



Benny Arackal,
Owner & MD

Benny, a Xavier Institute of Management and Entrepreneurship alumnus, boasts two decades in exhibition design. Formerly a Founding Partner at Strokes Exhibits, he now leads DEC EXPO CREATIVE as Managing Director. With a rich experience in shaping Dubai's exhibition industry, his global projects showcase expertise in design management, branding, and integrated marketing.

DEC EXPO CREATIVE

Elevating Exhibition Dynamics Through the Lens of Branding

Exhibition booths are not just any built structures; it is the canvas where brands paint their products, services, and ideas in bold strokes, making their names indelible in the minds of attendees. These spaces often represent your brand, and you need a safe hand to turn your stall into a unique experience. Especially in the city of all splendour - Dubai, where exceptional is the new normal, you indeed need contractors who think like marketers and entrepreneurs, to showcase the best of your business image in front of the world. DEC EXPO CREATIVE is indeed one such brand that views exhibitions not just as structural and design combinations but as a potent tool for marketing. Founded by Benny Arackal, who carries branding experience, DEC EXPO CREATIVE approaches each project with a meticulous focus on brand visibility and communication.

A Beacon in a Booming Market

According to EV, Dubai, a leading global events hub, hosts over 800 events annually, drawing 3 million visitors and making an economic impact of billions of dollars. Anticipated to grow further in 2024 and 2025, the market welcomes new avenues in the Dubai Expo Creative and other major international events.

Benny attributes this surge to Dubai's global outlook, positioning the city as a central hub for tourism, business, and trade. "The government's open policies have attracted new investors, fostering growth and innovation. Booming real estate and increasing resale, further strengthens Dubai's stature as a hotspot for events. DEC EXPO CREATIVE, against this backdrop, is significantly striving to contribute to the industry," he adds.

The Inception

Once we face a setback in life, we are always left with three options. One is to grieve around the setback, the second is to find opportunities, and third is to create opportunities.

And Benny chose the third option. The founder, having previously established an acclaimed company in the industry, made a pivotal decision two years ago. Walking away empty-handed from a company that he co-founded and nurtured for nearly 18 years, the next day he decided to establish DEC EXPO CREATIVE. Benny Arackal shares, "I had only thought in my mind, if I could build a company from scratch and raise it to become one of the largest in the region, it could be done once again."

The founder emphasizes the importance of self-belief without overestimation. His advice is to stay grounded, leverage personal abilities, and embark on a focused journey towards goals. The key lies in creating a roadmap for one's aspirations, developing plans for the short and long term, and progressing day by day – taking one step at a time.

Unique Approach

The distinctive approach of the DEC EXPO CREATIVE lies in its end-to-end management of the exhibition process. From conceptualization to dismantling, the team at DEC Expo ensures that every detail aligns with the brand's identity and marketing objectives. The company's emphasis on precise planning and execution sets it apart from the competition.



DEC's X-factor is the team's skill of handling challenges and optimizing the exhibition spaces

Benny highlights, "Players in Dubai are quick to embrace state-of-the-art technology, and DEC EXPO CREATIVE is no exception. However, what truly differentiates the company is the skill of its people. With their agility and capability to handle time-bound challenges, the team at DEC Expo utilizes its expertise to deliver projects within tight deadlines. "We view the exhibition as a powerful marketing tool. Our perspective is unique; we see exhibitions as a way to market and showcase a brand, not just as a networking opportunity".



Representing a company in a limited space presents challenges, as there are often numerous elements to showcase, and the client's objectives are big. The team at DEC EXPO CREATIVE discusses priorities with clients and creates a design brief that aligns with their goals. "Our X-factor is our skill of handling challenges and optimizing the spaces," Benny remarks.

Another key aspect of DEC EXPO CREATIVE's success is their seasoned designers, each carrying a minimum of 15 years of experience. They are capable of striking a balance between aesthetic appeal, functionality, and client requirements. The team's ability to understand the client's needs and optimize designs within budget constraints positions DEC Expo as a leader in delivering meaningful and impactful exhibition spaces.

Staying Ahead of Trends

Under Benny's guidance, DEC EXPO keeps a vigilant eye on emerging trends. Through extensive research, participation at industry shows, and collaboration with suppliers, it ensures that its designs incorporate the latest materials and technologies. The company's commitment to innovation is evident in its use of holographic projections, kinetic walls, and dynamic elements that elevate experiences. Today, as the market continues to flourish, DEC EXPO remains at the forefront crafting unforgettable brand journeys that redefine the very essence of exhibitions. [USA](#)