

REDFILO
The Professional Event Management Company[®]

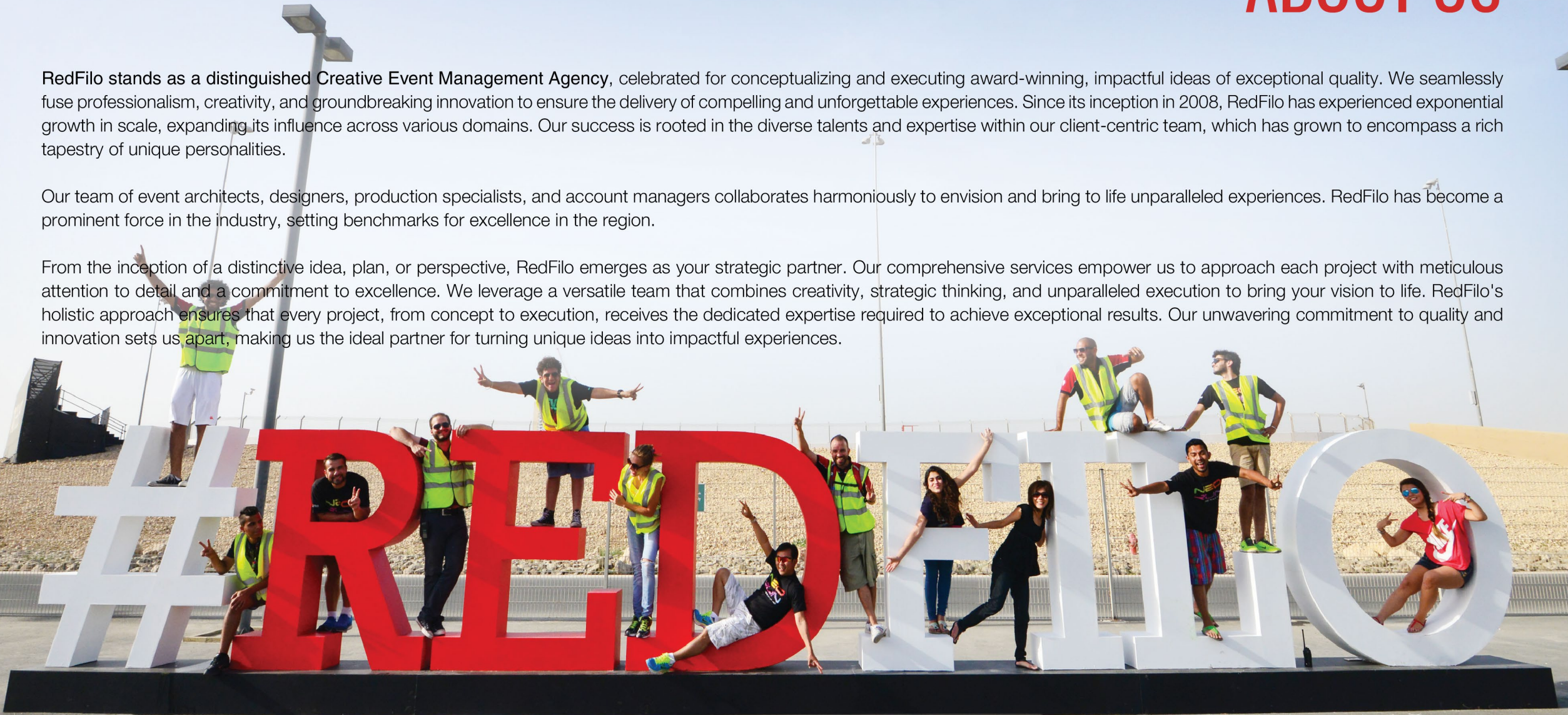
COMPANY PROFILE 2024

ABOUT US

RedFilo stands as a distinguished Creative Event Management Agency, celebrated for conceptualizing and executing award-winning, impactful ideas of exceptional quality. We seamlessly fuse professionalism, creativity, and groundbreaking innovation to ensure the delivery of compelling and unforgettable experiences. Since its inception in 2008, RedFilo has experienced exponential growth in scale, expanding its influence across various domains. Our success is rooted in the diverse talents and expertise within our client-centric team, which has grown to encompass a rich tapestry of unique personalities.

Our team of event architects, designers, production specialists, and account managers collaborates harmoniously to envision and bring to life unparalleled experiences. RedFilo has become a prominent force in the industry, setting benchmarks for excellence in the region.

