

Arena Group International Success at Abu Dhabi Golf Championship

The Arena Group International Division received a boost when the organisers of the 2011 Abu Dhabi Golf Championships praised their event overlay capabilities and awarded the event structures supplier a new three year contract.

The Arena Group's Dubai based Harlequin Arena company was entrusted to provide the prestigious golf tournament's double hospitality structure, public village and temporary exhibition hall. All temporary structures were designed to reflect the branding aspirations of the Championships' new headline sponsor, HSBC.



Sponsors and VIP guests enjoyed World class golf as Martin Kymer scored a stunning 17 under par to achieve an eight shot victory, watching from Harlequin Arena's World class double decker structure overlooking the 18th green, which incorporated the latest air-conditioning technology introduced by Arena.

Each guest area was individually designed and the new state of the art temperature control system proved very responsive to each chalets individual requirements. The new investment also delivered a significantly improved performance with regards to reduced energy consumption, saving clients money and reducing the carbon footprint.

IMG produced the whole event on behalf of the Abu Dhabi Tourism Authority and the new headline sponsors HSBC, the IMG Championship Manager Paul Gillmon states:

"HSBC's experience at international sporting events means they have clear aspirations on representing their brand at the highest level. Coupled with the input of the Abu Dhabi organisers we have introduced a number of enhancements to what was already a great Championship. The Arena Group team has accommodated our suggestions brilliantly whilst also delivering their own ideas and improvements."



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