

IFEA Hall Of Fame 2014 Submission

A) Individual Submitting Nominee

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2. I am willing to ensure my nominee is able to attend the luncheon
3. I am willing to assist the IFEA and the inductee in gathering materials to prepare the induction video

B) Nominee Information

1. Pach Ang
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C) Nominee Questions

1. Explain how your nominee has made a difference to the festivals & events industry.

In 2009, Pach Ang was engaged to conceptualize, choreograph and create the globally renowned International Defense Exhibition opening ceremony in Abu Dhabi.

Pach was directly responsible for the conceptualization and execution of a 30-minute tightly choreographed extravaganza, which showcased military capabilities and technology. This planning, execution and logistics for the opening ceremony was a mammoth project. It saw the construction of a 5000m² obstacle course made out of sand and constructed above the existing highway, to act as a terrain for tanks and other military vehicles as well as a 96m long LED screen (the longest moving LED screen ever made).

Pach used his vast military knowledge to commandeer 300 soldiers and 100 personnel from the Police Force in performance formations. In addition to military hardware, three Block 60 F-16s E/F and three Mirage 2000-9 fly-pasts, heliborne rope-down thrills. The National Newspaper described IDEX 2009 as "the most grand yet."

Without hesitation, Pach was appointed to create the next IDEX Opening ceremony in 2011 following the great success of his previous production and for the second time in a row RedFilo Events was proud to be the official producer for this military exhibition. The 40-minute ceremony was the first-ever military display staged in a realistic war scenario with interaction of land, sea and air. Pach was driven to raise the bar once again and using his parachuting expertise he set about creating the world's largest FMX Motor Cross Display and the world's first XRW skydiving display, which included dangerous stunts, created with canopy and wing suit link. This death-defying escapade brought huge media attention as nothing of it's kind had been seen before, especially not in the Middle East.

Pach Ang inspires not only to create innovative experiences in the Middle East but also to put the Middle East on the map as the world's leading region for breathtaking entertainment. He is restless in his endeavor to discover new talent, nurture imaginative thought, devise groundbreaking spectacles and form a global platform for events in the United Arab Emirates and the Middle East.

In 2011, Pach was looking to push boundaries once again and on behalf of the Critical National Infrastructure Authority, he trained 22 Arabic military personnel, none of who could swim initially, to form the world's largest Jet Ski display team concluding with an inaugural public demonstration in Abu Dhabi, Ajman, Dubai and Fujairah during the UAE 40th National Day celebrations together with some of the world's top Jet ski champions.

As a specialist in producing large scale sporting events, in 2009 Pach Ang travelled to Las Vegas in search of the world's greatest figure skaters after being inspired to utilize the great Ice Rink facilities available in the Middle East. In conjunction with the Abu Dhabi's biggest annual festival, a 60min original extravaganza was created, combining the elegance and beauty of world-class figure skating with the mystifying world of grand illusion and the unique artistry

of the performing arts as 'Magic on Ice' made it's Middle Eastern Premier. Such was the success of this magical show that again in 2010, Pach designed and produced 'Fantasy on Ice' bringing 15 internationally renowned skaters and illusion artistes together in a 2 week long headline show performance that is part of the Summer in Abu Dhabi festival. This world-class performance also featured a state-of-the-art 400 square meter ice floor specially flown from Germany, another first-see in the Middle East.

Setting his sights higher and motivated to bring the worlds very best entertainment to The Middle East, Pach orchestrated and produced the Middle Eastern debut of the world's largest circus direct from New York City, 'The Big Apple Circus'.

Over the years, Pach has built strong partnerships with governing bodies such as the Abu Dhabi Tourism Culture Authority and The Executive Council as they recognized him for his innovative ability to create exceptional experiences with no compromise on quality and they appointed RedFilo Events production of mega festivals. It was during 'Summer in Abu Dhabi' 2011 that Pach stunned audiences by creating the world's first Smurf™ Village, complete with human sized mushroom houses and a fully functioning fishing pond. Again in 2012, Pach and RedFilo events built another world's first, this time creating the immensely popular Twentieth Century Fox film, IceAge™ Village.

2. Submit a general overview of your nominee's career.

Since its inception, the Founder and Managing Director, Pach Ang, has been heading RedFilo in creating unique events. His background enables him to look beyond the event perspective and gives him the ability to lead the company with clear values and goals to greater achievements.

As founder of RedFilo, Pach's event foundation is built from more than 30 years of military training, specifically in the Special Forces of the Singapore Armed Forces (SAF). His training armed him with the discipline and project management skills required in large-scale events.

He held major appointments in the organization of events, both locally and at an international level. In 1995, Pach formed the renowned Singapore Skydiving Team, The Red Lions. Over the years, he developed the team into the region's most elite outfit, claiming Champion in Formation Skydiving for three consecutive years from 2005, as well as claiming the top position in Australia's Individual Skydiving Championship in 2003.

Pach Ang's unique brand of leadership and organization provided him with the ideal platform to launch RedFilo Events in 2008, having envisaged numerous potential opportunities in Abu Dhabi.

The recent years have been extremely exciting for Pach at RedFilo Events, as the company has grown enormously in scale, reputation and strength. RedFilo is able to capitalize on its team's capability and build a reputation for conceptualizing and organizing turnkey events that are both effective and cost efficient.

RedFilo now organizes some of the biggest events held in Abu Dhabi and the UAE, being awarded some of the region's major events for the fifth year running places RedFilo onto a higher benchmark and sets RedFilo apart from any other events company, all thanks to Pach Ang's intrepid leadership.

