

OUR CREDENTIALS

A SHOWCASE OF WHAT WE DO WITH LOVE

JANUARY 2020





ISSASSA



"MEAComS IS AN ORGANIZATION THAT ENCOURAGES WOMEN EMPOWERMENT, INNOVATION, AND PASSION IN EVERYTHING WE DO."

WE ARE MEACOMS

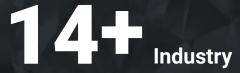
Nothing is more important for companies, large or small, than communicating with customers, clients and the public at large.

Founded in 2008, MEAComS started as a public relations boutique firm with an eye for detail and tailor-made campaigns. Now, and after 12 years in business, MEAComS is a leading communications marketing boutique agency and Edelman's exclusive affiliate in Egypt.

Our core values are empowerment, innovation and passion. We aim to become an extension of your communications and marketing departments.

From social media and community relations campaigns to crisis management strategies and corporate communications, our goal is providing services that stand cater to your needs.

Clients are looking to go viral and capture the attention of the world. We guide our clients in an increasingly complex and ever-expanding media landscape, enabling them to reach their target segment on a meaningful level. **12** Qualified team members



specialization...

Serving Oil and Gas, Fashion and Culture, Pharmaceutical, Banking and Finance, IT and Telecom, Hotels and Real Estate.

500+

Relationships with different media outlets

Start Me

YEAR OF ESTABLISHMENT

Edelman Affiliate a network with more than

> **60H** Global offices

50+ Clients served

Winner of

African Excellence Awards 2016 & 2017

for Best Corporate Video and Film & External Publication





MY MESSAGE... OUR COMMITMENT!

I have always been an entrepreneur at heart. But it takes more than an entrepreneurial spirit to realize your dreams.

I founded MEAComS knowing I would have to offer local and international businesses unique consulting services to succeed. Today, MEAComS is growing stronger than ever and is meeting clients' needs every day by providing first-rate quality communication services.

Our team of public relations and social media experts help build brands, develop strategic communication services and strengthen ties to the media and key publics.

Whatever your communication needs are, MEAComS team of experienced professionals can take your business to the next level!

Sincerely,

Fatma z. Ahmed Managing Director & Founder



IS PR IN EGYPT CHALLENGING?

Yes, it is. Public relations is still a nascent industry in Egypt.

Current challenges include; publications struggling with funding, a scarcity of specialized journalists and trade publications and a low industry awareness of public relations.

We succeeded in forming numerous meaningful relationships with the highest quality media outlets across the region to ensure clients get the best, most informed coverage possible.

Our goal is to help companies overcome these challenges to get their message across using only the most trusted and newsworthy channels. With our expert advice, firms from all sectors will have no trouble navigating Egypt's increasingly sophisticated media landscape.

ENGAGEMENT

Today, the most trusted source of information about companies is their customers and employees, so it is important for corporations to be a part of – and encourage – these relationships.

By using our local market expertise, we help clients develop crucial relationships with all stakeholders.

Constant engagement with our clients helps us anticipate their needs, and maximize their return on investment.

We also help our clients cultivate relationships with their stakeholders, both current and prospective clients, throughout media training sessions by sharing successful stories and engaging media partners.





GOING **DIGITAL**

THE GINGER FIRM®

Going digital has become imperative. Connecting with customers and meeting them where they are- online- is now more important than ever before. Those who fail to do so, will get left behind!

It is for this reason that MEAComS launched its social media marketing arm, The Ginger Firm, which helps organizations communicate and interact with their key audience.

Blogs and social media platforms all play a pivotal role in creating new ways to engage with customers and develop new relationships.

MEAComS is staying ahead of the curve by providing its clients with tailormade solutions to increase brand awareness, engagement and customer outreach. It understands that the success of any social media campaign is built on identifying business needs, developing effective communication strategies and measuring results!

For more information about our latest venture, please visit: *www.thegingerfirm.com*



OUR SOLUTIONS

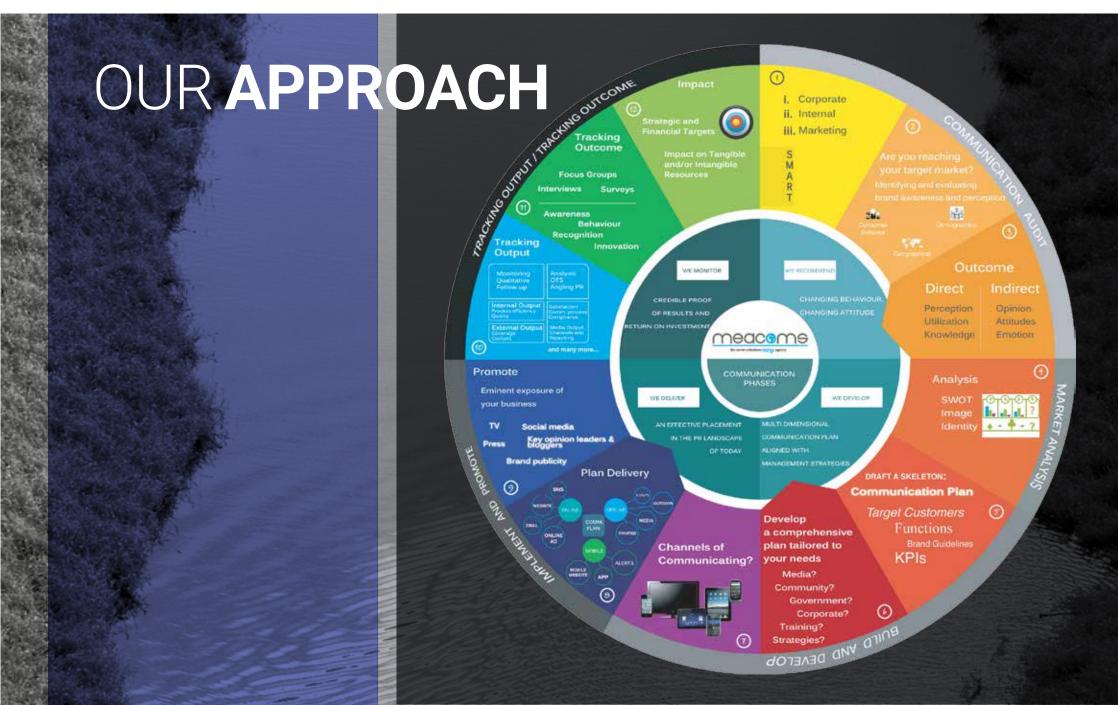
We know that we must go beyond traditional media, including newspapers, magazines, radio and television, to share our clients' most important stories.

Areas of specialization includes:

- Communications Marketing
- Internal Communications
- Media Relations
- Media Monitoring
- Media Training
- Strategic Branding & Identity
- Corporate Social Responsibility
- Crisis Response Strategy
- Events Management
- Social Media
- Digital Content











Press , Releases editorials brochures media kits corporate messages campaigns media strategy social media analytics annual reports guidelines media training newsletters corporate presentations corporate social responsibility **newspapers** 72010 online publications brand publicity brand identity high-level interviews blogs media monitoring workshops special events crisis management community involvement regional media landscape target segment analysis key messaging strategic communications brand recognition crisis communications plan





MEDIA **PARTNERS**





INDUSTRIES VESERVE





BANKING & FINANCE

Developing a Communications Strategy to Define AfDB's Role in Egypt

Founded in 1964, the African Development Bank (AfDB) is a financial institution that promotes development across Africa. The main role of the AfDB in Egypt is to promote the creation of microfinance institutions and provide technical and financial assistance to the government regarding large-scale projects.

