

MEAComS Spring 2010 Newsletter



Enjoy 'The Spring' Letter



Spring. That breeze-wrought season is almost here! Soft puff of air and flowery odors are hanging all around us. Interestingly enough; MEAComS is also being blown away by the winds of great leaps forwards, taking firmer steps in the field, networking on a trans-national level and welcoming new and bright faces. My spring allergies could not have come at a better time!

In an honor to the wonderful spring season; MEAComS has opened up to the vistas of a clean and clear environment. We have started recycling the piles of daily newspapers and magazines brought into the office for the purposes of our work, and using unnecessary print material as scrap paper. Everyone in the workplace seems to be in harmony with absolutely not throwing a plastic bottle away; for the environmental code stands as high as the moral code!

So keep the environment in check,

Fatma Ahmed
Managing Director

Going Trans-national: Projects from the Region

- ❖ The Lebanese *Azadea Group Holding SAL* has entered the franchise market after signing an agreement with The Gymboree Corporation, which would soon bring kiddy-retail stores to the Middle-East including Egypt, Lebanon, Jordan, Kuwait and several more.
- ❖ The Hundred Thousand KD "H.H Sheikh Salem Al -Ali Al-Sabah Informatics Award" has now received submissions from all over the Middle-East area. The award encourages creative innovation, and digital use in a variety of fields.

Our People, in New Light, on Track!



Among an additional Human Resources department comes our top notch: Yasser M. El Sayed, heading and providing HR consultancy to ensure the ultimate development of our agency and employees.

Mr. El Sayed, Founder of eMEA Consultants and also a born IT-genius; is currently onboard with MEAComS, improving the performance of the employees and expanding their experience, enabling better strategic and professional communication in business and with clients; being able to reach out to each and every person.

Post-Winter, Pre-Spring Events

Zeynep Hanif Does it Again in her Second Boutique Opening

In January of 2010, Zeynep Hanif, one of Cairo's most refined jewelry designers, has had yet another successful opening of her second boutique. The opening was attended by refined Turkish and Egyptian jewelry lovers, and amongst the honorary list of attendees was His Excellency Mr. Huseyin Avni Botsali, the Turkish Ambassador in Egypt.



The CEO of Plan International Visits Egypt

In February 2010; Mr. Nigel Chapman, CEO of Plan International flew in to Egypt to visit some of Plan International's community-building areas for a March-long duration. Mr. Nigel was very keen on making sure that the programs which are implemented by Plan Egypt fully serve its purpose, especially those that focus on helping individuals with disabilities. Some of the other programs visited by Mr. Nigel included the savings program for girls and women and the vocational program for children. **Check the tour visit video on our website!**

Visiting Street Children



March 2010 - In an effort to raise awareness about the increasing phenomenon of street children; MEAComS has arranged a media visit to one of Plan-Egypt's Vocational Training Center(s) in Old Cairo. The media discussed with the centers' consultants their concerns about the arising issue of street-bound children and the methods required for attracting the children of the center. The center is considered a rehabilitation place for adolescents offering activities such as theatre, crafts such as making accessories, drawing on glass, pottery, in addition to finding suitable vocations or jobs for older kids.

Play4Africa takes an African tour with Plan International, Egypt

In March 2010, Play4Africa, the Spanish initiative has planned to follow an itinerary that starts from Egypt and ends in South Africa. Egypt was the starting point and on March 27; Plan-Egypt hosted Play4Africa to visit some of its community-based sites such as Child Media in Abu Mossalam (Giza), and those of Street Children and Child Labour in the South of Cairo. Play4Africa was able to accomplish its Egypt-based program to raise awareness on AIDS, Malaria and other water-borne diseases and campaign children's "right to play" by distributing footballs and football shoes.



Celebrating the Mauritius National Day: Fatma, MD of MEAComS, was invited by the Mauritius Embassy to attend the celebration of the 42nd Anniversary of the Independence of the Republic of Mauritius which was held at the Nile Pharaoh boat. Fatma was pleased to meet H.E. Rashidally Soobadar, the Ambassador of Mauritius in Egypt, and the accompanying Embassy members.

Insights: Hopes, Challenges and Tips: In an interview with *Amwal El Ghad Magazine*, Fatma Z. Ahmed, our MD, spoke of the drawbacks, challenges and on the other hand, the positive-points of Public Relations and PR agencies. These are some of the ideas she tackled:

- ❖ The market for Public Relation agencies is not widely-adopted by many companies, and a lot of companies tend to blend advertising with actual Public Relations work. International companies integrate Public Relations into their organizational system, and even into the budget.
- ❖ There aren't any educationally-sanctioned programs that teach Public Relations skills, and most employees that enter the field of Public Relations are either graduates of English Literature and Language or Mass Communication.
- ❖ Public Relations isn't about appearances and glitzy impressions, it requires writing and communication skills, foreign language learning and fluency, creativity, careful strategizing and having strong relations with networks of journalists. **Click here to read full interview!**

A Funny Farewell Dish Party, Valentine's Day and New Arrivals



Dina Amr, our former lively Account Executive has sadly left us [for Saudi] in a cozy farewell/dish party. The farewell, although meant to be a mournful and tearful, turned out to be a blast with great food!

Who said you can't celebrate Valentine's Day at the office?



MEAComS' employees had decorated the office and shared gifts, some especially romantic than others, like the scented candles that Fatma gave around!

MEAComS welcomes new employees on the set. One of which is Heba T. Mohammed, our new Media Executive. Ms. Mohammed is a social activist by nature, and is a member of the international student-run organization AIESEC.



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Our Newsletter

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