



# CRAFTING TRANSFORMATIVE *EXPERIENCES*





# 02 ABOUT US

Introducing  
**enso**

With a legacy spanning over **30 years**,

**enso** is an action-packed powerhouse.

We pride ourselves in crafting mega-experiences that surpass the competition, leaving attendees awe-inspired. When you choose **enso** you're choosing a team of masterminds who excel at this game.





# 02 WHO WE ARE

Aligned with the vision and values of  
Saudi Arabia's ambitious

**VISION**  
**2030,**

We firmly believe in creating and preserving legacies, with the Kingdom's transformation and social reform at the core. Collaborating with innovative and esteemed partners, we strive to be at the forefront of this journey, embodying excellence and setting a global model for success.

Trust **ensco** to elevate your experiences and make a lasting impact.

Together, we'll shape a future that reflects the Kingdom's pioneering spirit.



# 03 VISION / MISSION / VALUES

CURATE ERA-  
DEFINING  
EXPERIENCES



EXCEED  
EXPECTATIONS  
WITH  
EXCELLENCE



LEAD WITH  
VISIONARY  
EXPERTISE



DOMINATE THE  
KINGDOM WITH  
UNRIVALED  
AUTHORITY



# 03 VISION / MISSION / VALUES

We curate transformative experiences that will push the boundaries of possibility and disrupt the conferences industry in the **Kingdom of Saudi Arabia** and beyond.



03

# VISION / **MISSION** / VALUES

With a relentless pursuit of excellence and **a strong legacy in the Kingdom** and beyond, we aim to set new standards, **redefine expectations**, and **shape the future** of mega-experiences, creating unforgettable moments that resonate with our clients and guests worldwide.







VISION / MISSION /

# VALUES

## ***INNOVATION:***

We embrace creativity to deliver unique and unforgettable experiences.

## ***EXCELLENCE:***

We strive for exceptional quality and execution in every aspect of planning and delivery.

## ***COLLABORATION:***

We foster strong partnerships to achieve collective success, working closely with clients and stakeholders.

## ***INIMITABILITY:***

We are committed to being exceptional, incomparable, and unparalleled in everything we do.

## ***INCLUSION:***

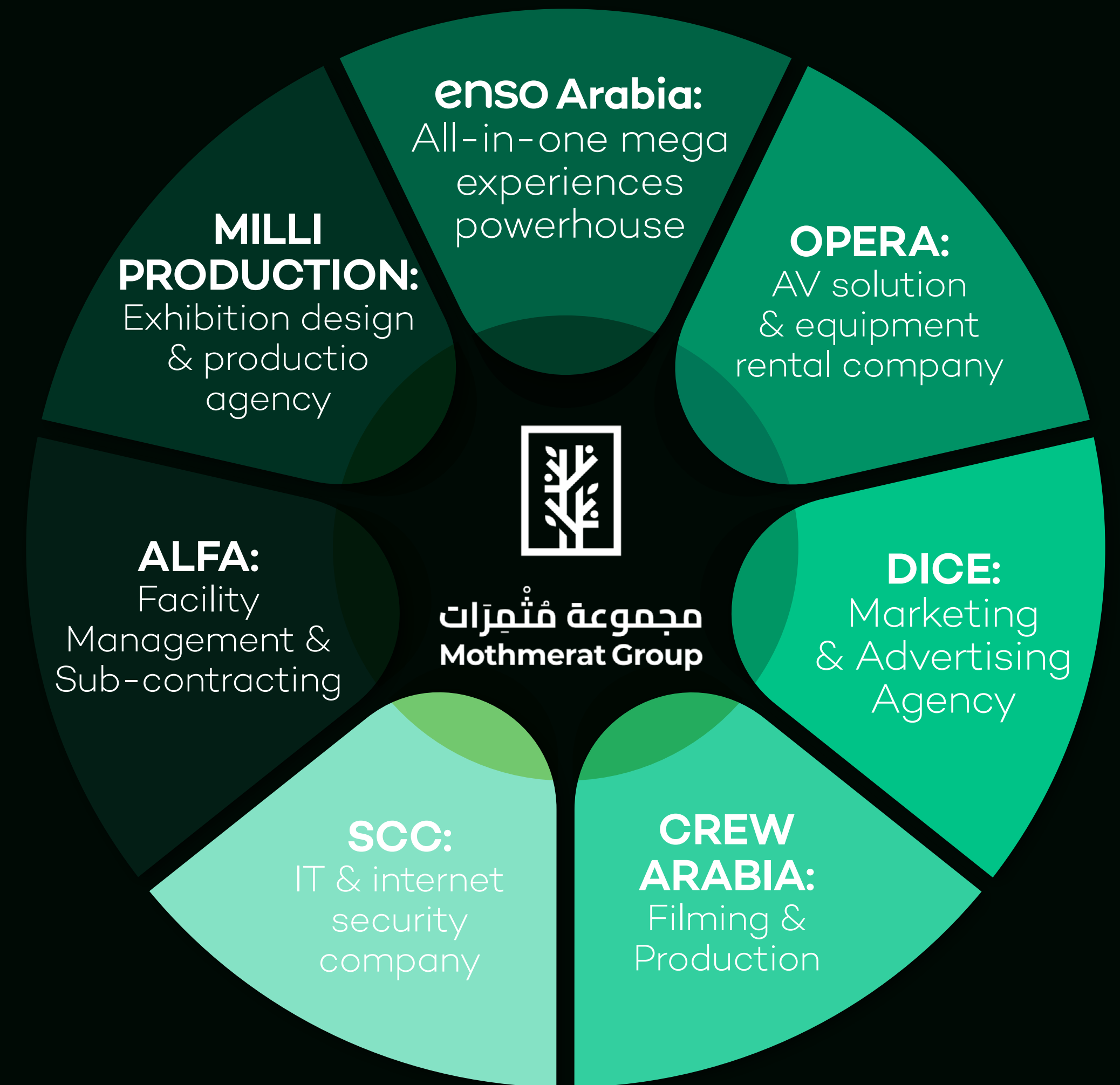
We create environments that celebrate diversity and promote equal opportunities for all.



