



# Fetching for Inspiration Inside and Outside



## “Women in Business” program – USA and Egypt Constitution 2012: Questioning the Legitimate of the President !

**Cairo-December 2012**, Sustainable success is not possible without continued inspiration. My trip to the U.S in September this year revived my inspiration and perspective into business, success and life. I was fortunate to be nominated by the Public Affairs Section of the U.S Embassy in Cairo to participate in an International Visitor Leadership Program (IVLP): “Women in Business” program. The IVLP brings annually to the United States approximately 5,000 potential leaders of the different fields from all over the world to meet and confer with their professional counterparts and to experience America firsthand.

I was one of four young promising Egyptian female entrepreneurs namely; **Dalia Saafan, Amany Sakr, Ingy El Shabrawy and myself**, who were selected to be part of this program.

We visited 4 states; **Washington D.C, St. Louise - Missouri, Portland - Oregon** and we ended our trip with the Big Apple, **New York**...Indeed, It was a life-time experience!

I felt lucky to explore strategic institutions like; the US Department of State, OPIC, World Bank, IFC, Golden Seeds, Arch Grants, Saint Louis University, and the Gallup Organization, where we met Ms. Dalia Mogahed. The meetings enabled us to explore how Americans run businesses transactions all across the states and attract other countries to conduct business in the U.S.

We also visited many women organizations like; Vital Voices, NAWBO, Working Mother Media, 651 Arts, Oregon Trades Women, and Porter Bay Group. I arranged meetings with 2 PR agencies; The VanDiver Group in St. Louise and Fenton Communications in DC. We shared together our mutual business challenges and discussed how we allocate the appropriate resources to resolve those challenges. Still, PR is a women-run business all over!

**Art and entertainment** was also part of our trip; we visited the Metropolitan Museum in New York, National Museum of Women in the Arts, St. Louise Zoo, Six Flages amusement, the Botanical Garden, the Columbia River Gorge, and the Statue of Liberty in New York.

**A special thanks** to Ms. Noha Fathi for her recommendation to participate in the program. Ms. Fathi is the Founder of The Marketer.net; a Marketing and Management Consulting firm.

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INTERNATIONAL  
VISITOR  
LEADERSHIP  
PROGRAM



**Food**; nothing can compete Five Guys for Burger, especially the fries.. Yummy!

We were all hosted for dinner reception by two wonderful families; The Fuller’s in St. Louise and Sal Kadri’s in Portland. I was invited by my father’s best friends; Dr. Mohamed Mostafa and his wife Rose to spend the weekend with them in their Bed and Breakfast “R.R. Thompson House”. I had a wonderful retreat and the best healthy breakfast ever!

We met remarkable people like; Cheryl Myers, Lloyd Baroody and Mitchell Cohn. Also, Ms. Ghada Attia and Hanadi Thomas; our interpreters and trip facilitators were so helpful and friendly.

Apart from the personal front, Egypt is still going through political turbulence. I believe many of us have realized that the road to democracy is long and bumpy, and that we all have to pay, in way or another, for real change to happen. Yet, seeing youth who are still willing to pay their lives for better Egypt and continue to defend the revolution rekindles hope and faith in the future of our beloved Egypt.

Last but not least, I would like to wish you and your beloved ones a happy new year full of blessings!



Cheers to a new year  
and another chance  
for us to get it right.



### THANK YOU!

**Thanks** Ms. Dalia Saafan for the inspiring training session; “**It’s All About ME**” hosted by the US Embassy in Cairo on 23 Dec 2012.

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# KEY HIGHLIGHTS

## Oct - Dec 2012

**Congratulations  
to Ahmed Mekky**



**Co-Founder, Board Member and CEO of Gulf Bridge International (GBI), for being listed amongst Global Telecoms Business Power 100 list of industry leaders and influencers.**

Hard efforts pay off at the end!

### PROUD OF 😊

We take pride of our first fashion website: [www.Saraya-me.com](http://www.Saraya-me.com)

Working with Saraya to build their regional corporate brand and social media presence has been a great fun!

Blog Series Feed on GlobalCom PR Network, Check out our latest post "Egypt: tops and flops in international PR" @:  
<http://www.gcpr-blog.net/egypt-tops-and-flops-in-international-pr/2301/#more-2301>

**Merck New  
Office  
Launch**



The German Pharmaceutical company Merck opened its new office in Egyptian an inauguration event held in the Sheraton Residence, Heliopolis. The event included prominent pharmaceutical-related stakeholders and governmental officials.

## WE DID IT RIGHT !



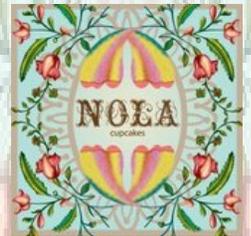
On October 9th, 2012, The BlackBerry® 10 Jam World Tour came to Egypt to provide developers and students with an opportunity to learn more about the unique capabilities of BlackBerry® 10. More than 250 developers attended the hands-on event, demonstrating the growing enthusiasm for the BlackBerry 10 platform among Egypt's entrepreneurial developer community.

A media roundtable was set at ITI to showcase launch of the new phone and the technology behind it.

On October 14th, HP launched its new Ink Advantage printer making quality printing more affordable for home users and micro-business customers, enabling them to print up to two times the amount of pages for the same cost.



## PARTY TIME



This is not cupcakes, It's NOLA's Cupcakes!. MEACoS received a special package from NOLA's. Stay tuned to know the reason why in our coming newsletter!



On 5 December 2012, the African Development Bank (AfDB) in collaboration with the Social Fund for Development organized the "Youth Employment: Building the Future of Egypt," forum to promote employment initiatives in Egypt. The high level dialogue was chaired by Prime Dr. Minister Hisham Kandil and included various experts from the Egyptian Government, NGOs and representatives from the private sector as well as development partners. AfDB also announced the launch of the African Economic Outlook 2012 during the event.

