

- **EVENT MANAGEMENT**
- **EXHIBITION SERVICES**
- **SIGNAGE SOLUTIONS**
- **INTERIOR DESIGN AND FITOUT**
- **BRAND ACTIVATION**

ASG offers turnkey and customer-driven events and exhibition services as well as branding solutions for industry leading companies from various sectors in the Middle East and European markets.

By integrating its core services, ASG allows its clients across over 20 industries to create unique experiences that help improve or expand business performance.



20k  
sq ft

Production  
Facilities

25k  
sq ft

Storage  
Space

12

Large Format  
Printing  
Machines

6

Laser and CNC  
Production  
Machines

200

Manpower

20

Vehicles

10k

Projects  
Completed  
Since 2003

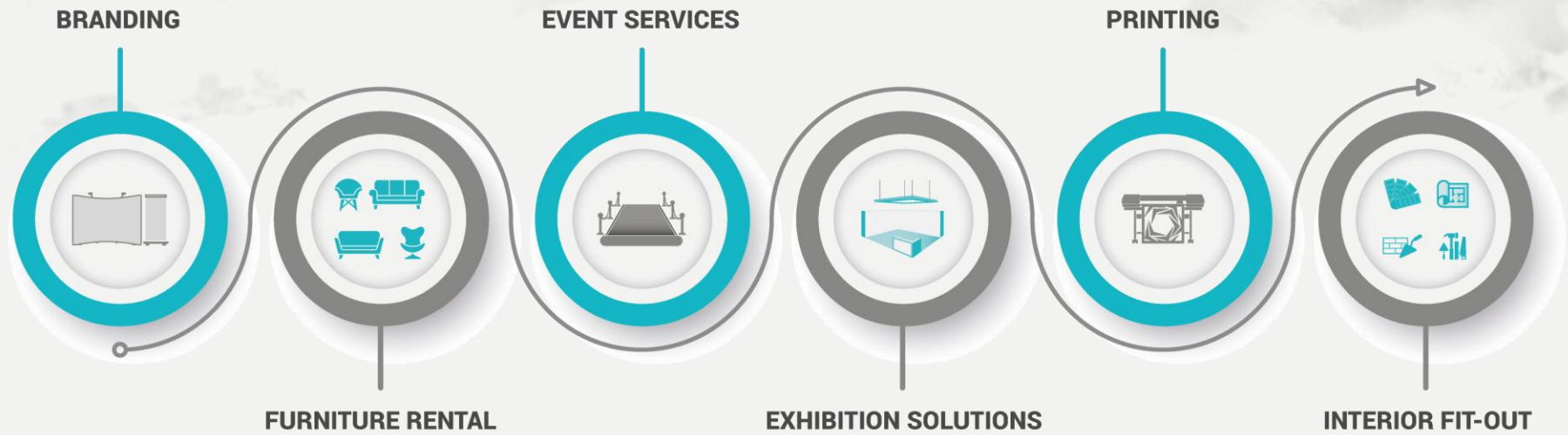
100k  
sqm

Exhibition  
Space

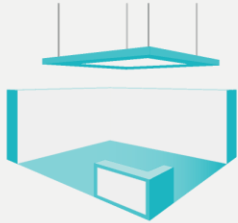
20

Industries  
Served

 **EVENTS & EXHIBITION SERVICES**

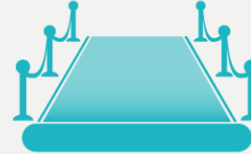


## SERVICES WE OFFER



### EXHIBITIONS

ASG takes great pride in the original, yet affordable exhibition stand designs that the ASG Team has delivered over the years. Rendered functional uniqueness - which reflects their Client's corporate cultures, plans, ambitions, and goals.



### EVENT SERVICES

The successful track record of ASG in delivering the highest quality events can be traced to their processes; they have mastered the entire event cycle and customer journey and offers their clients a seamless and stress-free solution that takes care of their entire event requirements.



### FURNITURE RENTAL

They offer a wide range of equipment for rental; ASG preserves their Client's exhibition budgets by eliminating the need for procurement of costly items such as furniture, audio and video equipment, lighting, communication and Wi-Fi systems, and offer a viable, cost-effective alternative.



