



Company Case Studies 2023
Events, PR and Partnerships

Western Australia Trade Office

GCC Missions

PAZ Marketing worked on the needed logistical meetings for Australian Ministers who visited the region

Mark McGowan: Former Premier of Western Australia; visited Qatar to open doors for government collaborations with both countries

Reece Whitby: visited Saudi Arabia for environment deals, with Egypt at Cop 27 and Dubai for closing regional deals







Binghatti Bugatti – Bugatti Residence Launch

Dubai-based developer Binghatti and French luxury car brand Bugatti have unveiled Bugatti Residences by Binghatti, the first-ever Bugatti Residences in the world, in Business Bay.

PAZ Marketing worked alongside both companies, managing database attendance of 350 VIP personals and onsite event flow

The event hosted over 350 guests from Royalty, Dignities and Guests; unveiling a bespoke Maquette of the project and a Bugatti Car

The same was hosted by Mate Rimac CEO of Rimac Group and Mohamad Binghatti CEO of Binghatti Holding





May Chidiac Foundation Gala – Dubai Edition

The **May Chidiac Foundation** Media Institute is a non profit organization mainly dedicated to research and education on issues of Media, Press, Democracy, and Social Welfare. The institute decided to hold its 1st edition in Dubai March 2023 to communicate the message of peace and democracy in Lebanon.

PAZ Marketing managed the overall project with over 6 months of preps, conceptualizing, execution and result.

The agency worked with MTV Lebanon and Directors for the main broadcasting and production needs.

The event hosted of 400 pax over Gala Dinner with artists ranging from Maya Diab, Assi Helani and Guy Manoukian.

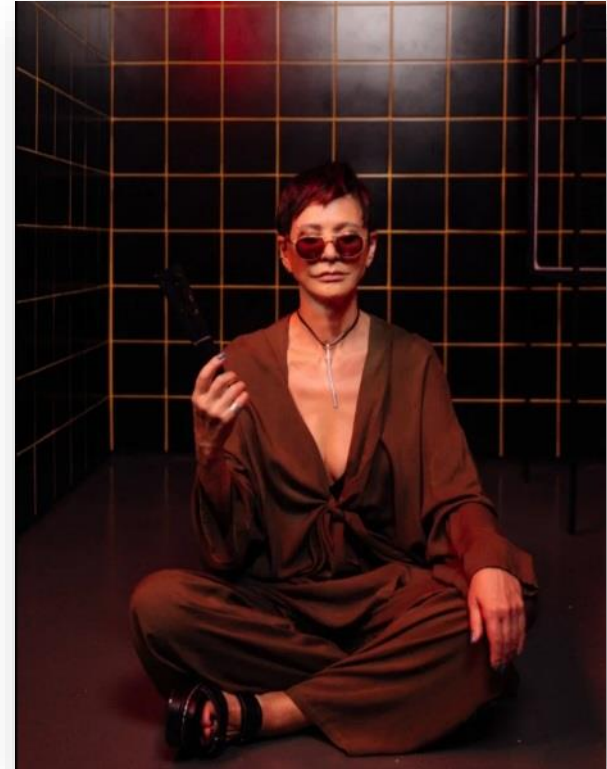
The event also hosted prominent names like Nagib Soueris, Michel El Murr, Pierre Choueiri and many more.





Irina Khamada – Russian Event in Dubai

- Business coach, public figure, writer
- Candidate of Economic Sciences, Associate Professor In 1995
- Time magazine named her a politician of the XXI century among the 100 famous women of the world.
- In 2002, she was a speaker from Russia at the 57th session of the UN General Assembly.
- In 2005, she was nominated for the Nobel Prize among thousands of women on the planet.
- According to the results of opinion polls, she won twice in the nomination "Woman of the Year".
- More than 350 thousand people attended master classes and lectures in Russia and abroad.
- 2,8 million followers on INSTAGRAM
- Russians in Dubai were welcomed to attend the course with Irina who trained for the 2nd year in Dubai
- PAZ Marketing managed putting the event together with Irina in partnership with Blossom Concierge



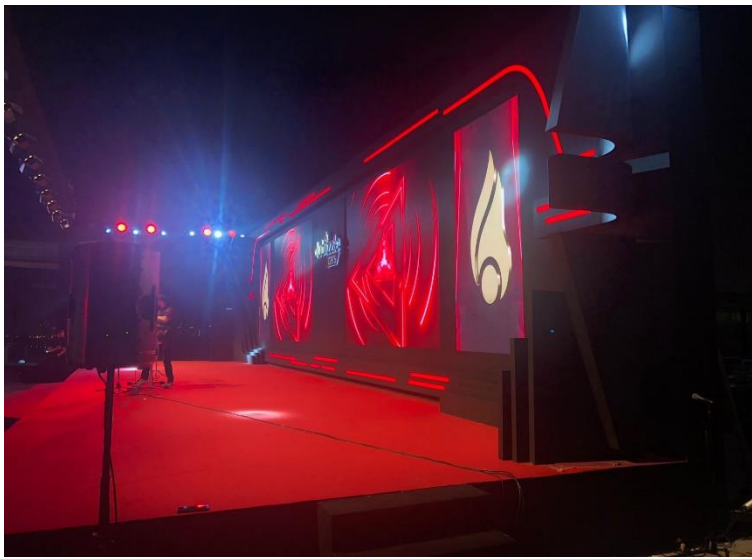




DUBIZZLE Car Awards

- Dubizzle had held the 1st Dubizzle Cars Awards for the top auto dealers in the industry in 2023
- PAZ Marketing and Seamless Production worked on conceptualizing and executing the overall flow of the event and production elements
- The event took place at Meydan Sky Bubble Rooftop and hosted over 400 pax over a gala dinner