THE CHALLENGE

Although Egypt is one of the founding members of AfDB, and happens to be one of its largest shareholders, the Bank's activities were largely unknown to the Egyptian public. The Bank called on MEAComS to develop a complete outreach strategy that would define its brand in a compelling and positive way.

THE APPROACH

MEAComS was brought in to provide a communications strategy and outreach for AfDB's business operations. MEAComS' aim was formulating a strategy that did not only rely on traditional PR tools. Instead, we wanted to use storytelling to showcase how AfDB had become an agent of change within Egyptian society.

Once key issues were identified and prioritized, we set up logistics and methodology for events such as conferences and forums and created communications materials describing the Bank's activities. Spokespeople were also coached by MEAComS on dealing with the media during public interviews. Furthermore, we publicized important milestones of the Bank's multiple projects and forums.

THE RESULTS

Since 2009, when MEAComS began its partnership with AfDB, the Bank's reputation and brand awareness underwent a fundamental transformation. MEAComS estimates that the total advertising value for the five major events we organized, on top of communications materials, was worth almost LE 5 million. Many of the events included high-ranking Egyptian officials and dignitaries. For the Bank's youth forum, MEAComS was able to get coverage of the Bank in 124 news outlets in a single month, including numerous international news networks, reaching over 18 million.

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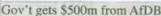
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Development Youth Employment Focum

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البطالة في متمر إلى 13 %



Network)

International Payment Solutions



BANKING & FINANCE

Network International Solutions to the Banking Sector in Egypt

Network International (NI) is a leading payment solutions provider in the Middle East and Africa (MEA) region. Since its inception in 1994, it has provided innovative solutions to drive customer revenue and profitability through its robust suit of payment products and services.

THE CHALLENGE

Network International (NI) Africa recently opened a new data center in the heart of Egypt's financial district in New Cairo. Soon after the opening, NI launched one of its latest products for managing card transactions, N-Protect. The problem was that there was limited awareness about NI's new product. To generate publicity, NI turned to MEAComS to help raise awareness about N-Protect in Egypt's key media.

MEAComS then drafted and distributed a press release with the right key messaging to position NI as an expert in technology-payments solutions and helped NI build positive relationships with key technology reporters to secure coverage of NI's new product and the opening of its new data center.

THE APPROACH

MEAComS developed a communication strategy focused on creating relevant and appealing content for Egypt's media as well as building strong relations between NI and key technology journalists.

Through its strategy, MEAComS also aimed to raise the profile of NI, attract potential customers to the company and secure positive media coverage.

THE RESULTS

Over the span of two months, MEAComS successfully generated more than 75 articles in some of Egypt's key media, including; Al Borsa, Daily News Egypt, Alam Rakamy, Al Mogaz, The Egyptian Gazette and Alam Almal. The media outreach campaign organized by MEAComS helped NI reach about 7,220,416 million Egyptian readers, worth more than USD 20,977 in terms of editorial coverage.

<text>

letwork International launches I-solution for managing card ransactions for busy people



سوف المصرية مؤهلة للتحول الرقمب المدفوعات الإلكترولية نقطة إنطلاف

Network International banks integrate Egypt's Meeza payment scheme

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لوادر البشرية .. لايتكار .. السعير والسويق الالكتروني سر خطئة النجاح العالي لـ . شاومي

Lancement de nouveaux smartphones

الليبي الرقو شقار الأليكار التكبولوجي الكتري مشجان فالثاء الجودة لتما



TELECOMMUNICATIONS

Launching Xiaomi's Brand in Egypt

Xiaomi is a Chinese electronics company based in Beijing that makes and invests in smartphones, mobile apps, laptops and consumer related electronics. It was founded in 2010 by serial entrepreneur Lei Jun, who believes that high-quality products built with cutting-edge technology should be made accessible to everyone. Today, Xiaomi has presence in more than 70 markets worldwide and is a key global player across the world in electronics markets.

THE CHALLENGE

One year after launching Mi A1 smartphone, MEAComS was called in to help deliver more publicity for Xiaomi Redmi Note 5 by arranging a press conference with key journalists. The goal was to position Redmi Note 5 as a top-performing smartphone that is competitively priced in a market dominated by Apple and Samsung. The press conference focused on the advanced dual camera functionality of the Redmi Note 5, which features a large 1.4µm-pixel sensor, AI camera effects, an LED Selfie light for its front camera, low-level lighting capability and dual pixel technology.

THE APPROACH

MEAComS set out to identify and approach tech reviewers in Egypt. Once it selected the right reviewers, MEAComS arranged for Xiaomi to meet with them along with key media to know each other more as well as discuss the high-quality features of its smartphones.. MEAComS also developed, translated and distributed a press release to the press and invited them to the press conference all this while organizing and arranging the logistics of the event.

The press conference was well attended by the media and received extensive publicity for the Redmi Note 5. MEAComS continues to work with Xiaomi and provide it with strategic communication services. In the near future, MEAComS will work with bloggers and social media influencers to extend the reach of the Xiaomi's smartphones in Egypt.

THE RESULTS

The launch event went smoothly and created a buzz in print and online publications. MEAComS was were able to reach targeted audience and make them aware of the new technologies and applications of Xiaomi.. More than 30 publications and 141 online media picked up the story ,reaching a total circulation of 4 million in print publications, which is about LE2 million (almost USD 160,000) in editorial media value. The estimated total outreach of the event reached an outstanding 14 million viewers, with a total advertising value of LE 80,000.





TELECOMMUNICATIONS



Africa Netpreneur Prize The Rise of Africa's Digital Lions



ينصف الدنيا

مصريان يغوزان بمسابقة رواد أة

المال ماري هذه الشار مبتل المر





ليـــوم





Africa Netpreneur Prize Initiative

The flagship Africa Netpreneur Prize Initiative (ANPI) was created by Jack Ma after his first trip to Africa in 2017. The aim, to support and inspire the next generation of African entrepreneurs who are building a better, sustainable and inclusive economy for the future. In its inaugural year, nearly 10,000 entrepreneurs from 50 countries across the continent applied. The Jack Ma Foundation has committed to running the competition for 10 years.

THE APPROACH

MEAComS worked with the Initiative across the entire African network - in Kenya, Rwanda, Nigeria, South Africa and Ghana where we managed to distribute two press announcements on the event. We also nominated and facilitated the travel of three senior level journalists from tier one publications to represent the Egyptian media in Accra, namely Al-Ahram, Al-Akhbar and Al-Masry Al-Youm newspapers.

THE RESULTS

- The event received a high level of attention from the Egyptian media, as two Egyptians participated in the grand finale, while one of them won the second place.
- 261 pieces of coverage have been received during this period 87 were in Egypt across Arabic, English and French languages.
- All the coverage was positive in both tone and sentiment.
- 52 media representatives attended the event, including 20 that were sponsored and flown in from other African countries.
- 1,543 new followers were gained on social media in the month of November 2019.
- A total advertising value of **\$100,486** were generated from Egypt.
- The press reported competition stimulating the spirit of creativity and hard work for the African youth intending to join in the coming years.



PHARMACEUTICALS

UNOVARTIS



Launching a Medical Milestone

International pharmaceutical firm Novartis have discovered and developed many innovative products for patients and consumers worldwide.

