

CREATING TRANSFORMATIVE EXPERIENCES





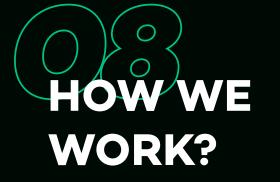


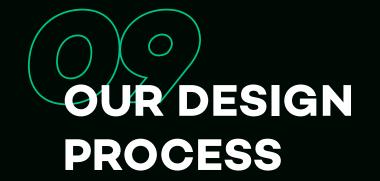
























Introducing

Continued to the second second

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.





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

150N 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 **enso** to elevate your experiences and make a lasting impact.

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

VISION / MISSION / VALUES

CURATE ERA-DEFINING EXPERIENCES



EXCEED
EXPECTATIONS
WITH
EXCELLENCE



LEAD WITH VISIONARY EXPERTISE



DOMINATE THE KINGDOM WITH UNRIVALED AUTHORITY



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





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:

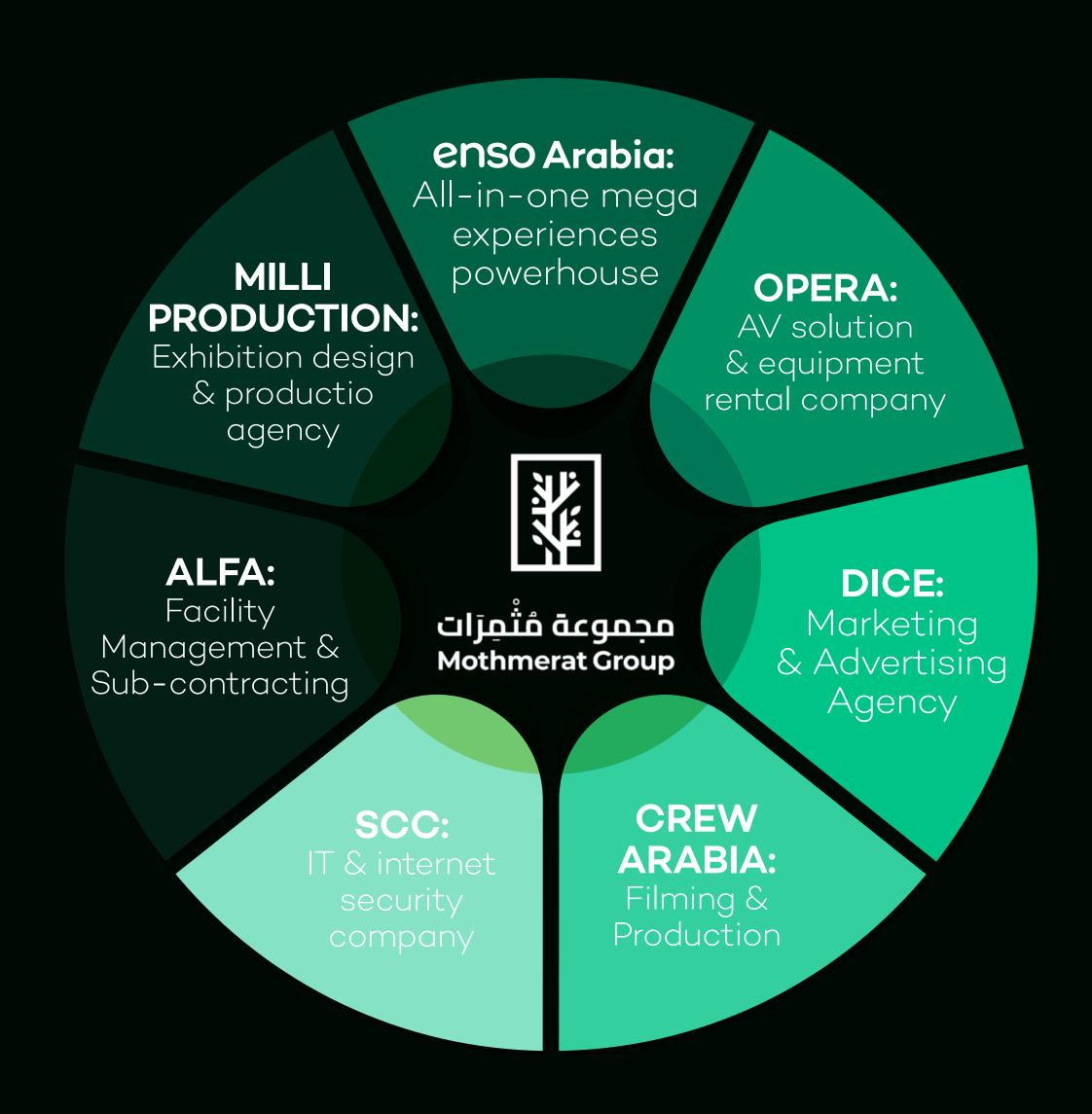
We are committed to being exceptional, incomparable, and unparalleled in everything we do.

We create environments that celebrate diversity and ///CLUS/ON: promote equal opportunities for all.

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.



ENSO INNUMBERS



Years of experience



Speakers



Experiences Organized



Regions in KSA



Attendees



Global Destinations



High Level Executives

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!

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

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.

LARGE SCALE CONFERENCES AND FORUMS

FULL FLEDGE EXHIBITION ORGANIZERS

GLOBAL ENGAGEMENT MASTERY

> SPACE DESIGN AND CREATION

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**.

