



Novelty-Magnum-Dushow Group, IMF technical service provider

Novelty-Magnum-Dushow Group brought all its expertise at the Annual Meetings of the World Bank and the International Monetary Fund, organised in Marrakech from October 09 to 15, 2023.

In a constant effort to support its customers, Novelty-Magnum-Dushow Group worked alongside with the agency AVANT SCENE, to implement all the technical aspects of this huge international annual event.

This major event mobilized all the Group's forces, calling on teamwork and exceptional expertise in various fields such as : sound, lighting, rigging, power, video, translation and hybridization.



The Group was able to rely on the infrastructure and human resources of Dushow Maroc, which greatly facilitated the on-site work due to their excellent local knowledge.

In figures, this extraordinary operation represents :

90 Trucks

4 Weeks of
set-up

10 Days
of rehearsal

7 Days
of event

190 Technicians

55 Event
spaces
from 300 to 3000 peoples

688 Completed
events
an average of 100/day

The challenge was conquered with ease, despite the earthquake that struck the province of Al-haouz, 70 km from Marrakech. Novelty-Magnum-Dushow Group followed the host country's recommendations and continued to provide its expertise during these difficult times.

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