



**CASE STUDY**

# World Robot Olympiad 2015 & Qatar National Robot Olympiad 2015

Integrated Event Design, Branding, Production & Execution

# Delivering a Global-Scale International Event Through Fully Integrated Design, Production & Execution

## Event Details

**Location:** Al Shaqab Indoor Arena,  
Qatar Foundation, Doha

**NRO:** 30-31 October 2015

**WRO:** 6-8 November 2015

## Scale at a Glance

3,000+ international participants

55 countries represented

1,000+ students (NRO)

400+ teams | 250 schools

**Project Value: Multi-million QAR integrated execution program**  
(WRO package exceeding QAR 3M+)



# Organizers & Partners

## Organised By

- Maersk Oil Qatar (MOQ)
- College of the North Atlantic Qatar (CNA-Q)

## Supported & Endorsed By

- Qatar Petroleum
- Supreme Education Council (SEC)

## Global & Event Sponsors

Premium Sponsor

**LEGO Education**

Gold Sponsor

**Maersk Oil**

Supporting Sponsors

**National Instruments**

**TETRIX (Pitsco)**

**Matrix Robotics**

Global sponsorship participation positioned the event as one of the most significant international STEM platforms hosted in Qatar.



# Project Overview

**Printec Solutions Co. W.L.L.** was entrusted to deliver one of the most complex and high-visibility international event executions in Qatar — managing both the **Qatar National Robot Olympiad (NRO)** and the **World Robot Olympiad (WRO)** within a highly compressed timeline at the same venue.

The World Final brought together participants from 55 countries, representing a global STEM platform focused on innovation, creativity, and education.

- ① This assignment extended far beyond branding — it required **complete control over design, production, fabrication, logistics, and live event execution**, positioning **Printec** as a **fully integrated event execution partner**, not just a supplier.

# Project Scope

Printec delivered a **fully integrated, multi-division execution model**

## Creative & Concept Development

- Developed multiple event concepts (client-selected direction)
- Designed complete event visual identity system
- Created a **Qatar-themed "Souq" exhibition environment** integrating culture with technology
- Developed spatial experience including arena, exhibition, and cultural zones

# Printing, Production & Branding

## Printing & Production

- Offset printing (invitations, catalogues, publications)
- Digital & variable data printing
- Large-format production across multiple technologies:

Latex

UV

Eco-solvent

Textile

## Branding & Signage

- Full venue branding rollout
- Large suspended banners (up to 30m spans)
- Wayfinding and navigation systems
- Sponsor branding integration across all touchpoints
- Compliance with strict international branding guidelines (CMYK, Pantone, RAL systems)



# Exhibition, Fabrication, AV & Logistics

## Exhibition & Fabrication

- 25+ custom-built exhibition booths
- Full Souq-style fabrication environment
- VIP Majlis reflecting Qatari culture
- Robotics arenas, obstacle setups, and technical installations

## Logistics & Transportation

- 60+ buses coordinated (Karwa)
- Airport-hotel-venue operations
- Cargo handling, installation, dismantling
- 24-hour international arrival coordination

## Event Production & AV

- Stage design and fabrication
- LED walls, lighting, truss systems
- Sound systems and live event production
- Photography, videography, and broadcasting support



# Challenge | Solution | Outcome

## Challenge

- Two major international events within **9 days**
- Full venue transformation within **7 days**
- Managing **global participation (55 countries)**
- Maintaining **colour consistency across multiple technologies**
- Complex installations including large suspended structures
- Delivering a **global event with strong local cultural identity**

## Solution

Printec implemented a **fully integrated execution strategy**:

- **Modular design system enabling rapid venue transformation**
- **Pre-production and staging of key elements**
- **Advanced colour management workflows ensuring consistency across:**
  - Print
  - Signage
  - Fabric
  - Merchandise
- **Integrated execution across all in-house divisions:**
  - Printing
  - Signage
  - Carpentry
  - Event production
- **Cultural integration through Souq concept and Majlis environment**
- **Full logistics and operational coordination**

## Outcome

- Successfully delivered one of the **largest WRO global events**
- Achieved **seamless brand consistency across all platforms**
- Completed venue transformation within strict deadlines
- Delivered smooth experience for **3,000+ international participants**
- Recognised as a **benchmark project demonstrating full-scale execution capability**

# Team Involvement

This project was executed by a **highly coordinated workforce of 125+ professionals**, demonstrating Printec's integrated operational strength.

## Project Leadership & Coordination

- **Shabeer Abdul Rahman** - Overall Project Lead & Strategic Execution
- **Yaser Arafath** - Event Coordination & Client Interface
- **Abdul Samad** - Operational & Execution Support

## Creative & Design

- **Raju** - Art Direction & Visual System Development

## Production & Colour Management

- **Ansar** - Print Production Coordination
- **Haseem** - Graphic & Production Execution
- **Khaja Moinudheen** - Production Management

## Installation & Execution

- **Shajahan, Basheer, Sharath, Mahesh** - Installation & Site Execution Teams

## AV, Stage & Technical Production

- **Anoob** - Lighting, Sound & Stage Coordination

# Extended Workforce

Supported by Printec Group's **200+** professional workforce and **6,000 sqm** integrated production infrastructure.



## Creative Designers

Conceptual and visual design specialists driving the event's identity and spatial experience.



## Pre-press & Colour Management Specialists

Ensuring brand accuracy and consistency across every printed and fabricated element.



## Fabrication & Carpentry Teams

Building the Souq environment, VIP Majlis, exhibition booths, and structural installations.



## Large-Format Production Technicians

Operating Latex, UV, eco-solvent, and textile printing systems at scale.



## Logistics & Transportation Coordinators

Managing 60+ buses, airport transfers, cargo, and 24-hour international arrival operations.



## Skilled Installation Workforce

On-ground teams executing venue setup, suspended structures, and full dismantling operations.



# Why **Printec**

Because complex projects demand total control — not fragmented execution.



## Integrated Design + Production + Execution

All capabilities unified under one system — no handoffs, no gaps, no delays.



## Advanced Colour Management

Ensuring brand consistency across every technology, material, and touchpoint.



## In-House Capabilities

Printing, signage, fabrication, and events — all delivered from within Printec's own infrastructure.



## Proven International Delivery

Demonstrated ability to deliver high-value, time-critical, international projects at global scale.

One partner. Total responsibility. Guaranteed delivery.





WRO & NRO 2015  
stand as landmark projects  
demonstrating  
Printec's ability to execute  
international-scale events  
where branding, production, logistics,  
and execution  
operate as one unified system.

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