From the inception of a distinctive idea, plan, or perspective, RedFilo emerges as your strategic partner. Our comprehensive services empower us to approach each project with meticulous attention to detail and a commitment to excellence. We leverage a versatile team that combines creativity, strategic thinking, and unparalleled execution to bring your vision to life. RedFilo's holistic approach ensures that every project, from concept to execution, receives the dedicated expertise required to achieve exceptional results. Our unwavering commitment to quality and innovation sets us apart, making us the ideal partner for turning unique ideas into impactful experiences.





OUR VISION

To be the region's most preferred event management agency, providing the most innovative solutions to design and create experiences of exceptional quality, combining strategy and efficiency to catalyze the development of the industry and surpassing our clients' expectations to bring every event from a Vision to a Reality.

OUR MISSION

We are dedicated to raising the bar for events, prioritizing superior quality and professionalism to captivate both the audience and their senses.

As Events Architects, our unwavering commitment to excellence is fueled by our core values, driving us to surpass the goals and objectives set by our clients.

Your satisfaction is at the core of every endeavor we undertake.

PACH ANG

CEO & FOUNDER REDFILO GROUP

Singapore Military Commando turned Event Industry Icon

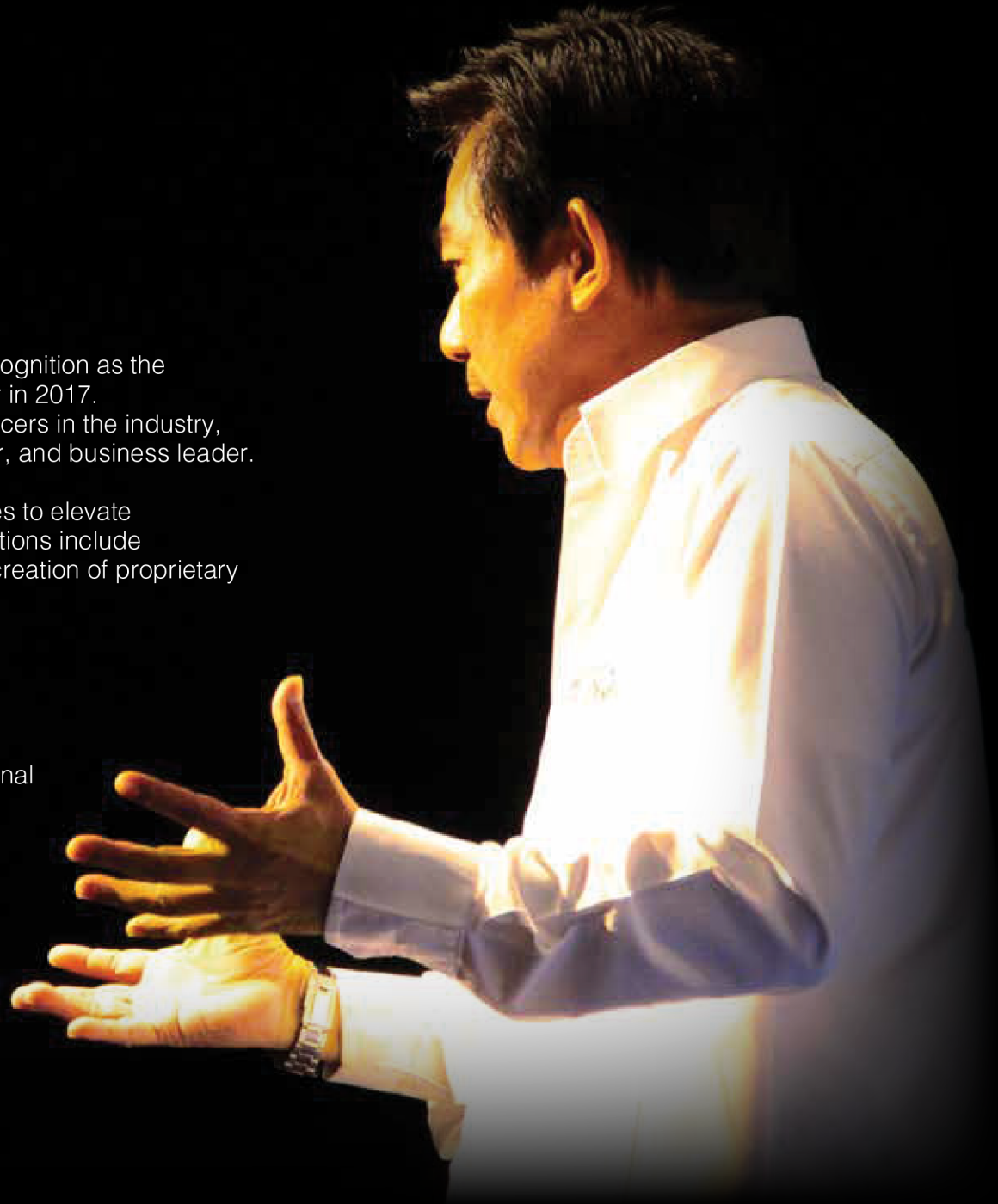
Pach Ang's leadership prowess garnered significant acclaim, marked by his recognition as the Best Employer of The Year in 2016 and the prestigious Industry Icon of The Year in 2017. His exceptional performance has solidified his position among the top 10 influencers in the industry, with Sound & Stage magazine hailing him as an unmatched commander, mentor, and business leader.

