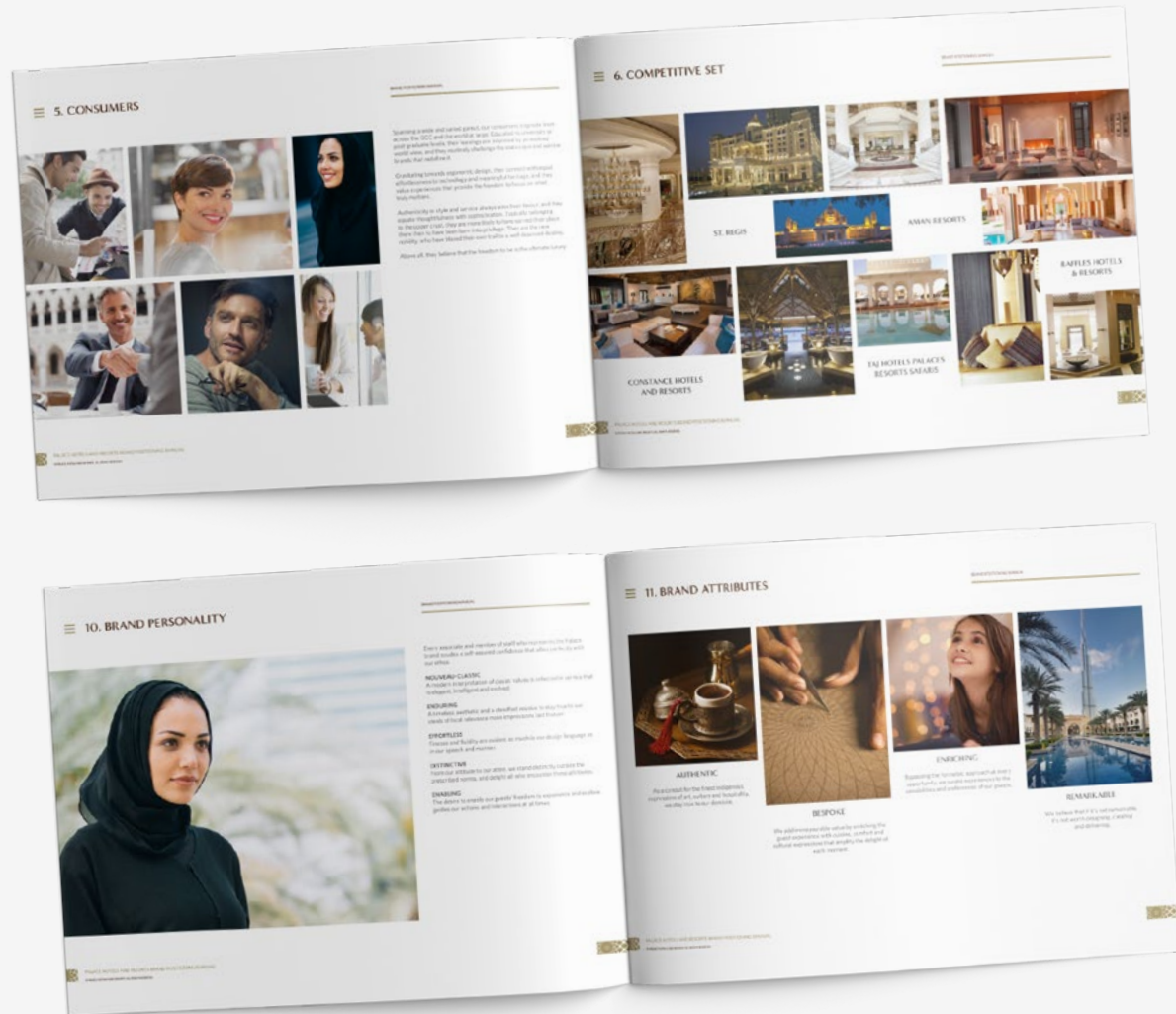


## WORK SAMPLE

# Palace brand guidelines



# Palace – Brand Positioning Manual





# WORK SAMPLE

# Palace – Brand Identity Toolkit



# Address Downtown Launch Campaign



WORK SAMPLE

# Address Dubai Mall Re-opening Campaign

Client

Address Dubai Mall



# Address Dubai Mall Re-opening Campaign

Client

Address Dubai Mall



WORK SAMPLE

# NEOS Campaign

Client

Address Downtown



63 STOREYS UP IN THE SKIES,

A CITY THAT SPARKLES *captivates* THE EYES

*Let* the music be your muse and the stars light up your eyes as you experience a symphony of sights, tastes and sounds that, quite simply, make you feel on top of the world.  
It's new. It's now. It's Neos.

BOOK NOW  
TOLL FREE (UAE) 800 DINING  
ADDRESSHOTELS.COM

NEOS



ADDRESS  
DOWNTOWN

WHERE *life* HAPPENS

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com

WORK SAMPLE

# Wedding Brochure + Photoshoot (5 Hotels)

Client

The Address Hotels + Resorts



WORK SAMPLE

# Wedding Brochure + Photoshoot (5 Hotels)

Client

The Address Hotels + Resorts



# At.mosphere Brochure Concept + Photography

Client

At.mosphere Burj Khalifa





# 3M SAP - Implementation Campaign

Client

3M Middle East

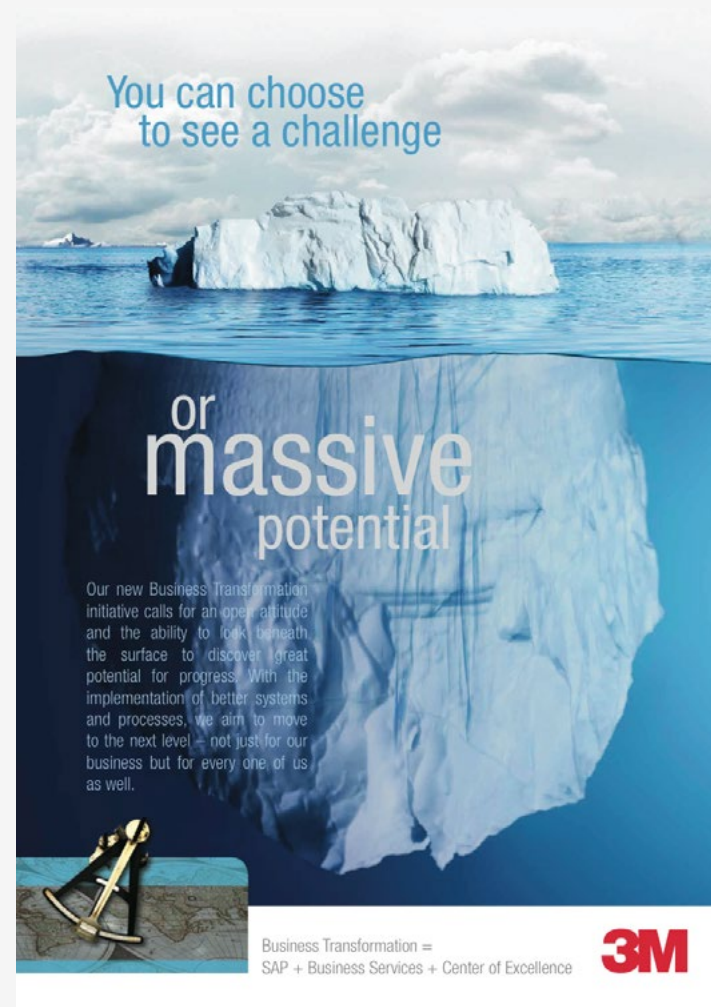


Evolved individuals don't just survive. They thrive.

