

# Our First Award!

## Our Message



In August 2015, we received an invitation to participate in the inaugural African Excellence Awards competition, a new branch of awards launched for the first time this year under the auspices of the European Excellence Awards. The entry deadline was November 3, 2015.

I remember thinking when I first saw the letter describing the competition and requirements, **"This is a an amazing opportunity ... we are going to participate and win."** I hung the award poster on my office wall and I had a feeling that we would be winners one way or another...

After analyzing the award categories, we were certain that our innovative Blumberg Grain case study should be entered in the "Food and Beverages" category. Meanwhile, the "Corporate Video and Film" category also attracted my attention since we had just completed our MEACoS corporate video in August 2015.

On Friday, January 29th, 2016, I received an email from the Chairman of the Jury, announcing that we had won! Most suprisingly, we had won for our Corporate Video and Film! The Blumberg Grain story was also nominated! Our excitement was through the roof and we began preparing for our trip right away.

The award organizers were very professional, helping us along the way with preparations and answering any inquires related to our travel plans and presentations.



On April 19, we arrived in Cape Town, South Africa. The journey was long and tiring, yet exhilarating.

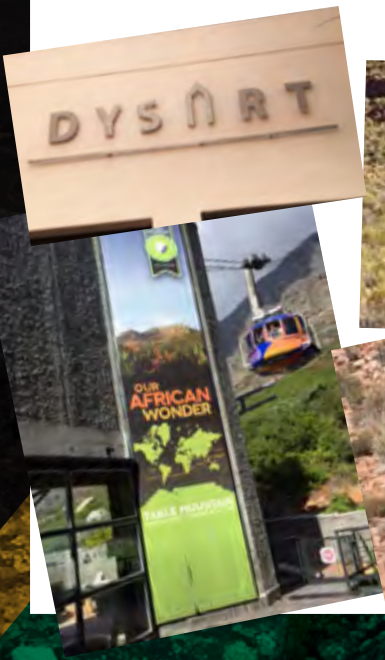
I traveled with Aya Mostafa, the youngest MEAComS member. In a wonderful twist, the boutique agency stayed at a boutique hotel – Dysart at Greenpoint. It was the perfect place for us to stay since it was beautifully decorated and offered quality fun and hospitality. The staff supported us during our entire stay.

**Cape Town is beautiful!** I fell in love with the weather, the food, and above all the people.

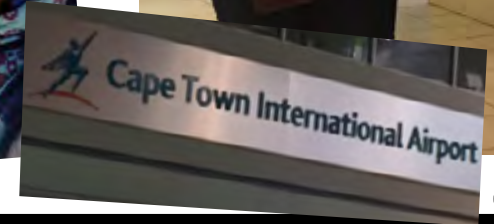
Table Mountain, known as Hoerikwaggo (Sea Mountain), Lions Head, Green Point Stadium, the waterfront, downtown, safaris and wild life, flea market, Haute Bay and Camps Bay, Botanical Gardens, Cape Point, pigeons, pearls, diamonds and more...

Our travel buddy Rasha Ghobashy joined us in this amazing trip. We had lots of fun and we visited Joburg later together.

This award sums up a long journey of hard work not only on a corporate level, but on a personal level as well.



Founder & Managing Director  
*Fatma z. Ahmed*



# MEAComS in Action

## Clients & Events



### Egypt Downstream Summit and Exhibition

Jan 2016: The World Refining Association (WRA) inaugurated its first Downstream Summit and Exhibition in Egypt bringing together key stakeholders and industry experts to discuss innovative ideas on how Egypt can realize its downstream potential. The Summit attracted over 230 conference delegates and 330 visitors to the exhibition. With delegations from 19 countries, the Summit provided a platform for discussions on how to bring the industry forward.

MEAComS handled the press event that involved inviting media, managing one-on-one interviews and press announcements.



### Cambridge: The Outstanding Learner Awards

March 2016: Cambridge International Examinations (CIE) and the British Council in Egypt celebrated the achievements of students from over 20 schools across the country who performed exceptionally well in their Cambridge examinations at the Outstanding Cambridge Learner Awards held in Alexandria and Cairo respectively.

Working in the education sector is really challenging in Egypt. MEAComS' role is to create more awareness about Cambridge programs and enforce brand recognition among numerous stakeholders.



