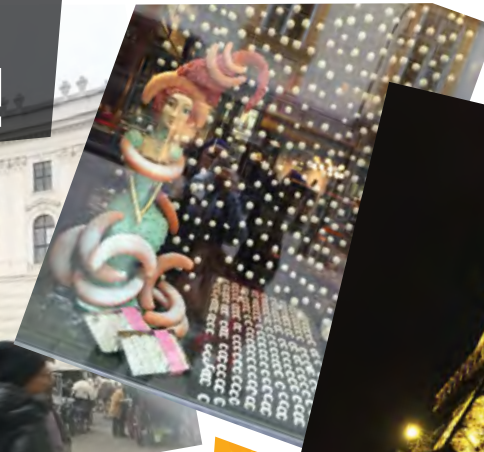


Inspired by **No Fixed Address!**

Issue #12- Feb 2016



Our **Message**

In 2015, I took a leap of faith and planned my dream trip at the behest of El Tahrir automotive reporter and blogger Mr. Mahmoud Kamal. He is also the founder of No Fixed Address, a Facebook group where Kamal documents the most interesting and inspiring chapters of his world travels.

My journey to **Paris, Prague, Vienna, Dresden** and **Budapest**, which took two months to plan, began just before Christmas and was definitely the trip of a lifetime!

■ **Paris:** The city of love, lights and fashion. During Christmas, every Parisian street is chock-full of delightful decorations to celebrate the season. Walking amidst France's incredible heritage and enjoying the fresh air was a deeply personal experience. I also enjoyed the opportunity to see art everywhere in all sorts of unexpected locales. Often I saw Parisian artists take up residence along the canals so as to sell their pieces and interact with the general public.

A wide array of decadent cheeses, baked sweets and jams were available at Paris' many unique shops. Spending Christmas Day at Disney World was an amazingly magical experience as well. Regardless of your age, you will definitely enjoy spending the day with Mickey Mouse and the Disney Princesses.

Meanwhile, on the outskirts of the city, Chateau de Versailles represented the long gone renaissance period known for the lavish lifestyles of France's checkered royalty. Indeed, I found that the old adage "You can spend lifetime at the Louvre," to be absolutely true. Other must see sites included fashion house Louis Vuitton, the Notre-Dame Cathedral, and the Eiffel Tower.

I will definitely be seeing Paris again – in person and in my dreams!

■ **Prague:** My second destination has a well-deserved reputation as "the crown of the world." Shifting from the renaissance to the mediaeval era, I found Prague to be a most colorful city, especially the picturesque Old Town district. There were so many things to see and do, such as Old Town Square, Charles Bridge, the Astronomical Clock, Prague Castle, the dancing fountain, Jewish Museum, Virgin Mary Church and Wenceslas Square.

It was truly a city of visual delights and historic landmarks.



🗝️ **Dresden:** This was a short stopover on my way to Vienna, but I still made time to check out the Zwinger.

🗝️ **Vienna:** Back to Western Europe's art and music capital, Vienna. The river destination was also home to Mozart, Richard Wagner and the best coffee on the continent. I also visited the Vienna State Opera, Schonbrunn Palace and Hofburg Imperial palace.

🗝️ **Budapest:** My last stop was along the Danube River. Budapest is known for its thermal baths, Castle Hill, Hero's Square, Statue of Liberty, Chain Bridge, Royal Palace, Jewish Quarter and Parliament buildings.



Thank you, brother Mahmoud, a million times over for your sincere advice and inspiration get out and explore the world!

Founder & Managing Director
Fatma z. Ahmed



MEAComS in Action



Cambridge: Growing Brand Recognition Among Egyptian Students

August **2015** – A vast number of Egyptian students receive their Cambridge exam results in August. It is clear that the number of schools offering Cambridge-approved curricula is growing each year across Egypt. Currently, there are **106** Cambridge schools in Egypt. Over **63,000** Egyptian students took the exam in June. Furthermore, Egypt reported that Cambridge enrolment at IGCSE grew **8%** annually.

STERLING AND WILSON



Associates of Shapoorji Pallonji & Co. Ltd.

