



FIFA CLUB WORLD CUP Saudi Arabia 2023™

PRESENTED BY Visit Saudi



BLINK
EXPERIENCE

ABOUT US



CREATING
EXPERIENCES
SINCE 2003



DRIVEN BY
PASSION



500+ MAJOR
EVENTS



GLOBAL REACH



REGIONAL
EXPERTISE



6 OFFICES

OUR GLOBAL NETWORK



HUNGARY



CAIRO



JEDDAH



RIYADH



ABU DHABI



DUBAI

UNIQUENESS



1,500 global & local
official suppliers



Experience design
expertise



OUR WORK



UAE FUTURE 50 EMIRATI LIST OF FUTURE COMPANIES 2025

وزارة الاقتصاد
MINISTRY OF ECONOMY

وزارة دولة
الحكومة والمستقبل
MINISTER OF STATE FOR GOVERNMENT
DEVELOPMENT & THE FUTURE

ريادة
riyada
مجال بيئة وبنية الأعمال
Entrepreneurship Ecosystem

UAE50
FUTURE
القائمة الإماراتية لشركات المستقبل
EMIRATI LIST OF FUTURE COMPANIES



DUBAI



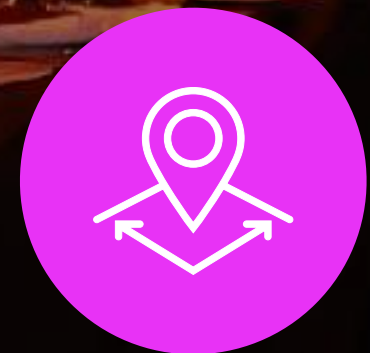
ATTENDED BY
ROYALTIES



100+
GUESTS



MASTERCARD NATIONAL BANK OF BAHRAIN LAUNCH EVENT 2024



ABU DHABI



CORPORATE
LEADERSHIP
GUESTS



260
GUESTS

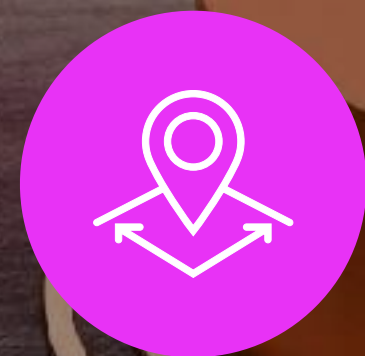


ENTERTAINMENT



MASTERCARD COLLABORATE TO INNOVATE 2024


COLLABORATE
TO INNOVATE
In partnership with
Forbes Middle East



DUBAI



240
GUESTS

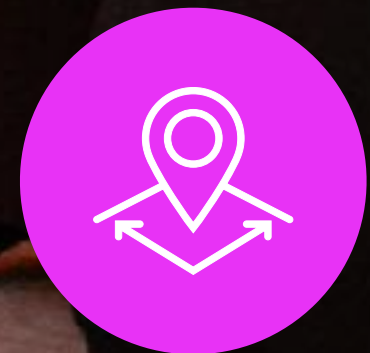


CELEBRITY
GUEST

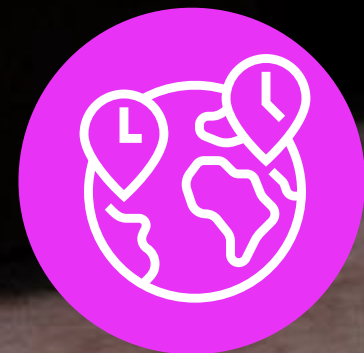




MASTERCARD MOVE LEADERSHIP SUMMIT 2024



DUBAI



INTERNATIONAL
LEADERSHIP GUESTS



50
GUESTS



ENTERTAINMENT



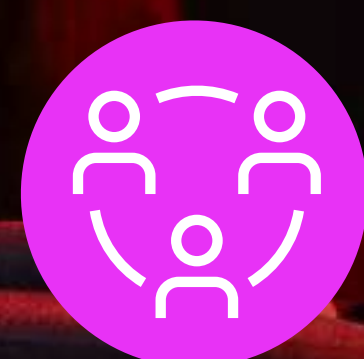


MASTERCARD EDGE

2022-24



ATTENDED BY
340+ GUESTS



ELEVATED
REGIONAL
PRESENCE

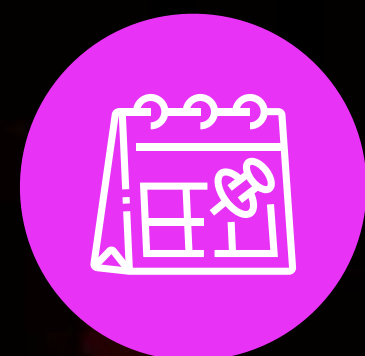


PRICELESS
EXPERIENCES



MASTERCARD EVENTS & ACTIVATIONS

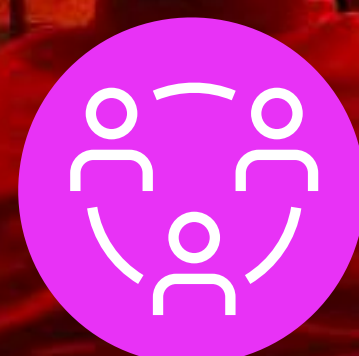
2019-23



100+
EVENTS



10+
COUNTRIES



ELEVATED
REGIONAL
PRESENCE



10+ PRICELESS
EXPERIENCES





RED BULL F1 STUNT 2013



GLOBAL
REACH



DELICATE
OPERATION



MOST ICONIC
HELIPAD



MUSTANG RISES AT BURJ KHALIFA 2015



FORD
CEO



WORLD'S HIGHEST
TOWER



WORLDWIDE
LAUNCH

#MYDUBAI
DUBAI



INSTAGRAM NIGHT 2021



EXCLUSIVE GALA
DINNER



STUNNING PHOTO
BOOTHS



LOVE
THEMED

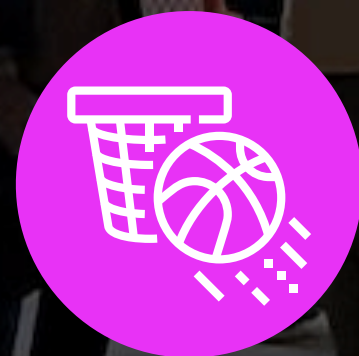


SPORTS FOR ALL EXPO

2025



+ 30,000
VISITORS



6X SPORTS EXPO
ZONES



+35 SPORTS
FEDERATIONS



+60 EXHIBITORS



RED BULL CLIFF DIVING 2016



FIRST TIME THE
EVENT HAPPENED
IN UAE



12 MEN &
12 WOMEN
PARTICIPANTS



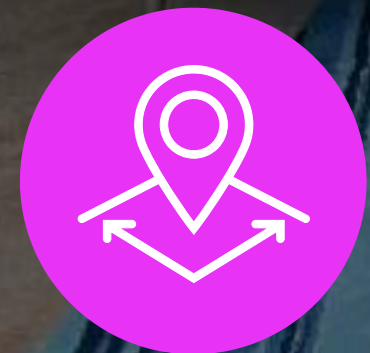
CLIFF DIVING 27M
FOR MEN AND 21 M
FOR WOMEN



