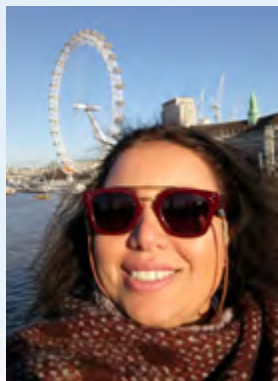




#TRAVEL#EXPLORE#LONDON!



A message to deliver here!

Lots of great things happened in 2016. We celebrated eight years of business and being crowned with the 2015 African Excellence Award for Best Corporate Video and Film. Attending the event ceremony in April 2016, Cape Town, replenished my energy and boosted me through the rest of the year's work and travel, even managing to escape the office and work remotely at times, which proved to be a joy and not the nightmare I thought it might be.

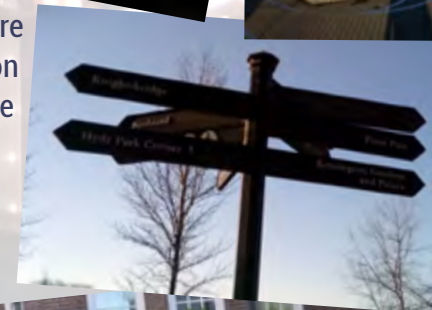
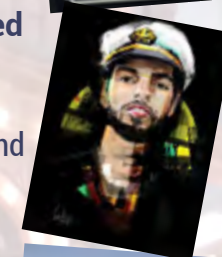
Needless to say, my friend and travel blogger Mahmoud Kamal, #NoFixedAddress, has inspired me to start traveling, and discovering the world. It is one life that we are living, and we have to live it happily.

Back to why one should #travel. It is one activity that simply removes the negative energy and pressure from your work and life. And believe you me, I needed it. And **PR is a stressful job** that requires you take time for yourself – at least once a year.

#**LONDON**, the city of Shakespeare and Charles Dickens. Over Christmas and the New Year, it feels like a never-ending festival. There are street decorations, bright lights, lavish parades, and tourists everywhere. All kinds of shops draw you in, from glamorous fashion outlets in **Bicester Village** to discount stores selling designer brands that you might find in **Harrods**. I personally feel pride seeing the Egyptian artwork, decor and themes throughout Harrods that reflect Egyptian heritage. Thank you, Mohamed Al Fayed.

My trip started a few days before the New Year, and I stayed at the Park Grand London Hyde Park, a boutique hotel chain in the Paddington area. Boutique "Agency" @ Boutique "Hotel".

Fully loaded with site-seeing excursions, local attractions, and of course shopping, my first day was a chilly yet sun-drenched exploration. I took a tour around **Marble Arch**, **Hyde Park**, the **Diana Memorial Fountain**, and because I love an amusement park, wherever I travel, I couldn't resist London's spectacular **Winter Wonderland**. I was full of pride upon seeing the **Zaha Hadid** gallery inside Hyde Park. I follow her art and admire the success she has made of herself as an Iraqi woman.





As you might imagine, I was the happy clichéd tourist, I saw **London Bridge, Big Ben and Parliament Square, the London Eye, Buckingham Palace** – and even witnessed the changing of the guards – as well as being lucky enough to wander through **Regent's Park, Soho Square, London Zoo, and the Victoria and Albert Museum.**

I spent half a day browsing **Portabello Road** market, which is a massive food, antique and vintage clothing market in the Notting Hill area. And of course, remembered the lovely movie!

At **Bimba Y Lola's**, I met with a Jewish sales gentleman with a remarkable Egyptian features, and we joked that we could be cousins.

But most of all, what I look forward to during my trips, is to meet up with old friends, getting to know the locals more, eating yummy food and drinking good coffee.

I met with Julie Beynon, a strong advocate of MEAComS, and my ex-boss from 10-years ago. Her young family and I took long city walks down **Edgware Road**, then along **Oxford Street**, stopping for lunch at **St Christopher's Place**, before continuing to **Covent Garden** via **Regent Street** and **Piccadilly Circus**. We shopped for souvenirs, watched street performers, stopped for coffee, and exchanged our memories at work. **Covent Garden** was particularly delightful!.

I also met an old school-friend, **Radwa Adel**, and spent time with her exploring more shops and street-food options while sharing tips on how to get around the city. We also attended the **Thriller Live** stage show together!

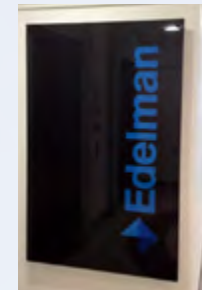
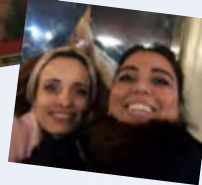
A **Burger & Lobster** outing in Knightsbridge was exciting for me, I finally met up with friends I couldn't meet in Egypt nor in Cyprus! Hahaha.. As a side note, "**Eating doesn't kill you, sofas do**" is a public awareness campaign currently running in London to tackle the problems of obesity among the city's people. I snacked on treats from **Ben's Cookies**, only for you **Samar Said!** Yours are much more delicious, though.

Edelman London Office

I visited Edelman's office in London, Victoria Street, and to say the least, the office design is unique, feels exclusive, and at the same time warm and welcoming. I finally put faces to the names of the **#ShellHelix** team, whom we have been working with since 2013, as well as the **LaGardère Sports** team... It is interesting to be around at a time of a crisis!