LARGE SCALE
CONFERENCES
AND FORUMS

FULL FLEDGE EXHIBITION ORGANIZERS

GLOBAL ENGAGEMENT MASTERY

SPACE DESIGN AND CREATION

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*.

LARGE SCALE CONFERENCES AND FORUMS

FULL FLEDGE EXHIBITION

GLOBAL ENGAGEMENT MASTERY

ORGANIZERS

SPACE DESIGNAND CREATION

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*.



HOWWE HORK?

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

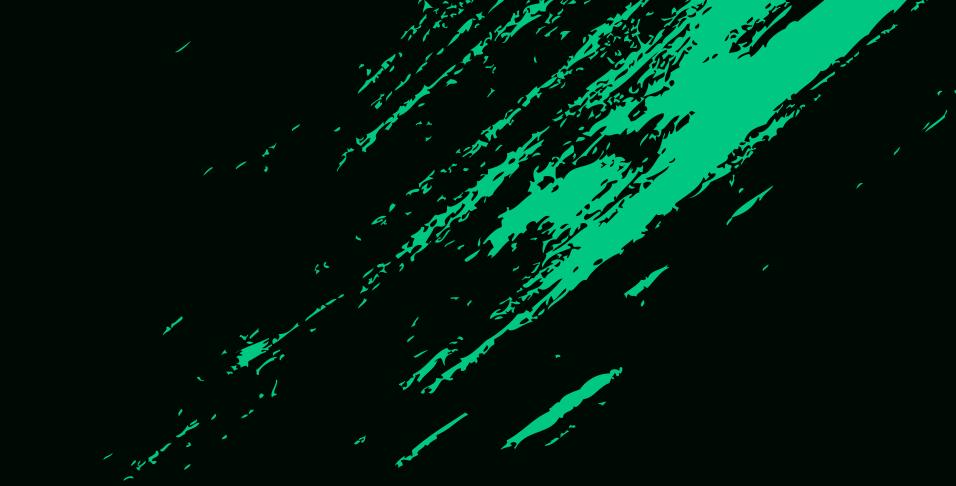
Our team creates a road map of the client's journey and makes sure that their feedback is incorporated along the way. Our philosophy is to tell our clients' stories just how they want the world to see them!

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!**

DESIGN THINKING APPROACH

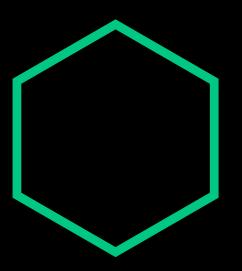
The methodology involves studying the context of the identity to deeply understand its character. The insights gained contribute to developing conceptual sketches and a design mood board, establishing the design foundation. Spatial planning is carried out to create a detailed layout, followed by the development of a 3D model that integrates analysis, design ideas, and planning to deliver a comprehensive solution tailored to the site.



- 1 ELEMENTS STUDÝ
- VISITOR JOURNEY EXPERIENCE
- 3 SKETCHES & MOODBOARDS
- FLOOR PLAN AND ZONING
- 5 TECHNOLOGY INTEGRATION

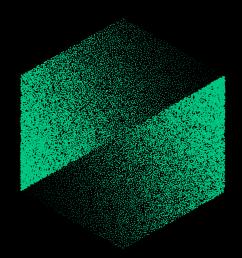
ELEMENTS STUDY

Studying the elements in design is a fundamental step in understanding the components that shape the visual and functional identity of any project. Design elements include lines, shapes, colors, materials, and patterns, which are used to create a cohesive visual and aesthetic experience.



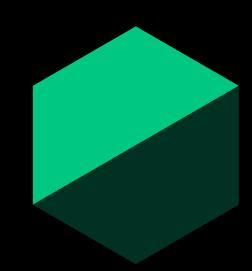
Lines

Lines define the overall rhythm of the design, whether straight or curved, and play a vital role in guiding the eye and delineating spaces.



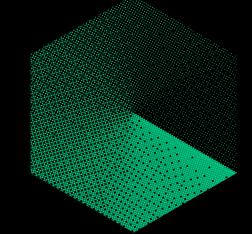
Shapes

Geometric or organic shapes contribute to define the overall structure of the design and reflect the cultural or functional identity of the project.



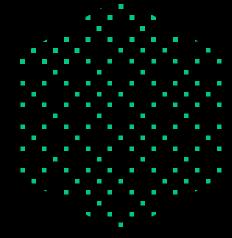
Colors

Colors convey emotions & messages, helping to create a harmonious or contrasting atmosphere depending on the design objective.



Materials

Choosing the right materials reflects the environmental and cultural identity, while also impacting durability and sustainability.



Patterns

Geometric or decorative patterns add an aesthetic touch and enhance the visual identity of the design.

VISITOR JOURNEY

The visitor journey path is a fundamental element in designing interactive experiences, aiming to guide visitors through sequential stages to ensure a rich and impactful experience.

Importance:

- Enhancing engagement with the content.
- Achieving educational or promotional goals.
- Building positive memories that support the brand.
- A well-planned visitor journey path transforms a visit into an unforgettable experience.

Welcome & Reception

A comfortable start with initial information.

Initial Interaction

Attracting attention with simple visual or interactive elements

Exploration & Learning

Presenting rich content and immersive experiences (e.g., virtual reality)

Deep Interaction

Interactive activities such as workshops or educational games

Conclusion & Impact

Ending the journey with a powerful experience that leaves a lasting impression



SKETCHES & MOODBOARDS

Sketching and moodboards are crucial in event design because they help visualize ideas, clarify the theme, and guide decision-making. They foster creativity, align the team's vision, and ensure every element—from colors to layout—works harmoniously to create a cohesive experience.