LIVE BROADCAST
EVENT



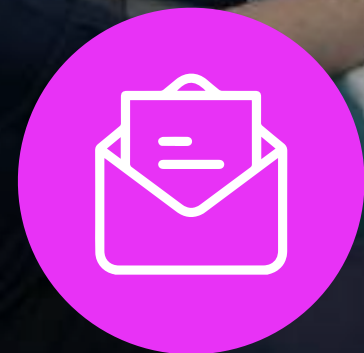
ENOWA ENERGY & WATER PARTNER CONFERENCE 2022



6,000 SQM OF
STRUCTURES BUILT



2 WEEKS OF
BUILD-UP



150
INTERNATIONAL
INVITEES



نيوم NEOM

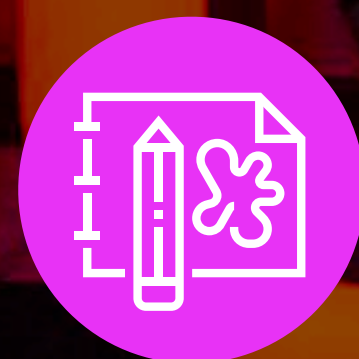
HUGO BY HUGO BOSS KLUBNAGHT 2018



DUBAI



200+
GUESTS



DESIGNED &
DELIVERED



F&B &
ENTERTAINMENT

HUGO
HUGO BOSS

DUBAI MALL BEAUTY DISTRICT 2017



DUBAI



10K+
BEAUTY FANS



DESIGNED &
DELIVERED



THE
DUBAI
MALL

THE INAUGURAL MICHELIN GUIDE AWARDS CEREMONY – DOHA

2024



DOHA



INTERNATIONAL
MICHELIN STAR
CHEFS



350
GUESTS

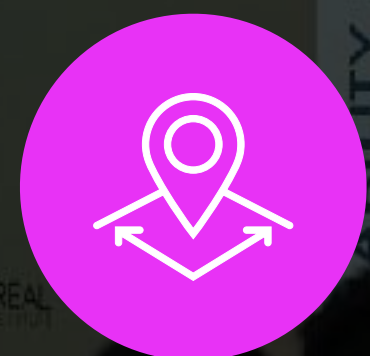


DESIGN,
FABRICATION AND
OPERATION



MICHELIN GUIDE

L'ORÉAL FUTURE SUMMIT 2024



DUBAI



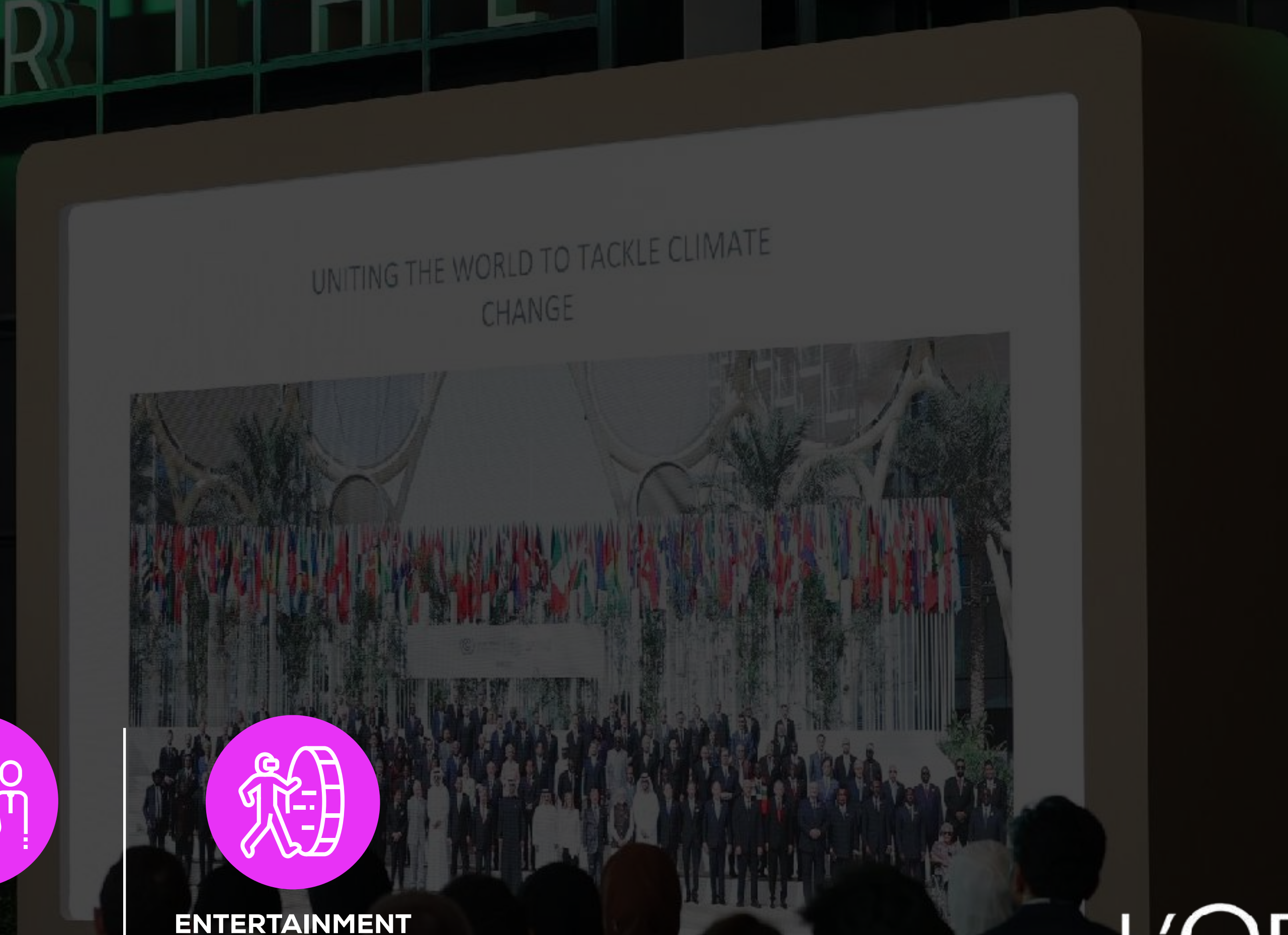
BUSINESS AGENDA
AND WORKSHOP



500
GUESTS 2 DAYS
EVENT

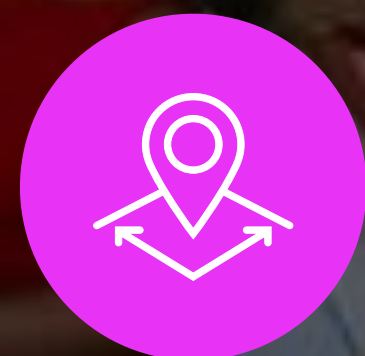


ENTERTAINMENT



L'ORÉAL

MICHELIN TYRES EXHIBITION STAND 2024



ABU DHABI



MICHELIN GUIDE
FOOD FESTIVAL

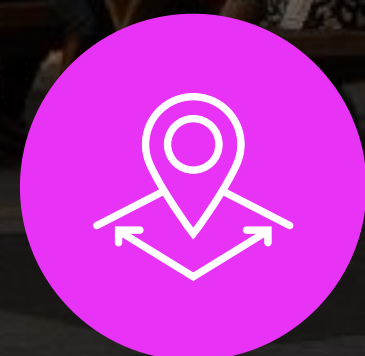


DESIGN,
FABRICATION AND
OPERATION



MICHELIN

MICHELIN GUIDE FOOD FESTIVAL 2024



ABU DHABI



KIDS ACTIVITIES



4500
GUESTS 3 DAYS
EVENT



19 MICHELIN STAR
RESTAURANTS



MICHELIN GUIDE

FOOD CULTURE FESTIVAL 2024



DAMMAM, JEDDAH
AND RIYADH



25+
EMBASSIES