Beyond securing major tenders from high-profile clients, Pach consistently strives to elevate entertainment standards to a world-class level. Examples of his notable contributions include successful ventures such as ONE Championship, Illusio-Magic on Ice, and the creation of proprietary IP events like NEORUN – The Place to GLO, a globally acclaimed spectacle.

Pach played a crucial role as Overall Project Executive Director in managing the operation of the KSA Pavilion for Expo 2020.

Under Pach's leadership, the agency has consistently received recognition at the Middle East Event Awards for over a decade, earning numerous international and regional accolades. Pach's original event concepts, including The Neorun, The Festival at Masdar City, and the Guinness World Record-breaking Light up the Future event, have been honored with the prestigious internationally acclaimed IFEA Grand Pinnacle awards.

As a founding board member of esteemed organizations like The Event Group and Advisor to numerous organizations, Pach's influence extends beyond his immediate endeavors. With over 30 years of experience as a Commando Special Forces member in the Singapore Military, Pach brings a unique and invaluable perspective, enabling him to lead his team to innovative achievements that transcend traditional event management boundaries.



THE TEAM

RedFilo distinguishes itself in the event management industry through its unique internal culture, placing a strong emphasis on collaboration, leadership, and the delivery of exceptional experiences. The company recognizes the significance of both internal interactions and client service, acknowledging that success is not only measured by project outcomes but also by the quality of relationships. This commitment to diversity not only reflects inclusivity but also brings a rich array of perspectives and experiences to the table, fostering creativity and innovation in event management.

RedFilo specializes in managing large-scale events throughout the MENA region, showcasing a deep understanding of the local market, cultural intricacies, and logistical challenges specific to the area. This regional expertise further sets RedFilo apart as a comprehensive and forward-thinking player in the industry, positioning the company to deliver superior event management services.






25 LANGUAGES
Multi-Lingual Staff



1x WORLD RECORD
Light Up The Future




7 Million
EURO Billings



26 INDUSTRY
GLOBAL AWARDS
26 Top Industry Awards



6 GLOBAL OFFICES
Middle East & Asia




INDEPENDENT
AGENCY




8 YEARS
Average Client
Retention Period




IP PRODUCTIONS
Original IPs &
International IPs





100%
PARTNER OWNED




8 YEARS
With Exclusively
Organic Growth




FESTIVALS
City, Seasonal, Shopping,
Sport Fitness, Music,
EDM, Cultural

96%
RECOMMENDATION
Quote of Our Customers




25
Creative & Technical
Professionals
and Project Managers



OUR NOTABLE CLIENTS



OUR SPECIALITY

- Product Launches
- Award Ceremonies
- Family-Themed Festivals
- Gala Dinners
- Interactive Educational Events
- Sports Events
- Destination Management
- Audio-Visual Equipment
- Opening Ceremonies
- Stunt Displays
- Cultural Festivals
- Trade Exhibition Production
- World-Class Shows
- Immersive Experiences
- Design Studio
- Talent Management Bookings
- Special Events
- Concerts
- Meetings and Conferences
- Mall Activations
- Skydiving and Jetski Training
- Transport Management
- Team Building Events
- Pitching Consultancy



SPECIAL EVENTS

To us, all events are special. From the moment of inception for a unique idea, plan or perspective, Redfilo is your strategic partner. We ensure that matchless planning, peerless design, superior time management, team work and problem solving all take place while creating your event, which will bring you and your company the final applause. We want to help create a special moment for you and your company that will last throughout the years. Whether its breaking world records, creating a dynamic military display or celebrating national day. We have the experience and the drive to produce astounding events.

