

NOVELTY MIDDLE EAST

novelty

**YOUR TECHNICAL
PARTNER**

Experts & Specialists at your service
**Technical Audio-visual
Solutions**
NOVELTY MIDDLE EAST

FOREWORD

About the Novelty environment



GROUPE NOVELTY - MAGNUM - DUSHOW

Novelty is part of the **NOVELTY - MAGNUM - DUSHOW GROUP**.

We have been leading event technology for more than fifty years across 17 locations, holding the largest stock of top quality event equipment in Europe. With over 2500 employees and temporary staff, we have serviced more than 20,000 events a year across five continents.

NOVELTY

At the heart of event technical service market for **more than 50 years**, Novelty is a renowned professional player in its chosen fields: **video, sound, lighting, truss and power distribution**.

Novelty brings together the companies **Novelty and its agencies, De Préférence, BBS Backline and On Stage** around a common vision and a common stock equipment, but with its specificities.

Commercially independent, these companies are respectively specialized in: De Préférence (sound engineering), BBS Backline (Backline) and On Stage (Stages and podiums).

NOVELTY MIDDLE EAST

Recognizing and responding to an increased demand for Novelty's 'French Touch' beyond Europe, our management established Novelty Middle East starting in Dubai, UAE and now having expanded to Dammam, KSA and Doha, Qatar.



Our Presence



GROUPE NOVELTY-MAGNUM-DUSHOW

As the European leader for technical event-planning services, our Group has the largest fleet of equipment in Europe.

Thanks to the various entities in our Group, we are able to offer you day or night, in France or around the world, more than 40 years of event expertise, and always with a «French Touch».

CUSTOMIZED KNOW-HOW & EXPERTS IN AUDIOVISUAL TECHNICAL SOLUTIONS

- We are the industry leaders for technical event-planning services.
- We have the largest fleet of equipment in Europe that not only enables us to provide event AV solutions in Europe, but across the globe too.
- We stop at nothing to make every event, whether big or small, memorable, qualitative and successful.

... but every day, every evening, we pull out all the stops to help you make every events, small or large, a great success.

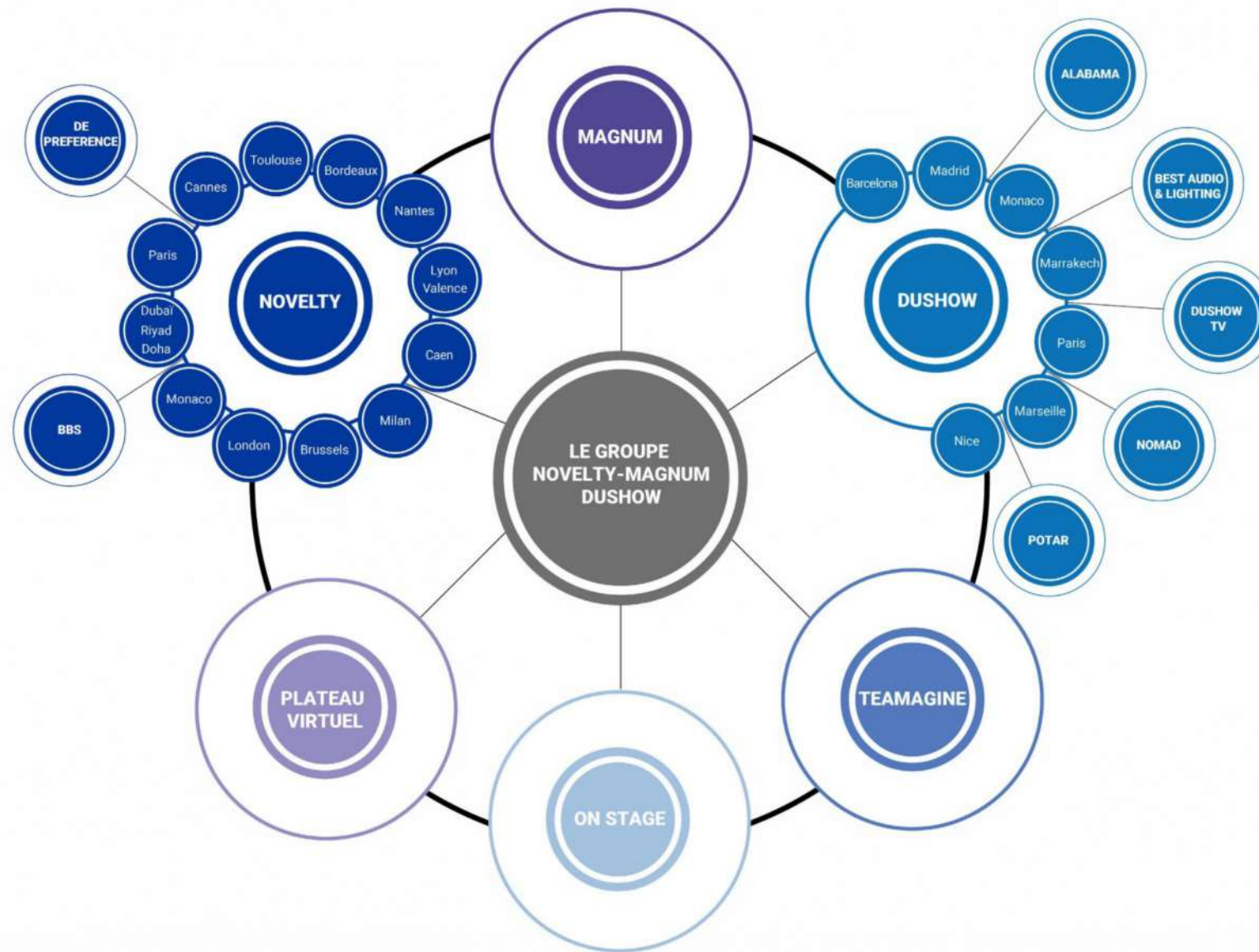
- Service delivery for events
- AV equipment rental
- Engineering, sales, installation and maintenance of audiovisual equipment

