

# medcome TURNS



# It is our 10<sup>th</sup> Anniversary!

As I am writing this letter, I cannot quite believe that it has been ten years since launching MEAComS. In April 2008, I was discussing with my friend the idea of establishing my own business and one thing led to another and we began brainstorming business names. Ever since that moment, I knew deep down that my goal was to start my own business and I worked very hard to realize my dream.

But dreaming is not enough. What differentiates MEAComS from other agencies is our understanding our local, regional and global clients and providing them with strategic, integrated communications and effective implementation to support our clients short and long-term business goals.

So now, after a decade has passed, it is safe to say that we truly accomplished what we set out to do. Thanks God. And I could not be prouder of what I love to call my little baby and all the amazing people who contributed in making this dream come true. The journey of MEAComS has been very exciting, fulfilling and at the same time challenging. Although it has taken a lot of my time, effort, hard work and even sometimes my own piece of mind, it has also enable me to reach out and connect with reputable people in the industry. I truly have learned more than I could have ever imagined.

*Thank you.*

Fatma z Ahmed  
Founder and Managing Director

# The Beginnings

*I remember my first clients fondly and appreciate all the support they have given the company dream to exist at the time. I am forever grateful to DR. Raed Sherif who believed in MEAComS to work for eSolar even before the official existence in July 2008. Soon after in 2009, we served the African Development Bank (AfDB) and worked on engaging the bank with Egyptian stakeholders. Since then, the bank's reputation and brand awareness underwent a fundamental transformation.*

MEAComS started its journey with some small projects like; Exxon Mobile. MEAComS was responsible for raising awareness of the company's key activities and events as well as emphasizing Exxon's commitment to diversity and empowerment of women in the business world.

That year ended with MEAComS winning a 3 months contract for Plan International. We started working with Plan International to manage the communication and media strategy of the company's office in Egypt. We did a job well done and were awarded two more projects until 2011. Later on, we managed to get two contracts within our scope of work until early 2011. It was a great way to end MEAComS' second year in business!

In our third year, we served our very first technology-industry client, Siemens. Siemens Egypt wanted to engage directly with Egyptian consumers about its products and services as well as its plans for the country.

# Aiming for the Stars

Our focus in 2011 was taking MEAComS to the next level of excellence by serving reputable international clients. We started working with HP Egypt to creatively launch its e-Print services in Egypt, which we did so successfully.

In 2012, MEAComS worked on BlackBerry account in the most unexpected way. I was at the office one day when I got a call from BlackBerry. The next thing we know, we attended a meeting and signed a PR contract then and there! Our goal was to identify influencers to act as BlackBerry Brand Ambassadors. It was our very first time to work with influencers. We chose Tara Emad and Nola Cupcakes to be blackberry's ambassadors. It was a big hit (proved even bigger with time). I was so thrilled with what we have achieved!

**ExxonMobil**



**SIEMENS**



**BlackBerry**

# Celebrating our 5th year anniversary!

2013 marked our 5th anniversary! We celebrated with friends, clients and partners who have supported us throughout our journey.

But that was not all, 2013 was also the year that we concluded a contract with Shell Lubricants Egypt extending our partnership until 2018. We had long and healthy relationship over the last few years and it is safe to say that this account required lots of effort and hard work. We were workaholics. Extending working hours, early logins to the systems, working from home and whatnot, we have done it all when work was demanded. I would have endless calls and meeting but together we produced some of Shell's most remarkable work.

I might as well call 2014 the 'pharmaceutical year!' As we served two pharmaceutical clients, Lilly Pharmaceuticals and Merck Serono Egypt. We worked on diabetes campaigns and awareness programs, which were well received by the media. With MEAComS' help, their news was all over different media channels.

I was fortunate enough to end the year with General Electric. GE turned to the boutique communications firm throughout 2014 to help it spread awareness on several key initiatives that included its 40 years celebration in Egypt, which was headed by Jeffrey Immelt, GE Chairman & CEO.

# MEAComS goes International!

2015 is the year that MEAComS went international! That year we signed an exclusive affiliate agreement with Edelman, the world's biggest and brightest public relations company with thousands of top-tier clients. All the celebrations, laughter, happiness are still echoing in my head. It was one of my best days where I felt that MEAComS is finally getting the recognition it deserves.

That year we also worked on Blumberg Grain. Blumberg Grain was a busy account as it required constant liaising between the Ministry of Supply and Internal Trade. I would wake up to the client's calls at sometimes 4 and 5am! Although, this was a challenging account to work on, I was very proud of how MEAComS and the team handled this account and met all the client's objectives.



# MEAComS Awards

## 2016 was also another great year!

We received our first 2015 African Excellence Award for Best Corporate Video and Film. Our excitement was through the roof and we began preparing for our trip to Cape Town right away to attend the award ceremony.

The journey was long and tiring, yet exhilarating. I traveled with Aya Mostafa, the youngest MEAComS member. This award sums up a long journey of hard work not only on a corporate level, but on a personal level as well. For me, this was the perfect way to celebrate our 7th anniversary.

