



# Introducing MEEN The Middle East Event Network

Almost every day we receive headlines of upcoming mega-events, such as the FIFA World Cup in Qatar, the Expo in Dubai, or gigantic projects in Saudi Arabia and the Emirates. In contrast to project planning in the western world, here they tend to go all out, everything seeming to sparkle and glitter, and everyone is trying to outdo each other.

This is not only evident in the construction industry, where the tallest buildings and luxury hotels seem to rise up without end. Even with installations and events — those particular worth its place on uniqueness and exclusivity — often the technologies and services that will allow such colourful aspirations are not available onsite in design and quality. And so creators from abroad tend to be utilized, mostly from Europe, are especially German products and services are very welcomed in the Arab world.

German goods are still considered to be of high quality, and the typical German virtues are welcome in this region. However, long-term success in the Arab world will only come if you are permanently onsite.

With MEEN, **Holger Walter**, founder of the Middle East Event Network, brings exclusive, unique event equipment, and unusual event services to the Arabian Peninsula. The goal is to form a network of special skills and



CEO Holger Walter

combined with local disciplines. Thus in the future a remarkable group of European experts and local standard services will be able to meet the challenges of the Arab world with their exclusive standards.

Wanting to place lighting and sound equipment on the market in Dubai, Abu Dhabi, and Doha makes little sense today, with a glut of professional AV technology. But things in need of explanation, technically and creatively demanding areas such as media servers, Lasers, fountains, or simulation and control software, are another thing.

**MEEN** already has some exciting partners on board. With **LaserAnimation Sollinger GmbH** from Berlin, a worldwide leader in the Laser sector can be had, who with great effort has developed and manufactured Laser projectors that are easily able to handle prevailing climatic conditions in the Middle East. The service demand is thus significantly and demonstrably reduced, and the probability of failure at large-scale events is drastically minimized. This elegant Laser smith has also developed the Laser-controller Lasergraph DSP, highly regard by professionals worldwide, which provides for fascinating laser animations and spectacular projection effects. Special solutions are also possible, as is demonstrated by the technically demanding installation of the design studio, Berlin WHITEvolt interactive art & design: with the project *Fluidic, Sculpture In Motion*, the first prize in the category

"Innovative Application" at this year's ILDA Conference in Las Vegas was won by Laser-Animation GmbH. The ILDA Award, which is awarded by the International Laser Display Association annually, is considered the Oscars of the show Laser industry.

**Attractions Audio Visual Inc.**, an award-winning partner company from England, provided the extensive AV technology and all content such as storyboarding, video production, and Laser programming for the multimedia staging of The Legend of Lady White Snake in Zhenjiang, China. This was recognized by TEA (The Themed Entertainment Association) with its Thea Award. The show is already considered one of the most successful and most elaborate productions in all of China.





Prof. Horst Gläsker: Vasen

© Edelstahlwerke Schmees

The **Edelstahlwerken Schmees** from Germany is a very special company represented by **MEEN**, which is especially able to exercise its expertise in the arts. International greats like Anthony Cragg or Professor Horst Gläsker have their sculptures crafted by them, which are then admired throughout the world. You will find other MEEN partners when you visit the website.

For small and medium businesses, the financial costs are generally not worth pursuing their own representation abroad. With **MEEN** a number of partners share this investment, and also form a professional community that pursues business together.

Network initiator **Holger Walter** now has over 25 years of industry knowledge, and has long been an independent contractor in the event industry. With 15 years of Middle East experience, he knows the Arab business culture very well. **MEEN** is based in the small but rising Emirate **Ras al Khaimah**, which is about 80 Km away from the city of Dubai. From there, Holger Walter places the network partners' products and services on the market and also undertakes their distribution. **MEEN** differs from the classic form of distribution in the fact that they are working on joint projects, whereby naturally the services from their own ranges are preferred. Product training, seminars, and other services are also offered. A professional after-sales service is not only a seal of **MEEN**'s quality, but also ensures good customer retention and acquisition of new business partners.

**Alexander Conrad**, Event Business Administrator at **MEEN** is another long-standing event professional. He will coordinate the network partners and manage projects.

Companies for whom the Arab world is still undiscovered territory, and would like to see their products and services represented there, such as event organizers, producers, or art lovers, can also open up contact with **MEEN**. Then at the latest, after the newest coupe or the new smartphone is launched in Europe, it will also be presented to the Arab world. And then professionals will be consulted who know how to provide the western style with Arab charm.



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[www.meen.ae](http://www.meen.ae)