



MEAComS: Stories That Inspire and Empower

As we step into 2025, MEAComS is excited to continue our journey of amplifying voices, celebrating successes, and embracing the power of innovation in communication. This year, we are more determined than ever to foster connections, drive change, and empower our partners with impactful and creative communication strategies.

We believe that communication has the power to spark transformation, and we are thrilled to share with you the stories and milestones that make our work so rewarding.



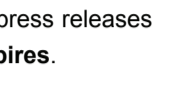
MEAComS in Action



In this edition, we reflect on our achievements, where each milestone is a testament to our commitment to excellence. From securing exceptional media coverage for our clients to championing important causes like female empowerment, our team has worked tirelessly to ensure that every story we tell resonates deeply with audiences. **But we are not just about business, we are about the people and values that shape the future of communication.**

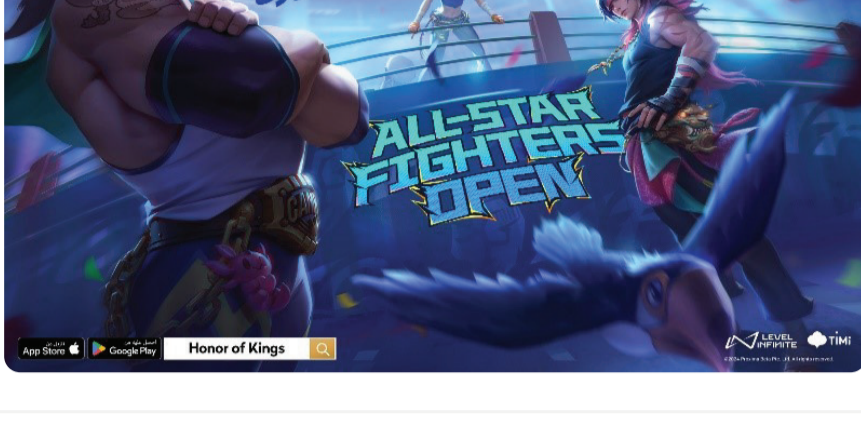
Join us as we celebrate a year filled with notable accomplishments, exciting developments, and a deepened commitment to the causes we care about. From our work with global leaders like Visa to our collaboration on SME Megatrends, our mission to drive meaningful change in the communications landscape continues to guide us.

Bringing Esports to Tencent Games and Level Infinite



Our collaboration with Tencent Games and their Level Infinite initiative has truly showcased the growing passion for esports in the region. MEAComS took center stage in distributing press releases and media alerts for two of their most exciting games, **Honor of Kings** and **Age of Empires**.

These efforts have not only amplified the games' reach but have also contributed significantly to fostering vibrant esports communities. The surge of interest in the region reflects the potential of esports to bring people together, fuel creativity, and redefine entertainment. By supporting Tencent Games, we are proud to be part of this exciting journey, helping esports thrive in new and innovative ways.



PODCAST: Malak Al Baba on Business بالعربي



MEAComS had the honor of contributing to an inspiring podcast episode on Business featuring **Malak Al Baba**, Visa's accomplished Country Manager for Egypt.

In this engaging conversation, Malak shared her thoughts on leadership, innovation, and her strategic vision for driving change in the financial world. Her passion for empowering others, coupled with her sharp insights into management and decision-making, captivated listeners.

As MEAComS, we were proud to support this episode, knowing how stories like Malak's can inspire professionals across industries. Her journey is a testament to how perseverance, vision, and passion can shape a successful career.

Listen to the full episode for a dose of inspiration and strategic thinking.



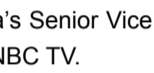
Watch Now



EVENTS



Visa at the Egypt Risk Summit & CNBC TV Interview



At the **Egypt Risk Summit**, MEAComS played a key role in supporting Visa's efforts to address one of the most pressing challenges in today's financial world: e-fraud. **Charles Lopo**, Visa's Senior Vice President for CEMEA Risk, delivered insightful commentary during his interview with CNBC TV.

Charles explored the evolving landscape of fraud, highlighting the importance of robust prevention measures and the role of consumer awareness in staying protected. He emphasized the need for collaboration between financial institutions, law enforcement, and technology providers to ensure a secure digital future.

Visa's proactive approach and dedication to safeguarding users demonstrate their commitment to innovation and security in digital payments.



Explore Charles Lopo's insights by watching the full CNBC TV interview

Watch Now

DPI Summit: Shaping the Future of Financial Inclusion

MEAComS secured an impactful TV interview for Visa during the **DPI Summit**, featured on Bloomberg El Sharq TV. **Laila Sarhan**, Visa's First Vice President for North Africa, the Middle East, and Pakistan, delivered a compelling discussion on financial inclusion and the transformative role of digital payments.

She revealed striking statistics, including a **48% financial inclusion rate in North Africa and the Middle East**, with Pakistan slightly behind at 42%. Laila expressed optimism, noting that Generation Z's entry into the workforce will drive a significant increase in digital payment adoption. This interview highlighted Visa's commitment to driving financial inclusion and innovation across the region, making digital payments accessible to a wider audience.



Watch the full interview on Bloomberg El Sharq TV to explore Visa's innovative vision

Watch Now

SME Megatrends Event: Empowering Small Businesses

MEAComS spearheaded Visa's **SME Megatrends Event**, creating a platform to showcase the vital role of small and medium-sized enterprises (SMEs) in economic development.

