

# MEAComS *Turns* 15

**Happy 2024!** And we proudly mark our **15th anniversary** with big achievements..

No doubt, that 2023 is an exceptional year, a mix of joy and sorrow, but that's simply life!

Last year, MEAComS signed on as the PR agency of choice for Visa! As a female entrepreneur in PR and communications for over 22 years, this partnership marks a significant milestone in my journey. This is just the beginning for MEAComS and I'm excited to see what we can achieve together with Visa in 2024.

### **Yes, women can do it!**

From aspiring to collaborate with global leaders like Visa to achieving milestones like becoming Edelman's sole regional affiliate in 2015 and earning prestigious PR awards across the years, each step reinforced my belief in bold actions and shared missions.

As the owner of a woman-led business, I firmly believe in the transformative power of determination and collaboration. When passion meets purpose, dreams can come true.

However, amidst this success, I mourn the loss of my constant supporter, Uncle Maher. His guidance and presence shaped my journey after my father's passing. For 14 years, he stood as my mentor and backbone, witnessing my triumphs. His absence is deeply felt, yet his impact always drives me forward.

For this special edition as the world is witnessing a sad and brutal war against the Palestinian people, I would like to express our solidarity and support for Palestine and our commitment to advocating for the right of Palestinian people to exist and to self-determination in every way possible. Free Palestine, From the River to the Sea!

At the end, expressing gratitude despite all that is never feels like enough!

**Fatma z. Ahmed**  
Founder & Managing Director



# MEAComS in Action

**VISA** In October 2022, we were invited by Visa, a trusted world leader in digital payment technology, to participate in a grueling pitching process for the account. With an exceptional team of agencies from the North Africa, Levant, and Pakistan (NALP) region, we had what it takes to deliver exceptional results.

In the end, the hard work paid off with being chosen as the PR partner of choice for Visa along with Stratus Group, the Edelman Affiliate agency in Morocco.

We are so grateful for this opportunity and we are sure that we will achieve great success together!



## Network >

In August 2023, Network International, a leading provider of digital payments and commerce solutions in the Middle East and Africa region, announced its plans to support Egypt's economic growth by investing EGP 1 billion in innovative payment solutions.



As part of our media relations efforts, we orchestrated a roundtable event where their Group CEO, Nandan Mer, which brought forward an engaging discussion on the significance of these plans with journalists from Egypt's top-tier publications. Following this roundtable, a series of one-on-one interviews were conducted, complemented by the strategic distribution of a press release.

This resulted in coverage across 35 publications, reaching an impressive audience of 16 million people.

## enza *The enza group* payments simplified

Join us in welcoming Hany Fekry, CEO of Enza Group, as he ventures into the world of entrepreneurship! Enza, an innovative payments company launched by Hany in January, focuses on serving the evolving needs of banks, Fintechs, and MNOs across Africa.

With over 25 years of senior-level experience, Hany, formerly with Network International, brings invaluable expertise. MEAComS proudly adds Enza to our growing Fintech portfolio, offering unwavering support.



# Events

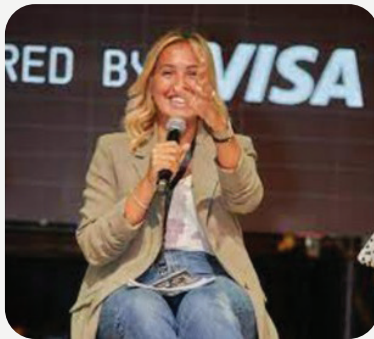
## VISA @ the Creative Industry Summit Festival 2023

MEACoS proudly supported Visa at the Creative Industry Summit Festival 2023 in Cairo from September 23rd to 25th. The event witnessed a massive attendance bringing together CEOs, international leaders, entrepreneurs, creatives, and students to share inspiring stories and transform innovative ideas into reality.

The summit covered diverse topics in panel discussions and workshops including Fintech Innovations for financial inclusion in Egypt where Visa's representatives played key roles as panelists and contributed with valuable insights.

MEACoS ensured Visa an impactful presence by providing on-ground collateral support from Q&A materials to briefing documents, key talking points, and anticipated media questions. Additionally, MEACoS secured exclusive media interviews for Visa's Egypt Country Manager Malak El Baba with MENA and Fintech Gate.

