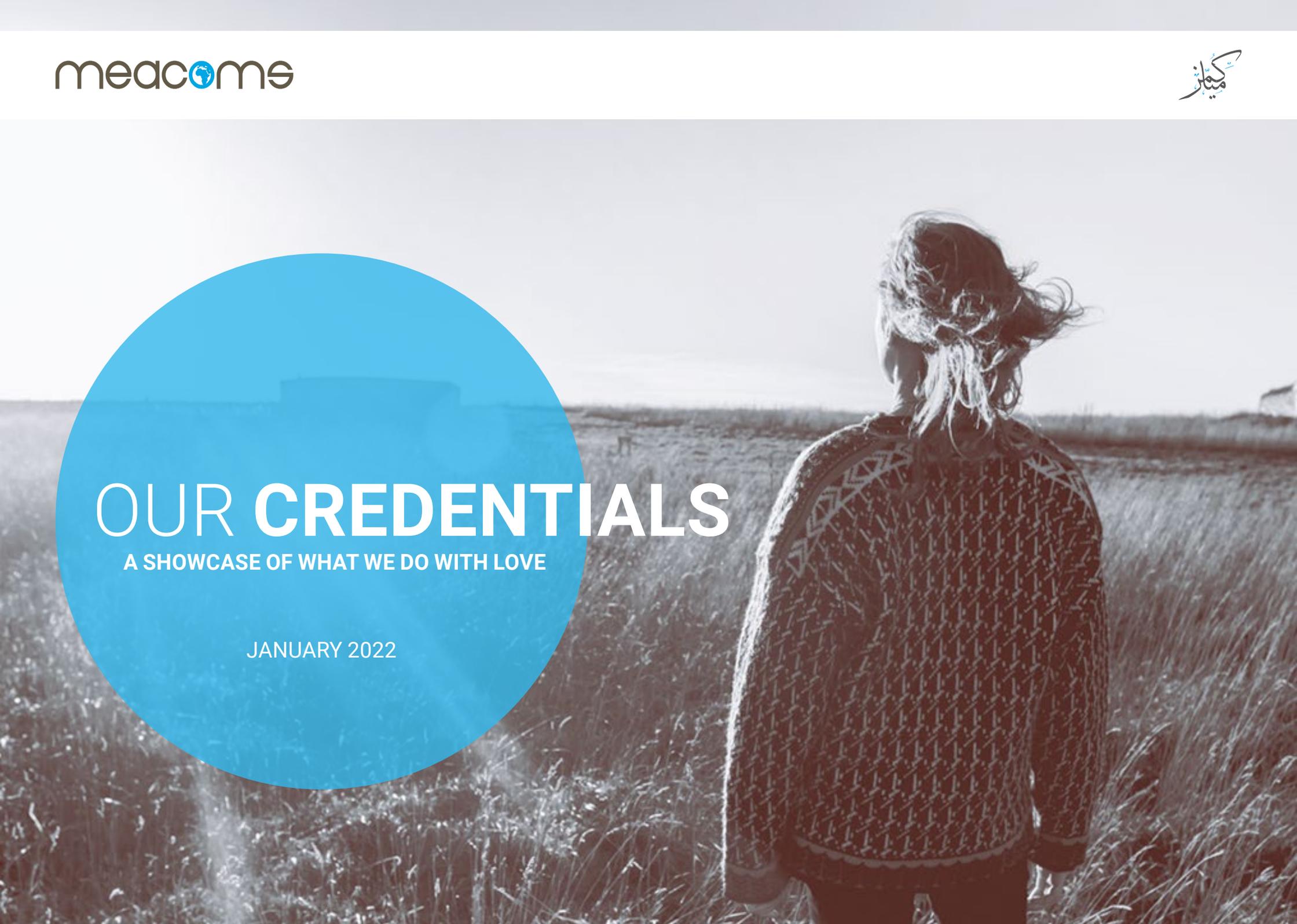


# OUR CREDENTIALS

A SHOWCASE OF WHAT WE DO WITH LOVE

JANUARY 2022





**“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 14 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.

# 2008 YEAR OF ESTABLISHMENT

**10+** Qualified team members

**Edelman Affiliate**  
a network with more than

**60+**  
Global offices

**14+** Industry specialization...

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

**50+**  
Clients served

**700+**

**Relationships**  
with different media outlets

Winner of

**African Excellence Awards 2016 & 2017**  
**The Lisbon PR Awards (2019 - 2020)**

# 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 tailor-made 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](http://www.thegingerfirm.com)

