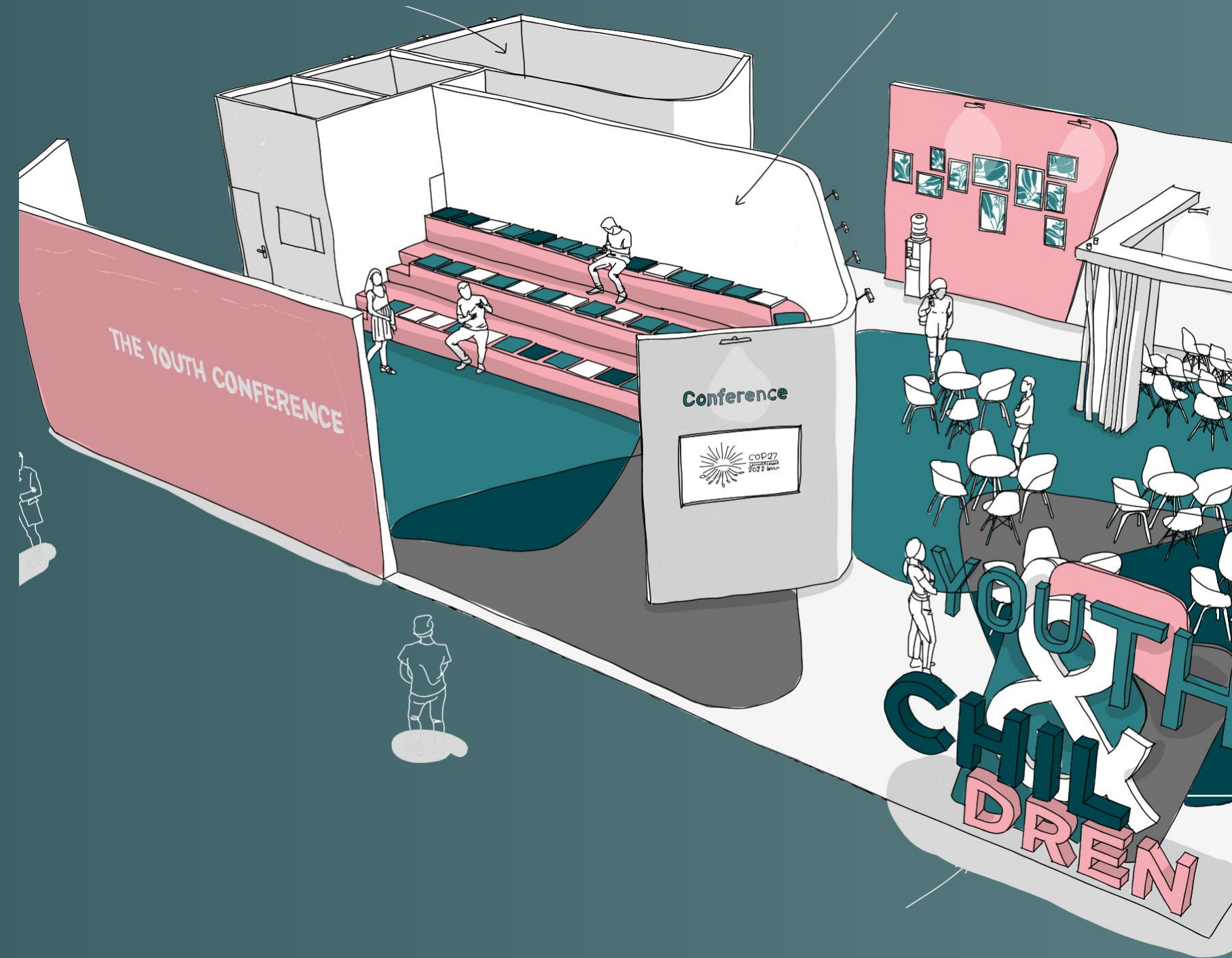


AC

ANAHUA CONCEPT

EVENT DESIGN



EXHIBITION BOOTH SPECIALISTS

We create immersive booths that share your brand story with the **World**.

