



# NEWSLETTER

*From Concept to Creation*

## From The Directors

**Dear Readers,**

As we begin 2025, we can't help but reflect on the extraordinary year that was 2024. Last year was a game-changer for SNB, with over 60 projects delivered, successfully showcasing our expertise at all of the most prestigious and major events across the Middle East.

As we reflect on 2024, we're proud of the milestones we've achieved. From collaborating with global brands to delivering ground breaking experiences, we've expanded into new markets and crafted unforgettable activations. Our team brought visionary ideas to life in iconic venues, leaving a lasting impact.

Driven by a passion for excellence and a commitment, we've firmly established ourselves as leaders in the Middle East's event and exhibition industry. Each project, whether with luxury brands or large-scale events, showcases the creativity and dedication of our team.

We're proud of everything we've accomplished but this success wouldn't have been possible without the trust and collaboration of our incredible clients and partners.

Thank you for being part of our story — let's make this year even more memorable.

**Best regards,**

Leon, Matthew & James  
SNB Leadership Team

**At SNB, we provide customised contracting solutions to a wide range of clients across the Middle East. Discover how our skilled team can find the best customised contracting solution for you.**

[Find your solution here.](#)

# STRENGTHENING IN SAUDI

Our continued growth is reflected in our increasing presence at key events, as we work alongside top global brands and create remarkable experiences.



Our commitment to bringing innovative designs and creative activations to life continues to resonate, and we're excited to strengthen our presence in Saudi Arabia.

## An impressive activation at the Savvy Games Fanzone in Riyadh



In 2024, we made significant strides in Saudi Arabia, working on a variety of high-profile projects that showcased our expertise in delivering innovative and impactful experiences.

Our growing presence in the region reflects our commitment to meeting the evolving needs of the Saudi market, and we look forward to continuing our journey of success and collaboration.

# F1 GRAND PRIX: A WINNING EXPERIENCE



In December 2024, SNB had the privilege of showcasing our skilled production expertise at the prestigious Formula 1 Grand Prix in Abu Dhabi. We were tasked with creating a stunning 500 sqm activation for the event.

## An impressive 500sqm Installation



This large-scale project allowed us to bring the thrill of F1 to life in a visually captivating and immersive environment.

Our team worked diligently to deliver a flawless experience that resonated with the event's high-profile audience, further cementing our reputation for excellence in event production. Every detail was meticulously planned and executed, ensuring that the activation not only met but exceeded expectations.

The success of this activation highlights our ability to take on complex projects and deliver world-class results, no matter the scale.

## SUPPORTING AUTISM

**WORLD AUTISM ACCEPTANCE WEEK**  
**GOLF EVENTS**

**£5 registration fee**

Monday 31 March : Sundridge Park GC  
 Tuesday 1 April : Chart Hills GC  
 Wednesday 2 April : Upchurch River Valley GC  
 Thursday 3 April : Stonelees GC  
 Friday 4 April : Kings Hill GC

Sponsor **snb** Supported by **varietygolf**  
 3pm - 5pm improving young lives every day



**World Autism Acceptance Week**  
 2 - 8 April 2025

Through our ongoing support of autism charities, we strive to raise awareness, foster acceptance, and provide essential resources and services to individuals and families impacted by autism spectrum disorder.

For the second year in a row SNB are once again proud sponsors for this event for World Autism Acceptance Week.

Our commitment to autism charities stems from our belief in inclusivity, diversity and the value of every individual.

## RAISING THE STANDARD IN HS&E PRACTICES



Health, Safety & Environment (HS&E) is a top priority for SNB.

Our workforce continually undergoes advanced training programs to meet the highest industry standards, ensuring every project is executed with precision, care, and safety at the forefront.

By integrating rigorous protocols and ongoing training, we foster a secure and sustainable working environment. This commitment not only safeguards our team and clients but also strengthens our reputation as a trusted leader in delivering world-class projects with integrity and excellence.

# Check Out Our Promo Video, Edited by Jonny at The Village Films



As we wrap up this edition of SNB's Highlights, we extend our heartfelt thanks to our clients, partners, and readers for being a vital part of our creative journey. With your unwavering support, we remain committed to turning bold ideas into remarkable experiences and look forward to achieving even greater success together.

**Until next time, stay inspired and stay engaged!**

