

OUR CREDENTIALS

A SHOWCASE OF WHAT WE DO WITH LOVE

JANUARY 2019

An aerial photograph of a city, likely Cairo, Egypt, showing a wide river (the Nile) flowing through the center. The city is densely packed with buildings, including several tall skyscrapers. The river is filled with boats, and there are bridges crossing it. The sky is clear and blue.

**"MEAComS IS AN ORGANIZATION THAT ENCOURAGES
WOMEN EMPOWERMENT, INNOVATION, AND PASSION
IN EVERYTHING WE DO."**

An aerial photograph of a large university campus, likely the American University in Cairo. The campus features several large, modern buildings with flat roofs and arched windows. There are many trees and green spaces throughout the campus. A large, circular plaza is visible in the center.

WE ARE MEACOMs

Nothing is more important for companies, large or small, than communicating with customers, clients and the public at large.

Founded in 2008, MEACOMs started as a public relations boutique firm with an eye for detail and tailor-made campaigns. Now, and after 10 years in business, MEACOMs is a leading communications marketing boutique agency and Edelman's exclusive affiliate in Egypt.

Our core values are empowerment, innovation and passion. We aim to become an extension of your communications and marketing departments.

From social media and community relations campaigns to crisis management strategies and corporate communications, our goal is providing services that stand cater to your needs.

Clients are looking to go viral and capture the attention of the world. We guide our clients in an increasingly complex and ever-expanding media landscape, enabling them to reach their target segment on a meaningful level.

2008

Year of establishment

12+

qualified
team members

Edelman Affiliate

a network with more than
60+ global offices

10+

industry specialization...
Serving Oil and Gas, Fashion and Culture,
Pharmaceutical, Banking and Finance, IT
and Telecom, Hotels and Real Estate.

45+

clients served

500+

relationships
with different media outlets

Winner of
**African Excellence
Awards 2016 & 2017**
for Best Corporate Video and Film
& External Publication

MY MESSAGE ... OUR COMMITMENT!

I have always been an entrepreneur at heart. But it takes more than an entrepreneurial spirit to realize your dreams.

I founded MEAComS knowing I would have to offer local and international businesses unique consulting services to succeed. Today, MEAComS is growing stronger than ever and is meeting clients' needs every day by providing first-rate quality communication services.

Our team of public relations and social media experts help build brands, develop strategic communication services and strengthen ties to the media and key publics.

Whatever your communication needs are, MEAComS team of experienced professionals can take your business to the next level!

Sincerely,

Fatma z. Ahmed

Managing Director & Founder

IS PR IN EGYPT CHALLENGING?

Yes, it is. Public relations is still a nascent industry in Egypt.

Current challenges include; publications struggling with funding, a scarcity of specialized journalists and trade publications and a low industry awareness of public relations.

We succeeded in forming numerous meaningful relationships with the highest quality media outlets across the region to ensure clients get the best, most informed coverage possible.

Our goal is to help companies overcome these challenges to get their message across using only the most trusted and newsworthy channels. With our expert advice, firms from all sectors will have no trouble navigating Egypt's increasingly sophisticated media landscape.

ENGAGEMENT

Today, the most trusted source of information about companies is their customers and employees, so it is important for corporations to be a part of – and encourage – these relationships.

By using our local market expertise, we help clients develop crucial relationships with all stakeholders.

Constant engagement with our clients helps us anticipate their needs, and maximize their return on investment.

We also help our clients cultivate relationships with their stakeholders, both current and prospective clients, throughout media training sessions by sharing successful stories and engaging media partners.

GOING DIGITAL

Going digital has become imperative. Connecting with customers and meeting them where they are- online- is now more important than ever before. Those who fail to do so, will get left behind!

It is for this reason that MEACoS launched its social media marketing arm, The Ginger Firm, which helps organizations communicate and interact with their key audience. Blogs and social media platforms all play a pivotal role in creating new ways to engage with customers and develop new relationships.

MEACoS is staying ahead of the curve by providing its clients with tailor-made solutions to increase brand awareness, engagement and customer outreach. It understands that the success of any social media campaign is built on identifying business needs, developing effective communication strategies and measuring results!

For more information about our latest venture, please visit: www.thegingerfirm.com

THE GINGER FIRM®

OUR SOLUTIONS

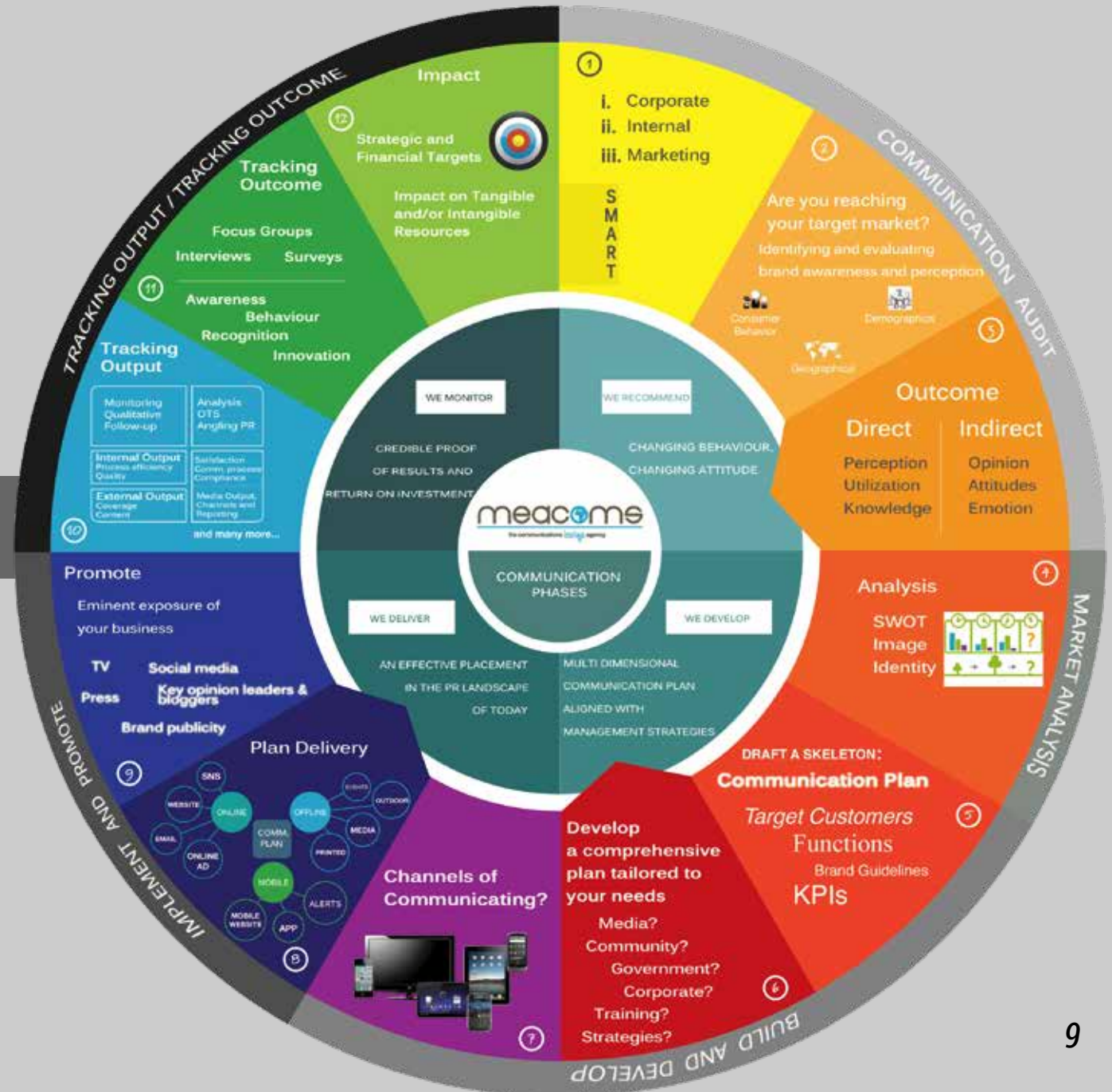
We know that we must go beyond traditional media, including newspapers, magazines, radio and television, to share our clients' most important stories.