The new Business Transformation initiative at 3M aims not just to transform our business, but to help each of us to progress and evolve through the implementation of better systems and processes.

It's our future. It's *your* future.

Business Transformation = SAP + Business Services + Center of Excellence




You can choose to see a challenge

or massive potential

Our new Business Transformation initiative calls for an open attitude and the ability to look beneath the surface to discover great potential for progress. With the implementation of better systems and processes, we aim to move to the next level – not just for our business but for every one of us as well.

Business Transformation = SAP + Business Services + Center of Excellence



# WORK SAMPLE



WORK SAMPLE

# Burj Al Arab Brochures

Client

Burj Al Arab



تذكارات استثنائية  
EXQUISITE SOUVENIRS



الدلال اللامتناهي  
ULTIMATE INDULGENCES



تجارب الأجنحة الخاصة  
IN-SUITE EXPERIENCES

# Emirates NBD Private Banking Videos

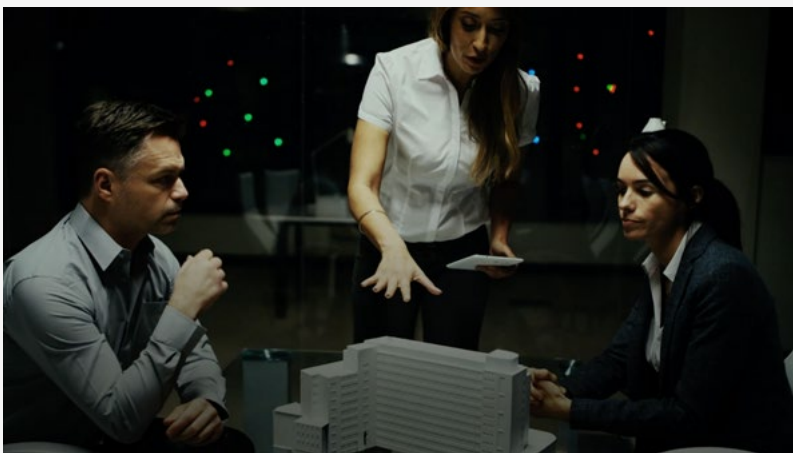
Watch the video



Watch the video



Watch the video



Watch the video



WORK SAMPLE

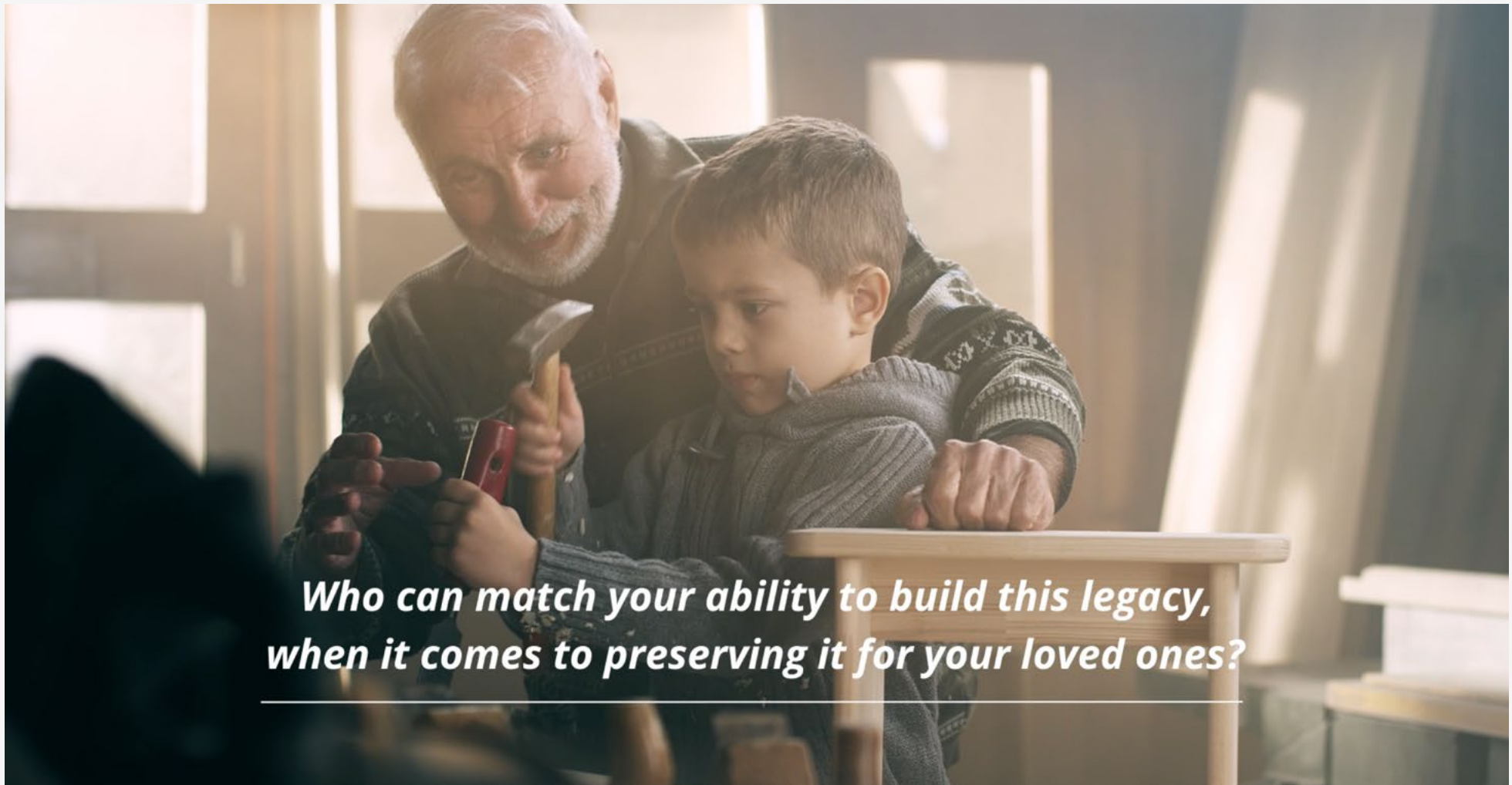
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# Emirates NBD Trust and Estate Planning Video

