

medacoms

ميكس

Issue #18 – April 2020



**#COVID19**

**#No Fear: #Stay Home, #Save Lives**



# #COVID19

## #No Fear: #Stay Home, #Save Lives

It's a critical moment and unprecedented situation we're facing today. No one could have imagined the whole world will be stagnant: we see ghost cities, people stuck in their homes, where more than 2.6 billion people are currently under lockdown and the entire world at a standstill. We are almost seeing the apocalyptic movies played out in reality!

The Covid-19 pandemic has forced us to change our daily lives and putting aside the fear and anxiety, it's an opportunity to rethink our choices and decisions. I believe there is a spiritual purpose behind everything that happens, including the situation we are in today.

It has brought back the importance of family, friends, neighbors and our community and we see humanity being highlighted across the globe and the effect it has had on our planet. Also, we are seeing less pollution, noise and crowds in all great cities, from Paris to New York to London and even Cairo!

The Egyptian government is taking all the necessary measures to contain the situation. While, on the business level, of course, the world as well the Egyptian economy, will suffer for months, if not years. The long-term economic and social impact of Covid-19 will be profound and far-reaching, already deepening the existing fissures in our globally interconnected world.

It's tough times we're going through, but staying positive is going to determine our way out from this. We should be grateful for these times that make us be more thankful about the things we have, our families, friends and our homes.

The most important thing to remember is that we all in this together, business, NGO's, governments and local communities, and we should be working together and supporting each other and our communities, to overcome this pandemic.

**“Ramadan Mubarak” to you all. May the blessings of the month of Ramadan be on all of us and may Allah grant our prayers and fasts!**

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

# MEAComS in Action

## Clients & Events

### #INTERVIEWS

**Majid Al Futtaim**  ماجد الفطيم  
MAJID AL FUTTAIM

**November 2019: Ahmed Galal Ismail, CEO of Majid Al Futtaim Properties: This is how Egypt can fulfil its powerful economic potential**

MEAComS arranged interviews for Ahmed Galal Ismail, CEO of Majid Al Futtaim Properties, in **Al Borsa and Amwal Alghad newspapers**. Ahmed unveiled Majid Al Futtaim's plans that aim to help Egypt to be part of the G20 powerful group of nations by 2050 through investing 26 billion LE in different fields including real estate development, retail and entertainment in the country. In addition to this, he mentioned the company's plan to pump the additional capital by working on many projects to bring the company's total investment up to 44 billion LE in the upcoming period.

**November 2019: Alain Bejjani, CEO of Majid Al Futtaim Holding: Majid Al Futtaim is considering the investment opportunities in the New Administrative Capital and El-Alamein**

MEAComS has arranged interviews for Alain Bejjani, CEO of Majid Al Futtaim Holding in **Al Borsa newspapers**. Alain declared that the company has future investment plans with the Egyptian government in different fields to increase the company's VOX cinema halls, in addition to open 100 new Carrefour branches in Egypt.





# #PRESS



**Africa Netpreneur Prize**  
The Rise of Africa's Digital Lions

## Africa Netpreneur Prize

### November 2019: Africa Netpreneur Prize Initiative (ANPI) Announces the Top 10 Finalists in Ghana

During the grand finale event in Accra, MEAComS arranged with Al Akhbar, Al Ahram, Almasry Alyoum newspapers to attend the event and cover its proceedings exclusively, where Omar Sakr, Founder & CEO of [Nawah-Scientific](#) (Egypt) is ranked in the second place, winning \$150,000.



# #NEWS

## BASF Egypt



### Feb 2020: BASF names Xavier Verfaillie as managing director for Egypt, Sudan and the Levant

BASF, the world's leading chemical company, announced the appointment of Xavier Verfaillie as the new managing director for its



operations in Egypt, Sudan, and the Levant, which reinforces BASF commitment to Egypt's position as a regional hub and to expansion of BASF's footprint in the region.

# #EVENTS

## Xiaomi MI

### October 2019: Xiaomi Launches Redmi Note 8 Pro, Redmi Note 8, Redmi 8, Redmi 8A in Egypt

Redmi Note 8 Pro is available across all channels at the price of EGP3999 for 6GB+64GB, and at the price of EGP4222 for 6GB+128GB. Redmi 8 3GB + 32GB is exclusively available on Jumia Egypt at EGP1999, while 4GB + 64GB version will be available across all outlets at EGP2333. Redmi 8A 2GB + 32GB is exclusively available on Jumia Egypt at EGP1777.



### January 2020: Xiaomi launches Mi Note 10, featuring the World's First 108MP Penta Camera Setup

Global technology leader Xiaomi announced the return of its Mi Note series with Mi Note 10, the latest device of its premium flagship lineup. Touting the world's first 108MP penta camera setup with a premium design and a massive 5260mAh battery, Mi Note 10 is here to deliver an epic smartphone photography experience.





