



**British Council, Commonwealth Head of Government Meeting,
Uganda, November 2007**



This is a high-profile British Council programme customised for the youth attending CHOGM. Youth from all Commonwealth countries, as far as Tonga in Pacific, Maldives in Indian Ocean and Trinidad and Tobago, converged to Kampala for this grand youth fiesta.

One participant: *'Great, absolutely fantastic. We need this stuff'*

NESPRESSO, at International Jockeys Day, Champ de Mars, 02 December 2007



Nespresso was at the races and the gorgeous ladies flocked to have a glimpse, if not a sip of the delicious high-end coffee of Nestle. Blast offered a turnkey solution, from liaising with Mauritius Turf Club to ensuring production of trophies and selection of hostesses and their training. Some snapshots of the glamorous few who were invited...

Holcim (Mauritius): Training for masons, 20-25 October 2007



This intensive 5-day training was conducted by Institut Superieur de Technologie and organised by Blast. Media relations added value to the whole campaign.

Pascal Naud, CEO Holcim Mauritius: *'The whole event was very well organised. Great job!'*

Our Phoenix Beer launched in true Mauritian style in Durban, 16 November 2007



Phoenix was launched at Caffè Vacca Matta on Sunset Boulevard in Durban. Some glitzy guests like the Bafana Bafana boys and famous DJs rocked the night away in honor of our proudly Mauritian iconic beer.

Blast family is growing; Sandrine, the new lady on the block



Beautiful, intelligent, soft-spoken, with a great attitude and a flair for 'ze story', Sandrine is the new PR executive.

An ex-journalist with a degree in psychology and great communicative powers, she has blasted our team away.