Areas of specialization includes:

- Communications Marketing**
- Internal Communications**
- Media Relations**
- Media Monitoring**
- Media Training**
- Strategic Branding & Identity**
- Corporate Social Responsibility**
- Crisis Response Strategy**
- Events Management**
- Social Media**
- Digital Content**



OUR APPROACH



WE DELIVER

Press Releases editorials brochures
 mediakits corporate messages campaigns
media strategy social media analytics
 annual reports guidelines media training
 newsletters corporate presentations corporate social
 responsibility newspapers radio online publications
 brand publicity brand identity high-level interviews blogs media
 monitoring workshops special events crisis management
 community involvement regional media landscape
 target segment analysis key messaging
strategic communications brand
 recognition crisis communications plan
 on-site support



INDUSTRIES WE SERVE

BANKING AND FINANCE

Developing a Communications Strategy to Define AfDB's Role in Egypt

Founded in 1964, the African Development Bank (AfDB) is a financial institution that promotes development across Africa. The main role of the AfDB in Egypt is to promote the creation of microfinance institutions and provide technical and financial assistance to the government regarding large-scale projects.

The Challenge

Although Egypt is one of the founding members of AfDB, and happens to be one of its largest shareholders, the Bank's activities were largely unknown to the Egyptian public. The Bank called on MEACoMS to develop a complete outreach strategy that would define its brand in a compelling and positive way.

The Approach

MEACoMS was brought in to provide a communications strategy and outreach for AfDB's business operations. MEACoMS' aim was formulating a strategy that did not only rely on traditional PR tools. Instead, we wanted to use storytelling to showcase how AfDB had become an agent of change within Egyptian society. Once key issues were identified and prioritized, we set up logistics and methodology for events such as conferences and forums and created communications materials describing the Bank's activities. Spokespeople were also coached by MEACoMS on dealing with the media during public interviews. Furthermore, we publicized important milestones of the Bank's multiple projects and forums.

The Results

Since 2009, when MEACoMS began its partnership with AfDB, the Bank's reputation and brand awareness underwent a fundamental transformation. MEACoMS estimates that the total advertising value for the five major events we organized, on top of communications materials, was worth almost LE 5 million. Many of the events included high-ranking Egyptian officials and dignitaries. For the Bank's youth forum, MEACoMS was able to get coverage of the Bank in 124 news outlets in a single month, including numerous international news networks, reaching over 18 million.



Network International Solutions to the Banking Sector in Egypt

Network International (NI) is a leading payment solutions provider in the Middle East and Africa (MEA) region. Since its inception in 1994, it has provided innovative solutions to drive customer revenue and profitability through its robust suit of payment products and services.

The Challenge

Network International (NI) Africa recently opened a new data center in the heart of Egypt's financial district in New Cairo. Soon after the opening, NI launched one of its latest products for managing card transactions, N-Protect. The problem was that there was limited awareness about NI's new product. To generate publicity, NI turned to MEACoMS to help raise awareness about N-Protect in Egypt's key media.

MEACoMS then drafted and distributed a press release with the right key messaging to position NI as an expert in technology-payments solutions and helped NI build positive relationships with key technology reporters to secure coverage of NI's new product and the opening of its new data center.

The Approach

MEACoMS developed a communication strategy focused on creating relevant and appealing content for Egypt's media as well as building strong relations between NI and key technology journalists.

Through its strategy, MEACoMS also aimed to raise the profile of NI, attract potential customers to the company and secure positive media coverage.

The Results

Over the span of two months, MEACoMS successfully generated more than 75 articles in some of Egypt's key media, including; Al Borsa, Daily News Egypt, Alam Rakamy, Al Mogaz, The Egyptian Gazette and Alam Almal.

The media outreach campaign organized by MEACoMS helped NI reach about 7,220,416 million Egyptian readers, worth more than USD 20,977 in terms of editorial coverage.

Network International
International Payment Solutions

السوق المصرية مؤهلة للتحول الرقمي.. والمصفوعات الإلكترونية نقطة انطلاق

Network International launches N-solution for managing card transactions for busy people

Service de paiement : Soutien à l'initiative de la Banque Centrale d'Egypte

Network International banks integrate Egypt's Meeza payment scheme

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TELECOMMUNICATIONS

Re-launching BlackBerry's Brand in Egypt

BlackBerry, formerly known as Research In Motion Limited, is a Canadian telecommunications and wireless equipment company best known as the developer of BlackBerry brand smartphones, tablets and instant messaging software. The company had recently launched two new smartphones – the Q10 and Z10 – that use a new operating system.