ENTERTAINMENT



20K+
ATTENDEES

NEOM SPORTS VILLAGE 2024



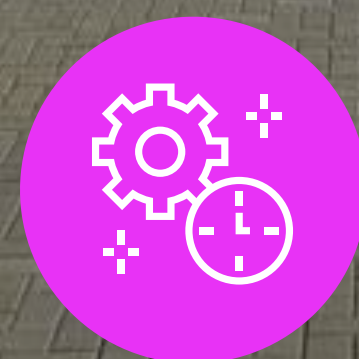
9
BUILDINGS



350
ROOMS

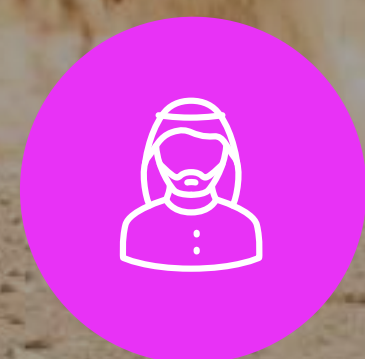


ATHELTE VILLAGE
390,000 SQM



SHARED
OPERATIONAL
FACILITIES
13,000 SQM

RICHARD MILLE ALULA DESERT POLO 2024



+1000
VIPS



32
RIDER



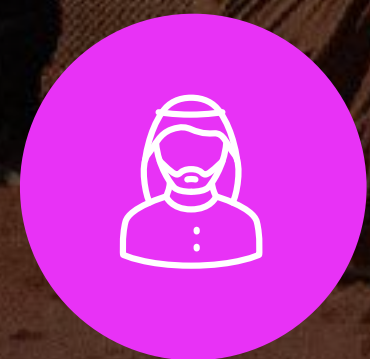
8
TEAMS



30
MEDIA



AL FURSAN ENDURANCE CUP 2024



51
NATIONS

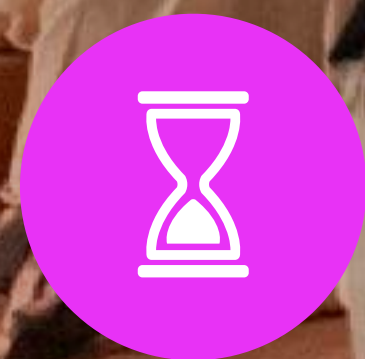


200
RIDER



30
ROYALS

FOUNDING DAY CELEBRATION 2024



45 MINUTES OF LIVE
SHOW



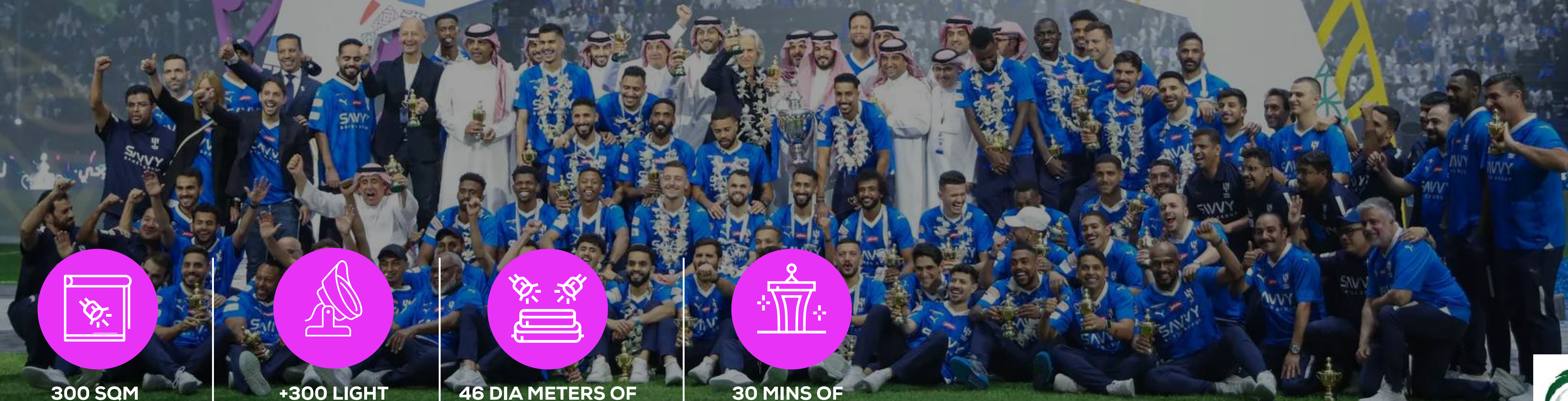
250 VVIP GUESTS
ATTENDED



12 LOCAL AND
INTERNATIONAL
PERFORMERS



ROSHN SAUDI LEAGUE 2024



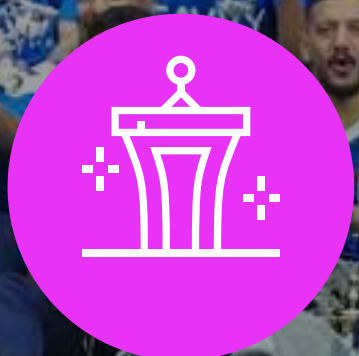
300 SQM
SPECIAL GAUZE
FABRIC DOUBLE
PROJECTION



+300 LIGHT
FIXTURES



46 DIA METERS OF
FIELD PROJECTION
FABRIC



30 MINS OF
LIVE SHOW



QATAR SAUDI HOUSE FIFA FAN ZONE 2022

500K+

**MOST VISITED
FAN ZONE**



**ATTENDED BY FIFA &
UEFA PRESIDENT,
ROYAL DIGNITARIES
OF KSA & QATAR**

4.6

**GOOGLE
REVIEW
RATING**



**FAMOUS REGIONAL
ARTIST MUSIC
CONCERTS**



NICKELODEON KIDS CHOICE AWARDS 2019 & 23



360° ACTIVATION
CAMPAIGN



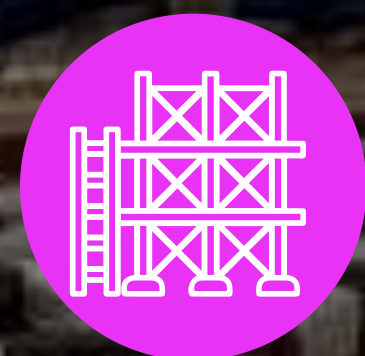
SOLD-OUT
ARENA



BROADCAST
TO THE WORLD

nickelodeon

NEOM OUTDOOR CINEMA 2022



SEMI PERMANENT
