

#MEAComS 2017: An Award and A Nomination!

It's a wrap!

It has been a whirlwind of a year here at MEAComS; from work with our clients to the exciting new places we have been lucky enough to visit to the awards that just keep on coming. Following on our startup philosophy as a boutique agency that serves specialized clientele and exceeding not only their expectation but ours also has made 2017 a blessed year for us.

MEAComS 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 got to take part in one of the biggest Public Relations Awards in the Middle East region. We got to meet people from all walks of the communications industry and cheer each other on throughout the night.



To be nominated for, get to compete with international firms and then win something as great as the African Excellence Award, assures me that we are on the right track and we are moving forward towards a better future for Public Relations and Communications in Egypt. These awards are our motivation to do better and bigger things. I would like to express my deep gratitude to Hana Ibrahim, whose passion and sheer resilience won us the African Excellence Award this year that took place in South Africa. The 3-day event, which included the award ceremony, was filled with adventures, great food and a visit to the Edelman Office in South Africa.



We started working as a public relations company nearly a decade ago and we have worked hard to grow into a company that is recognized as essential in the Public Relations industry in Egypt. We then moved into the international PR industry in 2015 with our affiliation with Edelman which has widened our horizon and we are reaching for stars each day. We serve our clients with utmost dedication and passion. Their success is a reflection of our success.

Winning at the African Excellence Awards consecutively, for our corporate work and this year our client project received a nomination, has given us an immense level of satisfaction and motivation to continue marking our philosophy and success of the boutique services in the PR and Communications industry in Egypt and on a global level.



KENYA & the MASSAI

Since I was in South Africa I could not help but seize the opportunity and went to explore Kenya. It was a surreal experience exploring one of the most exciting places on planet Earth. With amazing food, beverages, comfortable accommodations and possibly the friendliest people I have ever met – I just wanted to stay there forever! I felt so lucky to have seen the 'Big Five' in my game drives! I really enjoyed my stay at Fairmont Mara Safari Club and in Kenya and would like to thank them for their hospitality and love.

Check out our homegrown video: <https://www.youtube.com/watch?v=O5b4kXrQcAQ>

MEACoS, along with local partners from Kenya, is hoping to broaden their reach in social responsibility work. We are committed to provide sustainable living for people and this will be our step towards doing good, with the people of Kenya and Egypt working together.

On the personal level, 2017 was an amazing year for me where I had the chance to visit 6 countries and 1 city; UK, Scotland, South Africa, Kenya, Cyprus, UAE and Hurghada (Egypt)...

Fatma z. Ahmed
Founder & Managing Director



MEAComS in Action

Clients & Events



BASF: Ministry of Agriculture

August 2017, A senior delegation from the Egyptian Ministry of Agriculture and land reclamation visited the headquarters and the Agricultural Research Center of one of the largest chemical producers in the world, BASF, in Germany. The purpose of the visit was to learn about new and innovative products for farming, pest control and seed treatment, and to discuss testing methods for crop protection products.



BASF: OUDA

August 2017, A memorandum of Understanding (MoU) has been signed by the Operational Unit for Development Assistance (OUDA), a partnership between the Egyptian Ministry of Foreign Affairs (MOFA) and the United Nations Development Programme (UNDP) under the capacity of H.E. Minister of International Cooperation, and BASF, the world's leading chemical company, enabling both parties to effectively collaborate on the theme of 'Water Stewardship' and to promote responsible use of water in Egypt.



BASF: Ministry of Education

December 2017, BASF Egypt Ltd. donated two state-of-the-art smart board screens to support students, parents and teachers of the Al Nubaria Official Language School in the Al Nubaria region. BASF reached out to the school as part of its commitment to support youth development by improving the learning environment of the school, located in Egypt's agricultural heartland. BASF Egypt also provided the school with six first aid kits.



Cambridge Principals Forums

February 2017, Cambridge Principals Forums, an annual event hosted by Cambridge International Examinations, took place in Egypt on Tuesday 14th of February for schools in the country. Over 140 principals from Cambridge schools in Cairo, Alexandria, and surrounding cities attended the event. Delegates at the Cambridge Principals participated in a workshop on Coaching in Education led by Dr Clare Beckett Mcinroy, global speaker and CEO of BMC consultancy. The workshop aimed to help school leaders and principals build a better environment for teachers and learners inside the school.



Egypt Awards Ceremony

March 2017, Cambridge International Examinations in co-operation with the British Council, presented awards to the winners of the Outstanding Cambridge Learner Awards in Egypt. The ceremony was held at the British Embassy in Cairo and under the patronage of H HMA John Casson, British Ambassador to Egypt. The event was attended by HE Dr Tarek Shawky, Minister of Education and Vocational Education, and senior executives from Cambridge and the British Council.

The awards celebrate the outstanding academic achievements of Egyptian secondary school learners in the June and November 2016 Cambridge examination series.



Shell Lubricants Egypt

Shell and Toyota

May 2017, Shell Lubricants Egypt signed an agreement to supply industrial oils and related services to South Helwan Power Plant, which is managed by the consortium of Toyota Tsusho Corporation (TTC) & Mitsubishi Hitachi Power Systems (MHPS). The deal reaffirms the leading position of Shell Lubricants Egypt as the country's largest supplier of superior industrial oils to national mega projects. The signing ceremony was attended by Mr. Saher Hashem, Managing Director of Shell Lubricants Egypt and Mr. Iwasaki, General Manager of Toyota Tsusho Corp. Egypt, in addition to senior executives from both companies.



