

Cairo, Egypt, Jan 2014, Last year was an important year for the strategic and physical growth of the company. As **meacoms** continues to expand in terms of client reach, we are also expanding the team: Ahmed El Hussieni, Senior Media Relations Executive and Abdallah Osama; Media Executive are invaluable additions to the expansion of **meacoms** activities in 2014. Indispensable work from our Media Coordinator, Shaimaa Abdel-Moneim; meticulous research from our Media Analyst, Yosra Abdel Salam; and scrupulous writing from our senior copy editor, Sherif Zaaza, has passionately paved the way for our growth.

My own personal business growth has been significantly boosted with my acceptance in **Vital Voices GROW fellowship program.** I am very pleased to be alongside a cadre of dynamic women of the MENA region picked to receive mentoring support in the name of growing the business.

With our eyes firmly focused forward, we will continue to pursue excellence, innovation, and steadfast perseverance in achieving our client's goals.

I want to thank all of our clients for their support in 2013 and invite them to follow our dynamic vision for growth in 2014.

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



A New Constitution & a President for all Egyptians

Whilst the past year has not been without tumult in the wake of the removal of former President Mohamed Morsi, Egypt is to vote in a new constitution in mid-January.

Presidential elections are set to follow in the coming months: A real constitution, and an elected leader and government that is of, by and for the people forms the backbone of Egypt's continued stability and economic growth going forward.

Let us hope 2014 signifies a turning point in the country's rocky path to democratic governance.

Women Empowerment and Mentoring: We Pay it Forward



Women in Business and Management Program (WiBM)

Conducted by Mashoura for Capacity Building, WiBM is aimed at empowering young women to achieve in the male-dominated business arena. Thanks to my mentor, Reham Helmy, for her great input into the program

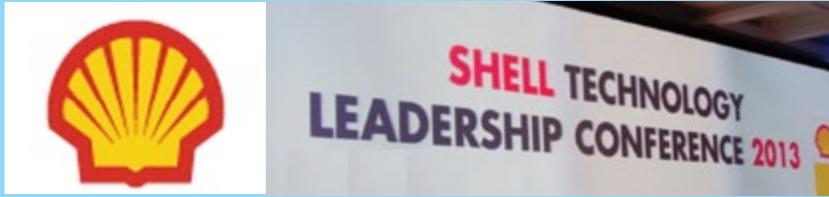
As the program ended, I came to mentor 21-year old Mass Media student Fatima Younis as part of the (WiBM).



Vital Voices Mentoring Walk

In November 2013, I took part in Vital Voices mentor walk as a show of my ongoing support for youth and women's' empowerment. As a believer of the important role that support and encouragement by female business mentors has played in my career trajectory, I feel blessed and wish to give back by the same token. The Global Mentoring Walk convenes established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their professional challenges and successes to establish a mentoring relationship.





Shell: Embracing the Future Through Dynamic Collaborations

November 2013 saw Shell hold its third annual Shell Technology Leadership Conference (STLC) in Marsa Alam, Egypt. The convention tackled the pressing issue of global sustainability while undertaking the theme **“Energy – Water – Food: In Search of Resilience”**

Taking place over two days, the conference saw a diverse group of experts and business leaders come together to discuss the most pressing issue facing the global community at this moment in time: how to best use and preserve the planet’s limited available resources. Shell also presented the latest trends and technology surrounding lubrication, oil analysis, energy reliability, and best practices in manufacturing and energy production using Shell products.

medcomε had the pleasure of handling press relations for the conference, including communications strategy, media handling and press coverage.



Shell Lubricants Egypt Teams up with Market Leaders

2013 was another fruitful year for the Shell Lubricants team with the announcement of a number of strategic partnerships between Shell Lubricants and other market leaders. The new agreement with Scuderia Ferrari will highlight Shell's technical leadership through the new launch of F138 Formula One™ car. Shell teaming up with Artoc Auto, the sole authorized dealer of Skoda vehicles in Egypt, and (NATCO), the National Motor Company, official distributors of Mercedes Benz, to present its renowned synthetic oil for gasoline engines “Shell Helix Ultra”. Bavarian Auto Group, Egypt’s sole authorized BMW dealer, also renewed its contract with Shell Lubricants Egypt, for another five years.

Shell Round-Table: Media Meet and Greet

On 24 December 2013, medcomε successfully arranged a media round-table for Shell Lubricants Egypt. The meeting proved to be a triumphant prospect for Shell Lubricants Egypt to engage with the media and explain matters concerning the company. Managing Director of Shell Lubricants Egypt Mr. Saher Hashem attended the meeting, as 12 reporters from different publications inquired on Shell's recent endeavors. Mr. Saher elucidated the plans of Shell Lubricants Egypt, as well as their latest updates and achievements on the market.





African Development Bank Invests in a Sustainable future for Egypt

November 2013, The African Development Bank signed off on a US\$2 million dollar grant for an Industrial Waste Management and SME Entrepreneurship hub in Egypt. The deal, which will encompass the development of a sustainable integrated industrial waste exchange system that will link industrial waste generators, potential users, and recyclers, signifies an important stage in securing a sustainable future for Egypt.

With its special focus on fostering young entrepreneurs, this ambitious project is expected to improve cross-industry resource efficiency, promote the development of new innovative SMEs, create green job opportunities, and reduce the environmental impact of industrial waste.

MEAComS stands at the forefront of a process of transparency and engagement that the Bank has assumed with the government and public, working to promote and circulate news on the Bank's activities to local and international players.



Merck: Leading the Charge in Public Health Awareness

As part of its mission to raise awareness in Egypt, Merck ended the year by hosting three successful initiatives on pressing contemporary public health issues: head and neck cancer, infertility and diabetes.

The 'Make Sense' campaign highlights possible signs of head and neck cancer, the sixth most prevalent type of cancer worldwide. The other scheme, undertaken in December, was a sponsorship by Merck to the ESHRE Summits in Cairo and Alexandria, which tackled strategies for tackling primary causes of infertility and advances in its treatment.

meacomS was consulted on promoting those medical topics through different media channels. This represents an important step in educating the public on health issues that affect a large number of the population.

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"We believe PR should be practiced to serve the public interest, to develop mutual understanding between organizations and their publics." – James E. Grunig

Breakfast and Books

Business Breakfast: A Thursday breakfast at the office inviting business partners, clients, and friends for business networking, sharing ideas and some fun. In attendance were Lojine Consulting, AFB consulting, Edge Consulting, Fruits Advertising, and other partners working in different domains and networks.



"2 Officers" Launch: A Smash Hit

On 18 December 2013, Essam Youssef, launched his new novel "2 Officers" at Fairmont Nile City. The novel tells the true story of a dramatic relationship between two Egyptian police officers. The result is a smashup cacophony of revenge, love, lust, and mystery.

Ms. Queene: a female dog hosted at our office spent the New Year with us.



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