**Client**

**Emirates NBD**

[Watch the video](#)



# Emirates NBD Trust & Estate Planning Carousel

Client

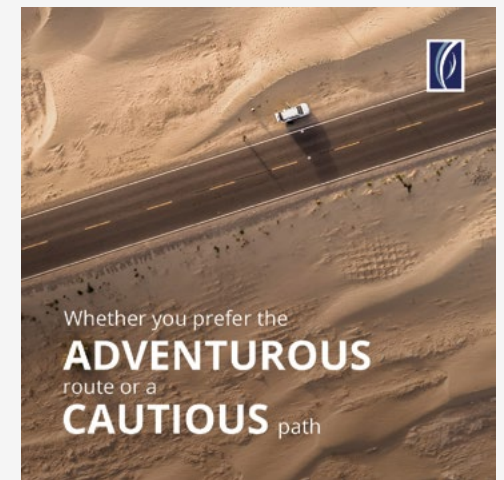
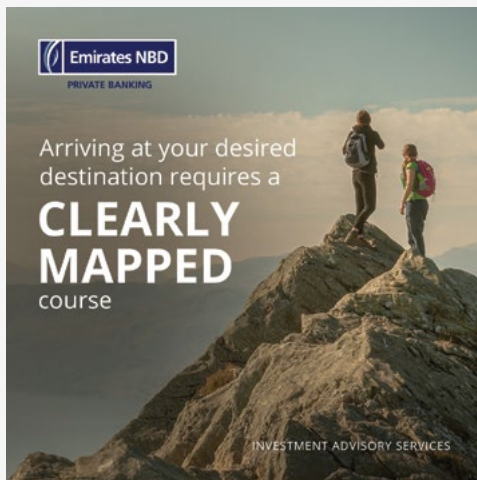
Emirates NBD



# Emirates NBD Investment Advisory Services – Carousel

Client

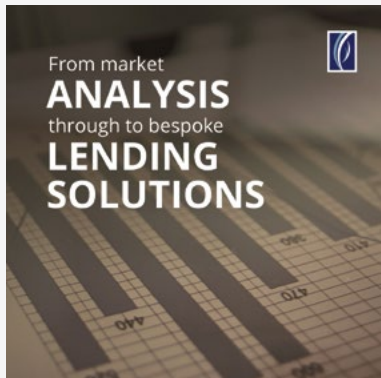
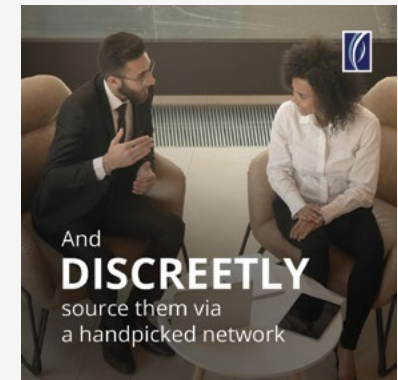
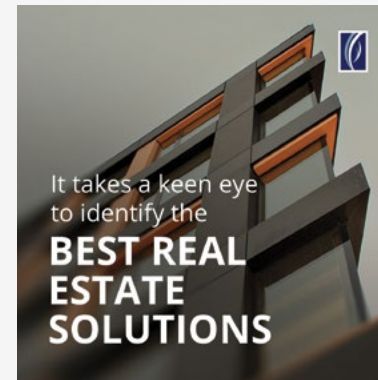
Emirates NBD



# Emirates NBD Real Estate – Carousel

Client

Emirates NBD





WORK SAMPLE

# Ramadan Personal Loan – Video

Client

Emirates NBD

[Watch the video](#)



Enjoy competitive rates and offers on Personal Loans

# Ramadan Personal Loan – eDM

Client  
Emirates NBD



Personal Banking



**Let's spread the light of prosperity this Ramadan.**

We extend our warmest wishes to you this Ramadan with our competitive personal loan offers, and an option to defer your first installment by up to 120 days for UAE nationals and 75 days for expats, all enhanced by meaningful benefits that matter to you.



Personal Banking



**Let's spread the light of prosperity this Ramadan.**

We extend our warmest wishes to you this Ramadan with our competitive personal loan offers, and an option to defer your first installment by up to 120 days for UAE nationals and 75 days for expats, all enhanced by meaningful benefits that matter to you.

**Benefits for UAE Nationals:**

- Zero processing fees
- Complimentary life insurance
- Low interest rates
- Defer your first payment up to 120 days



**Benefits for Expats:**

- Loans up to AED 2 million
- Complimentary life insurance
- Competitive interest rates
- Defer your first payment up to 75 days



Terms and conditions apply.  
Rates and benefits will be applicable based on the customer segment, their eligibility and borrowing capacity as per the bank's credit policy and central bank regulations.

[Apply now >](#) [Know more >](#)

Get mobile banking  Subscribe to WhatsApp Banking    

## WORK SAMPLE

# smartscf – eDM

Client

Emirates NBD



## SMART SUPPLY CHAIN FINANCE

When it comes to supply chain finance, it pays to be smart. smartSCF helps corporate buyers optimise their working capital through extended credit periods, while simultaneously helping suppliers with their cash flow via early payments that they can avail at preferential rates.



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When it comes to supply chain finance, it pays to be smart. smartSCF helps corporate buyers optimise their working capital through extended credit periods, while simultaneously helping suppliers with their cash flow via early payments that they can avail at preferential rates.

Our easy-to-use cloud based digital platform, with its powerful dashboard and intuitive interface, offers full visibility to both buyers and suppliers while reducing inquiry traffic. Suppliers can self-onboard easily, and seamless ERP integration with smartSCF allows automated supplier payments. As always, you can count on Emirates NBD's exceptional product expertise and exclusive service, ensuring you make the most of this solution.

### FEATURES



Web Based Platform



Contactless Supplier Onboarding



Automated Payable Process



Complete Transparency and Visibility



Mutual Platform Access

## Dynamic Discounting – an intelligent innovation, for the first time in the region

As a corporate buyer, you can now choose to either self-fund early supplier payments or do so through the bank, while utilising your surplus investable cash to generate attractive, risk-free returns. Suppliers can optimise their own cash flow, by receiving payments early at preferential financing rates.

The proposition gets even smarter – through smartSCF's web-based platform, you can solicit discounts from specific suppliers against an offer of early payment. Optionally, you can accept bids from suppliers who are willing to offer higher discounts in exchange for earlier payments, or payments on the basis of a decreasing discount percentage based on the proximity to the due date.

Intelligence, flexibility, simplicity. It's the smartSCF advantage.

To get started, contact your Relationship Manager.

