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Our Clientele



Our Clientele



بازار



OUR STORY

At MARCEM, our mission is simple: to create events people remember. We specialize in corporate functions and productions, providing event planning, design, catering, photography, and cinematography services. With a trained and passionate team focused on detail and precision, we transform ideas into flawless execution. Whether it's a business event or a social occasion.

○ Vision

To be the leading event management company in Pakistan, recognized for bespoke events planning services.

🔊 Mission

To deliver exceptional events through creativity, precision, and passion, turning every client's vision into reality.



Our Board Members



**MUHAMMAD
SHARIQ AFAQ**

Founder & CEO

Muhammad Shariq Afaq, born and raised in Karachi, combines a passion for client satisfaction and lifestyle experiences with over 15 years of professional expertise. After a successful career in the automotive industry, he transitioned into event management, where he built a strong team and vendor network and dedicated himself to delivering exceptional services while actively supporting local arts and culture.



**MUHAMMAD
UMAIZ AFAQ**

DIRECTOR

A key pillar of the team, he brings extensive national and international experience in catering and event management, with numerous success stories in the Corporate sector. Under his guidance, MARCEM consistently delivers well-balanced, innovative, and memorable events.

**FAIZA MUHAMMAD
SHARIQ**

DIRECTOR

A Managing Partner with international experience and outstanding organizational strengths, she is dedicated to bringing clients' visions to life. Her ability to align strategy with creativity ensures events unfold exactly as imagined.



**MUHAMMAD
JUNAID AFAQ**

OPERATION HEAD

As Operations Head at MARCEM Events Pvt. Ltd., Junaid brings over 7 years of expertise in managing large-scale corporate and brand events. His ability to align teams and uphold MARCEM's high standards guarantees events that are both presentable and memorable.

Innovation & Strategy



Client Brief

Detailed evaluation of the brief by strategic experts, including a fit-gap analysis with the client, is carried out before moving ahead.



Brain Storming

Strategy, automation, and technology teams collaborate to drive ideation and develop tailored concepts.