If you are looking to conduct special event in Abu Dhabi, Dubai or other regions, please reach out to us.

- Military Displays
- Cultural Event
- Celebration and Anniversary
- Promotional activations
- Guinness World Records
- Stunt Displays
- Skydiving and jet ski training

And more!



FESTIVALS

Festivals are our specialty, after hosting the 'Summer in Abu Dhabi' festival for six consecutive years since 2009, we have gone on to develop the most innovative festival experiences for our clients. We are festival experts in creating thematic experiences that engage the audience and excite their senses. Through fun activities, live entertainment, food stalls and more. We help in creating an unforgettable experience for the whole family.

- Thematic concepts
- Educational activations and entertainment
- Workshops
- Seminars
- Traveling/Big Bus events
- Personalised Skill Games
- Family friendly environments
- Ticketing and visitor management
- Traffic Management



MALL ACTIVATIONS

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- Traffic Management

بيداء دلمما

تدشين

OPENING CEREMONIES & PRODUCT LAUNCHES

We create tailor-made activations to deliver your new product or service to the public in the most captivating way. By introducing new and innovative ideas, we make sure that everyone has an amazing experience. We will help display that “wow” factor that you have to your future customers.

- Launch mechanism development
- Ribbon Cutting Ceremonies
- Branding
- VVIP Management
- Internal and external communications
- Press Coverage
- Photography and Videography





GALA DINNERS & AWARD CEREMONIES

Gala Dinners are a fantastic way to reward your employees, acknowledge talent, celebrate with clients and engage your stakeholders. We offer a bespoke service to ensure each event is individual to you and your goals. A corporate event company should help you to create a professional environment with a hint of awesomeness. We strive to be your strategic partner for event success.

- Programming
- Stage design and management
- Seating plans and arrangement
- Host/Emcee
- Customised trophies/plaques
- Venue management
- Soft/hard invitation management
- Catering



TRADE EXHIBITIONS

Exhibitions provide face-to-face customer contact, which is the best way to build on relationships and form new ones with potential customers. We not only create customized booth designs, but formulate your strategy to ensure your message is delivered seamlessly to your audience.

If you are looking for Expo 2020 pavilion management, Expo 2020 pavilion construction and other pavilion construction & management, please reach us for a custom solution.

- Custom booth design
- Attendee engagement strategies
- Professional booth staff
- Furniture fit out
- Production and logistic services
- Custom graphic printing and cutting
- Floor coverings



SPORTS EVENTS

Our Integrated Facilities Management will provide you with the most comprehensive range of solutions to ensure your venue is always operationally ready.

- Extreme Sports and Displays
- Family Fitness
- Fundraisers
- Crowd Management
- Ticketing and marketing management
- Marshal and manpower
- Race management
- Crowd Management
- Traffic Management
- Risk Assessment
- Crisis Response
- Guest data capture and analysis



Mleisa - site 1

MARCH 28-29
مؤتمر الآثار / 18
ARCHAEOLOGY / 18

MICE

As MICE specialists, having thorough practical knowledge of meetings, incentives, conferences, exhibitions we are able to merge your business needs with creative output. We ensure you mean business and get a high return on your investment, both financially and emotionally, leaving a lasting impact on your audience.

- Delegate registration and statistics
- Programming
- Speaker/entertainment management
- Translation services
- Venue & transport management
- Internal and external communications
- Event branding
- Virtual Events



ENTERTAINMENT

As a premier entertainment and creative event agency in the UAE, we specialize in bringing world class talents to your doorstep, from breathtakingly stunning international shows, to intimate live performances we have the right act for you.

Entertainment

- Local and International performers
- Roving Acts
- Show Host

Live Band and Music

- Choreographed/themed Performance

Decor and Installations

- Hanging Décor Installation
- Static Décor
- Branding

Activations and Workshops

- Shop and win campaigns
- Arts and crafts workshops
- Photoboos
- Digital Installations



VENUE MANAGEMENT

Our Integrated Facilities Management will provide you with the most comprehensive range of solutions to ensure your venue is always operationally ready.

- Event Programming
- General Manpower
- Cleaning and Housekeeping Services
- Concierge
- Business Centre
- Building Management Systems
- Health & Safety
- Corporate and Private Catering

TALENT MANAGEMENT

We believe authenticity is key to creating the perfect performance, so we strategically source our performers from across the globe to ensure your event entertainment is of world class quality.