The Challenge

BlackBerry approached MEAComS to identify renowned individuals in the fields of media, business, IT, development and education to act as BlackBerry Brand Ambassadors. The main goal of the ambassador program is to convey that BlackBerry has is a brand new brand, with redesigned and reinvented technology.

The Approach

MEAComS conducted in-depth research on possible regional and Egyptian candidates to become ambassadors. After identifying influential figures that fit BlackBerry's criteria, MEAComS gave them a new Q10 or Z10 device and tasked each with promoting their experiences and thoughts using their smartphones. The word-of-mouth direct marketing approach reinvigorated BlackBerry's brand and campaign credibility. MEAComS also disseminated dozens of press releases about its operations in Egypt, resulting in widespread media coverage through varying channels. The MEAComS team organized the "BlackBerry Jam" in Cairo and invited developers and media figures to get a sneak peak at the company's newest technology and a demo of its latest software platform. In addition, we sent an Egyptian press delegation to Dubai to attend the global launch of the new BlackBerry 10.

The Results

Using our integrated communication plan, MEAComS successfully promoted the "reinvention" of the BlackBerry brand. We created hype and interest in the Q10 and Z10 through the ambassador program, while simultaneously building strong relationships between BlackBerry and relevant stakeholders, such as the media, loyal consumers and the government.



Launching Xiaomi's Brand in Egypt

Xiaomi is a Chinese electronics company based in Beijing that makes and invests in smartphones, mobile apps, laptops and consumer related electronics. It was founded in 2010 by serial entrepreneur Lei Jun, who believes that high-quality products built with cutting-edge technology should be made accessible to everyone. Today, Xiaomi has presence in more than 70 markets worldwide and is a key global player across the world in electronics markets.

The Challenge

One year after launching Mi A1 smartphone, MEAComS was called in to help deliver more publicity for Xiaomi Redmi Note 5 by arranging a press conference with key journalists. The goal was to position Redmi Note 5 as a top-performing smartphone that is competitively priced in a market dominated by Apple and Samsung. The press conference focused on the advanced dual camera functionality of the Redmi Note 5, which features a large 1.4µm-pixel sensor, AI camera effects, an LED Selfie light for its front camera, low-level lighting capability and dual pixel technology.

The Approach

MEAComS set out to identify and approach tech reviewers in Egypt. Once it selected the right reviewers, MEAComS arranged for Xiaomi to meet with them along with key media to know each other more as well as discuss the high-quality features of its smartphones.. MEAComS also developed, translated and distributed a press release to the press and invited them to the press conference all this while organizing and arranging the logistics of the event.

The press conference was well attended by the media and received extensive publicity for the Redmi Note 5. MEAComS continues to work with Xiaomi and provide it with strategic communication services. In the near future, MEAComS will work with bloggers and social media influencers to extend the reach of the Xiaomi's smartphones in Egypt.

The Results

The launch event went smoothly and created a buzz in print and online publications. MEAComS was able to reach targeted audience and make them aware of the new technologies and applications of Xiaomi.. More than 30 publications and 141 online media picked up the story, reaching a total circulation of 4 million in print publications, which is about LE2 million (almost USD 160,000) in editorial media value.

The estimated total outreach of the event reached an outstanding 14 million viewers, with a total advertising value of LE 80,000.



PHARMACEUTICALS

Launching a Medical Milestone

International pharmaceutical firm Novartis have discovered and developed many innovative products for patients and consumers worldwide.

The Challenge

After Novartis announced that the US Food and Drug Administration (FDA) had approved its ground breaking liver drug Certican®, the company needed to host a successful product launch in Egypt. This entailed finding local medical experts and doctors to promote the drug as well as collaborating with health organizations to maximize exposure of Novartis' message, ie the importance of Certican's approval, which was the first drug of its kind in over decade to receive an FDA endorsement.

The Approach

MEAComS invited global experts to attend an international conference that addressed issues surrounding renal failure, liver transplants and post-transplant care. Before, during and after the special event, MEAComS was able to create a buzz around Novartis and the topic of liver care and treatment using Certican. Egypt has one of the highest global mortality rates of renal failure, which made this a critical issue for professionals and the media. Leading specialists in the field addressed statistics regarding the success of Certican, while highlighting landmarks attained by local practitioners in improving Egypt's healthcare system.

The Results

The conference proved to be widely successful thanks to attendance of health sector practitioners and media alike. More than 25 media publications were present at the event, in addition to six TV networks and two radio stations. The event went viral with over 45 online media outlets giving voice to Novartis' medical milestone.



ENERGY AND POWER

Inspiring Leadership at Shell

Royal Dutch Shell plc has been present in Egypt since 1911. Shell Egypt's business today spans upstream oil/gas exploration & production, downstream marketing and gas distribution.

The Challenge

The Shell Technology Leadership Conference is an international event held every year that presents the latest advancements from companies interested in solving pressing global issues. Shell Lubricants Egypt, a division of Shell Egypt, was slated to host the 2013 conference, which was set to take place in Egypt for the first time. The location chosen was resort hotspot Marsa Alam in the Red Sea governorate. The event would showcase the importance of protecting earth's water-food-energy nexus as well as other environmental issues. Shell Egypt's goal was to use the conference as a way to market its lubricants business.

The Approach

MEACoS partnered with Shell Lubricants Egypt to host the event. Over 80 top local and international companies operating in Egypt came to the conference, including over 300 professionals from the business world, academia and NGOs. MEACoS was responsible for handling media affairs for the event, which included everything from selecting appropriate media organizations to engage in event coverage to organizing Shell's talking points with key speakers before media interviews. The conference's first day centered on keynote speakers and discussion panels that addressed the nexus, its importance and resolutions moving forward. During the second day, Shell Lubricants Egypt met with its agents and clients to discuss operational issues. Roundtables organized by MEACoS were a key element in the success of the event because they bridged the gap between Shell and Egyptian press.

The Results

The Shell Technology Leadership conference received exceptional media coverage, in both local and international media outlets. Over 24 publications and 90 online news media covered the conference in their outlets reaching a total circulation for printed coverage of 10 million, reaching a total of LE1.4 million in editorial media value. The estimated total outreach of the event reached an outstanding 31 million viewers, marking the event as triumphant success regarding media attendance and conference coverage, with a total advertising value of over LE5 million.



GE Celebrates 40 years in Egypt

GE has a rich heritage of nearly 40 years of operation in Egypt. Over the years, GE has partnered on several leading public and private sector projects across the country. Today, GE's advanced gas turbines help generate more than 9.5 gigawatts of electricity, nearly 30 per cent of the country's total installed capacity. In addition to working towards achieving Egypt's sustainable water management programs and supporting sustainable energy initiatives.