MOOD BOARDS Geometric Shapes

Geometric shapes are both an aesthetic and functional element in event design, contributing to the creation of a distinctive visual identity and guiding the audience's attention. Shapes such as squares, circles, and triangles are used to organize and logically divide spaces, enhancing the visitor experience.

For example, circles add a touch of fluidity and warmth, while squares provide a sense of stability and order. Complex geometric patterns, such as Islamic designs or fractals, can also be used to add a cultural or artistic flair to the event.

In addition to their aesthetic role, geometric shapes help direct visitor flow and highlight key areas of interest, such as main stages or interactive zones. By choosing the right shapes, an event can be transformed into an inspiring and functional visual experience.







MOOD BOARDS LIGHTS

Lighting is a vital element in event design, playing a key role in creating the right atmosphere and enhancing the visual experience for attendees. Lighting helps define spaces, highlight key elements, and add a dramatic or intimate touch depending on the nature of the event.

Importance of Lighting:

Creating Atmosphere: It helps set the tone of the event, whether celebratory, professional, or intimate.

Directing Attention: It spotlights key elements and guides the movement of attendees.

Enhancing Visual Identity: It contributes to reinforcing the brand identity or the main theme of the event.



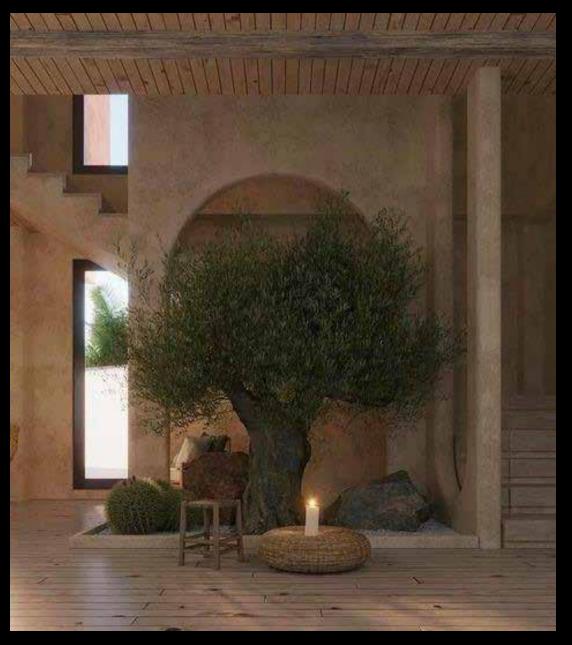
By using appropriate lighting techniques, an event can be transformed into a rich and inspiring visual experience that leaves a positive impression on attendees' memories.

MOOD BOARDS NATURE

ncorporating nature into urban event design is an innovative trend that adds a unique touch and enhances the attendee experience. By using natural elements such as plants, trees, or even water features, a refreshing and serene atmosphere can be created within city-based events.

This integration not only adds natural beauty but also helps reduce stress and improve the visitor experience. Additionally, it reflects the event's commitment to sustainability and environmental care, enhancing its positive image and making it more appealing to the audience.





MOOD BOARDS ELEMENTS

Decorative elements are a fundamental part of event design, contributing to creating a unique atmosphere and enhancing the visual identity of the event. These elements include wall decor, hanging fabrics, art pieces, and ornaments that add an artistic or cultural touch to the event.

Decorative elements are used to define spaces, add aesthetic touches, and highlight the event's theme or brand. For example, heritage-inspired decor can emphasize cultural identity, while modern designs can add a contemporary and innovative feel.

In addition to their aesthetic role, decorative elements help direct attendees' attention to specific areas, such as main stages or interactive zones. By choosing the right elements, an event can be transformed into a rich and inspiring visual experience that leaves a positive impression on visitors' memories.