STRUCTURE



F&B TRUCKS

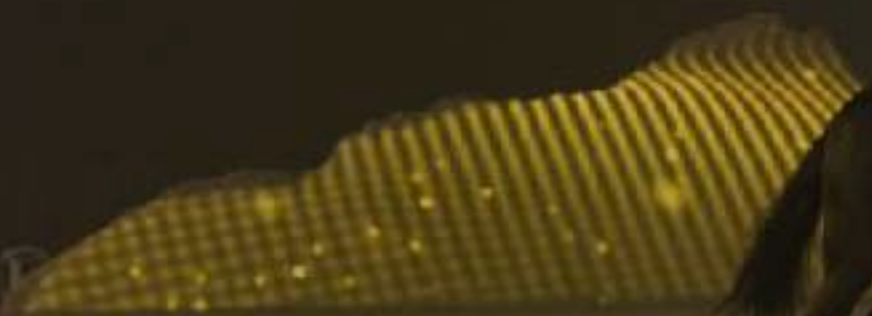


200+
CAPACITY



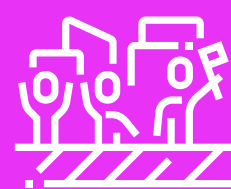
نيوم NEOM

ASAYEL HORSE SHOW 2024

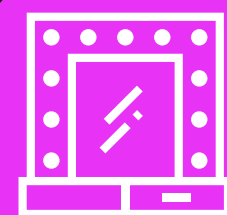


16

SHOWS



500 GUEST
PER DAY



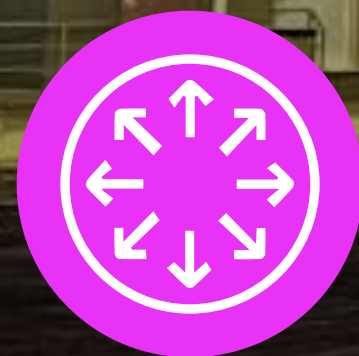
THEATRICAL
SHOW



OUTDOOR ENTERTAINMENT VENUE 2024



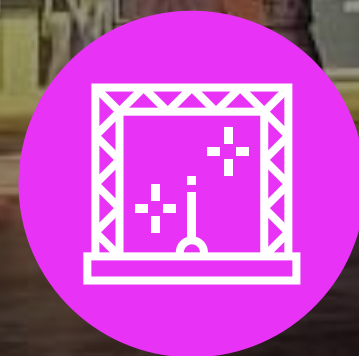
ALULA



2K+
CAPACITY



SWIFT
DELIVERY



SEMI PERMANENT
STRUCTURE

الهيئة الملكية لمحافظة العلا
Royal Commission for Al-Ula



ASAYEL THEATRICAL SHOW - DIRIYAH SEASON 2024



**25
HORSES**



**+60
PERFORMERS**



**15
SHOWS**

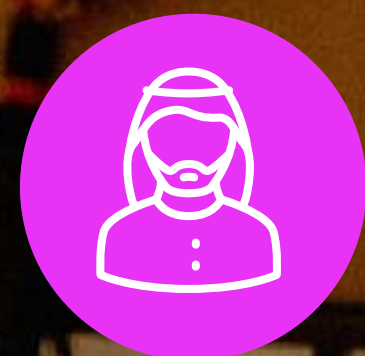


**60
MINS**

FOUNDING DAY

2024

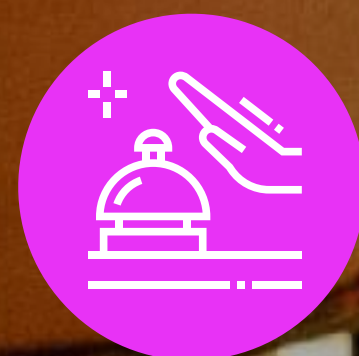
فئة العجوة



VVIP
200 GUEST



THEATRICAL
SHOW



HOSPITALITY
F&B AND CATERING
WORKSHOPS



BUJAIRI TERRACE RAMADAN & EID 2023



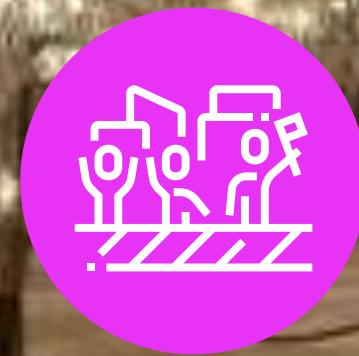
**CULTURAL
INSTALLATIONS**



ENTERTAINMENT



**ATIVATION &
WORKSHOPS**



**70K+ ATTENDEES
LOCAL & TOURIST**

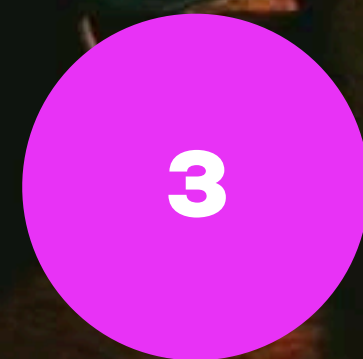
ALULA WELLNESS FESTIVAL 2023



50+ REGIONAL,
LOCAL &
INTERNATIONAL
TALENTS



250+
CLASSES IN
3 WEEKS



POP UP
EVENTS



2K+
ATTENDEES

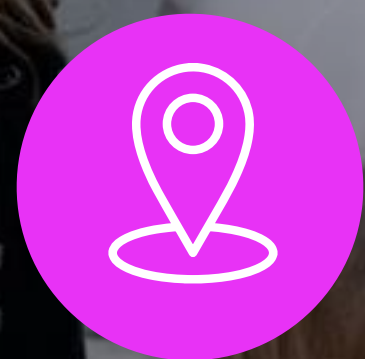
الهيئة الملكية لمحافظة العلا
Royal Commission for Al-Ula