### PRINTING

ASG takes pride in owning one of the largest digital printing facilities in the UAE. A trusted and reliable partner for over 15 years, they develop your creative thoughts and transform them to reality through our wide range of digital printing solutions.

## SERVICES WE OFFER



### INTERIOR FIT-OUT



ASG carefully blends the latest design trends with their Clients' preferred themes and directions, in order to achieve the ultimate satisfaction and noticeable design identity.



### CORPORATE GIFTS

What better way to promote your brand but through tangible transformations that set the industry standard, and ASG commitment to excellence continues to raise the bar on quality service.



### BRANDING

Using top-quality indoor & outdoor signage solutions, ASG aims to transform any space into visually appealing experiences that people will never forget.



### A/V SOLUTIONS

ASG has a system for how they go about delivering our best-in-industry large-format video/LED and corporate meeting audio visual solutions, ASG goes to great lengths to make sure that system never gets in the way of their customer needs and goals.





# Meataan Festival

## Emirates Red Crescent

Partnered with key government agencies, ASG supports the promotion of the UAE's culture, and the preservation of its heritage.

An ultimate example is when ASG transformed a 6,000-sqm area of Abu Dhabi's Al Bateen Beach into a cultural, retail and recreational destination for UAE's nationals and residents.

Complete with seating areas for the public and VIPs, a food court, 600-sqm walk way, cafes, restaurants, 50 retail shops, a stage, 600-meter steel fence, ASG was instrumental in creating the Meataan Festival in 2017, a truly-unique and unforgettable experience.



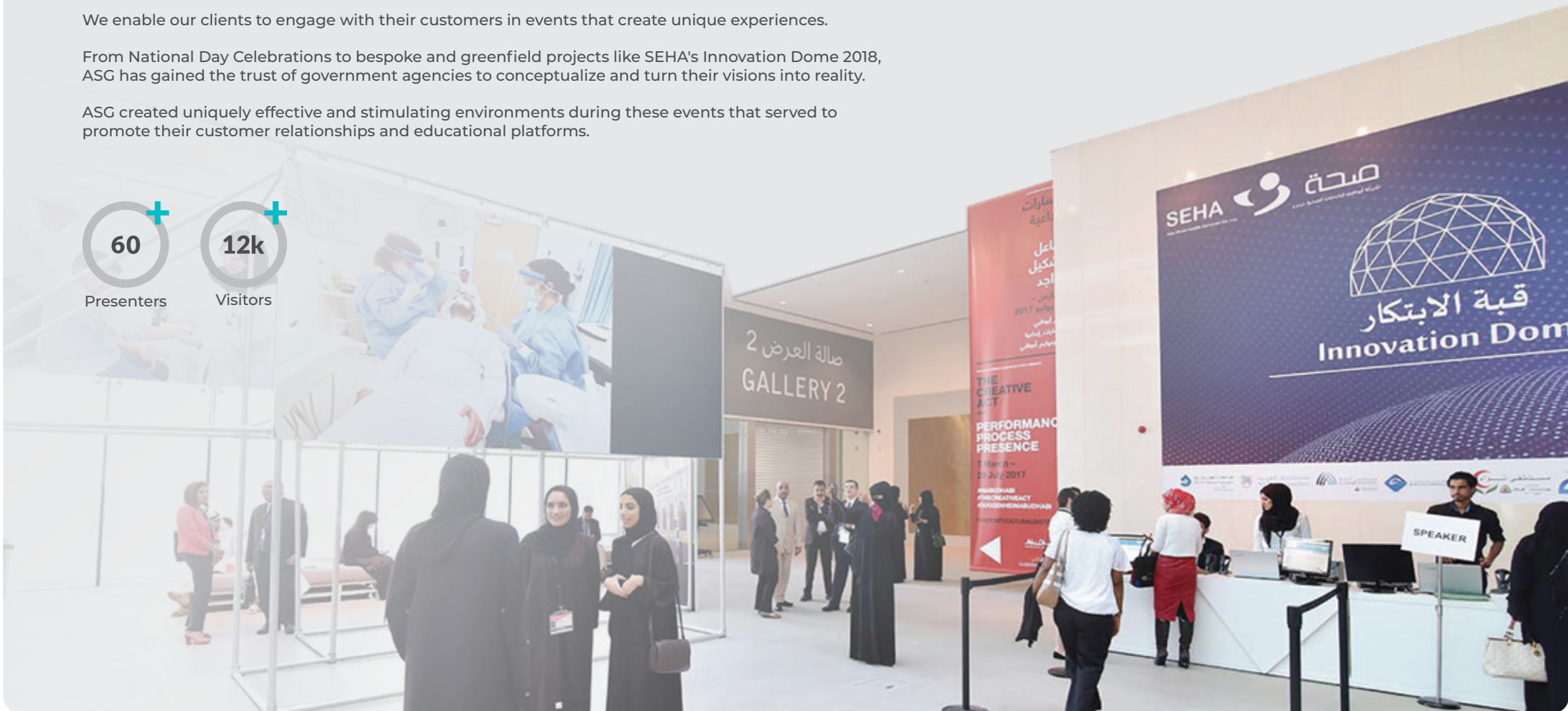
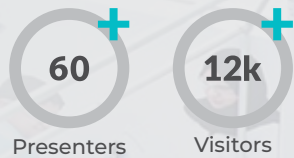
# Innovation Dome