MOOD BOARDS MATERIALS BOARD

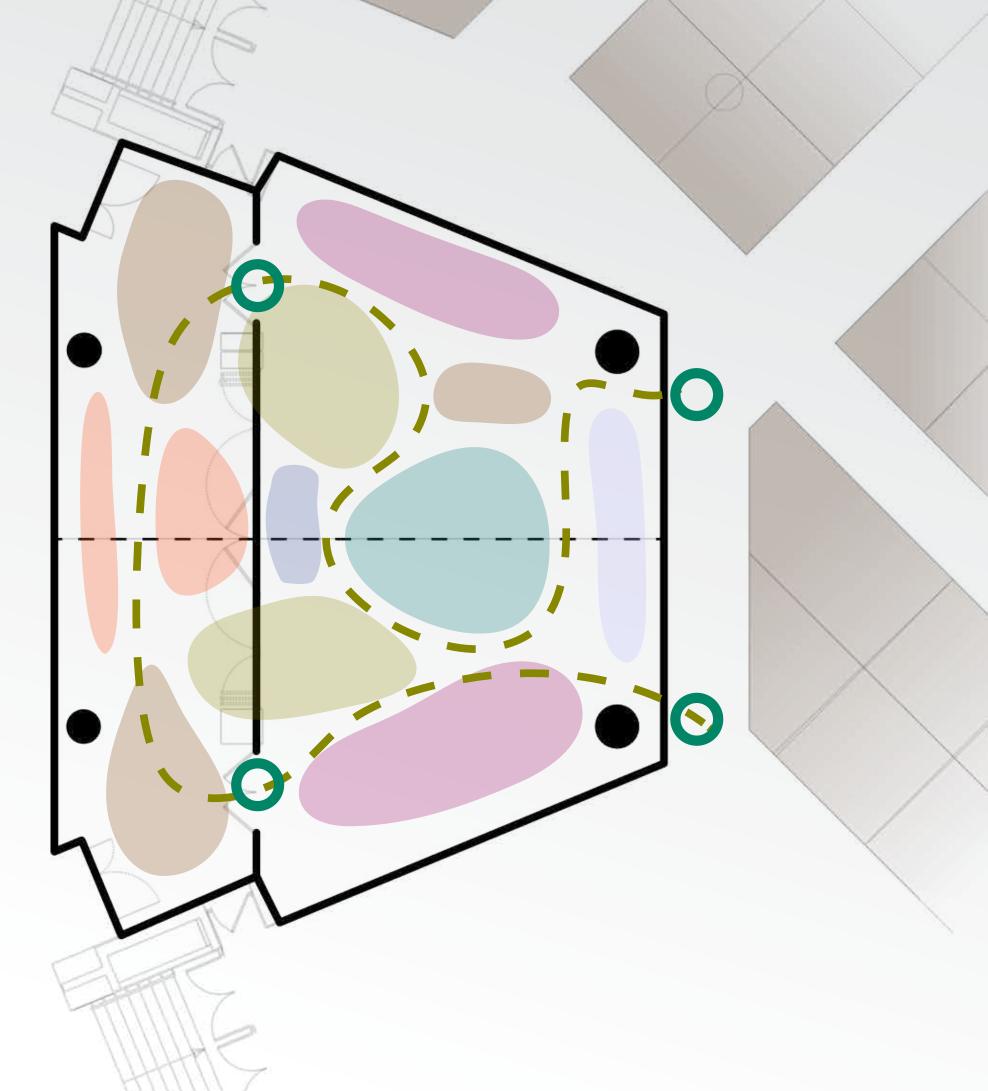


FLOOR PLAN & ZONING

Zone division in events is a fundamental element for organizing spaces and ensuring a smooth and comfortable experience for attendees. The event is divided into specialized zones, each with a specific function, such as the reception area, main exhibition area, interaction zone, and relaxation area.

This division helps logically guide the flow of visitors, prevent overcrowding, and enhance the attendee experience by providing diverse spaces that meet their needs. For example, the reception area creates a positive first impression, while the relaxation area offers a space for rest and recharging.

Using techniques such as dividers, lighting, or decor, each zone can be clearly defined while maintaining the visual harmony of the event as a whole. Effective zone division contributes to the success of the event and leaves a lasting impression on attendees.

