



Novelty expands its international working area to the Middle East by integrating the Dubai and Dammam based company IRIS



Due to the high demand of the “French Touch” beyond the borders of Europe, the management of NOVELTY France decided to sign a memorandum of understanding with IRIS.

IRIS which is established in the Emirates and Saudi Arabia was founded by its managing director Serge Huber. With more than 30 years of experience in the event industry, including 16 years in the Gulf region, Serge Huber has managed a large variety of leading events. The opening ceremony of the Burj Khalifa, the 50 th anniversary of Kuwait, the Abu Dhabi Art Fair, the World cup etc are a few of the prestigious events that have been managed by Serge and the IRIS team. In recent years, IRIS has proven their high skills and their passion for details at corporate events, conferences, concerts, galas, fashion shows, sports ceremonies, exhibition stands which has given them a very good and solid reputation within the GCC.

Similar corporate policies and future goals have brought IRIS and NOVELTY France together. The representatives of NOVELTY France and IRIS agreed on the terms and are now in the process of finalizing the procedures of audits and validations of the authorities.

The agreements are foreseen to be finalized at the beginning of September this year. IRIS will be integrated as a subsidiary of NOVELTY France with Jacques de La Guillonnière as President, Olivier Hagneré as General Manager and Serge Huber as Director of the agencies in the Emirates and Saudi Arabia.

We look forward in being part of this project and will communicate our combined intentions in the near future.

Jacques de La Guillonnière
Founding President

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