The Challenge

Last year, GE celebrated its 40 year partnership with more than 200 guests from government, industry, business and media, GE's senior executives and professionals to address some of the country's toughest challenges and to highlight some of the company's key technologies that address the country's current priorities in the areas of healthcare, transport, power, water, oil and gas, and human capacity building. The company wanted to take this opportunity to celebrate these important partnerships as well as build awareness of its key messages among trusted media. With help from MEACoS, GE organized a large-scale press event and a panel discussion headed by Jeffrey Immelt, GE's Chairman & Chief Executive Officer; Basil El Baz, Chairman of Carbon Holdings Fabrizio Di Amato, Chairman of Maire Tecnimont Group, and Nada Shousha, Manager for Egypt, Libya & Yemen at the International Finance Corporation, a member of the World Bank Group, which focused on the fact that public-private partnerships are a powerful and sustainable model to accelerate long-term growth and drive development in Egypt.

The Approach

MEACoS recognized the importance of the 40-year anniversary as a way for GE to further build on its relationships with Egypt as well as its various partners from the government, NGOs and private sector. MEACoS issued an announcement and contacted key media partners to secure preeminent domestic and international coverage that spanned traditional media, television and the online sphere as well as social media. During the event, MEACoS helped prepare materials for the panel discussion, organized a thorough press kit, wrote panel talking points and arranged an exclusive one-on-one interview with Mr. Jeffrey Immelt.

The Results

45 press outlets and media firms picked up the press release, with numerous media attending the event. Premium business and industry magazines such as Forbes, Business Today, and Petromining magazine, tier 1 Newspapers such as Al Shorouk, and others like; Mal w Amal and Al Mogaz, while the on lines like; Al Youm 7, Al Dostour, Al Wafd, ICT Business, Petroleum Future, Al Mal, Al Bawaba News and television channel, CNBC Arabia. Total circulation for printed coverage was 693,000 people, with a reach over 2,079,000 people and worth more than \$890,979 as media value.



TRAVEL AND TOURISM

Egypt's travel industry leaders convene at travel technology leader's LIVE "Spotlight on Innovation" roadshow

Travelport is a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. With a presence in approximately 180 countries, net revenue over \$2.2 billion.

Travelport's vision continues and reflects a business with a clear strategy, with an impressive leadership team that delivers.

The Challenge

Unlike other industries, tourism is greatly affected by political events. While tourists opt for relaxing and carefree holidays and expect to experience comfort, serenity, fun and leisure, these experiences are only available when the political conditions of the host country are stable. After the Egyptian revolution in 2011, and with the huge drop down in tourism rates, Egypt's economy was badly affected. Our first event for Travelport was in May 2016, where companies have shown a great interest in the roadshow despite the bad shape of the tourism season especially with the aftermath of the Russian flight.

The Approach

Travelport conducted a product roadshow end of May inviting the local travel and tourism and aviation partners as well as Egypt media in Egypt to introduce the new company general manager to interview our spokesperson there. The agency arranged for the first roundtable for TravelPort spokespersons to discuss future collaborations with business partners. The list of spokespersons included Mervat Alfy – Egypt Country Manager, Matthew Powell -Acting Regional Director, and Rabih Saab -President and Managing Director. MEAComS arranged for a roundtable for key local and industry related media representatives who will take Travelport's message to the next level with informative, unbiased reporting on top of social media sharing. MEAComS' overarching goal was to ensure important talking points were communicated to both media and the public.

The Results

MEAComS was responsible for the challenging task of arranging the logistics of hosting media representatives from Cairo, organizing a suitable event agenda, press materials, preparing talking points and walking through, and one-on- one interviews with Travelport spokespersons. Travelport was featured in more than 10 print publications and 17 online news sites throughout the project assignment. Total number of media personnel that attended was 13. The event got covered up in Insight, Mal W Amal , Lady bird, and Cairo Elite publications. MEAComS also arranged key, one-on- one interviews with Al-Mal, Daily News Egypt, Business Today and Masrawy. Top newspapers that published articles about the event include Al-Borsa, Al-Mal, and Al Alam Al Youm. Travelport news reached over 390,870 Egyptians, worth a total of EGP 242,273 in editorial coverage.



Travelport negotiates with EgyptAir to provide distribution, payment services for passengers: Alf



face of business INVESTING IN TOURISM DURING CRISES

Travelport hopes to revolutionize the industry

By Mary W. Dwyer

Business travel is often the most resilient sector of the economy, even in times of crisis. That's why it's no surprise that Travelport, the world's largest travel technology company, is focused on helping businesses navigate the challenges of investing in tourism during crises. The company's CEO, Mervat Alf, says that the company's mission is to "redefine travel commerce" and that it's committed to helping businesses thrive in even the most difficult of times. Alf notes that the company's focus is on providing the tools and services that businesses need to succeed in a competitive market, and that it's committed to helping businesses grow and expand their reach. She also notes that the company's focus is on providing the tools and services that businesses need to succeed in a competitive market, and that it's committed to helping businesses grow and expand their reach.

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Garnering media interest for the grand opening of Muscat International Airport

Oman Aviation Group was formed in Muscat in February 2018. Its clients include Oman Air, Oman Airports and Oman Aviation Services.

The Challenge

MEACoMS was supporting Edelman Italy, our affiliate partner, in the grand opening of Muscat International Airport, one of the largest airports in the Middle East region. MEACoMS goals was to garner media interest for the opening, secure attendance of high profile journalist from key publications, and position the opening as a great accomplishment for Oman.

To create awareness and promote acts of kindness, MEACoMS encouraged KFC to spread its kindness gesture to everyone, from customers to employees and delivery drivers. The campaign was designed to drive engagement, both online and offline, and generate buzz among KFC's customers.

The Approach

MEACoMS immediately started reaching out to key journalists for the event, including, news, travel and business reporters to ensure maximum coverage. It also liaised with Edelman for the media's travel logistics.

A press release was also distributed after the event to print and online publications.

The Results

The grand opening of Muscat International airport was a great success.

The event was featured in numerous national top tier publications including 30 popular websites and more than 5 print publications. The PR news generated was worth USD 21,676 in advertising value.