# 04 THE ECOSYSTEM WE BELONG TO

As a part of the **Mothmerat group**, we specialize in multiple facets of the event industry, leveraging our thought **leadership** to craft exceptional and **valuable experiences** that truly justify one's investment.

The group proudly recognizes us as their **premier agency**, leading the event and production market with a track record of delivering extraordinary, high-impact events that unite and inspire thousands.





# 05 ENSO IN NUMBERS

30+

*Years of experience*

250+

*Speakers*

500+

*Experiences Organized*

13+

*Regions in KSA*

1M+

*Attendees*

10+

*Global Destinations*

15K+

*High Level Executives*



# 06 WHY enso?

## MASTER YOUR PLAN

We will create a road map of the client's journey and make sure their feedback is incorporated along the way.

## PRODUCE EPIC EXPERIENCES

We work with the best vendors to ensure the best quality and access to exclusive premier production

enso

## BUILD AUDIENCES

We transform gatherings into thriving communities, amplifying the impact of each event and ensuring unforgettable experiences.

## LEAD THE CHANGE

We create platforms that foster connections and opportunities and centered around the latest and most relevant subjects.

We tell **your story** just how you want the world to see it!



# 07 WHAT WE PROVIDE?

Our expertise lies in being Professional Conference Organizers (PCO) for high-level audiences. With our solid capabilities, advanced equipment, and harnessing our extensive network in the Kingdom, we orchestrate exceptional gatherings that transcend **borders**, bridging **cultures**, fostering **connections**, and igniting **impactful dialogues** on a global scale.

## LARGE SCALE CONFERENCES AND FORUMS

FULL FLEDGE  
EXHIBITION  
ORGANIZERS

GLOBAL  
ENGAGEMENT  
MASTERY

SPACE  
DESIGN AND  
CREATION

ENTERTAINMENT  
EXPERIENCES



# 07 WHAT WE PROVIDE?

We are importing and crafting **enso** owned initiatives in the MICE industry. From planning and design to execution and management, our engagement begins by owning the concept, building the program, promoting the participants, management, and execution.





# 07 WHAT WE PROVIDE?

Through our strategic global collaborations, we adeptly address the complexities of international participations and top-it-up with ROI focused initiatives. Our team orchestrate your representation in diverse corners of the world, building on our **MICE** industry connections across continents such as **Asia, Europe**, the **USA**, and **beyond**.



