

# MEAComS 14

## Love Wins

As I look back on the past year, I'm filled with gratitude for the love and support of our clients, team members, and community. 2022 was a challenging year for all of us, but through it all, I was reminded that love truly does win.

Somewhere in 2021, I started watching "Emily in Paris" and I was completely in awe of Savoir; the fictional French marketing agency. The office, the style of the old Parisian buildings and of course, Sylvie Grateau, the team leader, the one person I aspire to be.

This is when I decided to have an office like Savoir's. A high ceiling setup in downtown with a an elevator and a beautiful, vintage building. And I made it happen earlier last year. MEAComS' new office is as luxurious as it is cozy. The new setup gives the team and I a positive, homely vibe.

But an office is only as welcoming, loving, and productive as the team. This is why I'm also thrilled to announce that the new year brings with it new team members and it's an exciting time for us as we grow further.

However, economic challenges seem to be growing, compounded further by the Russia – Ukraine war and climate change, which puts pressure on food resources. Egypt isn't immune to these challenges. Dollar rate continues to rise, and inflation wreaks havoc. The current business climate is depressing to say the least.

I believe, we will rise above these challenges by raising the bar. This means setting higher goals and pushing ourselves to achieve more than the previous year. It's about constantly challenging ourselves to reach new heights and exceed expectations.

The most important thing to remember is that we are all in this together - businesses, NGOs, governments and local communities. We should be spreading love by working in tandem.

I firmly believe that the new year will bring in new opportunities, and I can't wait to see what the future holds for us and our clients. I'm confident that with love as our guiding principle, we will continue to create meaningful connections and drive real impact.

A very **"Happy New Year"** to you all. May the blessings of this year be on all of us!

## EMILY IN PARIS

**Fatma z. Ahmed**

Founder & Managing Director



# MEAComS in Action

## New Clients



*Rise every day*

### ♥ Mashreq Global Network (MGN)

We are proud to be named the PR agency of record for Mashreq Global Network in Egypt.

MGN is one of the most forward-thinking innovation hubs in the world and a wholly owned subsidiary of Mashreq. It was established to support the bank's global expansion through digitalization, innovation, and seamless customer experience. MGN is present in Egypt, Pakistan and India.

Our goal is to position MGN Egypt as a progressive employer and an innovation-led global excellence arm driving growth for Mashreq.

### ♥ PRESS: MGN

#### Ahmed El Sherif's Opinion Editorial in Al Borsa

We are proudly working with executives who give due importance to the input provided by their comms team and the agency. The outcome of such a relationship is always impactful.

Ahmed El Sherif, Head of Mashreq Global Network - Egypt giving a strong byline story on how global innovation centers are a key component of digital transformation and why Egypt is a prime market for such establishments.

Check it out: <https://lnkd.in/d/ENskcZC>



### enza ♥ The enza group

payments simplified **The enza group: A new contender enters the African payments industry**

MEAComS team has worked on the official launch of enza group (enza), a payments company focused on servicing the growing needs of banks, fintechs, and MNOs across the African continent.

Enza is formed to address this rapidly growing market demand and further accelerate the displacement of cash. Headed by Group CEO Hany Fekry and Group COO Hamish Houston, both of whom were instrumental in the growth of the EMP Group, which serviced more than 180 banks across Africa. We believe that the enza group is a breath of fresh air in the fintech space and will go on to change the payments landscape in Egypt and wider Africa.

### ♥ PRESS: NI



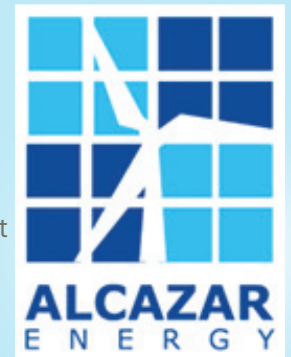
Speaking more on Fintech, our client Network International (Network), the leading enabler of digital commerce across the Middle East and Africa (MEA) region, has wrapped up 2022 with two important announcements;

Network has signed a 10-year contract with one of Egypt's largest private sector banks, QNB ALAHLI, to provide payments processing solutions and API gateway services to support the bank's long-term digital and commercial transformation agenda.

Network appointed Sandeep Chouhan, a global leader in banking and payments, as its Group Chief Business Transformation and Technology Officer bringing with him over thirty years of consumer banking and payments experience in business management, digital transformation, technology modernisation and agile operations.

### ♥ PRESS: Alcazar Energy

MEAComS team has worked on Alcazar Energy Partners II press announcement, where the Luxembourg domiciled sustainable infrastructure fund focused on utility-scale renewable energy projects in emerging markets, has achieved a first close of US\$336.6m to a landmark transaction that will enable the development and construction of over 2GW of clean energy infrastructure across selected emerging markets.



AEP-II's investors include the European Bank for Reconstruction and Development (EBRD); the European Investment Bank (EIB); EMCAF, a fund managed by AllianzGI and advised by EIB; the International Finance Corporation (IFC), the Asian Infrastructure Investment Bank (AIIB); the German Development Institution (DEG), the French Financial Development Institution (Proparco), partially owned by the French Development Agency (AFD); and the Dutch Entrepreneurial Development Bank (FMO).