NEOM KNOWLEDGE WEEK 2023



TREASURE HUNT
OPERATIONAL FOR
9 DAYS



8 VENUE
25 LIVE EVENTS



INTERNATIONAL
ARTIST & PLAYERS



900+ KEEPSAKES
GIVEN OUT TO
PARTICIPANTS



نيوم NEOM

LAYALI DIRIYAH NIGHTS 2023



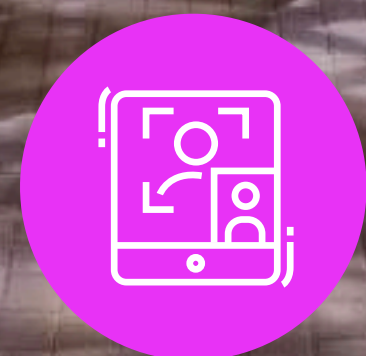
BUILT IN THE MIDDLE
OF THE MOST ICONIC
FARMS



ATTENDED BY
ROYALTIES AND
CELEBRITIES

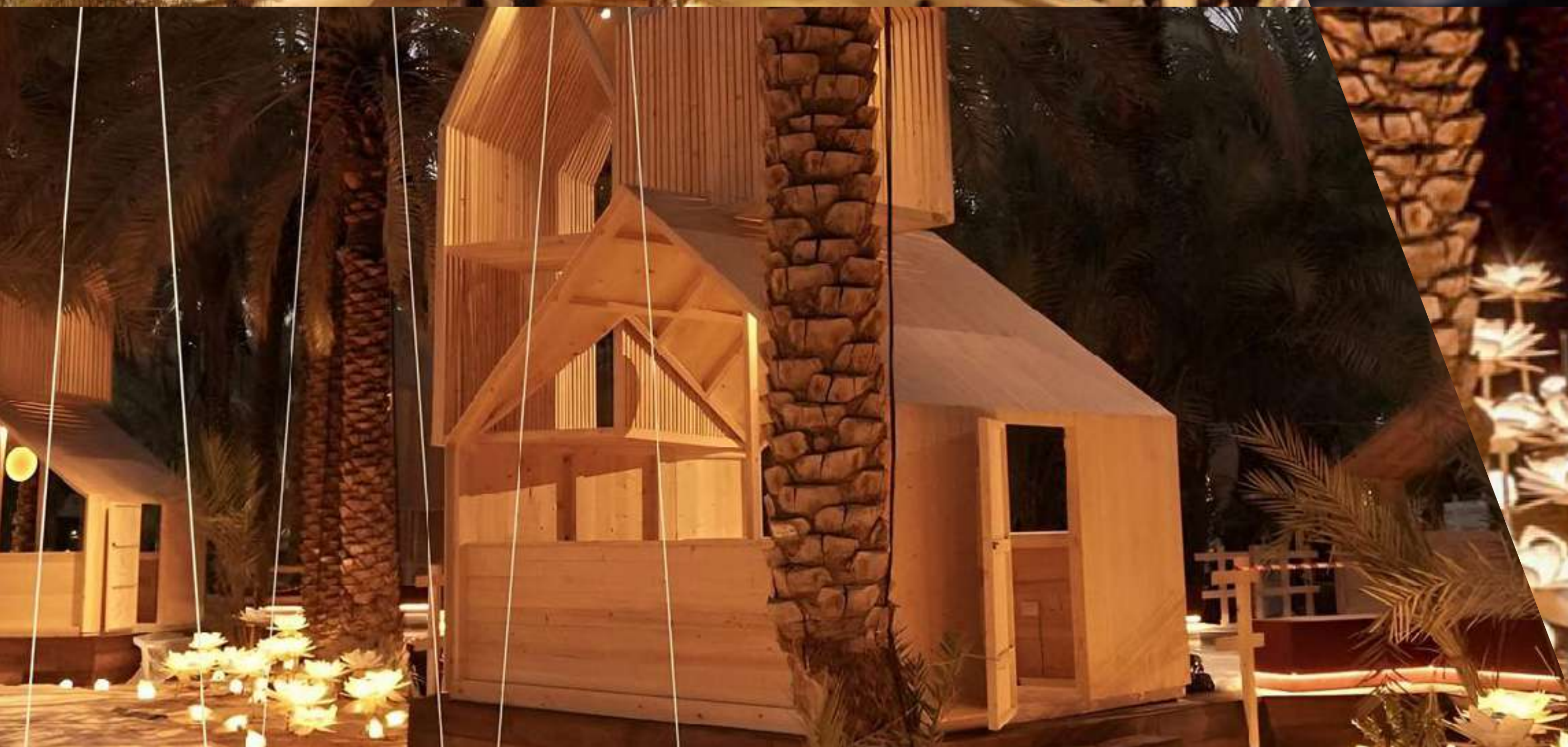


MAJOR SUCCESS IN
CHANGING THE
PERCEPTION



MOST
INSTAGRAMMABLE
EVENT THIS YEAR

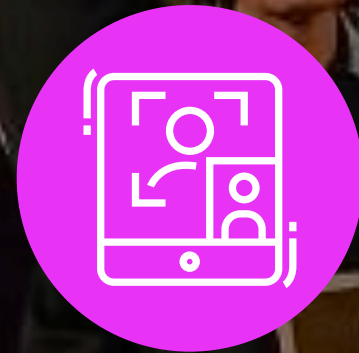




FORBES WOMEN LEADERSHIP SUMMIT 2023



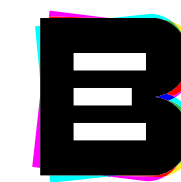
FIRST WOMEN
EMPOWERING
GATHERING



ATTEND BY TOP
FIGURES &
INFLUENCERS

Forbes Middle East

WTTC GLOBAL SUMMIT 2022



BLINK EXPERIENCE

HOSTED BY
Saudi
Welcome
to Arab

WORLD
TRAVEL &
TOURISM
COUNCIL

HOSTED BY
Saudi
Welcome
to Arab

Together we are driving change.



