

mamemo productions was appointed by Rotana Media Services to create and organize launch event for Fox Series

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Dubai, United Arab Emirates, January, 2009. To celebrate the recent debut of Fox Series in the Arab world, mamemo productions lined up a special invitation-only VIP launch event at the Beach Lawn of Habtoor Grand Resort & Spa in Dubai. mamemo productions managed an outstanding entertainment show composed of fire breathers, music, modern dancers, as well as artists of Rotana TV, headlined by the famous Arabic singer Assi El Hallani. About 400 guests attended the breathtaking show created by Sam Katiela, Managing & Creative Director mamemo productions. For the occasion bringing the region's first dedicated free-to-air series channel Sam Katiela composed an extraordinary event, mirroring the vibrant, young, innovative and energetic content of Fox Series that ranges from animation, comedy, action, drama to horror. Capping the night's main festivities was a specially created Symphony of Fire featuring the latest in fire cannon technology. "The innovative and exceptional Symphony of Fire showcased passion, emotion, and magic that are the foundations of the new Fox Programme. The flames movements were perfectly synchronized to a theme music-mix of the five most famous series of Fox," explains Sam Katiela, who was appointed by Rotana Media Services (RMS), owned by the media mogul HRH Prince Al Waleed Bin Talal Bin Abdulaziz Al Saud, Chairman of Rotana Holding and partner of Fox International Channels (FIC), for the glamorous launch event of Fox Movies earlier this year. "It was an honour for me to create this second event gathering the two giants in the world of media," says Sam Katiela.

About mamemo productions:

mamemo productions (www.mamemo.tv) is based in Dubai, UAE and is one of the leading events management companies in the Middle East. Headed by Managing & Creative Director Sam Katiela, the company's portfolio includes a spectrum of projects ranging from corporate, sports, galas, private events as well as exhibit solutions for such clients as key departments of the Abu Dhabi Government, among them Abu Dhabi Urban Planning Council, Abu Dhabi Tourism Authority, Abu Dhabi Transport Authority, and Brand of Abu Dhabi, as well as Masdar, Aldar, Royal Jet, and Mubadala Development Company. mamemo productions has created also events for companies like Rotana Media Group, Fox Movies Channel, Abyaar, Dubai Lifestyle City, and the Dubai World Central (the world's biggest airport), among others and was responsible for the Green Dubai World Forum, that has taken place in October, 2008 at the Atlantis Hotel, Dubai. The innovative production company is also the creator of 'The Beach Polo Cup - Dubai' (www.beachpolo.net). Quite recently mamemo productions was appointed to create and manage the awards ceremony of Masdar Initiative's Zayed Future Energy Award taking place on the evening of January 19th 2009 during the World Future Energy Summit in Abu Dhabi.

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[You can find this press release here](#)