Pach believes in elevating the standards of events, by ensuring superior quality and professionalism, engaging the audience and to promoting excellence. He is guided by a commitment and values to exceed the aims and objectives of clients.

RedFilo has successfully acclaimed multiple prestigious awards since 2009 at the coveted Middle East Event Awards. In the recent Middle East Event Awards 2013, RedFilo Events was accorded the 'BEST EVENT DESIGN' for Summer In Abu Dhabi and 'HIGHLY COMMENDED' for 'BEST FESTIVAL'.

Pach Ang's extensive experience from his past military career has helped him transfer a wealth of knowledge in his leadership and daily management of RedFilo.

A firm believer of leadership by example, Pach Ang reiterates the importance of teamwork to his staff. Even as a Managing Director of RedFilo, it is not uncommon to see him working side by side with the laborers during production or brainstorming with the junior staff during event planning stages.

Pach Ang has created a working environment with his staff, where everyone is encouraged to demonstrate initiative and openly discuss their ideas. Besides the normal office routines, RedFilo holds a weekly evening gathering, be it in the form of a barbeque or potluck dinners, creating a friendly atmosphere amongst his staff.

Besides, the weekly informal gatherings, he also organizes quarterly

retreats, organized in 5 star hotels or resorts. Quarterly reviews, future strategy and visions are normally discussed during the retreats as well as allowing staff to relax and socialize informally.

Staff are evaluated through a system of peer appraisal, whereby the conventional method of top down management is discarded in favour of lateral assessment. This has greatly encouraged teamwork amongst staff.

Another HR policy that he practices is the mentoring policy, whereby his or her senior counterpart mentors a junior member staff.

Personal professional advancement amongst the staff is also being carefully managed. He firmly encourages staff to pursue skills and academic advancement, to develop their careers in this industry. Besides that, Pach firmly believes in developing a mutual exchange of ideas amongst other event industry players and staff of RedFilo. This healthy exchange of ideas has greatly enhanced the learning and imparting of knowledge amongst the events industry practitioners in the region.

During large-scale productions, hundreds of temporary project staff are employed to assist in the operation and execution of projects. The project staff are welcomed as a vital part of the team and their views and suggestions are always taken into account. An example of this can be seen, whereby some of the project staff have returned to work for RedFilo over several consecutive years. Open communication is another HR policy practiced at RedFilo, cultivating a culture of openness and shared information. All staff are reminded of the managing director's 'Open Door' policy in which he refers to his own office door being open to employees at all times. At Redfilo, an environment of psychological safety is provided in which employees can make and learn from their mistakes, while feeling comfortable asking for help.

Being a cosmopolitan company with staff of multiple nationalities, Pach has managed to develop cohesion between employees and a strong company culture.

Pach and RedFilo were once again triumphant at The Middle east Event Awards as they scooped the prize for 'Employer of the Year', which is considered to be one of the most prestigious categories involved

3. Describe the level of involvement you nominee has had with the IFEA during their career.

Pach Ang is fairly new to the IFEA but he has been committed to the Asian and Middle Eastern industries for so many years and is excited to have joined such as esteemed and highly regarded community. He hopes to continue to grow this relationship and create firm partnerships and friendships.

4. What Void would there be if he were not an event professional?

Pach Ang has developed and nurtured an international team at RedFilo who understands the importance of heritage and culture. These values instilled in them by their employer and mentor has allowed important cultural and arts within the Middle East to be developed, focusing on the celebration and preservation of the rich Arab history which has shaped the region today. Pach's respect and adoration for the heritage of the Middle East led him to produce Al Gharbia's 42nd National Day celebration show, choreographing a spectacular pyrotechnic display that elated audiences of all ages and backgrounds.

Pach's commitment to the celebration of Middle Eastern nationalism and Arab patriotism was clearly demonstrated at this year's Dubai Shopping Festival as RedFilo in collaboration with Dubai Festivals and Retail Establishment conceptualized and produced 'The Bedouin Lifestyle' event which was a particularly significant event educationally as it offered a unique insight into the ancestry of the nomadic Bedouin dwellers. Pach's primary objective was to create an event that not only enraptured audiences in the vast cultural and historical teachings of the visiting Bedouins but also acted as a performing arts platform in which each country was able to showcase their mesmerizing musical ability and ancient dance practices during a captivating daily stage show. This unique blend of both creative elements allowed audiences to become completely immersed in the Bedouin experience and true Arab culture, which Pach shows great respect and appreciation for.

As an esteemed member of the International Special Events Society, Pach is often asked to speak publicly about his vast industry knowledge and experience, most recently giving an in-depth lecture to students and aspiring young professionals at The Event Management Development Institute in Dubai. Acting as a positive role model and a mentor is a primary objective for Pach as he hopes to inspire future players in the Middle Eastern Event Industry.

It's one challenge to supply audiences with an entertaining event but yet another to offer them an opportunity to experience something new, to reach out into the unknown and educate the Middle Eastern population of a world they were oblivious to.

Pach Ang does not believe in goals, as that would mean setting a limit to his capability and profoundly, the impact he can create. He refuses to settle for mediocre and will always question "How?" "How can we make it bigger? Better? Faster? Brighter? Louder?"

Pach Ang's contribution to the Middle Eastern Events industry is simply that he has offered it an element it did not know existed. He has educated and stunned, creating an impact beyond the wildest of dreams while sparking the imaginations of so many. He strives to open Middle Eastern eyes to the many unsung wonders of the world.