



CORPORATE NEWSLETTER

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CIPR
MEMBER

Message from the CEO, Lamia Kamel



The past six months have been challenging but also eye-opening. With outbreak of the Covid-19 pandemic, the world was forced to adjust and conform to digitization and use all the tools it has equipped us with to help us cope with the current crisis. As in all difficult situations, the pandemic has given leaders the chance to shine and demonstrate how quick they can be to find the opportunity within the challenge. The ushering in of this new decade with all of its trials represents the new norm that we all must be prepared to accommodate.

Despite the obstacles for business everywhere, our clients have been pushing through the pandemic with solidarity and creativity. One such example was Emaar Misr’s donation of EGP 10 million towards Tahya Misr Fund and the medical sector to support the national efforts in fighting Covid-19. Another client of ours, Ibnsina Pharma, also lent major support to the nation with a donation of EGP 4 million worth of pharmaceuticals to quarantine hospitals. Art D’Egypte partnered with MIA Art Collection to take their past three exhibitions to their online platforms to make them accessible to a wider audience. Our other clients, including Ericsson, Schneider Electric, and Metito used the utilized digitization to keep employees safe and working from home as well as ensuring that they continue delivering consistently for clients everywhere.

In light of the state of the world, we decided to launch our new series from Narrative Summit, entitled Reshaping Norms, in April to showcase the insights and opinions of different industry leaders on the world both during and post-Covid 19. We work to handpick selected experts to act as a source of accurate content at a time where people really need it. We believe that it is our purpose to use our platform to spread conscious and intelligent content to our audiences. It is now more decisive than ever for every person to focus on their purpose and what role they have to play and I hope that this has been a time of self-reflection and discovery.

-Lamia Kamel

Narrative Summit Begins Season Two of Reshaping Norms Series



• THE SERIES WAS VIEWED OVER ONE MILLION TIMES ACROSS SOCIAL MEDIA

Narrative Summit announced the launch of the second season of their Reshaping Norms series of digital talks. The series features high-profile experts and officials discussing the impact of COVID-19 crisis in creating a new reality and a different future for Egypt and the whole world. The first season of the talks achieved over 1.2 million views so far across different social media channels – Facebook, Instagram, LinkedIn, YouTube, and Twitter.

Lamia Kamel, CEO of public relations firm CC Plus and Founder of Narrative Summit said, “The first season of our digital series Narrative Summit: Reshaping Norms was a great success. Given the varying interests and views of the audience on social media websites, we put a lot of thought in the kind of unique content that we wanted to present. In every five-minute episode, our featured speakers would provide focused in-depth insights, information, and clear strategies for the future. Our goal was to give people what they need in the current situation; especially the youth, who are eager to listen to focused and reliable sources.”

Narrative Summit Begins Season Two of Reshaping Norms Series

NARRATIVE.
PR SUMMIT

The Narrative Summit: Reshaping Norms series of digital talks kicked off with Dr. Mahmoud Mohieldin, the United Nations’ Special Envoy on Financing the 2030 Agenda for Sustainable Development, who discussed the economic fallout of Covid-19 and priorities for development in the future. It also hosted Dr. Hala El-Said, Minister of Planning and Economic Development, who shed light about the development indicators and spending priorities that emerged due to coronavirus. The summit also hosted artificial intelligence expert Ihab Moustafa, CEO of NI Consulting and Dina Al-Mufti, Founder and CEO of INJAZ Egypt, among others and special episodes for Actor Ahmed Zahir; TV presenter Maha Al Sagheer.

Season two began with episode two of the talk with Dr. Hala El-Said, in which she reviewed the measures taken by the Egyptian government during this crisis and shed light on its future plans for development. Other exciting and prestigious speakers that will be featured in season two will be: Dr. Amr Talaat, Minister of Communications and Information Technology; Dr. Rania Al-Mashat, Minister of International Cooperation; Mr. Ibrahim Sarhan, Chairman of e-finance; Mr. Atef Helmy, former Minister of Communications and Information Technology, Mr. Hani Mahmoud, former Minister of Communications and Information Technology; travel expert Sarah Gallo, and Scott Guthrie, an Influencer Marketing Consultant.

<https://www.facebook.com/NarrativeSummit/videos/624343641512166>

<https://www.facebook.com/NarrativeSummit/videos/279208896539660>

<https://www.facebook.com/NarrativeSummit/videos/1918131004984018>

Metito-Hassan Allam JV commissions Al Mahsamma plant, the largest of its kind in the world

METITO
Commitment to a Cleaner Environment

H.E President AbdelFattah El Sisi has officially inaugurated Al Mahsamma agricultural drainage treatment, recycling and reuse plant in Ismailia Governorate. The project has a capacity of 1 million cubic m3/day and is built over an area of 42,000 square meters. Al Mahsamma is considered the largest plant of its kind in the world.

The USD100 million has been developed by the JV comprised of Metito, the multinational global provider of intelligent water management and alternative energy solutions, and Hassan Allam Construction, Egypt’s leading engineering, construction and infrastructure company, under the supervision of the Armed Forces Engineering Authority.