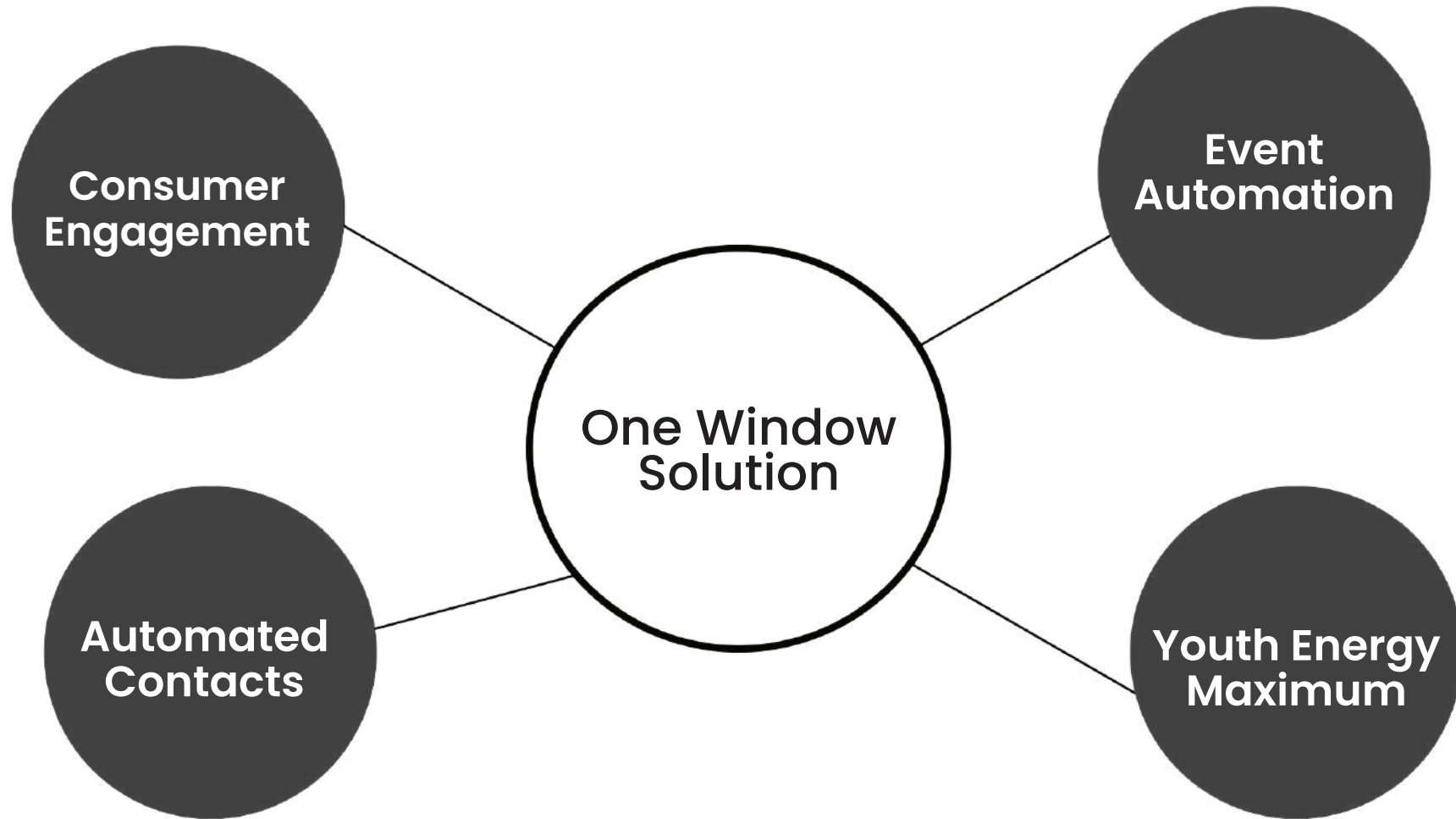


Client Brief

Robust operations in major cities with proven expertise in managing and delivering complex projects.



Brand & Strength



Corporate Gallery





Corporate Engagements

We understand your professional approach and reputation for your envisioned event. It's also very challenging to plan a purposeful corporate event that can match your vision. From the planning to the execution and every element of creativity along with improvisation, we work with our talented team to produce the best for you.

Our Corporate Events include:

- | | | |
|------------------------|------------------------------|--------------------|
| ✓ Conferences | ✓ Corporate Board meeting | ✓ Academic Events |
| ✓ Seminar | ✓ Year-End Functions | ✓ Religious Events |
| ✓ Team Building Events | ✓ Workshops | ✓ Farewell Parties |
| ✓ Trade Shows/Expos | ✓ Appreciation Events | ✓ Concerts |
| ✓ Corporate Dinners | ✓ Charity/Fundraising Events | ✓ Shows |
| ✓ Product Launches | ✓ Inauguration ceremony | ✓ Exhibition |

CONFERENCE

SERVICES:

- Networking Opportunities
- Brand Visibility
- Market Insights
- Lead Generation
- Knowledge Sharing
- Product Launch Opportunities
- Feedback and Insights
- Team Building
- Competitor Analysis
- Thought Leadership





Table 1. Emerging themes from the thematic analysis of open-ended questions

Sample size (n=100)	Emerging themes (n=100)
1. I found it very hard to find a good answer to the question (10% of the sample)	lack of training (10) lack of resources (10) lack of knowledge (10) lack of time (10) lack of motivation (10) lack of interest (10) lack of information (10) lack of experience (10) lack of skills (10) lack of confidence (10)
2. I found it very hard to find a good answer to the question (10% of the sample)	lack of training (10) lack of resources (10) lack of knowledge (10) lack of time (10) lack of motivation (10) lack of interest (10) lack of information (10) lack of experience (10) lack of skills (10) lack of confidence (10)
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Source: Author's own work. The data were collected from the open-ended questions in the survey.

AWARD CEREMONY

SERVICES:

- Employee Recognition
- Increased Motivation
- Stronger Team Bonds
- Improved Employee Retention
- Positive Work Culture
- Enhanced Communication
- Feedback Opportunities
- Brand Advocacy
- Reinforced Company Values
- Community Building





SEMINAR

SERVICES:

- Focused Learning
- Professional Development
- Team Collaboration
- Networking Opportunities
- Enhanced Problem-Solving
- Inspiration and Motivation
- Brand Visibility
- Feedback Gathering
- Cost-Effective Training
- Strategic Insights





CONCERTS

SERVICES:

- Brand Exposure
- Community Engagement
- Employee Engagement
- Networking Opportunities
- Marketing Opportunities
- Cultural Alignment
- Corporate Social Responsibility
- Customer Loyalty
- Memorable Experiences
- Talent Showcasing





TRADE SHOWS / EXPOS



SERVICES:

- Brand Exposure
- Lead Generation
- Networking Opportunities
- Market Insights
- Product Launches
- Sales Opportunities
- Customer Engagement
- Educational Sessions
- Cost-Effective Marketing
- Industry Positioning



CORPORATE DINNER

SERVICES:

- Relationship Building
- Networking Opportunities
- Employee Morale
- Recognition and Awards
- Brand Image
- Feedback Gathering
- Cultural Integration
- Strategic Discussions
- Client Appreciation
- Brand Promotion





PRODUCT LAUNCHES/ BRAND EXECUTION

SERVICES:

- Increased Visibility
- Market Entry
- Lead Generation
- Customer Engagement
- Feedback Opportunities
- Competitive Advantage
- Revenue Growth
- Brand Strengthening
- Cross-Promotion
- Employee Morale





CORPORATE BOARD MEETING

SERVICES:

- Strategic Decision-Making
- Oversight and Governance
- Accountability
- Risk Management
- Financial Oversight
- Resource Allocation
- Stakeholder Engagement
- Talent Development
- Innovation and Growth
- Culture and Values





Green Financing



SHOWS

SERVICES:

- Brand Visibility
- Customer Engagement
- Market Research
- Networking Opportunities
- Demonstration of Expertise
- Sales Opportunities
- Team Building
- Cultural Promotion
- Entertainment Value
- Feedback Gathering

PHD L'ORÉAL
PARIS
BRIDAL WEEK





INAUGURATION CEREMONY

SERVICES:

- Brand Visibility
- Celebration of Milestones
- Stakeholder Engagement
- Media Coverage
- Employee Morale
- Community Connection
- Networking Opportunities
- Showcasing Innovation
- Cultural Reinforcement
- Setting Future Goals



KARACHI PORT TRUST



INAUGURATION OF 300 KW HYBRID CONTROLLER SOLAR SYSTEM AT
KPT HOSPITAL

BY

MUHAMMAD JUNAID ANWAR CHAUDHRY
HONORABLE MINISTER FOR MARITIME AFFAIRS

ON

03 JUNE 2025

CONVOCATION / FAREWELL

SERVICES:

- Employee Recognition
- Closure for Employees
- Team Bonding
- Positive Work Environment
- Networking Opportunities
- Encouraging Open Communication
- Promoting Loyalty
- Reinforcing Company Culture
- Future Connections
- Morale Boost