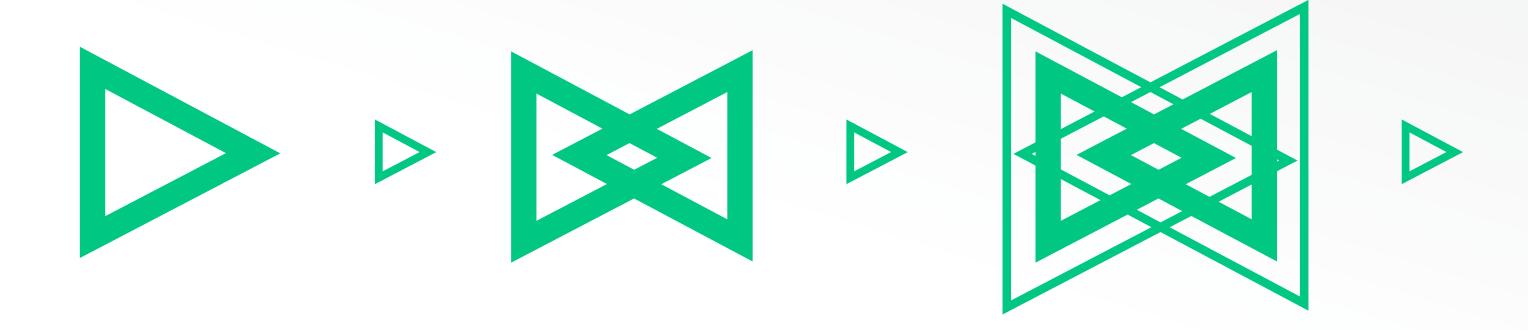


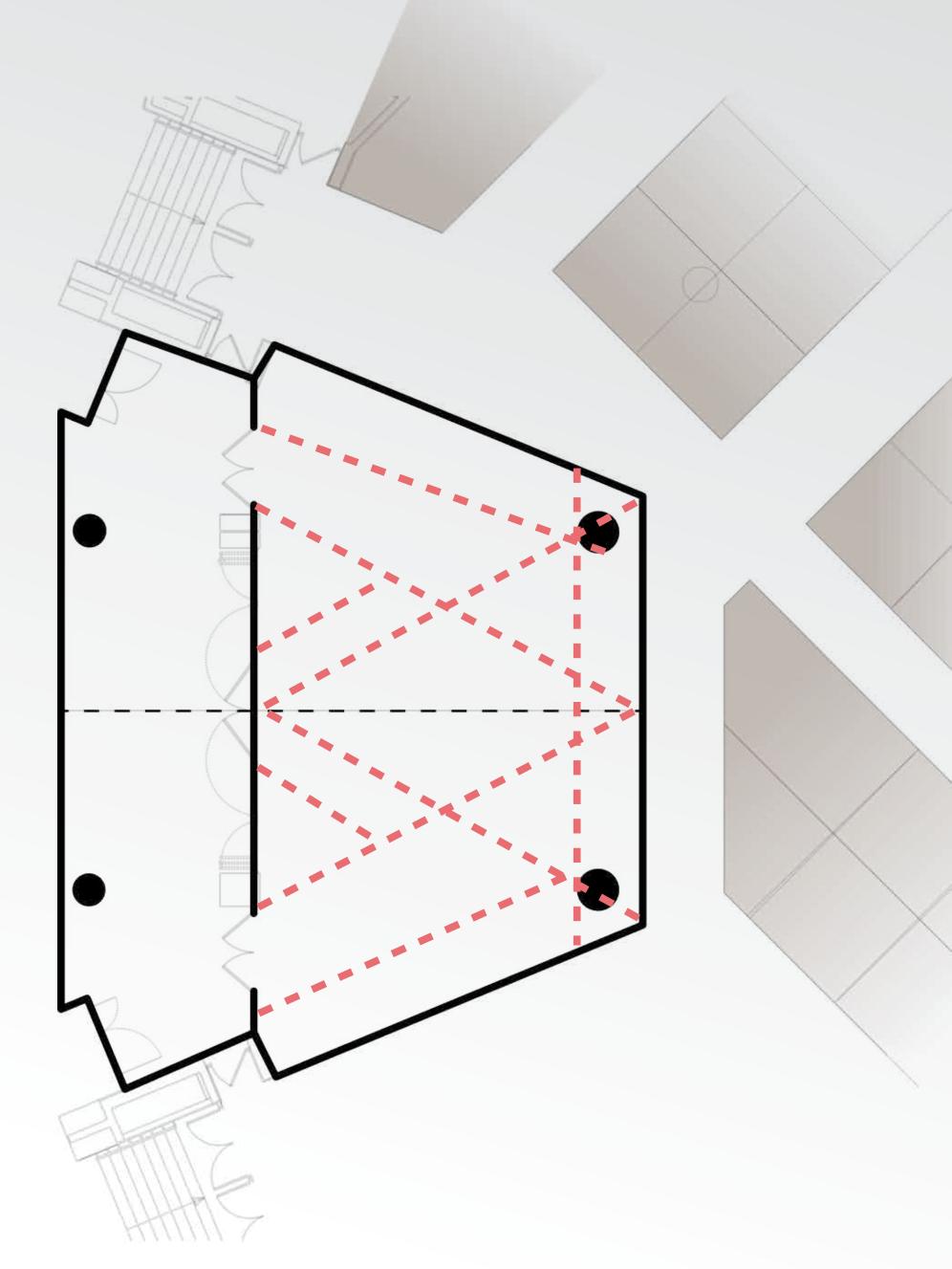
GRID CONCEPT

We use visual identity to add a creative touch to zone division.

for example:

The grid has been developed based on the triangle, which is a fundamental geometric element. By repeating, mirroring, and doubling the lines, an integrated and harmonious layout has been designed, reflecting both visual and functional balance.





TECHNOLOGY INTEGRATION

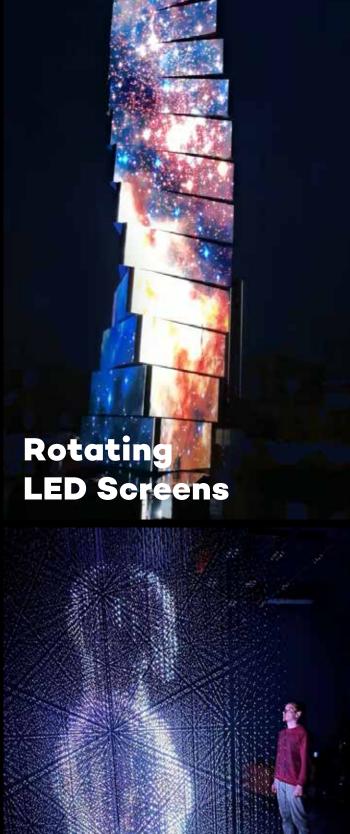
We are enthusiastic about leveraging technology to enhance our event experiences, empowering the overall concept while improving the visitor journey and satisfaction. By integrating innovative solutions, we aim to create more engaging and memorable events that deliver exceptional value to attendees at every stage of their experience.