# #EVENTS

## Abu Dhabi Festival 2020



### Jan 2020: Yehia El Fakharani Receives the 2020 Abu Dhabi Festival Award

MEACoS provided **Abu Dhabi Music and Art Foundation (ADMAF)** with business to governmental relations, media relations services, photography and video production, and on the ground support for the Abu Dhabi Award ceremony held at the Cairo Opera House, Egypt

The event was attended by H.E. Inas Abdel-Dayem, Egyptian Minister of Culture and H.E. Jumaa Mubarak Al-Junaibi, UAE Ambassador to Egypt, H.E. Huda Ibrahim Alkhamis, Founder of Abu Dhabi Music & Arts Foundation and Artistic Director of Abu Dhabi Festival, in addition to officials, artists, family, and friends of Yehia El Fakharani.

MEACoS also arranged for two exclusive interviews with Al Ahram and Al Akhbar to meet with the Founder of Abu Dhabi Music & Arts Foundation and Artistic Director of Abu Dhabi Festival, Huda Ibrahim Alkhamis, who shed light on her experience with Abu Dhabi Festival, the cultural and humanitarian connections between Egypt and UAE and the role of Arab women.

**Check out our video for the event:**

<https://www.facebook.com/watch/?v=647179336083032>



## CAFU Soon in Egypt

### Feb 2020: EGPC signs Partnership MoU with UAE based CAFU to bring Mobile Fuel Delivery Services to Egypt

The Egyptian General Petroleum Corporation (EGPC), in the presence of the H.E. Tarek El Molla, who announced the signing of a Memorandum of Understanding (MoU) with CAFU, the MENA region's first on-demand fuel delivery service, to provide regulatory support and enable its launch across the Arab Republic of Egypt.

MEACoS team was taking over the event and press announcement where Egyptian Minister of Petroleum and Mineral Resources – H.E. Tarek El Molla, CEO of CAFU - Sir Rashid Al Ghurair, all attended the signing MoU that took place at the Egypt Petroleum Show 2020.





# Business & Fun

## #The Ginger Firm: Anniversary #1

**Feb 2020** marks our 1st anniversary. We are thrilled with our milestones with our clients like; **Trend Micro, Microsoft and Michelin**. We have also participated in Lisbon Award under the category of Mobile and Digital with Aswan & Vietnam video production. The award ceremony will be held in mid-June 2020. So, we are looking forward to a third award...fingers crossed!

Don't miss out on checking our video production for the award: [Aswan](#) & [Vietnam](#)

Follow our digital work at:

<https://www.facebook.com/thegingerfirm/>



## #Edelman UAE



**In March 2020**, our MD visited Dubai for business meetings with Edelman UAE team! It was fruitful despite the Corona anxiety!



# #Explore Egypt

- **Al-Tarfa Lodge – New Valley**

Nothing beats the beauty of Al-Tarfa Lodge, where you can enjoy the mixture of history, ecofriendly systems, peace and tranquility embraced by mesmerizing desert. It truly is a place you call "Home away from home".

Check out our video: [New Valley](#)

- **El Minya Governorate**

That moment when you wake up to a wonderful Nile view from the Grand Aton hotel, enjoying marvelous scenery, greenery and lots of authentic food like Feteer, cheese & molasses, is one you never forget. We visited the Bani Hassan tombs, Hassan Shark Museum (art museum), Ashmonein archeological site, Tuna el Gabal archeological site, Tell el Amarna (Akhenaton & Nefertiti's city) and Taha Hussien rest house where the famous film of «دعاء الكروان» was shot there.

You will fall in love with El Minya. It is an ideal weekend destination.



# #Breast\_Cancer



To raise awareness about the cause and the necessity of regular check-ups, our MD went to do a check-up at Ain Shams University specialized hospital. We sincerely thank Dr. Aya Yassin, Head of Radiology department at the hospital, for her support to the campaign and for facilitating the day.

# #New Novel: رغبات

We are proud to have attended the launch of Amira Hosni's first book event: "رغبات". It is an exciting page-turner on feminism,



tapping into deep feelings and struggles of 3 women. Congratulations Amira on a job well done!





## #Welcome @ MEAComS

MEAComS hosted **Hassan El Shark, the Owner of Museum Hassan El Shark (the international artist of El Minya)** at its boutique office for a showcasing of his work highlighting the importance of art and what is beyond each piece.



## #MBA Certificate **MSM** | MAASTRICHT SCHOOL OF MANAGEMENT

Our MD finally had the time to get her MBA certificate! After more than 10 years' post-graduation...it's time to frame it we think!

## #Hi & Bye

We would like to welcome Mona Massoud, a new member at MEAComS team. Sadly, we are saying goodbye to our beloved Karim Jamal; we wish him all the best!

## #PR Quote

*"Sometimes you need a little crisis to get your adrenaline flowing and help you realize your potential."* - **Jeannette Walls, The Glass Castle**

## 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 + 2 010 666 427 38 | + 2 010 666 427 37

e-mail: [info@meacoms.net](mailto:info@meacoms.net) | [www.meacoms.net/](http://www.meacoms.net/)