وزارة السياحة
Ministry of Tourism



SUMMIT
MANAGEMENT



60 GOVERNMENT
DELEGATES



SUMMIT CONCEPT
DESIGN



4K
INVITEES

وزارة السياحة
Ministry of Tourism



AFRICA CUP OF NATIONS 2019



**BIGGEST OPENING
CEREMONY EVER
FOR ACN**



**ATTENDED BY THE
PRESIDENTS OF
EGYPT & FIFA**



**DAZZLING
20-MINUTE SHOW**



**PROJECTION
MAPPING &
PYROTECHNICS**



KSA NATIONAL DAY FIREWORKS GUINNESS WORLD RECORD 2018



58 LAUNCHING
STAGES ACROSS
13 REGIONS



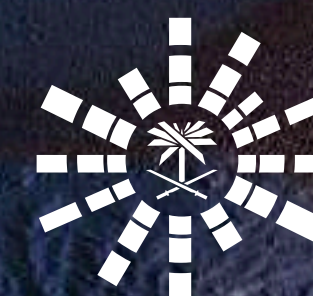
COVERING 22
CITIES ACROSS KSA



BIGGEST FIREWORK
DISPLAY



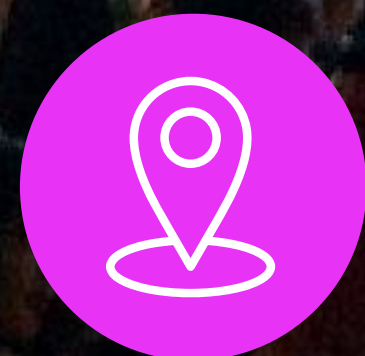
2 GUINNESS
WORLD RECORDS



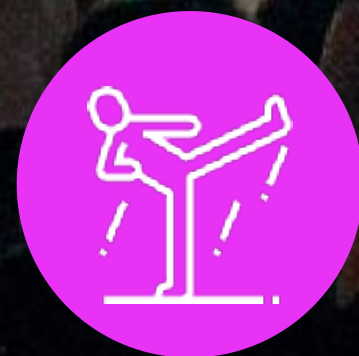
الهيئة العامة للترفيه
General Entertainment Authority

SAUDI GAMES

2023 - 2024



16
VENUES



6K
ATHLETES



5K
ATTENDEES



LARGEST NATIONAL
SPORTING EVENT



40+
SPORTS



وزارة الرياضة
Ministry of Sport





RED BULL CAR PARK DRIFT 2023



21
DRIFTERS



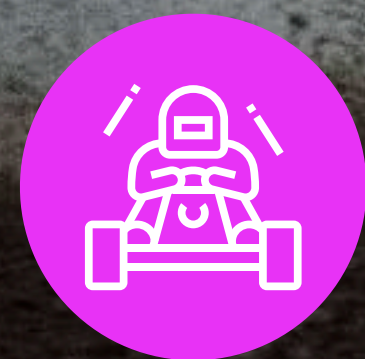
18
COUNTRIES



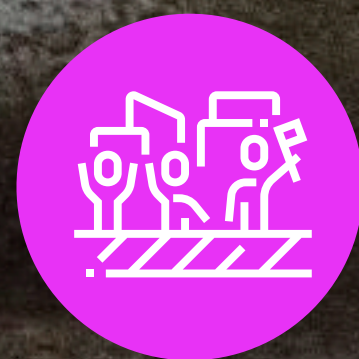
LARGEST DRIFTING
COMPETITION IN
THE REGION