OMAN AVIATION GROUP

المجموعة العمانية للطيران

غداً.. افتتاح مطار مسقط الدولي بتكلفة ٥ مليارات دولار

44 الفطيسي لـ المصري اليوم: القطاع الخاص يشارك بالتشغيل.. والسعة ٢٠ مليون مسافر



مطار مسقط الدولي، أحد أهم المشاريع التنموية في سلطنة عُمان، سيُفتتح غداً في الساعة الثامنة صباحاً بحضور رسمي رفيع المستوى. المطار، الذي تبلغ تكلفته ٥ مليارات دولار، سيشهد حفل افتتاحه بحضور صاحب السمو الملكي الأمير محمد بن تميم، أمير دولة قطر، وسمو الشيخ نهيان بن مبارك آل نهيان، وزير الثقافة والمعارف لشؤون مجلس الوزراء، وسمو الشيخ أحمد بن محمد بن راشد آل مكتوم، وزير الخارجية، وسمو الشيخ خالد بن محمد بن زايد آل نهيان، مدير عام شركة أبوظبي للسياحة والثقافة، وسمو الشيخ أحمد بن محمد بن راشد آل مكتوم، وزير الخارجية، وسمو الشيخ خالد بن محمد بن زايد آل نهيان، مدير عام شركة أبوظبي للسياحة والثقافة، وسمو الشيخ أحمد بن محمد بن راشد آل مكتوم، وزير الخارجية، وسمو الشيخ خالد بن محمد بن زايد آل نهيان، مدير عام شركة أبوظبي للسياحة والثقافة.

افتتاح مطار مسقط الدولي



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Grand Opening of One of the World's Most Spacious and Beautiful Airports, Muscat International Airport

The Grand Opening of Muscat International Airport, one of the most spacious and beautiful airports in both the region and around the world, was held in presence of Dr. Ahmed Mohammed Al Futaisi, Minister of Transport and Communications, and Mustafa Al Henai, CEO of Oman Aviation Group. The airport has been designed and constructed to the highest standards of quality and safety, and meets the International Air Transport Association's (IATA) classification for top airports.



Grand opening of Muscat International Airport

FOOD AND BEVERAGES

Blumberg Grain Partnered with Egypt's Government to Revolutionize Grain Storage Woes

Founded by Philip F. Blumberg, Chairman of Blumberg Partners, Blumberg Grain is a leading global food security company, providing harvest protection systems and technology. Blumberg Grain's fully integrated crop and food security systems reduce post-harvest losses of grain, produce, and other perishables to an aggregate of 5% or less. Blumberg Grain works with private companies and countries to modernize agricultural value chains, increase the quality and marketable output of their harvests, enable efficient market timing, and significantly boost exports of agriculture products.

The Challenge

Blumberg Grain was committed to finding success by connecting with Egyptian partners from the private sector as well as the highest levels of government. The company would also need to educate local media and the public at large about its efforts so as to gain widespread support for Blumberg Grain's first major initiative, the Shouna Development Project, which would see the open air grain storage center completely revitalized and upgraded with Blumberg Grain Aggregation Center technology. The overarching goal is to reduce post-harvest losses in Egypt, currently in excess of 40 percent, to under 5 percent and save the economy US\$ 200 million annually.

The Approach

Once the official launch date was confirmed by Blumberg Grain and the Egyptian government, MEAComS was tasked to organize and promote the press conference as well as act as the liaison for the VIP site visit and media tour of the Shouna facility in Alexandria. The event was slated as an opportunity to showcase Blumberg Grain's positive relationship with the many government entities involved in the project and build the company's reputation as an economic driver, thought leader and job creator in the region.



KFC: Acts of Colonel-ness campaign

KFC is a restaurant started in the US at Kentucky. Later, it expanded in other countries. KFC is best known for fried chicken. It has stores in 109 countries and operates more than 5200 restaurants around the world. KFC serves more than 12 million customers worldwide every day. KFC is part of Yum! Brands, Inc., the world's largest restaurant company.

The Challenge

KFC announced annual initiative in honor of Colonel Harland Sander's on what would have been his 128th birthday on September 9, 2018 celebrating acts of Colonel-ness that radiate kindness, inspire positive change within the community and remind people to be generous in thoughts and actions.

To create awareness and promote acts of kindness, MEACOMs encouraged KFC to spread its kindness gesture to everyone, from customers to employees and delivery drivers. The campaign was designed to drive engagement, both online and offline, and generate buzz among KFC's customers.

The Approach

MEACOMs developed a press release and leveraged its relationships with key media to secure significant coverage and raise awareness on KFC's annual celebration.

The press release was also published in leading news sites in Egypt to further generate publicity.

The Results

In addition to celebrating the Colonel's birthday creatively and memorably the campaign also received great publicity.

It immediately generated a flurry of press coverage. More than 10 media outlets covered the news, including leading publications such as Al Mogaz, Alam Al Mal and Insight. The media coverage from the campaign is estimated at EGP 58,256 in advertising value. News coverage is estimated to have reached more than 1,504,000 people.

KFC®



دجاج كنتاكي يحتفل بعيد ميلاد مؤسسه 128 بمبادرة مجتمعية في المنطقة العربية

المنهج الجديد لكنتاكي، أكثر ملاءمة للمواج...
المنهج الجديد لكنتاكي، أكثر ملاءمة للمواج...
المنهج الجديد لكنتاكي، أكثر ملاءمة للمواج...



KFC Celebrates Founder's 128th Birthday by Inspiring Positive Acts of Colonel-ness Across the Region

Beloved Colonel Sanders' birthday celebrations to recognise the efforts of unsung delivery heroes across the UAE, KSA and Egypt KFC, the world's largest chicken restaurant, has announced a new annual initiative in honor of Colonel Harland Sanders' 128th birthday, celebrating Acts of Colonel-ness that radiate kindness, inspire positive change within the community and remind people to be generous in thoughts and actions

Nouvelle initiative arabe dans la région arabe

KFC a récemment annoncé le lancement de sa nouvelle initiative arabe "Acts of Colonel-ness" à l'occasion de son 128ème anniversaire. Cette initiative vise à encourager les actions de bienveillance et de générosité au sein de la communauté arabe.

KFC Celebrates Founder's 128th Birthday by Inspiring Positive Acts of Colonel-ness Across the Region



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AUTOMOTIVE

Positioning Nissan's latest Japanese Technology at Automech Formula 2018

Nissan Motor Egypt S.A.E, a subsidiary of Nissan Motor Co., is one of the largest Japanese automotive manufacturers in the country. Located in the 6th of October city, Nissan Egypt has more than 1300 employees and technicians and produces some of the country's most popular cars like the Sunny and Sentra. Nissan believes in creating "innovation that excites." This is a deep commitment to offer its customers genuinely 'new' technologies and features, setting Nissan apart from other brands in Egypt and across the globe.