# 07 WHAT WE PROVIDE?

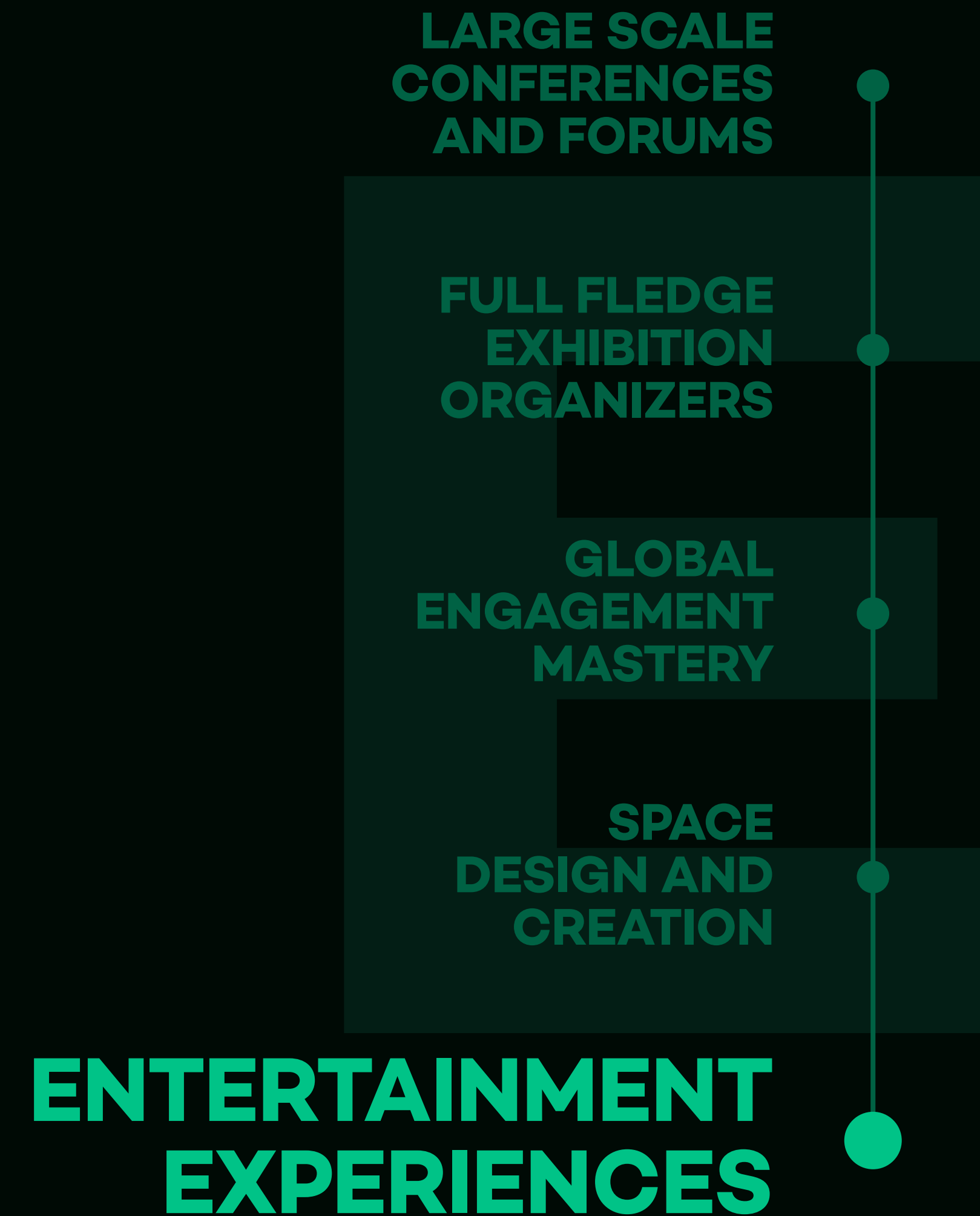
Our dedicated team specializes in curating captivating showcases that engage audiences, **locally** and **globally**. With a keen focus on precision, we conceive and build cutting-edge pavilions and activation spaces, all while maintaining our dedication to crafting immersive **experiences** with an unwavering **attention to detail**.





# 07 WHAT WE PROVIDE?

Our flagship activation under this scope is organizing a widespread public celebration across **8 cities**. This initiative encompassed key components such as developing main show content, production and construction, managing operations, coordinating program development, and implementing effective crowd and traffic management strategies. This scope is strategically designed to offer enriching **entertainment experiences** tailored to diverse **communities**.