Specialised Equipment



GROUPE NOVELTY-MAGNUM-DUSHOW

Organization





European leader in event technology, the Group is composed of 3 complementary historical brands: Novelty, Magnum and Dushow.

SOME NUMBERS

- + 2 500 employees and temporary staff
- + 20 000 events per year on 5 continents
- + 50 years experience
- + 17 locations
- + Largest stock of top quality event equipment in Europe (90 000 m² of total stock area)

novelty

NOVELTY

Turnover of **€125M**
280 permanent employees
and more than **750** temporary
staff each month
For **Corporate, Event & Live
Shows Festivals**

magnum

MAGNUM

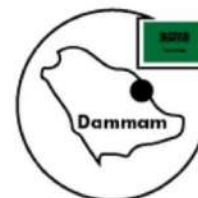
Turnover of **€40M**
210 permanent employees
and more than **450** temporary
staff each month
For **Corporate, Event &
Trade Faire**

DUSHOW

DUSHOW

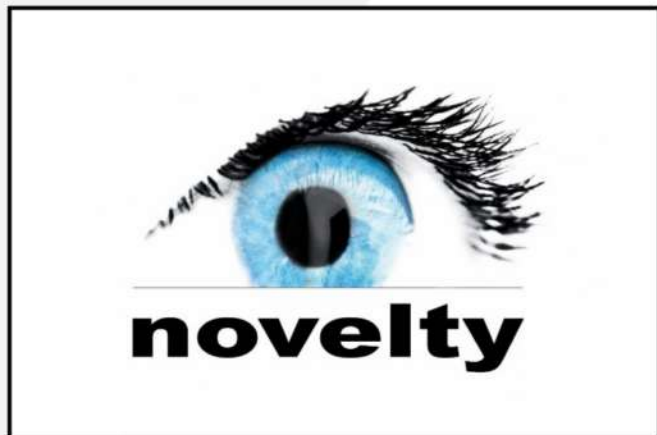
Tornover of **€115M**
350 permanent employees and
more than **800** temporary staff
each month
For **Event, Live Shows &
Festivals**

Our locations



- **Paris** (Novelty | Magnum | Dushow)
- **Nantes** (Novelty Grand Ouest)
- **Bordeaux** (Novelty Bordeaux)
- **Toulouse** (Novelty Toulouse)
- **Lyon** (Novelty Auvergne-Rhône-Alpes et Alabama)
- **Valence** (Novelty Auvergne-Rhône-Alpes)
- **Caen** (Novelty Normandie)
- **Marseille** (Dushow et BBS Marseille)
- **Cannes** (Novelty Azur et BBS Azur)
- **Nice** (Dushow)
- **Monaco** (Dushow)
- **Barcelona** (Dushow)
- **Madrid** (Dushow)
- **Marrakech** (Dushow)
- **Milan** (Novelty)
- **Dubai** (Novelty Middle East)
- **Dammam** (Novelty Middle East)
- **Doha** (Novelty Middle East)