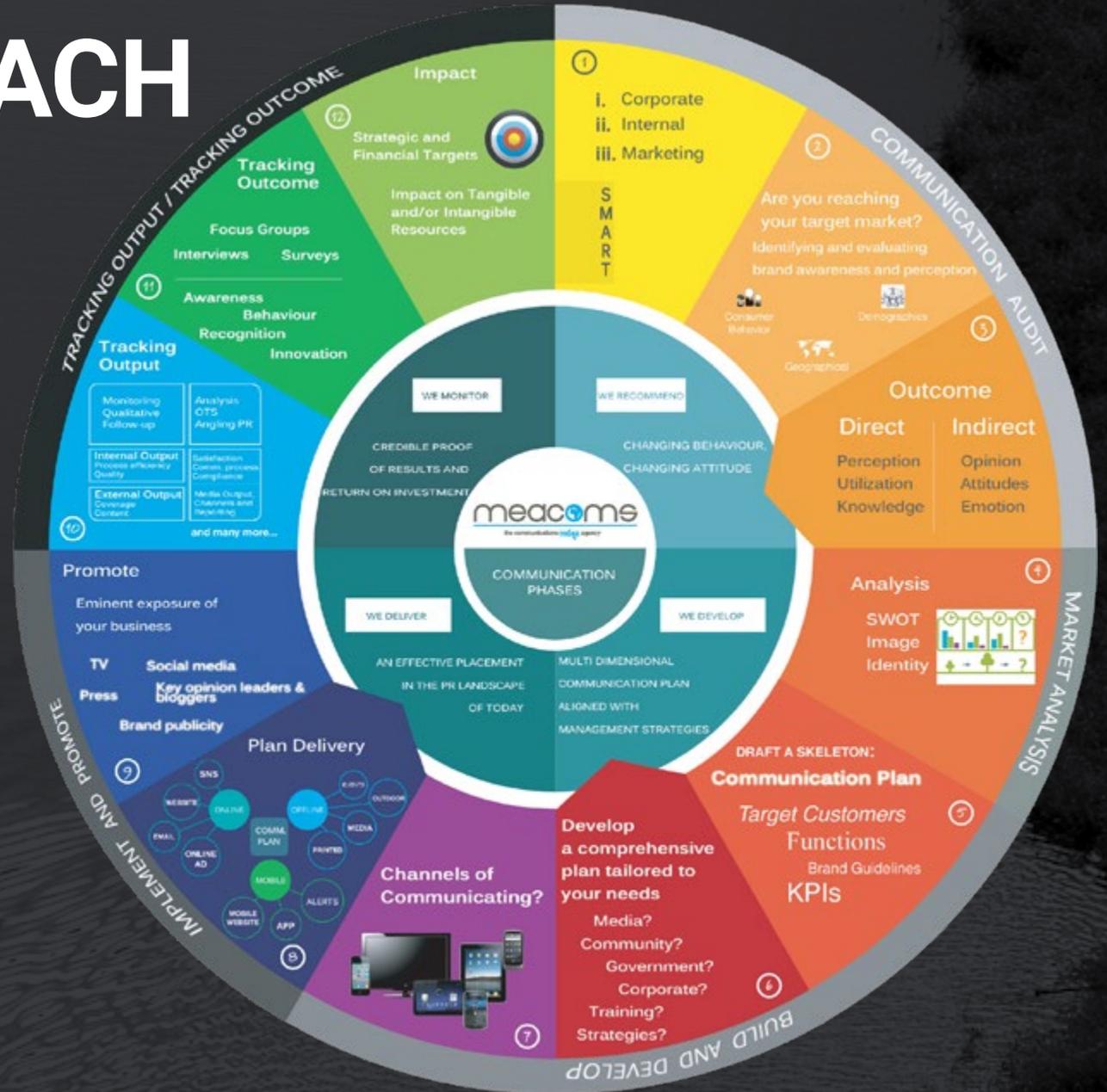
# OUR SOLUTIONS

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**

# OUR APPROACH



# WE DELIVER

Press Releases editorials brochures  
mediakits corporate messages campaigns  
**media strategy** social media analytics  
annual reports guidelines media training  
newsletters **corporate presentations** corporate social  
responsibility **newspapers** radio 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  
on-site support

# MEDIA PARTNERS




# INDUSTRIES WE SERVE

# 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.



# BANKING & FINANCE

## Network >

International Payment Solutions



## 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.



### Network International launches N-solution for managing card transactions for busy people

Network International, the African leader in technology-led payments solutions, has announced the launch of its Protect in Egypt, a unique tool which allows customers to control the types of transactions allowed on their credit, debit, or pre-paid payment cards in real time. The service can be delivered to cardholders through a combination of the existing mobile banking app or leaving banks as a standalone Ni-Protect mobile app. Ni-Protect enables cardholders to easily view and control in real time when, where, and how their cards are used for added convenience and security features, so the other hand, it can achieve higher operational efficiency through its Protect also as a single self-service card across all card types and



### Service de paiement : Soutien à l'initiative de la Banque Centrale d'Egypte

Network International, le principal fournisseur de solutions de paiement électronique en Afrique, a annoncé que les banques qu'elle dessert ont adopté la conformité avec la nouvelle carte Milla. "Les développements en cours ont donné une visibilité aux efforts de Network International pour soutenir l'initiative de la Banque Centrale d'Egypte visant à réduire le recours aux espèces et à développer l'adhésion au paiement sans contact", a dit Hany Hany, membre adjoint de la société Network International Middle East Africa, Directeur de l'opération et des affaires Milla en Afrique. "Les activités de la région ont été très positives et dynamiques".