# 08 OUR WORK



جمال المعيقل

مهاور الجلسة



معالي / عبد الرحمن القاضي

وزير البيئة والمياه والزراعة



معالي / ماجد الحقييل

وزير الشؤون البلدية والقروية والإسكان



معالي / صالح الجاسر

وزير النقل والخدمات اللوجستية

جلسة حوارية  
تنمية مستدامة



SAUDI BUDGET 2024 RELEASE  
RIYADH - SAUDI ARABIA





# OUR WORK

**TDF - DISCOVER BEYOND AL AHSA  
AL AHSA - SAUDI ARABIA**



# OUR WORK

قصص النجاح



لولوة الحادي  
كشّنة حساوية



عيسى الثاقب  
قهوة وكف



علي بو خمسين  
مطعم دار بسمة



مُحاور الجلسة  
محمد الموسى

صندوق التنمية السياحي  
Tourism Development Fund

صندوق التنمية السياحي  
Tourism Development Fund

TDF - DISCOVER BEYOND AL AHSA  
AL AHSA - SAUDI ARABIA



# OUR WORK



**DISCOVER BEYOND ASEER  
ABHA - SAUDI ARABIA**





# OUR WORK

الحفل  
السنوي  
2023  
Annual Ceremony 2023

**NIDLP - ANNUAL CEREMONY 2023**  
**RIYADH - SAUDI ARABIA**



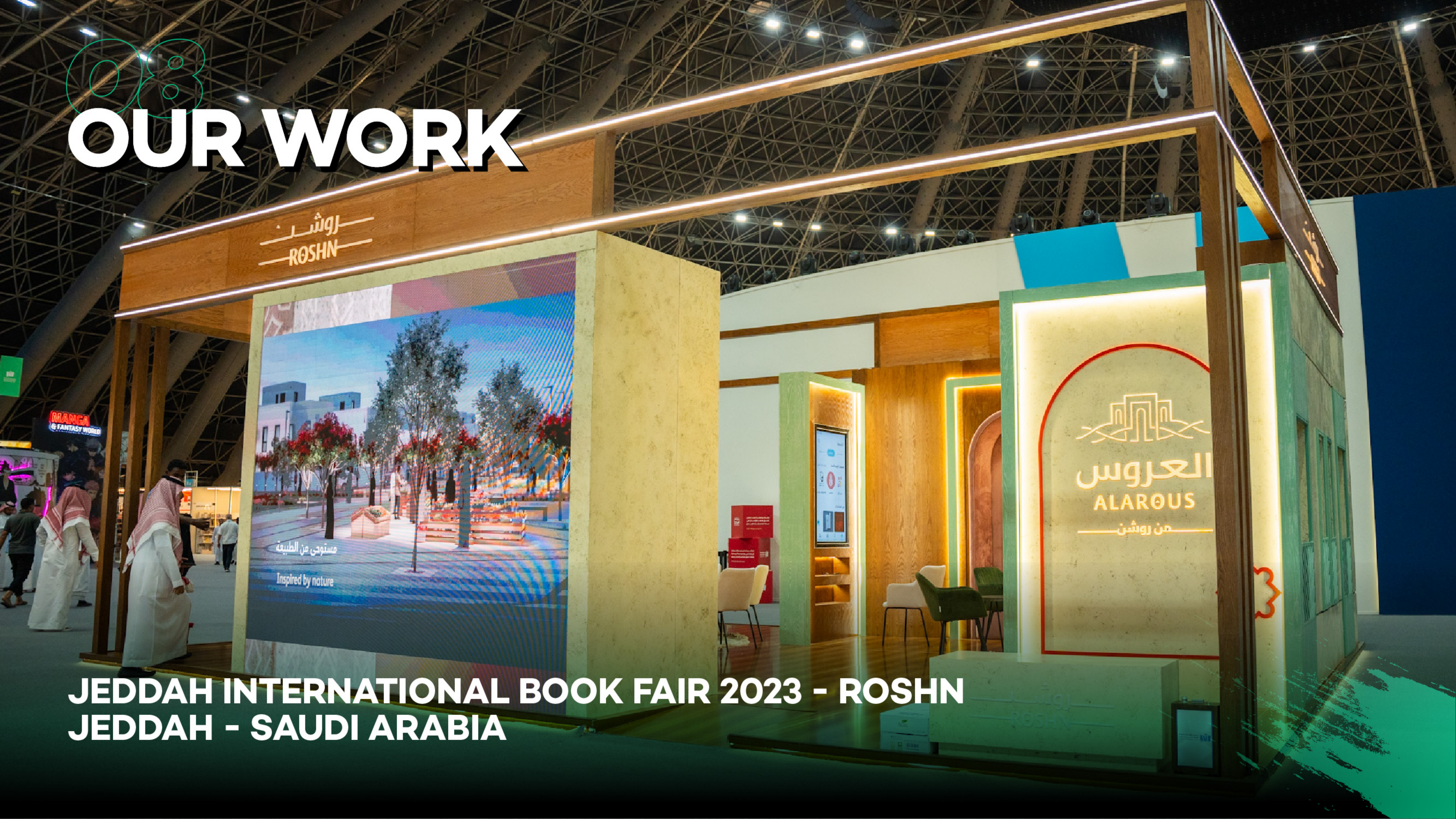
# OUR WORK



**NCA - INTRODUCTORY MEETING ON THE 2023  
NATIONAL PLAN FOR CYBERSECURITY  
RIYADH - SAUDI ARABIA**



# OUR WORK



JEDDAH INTERNATIONAL BOOK FAIR 2023 - ROSHN  
JEDDAH - SAUDI ARABIA





# OUR WORK

**RIYADH INTERNATIONAL BOOK FAIR 2023 - ROSHN  
RIYADH - SAUDI ARABIA**



# OUR WORK

**INVEST SAUDI PARTICIPATION IN THE  
INTERNATIONAL GPCA 17 EXHIBITION  
DOHA - QATAR**





08

# OUR WORK

اليوم ندشن الحقبة الخضراء الجديدة للمنطقة نقودها  
ونقطف ثمارها سوياً، إيماناً منا بأن أثر التغير المناخي لا  
تقتصر على البيئة الطبيعية فقط بل تشمل الاقتصاد والأمن.



**SAR HYDROGEN TRAIN SIMULATION  
RIYADH - SAUDI ARABIA**



# 03 OUR WORK

**ROSHN Q3 TOWNHALL  
RIYADH - SAUDI ARABIA**





08