THE CHALLENGE

After Novartis announced that the US Food and Drug Administration (FDA) had approved its ground breaking liver drug Certican®, the company needed to host a successful product launch in Egypt. This entailed finding local medical experts and doctors to promote the drug as well as collaborating with health organizations to maximize exposure of Novartis' message, ie the importance of Certican's approval, which was the first drug of its kind in over decade to receive an FDA endorsement.

THE APPROACH

MEAComS invited global experts to attend an international conference that addressed issues surrounding renal failure, liver transplants and post-transplant care. Before, during and after the special event, MEAComS was able to create a buzz around Novartis and the topic of liver care and treatment using Certican. Egypt has one of the highest global mortality rates of renal failure, which made this a critical issue for professionals and the media. Leading specialists in the field addressed statistics regarding the success of Certican, while highlighting landmarks attained by local practitioners in improving Egypt's healthcare system.

THE RESULTS

The conference proved to be widely successful thanks to attendance of health sector practitioners and media alike. More than 25 media publications were present at the event, in addition to six TV networks and two radio stations. The event went viral with over 45 online media outlets giving voice to Novartis' medical milestone.



PHARMACEUTICALS





GSK Consumer Healthcare Voltaren Emulgel Inauguration

GSK local manufacturing sites supply Egyptians with a variety of high-quality liquid, solid and semi-solid healthcare products; these include topicals, oral suspensions, vials, tablets, capsules and suppositories.

GSK Consumer healthcare has a history of partnering with Egypt, and this was further exemplified by the inauguration of the Voltaren Emulgel production line in Giza in June 2019. MEAComS took this opportunity to present GSK as the driving force for British investment in the Egyptian healthcare sector.

Plans put in place by MEAComS would include:

- Identifying select healthcare and investment journalists; developing press kit material, coordinating simultaneous translation and positioning the event for target audiences
- Providing media training for GSK Consumer Healthcare.
- Inviting the Minister of Investment and International Cooperation Dr. Sahar Nasr, the British Ambassador to Egypt Sir Geoffrey Adams, the General Manager GSK Consumer North Africa Mr. Nabil Besri to meet with key media outlets to; ensuring an environment of healthy information exchange
- Leading, managing and arranging all event plans and logistics; keeping GSK's transformation of the Al Giza and Al Salam manufacturing sites front and centre of everybody's mind

THE APPROACH

More than 144 newspaper and magazine clippings were analysed in the days following the event that had the opportunity of reaching over 216.5 million people, equivalent to LE2 million in editorial coverage. The percentage of online outlets covering the event reached 89%, compared to 11% for print.

The following topics received the corresponding coverage:

- General Information about GSK Consumer Healthcare and the participants in the event, 27%
- New Egyptian-British Investments worth EGP 100 million in the field of healthcare in Egypt, 25%
- The participation of the Minister of Investment Dr Sahar Nasr and the British Ambassador in Cairo Mr Geoffrey Adams and their statements during the opening, 24%
- The inauguration of the Voltaren Emulgel Production line, 20%

THE RESULTS

The media analysis show substantial positive coverage about the event by 98%, as opposed to 2% for neutral news about the opening. Coverage of Egyptian needs for GSK Consumer Healthcare products reached 31%; applauding the success of British investments in Egypt was 29%; news that more than 350 job opportunities were created reached 19%; and 12% referenced parts from the speech by the head of GSK Consumer Healthcare on its role in providing the best products in the Egyptian market.

MEAComS offered recommendations based on the event outcomes, to leverage media momentum as well as the swell of support from the state to implement comprehensive health insurance. We also advised on continuing public dissemination around the concept of consumer health, and the role of the company in improving consumer health in Egypt.



Energy-Water-Food:

Energy, Food and Water

In Search of Resilience



ENERGY & POWER

Inspiring Leadership at Shell

Royal Dutch Shell plc has been present in Egypt since 1911. Shell Egypt's business today spans upstream oil/ gas exploration & production, downstream marketing and gas distribution.

THE CHALLENGE

The Shell Technology Leadership Conference is an international event held every year that presents the latest advancements from companies interested in solving pressing global issues. Shell Lubricants Egypt, a division of Shell Egypt, was slated to host the 2013 conference, which was set to take place in Egypt for the first time. The location chosen was resort hotspot Marsa Alam in the Red Sea governorate. The event would showcase the importance of protecting earth's water-food-energy nexus as well as other environmental issues. Shell Egypt's goal was to use the conference as a way to market its lubricants business.

THE APPROACH

MEAComS partnered with Shell Lubricants Egypt to host the event. Over 80 top local and international companies operating in Egypt came to the conference, including over 300 professionals from the business world, academia and NGOs. MEAComS was responsible for handling media affairs for the event, which included everything from selecting appropriate media organizations to engage in event coverage to organizing Shell's talking points with key speakers before media interviews. The conference's first day centered on keynote speakers and discussion panels that addressed the nexus, its importance and resolutions moving forward. During the second day, Shell Lubricants Egypt met with its agents and clients to discuss operational issues. Roundtables organized by MEAComS were a key element in the success of the event because they bridged the gap between Shell and Egyptian press.

THE RESULTS

The Shell Technology Leadership conference received exceptional media coverage, in both local and international media outlets. Over 24 publications and 90 online news media covered the conference in their outlets reaching a total circulation for printed coverage of 10 million, reaching a total of LE 1.4 million in editorial media value.

The estimated total outreach of the event reached an outstanding 31 million viewers, marking the event as triumphant success regarding media attendance and conference coverage, with a total advertising value of over LE 5 million.





ENERGY & POWER

GE Celebrates 40 years in Egypt

GE has a rich heritage of nearly 40 years of opertion in Egypt. Over the years, GE has partnered on several leading public and private sector projects across the country. Today, GE's advanced gas turbines help generate more than 9.5 gigawatts of electricity, nearly 30 percent of the country's total installed capacity. In addition to working towards achieving Egypt's sustainable water management programs and supporting sustainable energy initiatives.

THE CHALLENGE

Last year, GE celebrated its 40 year partnership with more than 200 guests from government, industry, business and media, GE's senior executives and professionals to address some of the country's toughest challenges and to highlight some of the company's key technologies that address the country's current priorities in the areas of healthcare, transport, power, water, oil and gas, and human capacity building. The company wanted to take this opportunity to celebrate these important partnerships as well as build awareness of its key messages among trusted media. With help from MEAComS, GE organized a large-scale press event and a panel discussion headed by Jeffrey Immelt, GE's Chairman & Chief Executive Officer; Basil El Baz, Chairman of Carbon Holdings Fabrizio Di Amato, Chairman of Maire Techimont Group, and Nada Shousha, Manager for Egypt, Libya & Yemen at the International Finance Corporation, a member of the World Bank Group, which focused on the fact that public-private partnerships are a powerful and sustainable model to accelerate long-term growth and drive development in Egypt.

THE APPROACH

MEAComS recognized the importance of the 40-year anniversary as a way for GE to further build on its relationships with Egypt as well as its various partners from the government, NGOs and private sector. MEAComS' issued an announcement and contacted key media partners to secure preeminent domestic and international coverage that spanned traditional media, television and the online sphere as well as social media. During the event, MEAComS helped prepare materials for the panel discussion, organized a thorough press kit, wrote panel talking points and arranged an exclusive one-on-one interview with Mr. Jeffrey Immelt.

THE RESULTS

45 press outlets and media firms picked up the press release, with numerous media attending the event. Premium business and industry magazines such as Forbes, Business Today, and Petromining magazine, tier 1 Newspapers such as Al Shorouk, and others like; Mal w Amal and Al Mogaz, while the on lines like; Al Youm7, Al Dostour, Alwafd, ICT Business, Petroleum Future, Al Mal, Al Bawaba News and television channel, CNBC Arabia. Total circulation for printed coverage was 693,000 people, with a reach over 2,079,000 people and worth more than \$890,979 as media value.