At MEACoS, we view each event as a chance to elevate our clients' voices. Proud to support Visa, and we look forward to continuing to amplify their impact at future events.



## VISA's New office in Egypt

On September 24th 2023, Visa, world's digital payments leader, officially inaugurated its new office in Egypt. This expansion marks a significant milestone in Visa's regional expansion as well for Visa's belief in Egypt's immense potential.



MEACoS supported Visa in its official inaugural media and communication activities, ensuring Visa delivers a positive and impactful narrative around this regional expansion milestone, successfully resulting in securing extensive and positive media coverage in across 44 targeted segments with an estimated reaching an estimated reach of 7.7 million.

We are super excited for this chapter of expansion and growth for Visa!





In the concluding quarter of this year, we supported Visa on their global **'She's Next' initiative** entered its second edition in Egypt, dedicated to empowering female entrepreneurs across the nation.

'She's Next,' powered by Visa, is a worldwide advocacy program meticulously crafted to elevate women-owned small businesses through crucial support mechanisms including funding, training, and mentorship opportunities.

Our involvement spanned from supporting the launch of the campaign for applications to orchestrating the Winners' announcement event.



Held on November 29th at Hyatt Regency Cairo West, this event celebrated three deserving winners: Hadeer Shalaby, the founder of Green Fashion; Salma Tammam, the founder of Reme-D; and Nihal Ali, the founder of Fincart, who also gained invaluable business coaching opportunities.

We also effectively managed press and media-related activities, ensuring top-tier media presence, on-site interviews, and strategic social media partnerships with Egypt's leading social media platforms. This encompassed crafting press releases, handling media inquiries, coordinating interviews with Visa spokespeople, and overseeing all event PR materials and spokesperson briefings.

'She's Next' profoundly resonates with us at MEACOMS. As a female-owned startup, we are committed to always supporting initiatives that empower and champion women in leadership roles.



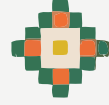
This year, MEACOMS was commissioned by the Asian Infrastructure Investment Bank (AIIB) to manage the PR activities for their **2023 Annual Meeting** September 25-26th in Sharm El Sheikh.

Our focus was on driving event attendance, engaging C-Suite executives through newsletters, securing media coverage in local and regional publications, and offering on-site support.

We successfully facilitated interviews with AIIB representatives in leading publications like Sky News Arabia and CNN Business Arabic, along with distributing impactful press releases at the event.

MEACOMS orchestrated 60 news stories across top-tier media channels, including TV, digital, and print, resulting in an estimated reach of 310.9 million and an editorial media value of \$76.4K.





# Business Trips

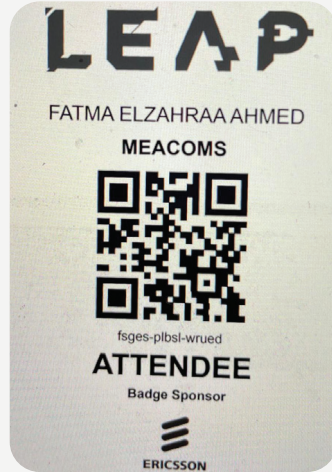


In February 2023, MEAComS attended the **LEAP 2023** in Riyadh, KSA.

During the event, we witnessed Saudi Arabia's investment of \$6.4 billion in the technologies of the future, supporting tech start-ups as part of the Kingdom's Vision 2030, led by Crown Prince Mohammed bin Salman.

The two-day conference showcased the impressive technological evolution within KSA, as well for the digital transformation happening on all levels, from consumer experiences to corporate initiatives.

LEAP 2023 was a wonderful place to meet new people, exchange ideas on the future of work, and listen to some truly inspirational figures!



In May 2023, it was an honor for MEAComS to be part of the **African Banker Awards** ceremony that took place during the annual meetings of the African Development Bank in Sharm El Sheikh.

This event held a very important session on closing the gender gap in financing, especially for female entrepreneurs who are struggling with discrimination when starting their own business and seeking financial support. We firmly believe that women are just as capable as men of making sound financial decisions and that they should have equal access to financial service.