# OUR WORK

**SAUDI - CARICOM ROUNDTABLE MEETING  
RIYADH - SAUDI ARABIA**





# OUR WORK



**SAUDI - BRAZILIAN ROUNDTABLE MEETING  
RIYADH - SAUDI ARABIA**



# 08 OUR WORK



**SAUDI - NIGERIA ROUNDTABLE MEETING  
RIYADH - SAUDI ARABIA**



03

# OUR WORK



**SAUDI - SOMALIA ROUNDTABLE MEETING  
RIYADH - SAUDI ARABIA**





**OUR WORK**

**SAUDI - NIGERIA ROUNDTABLE MEETING  
RIYADH - SAUDI ARABIA**





# OUR WORK



**RED SEA GLOBAL BOOTH IN CITYSCAPE 2023  
RIYADH - SAUDI ARABIA**



# 08 OUR WORK

**PORTUGUESE - SAUDI INVESTMENT FORUM  
LISBON - PORTUGAL**



# 03 OUR WORK



ITALIAN - SAUDI INVESTMENT FORUM  
MILAN - ITALY





# OUR WORK

## SAUDI SPECIAL ECONOMIC ZONES INVESTMENT FORUM

IN PARTNERSHIP WITH THE REGIONAL  
HEADQUARTERS FOR INVESTMENT



SAUDI SPECIAL ECONOMIC ZONES INVESTMENT FORUM  
RIYADH - SAUDI ARABIA

SAUDI SPECIAL  
ECONOMIC ZONES  
INVESTMENT FORUM



# 08 OUR WORK

**RIYADH GLOBAL MEDICAL BIOTECHNOLOGY SUMMIT EXHIBITION 2023**  
**RIYADH - SAUDI ARABIA**



RIYADH GLOBAL  
MEDICAL BIOTECHNOLOGY  
SUMMIT 2023

قمة الرياض العالمية للتكنولوجيا الطبية

# OUR WORK

RIYADH GLOBAL MEDICAL BIOTECHNOLOGY SUMMIT 2023  
RIYADH - SAUDI ARABIA





# OUR WORK

## برامج الدعم المقدمة للمنشآت الصغيرة والمتوسطة

صندوق  
التنمية  
السياحية  
Tourism  
Development  
Fund



ضيوف الجلسة:  
أ. عبدالعزيز التشوان  
مجلس إدارة الهيئة العامة  
للسياحة والتراث الوطني



ضيوف الجلسة:  
أ. عبدالله العيجان  
مستشار التمايز في برامج كفاءة



ضيوف الجلسة:  
سلطان الشهري  
مدير عام إدارة الاستثمار  
هيئة تطوير منطقة عسير



ضيوف الجلسة:  
أ. عبدالله العيجان  
مساعد مدير عام تنمية المنشآت  
المتوسطة صندوق التنمية السياحية