ABOUT US

Anahua-Concept is a company specializing in the design and construction of booths at international exhibitions and trade fairs with over 18 years of experience in the European and Southeast Asian markets.

With extensive knowledge in the design and event organization industry, we re-cognize the importance of creating spaces that are both visually appealing and fully functional, to effectively introduce the customer's brand and products.



22+

YEARS IN INDUSTRY

600

BOOTH PROJECTS

200

CLIENTS

10

COUNTRIES

2,000

6m² TO 2000m²

30

BUSINESS PARTNERS

OUR VALUES

We take care of the entire booth creation process from the initial concept to the final installation

SHARE

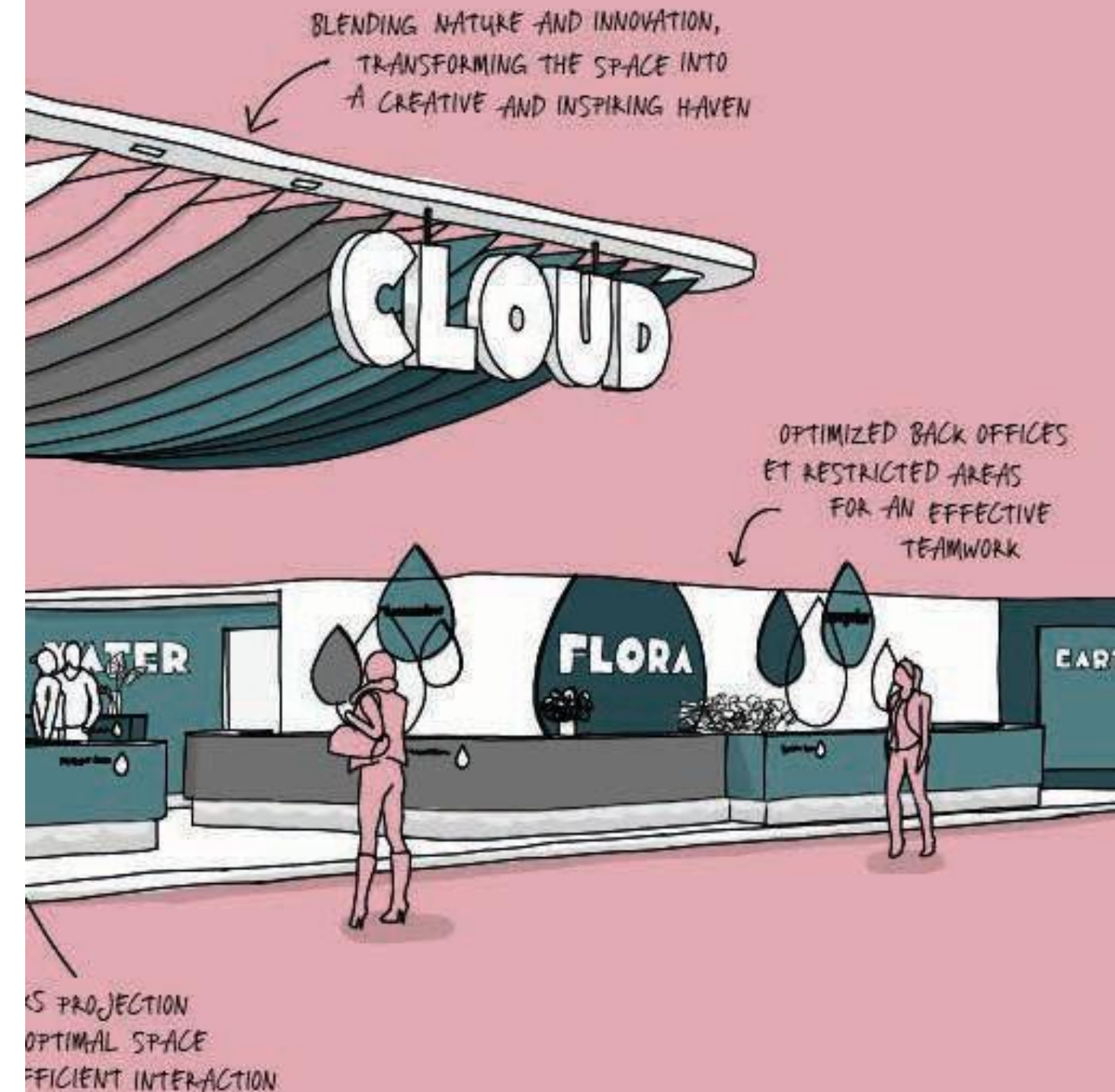
Your Vision: We collaborate with you to understand your unique vision, ensuring that every booth reflects the essence of your brand.