NEOM EXTREME 2023



ATTENDED BY
ATHLETES
FROM 25 COUNTRIES



500
ATTENDEES



2 DAYS
EVENTS



نيوم NEOM

FORMULA E AD DIRIYAH EPRIX 2018-22



1K+
OPERATIONAL STAFF



EVENT DESIGNED &
DELIVERED



25K+
ATTENDEES



DAKAR RALLY KSA

2020-21



556
PILOTS



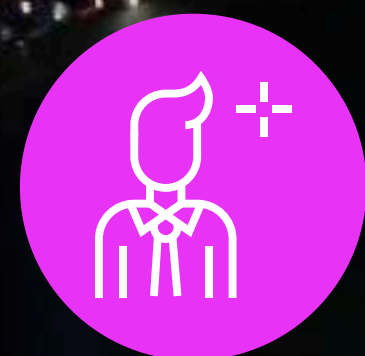
62+ COUNTRIES
PARTICIPATED



7,500KM
RACE



SAUDI ARABIAN GRAND PRIX 2021-22



2,300+
OPERATIONAL STAFF



EVENT DELIVERED IN
LESS THAN 6
MONTHS



PRODUCTION OF
MORE THAN 14,800
SIGNAGES



55K+
ATTENDEES

 **SAUDI
MOTORSPORT
COMPANY**
شركة رياضة المحركات السعودية

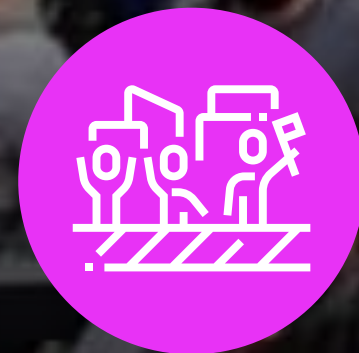
RIYADH MARATHON 2023 - 2024



ATTENDED BY
ROYALTIES AND
CELEBRITIES



ALL AGE
PARTICIPANT



30K
ATTENDEES

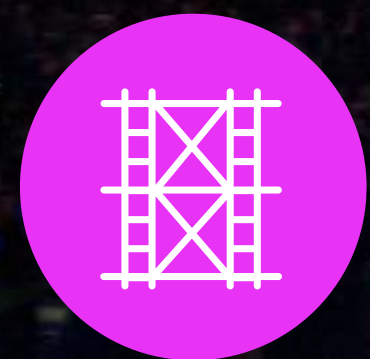


2 DAYS
EVENT



وزارة الرياضة
Ministry of Sport

AD DIRIYAH CLASH OF THE DUNES 2019



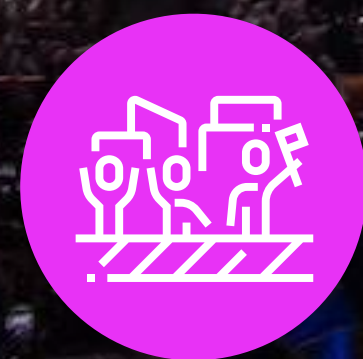
HIGHEST SPORTING
ARENA CANOPY



115,000
MAN-HOURS
WORKED



60 KILOMETRES
OF STEEL



17K
SPECTATORS



وزارة الرياضة
Ministry of Sport

RISE 100 SAUDI ARABIA 2021



100 CLIMBING
ROUTES DEVELOPED



300+ LOCAL
CLIMBERS



30 INTERNATIONAL
CLIMBERS



نيوم NEOM

SAUDI TOUR KSA 2022



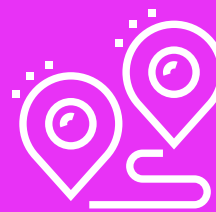
5-STAGE
COMPETITION



120+
CYCLISTS

8

INTERNATIONAL
TEAMS



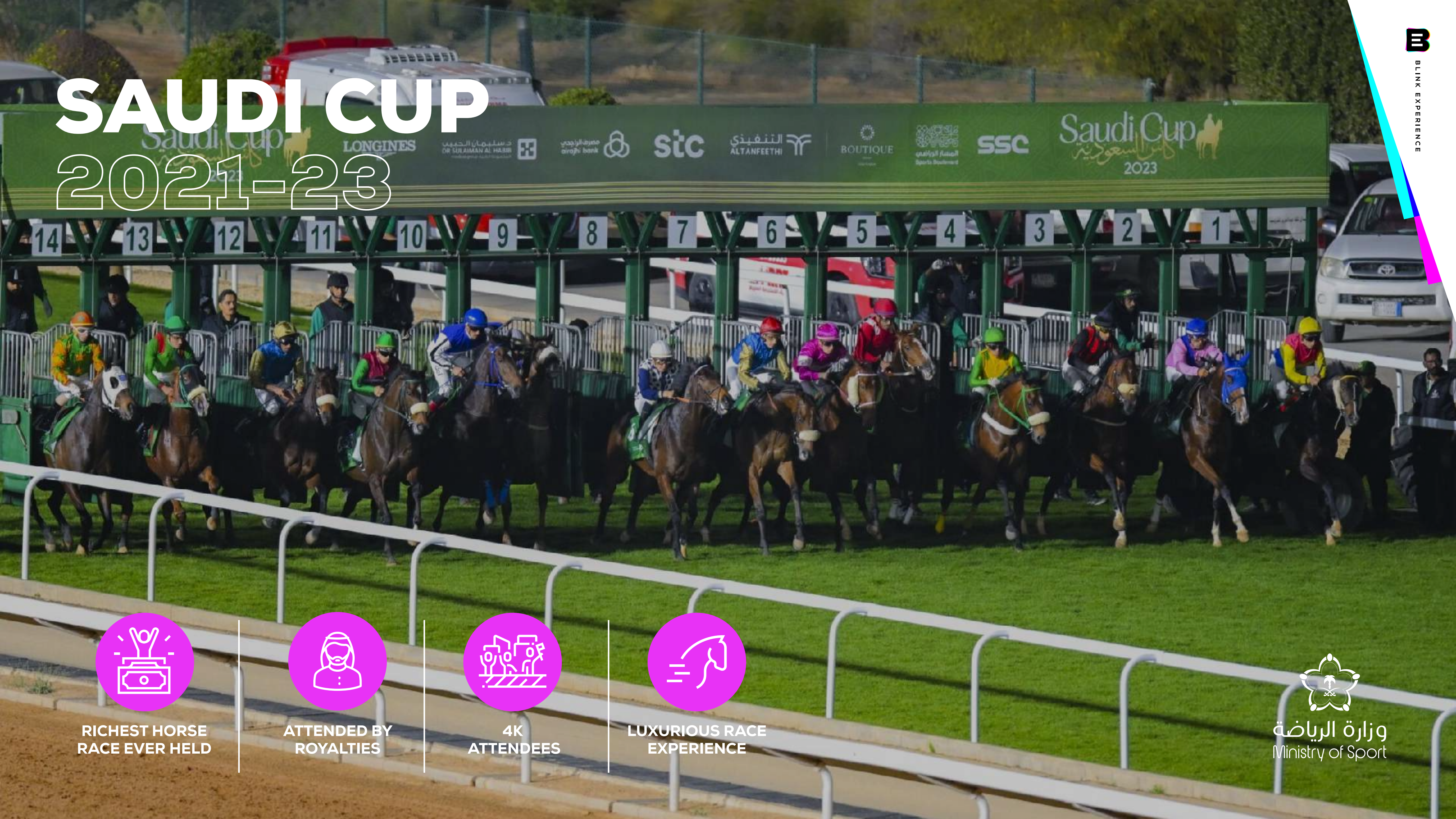
1,400KM
COVERED
IN 5 DAYS



وزارة الرياضة
Ministry of Sport



SAUDI CUP 2021-23



RICHEST HORSE
RACE EVER HELD



ATTENDED BY
ROYALTIES



4K
ATTENDEES



LUXURIOUS RACE
EXPERIENCE



وزارة الرياضة
Ministry of Sport



ALULA CAMEL CUP 2023



**MOST POPULAR
CAMEL RACE**



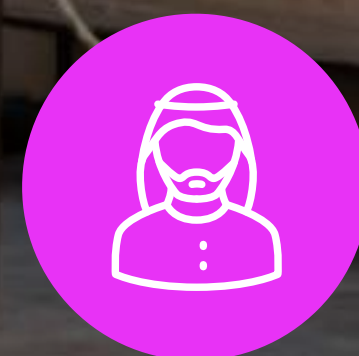
**MOST AWARDED
EVENT**



**28 DAYS
PREPARATION**



**2K
ATTENDEES**

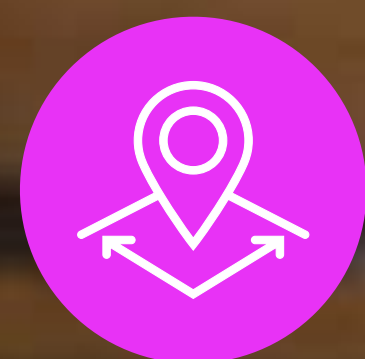


**ATTENDED BY
ROYALTIES AND
CELEBRITIES**

الهيئة الملكية لمحافظة العلاء
Royal Commission for Al-Ula



TABUK CAMEL CUP 2023



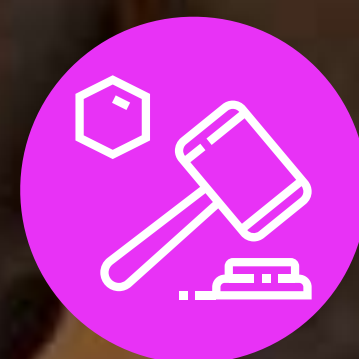
DESTINATION
SPANNING 35,000
SQUARE METERS