مقدم الجلسة:  
محمد الموسى



DISCOVER BEYOND ASEER  
ABHA - SAUDI ARABIA

صندوق  
التنمية  
السياحية  
Tourism  
Development  
Fund



صندوق  
التنمية  
السياحية  
Tourism  
Development  
Fund



صندوق  
التنمية  
السياحية  
Tourism  
Development  
Fund



08

# OUR WORK



**NIDL - INVEST SAUDI PARTICIPATION TRANSPORT LOGISTIC 2023  
MUNICH, GERMANY**



# 08 OUR WORK



**NIDL - INVEST SAUDI PARTICIPATION TRANSPORT LOGISTIC 2023  
MUNICH, GERMANY**



# 03 OUR WORK

**COMMUNICATIONS, SPACE & TECHNOLOGY  
COMMISSION ANNUAL EVENT 2023**



# 08 OUR WORK



أنتم صُناعها  
You are the Champions

GENERAL AUTHORITY FOR MILITARY  
INDUSTRIES ANNUAL EVENT 2023



# OUR WORK

SAUDI ARABIA RAILWAYS  
RIYADH INTERNATIONAL INDUSTRY WEEK





# 08 OUR WORK



## ROSHN'S BOOTH AND ACTIVATION IN RIYADH MARATHON



08

# OUR WORK



**GAMI PARTICIPATION INTERNATIONAL PARIS AIRSHOW  
PARIS - FRANCE**



# OUR WORK

**ROSHN F1 SAUDI ARABIA GRAND PRIX PADDOCK CLUB  
JEDDAH - SAUDI ARABIA**



08

# OUR WORK

صندوق التنمية السياحي  
Tourism Development Fund

أ. عبدالله الحمدان  
مدير أول في إدارة الاستثمارات البديلة -  
صندوق التنمية السياحي



أ. فراس السيارى  
مدير عام تغطية المنشآت  
المتوسطة والصغيرة - صندوق  
التنمية السياحي



أ. رفيق فرعون  
مستشار محلل تطوير أعمال - كفالة



أ. سليمان الجاسر  
مدير الشراكات الاستراتيجية  
وتطوير الأعمال - البنك  
العربي الوطني



DISCOVER BEYOND TAIF  
TAIF, SAUDI ARABIA

Discover  
الطائف



# OUR WORK

**TOURISM DEVELOPMENT FUND BOOTH AT FURAS EXHIBITION 2023  
RIYADH - SAUDI ARABIA**





# OUR WORK



**NATIONAL CYBERSECURITY WEEK  
RIYADH - SAUDI ARABIA**



# 03 OUR WORK

**MONSHAAT AND INVEST SAUDI VIVA TECH EXPO  
PARIS - FRANCE**



# OUR WORK

H.E. Khalid AL Falih  
Saudi Minister of Investment



ملتقى الاستثمار السعودي الجنوب أفريقي  
Saudi - South African Investment Forum  
2022