The Challenge

Nissan Motor Egypt participated in Automech Formula, the largest automotive exhibition of its kind in Egypt, on 26 September 2018. At the exhibition, it displayed some of its latest fully accessorized car models and its one of a kind hybrid car, BladeGlider, an advanced electric car combining zero emissions and Nissan Intelligent Mobility.

Nissan reached out to MEAComS to help raise awareness about its participation in Automech, and to generate buzz and excitement to key media and prospective customers.

MEAComS wanted to ensure that Nissan models would appeal to a variety of media outlets. It therefore leveraged on revealing the BladeGlider for the first time ever in Egypt, which was of great interest to the press. The upgraded and accessorized Sunny, Sentra and Qashqai was also important to motoring journalists.

The Approach

MEAComS worked closely with Nissan to plan its participation at Automech Formula, which included, preparing news releases and speeches, organizing a media roundtable, arranging for TV interviews and overall strengthening the company's relationship with key media.

The Results

MEAComS was able to secure significant media coverage for Nissan at Automech. More than 79 media professionals, including journalists and TV presenters, were present during the car reveal. MEAComS successfully secured coverage from top tier publications such as Al Masry Al Youm, Al Akhbar, Al Ahram and Daily News Egypt. Nissan's spokesperson was also broadcast on Nile News, one of the highest-viewed TV channels in Egypt, with an advertising equivalent of LE 115,920. Ultimately, MEAComS generated media coverage worth EGP 3,956,247 in advertising value and news coverage is estimated to have reached more than 42,263,856 people.



MOUNTAIN VIEW COMPOUND
RAS EL HEKMA CELEBRATES THE DELIVERY OF THE FIRST PHASE UNITS ON THE RHYTHM OF GREEK MUSIC

By the end of the summer season and the beginning of the new school year, the Rhythmic Music Compound will be a vibrant hub of activity. The compound is designed to provide a safe and healthy environment for children to play and learn. The first phase units are now ready for occupancy, and the compound is open to the public. The compound is located in the heart of the city, and it is a great place for families to spend their time. The compound is a great place for children to play and learn, and it is a great place for families to spend their time.

MOUNTAIN VIEW COMPOUND AT MOUNTAIN VIEW NORTH COAST

The compound is a great place for children to play and learn, and it is a great place for families to spend their time. The compound is a great place for children to play and learn, and it is a great place for families to spend their time. The compound is a great place for children to play and learn, and it is a great place for families to spend their time.

Mountain View Compound - Ras El Heikma Celebrates The Delivery Of The First Phase Units On The Rhythm Of Greek Music

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مشروع ماونتن فيو الساحل الشمالي
بدء تسليم أول مشاريع منطقة رأس الحكمة

في ظل تزايد معدلات النمو الاقتصادي في القطاع العقاري، تعد الاستثمارات في البنية التحتية للساحل الشمالي من أهم القطاعات التي تجذب الاستثمارات. ومن أهم المشاريع التي تجذب الاستثمارات في الساحل الشمالي هو مشروع ماونتن فيو الساحل الشمالي. وقد قامت شركة ماونتن فيو بتسليم أكثر من وحدة سكنية في المرحلة الأولى للمشروع، والذي يقع بالساحل الشمالي على مساحة 136 فداناً تقريباً. ويضم المشروع وحدات سكنية متنوعة، بالإضافة إلى الخدمات الترفيهية، مثل حمامات السباحة، وملعب التنس، والمسبح الرياضي، ونادي صحي روماني، ونادي اجتماعي، وعيادة طبية، هذا بالإضافة إلى وجود خدمة أمن ومراقبة 24 ساعة.

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«ماونتن فيو» تبدأ تسليم مشروع رأس الحكمة بالساحل الشمالي

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MOUNTAIN VIEW
NORTH COAST
ENJOY THE LUXURY





Alexandria's latest art and culture space "Teatro Eskendria" which aims to promote the values of freedom of expression, liberalism, critical thinking and the active contribution to modern culture, opened recently housing an exhibition entitled "Features from the Khaziness of the Past" by the artists Ahmed Abdel El Ghany and Ayman Abu-Doma.



افتتاح مجمع ثقافي لدعم الخدمات الفنية والاجتماعية بالإسكندرية
 افتتح مساء اليوم مجمع ثقافي جديد في مدينة الإسكندرية، يهدف إلى دعم الخدمات الفنية والاجتماعية، وتوفير مساحات للفنون والثقافة. المجمع يقع في منطقة وسط المدينة، ويحتوي على قاعة كبيرة للتحف، ومساحات للفنون البصرية، ومساحات للفنون الأدبية، ومساحات للفنون المسرحية. المجمع هو نتاج مشروع مشترك بين القطاعين العام والخاص، ويهدف إلى تعزيز التنمية الثقافية في الإسكندرية.



Teatro Alex
 Alexandria gets a new cultural café and performance space
 by KATE DUNHAM
 The opening event for Teatro Alex, a new cultural café and performance space, was held on the 15th of June. The event was attended by a large number of people, including artists, writers, and cultural figures. The space is located in a historic building in the center of the city. It features a large stage, a bar, and a restaurant. The space is designed to be a hub for cultural activities, including performances, exhibitions, and discussions. The opening event was a success, and the space is expected to become a popular destination for cultural enthusiasts in Alexandria.



ONTV coverage



Teatro Eskendria
 صرح ثقافي وفني جديد بمدينة الإسكندرية
 افتتح مساء اليوم صرح ثقافي وفني جديد في مدينة الإسكندرية، يهدف إلى دعم الخدمات الفنية والاجتماعية، وتوفير مساحات للفنون والثقافة. الصرح يقع في منطقة وسط المدينة، ويحتوي على قاعة كبيرة للتحف، ومساحات للفنون البصرية، ومساحات للفنون الأدبية، ومساحات للفنون المسرحية. الصرح هو نتاج مشروع مشترك بين القطاعين العام والخاص، ويهدف إلى تعزيز التنمية الثقافية في الإسكندرية.