# Emirates NBD Personal Banking – Al Khwaneej Walk UAE Nationals Activation

Client  
Emirates NBD



## ألف مبروك!

عزيزي [الحقل: الاسم الأول] [الحقل: الاسم الأخير].

فزت ويانا ببطاقة السعادة من **YOUgotaGift** لأنك شاركت بفعاليتنا الحصرية للإماراتيين في ممثني الخوانيج.

[Field: Personalization Field 1]

درهم إماراتي

البطاقة بقيمة



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[Field: Personalization Field 1]  
درهم إماراتي

البطاقة بقيمة

[Field: Personalization Field 2]

رمز بطاقة الهدايا الإلكترونية

تقدر تستفيد من بطاقة السعادة بأكثر من 200 علامة تجارية

اتبع هذه الخطوات السهلة لاستخدام بطاقتك:

1. حمل تطبيق **YOUgotaGift**
2. ضيف رمز بطاقة الهدايا الإلكترونية إلى محفظة تطبيق **YOUgotaGift** عندك
3. يمكنك استخدام بطاقتك عند أكثر من 200 شريك تجزئة
4. استمتع بنسبة خصم مجزية.

للوصول إلى محفظة هداياك وغيرها الكثير من المزايا،  
حمل تطبيق **YOUgotaGift**



Download on the App Store

GET IT ON Google Play



باقة إماراتي  
رمستنا وحدة



شروط وأحكام استخدام القسيمة:

- لا يمكن استخدام القسيمة خارج دولة الإمارات
  - تُستخدم القسيمة لمرة واحدة فقط وتُفقد قيمة المبلغ غير المستخدم.
  - يتم استخدام القسيمة للمدفوعات الإلكترونية
- لإزيد من الاستفسار حول استخدام القسيمة، يرجى التواصل مع فريق YOUgotaGift على الرقم 441 8473 من داخل دولة الإمارات، أو إرسال بريد إلكتروني إلى helpyougotagift.com

حمل تطبيق الخدمات المصرفية عبر الهاتف المحمول

- إذا كنت ترغب في التوقف عن تلقي الاتصالات التسويقية
- عبر القنوات الإلكترونية (البريد الإلكتروني والرسائل القصيرة)، أرسل لنا رسالة نصية قصيرة تحتوي عبارة **NOOFFERS** على الرقم **4456**.
- عبر المكالمات، أرسل لنا رسالة نصية قصيرة تحتوي عبارة **NOCALLS** على الرقم **4456**.

يرجى التأكد من إرسال الرسائل النصية القصيرة مع رقم هاتفك المحمول المسجل. إذا اخترت حالياً إلغاء الاشتراك، ولاحقاً قررت الاشتراك لتلقي الاتصالات التسويقية، يرجى زيارة [emiratesnbd.com/ar/commspreference](https://emiratesnbd.com/ar/commspreference)

# Emirates NBD Personal Banking – Al Khwaneej Walk UAE Nationals Activation

Client

Emirates NBD



WORK SAMPLE

# Packaging

Client

Address Hotels + Resorts



WORK SAMPLE

---

# Packaging

Client

Address Hotels + Resorts



WORK SAMPLE

# Spices Packaging

Client  
Spice brand





WORK SAMPLE

# GorgeousAF Packaging Design (WIP)

Client

GorgeousAF



# Package Design – Bennor Milk

Client

Maggadit For Food and Beverages

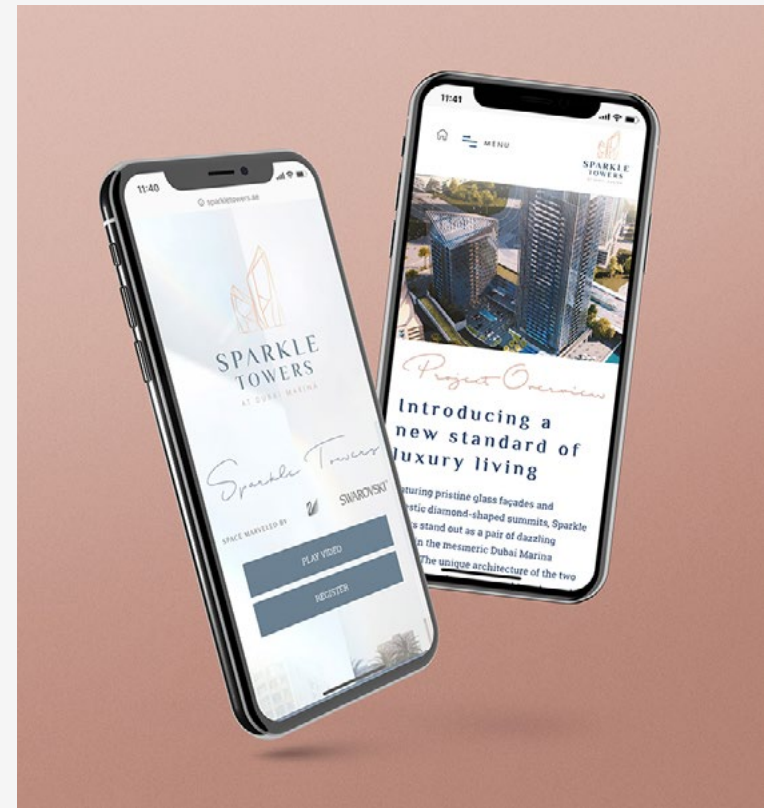


WORK SAMPLE

# Sparkle Towers Website

Client  
Sparkle Towers

[www.sparkletowers.ae](http://www.sparkletowers.ae)