On the work front, 2016 was on fire! We were handling more than seven accounts and in August 2016, MEAComS was called on by Canon to organize a huge press conference to gather all journalists specializing in technology to announce the launch of Canon's new PIXMA G-Series printers. The event went off without a hitch! We also managed the account two new accounts that year, Travelport and Misys.



## Our Second Win!

In 2016, we won the African Excellence Award in the category of Publication, which makes it our second award win in a row! We can also proudly say that we got to be a part of the Middle East Public Relations Awards (MEPRA) in December 2017. We were shortlisted in the category of Social Responsibility & Environmental PR for our work with Shell Lubricants Egypt on their Shell Technology Leadership Conference 2016 (STLC). Though the win was not in the stars for us, we participated in one of the biggest Public Relations Awards in the Middle East region.

2017 also marked the start of our collaboration with BASF. MEAComS role was to identify and ensure that the Egyptian public recognizes the services provided by BASF. I consider this project the beginning of our fruitful collaboration.



# At the End of the Road

Looking back at 2018, MEAComS was off to a good start. Early in the year, we started working on Network International to provide them with PR support services in Egypt.

Then we have Line Live as in February, 2018 LINE Corporation turned to MEAComS in order to help them delivering their news of launching its LINE LIVE app in 12 countries in the Middle East and North Africa (MENA) region, including Egypt, Saudi Arabia and the UAE.

In April 2018, The Abdulla Al Ghurair Foundation for Education and Arizona State University (ASU) launched new scholarships for Egyptian and Arab youth to

complete high quality master's degrees online. Since it is our area of expertise, we used our communicative tools to ensure suitable media coverage.

2018 marked our second time working with SMAS IP. We were asked to organize a conference, which is held annually in honor of World Intellectual Property Day. MEAComS organized the event and we were able to set up the events' logistics and relevant press material.

Xiaomi is another client that MEAComS worked with in 2018. We are responsible for providing strategic planning and communication services to Xiaomi in Egypt. Although this was a last minute request from Xiaomi, the launch event went smoothly and created a buzz in print

and online publications. Our work with Xiaomi is also significant since we deal with bloggers and social media influencers on experiencing several products.

Just when we thought 2018 could not get any better, our efforts have been crowned with success when Nissan Motor Egypt signed a contract with MEAComS. MEAComS started immediately with preparing Nissan team for Automech Formula 2018 through holding a media training session. We developed and executed an aggressive communications strategy including media outreach and content creating and distribution to help maximize coverage.

The success of MEAComS wouldn't have been possible without the tremendous effort that the team

has put in. The late working hours and the continuous dedication and commitment that they have demonstrated as well as their support for each other is truly what made MEAComS what it is today.

I have also to thank my friend and travel blogger Mahmoud Kamal, #NoFixedAddress, who has inspired me to start traveling, and discovering the world. We only live once, and we have to live it to the fullest.

Last but not least, I want to thank my parents, my friends and my uncle for being my pillar of support and for standing behind every step of the way; for having my back even when things got hard and even impossible at times. I could not have continued on this journey without you.

*Your love and support mean the world to me!*



# 10 Years, 10 Highlights

## Our Media Partners

We greatly value the deep relationships and trust that we have cultivated with key local, regional, national and international media over the years. Thank you for all the support you gave to us during these 10 years.

## Interns

As part of MEAComS commitment to support youth, we are committed to introducing interns to the PR business. They always bring fresh, bright and new ideas to the team and can often suggest better way of doing things.! Big shout out to all the interns we have had around the past 10 years.

## MEAComS Ramadan Iftar

Nothing can beat our Ramadan iftars! We always have a special gathering with many of our friends, partners and colleagues to enjoy scrumptious delicacies and treats to break the fast. Our two favorite iftars were at Andrea in New Giza and on Fel Fellouca cruising along the Nile.

## Breakfasts

The best way to kick-start the day is of course by having a breakfast! Over the course of the years, MEAComS often invited its clients for breakfasts to talk over work, life and future prospects.

## Parties

We work hard and play hard! MEAComS organizes annual office parties whether for Christmas or Valentines Day.

## Birthdays Agency

Everyone deserves a treat on their birthday- this is our motto in MEAComS. I love baking and I love making team members feel special on their birthday. Every team member gets a birthday cake on their special day. I have another idea in mind. Stay tuned for #CheeseStrawberryandMint

## Empowering Women

Since MEAComS vision is to empower women, we participated at the What Women Want and Women's Entrepreneurship 'The Conference Choose Women'. The conference celebrated all the hard-working women out there who are making a difference in the world every day.

## MEAComS Competitions

Because life is better with giveaways, we tend to hold annual photo competitions to engage more with our lovely followers. We had two competitions so far and we hosted the winners at our office to present them with their winnings. We always spend such a great time with them.

## MEAComS Team

MEAComS wouldn't have been able to accomplish all that it has without it's fantastic team! Without all their effort, hard work and dedication we would not have been where we are today. Thank you working relentlessly pushing yourselves to the maximum and MEAComS forward.



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