

KMJK

PRODUCE, IMPACTA, CONECTA.

MICE Case Study:

XM TRADING



PRECEDENTS:

Event Name: Destellos del Sol, Gala XM

Country: United Arab Emirates

Date: February 22

Venue: Swissotel Lima

Number of Attendees: 150 pax

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EVENT TYPE: GALA DINNER

This event marked XM's first gala in Peru and was designed to bring together key partners and potential clients in an exclusive setting.

The gala featured awards, raffles, and special activities for attendees, aligning with XM's approach to strengthening relationships and rewarding its clients. These types of events are part of XM's strategy to expand its presence in key markets such as Latin America.

SERVICES OFFERED:

- Creative concept development for the event
- Stage setup
- Structures and furniture
- Ambience and decoration
- Audiovisual and lighting services
- Photo opportunities and activations
- Shows and entertainment
- Hosting and support staff
- Among others