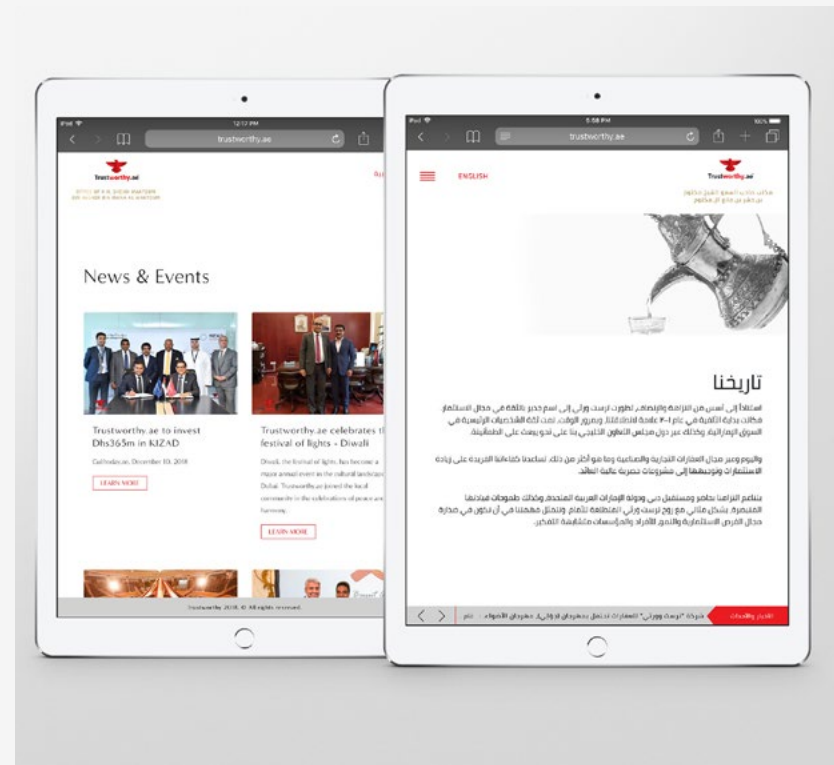


WORK SAMPLE

# Trustworthy Website

Client  
Trustworthy

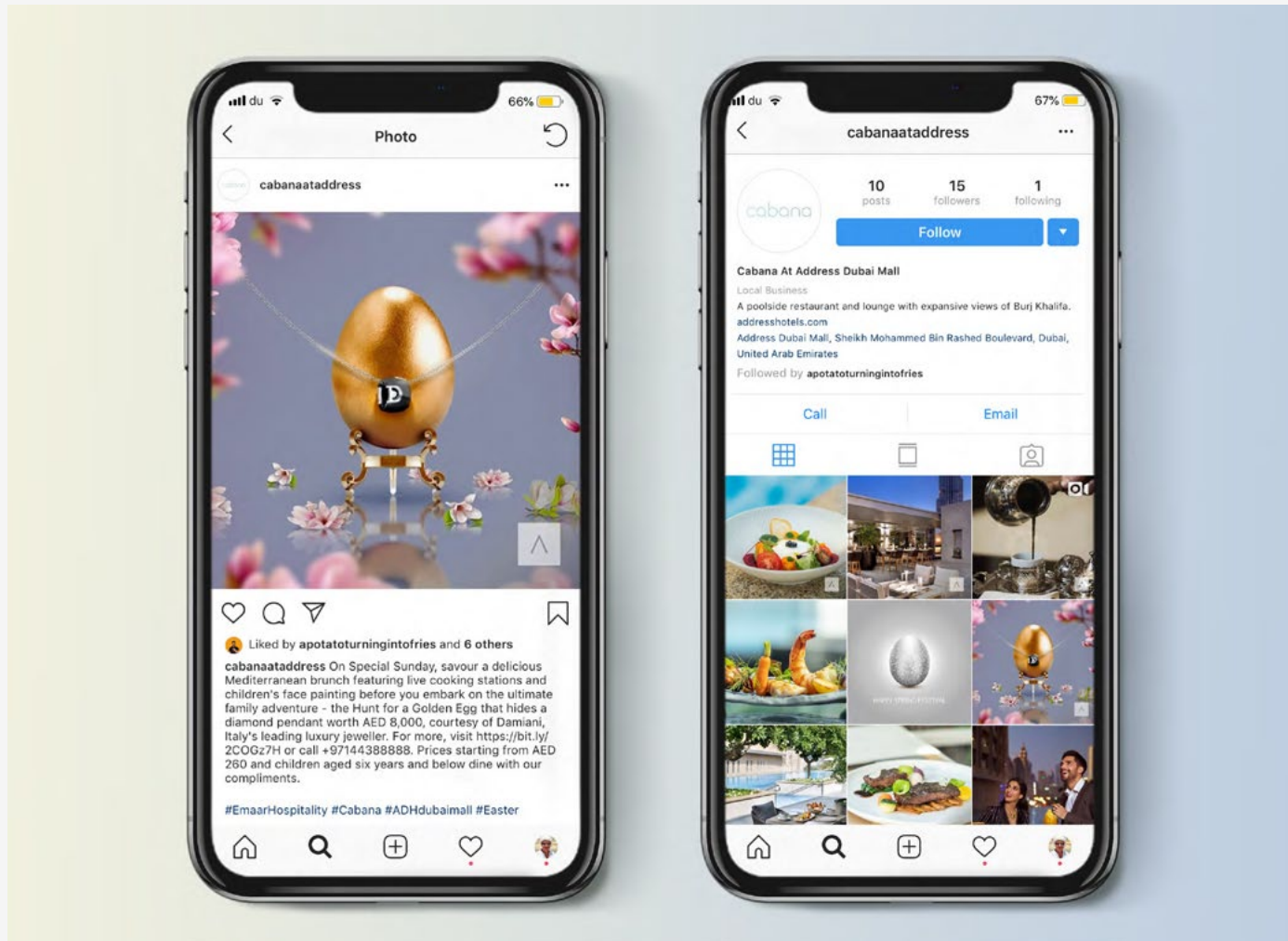
[www.trustworthy.ae](http://www.trustworthy.ae)



# Cabana Restaurant Social Media

Client

Address Dubai Mall



# Proposed Ramadan Campaign

Client  
Almarai



# Iced Beverages Regional Summer Campaign

Client

Coffee Planet

**PEACH**  
WITH A HEART OF **COLD**

coffee planet  
mycoffeeplanet.com

Try our  
'Peachy Keen'  
**ICED TEA**  
right here, right now!

TRY THEM ALL!

- Peachy Keen
- Pom Pom Pomegranate
- Sheer Appiness

Facebook, Twitter, Pinterest icons

The advertisement features a large peach sliced vertically, revealing its pit and flesh, which is filled with ice and a peach-colored liquid. A peach straw is inserted into the drink. To the left, a whole peach is shown. The background is white with a subtle peach gradient.

**POMEGRANATE**  
WITH A HEART OF **COLD**

Try our  
'Pom Pom Pomegranate'  
**ICED TEA**  
right here, right now!

TRY THEM ALL!

- Peachy Keen
- Pom Pom Pomegranate
- Sheer Appiness

Facebook, Twitter, Pinterest icons

coffee planet  
mycoffeeplanet.com

The advertisement features a large pomegranate sliced vertically, revealing its seeds, which are filled with ice and a red liquid. A pomegranate straw is inserted into the drink. To the left, a whole pomegranate is shown. The background is white with a subtle pomegranate gradient.

# ReFuel Campaign

Client  
Coffee Planet

**WE'D RATHER SHOOT OURSELVES THAN SERVE BAD COFFEE**  
ADNOC. ENOC. EPPCO.

coffee planet  
mycoffeeplanet.com

refuel with a delicious cup at a petrol station near you!

facebook.com/MyCoffeePlanet  
twitter.com/MyCoffeePlanet  
pinterest.com/MyCoffeePlanet

A white coffee cup with a fuel nozzle attached to its side. The cup has the Coffee Planet logo and the text 'Coffee Planet' on it. A fuel nozzle is shown spraying coffee into the cup. The background is dark grey.