NOVELTY Presentation



NOVELTY

At Novelty, we go above and beyond ensuring your event is more than successful. Our professional employees, each of whom are specialist within their field, are engaged from the start - be it brainstorming the possibilities of the event space, designing solutions to setting up and dismantling, the Novelty team is ready and equipped for it all, ensuring that quality is at the heart of everything we do..

We have expanded our expertise and partnerships to include top-notch agencies such as **De Préférence**, **BBS Backline** and **On Stage** to ensure ALL aspects of an event are served with the Novelty touch of quality and professionalism..

De Préférence[®]



On
STAGE

DE PRÉFÉRENCE

De Préférence is specialized in sound engineering.

BBS BACKLINE

BBS Backline is specialized in backline.

ON STAGE

On Stage is specialized in stages and podiums.

NOVELTY

Our Event Portfolio



CORPORATE

Trade Fairs
Fashion Shows
Product launches
General meetings
Conferences
Automotive



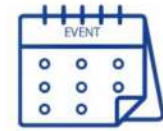
LIVE

Festivals
Concerts
Tours



PRIVATE EVENTS

Weddings
Private parties



EVENTS

Sports events
World events
Ceremonies



THEATER

Tours
Stage production



FIXED INSTALLATION

Permanent or semi-
permanent installation



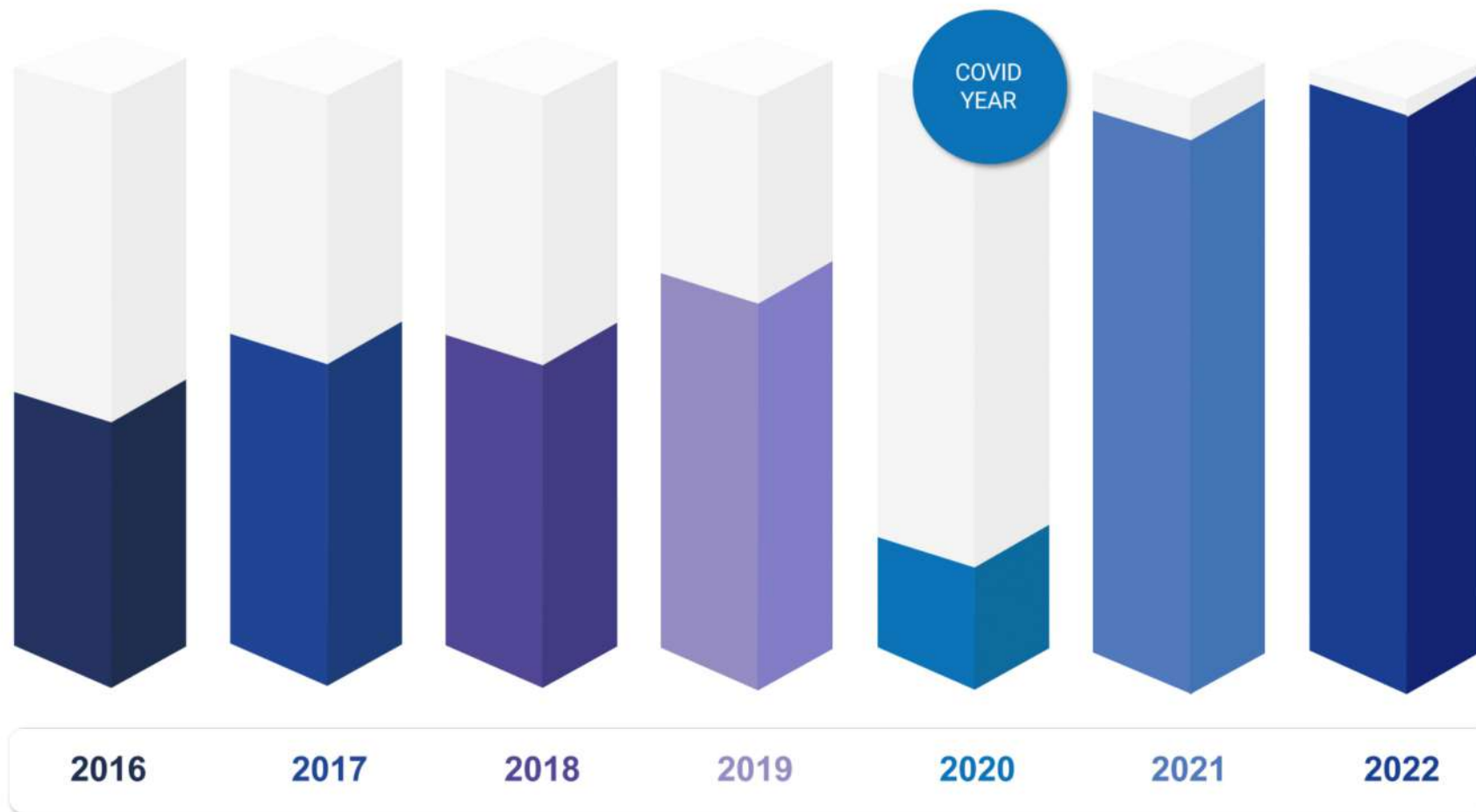
TELEVISION

TV sets
Live recordings

NOVELTY

Evolution of Novelty Turnover

160 000 000€
150 000 000€
130 000 000€
110 000 000€
90 000 000€
70 000 000€