### Network International banks integrate Egypt's Meeza payment scheme

Network International (NI) Africa, a leading provider of payment solutions in the Middle East and Africa (MEA) region, has announced that its banks have integrated the Meeza payment scheme in Egypt. "The Meeza payment scheme is a unique tool which allows customers to control the types of transactions allowed on their credit, debit, or pre-paid payment cards in real time. The service can be delivered to cardholders through a combination of the existing mobile banking app or leaving banks as a standalone Ni-Protect mobile app. Ni-Protect enables cardholders to easily view and control in real time when, where, and how their cards are used for added convenience and security features, so the other hand, it can achieve higher operational efficiency through its Protect also as a single self-service card across all card types and

# 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 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

MEACoS 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-Akhabar 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



## 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 & 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

MEACoS 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. MEACoS 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 MEACoS 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 operation 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 Tecnimont 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.



# TRAVEL & TOURISM



## Egypt's travel industry leaders convene at travel technology leader's LIVE "Spotlight on Innovation" roadshow

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 partners. 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.





# FOOD & BEVERAGES



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

Blumberg Grain, a leading US-based food security company, opened its state-of-the-art Command and Control Center, as part of the Government of Egypt's Shouna Development Project. The Blumberg Grain Command and Control Center is a comprehensive management system that monitors grain and other harvested products as they are deposited by farmers, processed, stored and eventually distributed to retailers and customers.