**REFUEL WITH PREMIUM COFFEE!**

coffee planet  
mycoffeeplanet.com

fresh beans & fresh milk, at a PETROL STATION near you!  
ADNOC. ENOC. EPPCO.

facebook.com/MyCoffeePlanet  
twitter.com/MyCoffeePlanet  
pinterest.com/MyCoffeePlanet

A white coffee cup with two fuel nozzles attached to its sides. The cup has the Coffee Planet logo and the text 'Coffee Planet' on it. Two fuel nozzles are shown pouring coffee into the cup. The background is dark grey.

**REFUEL WITH AWARD WINNING COFFEE @ THE NEAREST PETROL STATION**  
ADNOC. ENOC. EPPCO.

coffee planet  
mycoffeeplanet.com

fresh beans, fresh milk, so good!

facebook.com/MyCoffeePlanet  
twitter.com/MyCoffeePlanet  
pinterest.com/MyCoffeePlanet

A white coffee cup with two fuel nozzles attached to its sides. The cup has the Coffee Planet logo and the text 'Coffee Planet' on it. Two fuel nozzles are shown pouring coffee into the cup. The background is dark grey.



WORK SAMPLE

# Bennor Milk Key Visual

Client

Maggadit For Food and Beverages



WORK SAMPLE

# Bennor Ramadan Key Visual

Client

Maggadit For Food and Beverages



WORK SAMPLE

# Bennor Cheese Promotion Key Visual

Client

Maggadit For Food and Beverages



WORK SAMPLE

# Bennor Products Key Visual

Client

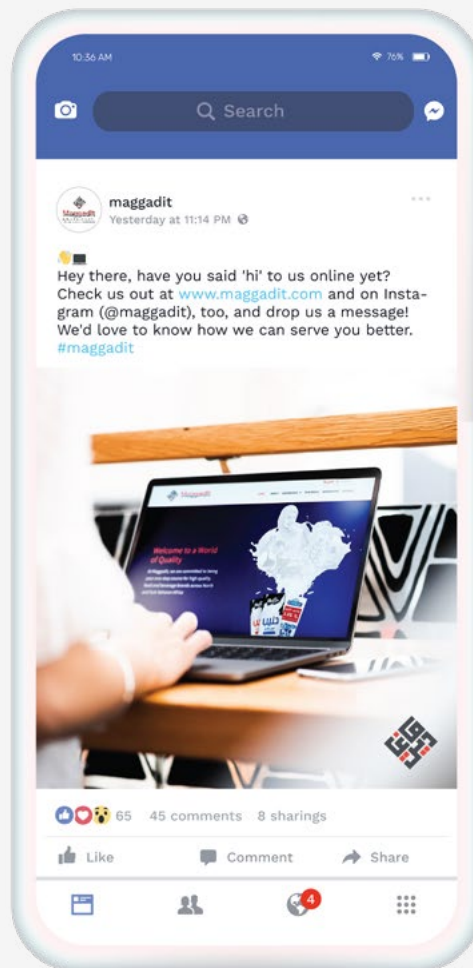
Maggadit For Food and Beverages



# Social Media

Client

Maggadit For Food and Beverages



# Ramadan Kareem - Carousel

Client

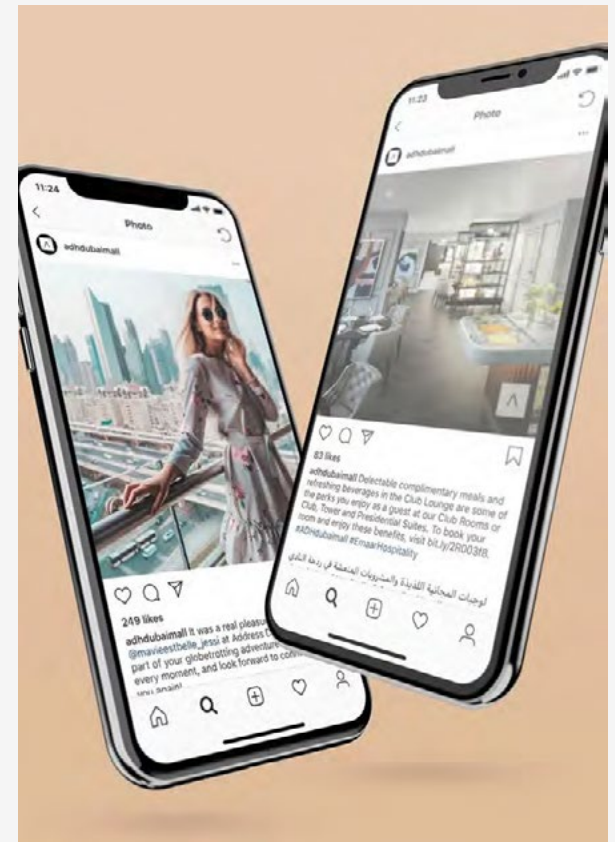
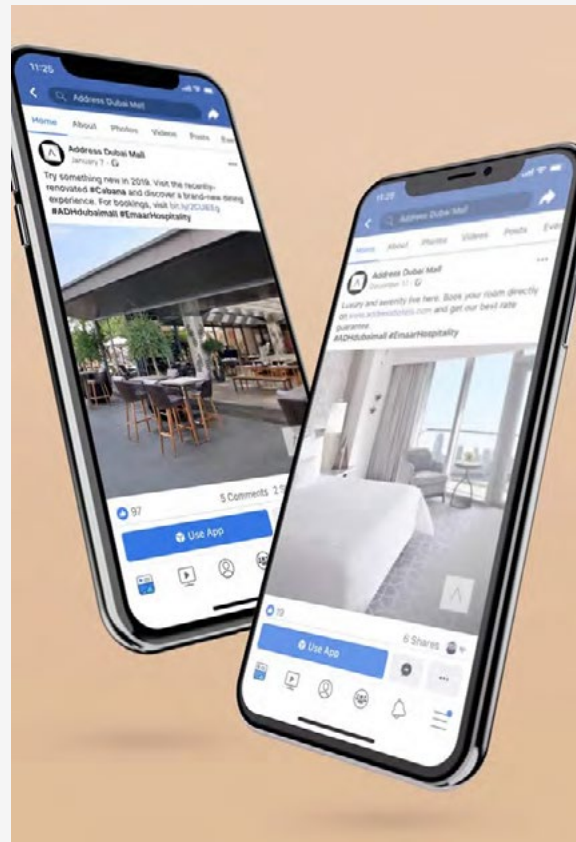
Maggadit For Food and Beverages



# Address Dubai Mall Social Media

Client

Address Dubai Mall



WORK SAMPLE

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# Alshaya Enterprises – Product Brochure

