MCH GLOBAL
Live Marketing Excellence

MCH Global Officially Opens Dubai Office
January 25, 2017
UAE, Switzerland

Live marketing and event company MCH Global continues its international expansion with the official opening of its first branch in the UAE. The new office location positions MCH Global as a strong business force in the region, with a prime real estate location downtown Dubai near Burj Khalifa.
Vimal Vinod will run the Dubai office as the UAE General Manager. Vimal Vinod joined the MCH Global team in December 2016 and looks back on an experience of 8 years in the live marketing sector in Dubai.

Strategically located between Europe, Africa and Asia, Dubai is a large hub for international events and is known for its "first in everything" experiences. The opening of MCH Global's Dubai branch allows the global company to formalize the link between their existing Shanghai office and their Zurich headquarters. Jean-Marc Devaud, President MCH Global and CEO Live Marketing Solutions MCH Group confirmed: "With this investment, we can further develop our successful business relationships in the region and better meet the regional requirements and needs of our national and international customers."

The official opening event on January 25th 2017 drew more than 100 guests from the greater Dubai area, included members of the Swiss, the Dutch, the Belgian, the Austrian, the Canadian, the Spanish and the Finish Business Councils. Marine Célia Hamou, Managing Director MCH Global, gave a thought provoking presentation on trends in live marketing and events to round out the evening.

MCH Global is part of MCH Group AG, Switzerland's leading fair, event and activation experience company. MCH Global continues to expand internationally to provide comprehensive live and event solutions and deliver extraordinary customer experiences around the globe.

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