Shell-Automotive First Ramadan Tournament in Football Sector

June 2017, A first of a kind initiative for the cars sector in the Egyptian market, the first Ramadan Football Tournament for the cars sector was launched under the patronage of "Shell Lubricants Egypt" and in collaboration with "Egypt Automotive". The events of the championship began on Friday, 7th of Ramadan at the Olympic Center in Maadi and included 16 teams from the different automakers competing over 3 weeks for "Shell-Automotive" football championship cup.



Shell Summer Activities

August 2017, Shell Lubricants Egypt organized a series of summer activities in Egypt's North Coast this year. The campaign's main objective is to raise awareness among Shell's customers of the latest PurePlus Technology. Shell booths were distributed in strategic locations across the North Coast, including Marasi, which was central to main events, competitions and entertainment activities. Further, the campaign also visited Marina 4 and the Service Centers of Shell's partners, notably Hyundai, Kia and Abu Ghali Motors located in Marina 5.



Automech Formula 2017: Shell and FCA Partnership Agreement

September 2017, Shell Lubricants Egypt signed a new partnership agreement with Fiat Chrysler Automobiles (FCA) Egypt, whereby Shell is the only recommended supplier for aftermarket engine oils for Jeep and Chrysler. This local partnership is part of an international agreement between FCA and Shell Lubricants around the world. The agreement was signed during the press conference held by Shell Lubricants Egypt, on the sidelines of the Automech Formula's 24th Cairo International Motorshow, which is sponsored by Shell Helix Ultra.



Shell Fleet and Construction Conference

October 2017, Shell Lubricants Egypt held a two-day conference on Fleet and Construction sectors held in Alexandria, Egypt. The event was attended by top leading senior executives from more than 130 industry sectors. Well-known names were members of the panel discussion.



Shell Rimula Global Promotion in Milano

October 2017, More than 123 Shell Rimula customers and distributors from nearly 16 countries gathered in the stylish Italian city of Milan to attend the Shell Rimula Global Promotion.

The Shell Rimula Global Promotion is an interactive event where guests from around the world get to see how Shell Rimula Oil works through high-tech demos and challenges that push heavy-duty vehicles to their limits. It has been running since 2012 and is now a highlight in the calendar for many Shell Rimula customers from around the world.



Shell Media Roundtable

December 2017, A media roundtable was held on December 5th at Four Seasons Nile Plaza Hotel in Cairo in the presence of Saher Hashem (Managing Director of Shell Lubricants Egypt) came in alignment with Shell's keenness to create and open channels of continuous communication with Shell's partners; sharing success and ideas. The meeting is a platform for dialogue between the media, partners and Shell Lubricants Egypt.



Shell Lubricants Egypt & Al Mansour Automotive sign a partnership

December 2017, Shell Lubricants Egypt signed a new partnership with Al Mansour Automotive Group, the authorized distributor for several international brands, to become the sole supplier of motor oils at the after-sales service centers for all Al Mansour Automotive Group agents. This deal is the second largest from the company yet. A ceremony was held to commemorate this moment in the presence of Saher Hashem (Shell Lubricants Egypt Managing Director) and Adel Khadr (CEO Al Mansour Automotive Co.)



Business & FUN

MEACoS in Action

Our team got a light training on PR 101 and an extensive one on the latest PR trends and techniques conducted by our lovely Harim.

Raed Sherif @ MEACoS

Our first-ever client finally came to say congratulations to us. We are grateful that we are still in contact with all our previous clients and building relations with whomever we have served.

#Explore Egypt

Since Egypt is a dazzling mix of activities combining culture, adventure and relaxation, MEACoS has been on a sight-seeing craze, visiting some amazing places this year. From Mohamed Ali Palace, Om Kalthoum Museum, Nilometer to El Ghoreia, we have been #ExploringEgypt. It is our deepest wish that people visit the historical and cultural places that Egypt is brimming with. The deep-set understanding of the history behind these places allows one to transport themselves to a whole new realm.

Cheese Cake Agency

As we are a one big happy family at MEACoS, we are very keen to celebrate each other on their birthday. Birthday cakes are made with love by our lovely MD to make us feel at home. 2017 has also given us a new entrepreneurial idea to head into something a lot sweeter. Watch out for the name #CheeseStrawberryandMint in 2018!

MEACoS Photo Competition

Continuing on with our tradition of engaging our lovely followers on social media, we held our annual photo competition which lasted for a week. We had a great time seeing the competition and the response from our followers and friends on the MEACoS page. We had so much fun hosting the three winners at our office to present them with their winnings (awesome home-made and organic skin care products from Scrubby Bubby so a big thank you to them!) and some delicious food. We enjoy visits of our lovely followers throughout the whole year so a big thank you to them for making our year at work a great one!

WED Conference

I was also gratified and proud to be part of the What Women Want and Women's Entrepreneurship 'The Conference Choose Women' which hosted more than 200 women entrepreneurs leading the best companies in Egypt. The conference celebrated all the hard-working women out there who are making a difference every day and empowering each other along the way!

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