WELCOME REMARKS

SAUDI SOUTH AFRICAN INVESTMENT FORUM  
JEDDAH - SAUDI ARABIA



03

OUR VISION



SAUDI - TURKISH BUSINESS FORUM  
JEDDAH - SAUDI ARABIA





# OUR WORK



## INVESTMENTS AGREEMENTS



### SAUDI-JAPAN ROUNDTABLE MEETING 2023 JEDDAH - SAUDI ARABIA



# 08 OUR WORK



**SAUDI FRANCE INVESTMENT FORUM  
RIYADH - SAUDI ARABIA**



08

# OUR WORK

**NATIONAL DAY 92 VIDEO MAPPING & PUBLIC EVENT  
RIYADH - SAUDI ARABIA**



08

# OUR WORK



**TAIF SEASON**  
**TAIF - SAUDI ARABIA**



# 08 OUR WORK



SAUDI KOREAN INVESTMENT FORUM  
SEOUL - SOUTH KOREA





# OUR WORK

**SAR'S PARTICIPATION INNOTRANS 2022  
BERLIN, GERMANY**



# 03 OUR WORK

## ARABIAN LEOPARD CELEBRATION TRAIL ALULA



CATWALK & TRAILS  
ARABIAN  
LEOPARD  
CELEBRATION TRAIL  
ALULA

ALULA

CAT  
MOS  
PHE  
RE

ARABIAN LEOPARD CELEBRATION TRAIL  
AL ULA - SAUDI ARABIA



08

# OUR WORK

CONFINDUSTRIA

**SAUDI ITALIAN INVESTMENT FORUM  
RIYADH - SAUDI ARABIA**





# SAUDI KAZAKHSTAN INVESTMENT FORUM JEDDAH - SAUDI ARABIA





# OUR WORK

ICCA CONGRESS  
GLOBAL ASSEMBLY OF  
EXHIBITIONS AND CONFERENCES





# 08 OUR WORK

**NEOM CYBERSECURITY WEEK  
NEOM - SAUDI ARABIA**





# OUR WORK

**SAUDI ARAMCO WA'ED PROGRAM**





03

# OUR WORK

**CLOSING CEREMONY OF  
KING ABDULAZIZ CAMEL FESTIVAL (KACF)**





# 08 OUR WORK



**OPENING CEREMONY OF  
SOUK OKAZ MINISTRY OF TOURISM (TAIF)**



# 08 OUR WORK

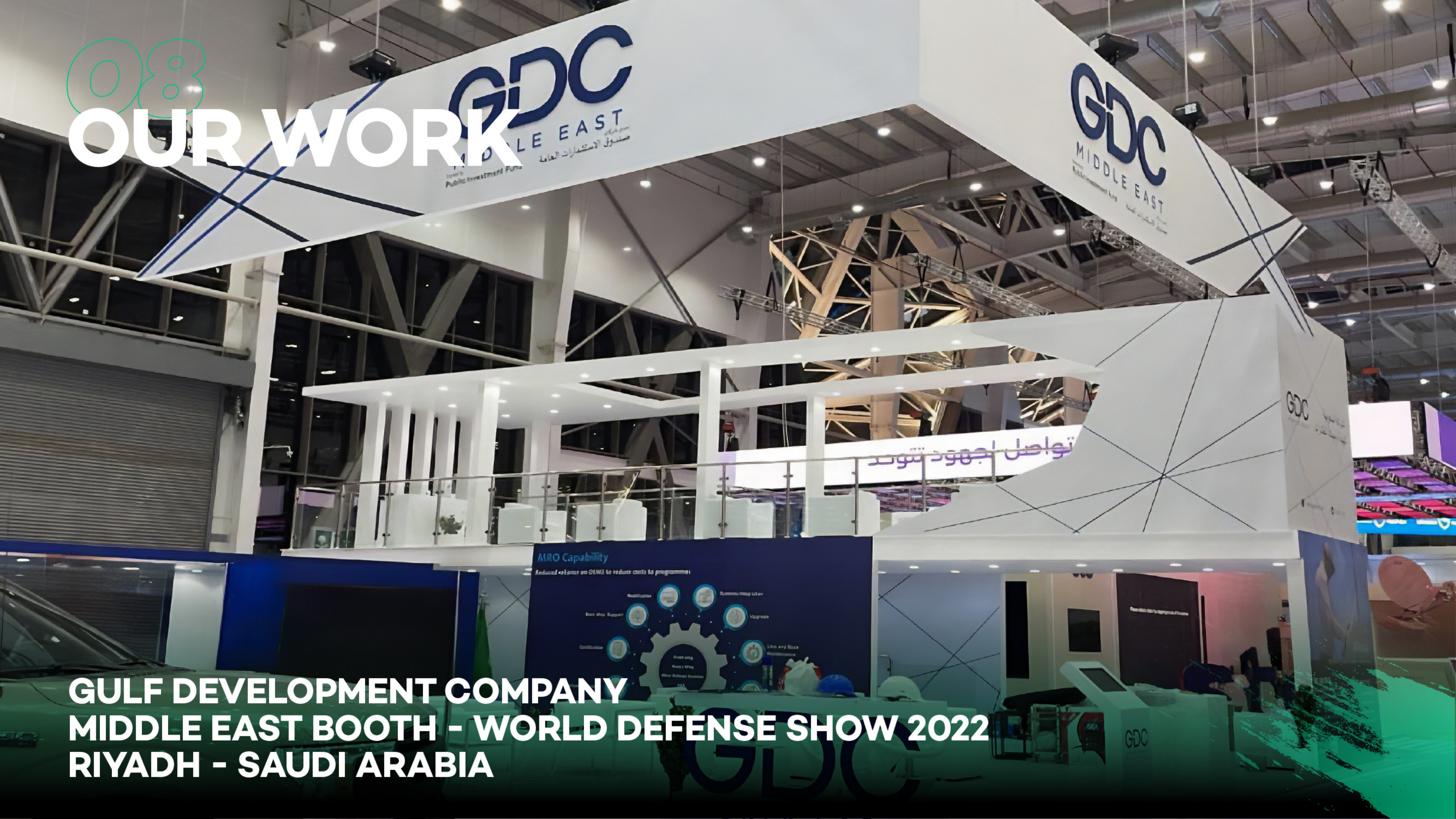
**ROSHN FAN ZONE - FORMULA 1 STC SAUDI ARABIAN GRAND PRIX 2023  
JEDDAH - SAUDI ARABIA**



08

# OUR WORK

**GULF DEVELOPMENT COMPANY  
MIDDLE EAST BOOTH - WORLD DEFENSE SHOW 2022  
RIYADH - SAUDI ARABIA**





03

# OUR WORK



**GULF DEVELOPMENT COMPANY  
MIDDLE EAST BOOTH - DUBAI AIR SHOW 2021  
DUBAI - U.A.E.**



# OUR WORK



**GULF DEVELOPMENT COMPANY  
MIDDLE EAST CHALET - DUBAI AIR SHOW 2021  
DUBAI - U.A.E.**



# 09 HOW WE WORK?

Our event planning process starts with **you**. Understanding your **goals** and **ideas** is our first priority. By establishing these grounds, you can be confident that they will be the central focus in each step of the planning process.