Thank you, all for making this journey such a pleasurable one. Regardless of missing my flight back to Cairo, my phone constantly frustrating me, and the devaluation of the Egyptian pound, I still wouldn't have changed a thing for the passion I have for this city!

We wish all of our clients a prosperous 2017!



Founder & Managing Director

Fatma z. Ahmed





MEACoS in Action

Clients & Events

Canon Canon's Cutting-edge Commitment

August 2016, At a press conference organized by MEACoS, Canon announced strategic growth plans for the Egyptian market and launched its new PIXMA G-Series printers under the newly formed Canon Central and North Africa (CCNA) business division. With more than 30 media outlets in attendance, Canon outlined how the CCNA would provide increased on-ground support while also developing the local technology market across all B2B and B2C product categories.



TravelPort: Egypt Travel Partnership Defines Future Standard

October 2016, A new multi-year agreement at a TravelPort-sponsored event between leading Egypt-based travel agency East West Travel group and BCD Travel was signed in October. Distributing the press releases and arranging for one-one-one media interviews, MEACoS joined in the celebration of this union at the historic Baron Palace Garden in Heliopolis.



African Development Bank: Economically Empowering Women

December 2016, Examining The Role of Businesswomen in Achieving Women's Economic Empowerment, the African Development Bank (AfDB) in collaboration with the Arab Women Organization (AWO) held a round-table event during the sixth AWO conference in Cairo. With multiple media outlets in attendance, the AfDB presented the study Promoting North African Women's Employment through SMEs for discussion.



Cambridge: Recognizing High Academic Achievement

December 2016, Ceremonies were held at the British Council in Cairo and Alexandria to celebrate the outstanding academic achievements of secondary school learners in the June 2016 Cambridge International Examinations series in Egypt. The celebrations also recognized outstanding performance in subjects which are not yet widely taken in Egypt, as well as learners who have achieved the total highest cumulative marks across multiple subjects.





10
YEARS No.1
GLOBAL LUBRICANTS SUPPLIER

November 2016, Shell Lubricants announced its position as global market leader for the tenth year in a row. The data was published in Kline & Company's Global Lubricants Industry: Market Analysis and Assessment 2016 report, which estimates that almost a third of all lubricants sold in 2015 in each of the consumer, industrial, and commercial automotive sectors were produced by Shell.



November 2016, Shell's gas-to-liquid technology based premium passenger car oils, manufactured from natural gas, have been one of the key drivers in Shell Lubricants becoming the market leader in the passenger vehicle sector in the United States (22%), Philippines (32%), Malaysia (31%), Canada (19%) and China (14%). Since the 2014 launch, the Shell Helix Ultra with PurePlus Technology products – available only outside of North America – have seen double-digit growth and are available in over 100 markets around the world.

November 2016, For the third-year running, MEAComS had the pleasure of working on the theme and concept of the annual Shell Technology Leadership Conference. hosted in Hurghada, the conference attracted more than 500 guests from leading companies, government authorities, clients and media. The goal was to foster cross-sector collaboration in working toward sustainably managing energy, water, and food resources. Topics and case studies were led by pioneers like Dr. Tarek Tawfik, Deputy Chairman of the Federation of Egyptian Industries; Mr. Wael Fakharany, Managing Director of Careem Egypt and Senior Vice President Government Relations, and Dr. Khalid Ismail, Founder and Chairman of Klangel. As well as Dr. Andrew Hepher, Vice President of Shell's Downstream Global Commercial Technology. Shell further underlined its commitment to seeking out efficient solutions that help meet energy-resourcing challenges.

December 2016, Shell Lubricants Egypt and GB Auto announced renewal of their strategic partnership, which makes Shell Lubricants Egypt the main and sole supplier of motor oil to GB Auto's after-sale service centers in Egypt, and the GB Auto affiliate automotive brands, including Hyundai, Chery, Mazda, and Geely, in addition to Volvo and Mitsubishi heavy trucks.



Business & FUN

Women's Empowerment: Women Entrepreneur Day (WED)

December 2016: Egyptian Women Entrepreneur Day (WED) Ambassador for Egypt **May Abdel Azim**, and founder of What Women Want magazine, sponsored a video in which around 30 businesswomen gathered in one day to speak about their business challenges and promote "هنفرح بيكي إمتي" campaign that encourages women to start their own business despite cultural barriers and fears. Statistically, women give back instantly to their family and community. Empower a girl and you can change a whole village.

Fatma was part of the team selected for 'What Women Want' magazine to represent the WED Egypt chapter. The video is a huge hit with bloggers and is being shared across multiple social media platforms. **Check out the video here:** <https://www.youtube.com/watch?v=xDplytqbBGE>

Thank you May, and all female entrepreneurs, for taking such bold action... You all rock!



PR is: "STRESSFUL Job, but I love it!" – Fatma Ahmed.



Heliopolis Heritage Foundation: El Korba and our love for Christmas Mass

December 2016: In cooperation with 4Bike Egypt, Heliopolis Heritage Initiative (HHI) organized its annual December heritage tour – this year on bicycles. After the tour, HHI joined in with the local community to decorate the streets of Korba for Christmas and the New Year season. #helioheritagebybikes. For the first time this year, we see a Christmas tree in El Korba.



Celebrating Mahmoud Akram Birthday @ Shell

You can only laugh as Mahmoud starts to talk, so, you can image his jovial character. It was a lovely meeting to celebrate Mahmoud's birthday as well as our new contract with Shell.



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