### Misys & United Bank: Banking Transformation in Egypt

March 2016: Misys was proud to announce that the United Bank of Egypt (UBEG) increased investment in Misys solutions, upgrading to the latest versions of Misys FusionBanking Equation and FusionBanking Trade Innovation as part of a major modernization project across the banks retail and corporate businesses.

MEAComS arranged for a roundtable discussion with key media as well as handling some branding and production material for the event.





## TravelPort: "Spotlight on Innovation" Roadshow

May 2016: Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry, kicked off the Travelport LIVE "Spotlight on Innovation Roadshow" in Egypt. The travel agency focused roadshow took place in Cairo and Alexandria on May 18 and 23 respectively, with over 400 of Egypt's key travel industry players expected to attend, including leading travel agencies and travel management companies as well as representatives from airlines, corporates and travel and tourism bodies.

MEACoS was in charge of organizing the Travelport roundtable as well as one-on-one interviews with Mrs. Mervat Alfay, Travelport Country Manager.



## Blumberg Grain: Performance Tests to Shouna Managers

April, May & June 2016: Blumberg Grain completed all 93 systems it was contracted for on time, finishing the last system on April 27, in time for the spring harvest. The Minister of Supply, the Army Engineering Authority and the Army Armament Authority were ideal partners on this project, allowing it to be completed on time and on budget. However, in order for the systems to be officially inaugurated, they had to be approved first by the Egyptian Holding Company for Silos and Storage (EHCSS). A number of tests were performed during April, May and June 2016 at BG shouna sites in Alexandria, Beni Suef, Fayoum and Wady Al Natroun where H.E Minister Khaled Hanafy attended some of those tests. Blumberg Grain systems passed each test and are ready for hosting the next harvest season.

MEACoS provided on-site support during the testing as well as producing video content for media kits



## Facebook: Egypt Ship Love

In June 2016, MEACoS assisted the Facebook team via our affiliate partner Edelman in developing a bank of success stories from Egypt, demonstrating the value that Facebook creates among Egyptian users by sharing insights and pitching successful stories on how Facebook is affecting lives and making a difference.

Our role was researching ways to share and amplify human-interest stories featuring successes on the Facebook platform, which is driving economic opportunities and connecting people with their friends and families. Our aim was to share those stories with relevant key media, bloggers, and influencers.





## Shell Lubricants Egypt: B2B and B2C events

Shell Lubricants Egypt made numerous exciting corporate announcements in addition to several major projects and partnerships over the last few months. MEAComS was again Shell's media partner of choice, helping the company meet its every communications need.

- **Egyptian Steel:** Shell, the number one global lubricants supplier, and Egyptian Steel, announced the signing of an exclusive partnership agreement, making Shell the exclusive lubricants supplier to Egyptian Steel's Beni Swef plant. The agreement will see the two companies engage in a collaborative partnership that will combine innovative technologies and a wealth of management experience to deliver exceptional results to the consumer.

- **Automech 2016:** Shell Helix Ultra became the main sponsor of Egypt's most prestigious and renowned automotive exhibition – Automech Formula 2016. The show attracted thousands of automotive manufacturers and producers from around the globe.

- **Shell Kammel Meshwarak:** Shell Lubricants has launched its new slogan "Kamel Meshwara" in the Egyptian market, which reflects a new marketing direction for the company to provide more support to customers by offering products and services that ensure the highest performance of vehicles and so much more.

- **Shell China Trip:** In May 2016, Shell unveiled its first concept city car – an ultra-compact vehicle designed using the best of today's technology to deliver a significant decrease in lifetime energy usage. MEAComS organizes Shell media trip to witness and write about this new milestone.

- **Shell Media Iftar:** Each year MEAComS invites Shell media partners to attend its annual Iftar in the most friendly atmosphere ever. This year, we were proud to be hosting more than 65 delegates from printed, broadcast and digital media at the Four Seasons First Residence.



# Business & FUN

## African Excellence Award 2015: Cape Town Video Trip

We did it again by creating a special video of our trip to Cape Town. We wanted to share our excitement, fun and happiness during our trip

Check our **Cape Town trip** video: <https://youtu.be/3J4ei5rSfaw>



## Our Stakeholders

We also have our own media stakeholders who are supporting us along the way. Working hand-in-hand has helped us make it this far. **"Thank You"** all for nurturing our growth and leading our path.



## MEAComS Ramadan Iftar

Our Iftar this year was a special gathering with many of our friends, partners and colleagues overseeing the Pyramids at Andrea New Giza ... we couldn't ask for more!

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