CARE

in Craftsmanship: With meticulous attention to detail, we care about delivering booths of the highest quality. Your success is our priority, and we take pride in the craftsmanship that goes into each project. We take care of the entire booth creation process from conception to completion.

DARE

to Stand Out: In a world of ordinary, dare to be extraordinary. Our stands are designed to make a bold statement, daring your competitors to keep up.



OUR SERVICES

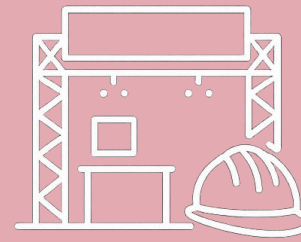
Comprehensive Exhibition Solutions

From concept development to on-site execution, we provide integrated exhibition services that help brands create impactful experiences while ensuring every detail is professionally managed.



EXHIBITION BOOTH DESIGN

Every exhibition begins with a design strategy. Booth concepts are developed to balance brand identity, visitor engagement, functionality, and spatial efficiency, creating spaces that communicate clearly while supporting business objectives.



EXHIBITION BOOTH CONSTRUCTION

Accurate execution transforms design into reality. From fabrication to on-site installation, every construction stage requires careful coordination to ensure quality, structural reliability, and timely completion before opening day.



ON-SITE EXHIBITION SERVICES

Supporting services, including promoters (PG/PB), gifts, F&B arrangements, furniture, and other event essentials - help create a more engaging and well-organized presence throughout the exhibition.

FOLLOW-UP END-TO-END CUSTOM-BUILTBOOTH

We take care of the entire booth creation process from the initial concept to the final installation



1.

CLIENT BRIEF & MEETINGS

Upon receiving your client brief, we'll schedule meetings to discuss your needs and showcase our expertise.



2.

DESIGN & QUOTATION

Upon agreement, our design team will create your booth, aligning with your vision. You'll receive a detailed quote.



3.

PLANNING & LOGISTICS

This stage involves coordinating with all services providers and material suppliers and planning the logistics of booth construction.



4.

BOOTH SET-UP & FOLLOW-UP

Expert builders bring the booth design to life, transporting and installing it at the event site. After the event, the booth is carefully removed.

CSR: MAKING A DIFFERENCE

OUR APPROACH TO BUSINESS EMPHASIZES ETHICAL BEHAVIOR, SUSTAINABILITY AND COMMUNITY INVOLVEMENT



- Optimize the design, production, and construction processes to reduce waste and mitigate potential risks
- Optimize transportation in every project to reduce cost and minimize the carbon footprint associated with logistics activities

- Implementing new technology in booth construction with reusable construction elements to mini-mize one-time-used materials
- Prioritize reusing furniture, products, and other materials across different projects



- Collaborate with other eco-friendly companies to source materials and furniture, such as plastic made from recycled waste
- Research and implement ideas for recycling materials, such as repurposing printed fabrics into souvenirs and collaborating with companies specializing in waste recycling after exhibitions



MEMBER OF THE WORLD'S LARGEST SUSTAINABLE EXHIBITION NETWORK



OSPI - A GLOBAL NETWORK OF EXHIBITION BUILDERS

Anahua-Concept is a member of the **ospí**® (*Octanorm Service Partner International*) Network - a global network of exhibition builders established by OCTANORM, connecting qualified partners across more than 40 countries through shared standards of quality, expertise, and collaboration.