Client  
Alshaya



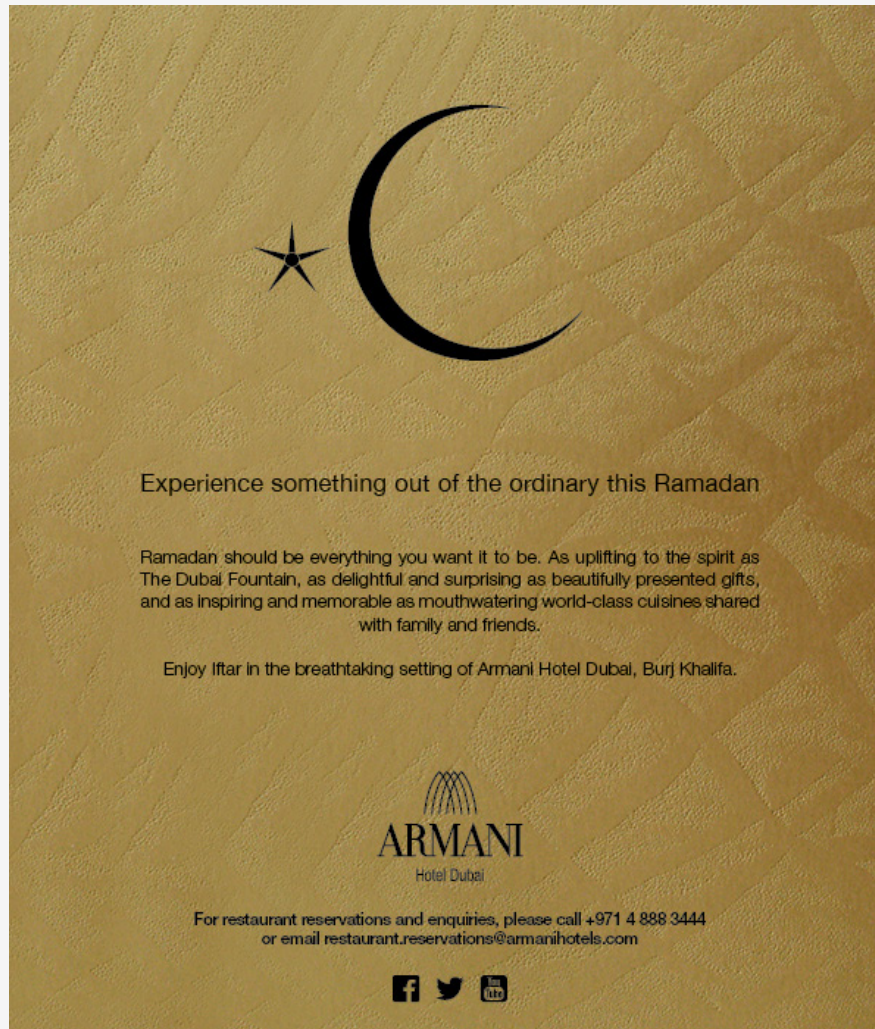




# Ramadan 2013 Campaign

Client


Armani Hotel Dubai

A vertical poster with a textured, gold-colored background. At the top center, there is a black crescent moon and a five-pointed star. Below this, the text reads: "Experience something out of the ordinary this Ramadan". Further down, a paragraph describes Ramadan as uplifting, delightful, surprising, inspiring, and memorable. Below that, it says "Enjoy Iftar in the breathtaking setting of Armani Hotel Dubai, Burj Khalifa." At the bottom, the Armani logo is displayed, followed by the text "ARMANI Hotel Dubai". Below the logo, contact information is provided: "For restaurant reservations and enquiries, please call +971 4 888 3444 or email restaurant.reservations@amanihotels.com". At the very bottom, there are three small icons for Facebook, Twitter, and YouTube.




Experience something out of the ordinary this Ramadan

Ramadan should be everything you want it to be. As uplifting to the spirit as The Dubai Fountain, as delightful and surprising as beautifully presented gifts, and as inspiring and memorable as mouthwatering world-class cuisines shared with family and friends.

Enjoy Iftar in the breathtaking setting of Armani Hotel Dubai, Burj Khalifa.

