



Arabcom Group
Events & Conferences
Case Study



The Arabcom Group is a pioneer in promoting sustainable socio-economic development in the Arab States for the last 22 years. They have been on the frontline in promoting ICT and Telecom services as well as the online financial sectors, investment and several other fields of activity in the MENA region since 1993. The group has established itself not only as a leader in its field, but is also looked upon as a trailblazer in the Financial and Telecom sector in the region.

The group have always aspired not only to lead the industry, but to set standards and benchmarks. It has established itself with a robust reputation of excellence and commitment. The group is in partnership with over 50 international governments and more than 5000 private sector companies as well as major International UN organizations in addition to many Media partners.



At the very outset of the project it was decided to craft the three booths with Creeya Modular Solutions

The Challenge

Arabcom Group has been actively involved in the MICE sector in the region and has been a frontrunner in introducing the concept of Foreign Exchange Trading in the MENA region. Keeping in view of its prime position in the market, Arabcom conducted a two day conference cum exhibition for its clients ' The MENA 14th FOREX Show' at the Westin Mina Seyahi Hotel, Dubai, UAE.

The event was being held inside the Serdaal Ballroom in the hotel. The client wanted EDS to build three 6x3 sqmt. booths for some of their clients inside the ballroom, which should reflect each company's unique offerings and their individuality.

The EDS ME Advantage

EDS Middle East Llc. is a wholly owned subsidiary of Insta Worldwide, one of the leading point of contact infrastructure company in the world. Over the last 12 years, Insta has helped many a brand to establish themselves in the experiential marketing space. On this journey, Insta has strengthened itself by acquiring some of the leaders of its industry, like Expo Display Service GmbH, Germany and Exponents USA Inc.

Insta Worldwide is the only Indian exhibition services company to have three state-of-the-art exhibition stand manufacturing facilities in India, one facility in USA and one each in Germany and Dubai.

The Solution

The design team at EDS used Creeya, a revolutionary, eco friendly, modular exhibition stand system to create the three stands for Arabcom. The way in which Creeya was configured in the three stands made them look different from each other yet used the same pre-engineered parts of the Creeya system.

EDS ME carried out a detailed recce of the venue, based on the brief and findings of the recce, the three booths were designed and manufactured at the in-house manufacturing facility, the graphics were designed and printed at the same facility. EDS also provided complete installation and dismantling of the booths and provided end-to-end show services to the clients.

The Result

The client was extremely happy with the performance of the EDS team and the service provided to them, all the design nuances were replicated and the booths ticked all the right boxes on the client's wish list.

EDS ME is assured of repeat business from the clients in the near future and now EDS features as the official vendor for Modular Exhibition Booths in Arabcom's Exhibitor Manual for MENA Forex Conference in Dubai.

Certain features of the designs were a challenge to the overall stability of the structures, but solutions were derived at the installation stage and successfully implemented on site, giving the booths impeccable structural integrity without compromising on the look of the booths.

Three Stands with one cost at MENA Forex Conference