- Local and International Cultural Show
- Comedy Shows
- Stilt Walkers
- Mall Shows
- Children's Entertainers
- Roving Acts
- Illusionists
- Show Host
- Live Band and Music
- Choreography Performance

World Class Shows we represent:

- One Championship
- Illusio Magic on Ice
- NEORUN
- Wakazoo Performers





AUDIO VISUAL LIGHTING

Our wide array of high level and rider friendly equipment with complete lighting and audio engineering provide the solution for any small to large scale events.

- ➔ Audio and Visual System
- ➔ Lighting System
- ➔ Presentation Equipment
- ➔ Projectors
- ➔ Staging
- ➔ LED Screens
- ➔ 3D Mapping Projections
- ➔ Pyrotechnics
- ➔ Lasers
- ➔ Rigging Equipment
- ➔ Truss System and Equipment

DESIGN STUDIO

When designing in the RedFilo studio the team knows it has to be matchless in every way, the designers are steadfast in their progression toward the achievement of that peerless event.

- Bespoke 2D & 3D Design
- Event Layouts
- Event Branding
- Print and Publishing Design
- Social Media Content Creation





WORLD EXPO

Over the last decade, we have consistently won multiple global and Middle East awards for being known to provide sophisticated and strategic solutions in live brand and experiential marketing.

RedFilo has worked extensively in several pavilions in the previous World Expos. As a strategic partner, RedFilo will work closely with the pavilion management to assess and appraise the many aspects of pavilion management which will be demonstrated in the following pages.

From Expo 2020 pavilion management, Expo 2020 pavilion construction and other pavilion construction & management, we have you covered for end to end solutions.

On the communication front, RedFilo will work with the communications team to craft and create the messaging for all pavilion marketing, live brand activations that will transform the visitors' experience from that of the ordinary to extraordinary!

- Manpower Resources
- Food and Beverage
- Security Services
- Technical Solutions
- Photography and Videography
- World Class Entertainment
- Global Logistics
- Destination Management
- Integrated Facilities Management
- Innovative Brand & Marketing
- Premium Corporate Gifts & Souvenirs
- Organisational Solutions



DESTINATION MANAGEMENT

Whether it be an incentive trip for your team, or the a-z transportation of hundreds of international delegates we provide a one shop service for all your destination management needs.

Planning

- Full Destination Management and Programs
- Business and Visiting Visa Processing

Flight and Accommodation

- Affordable and Comfortable Living Arrangement
- Hotel and Flight Booking

Transportation and Transfer

- Airport VIP Services and Transfer
- VIP Shuttle Service
- Chartered Bus, Van, Car and Limousine

Incentives

- Wellness Activities
- Team Building
- Desert Safari
- Hot Balloon Rides
- Helicopter Tour
- Dhow and Yacht Private Charter
- Full Day or Half Day City Tour Guide



INTELLECTUAL PROPERTIES

RedFilo constantly strive for innovative ideas to create exceptional immersive experiences for our clients and general public. With that in mind, RedFilo relentlessly develop new ideas of event concepts and create its own Intellectual Properties. Neorun – The Place To Glo, successfully launch in April 2014, is one of UAE's most talked about sports entertainment icon that has created waves ever since, even branching off into a spooky Halloween themed version "The Scariest Place to Glo" which takes place annually in October.

Not only developing IPs in the field of sporting entertainment, RedFilo is currently planning and conceptualizing IPs for Festivals, Carnivals, Exhibitions, Conferences and more.

INTERNATIONAL AWARDS

12

IFEA GLOBAL GRAND
PINNACLE AWARDS

7

MIDDLE EAST EVENT
AWARDS

3

WOW ASIA AWARD

19

TOP FINALIST
INTERNATIONAL AWARDS

2

MIDDLE EAST
BUSINESS EXCELLENCE AWARD

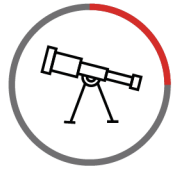
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GLOBAL EVENTS
AWARDS



OUR PROCESS

No two **REDFILO** events are the same. Every project is unique to us, every event story is told in its own special way. Having been awarded the conceptualisation and production of the most prestigious projects in the UAE and Middle East, **REDFILO** brings to the table insightful skills and logical know-how that remain unchallenged in the event industry. For us, every event in Dubai or Abu Dhabi is a masterpiece on its own - a vision transformed into a reality.



DISCOVER

The first part of the event design process is to gain a solid understanding of the project background through analysis and research.