PROMOTE
ARABIAN CAMEL



10 DAYS
EVENT



AUCTION

الهيئة الملكية لمحافظة العُلا
Royal Commission for Al-Ula



IHF SUPER GLOBE CUP 2021-23



15K
SPECTATORS



16 INTERNATIONAL
TEAMS



80+
TEAM MEMBERS



وزارة الرياضة
Ministry of Sport

ALULA DRONE CHAMPIONSHIP 2023



16
PILOTS



ATTENDED BY THE
RCU MANAGEMENT
AND THE AUSTRIAN
MINISTER



500
ATTENDEES

الهيئة الملكية لمحافظة العلا
Royal Commission for Al-Ula



FIFA CLUB WORLD CUP 2023



2 STADIUMS
7 TRAINING SITES



4 FAN
ENGAGEMENT



95K
SPECTATORS



4
EXILIARY EVENTS



8
CEREMONIES

FEI WORLD CHAMPIONSHIPS 2024



100 RIDERS
& GROOMS



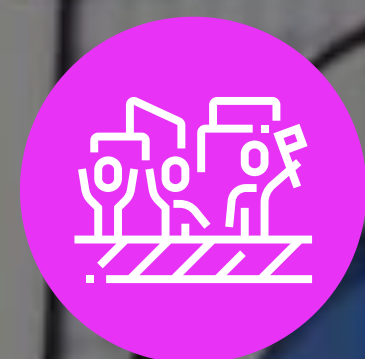
FIRST TIME IN MENA
REGION



+151K SQM
OF BUILD



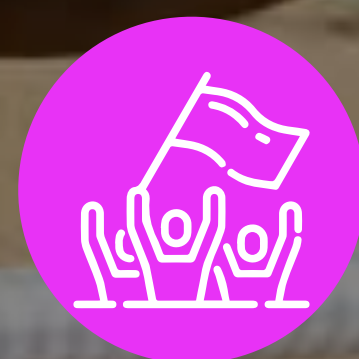
LONGINES GLOBAL CHAMPIONS TOUR 2023



10K
ATTENDEES



GLOBAL
CHAMPIONS

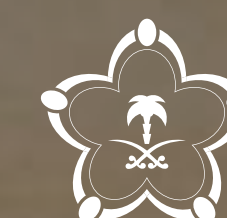


FAN ZONES



HOSPITALITY
SERVICES

SAUDI
EQUESTRIAN EVENTS



وزارة الرياضة
Ministry of Sport



NEOM BEACH GAMES 2023



120 TEAM
MEMBERS



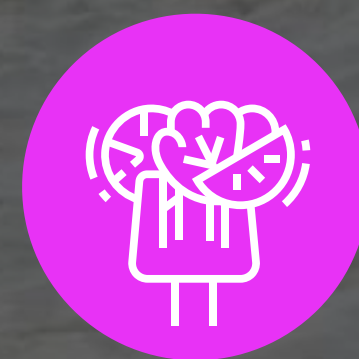
5X SPORTS
DISCIPLINES



3X SPORTS
ARENAS BUILT



600
ATHLETES ACROSS
ALL DISCIPLINES



64K MEALS
SERVED



نيوم NEOM

FEI GALA DINNER 2024

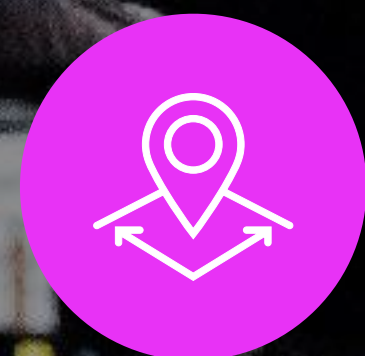
LONGINES

FEI Rising Star

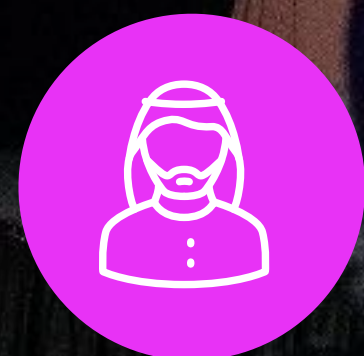
OMAR AL LAZIZ
AL MANSOURI

JUMPING YEARS OLD

FEI FÉDÉRATION
ÉQUESTRE
INTERNATIONALE



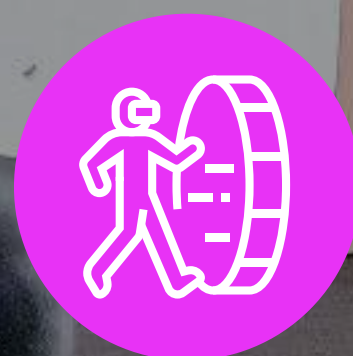
ABU DHABI



INTERNATIONAL
FEDERATION
MEMBERS
& FEI DELEGATES



260
GUESTS



ENTERTAINMENT



TIKTOK STAND SKIN SUMMIT 2025



150
GUESTS



140
ENGRAVED
PRODUCTS



50+ LIVE HAIR
STYLING FOR GUESTS
(LIVE EXPERIENCE)



TIKTOK SMB SEEMLESS ACTIVATION 2023



250,000+
VISITORS



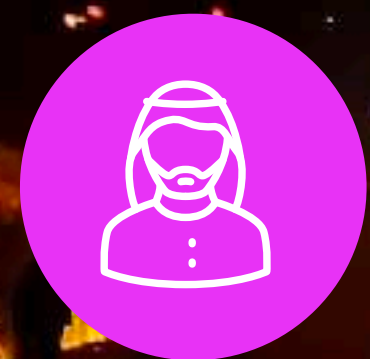
MULTIPLE
ACTIVATION ZONES



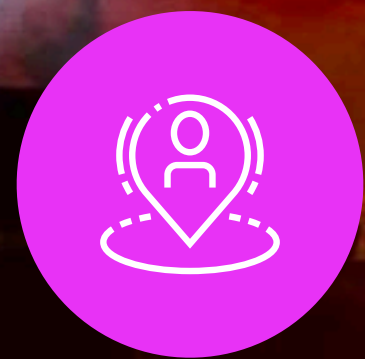
KEY BUSINESS
GUESTS & SPEAKERS



SAUDI TOUR GALA DINNER 2023



ATTENDED BY
ROYALTIES
& KEY MEMBERS



OPENING
CEREMONY



350
GUESTS



ENTERTAINMENT



وزارة السياحة
Ministry of Tourism

FIFA CLUB WORLD CUP GALA DINNER 2023



INTERNATIONAL
FEDERATION
MEMBERS
& FIFA DELEGATES



650+
GUESTS



ENTERTAINMENT



FIFA
CLUB WORLD CUP
Saudi Arabia 2023

WTTC GALA DINNER 2022



SUMMIT
MANAGEMENT



ATTENDED BY
ROYALTIES



CONCEPT DESIGN



4K
INVITEES



ENTERTAINMENT



WORLD
TRAVEL &
TOURISM
COUNCIL

DUBAI RUN 30X30

2019



70K+
RUNNERS

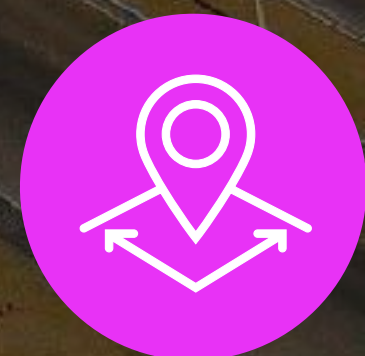


7TH LARGEST MASS
GATHERING IN THE
WORLD



CLOSING SZR FOR
THE 8 HRS

EMIRATES FIELD HOSPITALS 2020



50,000
SQM TOTAL
TENT AREA



2,600
ROOMS



SWIFT
DELIVERY





BLINK EXPERIENCE

MADE IN TOMORROW
MADE IN TOMORROW
MADE IN TOMORROW