Guests included His Excellency Dr. Khaled Hanafy, Minister of Supply and Internal Trade; Philip Blumberg, Chairman and Chief Executive Officer of Blumberg Partners; David Blumberg, CEO of Blumberg Grain, Middle East and Africa; Tom Goldberger, Charge d'Affaires, U.S. Embassy in Egypt; and Mr. Mahmoud Abdel Hamed Mahmoud, Chairman of EHCOC. Senior representatives from the Armed Forces Engineering Authority and the US Embassy in Cairo were also present.

## Blumberg Grain Partnered with Egypt's Government to Revolutionize Grain Storage Woes

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.

# FOOD & BEVERAGES



## دجاج كنتاكي يحتفل بعيد ميلاد مؤسسها الـ 128 بمبادرة مجتمعية في المنطقة العربية

أعلن دجاج كنتاكي، أكبر مطاعم الدجاج المشهي في العالم، احتفالاً بـ 128 عاماً من تأسيسه في كنتاكي، الولايات المتحدة الأمريكية. يحتفل دجاج كنتاكي في جميع أنحاء العالم بعيد ميلاد مؤسسها، الجنرال هارلاند ساندرز، الذي بدأ عمله في عام 1930 في كنتاكي، الولايات المتحدة الأمريكية. يحتفل دجاج كنتاكي في جميع أنحاء العالم بعيد ميلاد مؤسسها، الجنرال هارلاند ساندرز، الذي بدأ عمله في عام 1930 في كنتاكي، الولايات المتحدة الأمريكية.

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## Nouvelle initiative arabe dans la région arabe

KFC a récemment annoncé le lancement de la nouvelle initiative arabe "Acts of Colonel-ness" à l'occasion de la célébration de son 128ème anniversaire. Cette initiative vise à célébrer un engagement positif en vue de la



## 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.



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 unsung 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

# 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 highest-viewed 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



ONTV COVERAGE



### "Teatro Eskendria" A New Art and Culture Space

Alexandria's latest art and culture space "Teatro Eskendria" which aims to promote the values of freedom of expression, liberalism, critical thinking and the active contribution to modern culture, opened recently housing an exhibition entitled "Features from the Al-Shimran of the Faat" by the artists Ahmed Abd El Ghany and Ayman Abu-Dona.

### "TEATRO ESKENDRIA" A New Art and Culture Space New Open in Alexandria

Teatro Eskendria, Alexandria's latest art and culture space, held its grand opening in May. The space is founded by Dr. Mohamed Mawad, the renowned writer and theater director, in addition to a consortium made up by the Embassy of the Kingdom of the Netherlands in Egypt and the Culture Resource Center (Al-Mansour Al-Hagagi).

The 300-square-meter, historic neo-classical style building dates back to 1923 in the historic downtown area. The center offers an extensive variety of cultural activities and services to the Egyptian and the international community, such as artistic performances, training courses for the creative sector, dialogue and debate programs, children's programs as well as a cultural café.

Teatro Eskendria aims to promote the values of freedom of expression, liberalism, critical thinking and the active contribution to modern culture. It also seeks to optimize the potential and capabilities of cultural actors, as well as encourage positive change that would influence the community and create spaces for new and non-traditional cultural events.

Teatro Eskendria will officially launch its services on 17 June 2012.

### افتتاح مجمع ثقافي لدعم الخدمات الفنية والاجتماعية بالإسكندرية

افتتاح مجمع ثقافي لدعم الخدمات الفنية والاجتماعية بالإسكندرية... (Arabic text describing the opening of the cultural center in Alexandria, mentioning its location in a historic building and its aim to support artistic and social services.)

### STAGE Teatro Alex Alexandria gets a new cultural café and performance space

Alexandria gets a new cultural café and performance space

Alexandria's latest art and culture space "Teatro Eskendria" which aims to promote the values of freedom of expression, liberalism, critical thinking and the active contribution to modern culture, opened recently housing an exhibition entitled "Features from the Al-Shimran of the Faat" by the artists Ahmed Abd El Ghany and Ayman Abu-Dona.