On the way to equality: celebrities and programs have been focusing on women's empowerment in the past decade, but it's not until now that the concept has taken on the form of a social issue. It will contribute to the development of Egypt on different levels. Because I am a CEO in a company, led by PwC-MECC, that fights gender inequality through women's empowerment programs, the campaign is very important to me. I hope the cooperation of girls and women to work collectively to promote social change. Virginia Slims, PwC's Sponsorship, Grants and

One of the stereotypical beliefs that women's media role is to make their homes, is built on the fact that most are aware of women's power on the social and political level, like Helga. Men believe that they are protecting themselves by keeping women isolated. Because

than changing the role that women have been playing, but to society norms would change society as well. "Ultimately it would change the way we think about the human body, and it's much better to find ways where they are able to decide and to have an opinion concerning family matters. Communities are better when women are part of the community instead of the community development workers. It's not only about giving women a voice, it's about getting them involved in this way. I mean, it doesn't help bringing someone into the picture if you don't change society into the way it can be."

Ever since the 20th of January elections, Egyptians protest that they are capable of doing anything. Women are a big part of the Egyptian community and have believed that any time now they are expected to assert against inequality and realize their rights. "I think the next revolution is a woman's revolution. One day Egyptian women will wake up in the morning and realize that they have the power to change their country and that would be it," she says. And never

“Everybody can do it. So for a start, we’re cloning our own,”

women sit in a group surrounded by men without showing any signs of their personalities. But suddenly when women are left together, they are happy and chatting; they become themselves. Women have so much power and capacity. I'd just like to say there has to be more of what they have and less of what I have."

But has also come up with some solutions to better serve women. "I think by introducing programs like the ones we have about girls' and women's empowerment, or actually give girls opportunities in some form for education and so make them more aware that HCM [because general satisfaction is the goal] also says, 'members shouldn't be afraid to show up to get involved in the meetings and get educated back then, making them aware that they are going to help supporting the cycle of poverty and not just if they don't stop this'."

Another solution that comes up with it what each one of us can do as an individual. The singer we all in help reduce gender inequality in our own small communities because women's rights are not just a matter of the government's responsibility or the NGOs. "Gender equality is something about it. So for a start, we should start questioning our own attitudes every day. Gender is not just about girls and boys. It's about power and how we are actually treating the men that are next to us and how we view

do something about it. We should start in guest practices every day.

“Mothers are much better mothers when they are able to decide and to have an opinion concerning family matters.”

saline level as do we always than that even are more qualified? It should start by us. Gender inequality isn't just amongst poor people. In, gender inequality is around us everywhere. It's in every office, in every law, in every state. Be the first thing to start with is questioning what we do think that we are.

position is its immediacy? Is it the deliverer behind it? Is the prisoner? What is it? What is it that we have to start questioning and changing little by little? We are offering tools and methods for the moment to start moving ahead and share that they have capacity. So that when they are adults, they have to be just to answer. They don't need to just wait for a man to answer. I think that the most urgent thing is that you are a teacher or a worker who is not working. But we don't want to question everything that we start questioning their own position. We keep up with hope.

There may be a growing pay attention to, to that as much as greater equality will be able to get someone's best identity back. It is a very important for the whole community. Relationships between men and women, people to improve when there's equality between them and their children will automatically enjoy a happier and healthier life. Men should definitely participate in promoting gender equality, because women's rights are a part of human rights. It should be there as an goal to see their mothers, sisters, daughters and when women

early and rightfully, the same way they are treated, and get the same recognition. They are getting. Looking at the big picture, that it will benefit both men and women, should be motivation for the whole society to do their part in the attempt to reach gender equality.

“Everybody can do something about it. So for a start, we should start in questioning our own practices every day.”

Twitter: @WhatWannaSay

The House Council

In addition to his World Service role, Nigel is also Chair of the BBC World Service Trust and its World Service's charitable arm.

"The media is very important on two levels. The first one is that you have many reporters around the world in Paris and they need to know about what you're doing with the money and also the media is a tool for raising awareness to what we do. The second level is that it also plays a role in the development of children, as I've seen many projects around the world."

Both Plan. This group is the countries that are responsible for raising funds for Plan Programs. He also met with Plan staff that works in East and South Africa (RESA region) and all the directors and also the Regional staff. The visit was an opportunity for African countries of RESA (Plan Regional office of East and South Africa) to ensure support and communication from the National

child visit was really good so I've seen people working under a tough climate but despite that there are challenges, and children have to get the right balance so many young people work and we want to make sure that they go to school and work in a well environment. In an ideal world, children would be in primary or secondary school and they would be studying, but that's the way

Chapman also thinks it must have other skills, including intuition, "a motivating willpower that helps with that bygone teachers with the right

"We are getting back there's actually and it should I be getting a new locomotive. (Chuckles.)"

The Egyptian government is working hand in hand with Plass Egypt to support child-centred development projects.

"We have a long-term relationship with the Egyptian government and there is a good atmosphere between Fiat Egypt and the government and if there was no positive relationship we wouldn't be working like this as they give us a good space to work", Chapman tells us.

South Africa has witnessed the signing of a coalition agreement between representatives from its civil society organizations and some government bodies (see MONEI Education and Health Department) operating in the region, which includes the districts of Matel, Dr R Dabane and El Baccene. The meeting aims at coordinating different efforts and activities among civil society organizations that work in the field of children's issues and children with disabilities in particular, along with the concerned governmental bodies. This cooperation agreement aims at giving further assistance and support for children with disabilities in community development processes. This is in addition to encouraging the designing and implementing of a number of pilot programs that bridge the needs and requirements of the target group with the country's policy and law. The International Organization for Migration (IOM), which has collaborated before with concerned stakeholders to achieve this cooperation.

A number of community development associations have signed the agreement, among them are the Atlanta El Sadio Association in Koor Asen district, Maatso (E) Wende Association in El Selesman and Tash El Anein Association in Tash, Cairo South. This is in addition to the heads of health and education departments in Raedoon, Der El Salam and Maadi, which represent governmental entities. ■

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Nile News



ORBIT

INTIMISSIMI Pearls: black lace and white pearls for intimate wear that seduces with romanticism

MEACOMS



70

We present you the first Stradivarius Fall/Winter collections. These can be divided in three big trends: Fantasy Night, Folkloric and Heritage Militar. Each one resumes the key items of the new season which arrives plenty of fashion, style, femininity and glamour of course.