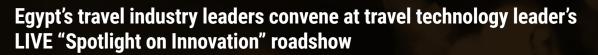


Travelport

Redefining travel commerce



TRAVEL & TOURISM



Travelport is a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. With a presence in approximately 180 countries, net revenue over \$2.2 billion. Travelport's vision continues and reflects a business with a clear strategy, with an impressive leadership team that delivers.

THE CHALLENGE

Unlike other industries, tourism is greatly affected by political events. While tourists opt for relaxing and carefree holidays and expect to experience comfort, serenity, fun and leisure, these experiences are only available when the political conditions of the host country are stable. After the Egyptian revolution in 2011, and with the huge drop down in tourism rates, Egypt's economy was badly affected. Our first event for Travelport was in May 2016, where companies have shown a great interest in the roadshow despite the bad shape of the tourism season especially with the aftermath of the Russian flight.

THE APPROACH

Travelport conducted a product roadshow end of May inviting the local travel and tourism and aviation partners as well as Egypt media in Egypt to introduce the new company general manager to interview our spokesperson there. The agency arranged for the first roundtable for Travelport spokespersons to discuss future collaborations with business par tners. The list of spokespersons included Mervat Alfy – Egypt Country Manager, Matthew Powell -Acting Regional Director, and Rabih Saab -President and Managing Director. MEAComS arranged for a roundtable for key local and industry related media representatives who will take Travelport's message to the next level with informative, unbiased reporting on top of social media sharing. MEAComS' overarching goal was to ensure important talking points were communicated to both media and the public.

THE RESULTS

MEAComS was responsible for the challenging task of arranging the logistics of hosting media representatives from Cairo, organizing a suitable event agenda, press materials, preparing talking points and walking through, and one-on- one interviews with Travelport spokespersons. Travelport was featured in more than 10 print publications and 17 online news sites throughout the project assignment. Total number of media personnel that attended was 13. The event got covered up in Insight, Mal W Amal , Lady bird, and Cairo Elite publications. MEAComS also arranged key, one-on- one interviews with Al-Mal, Daily News Egypt, Business Today and Masrawy. Top newspapers that published articles about the event include Al-Borsa, Al-Mal, and Al Alam Al Youm. Travelport news reached over 390,870 Egyptians, worth a total of EGP 242,273 in editorial coverage.







TRAVEL & TOURISM



غدا.. افتتاح مطار مسقط الدولي بتكلفة ٥ مليارات دولار

١٤ القطيس لـ«المصرى اليوم»: القطاع الحاص يشارك بالتشغيل.. والسعة ٢٠ مليون مسافر

ALC: 4.27 Aug



And databased in

افتتاح مطار مسقط الدولى للولى أعد اللبز واجمل مطارات النطقة والمسموية والأسبياء وفلار أعلى اللواصطات ومس

اريقن فيلاع

ليدفى فلنقل المعول والهال لط الدل التواكر فد على تف التسلالات سنلقلة عسان على الشار مينى لام استيغانية ٢٠ مليس مسافر ستويا عند الافتتاح و البول مساهر هي البراسل اللأحظة، ولبلغ الما الى ١٨٠ ألف مثر مربع بدون اللواقف الطلقة والقلوحة وشبا مدول كما يتكون ميني الساهرين من 1935 أحده مِنْحَ (والشطافة الوسطى: « مستوياده) التي ترجل الأجله بترجد تلاثلة مداجل رئيسية تؤدى إلى تلد ال سالات القادمين واللغابرين من ألبار الشخصيات





وبامتتاح مطار مسقط الجديد وحضر الاحتفال واأحمد القط لمد الهنائي الرثيس التنفيذي لجموعة الطيران العمان حد أكبر وأحمل مطارات الشطقة، وقد سمم وفق أعلى اللواسفات، وي مليون سافر سلويا وتركت طافلته إلى ٢٠ مليون مسافر في ألز أحل اللاحظة. ويعتم ا إجراءات السفر لشركات أطيران ٢٥ شباك لإنهاء إجراءات الجوازات. ويمكن للمطار طرازات الطاكرات بدا فيها الإيرباص ٢٨٠ واليويتح ٧٤٧.

Grand opening of Muscat International Airport







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Garnering media interest for the grand opening of Muscat **International Airport**

Oman Aviation Group was formed in Muscat in February 2018. Its clients include Oman Air, Oman Airports and **Oman Aviation Services.**

THE CHALLENGE

MEAComS was supporting Edelman Italy, our affiliate partner, in the grand opening of Muscat International Airport, one of the largest airports in the Middle East region. MEAComS goals was to garner media interest for the opening, secure attendance of high profile journalist from key publications, and position the opening as a great accomplishment for Oman.

THE APPROACH

MEAComS immediately started reaching out to key journalists for the event, including, news, travel and business reporters to ensure maximum coverage. It also liaised with Edelman for the media's travel logistics. A press release was also distributed after the event to print and online publications.

THE RESULTS

The grand opening of Muscat International airport was a great success. The event was featured in numerous national top tier publications including 30 popular websites and more than 5 print publications. The PR news generated was worth USD 21,676 in advertising value.



BLUMBERG

لبس محلس ازمارة ف-الشنتمة =

الکتروتین بن الصوامی

والشون بهد

تصليم ٢-١ شونة حديثة الحبوب إبريل المقبل

Gov't opens command centry

to reduce wheat losses, theit

189 شەنە لىخاب القمہ بـ 60 مليە، دەل

وميرج جرين تفتتح مركز التحكم والمراقعة

طار منظومة برامح الامن الغذائس



FOOD & BEVERAGES



Founded by Philip F. Blumberg, Chairman of Blumberg Partners, Blumberg Grain is a leading global food security company, providing harvest protection systems and technology. Blumberg Grain's fully integrated crop and food security systems reduce post-harvest losses of grain, produce, and other perishables to an aggregate of 5% or less. Blumberg Grain works with private companies and countries to modernize agricultural value chains, increase the quality and marketable output of their harvests, enable efficient market timing, and significantly boost exports of agriculture products.

THE CHALLENGE

Blumberg Grain was committed to finding success by connecting with Egyptian partners from the private sector as well as the highest levels of government. The company would also need to educate local media and the public at large about its efforts so as to gain widespread support for Blumberg Grain's first major initiative, the Shouna Development Project, which would see the open air grain storage center completely revitalized and upgraded with Blumberg Grain Aggregation Center technology. The overarching goal is to reduce post-harvest losses in Egypt, currently in excess of 40 percent, to under 5 percent and save the economy US\$ 200 million annually.

THE APPROACH

Once the official launch date was confirmed by Blumberg Grain and the Egyptian government, MEAComS was tasked to organize and promote the press conference as well as act as the liaison for the VIP site visit and media tour of the Shouna facility in Alexandria. The event was slated as an opportunity to showcase Blumberg Grain's positive relationship with the many government entities involved in the project and build the company's reputation as an economic driver, thought leader and job creator in the region.