A SHARED VISION FOR INTERNATIONAL EXHIBITIONS

OSPI was founded with a simple vision: to make international exhibition projects more efficient, reliable, and sustainable. Through a network of trusted local partners, exhibition spaces can be designed, coordinated, and delivered consistently across different markets worldwide.

WHAT THIS MEANS FOR OUR CLIENTS

As an OSPI member, Anahua-Concept is part of a global network built on collaboration, shared expertise, and consistent quality standards. This enables us to support international exhibition projects with trusted local knowledge, proven systems, and reliable execution across different markets - while promoting a more sustainable approach through the use of local resources and partners.

➤ **designed here.**

➤ **built there.**

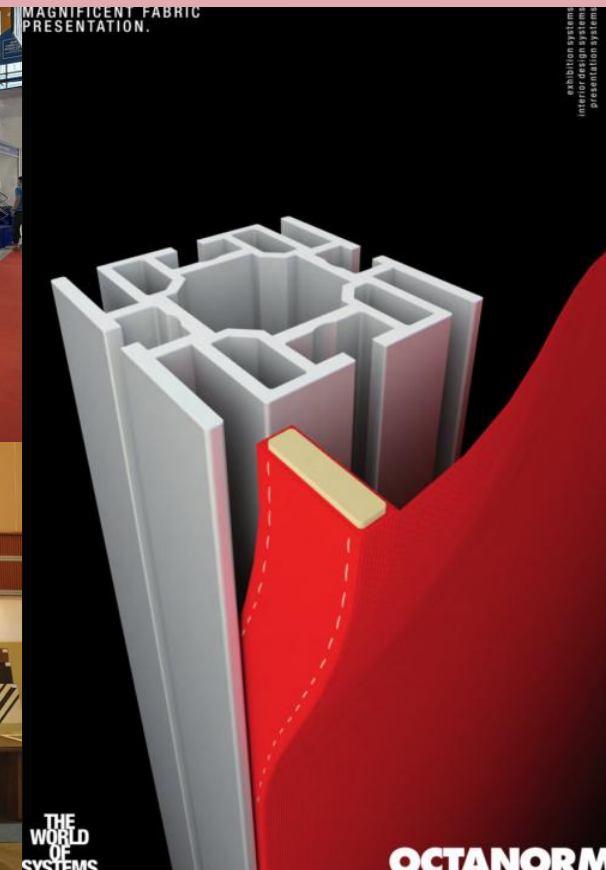


PREMIUM WOOD

Constructed with premium wooden structures, the Classic Booth is designed for **medium to large exhibition spaces** where design freedom is a priority. The system supports intricate architectural details, custom-built features, and high-end finishes, making it ideal for brands seeking a fully tailored exhibition environment.

OCTANORM SYSTEM

Built on the internationally recognized Octanorm modular system, this solution pairs aluminum framing with Premium Matte UV Fabric graphics for a clean and modern appearance. Ideal for **small to medium-sized booths**, The result is a clean, contemporary appearance with seamless visuals, lightweight construction, and efficient installation.



BOOTH SOLUTIONS

Solutions for Different Exhibition Objectives

Different exhibition goals call for different booth solutions. From practical modular setups to fully customized environments, each approach is designed to match the scale, budget, and purpose of the exhibition.

STANDARD BOOTH

A modular booth built to standard exhibition specifications, offering an efficient and cost-effective solution that can be enhanced with custom graphics and branding.



CUSTOM BOOTH | UNDER 25 SQM

Compact and functional layouts designed to maximize visibility and brand impact.



CUSTOM BOOTH | 25-50 SQM

Balanced spaces that accommodate product displays, meeting areas, and visitor engagement.



CUSTOM BOOTH | OVER 50 SQM

Large-scale environments designed for immersive brand experiences and customized spatial planning.



OUR PROJECTS

UNDER 25M2

6~10 M2



15 M2



18 M2



OUR PROJECTS

27~35 M2



36 M2



FROM 25M2 TO 50M2



OUR PROJECTS

OVER 50M2

54 M2



90 M2



72 M2



102 M2



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