ROBOTIC ARMS



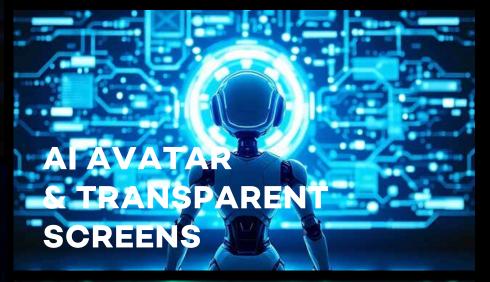


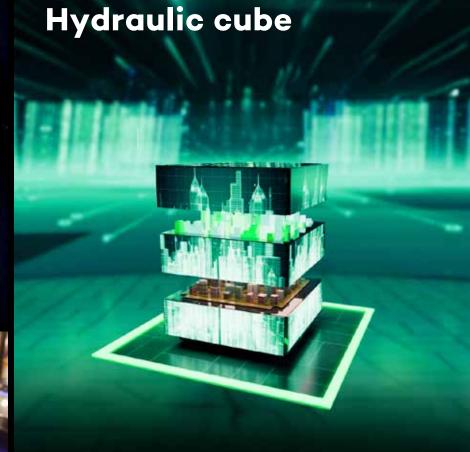




LED PIXEL LIVE







PREVIOUS PROJECTS









H.E. Dr. Muhammad Al Jasser Chairman, IsOB Group



HRH. Prince Abdulaziz
Al-Saud
Minister of Energy, KSA



HE. Dr. Sri Mulyani Indrawati Minister of Finance, Indonesia



H.E. Dr. Muhammad Al Jasser IsDB President



















SAUDI - TURKISH BUSINESS FORUM JEDDAH - SAUDI ARABIA









جمال المعيقل محاور الجلسة



معالي/ عبد الرحمن الفضلي

وزير البيئة والمياه والزراعة



معالي/ ماجد الحقيل وزير الشؤون البلدية والقروية والإسكان



معالي/ صالح الجاسر وزير النقل والخدمات اللوجستية





SAUDI BUDGET 2024 RELEASE RIYADH - SAUDI ARABIA



















































INVEST SAUDI PARTICIPATION AT EXPO REAL 2024 - NEW MURABBA MUNICH, GERMANY













































NIDLP - TRANSPORT & LOGISTICS EXPO SHANGHAI - CHINA















SAUDI FRANCE INVESTMENT FORUM RIYADH - SAUDI ARABIA







































SAUDI SPECIAL ECONOMIC ZONES INVESTMENT FORUM

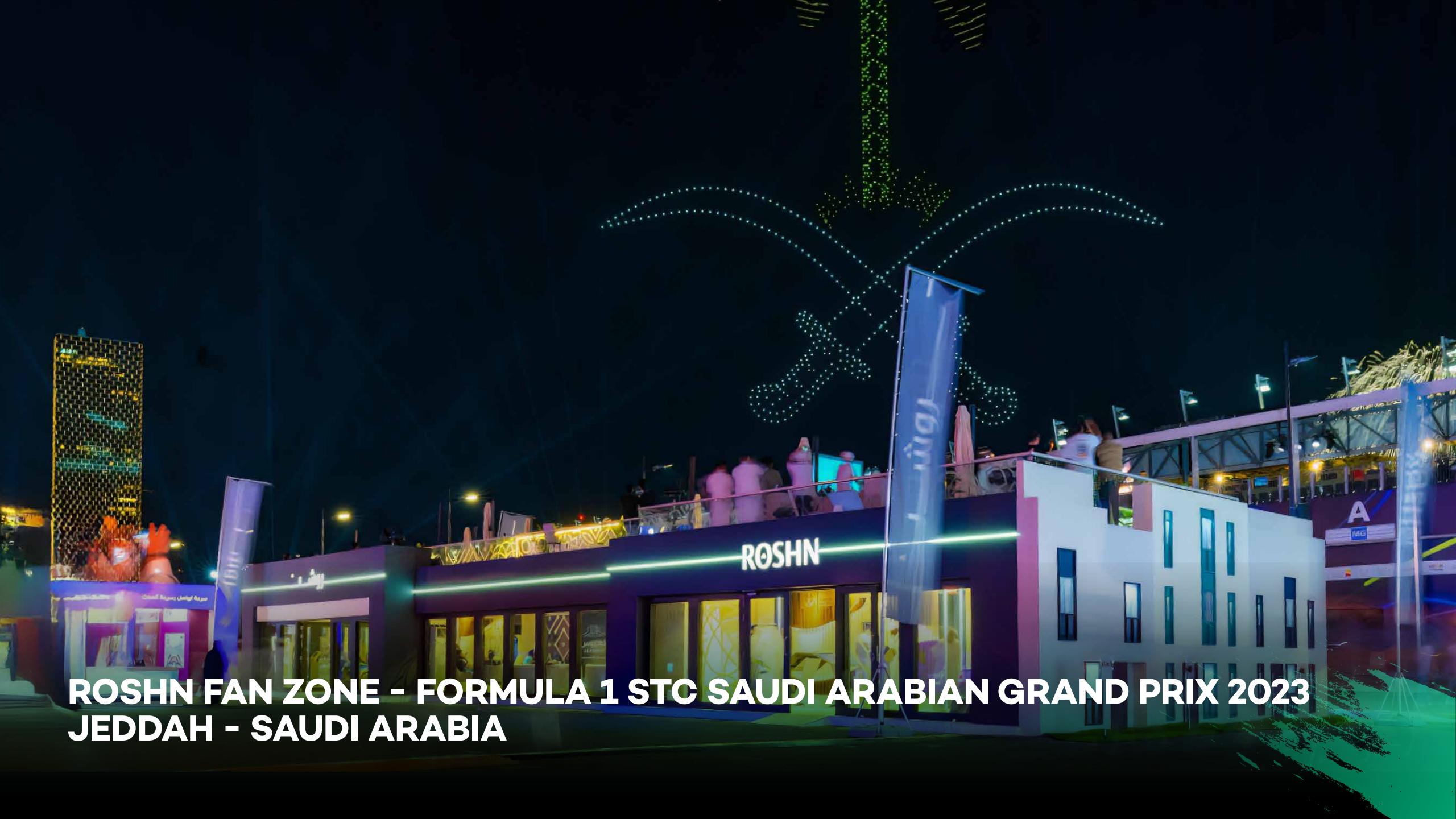


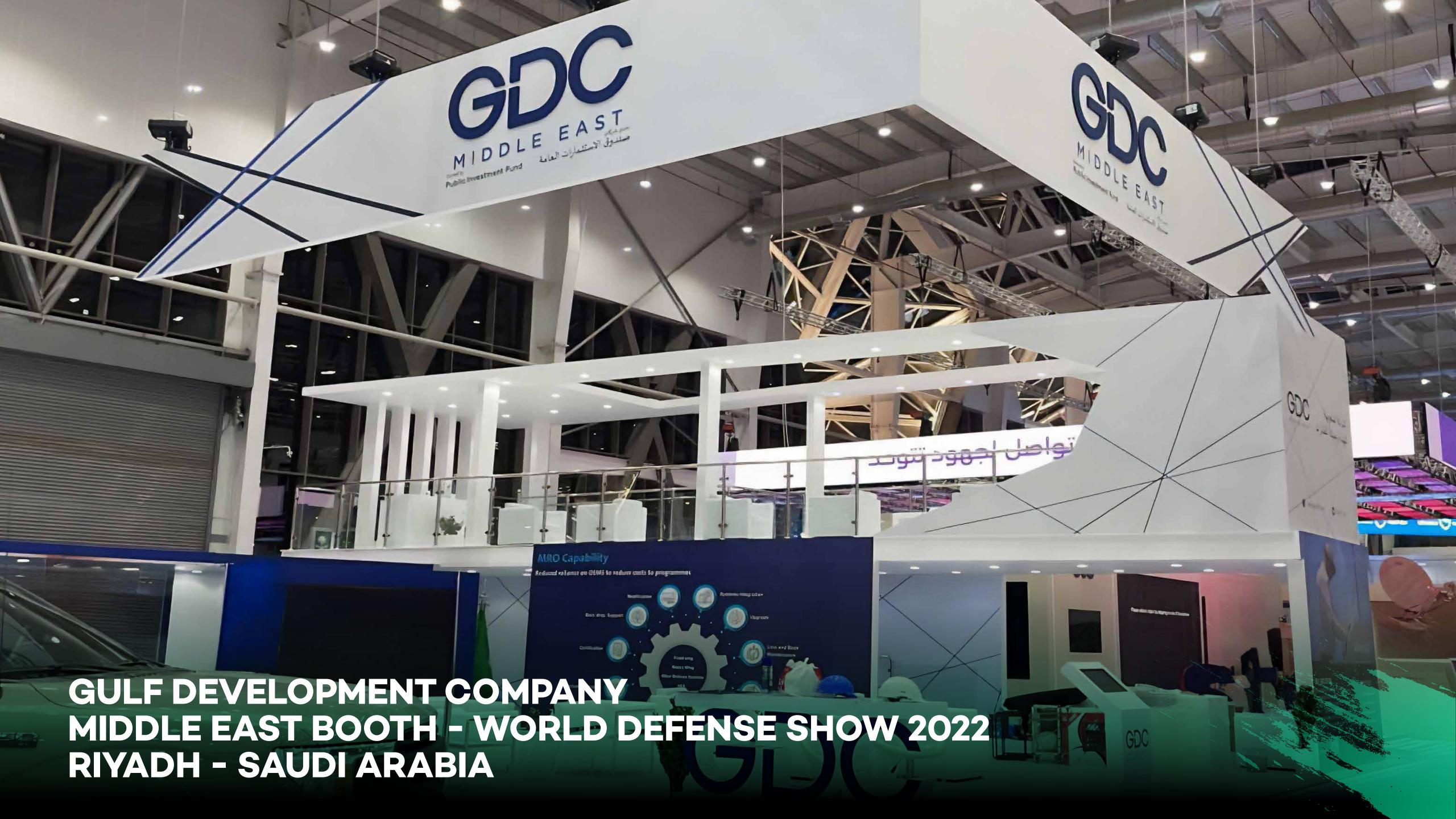
SAUDI SPECIAL ECONOMIC ZONES INVESTMENT FORUM RIYADH - SAUDI ARABIA

ECONOMIC ZONES























برامج الدعم المقدمة للمنشآت الصغيرة والمتوسطة

صندوق Tourism التنميية Development السياحي Fund





DISCOVER BEYOND ASEER ABHA - SAUDI ARABIA

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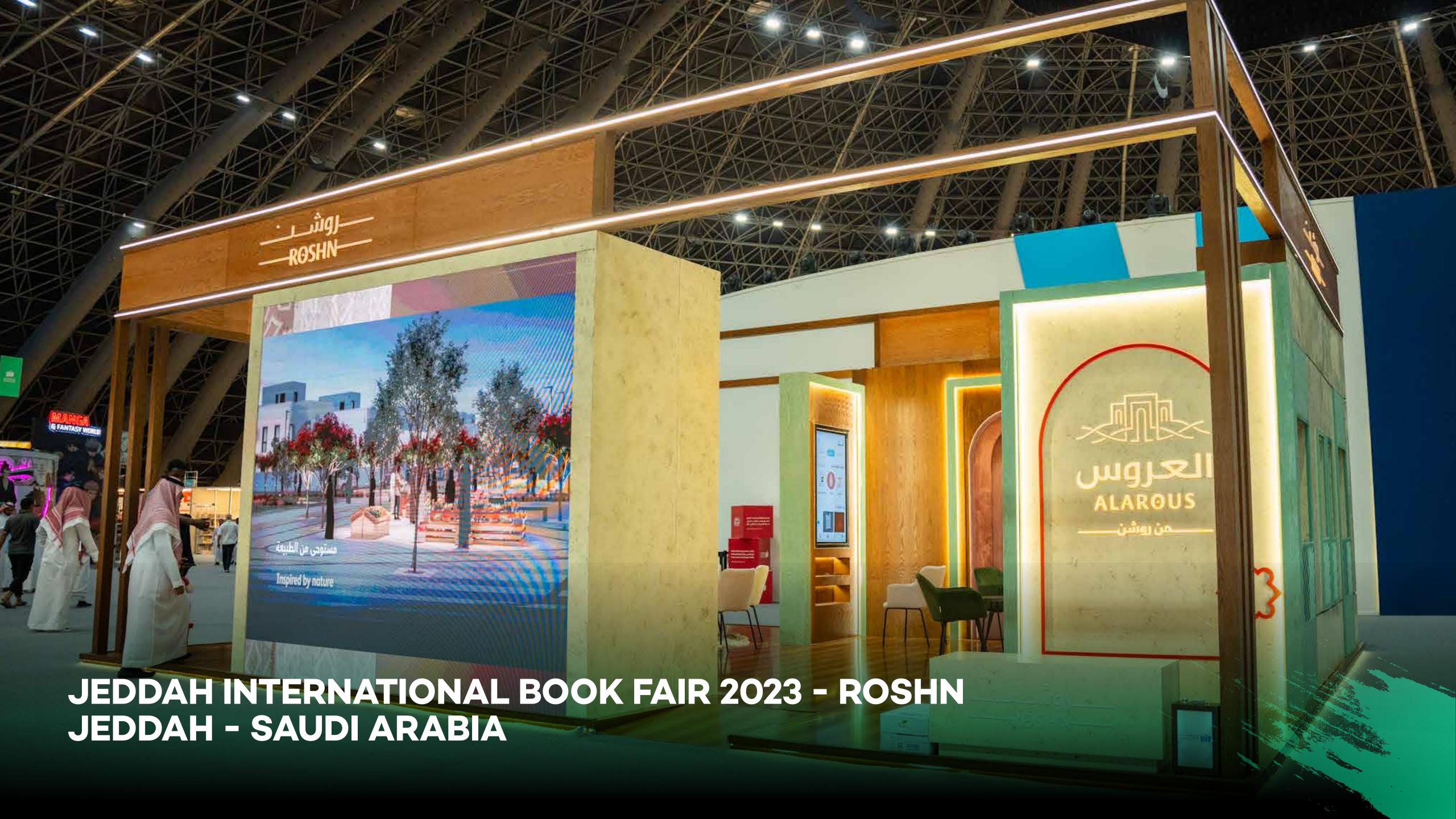






















كلمة الرئيس التنفيذي







SAUDI GIGA PROJECTS AND MENA CONSTRUCTION SUMMIT 2024 - MEED RIYADH - SAUDI ARABIA





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**.



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

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**.



