

# MEAComS Welcomes 2015 with a Bang!

Issue 10, January 2015

## Our Message

MEAComS would like to take this opportunity to wish you and yours a Happy New Year. As Egypt's preeminent boutique communications firm, we are proud to announce we have signed an exclusive affiliate agreement with Edelman, the globe's biggest and brightest public relations company with thousands of top-tier clients.

We are now the official Edelman representative in Egypt, a win-win for us and Edelman. Not only will our staff and clients have access to Edelman's regional and global network of experts, best practices and professional development and training programs, MEAComS will provide the vast Edelman network with local expertise and on-the-ground market support locally.

We are excited about this partnership and are pleased that Edelman has recognized all that MEAComS has to offer. In related news, we have been making waves with huge successes with some of the biggest names in the business, including BlackBerry, Shell Lubricants Egypt, GBI and YUM!

We are constantly growing and know that 2015 will mark our greatest yet, thanks to our loyal clients, hardworking staff and our various partners in the media, government and non-profit organizations.

### The PR quote:

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." – Warren Buffet



# MEACoS in Action

## Learning from the Best in Jordan

MEACoS founder and managing director Fatma z. Ahmed attended the Global PR Trends Summit in Amman, Jordan on November 2014. MEACoS is committed to implementing many of the best practices touted at the conference; particularly in the areas of proactive crisis management and implementing methodology, progressive corporations use to cope with challenging situations. Be sure to look for some inspirational ideas this year at MEACoS!

global  
**PR TRENDS**  
SUMMIT

## Business & FUN Section

### Christmas Party @ MEACoS

In December 2014, MEACoS hosted its inaugural office Christmas party. But it wasn't just any party – MEACoS invited special guest Santa Clause to give out toys and gifts to guests and their children, making it a true highlight of the year.



## Our Review

### Upper Egypt Moves to Maadi

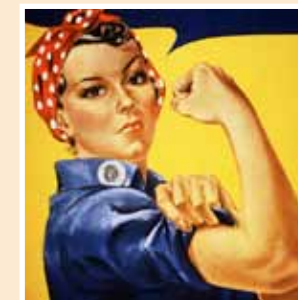
MEACoS is excited about the opening of Teatro El Maadi, a new cultural art space and social hub established in 2014 in Cairo's suburbs. Guests get a chance to try out Upper Egypt's delectable delights and enjoy Egyptian culture at the same time. Check out more on the FB page!



### Supporting Women's Empowerment

MEACoS showed our female clients and media partners just how much we appreciate their support with a New Year's gift of spa treatments at Scrubby Bubby.

Thanks to the wonderful staff at the spa for their help in promoting women's empowerment through collaboration and building strong alliances. Check out more at the FB page!



### MEACoS Debuts Inaugural Petro Mag Ad

In December 2014, MEACoS debuted its first advertisement in the Petro Mining Magazine in an effort to promote our boutique communications firm. We are grateful to Mr. Ashraf Fekry, the founder, for his ongoing support in making this happen.



### RIP Empress of the Lebanese Song

MEACoS was saddened by the news that Lebanese icon Sabah passed away last year. Her dulcet tones and impact on the Arab World will never be forgotten.



### RIP Heba El Husseini

MEACoS is also mourning the passing of Heba El Husseini, an Egyptian mountain climber who died during in Morocco in October. She was killed during a summit attempt. Our prayers go out to her family.



# Clients & Events

## Shell Lubricants Egypt

2014 was an exciting year for MEAComS and Shell Lubricants Egypt. Together we hosted several successful events, further boosting Shell's brand recognition as well as promoting their Egyptian business ventures, which include new products, CSR initiatives and R&D.

Last year, Shell Lubricants Egypt launched a new integrated marketing campaign to give driver Shell Lubricants Egypt publicize the renewal of its strategic partnership with the Egyptian International Trading & Agencies Co. (EIT), the sole distributor of Kia Motors vehicles in Egypt.



## Shell Technology Leadership Conference 2014



In November 2014, MEAComS helped Shell Lubricants Egypt kick off its fourth annual Shell Technology Leadership Conference (STLC) in Sahl Hasheesh, Hurghada. Themed 'Energy Conservation', the conference brought together senior representatives from the corporate world, the government, academia and non-government organizations (NGOs) to share practical solutions to the country's energy problems.

Over the course of two days, representatives agreed that a cross-sector, holistic approach that links the efforts of both the private and public sectors will be paramount in addressing Egypt's rising energy needs.



## Merck Training Courses



In September 2014, MEAComS worked with Merck Serono Egypt to spread awareness of its CSR program with the Health Insurance Organization (HIO). The partnership between HIO and Merck involved the creation of a rigorous management training course for HIO doctors and pharmacists.

With MEAComS' help, they celebrated the graduation of the first batch of doctors and pharmacists who had successfully completed the program aiming to improve services provided by public health insurance hospitals nationwide.





## Lilly Pharma Spreads Diabetes Awareness

In October 2014, Lilly Pharmaceuticals launched an initiative, in cooperation with the Health Insurance Organization (HIO), to raise awareness about diabetes and its complications and risks.

Later in November 2014, MEAComS worked with Lilly Pharmaceuticals to publicize the signing of a major agreement of cooperation with the National Diabetes & Endocrinology Institute (NDEI). The partnership saw the launch of the program titled 'Know More; Control Diabetes'. The initiative aims at providing diabetics better health care and awareness through training service providers, doctors, pharmacists and nurses on the latest treatment methods and medical education.

*Lilly*



## GE Success Stories in Egypt

GE Oil & Gas has a longstanding partnership with MEAComS. That's why GE turned to the boutique communications firm throughout 2014 to help it spread awareness of several key initiatives. They include the celebration with Petrojet Egypt, a multidisciplinary contractor who specializes in providing EPC services for the oil and gas sector, of the 1000th API Certified Sucker Rod pumping unit being manufactured in Egypt.

MEAComS also worked with GE to showcase the competencies of its Distributed Power solutions that draw on non-traditional sources of power generation to deliver power where it is needed most, and thus meet Egypt's growing demand for electricity at the Cairo Energy Oil & Gas International Conference & Exhibition in September 2014.

Furthermore, MEAComS helped GE mark its 40-year partnership with Egypt and its work with government and private sector customers to address some of the country's toughest challenges.



**Contact Us @** 12, Mohamed Bayoumi st, Behind Almaza Exchange | Ard El Golf, Second Floor, Suite 22 Heliopolis | Cairo | Egypt

info@meacoms.net | www.meacoms.net



T + 202 24157254 | + 2 010 666 427 37  
F + 202 22908298 | M + 010 666 427 38