

Press Release
Regensdorf, 4 April 2014

Habegger Wins Export Award 2014

Switzerland Global Enterprise (S-GE) has awarded the 2014 Export Award during its annual foreign trade forum on April 3rd. Habegger AG, based in Regensdorf (ZH), has received the prize in the «Step-in» category, for its entry to the market of the Gulf region, providing the design, planning and installation of top-level event technology. Habegger succeeded in realizing three huge event projects in Qatar in 2013 and 2006, and in January 2014 it founded its own branch office in Doha, run by European managers. This is already the seventh time the Export Award has been made and it was presented before an audience of some 700 guests.

The Export Award is presented by S-GE (formerly OSEC) to honour companies whose entry to a market abroad, or strategy for entry to this market, is rated as successful and innovative. A jury of ten people judges the submitted projects, and makes the award to recognise and honour one Swiss enterprise to the best in each of the two categories «Success» and «Step-in». Ruth Metzler-Arnold, president of S-GE, presented the award to the two winners in the Messe Zürich exhibition centre.

The firm Habegger AG has been managing complex event projects in the international field for a number of years now. In the Arab region these have included an extensive technical and lighting project for the Asian Games in 2006, an elaborate lighting project for an entire area of the town of Doha in 2013, and a decoration project for the national holiday with large carpets of flowers in the public spaces in Doha. This successful collaboration in Qatar has led to trustworthy business contacts in the Gulf country, which have encouraged Habegger to establish a presence as a service provider in the immediate area and take on major new projects. In this venture it has been helped by Qatar's national vision (Vision 2030), which strives to position the country as a centre of sports and expertise within the Arab region, and for which large-scale international events and conferences are planned.

Thomas Wasshuber as the Managing Director is leading the day-to-day business activities of Habegger Productions LLC in Doha at the location. Habegger has a view to the future of special events in the Arab region, and expects to be involved in exciting major projects for sports events and conferences in Qatar.

More information:

Press Release: Habegger opens branch office in Qatar
<http://www.habegger.ch/de/firma/news-presse/pressemitteilungen-detail/news/detail/News/habegger-gruendet-niederlassung-in-katar.html>

Press Release: Export Award - from Switzerland Global Enterprise (S-GE)

http://www.s-ge.com/sites/default/files/private_files/MM_AWF_03042014_d_0.pdf

Immersive events by Habegger

Habegger develops, plans and implements immersive events. As one of the leading service providers in the field, Habegger completes more than 1,500 events, exhibits and architectural productions both at home and abroad. Thanks to 30 years of experience in the areas of event technology, interior and interactive design, digital signage and film/TV production, as well as the commitment of 140 employees, our projects leave a lasting impression.

More Information to Habegger:

<http://www.habegger.ch>

<http://www.habegger.qa>

Downloads:

https://upload.habegger.ch/Habegger_gewinnt_Export_Award_2014.jpg?login=ANONYMOUS



Caption (f.l.t.r.): Ruth Metzler-Arnold (President, S-GE), Simon Ackermann (President of the board, Habegger Group), Daniel Küng (CEO, S-GE)

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