Middle east business intelligence since 1957

Offices Worldwide

across all business units

Sectors Covered Scientists, analysts, journalists, editors and researchers

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

OURTEAM

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.



ELIE DACCACHEBusiness Development Director

Business Management Diploma with over 23 years of experience in event management in Turkey, UAE, and Saudi Arabia. Deep experience in business development for events and operating for government sectors.



ALI ALBAKRIGovernment Relations Director

10 years of experience in managing government relations, developing effective strategies, strengthening partnerships with official entities, and expertise in project pre-planning to ensure compliance and support the company's objectives.



NOURA ALMOFAWEZ
Project Management Manager

With over 12+ years of experience in both the governmental and private sectors. She has executed and overseen prominent projects locally and internationally, including MIPIM for MISA, HKTDC, Riyadh Chamber, TDF, MOF, GASTAT, KSP.



FAISAL ALFURAYDI
Operations Director

With over 10 years in events and conference operations, specializing in logistics, vendor management, and protocol expertise, ensures seamless execution and outstanding outcomes for high-profile projects

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.



MAHMOUD RABAIAProject Director

With proven experience since 2013, leading numerous local and international projects in event management, including high-level conferences, summits, exhibitions, and public sector activations



ABDULLAH AL GHAMDI Senior Project Manager

With a Bachelor's in Business Administration and 10+ years in project management across retail and telecom, he now focuses on risk strategy and process improvement.