The building, which was built in 1923 as a residence for the Italian consul, was restored and converted into a cultural center. The space is founded by Dr. Mohamed Mawad, the renowned writer and theater director, in addition to a consortium made up by the Embassy of the Kingdom of the Netherlands in Egypt and the Culture Resource Center (Al-Mansour Al-Hagagi).

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### 22 ARTS S'affranchir des tutelles

Le nouveau Teatro Eskendria se veut un lieu d'apprentissage artistique. Ateliers, studio-son, salles de projections et restaurant se mettent au service de la créativité.

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### تئاتر الإسكندرية صرح ثقافي وفني جديد بمدينة الإسكندرية

تئاتر الإسكندرية صرح ثقافي وفني جديد بمدينة الإسكندرية... (Arabic text describing the opening of the cultural center in Alexandria, mentioning its location in a historic building and its aim to support artistic and social services.)

# MISCELLANEOUS



MOUNTAIN VIEW



## MOUNTAIN VIEW COMPOUND

RAS EL HKHMA CELEBRATES THE DELIVERY OF THE FIRST PHASE UNITS ON THE RHYTHM OF GREEK MUSIC

By the end of the summer season and the beginning of the new school year, the residents of the Mountain View Compound are celebrating the delivery of the first phase units. The event was held in a festive atmosphere with the presence of the Greek Consul General, the Greek Consulate, and the residents of the compound. The event was held in a festive atmosphere with the presence of the Greek Consul General, the Greek Consulate, and the residents of the compound.

## Mountain View Compound

Ras El Hekma Celebrates The Delivery Of The First Phase Units On The Rhythm Of Greek Music

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## مشروع ماونت فيو الساحل الشمالي

### بدء تسليم أول مشاريع منطقة رأس الحكمة

في ظل تزايد معدلات النمو الاقتصادي في القطاع العقاري، تعد العقارات في الشرق الأوسط من القطاعات التي تشهد نمواً متسارعاً في الآونة الأخيرة. وتعد منطقة رأس الحكمة الساحل الشمالي من المناطق التي تشهد نمواً متسارعاً في الآونة الأخيرة. وتعد منطقة رأس الحكمة الساحل الشمالي من المناطق التي تشهد نمواً متسارعاً في الآونة الأخيرة.

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## « ماونت فيو » تبدأ تسليم مشروع رأس الحكمة بالساحل الشمالي

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# MISCELLANEOUS



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

**meacoms**

Refined sensuality for the INTIMISSIMI Pearls "micro collection," which offers a selection of items that play with the combination of lace and pearls. This line unveils a contemporary remake of the Baby Doll on the borderlines between lingerie and sexy, seductive style: the Intimate Bra with matching Brazilian panties and coordinated garter belts, the silk blouse with a collar fabric adorned with pearls, shimmering lights and laces - black lace and the white of the pearl, pink stripes - the silk and transparent silk of the blouse, the stretchy glaze of a black and stretch Baby Doll, a combination of sensuality and seductiveness, interpreted romantically through the traditional aesthetic of black lace and white pearl. Sensuality with the new line that also composed Olivia Palermo, the collection of international fame and great part of the INTIMISSIMI fashion show in Venice last July. Refreshed articles that, true to the INTIMISSIMI tradition, come at the best of quality with competitive prices by reorganizing the attention to every last detail that let the Veronese brand to international success.

70 [www.meacoms.com](http://www.meacoms.com)