## SEHA

We enable our clients to engage with their customers in events that create unique experiences.

From National Day Celebrations to bespoke and greenfield projects like SEHA's Innovation Dome 2018, ASG has gained the trust of government agencies to conceptualize and turn their visions into reality.

ASG created uniquely effective and stimulating environments during these events that served to promote their customer relationships and educational platforms.



# National Day Event

## Confidential Government Department



Event area  
buildup



Seating  
areas



Catering  
areas



Gift item  
booths





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FOR YOUR BRANDS**  
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# Emirates Oncology Conference

## Tawam Hospital





شركة درويش بن أحمد وأولاده (ذ.م.م.)  
DARWISH BIN AHMED & SONS CO. (L.L.C.)

السيف جرافيكس ذمه  
**ALSAIF GRAPHICS LLC**  
EVENT MANAGEMENT • EXHIBITION SERVICES • SIGNAGE  
INTERIOR DESIGN AND FITOUT • BRAND ACTIVATION

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# Event for 25<sup>th</sup> Anniversary

## Darwish Bin Ahmed & Sons Co.





Exhibition Services

# Jewellery & Watch Show

Official Contractor for 8 years (2018 - 2025)

Managed and supervised all onsite electrics for whole exhibition.

Supply and delivery of exhibitor furniture orders.