Blumberg Grain Inaugurates Command and Control Center for Egypt's Food Security Programs

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FOOD & BEVERAGES

KFC



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ردجاج كنتاكى، يحتفل يعيد ميلاد مؤسسة الد ١٢٨ بمبادرة مجتمعية في المنطقة العربية

اطبر حجباج كتناكره، المدر بطامو الديول اللاه من شبكرمو الباليع لزملائهم

المحاج القلي في العالمية من إطلال عادياً منابع المجمع الماسية لكري مراكز عرفي المحافظ المسيم معية الميرية لأكثر من المحاف المحافي المكافر المحافة المحافظ المحاف المحاف المحافي المكري تم من من معن المركبة المسلم المركبة المركبة

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KFC Celebrates Founder's 128th Birthday by Inspiring Positive Acts of Colonel-ness Across the Region

Beloved Colonel Sanders' birthday celebrations to recognise the efforts of unsuna delivery heroes across the UAE, KSA and Egypt KFC, the world's largest chicken restaurant, has announced a new annual initiative in honor of Colonel Harland Sander's 128th birthday, celebrating Acts of Colonel-ness that radiate kindness, inspire positive change within the community and remind people to be generous in thoughts and actions

KFC: Acts of Colonel-ness campaign

KFC is a restaurant started in the US at Kentucky. Later, it expanded in other countries. KFC is best known for fried chicken. It has stores in 109 countries and operates more than 5200 restaurants around the world. KFC serves more than 12 million customers worldwide every day. KFC is part of Yum! Brands, Inc., the world's largest restaurant company.

THE CHALLENGE

KFC announced annual initiative in honor of Colonel Harland Sander's on what would have been his 128th birthday on September 9,2018 celebrating acts of Colonel-ness that radiate kindness, inspire positive change within the community and remind people to be generous in thoughts and actions.

To create awareness and promote acts of kindness, MEAComS encouraged KFC to spread its kindness gesture to everyone, from customers to employees and delivery drivers. The campaign was designed to drive engagement, both online and offline, and generate buzz among KFC's customers.

THE APPROACH

MEAComS developed a press release and leveraged its relationships with key media to secure significant coverage and raise awareness on KFC's annual celebration. The press release was also published in leading news sites in Egypt to further generate publicity.

THE RESULTS

In addition to celebrating the Colonel's birthday creatively and memorably the campaign also received great publicity. It immediately generated a flurry of press coverage. More than 10 media outlets covered the news, including leading publications such as Al Mogaz, Alam Al Mal and Insight. The media coverage from the campaign is estimated at EGP 58,256 in advertising value. News coverage is estimated to have reached more than 1,504,000 people.





AUTOMOTIVE

Positioning Nissan's latest Japanese Technology at Automech Formula 2018

Nissan Motor Egypt S.A.E, a subsidiary of Nissan Motor Co., is one of the largest Japanese automotive manufacturers in the country. Located in the 6th of October city, Nissan Egypt has more than 1300 employees and technicians and produces some of the country's most popular cars like the Sunny and Sentra. Nissan believes in creating "innovation that excites." This is a deep commitment to offer its customers genuinely 'new' technologies and features, setting Nissan apart from other brands in Egypt and across the globe.

THE CHALLENGE

Nissan Motor Egypt participated in Automech Formula, the largest automotive exhibition of its kind in Egypt, on 26 September 2018. At the exhibition, it displayed some of its latest fully accessorized car models and its one of a kind hybrid car, BladeGlider, an advanced electric car combining zero emissions and Nissan Intelligent Mobility. Nissan reached out to MEAComS to help raise awareness about its participation in Automech, and to generate buzz and excitement to key media and prospective customers.

MEAComS wanted to ensure that Nissan models would appeal to a variety of media outlets. It therefore leveraged on revealing the BladeGlider for the first time ever in Egypt, which was of great interest to the press. The upgraded and accessorized Sunny, Sentra and Qashqai was also important to motoring journalists.

THE APPROACH

MEAComS worked closely with Nissan to plan its participation at Automech Formula, which included, preparing news releases and speeches, organizing a media roundtable, arranging for TV interviews and overall strengthening the company's relationship with key media.

THE RESULTS

MEAComS was able to secure significant media coverage for Nissan at Automech. More than 79 media professionals, including journalists and TV presenters, were present during the car reveal.

MEAComS successfully secured coverage from top tier publications such as Al Masry Al Youm, Al Akhbar, Al Ahram and Daily News Egypt. Nissan's spokesperson was also broadcast on Nile News, one of the highestviewed TV channels in Egypt, with an advertising equivalent of LE 115,920. Ultimately, MEAComS generated media coverage worth EGP 3,956,247 in advertising value and news coverage is estimated to have reached more than 42,263,856





ART & CULTURE







Abu Dhabi Festival 2020

The Abu Dhabi Festival takes place every year and is the largest cultural celebration in the region. This historic festival touches and enriches people across the globe through the diversity, creativity and professionalism of its internationally renowned presentation of Arab art and culture. Since inception 17 years ago, the Festival encourages cross-cultural dialogue, honoring the Emirati values of tolerance, openness and humanity.

Presented in partnership with internationally acclaimed artisan jeweler, Chopard, the Abu Dhabi Festival Award is for persons deemed to be making "outstanding lifetime contributions to arts and culture". It is popularly felt that the awardee must be one that has delivered the best, genuinely authentic expression of that intrinsic, human quality – culture.

In 2020, sought after theatrical producer and actor, Yehia El Fakharani, received the honor of the Abu Dhabi Festival Award.

THE APPROACH

Formulating tailored plans, MEAComS determine, shortlist and engage arts and culture journalists representing top-tier media outlets, along with loved, respected and critically acclaimed producers and artists. MEAComS handle event logistics, such as photographers, videographers and trained attendants, and develop, distribute and follow up on a press release directly after the event. As is desired, one to one interviews are arranged, this year for Abu Dhabi Festival founder and artistic director Mrs. Huda Alkhamis.

THE RESULTS

The event went well, and was received in a friendly, positive manner, in the presence of officials, artists, friends of Yehia El Fakharani's and his spouse, children and grandchildren. H.E. Inas Abdel-Dayem, Egyptian Minister of Culture and H.E. Jumaa Mubarak Al-Junaibi, UAE Ambassador to Egypt were also proudly in attendance. Thirty top-tier media representatives were in attendance, including nine from TV channels.

MEAComS developed the end of coverage report with **90** pieces of received coverage across broadcast, print, online and social media, in both Arabic and English, that had the opportunity of reaching over **684** million people, and a total AVE of **\$ 296,405**.

Interviews were conducted by Al-Ahram and Al-Akhbar with Mrs. Alkhamis that shed light on her experience with Abu Dhabi Festival, the cultural and humanitarian connections between Egypt and UAE and the role of Arab women.