## MEAComS @ GITEX Global 2023

MEAComS Managing Director Fatma Ahmed, attended the much-anticipated 43rd edition of GITEX GLOBAL 2023 in Dubai, known to be the “World’s Largest Tech Show” that took place at the Dubai World Trade Center from October 14th to 18th.

The event as described by MEAComS’ Fatma, was a true tech extravaganza that featured the latest cutting-edge innovations and offered MEAComS remarkable networking opportunities and inspiring encounters with tech enthusiasts in the industry; a testament to MEAComS’ commitment to always stay up to date with the latest innovation trends, fostering growth opportunities for our existing and future clients.



## MEAComS @ COP28

We had the incredible opportunity this year to attend COP28 in the UAE, a momentous gathering focused on addressing climate challenges and forging a sustainable future.

One of the highlights of our journey was exploring the Green Zone at Expo City Dubai, a hub that offered ground-breaking climate solutions and invaluable insights. This immersive experience has significantly influenced our approach towards sustainability-driven strategies, inspiring us to craft narratives that prioritize sustainability for our esteemed clients.

Cheers to turning inspiration into action!



# MEAComS @ Spotlight

*We never pass up an opportunity to expand our knowledge; every event we attend adds value to us, allowing us to open our minds and keep up with the latest market developments.*

## Women and Memory Forum

On January 14th 2023, our MD celebrated with a community of female leaders, marking the journey of a new group of women entrepreneurs at the Women and Memory Forum in Egypt.

At the event, Fatma pledged that every woman entrepreneur plays as an ambassador for change in our society, highlighting the vital contribution of home-grown enterprises to Egypt's economy, extending a heartfelt note to the efforts Women and Memory Forum for supporting the local ecosystem for female entrepreneurs.

As a fellow entrepreneur, Fatma encourages every woman leveraging technology's flexibility to bring business ideas into fruition, as they juggle between their personal and professional lives.



## Edelman Africa Chat Session

As a part of the Edelman Africa network, our MD Fatma, representing Edelman Africa, contributed with expert analysis in the AfriChats summit on April 4th, on Egypt's significant role and importance to the larger North Africa region. Joining her were esteemed Edelman Network partners Kamal Taibi from Morocco and Loubna Lahmici from Algeria.



*"I would like to thank Edelman Africa team for providing this opportunity and to thank my fellow expert panelists for sharing their invaluable insights on our countries and the regional dynamics," remarked Fatma.*

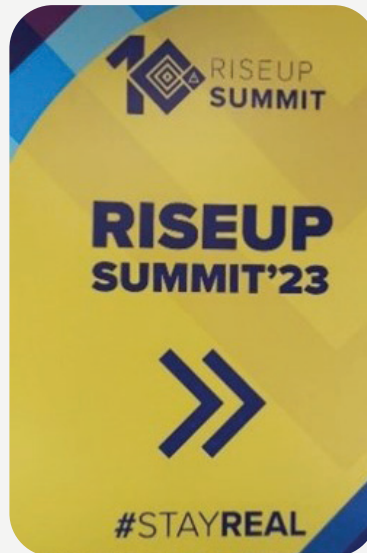


## RiseUp Summit 23

We were present for this year's RiseUp Summit 23 on March 16th, 2023. Throughout the three-day event, we attended sessions allowing us to gain invaluable insights and navigating market challenges to maintain a competitive edge in today's corporate world.

For a PR agency like ours, such events show us how team and culture are indispensable, and why it's important to nurture the organizational culture and communicate it effectively with the team.

The event also echoed the need to "stand up" again after failing - rising stronger after setbacks and embracing continuous learning as a company adapts to its ecosystem, serving as a reminder that entrepreneurship is an ongoing journey of learning and failing!



## AI @ the AUC

On 20 June 2023, our Media Relations Specialist Rawda Ghanem, actively participated on June 20th in a compelling panel discussion held at the AUC Greek Campus, focusing on the future implications of AI in journalism classrooms and the broader media landscape.

Rawda's presence representing MEACoS further assures our commitment to staying updated on cutting-edge technologies especially when it comes to AI, a future that has already started to take over the world.