50 000 000€
30 000 000€
10 000 000€

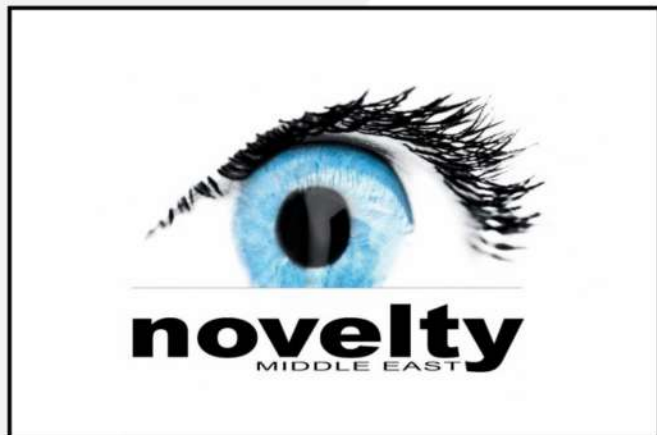


NOVELTY MIDDLE EAST

Presentation

NOVELTY MIDDLE EAST

Novelty Middle East services the Middle East region and has established presence in the **UAE, KSA and Qatar**. Due to the high demand of the «French Touch» beyond the borders of Europe, the management of NOVELTY decided to sign an agreement with a company already established to which we provide our expertise, our logistics, our equipment and our know-how.

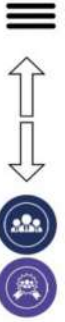


NOVELTY MIDDLE EAST - A FEW FACTS

- + 68 employees with 50 temporary staff per month.
- + 160 events per year.
- + 4600 sq. m. of warehouse space (1600 m² in Dubai, 2100 m² in Doha, 900 m² in Doha)

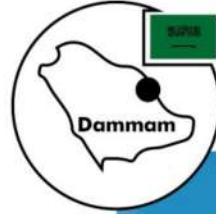
NOVELTY MIDDLE EAST

Locations & Contacts



NOVELTY MIDDLE EAST - DUBAI -

Shadow Link Warehouses – Plot No: 5974232
Dubai Investment Park 2
Dubai – U.A.E
Tel : +971 4 336 3530



NOVELTY MIDDLE EAST - DAMMAM -

Building No:7625, Street:8A, Al Khalidiyah,
Al Janubiyah District
Dammam, Kingdom of Saudi Arabia
Tel : +966 56 059 1023



NOVELTY MIDDLE EAST - DOHA -

Building No:10, Street 2041, Zone 91
New Industrial Area
Doha, QATAR
Tel : +974 5998 1323

contact@novelty-me.com

NOVELTY MIDDLE EAST

History

2012

After several years of experience in the events sector in the Middle East, **Serge HUBER decided to set up his company «IRIS»** which was first based in Dubai and then in Dammam.