ART & CULTURE



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MISCELLANEOUS

MOUNTAIN VIEW Compound

متروع ماونتن فيو اساهل الشمالي

بد، تعليم أول بشاريع منطقة رأى الشكمة

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التصادية برجن الألوال يشتع بالردعية والتعدير الحاري السلم

stars and siles

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18.2

وما مشروع إمايتان لبوا مبرع الهلسر

الرتامية للسلوة الراغين في الثين

البغاع السامرة بالسامل الشمالي ذير

اللملح بشمسالمي طبيعية رالعة والريشية معلد من قدة النظلة معمية طبيعية. كما

أنها تغنير نقطة الطلاق فلنبرز عات سياهما متوعة، وذكر لقي، النطقة من معار الحدو والبري الشاطل الأثرية ورعوم شبيكة حمية

وعلوي العالق التربة الوجود البينة عليمة من الطرق التي توطوروها موتمراً، مما كان له مطلوم التي في تونية كبيري الشركات المطلومة إلاليانيا المعينية من الشنارية

الاستنباعية رايتانية مستنتا رامي المكنة فسيد مع الشريعاء العالية الممانية. فتر مراد أن المتقدرين استقبال ماذين الرواز مماريا

بعين سيتوافر دينا الغديد من المددة

التصابية براقيل فبالبر فسيلبية والراك

الشجارية والأسواق والطاهووالبة

الشرقيقية، والنتشأن الشدمية والراكر والشيعان الصنبية، وغرفا من ألزائل التي

التي جميع منطبات الرواد والمساقلان وكي الاعتدادينك الشطاة في اطار حماة الرواة كالمية السابيل الشمالي بوضعه على

فريطة السباحة العالية

6100.18

CELEBRATES THE DELIVERY OF THE ASE UNITS ON THE REVITEM OF CREEK MUSIC





بشروع ماونتن فيو الساحل الشمالي بدءتسليم أول مشاريع منطقة رأس الحكمة

ولد قدامت شركة مداونة، فيو بتنسليم اكثر من وحدة

حُطَّف من الرحلة الأولى للمنشورع الذي يقع بالساحل

سلوب حياة خاص يجمع بين الرفاقية والذوق الرفيع ويتميز المسروع بالعديد من المندسات الترفيهيية مثل حساسات

بلعبة، وملاعب التشن، والمعشى الرياضي، وناد صنحى

وماني، وناد اجتماعي، وعيادة طبية، هذا بالاضافة إلى وجود

أمن ومراقبة 24 ساعة.

ساهية 136 فيدانا تقريبنا ليضم فتيتلات

ت لصفوة ترغب في الخصوصية والهدو، لديهما

والمقاري تعبر المقاداتهم النشك عبرار متأمار في الوقد المالي وقال السائلات في : السابطية الملخرة هي الأهل في المدون والروابعة يعتر مشروع ساوتكر فيره ومنطا المركبة الله والنبا بن أقو التاح السيرة في لاحتبث بالرنامة والتسميد للمباري السادي و قامد شركة ماريان فيو بتمليم الثار من مغطعة من الرحلة الأولى للمشروح الذو بالسابط لشماني على مسامة 16 قدانا تعديناه وشابياتها القاز and shall be seen بالتقابين الأردي كبينا ببلير القتر dy had be ألمة هزا وقدته الفتيان منطال

بالونب والقلق الشيخية المكرة وتستجيئ مسيسية على شريط المأمل النسائي أعرين وعن مشروع ساوتان فروه مدرج الوتص بعدود البنان رئيم مطبر (10) لمعولا بارتشاير الله بعد على وعارد من عد ام اللازم الملاقة الريخ الشيط مارا فرسطة راب الملكة اليغير الذي ريز المسير رائبان اليسير رائبة اليفاد الاعلى المرسان رازيار التعاريف التلكي اللبا يقره وجود خ الراة الرافؤ وهذمة النسيامة الومدان هزا في all shall be all to all here there in

وجناعل البة أبر القاميل لتسرز الهامية مغرائر مرجى منبع. تعتبر سطار أبر المثما وتسدير الغاع السامية

كرا اليا عشر شقا لأبلار للروبان the local day of the local day in the الباطر الأرية ورجود شبكة حجاة من الطرق اللر التو تطريرها درتخرا ددا لكان ادعظم الأبرقي توي أحري النبركات المقلبة الرابية ك L. L. M. ... L. L. ولد أمثنين بلطة رأير المشة لعبي رهاد العالية المسكلة رالتي بلوقواء اسللمرون استقبال ملاور الزرار in the state of the state of the state النياء والرقار التعار 1.01.2 نبية الببليل الشمالي بوط

والرائل والتتجعات المتخبة وغدها بن الرائ أتركى وبنيا بشقيان الرواد والمستاعي ويلي المثمام بثك النطاخي لطار غطا ال



لوأب إلى التاميز

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مسى ورقى ومذانة وتتاسق الأتران كما يضم الشروع جنساب ترديهيا

للمتج بالرفاهية والتعسمير العداري 24 منة سلطنا من الرحلة الأرلى للسلس م لذى يقع بالسلمان الشمالي على مسلمة 14 فرائلا علرينا، لينسو ليلاد ياساليهاد في القرار اليريش، الذي يسع من الأساع

مُنتَّبة إدارة البراقل وهينية المُسْبِعَانة التهديات هذا إلى ساني مُدينات ترفيهما أخرى تغتم العملاء بقد حرسنا في غيباً

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ذاب الثون القيروزي والرماق التثمنة ونقاء الشلغي كاما ينظره بوهود شنبات بلسونة مك

انز اللفاسيل لتشبعن الرفاعية لمنفرة

في طرائز له معدلات السو الانتساني في الطاع المقاري، تمد الملارك من أفضل هيار الاستثنار في الرف المالي لحا لعل الاستثمارات في ألمنتحداً. السلملية القانبي من الاطن عن اليمين الاقتصابية، ولهنا بطنير مشيرة المايتان فيو، ومنطقة رأس المائية التال ولمدا من

ميود، بال الشروع الجديد بعد امد الع التداريع الحالات الى يتم تطيقا حاليا في منطقا رأس المكانة ويقتبو الشروع مرقى التسميم والإبداع الهنمسي والياد الهاداة

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تو انتيار منظار ذي المكدة الها لغير من الفائل فكر التي تغير بالمود والفائل الطبيعية الملاية ولمنح من المنبو من المصيفين مجمل منها الأثر الطائل تصوسية على شريط أسابل الشنائي وعن مشتدوع المالات فيود حدوج

الهندس عدرو أسساعيل، رئيس سيشي الإرارة ليسوعة دار العدلي اللالكة لسارتك







MISCELLANEOUS





NILE TV





Gender Inequality

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FOR THE INCLUSION OF CHILDREN WITH **DISABILITIES IN DEVELOPMENT PROCESSES**



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MISCELLANEOUS

MEACMS

INTIMISSIMI Pearls: black lace and white pearls for infimate wear that seduces with romanticism

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you the first Stradivarius Fall/Winter collections. These can be divided in three big trends: Fantasy Night, Folkloric and Heritage Militar. Each one resumes the

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We present





key items of the new season which arrives plenty of fashion, style, femininity and glamour of course.





لائجيرى يمزج بين الدانتيلا واللآلئ

فيق الأسيامة المنخيرة لـ «Introjetini Peerle» ، يومانسية البقة عصوصاً أنها نقم بلغة من اللاليين الداعلية التي فرح ما بين الدائيلة والكأبي والترح هذه القمومة عن تسخة معاصرة للسبي من الذي يتأريح ما بين اللاقيمي أو الفصنان اللحيم الجالب واللبن التما تقدم أيضا الصدرية القورة والسدرية أو السروال اللحاني البرازيلي والاهالة وقميص القرير اان الباقة الطعمة باللوان متحمد عرض الأرباء الذي بمحدرته الإشراع بالرمي الطبة البلية وقيد أنوع ونقاليد Minister قصع ما بين التهمية والأسعار الديست مع اعتمار عامي الكل للمسيل وهو ما أدي إلي النماح العالي لهذه الذركة الإسطالية.