# Travel and Fun

*We encourage people to never separate their enjoyment of life from work. Investing in our mental health enables us to become flexible and achieve our work goals.*

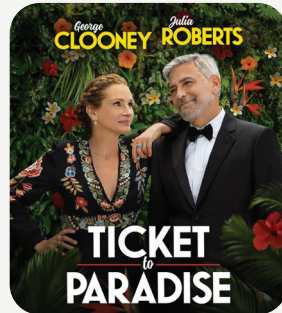
## Bali, Indonesia

In this issue, we feature an adventure trip to Bali, a *"Ticket to Paradise"*.

Our MD Fatma found the exotic beauty of Bali quite breathtaking, and the culture and people truly welcoming.

"It was an experience that left a lasting impression on me, and I'm grateful for the opportunity to have gone on such an incredible adventure," said Fatma, describing her experience.

Bali is a small island renowned for its tourism-oriented approach of creating a welcoming and immersive experience for visitors. It attracts people from around the globe, positioning tourism as a major source of revenue and jobs and the primary driver of Bali's economy.



## Food Gatherings

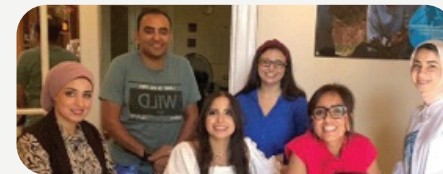
There is always a reason for us to invite people to our office!

A quality life is a mix of business and fun, and building personal ties with our stakeholders is something that we deeply care about. Recently, we had a productive meeting with Abdo, our graphic designer, as we finalized the revamped profile for **THE GINGER FIRM**®



## Media Partners

We proudly shared with Shaimaa Badawy, economic journalist at Al-Borsa, the joy of attaining her Ph.D. degree. Shaimaa shared with us the challenges and tough times she went through while completing her Ph.D. degree in just two years!



Doubling the fun, we also celebrated the birthday of Yasser Gomaa, General Supervisor at Eleqtisadi News.





## Social Work

At MEAComS, we stand united with Gaza. Recently, our team had the privilege to volunteer with the Egyptian Food Bank, participating in the 'Gaza Food Aid Box' project by packing essential supplies.

Our visit was more than an act of charity; it was a heartfelt pledge to drive positive change. Our team was touched by the dedication of volunteers and the impact of their work on countless Palestinian lives.

Together, let's continue fostering hope and making a meaningful impact on those in need. Our modest contribution signifies a step towards a brighter, more empathetic future for all.



## MEAComS Unplugged

As a team, we cherish the moments where we come together to bond and create lasting memories. Thursdays are our special days to step away from the desks and dive into experiences that bring us closer.

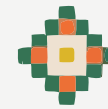
Our latest adventure took us on the famous horse ride through the vibrant streets of downtown Cairo!

Stay tuned for more updates on our team adventures and the wonderful moments we share as the MEAComS family!





# Welcome to MEAComS



The MEAComS team is growing and we can't be happier!



**Rawda Ghanem**

Holding a bachelor's degree in languages and simultaneous interpretation from Al-Azhar University in Egypt, Rawda began her career as an English translator before joining the Egyptian Gazette Newspaper as an English editor, reporter, and translator.

Rawda is well versed with the art of public relations and excels at media outreach, content creation, and generating media insights for all industries.



**Reem Khaled**

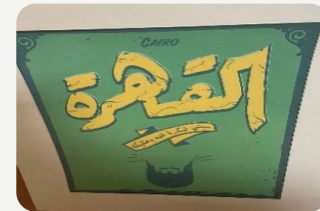
Reems joins MEAComS as a Public Relations Coordinator with a rich background in marketing, media, and advertising. As a creative thinker passionate about bringing stories to life, Reem brings in a wealth of experience to elevate her assigned clients' presence and of deliver impactful communication strategies. She holds a bachelor's degree in Mass Communications.



**Yasmeen ELSaghir**

Yasmeen joins MEAComS as a Groups Account Manager with a PR and communication background throughout which she handled the PR business of brands, and devised communication strategies across the public and private sectors where the majority of her work fell under healthcare, humanitarian, and development areas. She holds a bachelor's degree in Public Administration and Communications and a Master's degree.

*Visit our office*



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