STRATEGISE

The strategy phase is where we start to dovetail the work with the technical aspects of the project and prepare to take action.



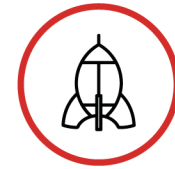
DESIGN

With clear design objectives, we develop a proposal using the latest technologies to deliver innovative concepts surpassing your expectations.



REFINE

Design refinements are made through rebuilding the event proposal based on the most unique performing elements, ensuring superior quality.



DELIVER

With a blend of creativity, ground-breaking innovation and professionalism we will take your event from a vision to a reality.

OUR METHODOLOGY

DEVELOPING THE STRATEGY

- Incisive and insightful audience and market research
- Brand and/or event research and recall assessment
- Integrated communication strategies for event audiences, partners, and sponsors
- Establishment of the event measurement metrics

CONCEPT CREATION

Communicating the Event message "Learn, Engage, and Experience" through:

- Event Concept
- Event Design
- Event Branding
- Event Communication Platform

CREATING & DELIVERING THE EXPERIENCE

We provide a holistic approach, offering a complete suite services required to create and exceptional event experience for an audience.

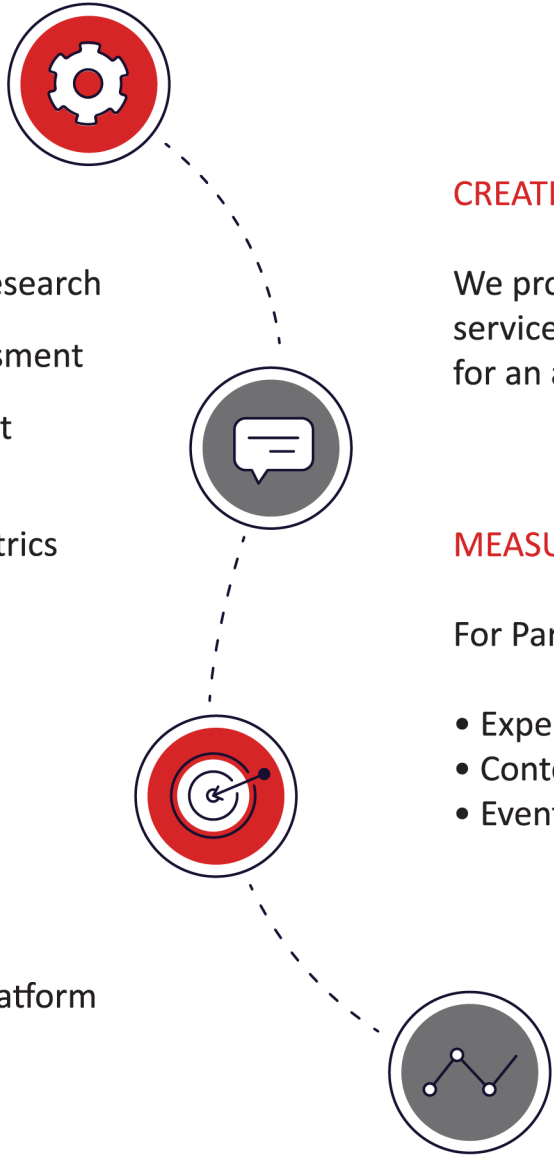
MEASURING OUR OUTCOME

For Participants:

- Experience Surveys
- Content Surveys
- Event Measurement Metrics

For Clients:

- Post-Event Review
- Post-Event Report
- Analysis & Key Recommendations



OUR CERTIFICATIONS



Has been audited by QAQC and has implemented

Occupational Health & Safety Management System

ISO 45001:2018

Has been audited by QAQC and has implemented

Quality Management System

ISO 9001:2015

MAKING THE IMPOSSIBLE POSSIBLE

REDFILO TRANSCENDS YOUR

VISION TO REALITY





CONTACT US

REDFILO GROUP HEADQUARTERS
RedFilo Events Exhibition Organizing LLC
 P.O. Box 94937, Abu Dhabi

Abu Dhabi - Dubai - Singapore - Qatar

-  +971 (0)2 563 8111
-  info@redfilo.com
-  www.redfilo.com

-  redfilo events
-  redfilo events
-  redfilo-events-llc
-  Redfilo
-  Redfilo

 **800 REDFILO (7333456)**

REDFILOTM
 The Professional Event Management Company

ABU DHABI - DUBAI - SINGAPORE - QATAR

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