



# The Novelty-Magnum-Dushow Group is now established in Portugal



NOVELTY is pleased to announce the acquisition of the company CHS - Creative Productions. Founded in 1994, this company is specialized in technical services for festivals, concert tours and events.

CHS is now part of the Novelty-Magnum-Dushow Group and becomes the reference agency for Portugal (CHS by Novelty - Novelty Portugal). The executive team includes Jacques de La Guillonnière as President, Olivier Hagneré and Christian Lorenzi in General Management, and Carlos Esteves, co-founder of CHS, who will continue to lead the team.

CHS by Novelty-Portugal will benefit from the entire infrastructure and support services of the Group to ensure clients the same expertise. The Group will support this new Portuguese structure by investing in new audiovisual equipment and relocating to new premises, 30 minutes from the center of Lisbon.

Carlos Esteves, Head of the Portuguese subsidiary says: «It is an honor to join the Novelty-Magnum-Dushow Group, to serve the Group's clients in Portugal, and to expand our technical offerings in the Portuguese market.»

We welcome the CHS by Novelty-Portugal teams in the Group.

## Feel free to contact our teams:

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The Novelty-Magnum-Dushow Group provides its know-how and tailor-made support in Audiovisual Technical Solutions through its locations and brands.