Moissonnier Home – Opening Event

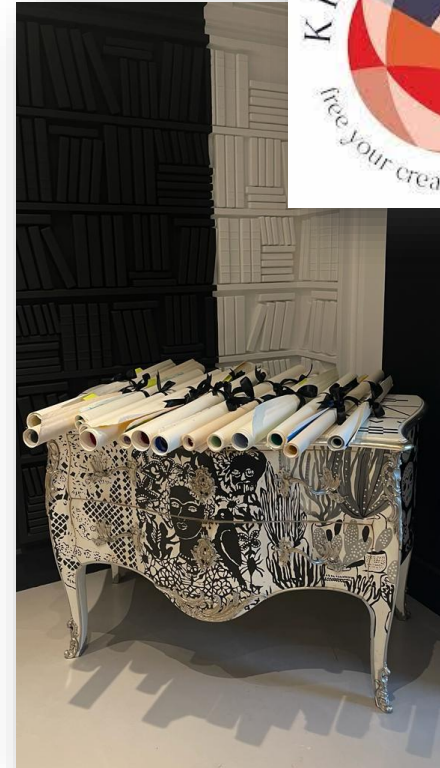
- Moissonnier Paris is the Chanel of Furniture in the world catering to unique and customized pieces in relation to arts and crafts
- A furniture-maker by birth, he first made his name in Paris as a fashion photographer and painter. Being a keen fan of bric-à-brac and vintage and passionate about the charm of old furniture, he steered Moissonnier towards reproduction of classic European pieces.
- Moissonnier expanded to Dubai to open its 1st flagship store in the region to promote the bespoke concept pieces
- PAZ Marketing managed the overall opening of the event, the RSVP and executions needed





Kreative Call – NGO Lebanese Event

- Kreative call is the first social entrepreneurship platform in the MENA region that embarks on an artistic journey with a community of gifted Artists with Special Needs and Social Challenges, offering them a space to express their emotions and unveil their creativity while getting them a step closer to social and economic inclusion as humans and artists in society.
- PAZ Marketing worked with Kreative Call (Aline Karam – Owner and Founder) on getting 45 paintings done by kids with special needs in Lebanon to Dubai which was also supported by the Lebanese Consulate .
- The event took place for 15 days at Moissonnier Home – Dubai who had supported the sales of the paintings. 30 pieces were sold in support to children in need.





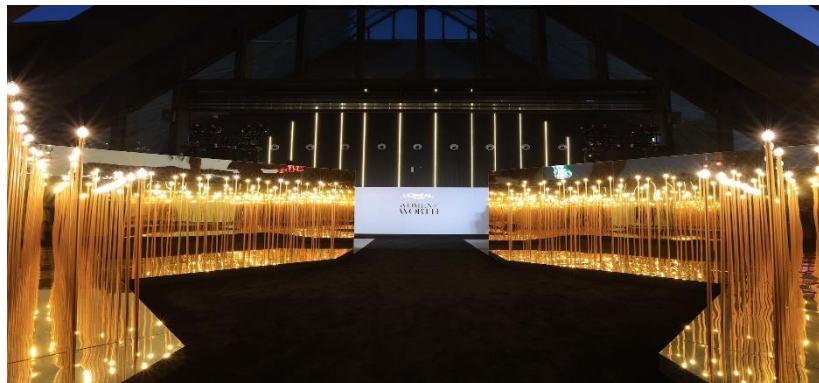
L'ORÉAL

MIDDLE EAST

L'Oreal Women of Worth – Saudi Arabi

- L'Oréal Paris Women of Worth honors extraordinary women who selflessly volunteer their time to serve their communities. This signature philanthropic program embodies the L'Oréal Paris belief that 'Every Woman Is Worth It' by elevating women who find beauty in giving back.
- The 1st initiative kicked off from The Muscial Mansion in Riyadh Boulevard were Princesses, Ministers and VIPs were invited to attend the launch
- PAZ Marketing managed the Royalties, dignitaries and VIP invitees with L'Oreal for the maximum attendance





SERES Car Launch

- Green Motors and SERES Group unveiled the revolutionary electric vehicle SERES 5 at W the Palm in Dubai via a luxury launch event in the presence of VIPs, Press and Industry Leaders.
- The guests joined His Excellency Ahmed Ali Bin Khalfan Al Dhahery - Chairman of Green Motor, and Mr. John Zhang – Chairman of SERES Group in this esteemed launch and enjoyed an innovative evening with the latest in the world of Automotive.
- PAZ Marketing executed the overall event from conceptualising, to onsite management, to flow, to RSVP and Dignitaries







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