The event featured a dynamic roundtable discussion, exploring emerging trends and challenges within the SME sector. Our team managed every aspect of the event, from organizing media invitations and public relations outreach to facilitating interviews and distributing op-eds.

The event underscored Visa's commitment to empowering SMEs and highlighted how digital solutions can support these businesses in navigating an ever-evolving marketplace.

MEAComS ensured this event resonated strongly with its audience, delivering impactful and lasting messages.



Recognitions: MEAComS at Edelman Africa Summit 2024



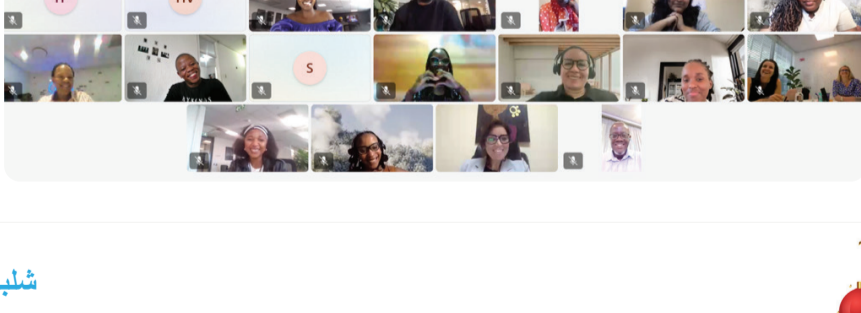
The year ended on a celebratory note for MEAComS as we received the **Best Agency Award in PR and Media Relations** at the **Edelman Africa Summit** for our exceptional work on Visa's She's Next campaign.

This campaign, a collaborative effort between Visa and the Commercial International Bank (CIB), focused on empowering women entrepreneurs in Egypt. It awarded **\$30,000 in grants** to women-led businesses, amplifying their stories and inspiring countless others.

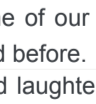
The campaign achieved widespread success, reaching over **174 million people** across media platforms. It celebrated women entrepreneurs from diverse industries, including technology and fashion, showcasing their resilience and creativity.

The summit brought together participants from over 20 countries, including Kenya, South Africa, Morocco, Nigeria, and Egypt. It was a vibrant platform to share best practices, impactful stories, and innovative strategies that drive progress.

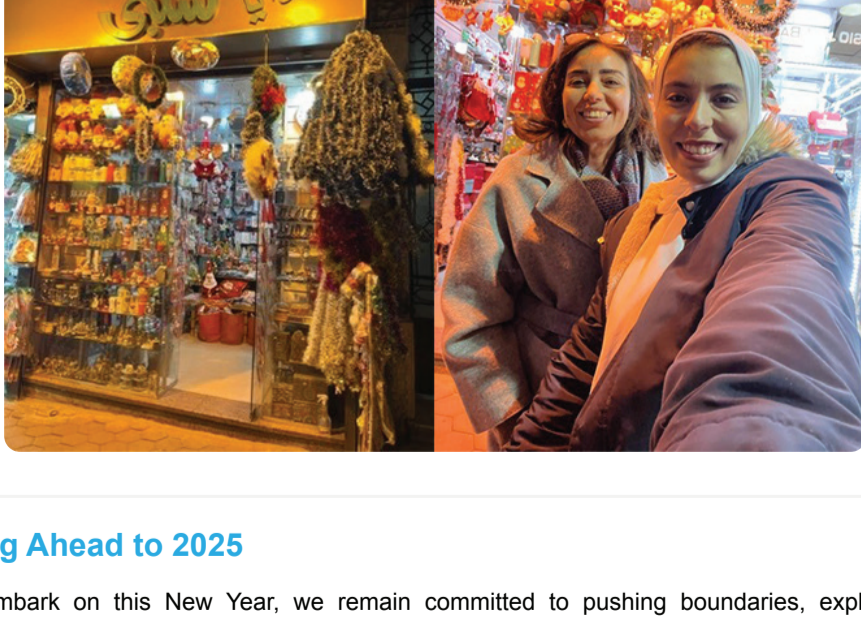
This award reflects the dedication and passion that MEAComS brings to every project, and we are honored to be recognized for our commitment to making a difference.



Hello شلبي



On a lighter note, life has a way of delivering surprises. Imagine our shock when one of our team members ran into our boss late at 11:30 PM in the night in a shop that had never visited before. Both were searching for the same item for office decoration! The coincidence sparked laughter and lighthearted conversation, reminding us of the unexpected connections that make life delightful.



Looking Ahead to 2025

As we embark on this New Year, we remain committed to pushing boundaries, exploring new possibilities, and delivering excellence for our clients and partners. Each milestone we achieve is a step toward a brighter future, driven by collaboration, creativity, and a passion for meaningful communication.

We invite you to join us on this journey, celebrating every achievement and embracing every challenge with the same unwavering dedication. Together, let us continue to make a difference, one story at a time.

Thank you for being an integral part of the MEAComS community. Here's to a year of growth, innovation, and shared success!

Happy New Year to everyone !
Let us continue creating stories, sharing success, and embracing new adventures in 2025.



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