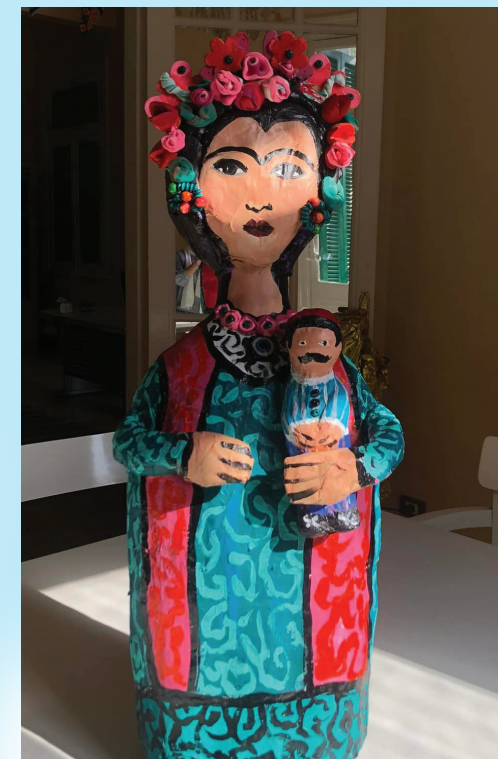


# MEAComS Anniversary #14

On April 14th 2022, MEAComS threw a party gathering friends and business partners to celebrate the opening of our new office and marking **14 years** in the business. Throughout these

wonderful years, we made lifelong friends and a created thriving support system. Together, we have built immense memories, furthered the local public relations industry and done

work to be proud of. We are grateful for these relationships and look forward to sharing many more years of successes and rewards.



# Work & Play

## ♥ Edelman UAE

In August 2022, Seth Hand, Managing Director and Head of Regional Development, Edelman UAE visited our Cairo office. Fatma and Seth had a fruitful discussion on agency development and expansion in Egypt. Seth also conducted a short training session on managing client expectations.



## ♥ New Topics: Mental Health

We welcomed 2023 with a long weekend to allow the team to relax and reset. An extended weekend was a part of our commitment to employee well-being. At MEACoS, we believe in the importance of work-life balance, which is why everyone is free to work from home one day a week. It's imperative to make room for the growth of the mind and nourishment of the soul if we are to achieve great things in our professional and personal lives.

Thank you #edelmanafrica for highlighting and marking this note to us. Proud being part of Edelman Africa network team.



## ♥ Enigma Fashion Glamour

On March 2nd 2022, we are proud to have landed our client Mashreq at Enigma's 8th annual Celebration of Arab Glamour & Success. Conducted in Dubai, at the iconic Armani hotel located at the city's tallest building, the spectacular Burj Khalifa, the glamorous celebration was attended by VIPs and a star-studded crowd that included personalities from Dubai, Cairo, and Saudi Arabia.

The highlight of the celebration was the presentation of Enigma's Achievement Awards for Arabs who have had an international impact, such as Mohamed Al Abbar, the Founder and Chairman of Emaar, H.E. Abdel Aziz Al Ghurair, Chairman of Mashreq Bank, Mr. Patrick Chalhoub, Group President of the Chalhoub Group, and iconic Arab super stars Hend Sabri and Ahmed Helmy.

To catch the highlights, click the link: <https://twitter.com/EnigmaMagazine/status/1511633960538972161?s=20&t=5XajKqTSUesfJc7QA5257Q>



## Who doesn't I ♥ Traveling?

Traveling is part of our DNA at MEACoS. We encourage people to travel and explore the world at a young age. We take every opportunity to promote new places that we visit, introducing new cultures and the local cuisines, the soul of every nation and its people.

## ♥ Lebanon OR Turkey

This year Nada Houssam traveled to Lebanon for the first time and here is what she has to say: "I loved the tourist and archaeological landmarks in Beirut. The people are kind, the food is amazing, and the sights are truly breathtaking."



Fatma on the other hand is a big fan of Lebanon and has visited the country countless times. According to her, "it is my second home, if not, I would say, a place where I want to relocate at a certain stage of my life. The food, the people, and the mountains are just enough for me to settle there."

Meanwhile, Traveling to Turkey for the first-time last year. As a first impression, the country comes across to her as the perfect tourist destination for millennials and a place to explore some good bargains.

# MEAComS Arts & Culture

We love celebrating arts and culture. They play an important role in shaping a society's identity, values, and beliefs. Celebrating arts and culture allows individuals and groups to connect with their heritage, history, and traditions, and promotes diversity, creativity, and self-expression. Additionally, arts and culture can also serve as a powerful tool for social and economic development, fostering tourism, economic growth, and urban revitalization.



**On June 18th 2022**, as part of our support towards empowering women, Fatma attended El Marsam Annual Exhibition at the CLEG Art Gallery featuring Omayma Abdel Maksoud's work as well as other celebrated and new women artists.



**On December 23rd 2022**, the team was invited to attend Christmas celebrations by Jazz artist Harfoush and Rula Zaki at Al Baron Emban Palace. It was a lovely vibe listening to various Christmas songs in the heart of Heliopolis.

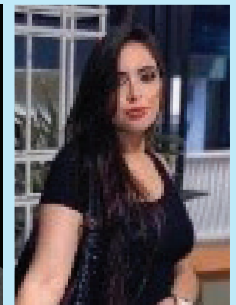


## Welcome @MEAComS

The MEAComS team is growing and we can't be happier!



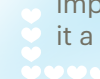
In 2022, we welcomed Rana El Saeed and Zeina Ahmed to the team. And in January 2023, Umer Bin Dawood joined us from Pakistan.



## Our Quote



**"Culture Eats Strategy"** that's the key highlight for 2022 and we are still working on improving ourselves and the operations to make it a success.



### Visit our office

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

MEAComS - Google Maps

T: + 227963720 M: + 2 01066642738

info@meacoms.net | www.meacoms.net

f Meacoms

t Meacoms

YouTube Meacoms

in Meacoms