

# NEW WAVES

Events Organizer

Based in Dubai in September 2012, New Waves is proudly a new division of New Generation of Events, Nouvelle Vague.

We specialize in all forms of corporate EVENTS and ENTERTAINMENT from conception through to completion.

Always delivering a high quality standard. We make sure to deliver unique and customized concepts and experience to all our clients.

Our mission is to deliver corporate event planning and event production that is one of a kind.

The signature of New Waves is to build up a venue from scratch...

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# New Waves History



Abu Dhabi Film Festival 2010

Dubai International Film Festival Closing Party 2011



Renault Road Show 2009



Dubai International Film Festival, The Gala Screening 2006-2012



Inauguration of Burj Khalifa 2010



Qatar Bidding Nation 2010

TOP 6 PAST EVENTS AS LOGISTICS MANAGEMENT

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TOP 1 PAST EVENTS IN 2013 AS LOGISTICS AND PRODUCTION  
MANAGEMENT

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The production of an event by New Waves is a full event management solution with a dedicated team providing complete transparency throughout the organization of the event.

The production includes planning, respecting budget lines, managing the suppliers, managing the venue, preparing plans and schedules for the setup and dismantling, providing a clear plan of the event day running operations.

The logistics involved will ensure a nice and smooth running of building up the venue, with smooth planned deliveries, and on the spot decisions that will take the stress off of your shoulders.



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New Waves Founder



Based in Dubai, U.A.E ,Sabrina Bennai have 6 years experience in Events Industry in Middle East. She is bringing her talent and expertise all the way from France! She has always been passionate about Events. She has specialized in Events logistics and she is the expert in building up a venue from scratch in Middle East.

With the launch of her own Event Organizer company in September 2012, Sabrina and her team aim to build a reputation for excellence in the region by providing a dedicated and customized holistic event organizer service

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## Special Events History as Logistic and Production Management

- Aston Martin 100 Years Anniversary, January 2013
- Dubai International Film Festival 2006-2012, The Gala sreaming, The Madinat.
- Enrique Iglesias Concert, Dubai World Trade Center, 2012
- Dubai Aluminuim 2012, Gala dinner
- Launch Apple Ipad 3, Burj al Arab, Dubai 2012
- Bidding Nation 2022, Qatar Doha 2011
- Vertu Launch, Burj Khalifa (*Nominated Middle East Events Awards, Best Corporate Launch*) Dabo & CO.
- Yanni Concert Burj Park, 2011
- The Opening of Burj Khalifa Tower 2010
- Abu Dhabi Film festival 2010
- Road Show Renault F1 2009, Dubai Mall
- Dubai World Cup 2008
- Wings Party Abu Dhabi 2009
- Vinci Conference 2007 Dubai Aluminium 2007.