تشبئم لكم المموسات الأولى لستراديفاريوس الريف وشتاء ١٠١١. تتقاسم مسدد الأحيرة لزعبات ثلاث وهسى تندرج قت العناويين التاليسة: ليلسة من الإسال (أو ليلمة خياليمة). التراث الفولكلوري والشبيعين والنقليد أو الإرث العسمكري ولتضمن كل مجموعة منها العنامسر والأريناء الرئيسية للموسيح الجديب البذي يأتى مفعيسا بالوصية والأنولية والاسداع والروسق ليلسة مسن

الآيال يطفى اللون الأسود على هذه الجموعة. في حين يغود الطراز «الباروكي» التعش إلى الواجهة مطعمًا بلمسبلة من الذهب كما تسبطر أيضا التقشات الممشحقية. وللطبقات الماكنة اللون وللمساهير. ويبقى الحاكار والدانتيل من اللبرات الرئيسنية لهنذه الجموعة. الطراز البيلتني: التار هذه القلبة بإيحادات رومانســـية مع تأثيرات من الغصر المُبكتوري. هي عبارة عن للوضة الشــعيية مع لسبة من طرار الكاونتري. نعرَّز هذا الشتاء بأرْهار الكرتون وطبعات الكرميه والشبراريب الإرث العسبكري في إعادة إحياء للتقليد العسبكري البريطاني تقسئم هذه الجموعة مزيجا بتراوح ما بين مفهوم المروسية والأناقة للتكلّفة وهي كُنابة عن طرار مدني مربح وغير رسمي. هذا ويشكَّل للعطف الواقي من التطبر بلون الكاكي القطعة الأصاصبية وبأتى متموجا مع أقمشية عند مثل الحلد للربغ

INTIMISSIMI PEARLS: BLACK LACE AND WHITE PEARLS FOR INTIMATE WEAR THAT SEDUCES WITH ROMANTICISM

The INTIMISSING Pearls "micro collection," offers a selection of items that play with lace and pearls. The line unveils a contemporary remake of the Saby-Doll. mini-dress, Balconelle Bra with matching Brazilian ponlies and coordinated porter bells. A combination of remanticism and soductiveness, interpreted through the selection of black lace and while pear. Serwallty with a retro-Iwist that altracted Olivia Palernio, to the INTIMSSIMI fashion show last July. The idea of quality with competitive prices and attention to every last detail led the Veronese brand to International success.



شراديقاريوس لخريف وشتاه ٢٠١٢٠٢٠١٣



STRATEGI C PARTNERSHIP & GLOBAL OUTREACH



In 2015, MEAComS became **Edelman's exclusive affiliate in Egypt.** With this affiliation, MEAComS officially represents the world's largest public relations firm – Edelman – in Egypt. MEAComS will also form an integral part of the Edelman network of affiliates by providing local expertise and on-the-ground market support to Edelman.

Our affiliation with PR giant Edelman proves MEAComS has made an impact in Egypt by going above and beyond industry standards, providing quality services for every client, big or small. The advantages of this affiliation include access to international training programs, global communication data and regional support on major projects.

WE are continuously seeking new partnerships with service agencies, NGOs and relevant businesses, both local and abroad, to become our partners so we can offer our clients integrated services and internationally recognized standards in everything we do.

GIVING BACK



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فبراء لياقة وتحسل في أسبية ، شكن للراة وثلاث قوى ناعمة

A Cultural Evening with Author



MEAComS is a responsible corporation. We believe in the power of community involvement. Corporate Social Responsibility is one our key business pillars and we remain dedicated to empowering young professionals.

Founder **Fatma z. Ahmed** is especially **invo**lved in mentoring young business women. In 2013, she joined the Global Women Mentoring Walk and took on several mentees as part of the program. Her aim is to give each participate on the job, practical training as well as empower young women to follow in her footsteps as an entrepreneur and public relations professional.

Fatma is also a member of the global group Women in Business Mentoring. She has participated in WiBM's inclusive leadership training programs and connected with many like-minded businesswomen, sharing her experiences with peers about being an industry pioneer and business owner. She plans to take part in WiBM's upcoming mentorship program.

She has also begun laying the foundation for a social media network to connect female professionals in several industries. The network will aim to offer these women the chance to share their experiences as well as train and empower youth. In addition, MEAComS regularly hosts business networking sessions and book club meetings for key opinion leaders. Much of the discuss revolves around youth issues.





At the center of MEAComS' success is our team.

Together, we share our strategies and creative vision to produce outstanding campaigns for our clients.

We are empowered innovators, resourceful thinkers and big believers in the fact that quality work is a reward in and of itself.

Above all else, we promote respect, honesty and integrity with our clients and each other.

OUR TEAN



OUR AWARDS



MEACOMS ON A ROLL!



MEAComS has won a 2015 African Excellence Award for Best Corporate Video and the 2017 African Excellence Award in the category of Publication.

The African Excellence Awards celebrate the brightest public relations stars in dozens of unique categories.

The 2015 award-winning video detailed our mission to empower youth and women entrepreneurs across the country by showcasing how hard work, dedication and co-operation can lead to success. It also leveraged the firm's newfound focus on digital media solutions. The project took three months to complete and featured many of MEAComS' closest clients and network allies. Check our 2015 award-winning video here: https://goo.gl/e0bx2p.

The 2017 award celebrated our annual external newsletter that details our work, passion, struggles and successes that we share with our clients and followers via digital media. We were recognized by the distinguished Jury as one of the most outstanding PR and communications cases in the region over the last year. Hana Ibrahim, our art director, was a vital power source behind this win.



MEACows Lubricants Egypt, Blumberg and Logardere Sports.

تكريم اصحاب المشروعات الصغيرة الرائدة بكيب تاون

أفاطمة أحمد. راندة اعمال. كان هدفها إقامة شركة صغيرة لخدمة عملاء من الشركات العالمية والمحلية العاملة في مصر. أسست شركه مياكمز عام 2008 من خلال انتقاء عدد محدود من العملاء. وسرعان ما تمكنت من التوسع. وأصبح لها تواجد قوى في مجال العلاقات العامة بالسوق المحلي. وفي يناير 2015. أصبحت الشركة الممثل الحصري لشركة الألمان

تم منح الشركه جائزة التميز الإفريقية لدورها الفعال في إرساء مفهوم تمكين الشباب والمرأة وريادة الأعمال الناشنة .. و ذلك لأول مرة على مستوى افريقيا يتم الاحتفاء بشركات وخبراء العلاقات العامة في العديد من الفنات الخاصة بالجوانز. وينظم جوانز التميز الأفريقية كل من Trade Publication ومجلة Communication Director. المجلة المتخصصة في العلاقات العامة.

جاء التكريم نظرا للأنشطة المختلفة التي بادرت بها في مجال تمكين الشباب والمرأة ورواد الأعمال لتشجيعهم على بدء مشاريعهم الصغيرة في مصر كنموذج يحتذي به وإرساء مفهوم التفاني وحب العمل وتعاون الفريق النساني الصغير للنجاح وتحقيق الإنجازات. والحلول المتميزة التي قدمتها لعملانها في مجال الإعلام الرقمي ووسانل التواصل الاجتماعي. خاصة بالنسبة للمحتوى الذي يمكن مشاركته بسهولة لما يهدف المنتج في النهاية والتي تستهدف فنة الشباب.

