

Issue# 17 Sept 2019



Upwards and Onwards: From Africa to Asia

2019 is a year of learning, success, new experiences and joy beyond imagination!

Vietnam & Ethiopia

The highlight for me this year has been the chance to travel to two **VERY DIFFERENT** countries in the span of just few months

I have always said that stepping out of the comfort zone is a difficult, but once you do – it's beyond exciting and so worth the anxiety!

#ViệtNAM, the city with beautiful landscapes, plenty of culture and traditions to learn from and food beyond your imagination! Escaping the heat of Cairo in August for 10 days, the trip began with a long flight to Hanoi, needless to say, relaxation was a must!

Fully loaded with site-seeing excursions, local attractions, and of course shopping, my first day was a trip to the Ho Chi Minh Complex. This included a visit to the Ho Chi Minh's Mausoleum – the final resting place of their beloved national hero, Uncle Ho – and President Ho Chi Minh's stilt house where he lived off and on from 1958 to 1969. One of the most exciting visit was to the One Pillar Pagoda, which is actually a group of structures that collectively make up a pagoda built over the water in the middle of a square lake. The afternoon was dedicated to visiting the Hoan Kiem Lake – known as the heart and soul of Hanoi. After that a trip to the Museum of Ethnology was a must - this superb museum showcases the depth of Vietnamese cultural diversity with an astounding collection of 15,000 artifacts gathered from throughout Vietnam.



#ViệtNAM, The Asian food was a complete challenge for someone coming from the Middle East, with it also being my first trip to Asia! It was also quite challenging for me not to eat cheese in the morning! I mainly opted for yummy noodles, fried rice and vegies at breakfast which is not my thing at all but experience!

I tried so many yummy local things like; Egg coffee, mango cake, drinking coconut water, and fresh spring rolls and more of the crispy Vietnamese Pancakes.

As you might imagine I was the happy clichéd tourist, getting introduced to new friends, socializing the lovely Vietnamese people and happily hopping on scooters (main means of transport in Hanoi) to feel the city!

I visited the city of Sa Pa; exploring Cat Cat, Shin chai village of H'mong, a colonial French discovered area and a renowned resort to officials from the early 20th century. I got to see the most beautiful waterfall ever – the Thac Bac Waterfall. On the 5th day, we moved towards the north of Vietnam. We got to travel by boat to experience the Bai Tu Long Bay - I got to experience serene views, very much like Capri in Italy, and kayaking!

The last few days were spent visiting Ba Na Hills, the newly installed 'Golden Bridge' (The design makes people feel like they're taking a stroll on a shimmering thread stretching across the hands of God). The view of Da Nang City was spectacular from there! I also got to witness the farming life in Vietnam – we got to visit their houses, learn how they cope with the volatile nature, and their daily rituals to catch good fish! And to top it all off – I went to an amusement park and even attended a cooking class, visited their local food market and learnt how to make traditional Vietnamese dishes!



#ETHIOPIA, The land of timeless appeal

Over the course of two days in late August, MEAComS took part in Edelman's Africa Affiliates Summit 2019 #EAAS19 in Ethiopia. Edelman, our affiliate agency, hosts the Africa Affiliates Summit annually to build collaboration with its African partners and affiliates, which MEAComS is a part of! Other countries that took part included Morocco, Nigeria, Kenya, Ethiopia and South Africa.

During my short trip, I visited Addis Ababa's market-place where I splurged on some really nice souvenirs to bring home with me! I also took out time to visit the Kuriftu Resort and Spain Bahir Dar, near the Lake Tana, which is the source of Blue Nile. I think there are lots of promising business in Ethiopia.

I cannot forget to mention the most amazing experience that Sheraton Addis Ababa – possibly the most beautiful ever! Hoping for a next visit again!

Now, take a look at the amazing things MEAComS has been upto this year!

Fatma z. Ahmed
Founder & Managing Director



MEACoS in Action

Clients & Events

#NISSAN_interviews

Kohei Maeda, Chairman and Managing Director of Nissan Motor Egypt: Nissan will top the local market in 5 years
MEACoS has arranged interviews for Kohei Maeda, Chairman and Managing Director of Nissan Motor Egypt, in Al Ahram and Al Mal newspapers. Maeda unveiled Nissan's plan that aims to become a leader of the automotive market in 5 years through increasing the production capacity of its 6th of October plant by 30%, starting from next year

Peyman Kargar, Chairman of Nissan in Africa, the Middle East and India: Nissan Plans to More Than Double Mideast, Central Asia Factories

MEACoS has arranged interviews for Peyman Kargar, Chairman of Nissan in Africa, the Middle East and India in Bloomberg and The Daily News Egypt. Peyman declared that the company currently has three factories in India, Egypt and South Africa and aim to more than double the number of factories it has in the Middle East and central Asia by 2022, as the Japanese automaker seeks to secure the top market share in some of the region's most populous and wealthiest nations.

#Xiaomi_events

February 2019: Xiaomi announces Mi Mix 3 5G phone

Xiaomi announced its first 5G-ready smartphone, Mi MIX 3 5G. It comes with the same specifications as the Mi Mix 3 but with the Qualcomm Snapdragon 855 SoC, and Qualcomm® Snapdragon™ X50 5G modem to support the 5G and a larger 3,800mAh battery. Mi MIX 3 5G became available in May, with a starting price of €599, in Onyx Black and Sapphire Blue.