Wooden stands



Pavilions



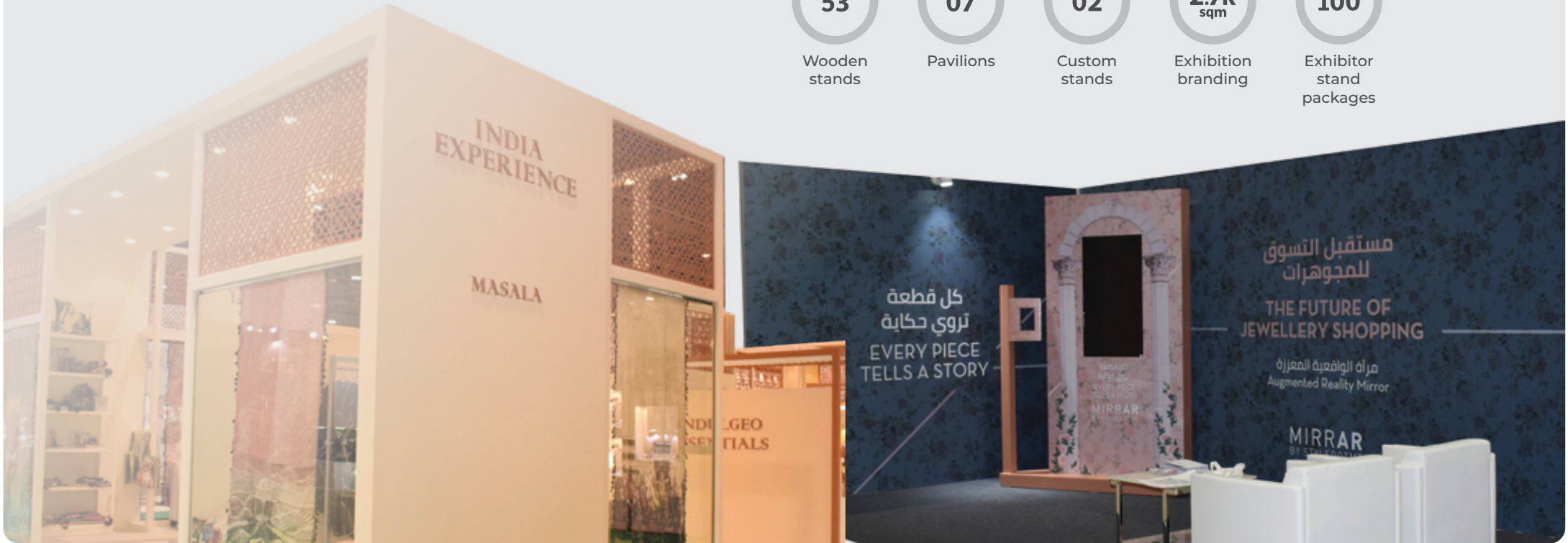
Custom stands



Exhibition branding



Exhibitor stand packages



airportshow

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# Airport Show

ASG is the incumbent official contractor of Reed Exhibitions Middle East for some of its leading events in the aviation and consumer industries.



Exhibition  
branding



Custom  
stands



Feature  
areas





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# International Exhibition for National Security & Resilience

ASG is a trusted partner of organisations from the defense and security sector in delivering their participations to industry events like the UAE's International Exhibition for National Security & Resilience as well as KSA's National Security and Risk Prevention Expo. This qualifies ASG's credibility within the industry which puts high-regard to discipline and above par performance.



Exhibition branding



Custom stands



Feature areas



Custom stands



Entrance arches



Exhibition branding



Feature areas



# World Future Energy Summit

The World Future Energy Summit, a world-class and truly international flagship event of RX Global (Middle East ) has appointed ASG to assist in developing their featured areas for eight (2018-2025) consecutive years.



Exhibition  
branding



Feature  
areas



Custom  
stands



Entrance  
arches



حلبة مرسى ياس  
**YAS MARINA CIRCUIT**

السيف جرافيكس ذمم  
**ALSAIF GRAPHICS LLC**  
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From bespoke brand strategy planning to activation, we provide innovative and result-driven solutions which generate compelling moments and form deep and lasting relationships with the right audiences.



ASG has delivered exceptional branding & car wrapping services for Yas Marina Circuit for over 2 years.



Since 2015, ASG has been appointed to manage the brand strategy and activation of one of the UAE's biggest banks, Abu Dhabi Islamic Bank.

Whether for a special holiday activation, or branding audit of its over 80 branches across the country, ASG mobilizes its resources to ensure ADIB's brand guidelines and goals are consistently met.



Weekly visits to carry out audits on all UAE branches to ensure brand image development.



Consultation with Marketing Department for any updates on collateral.



Liaison with government agencies to acquire permits for promotion (DED)



Printing and preparation of artworks and other marketing collateral including installation.



Provision of storage and audit solutions for brand communication tools.



Assistance in brand guideline activation given to all 80+ bank branches.