Sterling and Wilson: Feed-in-Tariff Program Projects

October **2015** – In collaboration with the Egyptian Government, Sterling and Wilson constructed several **30 MW** Solar Photovoltaic Projects in Egypt as part of its Feed-in-Tariff Program. The solar program is one of the largest investments of its kind in Egypt, with the ultimate goal being the creation of a **50 MW** Solar Photovoltaic power plant. Later on, the company plans to use its local facility and experience to boost its international reach.



Blumberg Grain: Command & Control Center Launch

December **2015** – Blumberg Grain commemorated the launch of its all-inclusive grain and produce management system, the Command and Control Center for Food Safety. Part of the Shouna Development Project, the Command and Control Center aims to further develop food security technology by dramatically reducing post-harvest losses and waste. The event took place at the Egyptian Holding Company for Silos and Storage and was attended by notable VIP guests, including Dr. Khaled Hanafy, Philip Blumberg, David Blumberg, Tom Goldberger and senior representatives from the army.





Shell Lubricants Egypt: Looking Back at 2015's Many Successes

Shell Lubricants Egypt was as prolific as ever throughout **2015** and early **2016**, engaging in numerous business and cultural activities.

Industrial Seminars: Shell held a number of industrial seminars for agents across numerous business sectors. Some of the topics included Shell operations in the steel and cement sectors. Shell engine oil and lubricant representatives host these seminars to ensure they deliver only the best technical services to their agents via strong partnerships and communication.

- **November 2015** - the company held further seminars for its clients and agents in Alexandria to expand on areas such as transportation and construction.

- **January 2016** - Shell Lubricants Egypt exclusively partnered with Egyptian Steel, resulting in Shell becoming the exclusive lubricants supplier for Egyptian Steel's Beni Swef Plant. This partnership is expected to build on Shell's reputation for pioneering technologies and strong business systems.

Shell Women's Network: Egypt teamed up with #CairoRunners and #CanSurvive organizations to support the global Breast Cancer Awareness campaign. To showcase their solidarity with breast cancer survivors and people who are still fighting the battle, they sponsored a **5.5 km** run on Friday, October **16, 2016** in Maadi.

Shell Helix and Al-Ahly Sponsorship: Shell Helix launched a marketing campaign in both Cairo and the North Coast to boost brand awareness for its "Shell Helix Ultra" technology. The company also announced its sponsorship of Egypt's famous Ahly Club Football Club. Shell's sponsorship and lucrative collaboration with BMW will likely help the company position Shell products as household brands in no time. It also organized a number of marketing schemes in collaboration with Bavaria group, the official sponsor of BMW, in order to improve premium services for BMW car owners.

Shell and DTM Race: BMW finished out the year with another major win at the DTM race in Hockenheim last November. In addition, Bavaria recently collaborated with Shell Helix Ultra to organize a competition for BMW sales agents. The winners of the contest got a chance to meet the BMW international motor sports team and attend the opening of a test driving center in Munich, Germany.



Business & FUN

MEACoS Wins African Excellence Award 2015

August **2015** marked our 7th anniversary since we opened our doors. We celebrated it with a special corporate video aligned with our mission to encourage youth empowerment and corporate social responsibility activities. Our video demonstrated how a small company run by women can surpass any obstacle and continue to grow, even amidst adversity.

It was a hit on social media and among our clients. We also received recognition from the African Excellence Awards, taking the top prize in the Corporate Video category.

MEACoS team... will rock in South Africa!

PR is: "Public Relations is a Passion not a Job" – Fatma Ahmed.



Women Empowerment

We are proud that **Aya Mostafa**, our media analyst, has graduated from the Public Relations program at AUC's Career Development Department under the university's School of Continuing Education. We are so happy for her success and are sending her our support, love and faith!



Celebrating Nada Abbas' Birthday

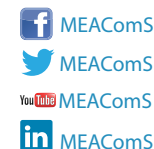
For the second year, MEACoS celebrated our Weekend Managing Editor Nada Abbas' birthday at the agency. It included New Year's Gifts since we couldn't celebrate Christmas and New Year without chocolate and presents for our clients.



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