March 2019: Xiaomi launches stunning Redmi Note 7 in Egypt

Global technology leader, Xiaomi, held an event, hosted by Donovan Sung, Director of Product and Marketing at Xiaomi Global, to reveal Xiaomi's latest product in Egypt, Redmi Note 7.

July 2019: Xiaomi launches Mi 9T, Redmi 7A and smart hardware in Egypt

Xiaomi announced the arrival of Mi 9T, the latest smartphone in its highly popular flagship Mi 9 family. Mi 9T, available from August, sports the latest Qualcomm® Snapdragon™ 730 Mobile Platform, a 6.39-inch Full Screen Display, a 20MP pop-up front camera and a rear 48MP triple camera setup.



#Gilead_roundtable

June 2019: Gilead partners with The Africa Cup of Nations Tournament to kick off new hepatitis awareness campaign

Gilead Sciences, Inc. became an official partner of the 2019 Africa Cup of Nations – Africa's biggest football competition. During the tournament, MEACoS has arranged for a media roundtable to announce Gilead's partnership with the local organizations to launch a new hepatitis B and C awareness campaign, called Kick Virus B & C. The campaign was designed to raise awareness across Africa of the threat posed by viral hepatitis and to provide information on how to get tested.

Media from Egypt and Africa were invited to attend the semi-final match between South Africa and Nigeria.



#GSK_factory

June 2019: GSK Consumer Healthcare commemorates the Voltaren Emulgel semi solid production line
GSK Consumer Healthcare inaugurated 'The House of Voltaren'; the latest SmithKline Beecham semi solid production facility in Giza is now operational. Serving the entire country, the Giza site saw its official opening ceremony impressing upon everyone the contribution to the market being made by GSK Consumer Healthcare.

MEACoS team was taking over the event where Egyptian Minister of Investment and International Cooperation - Dr Sahar Nasr, British Ambassador to Egypt - Sir Geoffrey Adams and the General Manager for GSK Consumer Healthcare Egypt & North Africa - Nabil Besri, all attended the occasion that took place at the factory; Minister Nasr, Ambassador Adam and GM Besri all joined in for the ribbon cutting.

#Juniper Network_interview

July 2019: Juniper Network's CEO to ICTBusiness: Digital Transformation Projects in Egypt are Urgent
During his shuttle visit to Cairo, MEACoS arranged for an exclusive interview with ICTBusiness magazine to meet with the President of Juniper International, Rami Rahim, who stressed the importance of digital transformation projects being adopted by the Egyptian state.



Business & FUN

#TheGingerFirm

In Feb 2019, we launched a new digital arm to MEAComS - The Ginger Firm - to help clients leverage the power of social media. The Ginger Firm, #MEAComS sister company, will provide new and unique ways to deliver messages using a variety of social channels. The Ginger Firm aims to complement MEAComS' communication services. Don't miss checking our first production was our beloved Aswan Trip.

Follow our work at: www.facebook.com/thegingerfirm



#Explore_Egypt

Aswan Trip - Jan 2019

Nothing beats traveling to Aswan in wintertime... a relaxed and refreshing start to kick off the year. The history, scenery, weather and the people help make Aswan a great experience for all



Tunis Village - Feb 2019

A team-building trip was arranged for all at MEACoS by a trip to the Tunis Village in El Fayoum. We enjoyed a sunny day, eating the traditional fetter with honey and cheese, then we had a Safari trip, on 4x4 cars to visit Wadi AlHitan. We all tried our hand at sand boarding and had our lunch in front of the magic lake! We are not only experts in social media but also in having fun! If you like what you are reading, then you are definitely going to love our work.

[www.facebook.com/thegingerfirm/ videos/1986127321693888](https://www.facebook.com/thegingerfirm/videos/1986127321693888)



#سيدة_القطار

Speaking of our MD, follow this hashtag **#سيدة_القطار**, you might enjoy some of the posts!



#DigitalNation

In March 2019, our MD was guest speaker in an panel discussion in CIT 4thAnnual Forum for Digital Marketing, e-Commerce & e-Payment under the auspices of H.E Dr. Amr Talaat, the Minister of Communications and Information Technology.



#PR_quote

“Advertising is saying you’re good. Public Relations is getting someone else to say you’re good” Jean-Lois Gasse

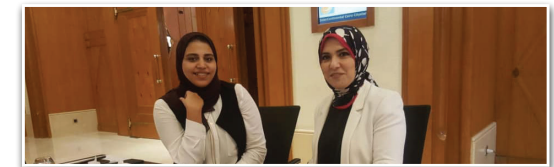


#EAAS19

Proud that MEACoMS represented Egypt at Edelman's Africa Affiliates Summit 2019. We would like to summarize our view on the summit: "Africa is a center of excellence where great work is being done along with so much potential and opportunities arising, so it is important to promote it globally". The summit offered the perfect opportunity to share market knowledge, learn best practices from different markets, and connect with potential business opportunities currently within the network, with more collaborative efforts to serve client needs.



Hi&Bye



We would like to welcome Hanan Nayel, a new member at MEACoS team. Sadly, we are saying goodbye to our beloved Rahma Hussein, we wish her all the best!

Get in Touch



**124, Othman Ibn Affan St, opposite to the Military Academy
Second Floor, Suite 21 Heliopolis, Cairo, Egypt
T: +202-27745121, | +202-27745329
M: +2 01066642738 | +2 01066642737
F + 202 22908298
e-mail: info@meacoms.net | www.meacoms.net**