Stradivarius



AZADEA

ستراڊيفاريوس لخريف وشتاء ٢٠١٣-٢٠١٢

Stradivarius



نقدم لكم المجموعات الأولى لستراڊيفاريوس لخريف وشتاء ٢٠١٣-٢٠١٢. تتلخص هذه المجموعة في ثلاثة اتجاهات رئيسية: العنصرية، الفولكلوري، والتقليد العسكري. وتتضمن كل مجموعة منها العناصر والأزياء الرئيسية للموسم الجديد التي تأتي مفعمة بالوضوح والألوان. يطغى اللون الأسود على هذه المجموعة في حين يعود الطراز «البانوكي» المنعش إلى الواجهة مطعماً بلحمسة من الذهب كما تسطر أيضا النقوشات الممتلئة والطبقات الماكنة اللون والسمامير. ويغني الأفكار والدانتيل من الميزات الرئيسية لهذه المجموعة الطراز البيشي. تمتاز هذه الفئة بإحاديات رومانسية مع نظارات من العصر الفيكتوري. هي عبارة عن اللوحة السبعية مع قصة من طراز الكاونتري. نعتز هذا الشتاء بأزهار الكرتون وطبعات الكرميه والشرابيبي. الإرث العسكري. في إعادة إحياء التقليد العسكري البريطاني. نقدم هذه المجموعة مزجاً بين مفهوم الفروسية والأناقة المتكيفة. وهي كناية عن طراز مدني مريح وغير رسمي. هذا ويشكل المعطف الوافي من الطراز الكاكي القطعة الأساسية والتي مدموجة مع القمشة عتة مثل

الجلد المزيف

INTIMISSIMI PEARLS: BLACK LACE AND WHITE PEARLS FOR INTIMATE WEAR THAT SEDUCES WITH ROMANTICISM

The INTIMISSIMI Pearls "micro collection," offers a selection of items that play with lace and pearls. The line unveils a contemporary remake of the Baby-Doll, mini-dress, Balconette Bra with matching Brazilian panties and coordinated garter belts. A combination of romanticism and seductiveness, interpreted through the selection of black lace and white pearl. Sensuality with a retro twist that attracted Olivia Palermo, to the INTIMISSIMI fashion show last July. The idea of quality with competitive prices and attention to every last detail led the Veronese brand to international success.



Intimissimi Pearls

لانجيري يمزج بين الدانتيل واللاكي



تعتبر المجموعة الصغيرة Intimissimi Pearls - رومانسية أليفة خصوصاً أنها تقدم باقة من الملابس الداخلية التي مزج ما بين الدانتيل واللاكي. وتفرح هذه المجموعة من نسحة معاصرة للبيبي دول الذي يتأرجح ما بين اللاجيري أو القمصان القصير الجذاب والتي كما تقدم أيضاً القصيدة القوية والمسترينج أو البسول التي تمنح السراويلي والمخاطبة والميمس الغير ذات الباقة المفعلة باللاكي. ويضمن عرض الأزياء الذي وعرضه أوليفيا بالرمو. قطعاً أليفة. وفيه لروح وتقاليد Intimissimi. جميع ما بين النوعية والأسعار المدروسة مع اهتمام خاص لكل لمصنوع وهو ما أدى إلى النجاح العالمي لهذه الماركة الإيطالية.

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STRATEGIC PARTNERSHIP AND GLOBAL OUTREACH

In 2015, MEAComS became **Edelman's exclusive affiliate in Egypt**. With this affiliation, MEAComS officially represents the world's largest public relations firm – Edelman – in Egypt. MEAComS will also form an integral part of the Edelman network of affiliates by providing local expertise and on-the-ground market support to Edelman.

Our affiliation with PR giant **Edelman** proves MEAComS has made an impact in Egypt by going above and beyond industry standards, providing quality services for every client, big or small. The advantages of this affiliation include access to international training programs, global communication data and regional support on major projects.

WE are continuously seeking new partnerships with service agencies, NGOs and relevant businesses, both local and abroad, to become our partners so we can offer our clients integrated services and internationally recognized standards in everything we do.



GIVING BACK

MEAComS is a responsible corporation. We believe in the power of community involvement.

Corporate Social Responsibility is one of our key business pillars and we remain dedicated to empowering young professionals.

Founder Fatma z. Ahmed is especially involved in mentoring young business women. In 2013, she joined the Global Women Mentoring Walk and took on several mentees as part of the program. Her aim is to give each participant on the job, practical training as well as empower young women to follow in her footsteps as an entrepreneur and public relations professional.

Fatma is also a member of the global group Women in Business Mentoring. She has participated in WiBM's inclusive leadership training programs and connected with many like-minded businesswomen, sharing her experiences with peers about being an industry pioneer and business owner. She plans to take part in WiBM's upcoming mentorship program.

She has also begun laying the foundation for a social media network to connect female professionals in several industries. The network will aim to offer these women the chance to share their experiences as well as train and empower youth. In addition, MEAComS regularly hosts business networking sessions and book club meetings for key opinion leaders. Much of the discussion revolves around youth issues.



OUR TEAM

At the center of MEAComS' success is our team.

Together, we share our strategies and creative vision to produce outstanding campaigns for our clients.

We are empowered innovators, resourceful thinkers and big believers in the fact that quality work is a reward in and of itself.

Above all else, we promote respect, honesty and integrity with our clients and each other.

OUR AWARD

MEAComS on a Roll !

MEAComS has won a 2015 **African Excellence Award for Best Corporate Video** and the **2017 African Excellence Award in the category of Publication**. The African Excellence Awards celebrate the brightest public relations stars in dozens of unique categories.

The 2015 award-winning video detailed our mission to empower youth and women entrepreneurs across the country by showcasing how hard work, dedication and co-operation can lead to success. It also leveraged the firm's newfound focus on digital media solutions. The project took three months to complete and featured many of MEAComS' closest clients and network allies. Check our 2015 award-winning video here: <https://goo.gl/e0bx2p>.

The 2017 award celebrated our annual external newsletter that details our work, passion, struggles and successes that we share with our clients and followers via digital media. We were recognized by the distinguished Jury as one of the most outstanding PR and communications cases in the region over the last year. Hana Ibrahim, our art director, was a vital power source behind this win.



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OUR CLIENTS

medacome
TURNS



GET IN TOUCH



124, Othman Ibn Affan St., opposite to the Military Academy
Second Floor, Suite 21, Heliopolis, Cairo, Egypt

T + 202 27745121 | + 202 27745329
F + 202 22908298
M + 2010 666 427 38 | + 2010 666 427 37

info@meacoms.net | www.meacoms.net