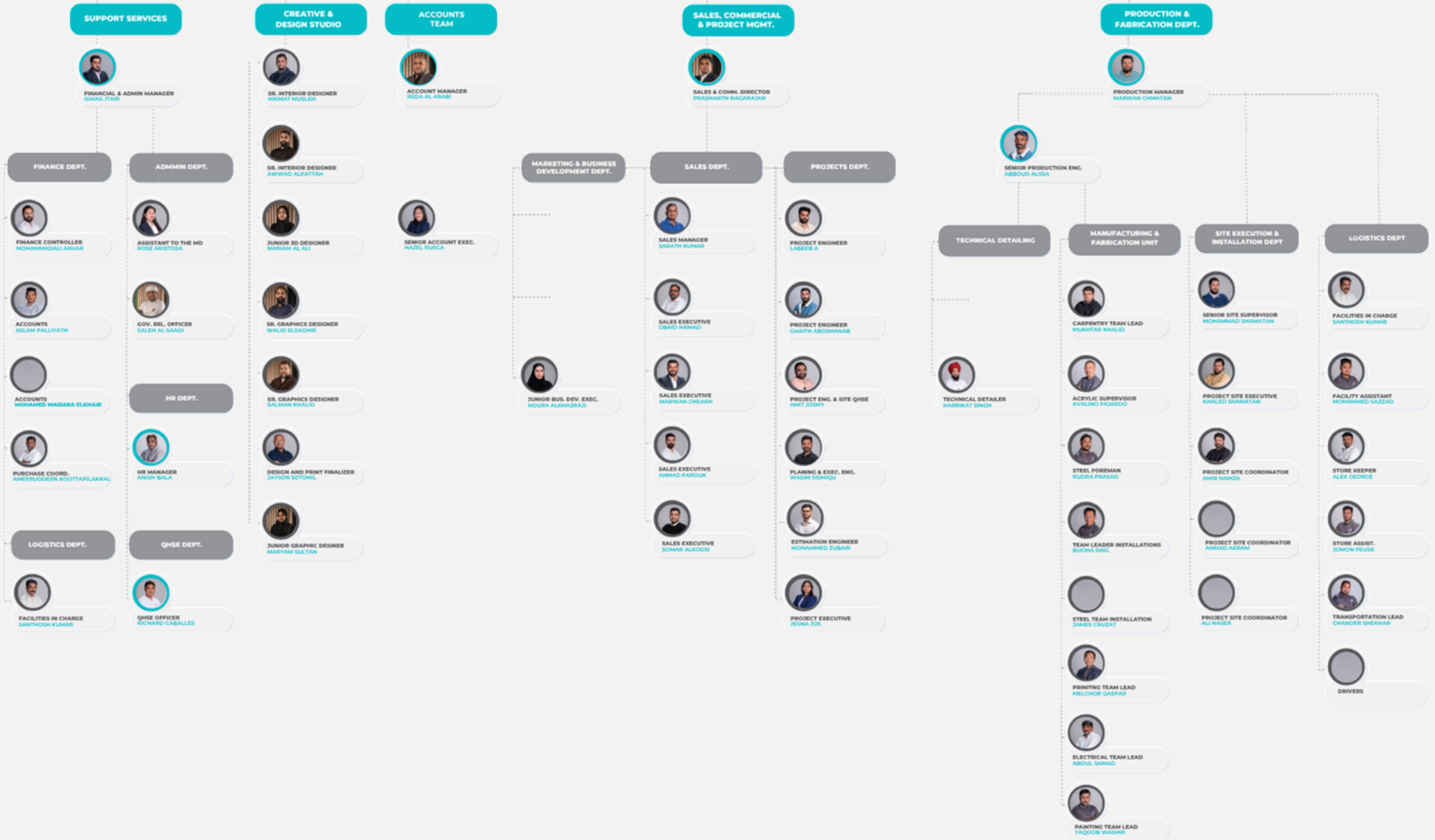
# Brands which trust us.



# ASG ORGANIZATIONAL CHART



**MANAGING DIRECTOR**  
HASAN CHHATAN



## OUR PEOPLE - KEY PERSONNEL FOR PROJECT DELIVERY



**Hassaan Chamatan**  
MANAGING DIRECTOR

Hassan is the Founder and Managing Director of ASG, a leader in entertainment and event production solutions that helps bring the greatest creative visions to life. Hassan saw the potential for a comprehensive production solution company when he redefined the business model of the live and event entertainment technology industry when he founded ASG in 2003. Hassan is passionate about creating & delivering value to his clients and strives to sought out the world over to solve the unique production challenges for a broad range of markets



**Prashanth Nagarajan**  
SALES & COMMERCIAL  
DIRECTOR

As Sales and Commercial Director in the events and exhibitions sector, Prashanth leads strategic business development, client acquisition, and revenue growth initiatives. With a deep understanding of market trends and client needs, she develops tailored solutions that drive commercial success and long-term partnerships. He oversees contract negotiations, pricing strategies, and key account management, ensuring profitability while maintaining the highest standards of service and delivery.