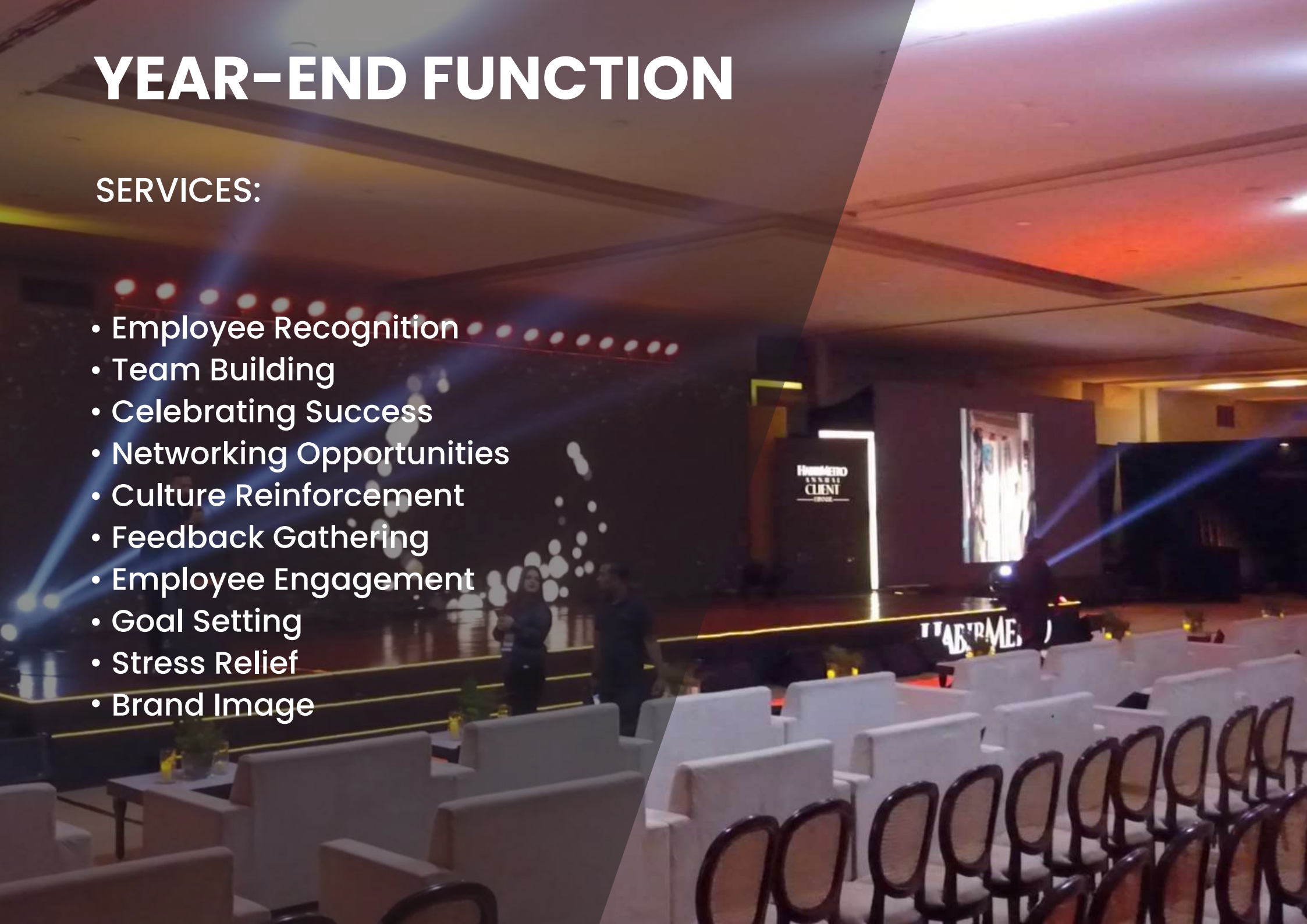




YEAR-END FUNCTION

SERVICES:

- Employee Recognition
- Team Building
- Celebrating Success
- Networking Opportunities
- Culture Reinforcement
- Feedback Gathering
- Employee Engagement
- Goal Setting
- Stress Relief
- Brand Image





WORKSHOP

SERVICES:

- Skill Development
- Knowledge Sharing
- Increased Engagement
- Problem-Solving
- Team Collaboration
- Boosted Morale
- Adaptability
- Feedback and Ideas
- Leadership Development
- Cultural Alignment



CHARITY/ FUNDRAISING EVENTS

SERVICES:

- Community Engagement
- Positive Brand Image
- Employee Morale
- Team Building
- Networking Opportunities
- Skill Development
- Customer Loyalty
- Attracting Talent
- Tax Benefits
- Market Differentiation



RETREAT PROGRAM

SERVICES:

- Team Building
- Culture and Values
- Employee Morale
- Enhanced Communication
- Increased Motivation
- Community Connection
- Networking Opportunities



TEAM BUILDING

SERVICES:

- Improved Communication
- Stronger Relationships
- Increased Morale
- Enhanced Problem-Solving Skills
- Clarified Roles and Responsibilities
- Conflict Resolution
- Motivation and Engagement
- Creativity and Innovation
- Recognition of Strengths
- Improved Productivity



RELIGIOUS EVENTS

A hand holding a wooden prayer book with intricate carvings and a string of prayer beads. The background is a blurred outdoor scene with greenery and a body of water.

SERVICES:

- Cultural Awareness
- Employee Engagement
- Team Building
- Community Connection
- Values Alignment
- Stress Relief
- Networking Opportunities
- Brand Image
- Volunteer Opportunities
- Cultural Competence

Chauffeur Services



PRODUCTION SERVICES

A professional video camera on a tripod is the central focus, positioned in a dimly lit room. In the background, a staircase with a wooden railing is visible, illuminated by a warm, ambient light. The overall atmosphere is professional and cinematic.

Services Offered:

- Stage design, setup & fabrication
- Sound systems
- Lighting design & special effects
- LED screens, projection & visuals
- Backdrop, truss & rigging structures
- Event décor & theme execution
- Multimedia content & graphics support
- Live streaming & technical crew support
- Power supply & generator arrangements
- Script Writing
- Photography & Videography

HOSPITALITY SERVICES

Services Offered:

- Accomodation
- National & International Tourism
- Food & Beverages
- Recreational Facilities
- Security
- Valet



CATERING

SERVICES:

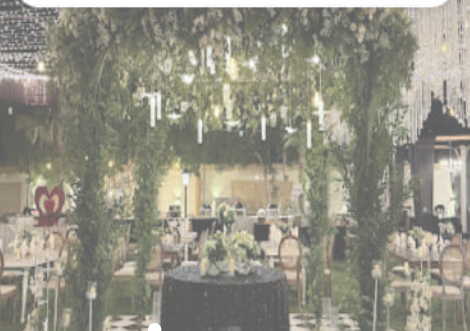
- Exquisite Culinary Creations
- Professional Chefs & Staff
- Tailored Menu Options
- Premium Quality Ingredients
- Creative Food Displays
- Seamless Service Flow
- Dietary & Cultural Considerations
- Stress-Free Hosting
- Enhanced Guest Experience