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

**Stradivarius**

ستراډيفاريوس لخريف وشتاء 2013-2014

**Stradivarius**

نقدم لكم المجموعات الأولى لاستراډيفاريوس لخريف وشتاء 2013-2014. تنقسم هذه الأخيرة لثلاث مجموعات وهي تدرج تحت العناوين التالية: ليلة من الخيال (أو ليلة خيالية)، التراث الفولكلوري والتشعبي والتقليد أو الإرث العسكري. وتتضمن كل مجموعة منها العناصر والأزياء الرئيسية للموسم الجديد الذي يأتي مفعماً باليوخنة والألوان والأصباغ والرونق ليلة من الخيال يطفئ اللون الأسود على هذه المجموعة في حين يعود الطراز «الباروكي» للنعش إلى الواجهة مطعماً بلحمسة من الذهب كما تسيطر أيضا الفسفات الممشقوفة والطبقات الماكينة اللون والمساحير. وبني الحياكار والماتيل من التزيات الرئيسية لهذه المجموعة: الطراز البيسي. تمتاز هذه الفشة بإحاديات يوفاتسية مع تأثيرات من العصر الفيكتوري. هي عبارة عن اللوحة الشعبية مع لمسة من طراز الكاونتري. تعزز هذا الشتاء بأزهار الكرتون وطبعات الكرميه والتساريمه الإرث العسكري. في إعادة إحياء لتقليد العسكري البريطاني. تنقسم هذه المجموعة مزجاً بتراوح ما بين مفهوم الفريسيه والأناقة للتكثف. وهي كناية عن طراز مدني مزيج وغير رسمي. هنا ويشكّل العطف الواقعي من الطرس بلون الكاكي القطعة الأساسية وبأني مدموجاً مع أقمشة عتة مثل الجلد لأزيف.

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

The INTIMISSIMI Pearls "micro collection," offers a selection of items that play with lace and pearls. The line unveils a contemporary remake of the Baby Doll, mini-dress, Balconette Bra with matching Brazilian panties and coordinated garter belts. A combination of romanticism and seductiveness, interpreted through the selection of black lace and white pearl. Sensuality with a retro twist that attracted Olivia Palermo, to the INTIMISSIMI fashion show last July. The idea of quality with competitive prices and attention to every last detail led the Veronese brand to international success.

**Intimissimi Pearls**

تقدم المجموعة الصغيرة لـ Intimissimi Pearls مجموعة أزياء حميمياً لها نغمه باقة من التماس الداخلية التي تروح ما بين العاطف والكاريز. وتترجم هذه المجموعة عن نمطه معاصرة للنسب بين الذي يتأرجح ما بين الكلاسيكي أو العثمان القديم العجايب والشعر كما تقدم أيضاً النسبة القوية والسماويح أو السبرال الشغبي البرازيلي والمخالة ويحمي الجير رات النافذ الطعنة بالفلو. وتتضمن هذين الأزياء التي وصفتها أوليفيا بالرمو معلقة أزياء وليلة أريج وإكواريد Intimissimi. يدرج ما بين النوسمة والأساهر النسوية مع اعلمهم خاص لكل تفاصيل وهو ما أدى إلى النجاح العالمي لهذه الأزياء الإيطالية.

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# STRATEGIC PARTNERSHIP & GLOBAL OUTREACH

In 2015, MEACoS became **Edelman's exclusive affiliate in Egypt**. With this affiliation, MEACoS officially represents the world's largest public relations firm – Edelman – in Egypt. MEACoS 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 MEACoS 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



### A Cultural Evening with Author Essam Youssef

MEAComS, an affirmed regional firm for communications and event management firms, hosted a cultural evening to celebrate the renowned novelist Essam Youssef, author of '4 Grams and 2 Ollivers', on Thursday February 27, 2014. The event was attended by more than 30 media personalities and passionate fans.

During the three hours-long lecture, Youssef explored his personal experience with writing, and the factors that influenced both his novels revealing that the stories are real and their main characters do actually exist. While presenting '4 Grams', Youssef addressed what in his opinion are the true factors of the social syndrome of drug addiction, which he explains starts with addiction to cocaine then escalates to more dangerous drugs such as heroine and ecstasy.



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

Founder **Fatma z. Ahmed** is especially involved 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 participant 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 discussion 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.

A hiker with a backpack stands on a tall, jagged rock formation. The background shows a vast, hazy landscape under a cloudy sky. The image is overlaid with a semi-transparent purple triangle on the right side.

OUR  
TEAM



# 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.





YEARS

OUR CLIENTS

# GET IN TOUCH



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