## OUR PEOPLE - KEY PERSONNEL FOR PROJECT DELIVERY



**REDA AL ARABI**  
OPERATIONS MANAGER

With 18 years of experience in the events industry, Reda is responsible for overall project management duties from conceptualization to successful delivery. Reda's strength is showcased in communicating and developing relationships with clients from a wide spectrum of industries, as well as developing and managing project schedules and budgets



**Marwan Shamtan**  
PRODUCTION MANAGER

With 16 years of experience in events & exhibition production, Marwan is in-charge for stand, stage, arches, & signages production while supervising carpenter, steel, acrylic & printing staff & ensuring manufacturing processes run reliably and efficiently.

Marwan is passionate about carrying out quality control programs to make sure the finished product meets the highest level of quality in the market.

## OUR PEOPLE - KEY PERSONNEL FOR PROJECT DELIVERY



**Hazel Rueca**  
SENIOR PROJECT EXECUTIVE

With 10 years of experience in the events and exhibition industry, Hazel brings proven capabilities in managing end-to-end project execution with precision and professionalism. She collaborates closely with clients to ensure all deliverables meet the highest standards of quality and brand integrity. She plays a key role as the main point of contact for all client's requirements and inquiries & excels in project budget management and cost estimation.

Successfully delivered events:

- World Future Energy Summit (2022 - 2025)
- Jewellery and Watch Show (2016 - 2025)
- AccessAbilities Expo (2022)



**Jesna Jos**  
PROJECT EXECUTIVE

With 2 years experience of experience in events and exhibition industry.

Jesna responsible for coordinating and supporting the full lifecycle of project execution. She liaises with clients, vendors, and internal teams to ensure all event elements are delivered on time.

Successfully delivered events:

- World Future Energy Summit (2025)
- Jewellery and Watch Show (2024 - 2025)



**Noura**  
CUSTOMER SERVICE

With years experience of experience in clients relations.

Noura works closely with the client ensuring the quality of the deliverables. An exceptional communicator is adept at presenting information cross company and to external partners.

Successfully delivered events:

- World Future Energy Summit (2025)
- Jewellery and Watch Show (2024 - 2025)

## OUR PEOPLE - KEY PERSONNEL FOR PROJECT DELIVERY



**Hikmat Muslih**  
SENIOR 3D DESIGNER

With 8 years experience in events, exhibition, & interior fit-out, Hikmat is a professional 3D Designer creating real-time immersive experiences. He specializes in developing high-impact visualizations for events, exhibitions, and interior fit-outs—translating concepts into detailed, photo-realistic 3D renders and walkthroughs. His ability to interpret design briefs and transform them into immersive environments makes him a key contributor to the creative process.

Successfully delivered events:

- World Future Energy Summit (2017 - 2024)
- Jewellery and Watch Show (2017 - 2023)
- AccessAbilities Expo (2019 - 2022)
- Innovation Dome (2017 - 2018)
- Emirates Oncology Conference (2019)



**Awwad Alfattah**  
SENIOR 3D DESIGNER

With 6 years experience in events, exhibition, & interior fit-out, skilled 3D Designer specializing in real-time immersive environments. His expertise spans across 3D modeling, texturing, lighting, and animation—bringing ideas to life through compelling visual narratives. With a focus on detail and realism, Awwad transforms concepts into immersive experiences that support creative storytelling and client vision. He works collaboratively with cross-functional teams to ensure every design aligns with project goals and brand identity

Successfully delivered events:

- World Future Energy Summit (2021 - 2025)
- Jewellery and Watch Show (2021 - 2025)
- AccessAbilities Expo (2022)



**Walid Elsaghir**  
SENIOR GRAPHICS DESIGNER

From large-scale visuals to detailed print and digital assets, Walid develops impactful design solutions that align with client objectives and brand identity. Adept at managing multiple projects under tight deadlines, Walid combines creativity with precision, ensuring every visual element enhances the overall experience. He also play a key role in mentoring junior designers and contributing to the creative direction of major projects.

Successfully delivered events:

- World Future Energy Summit (2022 - 2025)
- Jewellery and Watch Show (2022 - 2025)
- AccessAbilities Expo (2022)



# LET'S CONNECT



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