سيتم عقد مراسم توزيع الجوانز على الشركات الفاتزة يوم 21 أبريل القادم في مدينة كيب تاون بجنوب أفريقيا. وتُعد جوانز لتميز الأفريقية جزءا من سلسلة جوانز التميز التي ثقام في كل من أفريقيا وأسيا الباسيفيكية وأوروبا وأمريكا اللاتينية وأمريكا الشمالية

مؤسسة مصرية تفوز بجائزة أفضل فيديو أفريقي أسهم في تمكين الشباب والمرأة

المكنين الشبياب والمعراة ورسادة الأغميال الشاششة العامة المتعيزين في العديد من الفشات الخاصة علنت عل من Trade Publication ومجلة التجوالل Communication Director متخصصة في الملاقات المامة فوز مؤسسة ساكمز اللملاقات المامة تحالزة أفضل فيديو

وأسداكست فباطعة البزميراء أحمد المدير التنفيذي لمؤسسة رسياكمراب أن القيديو الفالز يتحدث بالتفصيل عن رؤية ، مياكمز، والأنشطة المختلفة التي بادرت بها في مجال تمكين الشياب اسمى شمن جوائز التعيز الأقريقية لعام ٢٠١٥، لشرتم إطلاقها على مستوى افريقية لأول مرة

تشديس السورصا الشحال فسي ورسناء مشهوم العام الغاضي، للاحتفاء بشركات وخبراء الطلاقات احشاريعهم المنغيرة في مصر، مح المؤسسة كتموذج يحتذى يه، وإرساء مفهوم التماني وحب العمل وتعاون الغريق التساشي الصفير للتحاح وتحقيق الإنجازات، مبينة إن العمل في هذا الميديو

استفرق ما يقرب من تلائة اشهر. وقالت إن الفيديو قدم جنيم الحلول المتميزة التي تشدمها امياكمر، تعملاتها في مجال الإعلام الرقمى ووسائيل الشواصيل الاجشمناعين خاصة والسمراة ورواد الأعنسال، وتشجيعهم على بدء

مهدف المثلثج في النهامة والتي تسته هى المقام الأول، مشيرة إلى أن المؤسسة الجائزة في الحادي والعشرين من أبريل المذيل في مدينة كب تاون بجنوب الريقيا، باعتبارها جزءا من ساسلة جوالز الثميز التي تقام في كل من الديقيا واسيا الباسيشيكية وأوروبا وأمريكا اللاثينية وأمريكا Litter St

> للعام الثاني على الثوالي، حصلت مباكمز على جائزة رفيعة ضمن جوائز التميز الأفريقية تقديرا لإنجازاتها في محال العلاقات العامة حيث تال مشروع مياكمز تقدير لجنة التحكيم باعتباره واحدا من أقضل الشاريع المقدمة في مجال التشرات الدورية الخارجية على مستوى شركات العلاقات المامة والاتصالات في أقريقيا للعام الماضي.

 فازت میاکمز العام الماضی أیضا بحائزة أفضل فيديو مؤسسى، ضمن جوائز التميز الأفريقية، وكان الفيديو الخاص بالشركة بجسد احتفالها بمرور 7 ستوات على بداية عملها في السوق المصرية من خلال فيديو تفاعلى تم تشره على وسائل التواصل الاحتماعي المختلفة.

مياكمز تحصل على جائزة التميز الأفريقية تقديرا لانحازاتها في Meacoms remporte le prix مجال العلاقات العامة

لللوبية ولكن الطبة هن عمار الأعمدي الترتيطة بالملامة التعارية الشرقة طرق السوات للشلة الشيقة بلاد to have been been been and سنشر هنا الراهم لمراد عشر ستوابد فن أهم الأبنا الذي الأحت في السامية م الذي البراة بمسلمية اسراً بتلها، والعلى مواسلة مهوا الملح المراة ملال سلوات فارد من الدينام الشرقت فارد مواقد العام التانس ليد

والذر البيديو المرامر بالشركة يعبب اعتلالها بمرور آأختوك عالى بداينا عملها فني كتسول الفبدى من خلال فيذيو للذعار لم للشرة على وتدالل التواصل Wettala, Relian to مياكير عددا من كبري الشركات العلنة والعالية مثل ثل النابية

متحصين جوائل التموز الايوسالا عام 2001 متامات مدير العلي والات وغركات وخبراء العلاقات البشرية ولينقد مواثق التم So are be fight faither المامة في الديليا الشالين على جالية كبران والأمرف عا بعضهم البغش، وبعد أن الليلي the latter of all the contracts a shine they

اللاطلاع مثى الفائية الالبلة الهامة عدا المام، وباني لماري المشرور، ورحم روحه (Allyner) مع هذا المام، وباني المارين المشرور، ورحم ورحم والما



الرين حائل منق العلياء الذي المعادة العامرة والخر شديد لأنفا التفر حوائر الثيرة الأفريق المائل معدر فن جوالد اللميز Auris intall lite Accounts وال المالين وقام بعدلون ا مع الترب مدور 10 ستوات على سن الشركة، والملحقية في السور المنبئ، حينار بدليار ير الأمريقية 10 من مترجة

the survey offlow a lot of which the ADDAR Lands have A official + Links of State منة المام "مناب كقابر" القراد الدرية المارمية الدر سل الاستعامية، وعبرها: الموالة الذي من 2500 Andrew Analy State or Libert Ind Littles Life and some all the sub we are

لسبية المرافيقي للمترفة

منا الداهيم على عودها اللتلا والماجاتها في القرام التقراب Part of the last with the local

و التي شرائهاي حيث ثم تشديم

بلاليات المانية مثل الشان و We Continuesication التراسل الاجتماعي"، عنا وقد التحت فانقنة بالتكار والقدير e Communicatio Weixer-Shandwig Burnon-Marstell In lite all and when

على عندا الشير اليام . كالمت أحيا

TATLE MUCH CLUTCH

de l'excellence africaine La société Meacoms a remporté le prix de la meilleure vidéo institutionnelle dans le cadre des prix de l'excellence africaine de l'année 2015. Ce concours a été lancé à l'échelle africaine pour la première fois l'année dernière. Il est organisé

par Trade publication et le magazi-

ne Communication Director; spé-

cialisé dans les relations publiques. Fatma El Zahraa Ahmed, fondatrice et directrice exécutive de Meacoms, a souligné à cet égard : "La célébration du 7ème anniversaire de notre travail en Egypte est une bonne occasion pour élargir nos activités et pour avoir accès à de nouveaux domaines".

"فياكمزْ" تُحصل على جائزة رفيعة ضمن جوائز التميز الأفريقية

حصلت مياكمز على جائزة ألفل شتركات الملاقات المامة في إعداد و إخرام التشترات الدورية الخارجية وقد نال هذا الشروم تقدير لجنة التحكيم باعتباره واجدًا من أفضل الشاريم للقدمة في مجال النشرات الدورية الخارجية على مستوى شركات الملاقات المامة والاتصالات في أقريتها. وتعليلة على هذا الفوز الهم للدام الثال على التوالي، قالت فاطمة الزهراء أحدد، التوسيس والدي

التنفيذى لشسركة مباكمز للاستخسارات الإعلامية إنها تشمر بمسعادة غامرة وفخر شديد لأتها تمثل مصر في جوائز التعييز الأفريقية هذا العام، خاصة مع قرب مرور ١٠ ســنوات على تأســيس الشركة. وانطلاقها في السبوق العرى، حيث بذلت الشركة طوال هذه الفترة جهونًا مثلاثية وعملت بكل جد للتبوأ مكانتها اللائلة في قطاع الملاقات العامة والاتعبالات في يمر.





AFRICAN

AWABDS

2015









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24, Hussien Hegazy st, El Kasr Al Aini, Second Floor, Suite 10 | Down Town | Cairo | Egypt

- **F** +2 02 27963720
- **F** +2 02 27963720
- **M** +2 010 6664 2738 | +2 010 6664 2737
- E info@meacoms.net | www.meacoms.net

(f) MEAComS

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- in MEAComS