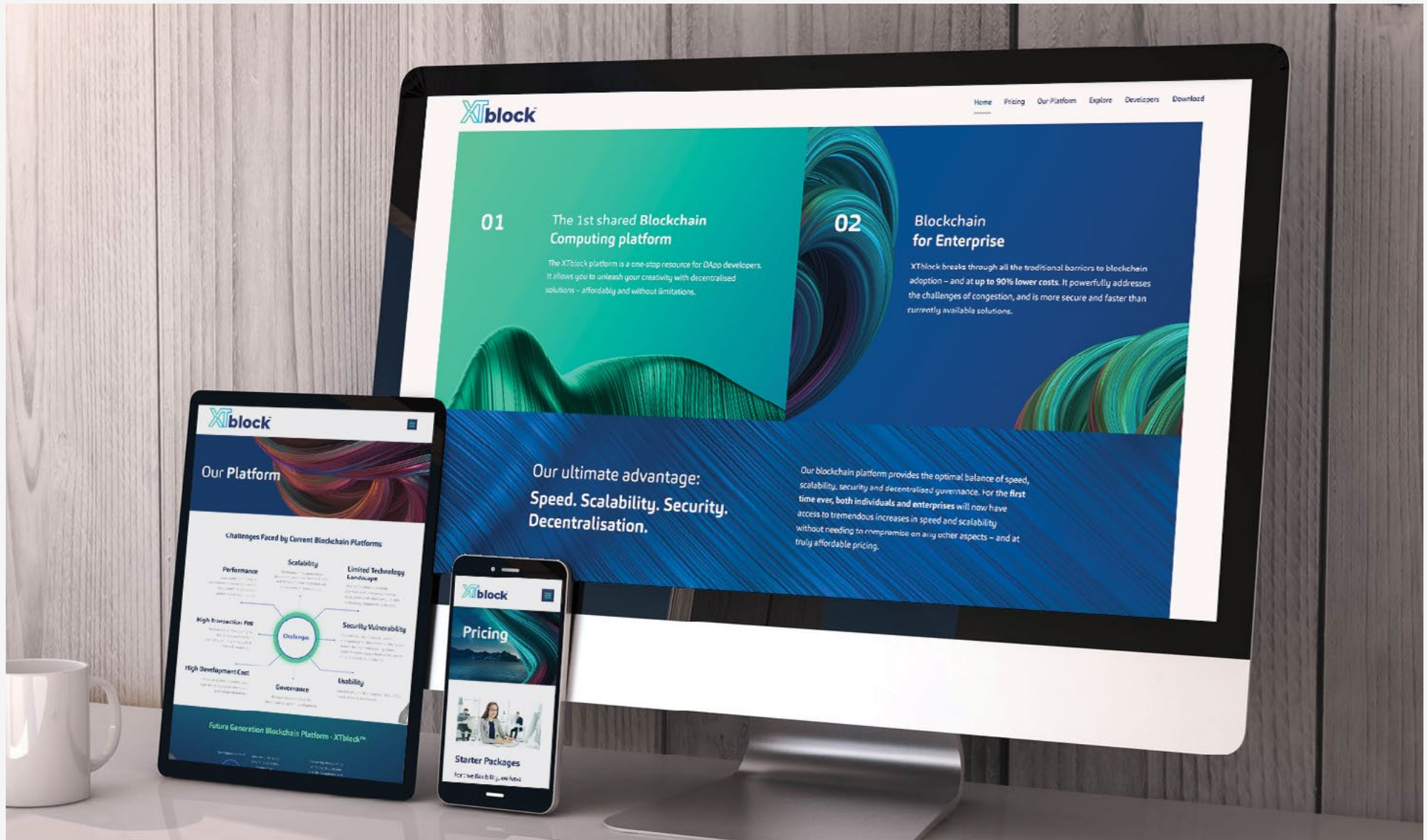
  
ARMANI  
Hotel Dubai

For restaurant reservations and enquiries, please call +971 4 888 3444  
or email [restaurant.reservations@amanihotels.com](mailto:restaurant.reservations@amanihotels.com)



# XTblock Blockchain & AI Website



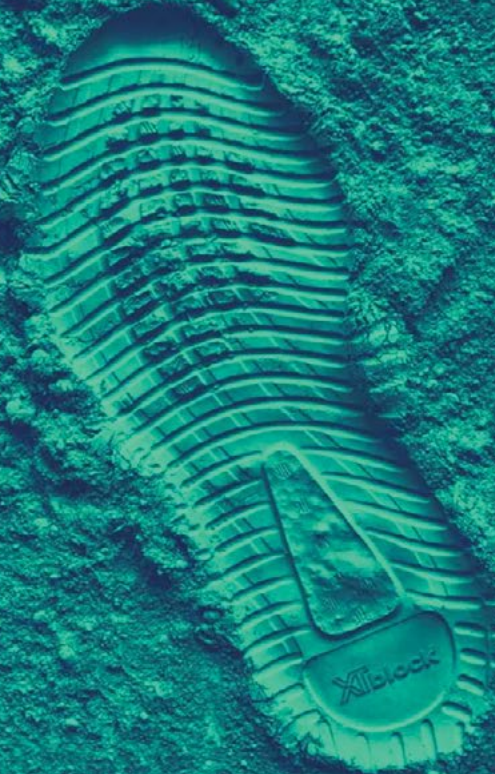
WORK SAMPLE

# XTblock Blockchain & AI Website

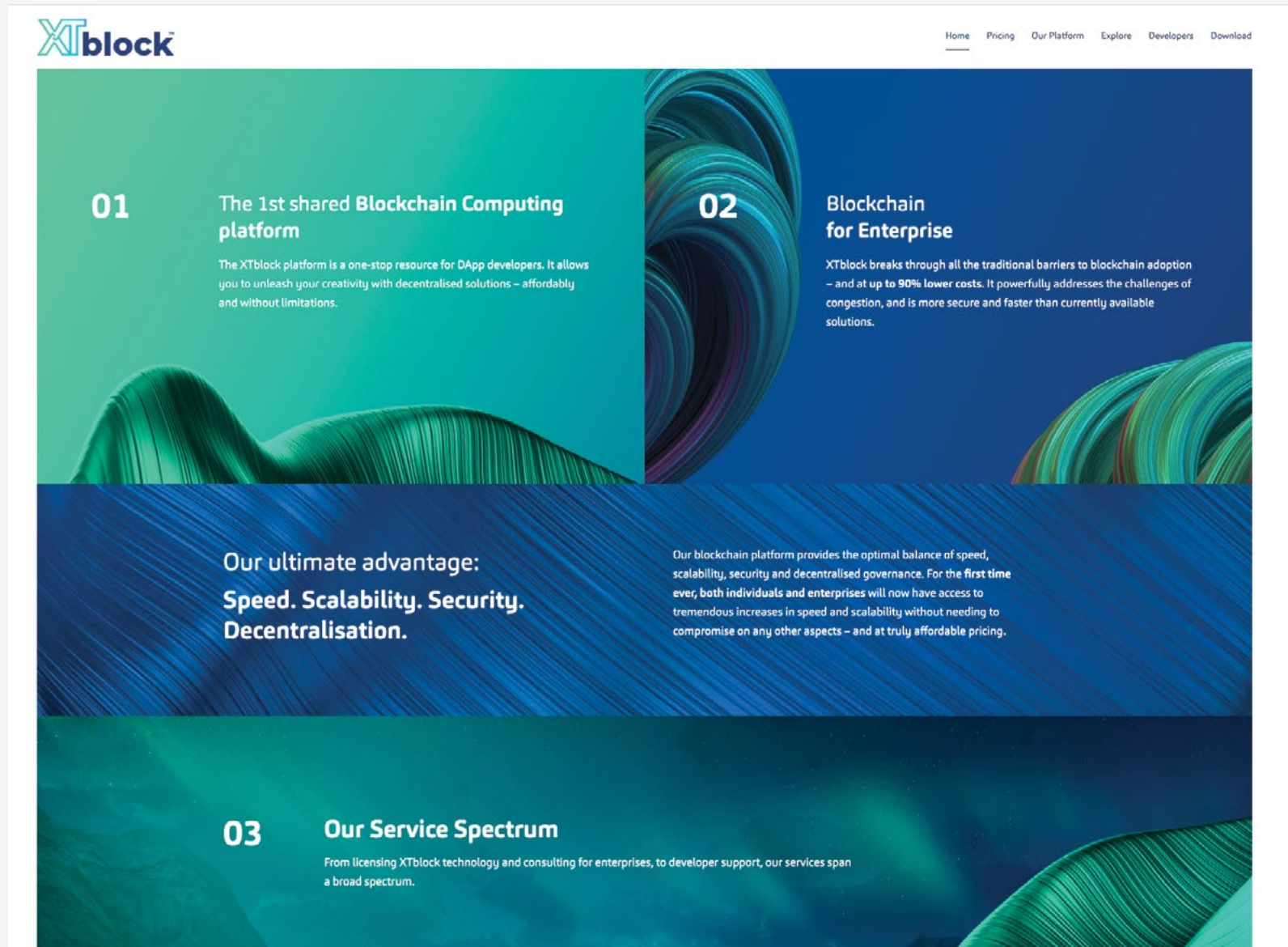


[Home](#) [Testnet 1.0](#) [White Paper](#) [Contact Us](#)

**Time Sharding:  
One giant leap  
for mankind**



# XTblock Blockchain & AI Website



*Thank you.*



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