2019

In response to a growing global market, Novelty France engaged with a well-respected and experienced Events professional, based in the UAE - Serge Huber became Novelty's choice to establish its presence in the UAE and so in 2019, **Novelty started its Middle East chapter..**

2022

Recognizing the success of Novelty in the UAE and the Kingdom of Saudi Arabia, it became evident that the GCC demanded more of Novelty's services, and thus a 3rd chapter of Novelty was established in 2022 - **Doha, Qatar.** The opening of this Novelty Doha agency marks the extension of our activities in the Middle East which reflects the constant need from our customers to accompanying them through their amazing projects anywhere. A dedicated team is ready to fulfil your requirements in video, light, sound, rigging, power.





AGENCIES

Hopscotch, Filmmaster, Black Engineering, Auditoire, Attias, K2, the Qode, Publicis Events, Lever de Rideau, Babel, Havas, Live By GL, Obo, La Mode en Images, Bureau Betak, Eyesight, Luxury Makers, Atelier Lum, Magic Garden, Parti Pris, Mazarine, Tuff Consult, WMH...



LARGE ACCOUNTS

Renault, Crédit Agricole, PSA, Suez, Louis Vuitton, Cartier, Tiffany, Audemars Piguet, Gucci, L'Oréal, Dior, Bouygues, Accor, Orange, Eads Dassault, La Poste, Caisse des Dépôts, Pernod Ricard...



LOCATIONS

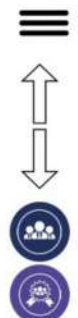
King Abdulaziz Center for World Culture, Le Carreau du Temple, Cité Universitaire du 14ème, Crédit Agricole Evergreen, Crédit Agricole Sqy Park, École Nationale Sup des Beaux-Arts, Grande Halle de la Villette, La Fondation Louis Vuitton, La Philharmonie de Paris, L'Atelier Renault, Les Pavillons de Bercy, Élysées Biarritz, Moma Étoile & Presbourg, Musée du Quai Branly, Palais de Tokyo, Pavillon Baltard, Pavillon Cambon Capucines, VIPARIS Palais des Congrès de Versailles, VIPARIS Palais des Congrès de Paris, VIPARIS Porte de Versailles, VIPARIS Espace Champerret, VIPARIS Palais des Congrès d'Issy-Les-Moulineaux, Yachts de Paris, Pavillon Gabriel, Hôtel d'Evreux, Studio Acacia, Pavillon Vendôme, Pavillon Kleber...



ORGANIZATION

NOVELTY MIDDLE EAST

OUR DNA



PROXIMITY

Our entities, if they are leaders in the region, are nonetheless family businesses where people are at the heart of our concerns.

Novelty Middle East covers the Middle East with offices in **Dubai, Dammam and Doha.**

Proximity to our customers is essential. It's the preamble to listening. We know them perfectly, because we have been able to create a real partnership together.



1

REACTIVITY

How can we imagine our profession without this essential quality?

Responsiveness is an essential quality in our business. Knowing how to intervene quickly to anticipate a new need, correct a malfunction or deal with a hazard... is a prerequisite for quality and trusting customer relationship.



2

PROFESSIONALISM

The Novelty Middle East teams are present on each new challenge where quality is at the center of concerns. We have been working with a good number of temporary workers for many years. The loyalty of the teams is a guarantee of security on your events because they perfectly master our work processes and the use of our equipment.



3



NOVELTY MIDDLE EAST

Senior Management



SERGE HUBER

Managing Director Middle East
U.A.E - SAUDI ARABIA - QATAR



LOUIS DE LA GUILLONNIÈRE

Account Manager QATAR



MARTIN GROUVEL

Account Manager SAUDI ARABIA



ROMAIN PILARD

Account Manager U.A.E



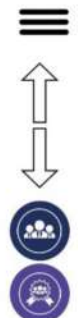
SIMON LEGEARD

Account Manager U.A.E



NOVELTY MIDDLE EAST

The Novelty Middle East Team



« It's important to me to connect with employees »

Serge HUBER



« Every day is a different day, every event is different »

Romain PILARD



« The greatest satisfaction is to see the wonder in the eyes of the audience »

Martin GROUVEL



« The positive and healthy environment makes my current job unique and fulfilling »

Meldred IBALE





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FOLLOW US