At our company, we pride ourselves on our unique approach to work, delivering exceptional experiences that leave a **lasting impact** on our clients and attendees.

## 1 SOMETHING FOR EVERYONE

Our roster of services caters to not only clients partnering for single exhibitions but also **worldwide campaigns** with events lined up in multiple **locations** and **cities**.

## 2 PROCESS & IMPLEMENTATION

Our team creates a road map of the client's journey and makes sure that their feedback is incorporated along the way. Our philosophy is to tell our clients' stories just how they want the **world** to see them!

## 3 CURATING & CUSTOMIZING EXPERIENCES

We work with the best vendors to ensure **quality** is maintained throughout the partnership. One of the perks of working with us is getting access to exclusive and premier production. Never settle for mediocre when you can work with **ENSO!**



# 10 OUR STRATEGIC PARTNERS

**enso** believes in well-grounded partnerships fused with synergy and creative buzz. If you are launching your brand or planning your next event, there's only one place to go and that's **enso**





# 10 OUR STRATEGIC PARTNERS

The international trade fair industry finds its vibrant hub in the bustling **Stuttgart region**. This prominent location sets the stage for over 60 trade fairs, complemented by a diverse range of more than 100 congresses and events held annually. A worldwide presence is maintained through a comprehensive **network** of foreign representatives spanning 51 countries.



## Messe Stuttgart

### 68

*Trade Fairs  
Organized*

### 51

*Countries  
Covered*

### 147

*Million attendees*



# 10 OUR STRATEGIC PARTNERS

Operating for an impressive **66 years**, MEED stands as a renowned senior management media brand encompassing a subscription website, magazine, executive conferences, summits, awards programs, **MEED Projects**, and **MEED Insight**. Serving as the world's leading source of Middle East business intelligence, **MEED** has been delivering valuable information, news, and analysis on the region's economies and activities since its establishment in **1957**.

## MEED

Middle east business intelligence since 1957

### 23

*Offices  
Worldwide*

### 18

*Sectors Covered  
across all  
business units*

### 3500

*Scientists, analysts,  
journalists, editors  
and researchers*



# 12 OUR CLIENTS

Industry leaders in the Kingdom have trusted us with their stories. NEOM, Land Messe Stuttgart, and the Ministry of Finance are just three names off a long list of pleased partners and clients.





# 13 TESTIMONIALS



Thank you for all your commitment and support during the Japanese Roundtable and Turkish Business Forum. You were a partner in the success of both events!

**MINISTRY OF INVESTMENT  
SAUDI ARABIA**



Thank you immensely for your unwavering dedication, tireless efforts, and remarkable perseverance. Your diligent work surpassed all expectations, contributing significantly to the resounding success of the 92nd National Day.

**MINISTRY OF CULTURE,  
MUSEUMS AUTHORITY**



Thank you for your incredible team! Their phenomenal efforts made it possible to create a truly wonderful experience for our guests. Their passion, enthusiasm, and hard work were instrumental in making the event successful and smooth.

**RITZ CARLTON, NATIONAL  
CYBER SECURITY  
AUTHORITY CONFERENCE.**



A sincere expression of gratitude for your exceptional and innovative efforts, as well as your ability to surpass the obstacles and challenges we faced. Your contribution played a pivotal role in the flawless execution of the task, and you are a significant factor in our success.

**TOURISM DEVELOPMENT  
FUND**



# 14 OUR TEAM

The masterminds and leaders at Enso have been running successful shows for three booming decades. **Experience or expertise?** You don't have to choose. We have them both.



**ABDULLAH AL GHAMDI**  
*Senior Project Manager*



**ALI ALBAKRI**  
*Government Relations*



**BADRIAH ASIRI**  
*Project Coordinator*



**ELIE DACCACHE**  
*Business Development*



**ISLAM ABUIDRIS**  
*Creative Director*



**KHALID ALQARNI**  
*Operations Manager*



**THAMER AL RUMIH**  
*Technical Director*



**MAHMOUD RABAIA**  
*Senior Project Manager*





## CONTACT US

INFO@ENSOMENA.COM

+966 (11) 472 9996

+966 (59) 424 3145

KING ABDULLAH RD, AL NUZHAH RIYADH, **KINGDOM OF SAUDI ARABIA**