

HAPPY MEAComS

Our Message

Since the beginning of 2014, MEAComS has been revamping its corporate identity and branding, which we believe will serve us well in the future. One of our proudest achievements is the re-launch of our website www.meacoms.net in August alongside our re-imagined corporate profile. **On our web-page** you'll find lots of information about our innovative projects with our dynamic clients as well as case studies, agency news and more. This new look was a long time in the making since we wanted to do it right. We are pleased to say we accomplished everything we set out to, so let us know what you think!

On a more somber note, our hearts and prayers go out to the families currently under siege in Gaza, We hope there will finally be a peaceful resolution to the conflict in the near future.

Welcome to President Sisi

After months of turmoil, two presidential candidates emerged – Field Marshall Abel Fatah El Sisi and former nominee Hamdein Sabahy. Sisi won and has promised to bring about Egypt's recovery following three years of unrest. So far the road to a brighter future has proved fraught with difficult tests, including the removal of important subsidies. We believe low-income families are being hit the hardest by sudden price hikes. It is our opinion that less drastic subsidy cuts could be undertaken until the economy is more robust.

The PR quote:

"PR means telling the truth and working ethically – even when all the media wants is headlines and all the public wants is scapegoats. Public relations fails when there is no integrity." – **Viv Segal of Sefin Marketing**

MEAComS in Action

Endeavor Egypt: MEET the PRESS

February 2014, MEAComS conducted media training for Endeavor Egypt clients entitled "Meet the Press". The objective of the training session was to give participants a blueprint for building their own Public Relations Departments.

We also gave them an overview on Egypt's media industry and common challenges corporations often face domestically.



Ramadan 2014, Staff made a difference for community members by handing out our bags full of Ramadan treats like kamar el din, dates, almonds and walnuts.

MEAComS also organized a joint iftar with our business partners; Lojine Consulting, AFB Consulting and other friends and partners at the SWISS Club. The celebration brought together our greatest supporters and was a night to remember for all.



March 2014, MEAComS became a member of AmCham. We hope our membership will result in a mutually beneficial partnership for years to come.



Women Empowerment:

Hana Ibrahim, our Art Director, designed for us our 2014 corporate profile where we stretched her skills with inputs and we were impressed with the output. Bravo Hana!



Super Man & Camera Man Joint Bday:

We celebrated the birthday of our business partners Mostafa Mito (Lojine Consulting) and Faysal Badr (AFB Consulting). We all enjoyed a special cake that tasted great.



Sushi Lovers:

Yosra and Fatma are MEAComS' sushi connoisseurs. The sushi addicts can be found, day or night, at the Heliopolis branch of Makani.

MEAComS Inaugural

Book Club Night with Essam Youssef

February 2014, MEAComS hosted a special book club event with renowned novelist Essam Youssef; the author of *1/4 Gram* and *2 Officers*. The event witnessed the attendance of more than 30 media personalities and passionate fans. During the lecture, Youssef explored his personal experience with writing and talked about the things that influenced both his novels, revealing that the stories are largely true.

While discussing *1/4 Gram*, Youssef talked about drug addiction, which he said often begins with marijuana before escalating to include other even more dangerous drugs such as heroin and cocaine.

Moving on, Youssef attributed the success of his book *2 Officers* to its realistic portrayal of the lives of officers, both of whom have opposing personalities. At the end of the lecture, the author signed copies of his novels for attendees.

It was a special event for us because we wrote about *1/4 Gram* in our August 2010 newsletter and we feel proud that we hosted him at the agency.



Special Reviews

Wild Guanabana Turns 5:

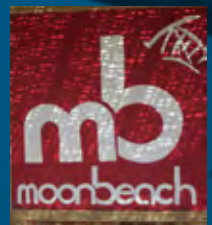
Wild Guanabana celebrated its fifth birthday on 18 June at Ney Lounge Zamalek. Bravo and keep it up!



“أراك في الإسكندرية” Ghalia Ben Ali is a Tunisian singer who started performing in Egypt on 2 January 2014. A powerful voice from an equally amazing Tunisian woman, the artist gave a concert that won't soon be forgotten.