+92 21 35301807

MARCEM Event Solutions



MARCEM Event Solutions

4.8 ★★★★★ (103)

Event planner

Overview

Reviews

About



Directions

Save

Nearby

Send to
phone

Share

15/C, 5 4th Zamzama Ln, Phase Karachi, 75600,
Pakistan

Located in: Paki Mall

Open · Closes 8 PM
Updated by this business 7 days ago

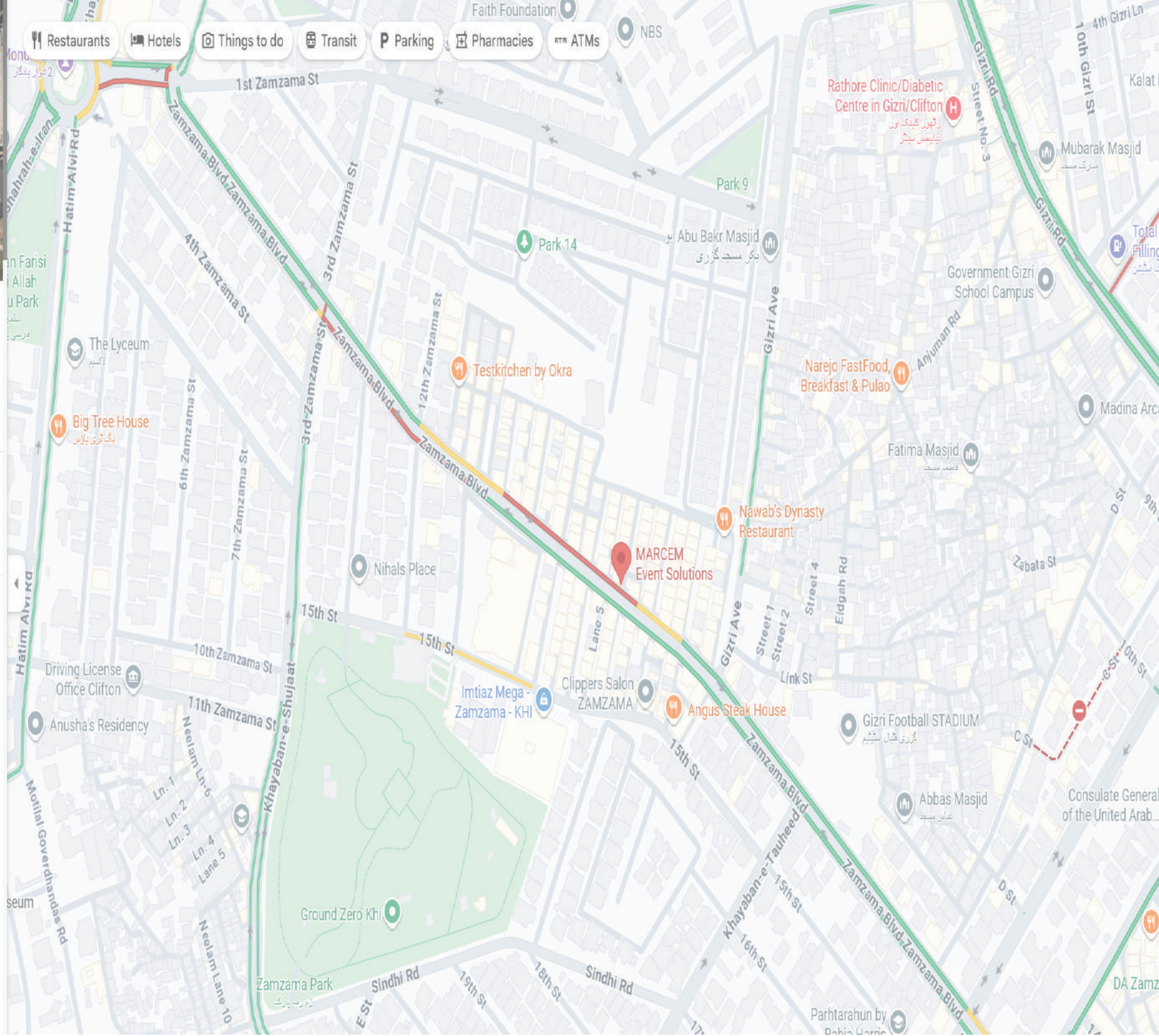
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Authority, Karachi, Pakistan

Identifies as women-owned





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