HUSSAM KHALIFEProject Specialist

Experienced Project Manager with 5+ years in event planning and execution. Holds a Business Management degree from the Lebanese American University, excelling in client relations and delivering impactful, tailored events



NWAIR ALQAHTANIProject Coordinator

Nwair holds a Bachelor's in Languages and Translation (English/French) from King Saud University. Experienced in managing local and international events, she excels in strategic planning, risk analysis, and quick problem-solving

OURTEAM

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.



LEA AOUNProject Specialist

Experienced event specialist with a background in interior design, specializing in creating immersive brand experiences. Passionate about delivering high-impact events that leave lasting impressions.



ISLAM ABUIDRISCreative Director

An architectural engineer with experience in events, exhibitions, and managing the studio and design department. He is always keen to bring architectural expertise to spatial design and add a creative artistic touch to all concepts.



MUBARAK BASAEEDAudio Visual Producer

Producer and director with 18+ years of experience and a Bachelor's in directing from Cairo's Higher Institute of Cinema. Member of Egypt's Cinema Professions Syndicate, trainer in Jeddah, and founder of production companies.



ABDULRAHMAN ALANAZI
Operations Specialist

With diplomas in Event Management and Power System Dispatching, excels in leadership, precision, and safety (IOSH). He brings hands-on expertise and commitment to every project.



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







































































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