Moon Beach: An ideal place for wind and kitesurfing on the Gulf of Suez in Ras El Sudr, Moon Beach has it all with decked out, beach-front bungalows. There is also professional surf instructors at Moon Beach's kitesurfing center.



Clients & Events

The African Development Bank's Positive Contribution to Trade and Women's Empowerment in Africa



April 2014, The African Development Bank (AfDB) organized a high-level forum to find ways of boosting regional integration between Egypt and the Common Market for Eastern and Southern Africa (COMESA) trade bloc. The discussion and potential solutions were recorded as part of a study commissioned by AfDB entitled "Egypt-COMESA Trade Enhancement". The forum also tackled challenges and growth opportunities in addition to AfDB's role in facilitating trade through financial and non-financial measures.

Meanwhile, on **20 March 2014**, the bank addressed the importance of overcoming barriers to women's employment. The goal was to find ways to unleash the untapped potential of female participation in North African economies. To do this, AfDB hosted a panel as part of a knowledge sharing series it initiated in Egypt. The event hosted over 50 experts in micro, small and medium-sized enterprises, who discussed challenges North African women faced in terms of employment, with a particular focus on SMEs and entrepreneurship.

Bonjorno Café Celebrates Graduation for Al Fayoum Children



July 2014, the inaugural class from the Education Initiative for Community Schools Program graduated in Al Fayoum governorate. The event was hosted by sponsors Caravan Marketing Company, Bonjorno Café and the Misr El Kheir Foundation.

The ceremony showcased results from the students' computer skills competition. Afterwards, students sang for the audience and were awarded certificates of appreciation in recognition of their achievements.



Novartis Research Academy for Healthcare Professionals Launches

June 2014, Novartis Pharma Egypt launched the "Novartis Research Academy", a fully integrated educational and research program tailored to medical and healthcare practitioners across several specialties. Novartis Research Academy aims to become a platform for medical professionals aspiring to pursue further education in clinical research implementation and practice in Egypt.



In line with its commitment to Egypt's healthcare community, the Academy offers the 12-month educational research program free of charge for all participants. Nearly 150 medical rising stars, mid and senior university staff and physicians from the Egyptian Ministry of Health are enrolled in the program and will receive completion certificates.



Shell Lubricants Egypt Partners with Market Leaders

2014 was another fruitful year for the Shell Lubricants team with the announcement of a number of strategic partnerships between Shell Lubricants and other market leaders. Shell announced the signing of an exclusive lubricants agreement with Sukari Gold Mines (SGM), making Shell its preferred lubricants supplier in Egypt.

Shell Lubricants Egypt also signed a partnership contract with Brilliance Bavarian Auto. This partnership will combine innovative technologies and a wealth of management experience to deliver exceptional results for consumers.

A new agreement with Scuderia Ferrari highlights Shell's technical leadership since Shell Helix Ultra technology is a critical component of the Scuderia Ferrari Formula One engine.



Shell Fun Day with Cairo National Automotive Company (CNA)

Jan 2014, Shell Lubricants Egypt participated in the Cairo National Automotive (CNA) annual celebration and received thanks as CNA's Partner in Egypt. This deal reflects the automotive industry's confidence in Shell lubricants and oil products, which continue to meet and exceed sector needs.

Throughout the day, attendees enjoyed activities with their children, who were treated to face painting and comedy shows at Indimaj, the first and largest "edutainment" center in the country.

Mercedes Benz clients were also given an opportunity to test drive the latest Mercedes Benz cars available in Egypt.



Shell Unveils New Shell Helix Ultra with Patented Shell PurePlus Technology

April 2014, Shell proudly celebrated the launch of its new range of Shell Helix Ultra synthetic oil products formulated with patented Shell PurePlus Technology. It did so alongside SLE's top customers, passenger vehicle market leaders and media partners as well as other distinguished guests.

The entertainment program was full. The band SCALA performed its first Egypt concert followed by magicians and a saxophone player.

The Shell Helix Ultra range is the company's most advanced motor oil technology, designed to meet the needs of the latest engines.



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