As Metito’s PR arm, CC Plus has conducted several top tier interviews such as Al Masry Al Youm, Thomson Reuters, Daily News and more with Eng. Karim Madwar, Metito Africa Managing Director, as well as Eng. Hassan Allam, Chairman of Hassan Allam Construction.



Metito begins the construction at the Dammam West ISTP Project Site in the Kingdom of Saudi Arabia



Metito Group and comprising companies have started the construction at the first Independent Sewage Treatment Plant Project in the Kingdom of Saudi Arabia in Dammam. The plant has a designed capacity of 350,000 cubic meters per day and an initial capacity of 200,000 cubic meters per day and will serve the western region of Dammam. The project is the first ISTP to be awarded by the Saudi Water Partnership Company to investors under a Build- Own- Operate-Transfer (BOOT) model and plays an integral part of the plan set by the Ministry to tender similar projects to the investors in different regions across the Kingdom. This is in line with the Kingdom's "Vision 2030" and the wider initiatives approved by the Cabinet of Ministers to further encourage private sector participation in economic development initiatives.



In support of the government's efforts to fight coronavirus, Emaar Misr donates EGP 10 million towards Tahya Misr Fund and the medical sector



Emaar Misr for Development announced that its board of directors approved the donation of EGP 10 million for Tahya Misr Fund and the medical sector, as an expression of solidarity with the Egyptian government in its fight against novel coronavirus pandemic.

The donation comes as a response to an initiative launched recently by Tahya Misr Fund, titled 'We Participate to Overcome the Crisis', which targets supporting irregular labor and the vulnerable families that were negatively impacted by the economic consequences caused by coronavirus, through offering them food staples and alleviating the pressures of costs of living.

Emaar Misr is also assisting the public medical sector, through the purchase of artificial respirators and medical supplies needed for the treatment of those infected with coronavirus and for the protection of medical staff.



Emaar is selected among the top 10 most supportive companies in the UAE during COVID-19 crisis in Ipsos's latest survey



Emaar Properties is among the top ten companies that contributed to supporting the United Arab Emirates' economy during the COVID-19 crisis, which the world is currently suffering from. A survey carried out by marketing research company Ipsos revealed the names of the top 10 brands that supported the UAE economy during the Covid-19 crisis. The survey results were based on people's perceptions and opinions in the local market as Ipsos surveyed 1,000 individuals through phone interviews and on social media platforms to select the top 10 companies supporting the economy.

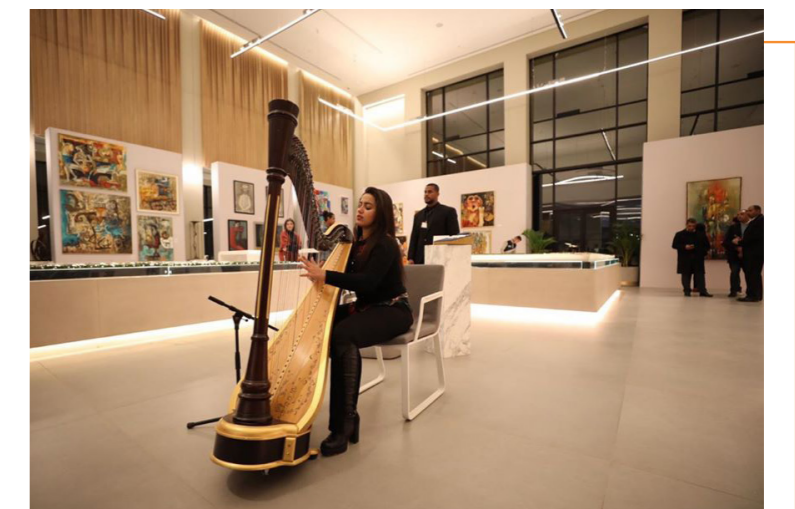


'Art Town' exhibition brought by Emaar Misr



As part of its interest in hosting cultural and artistic events, Emaar Misr has organized an art exhibition for paintings and jewelry under the name of 'Art Town' at Uptown Cairo, curated by Safarkhan Art Gallery, Arteology Egypt, and Ajour consultancy. The exhibition, saw participation of nearly 65 exhibitors and artists, most prominent of whom were artist and ex-minister of culture Farouk Hosni, Britt Boutros Ghali, Mohamed Abla, George Bahgoury and Ashraf Raslan. A number of jewelry designers also participated in the exhibition, including Azza Fahmy, as well as a number of international jewelry designers such as Lx2Studio, Dalseen Jewelry, and Nara Fine Jewelry.

During the exhibition, CC Plus has successfully organized key interviews with artists, as well as on ground media coverage to highlight the various trends of the world of art and Emaar Misr's commitment to bringing together local and international artists and designers.



Ford Works With 3M, GE, UAW to Speed Production of Respirators for Healthcare Workers, Ventilators for Coronavirus Patients



Ford Motor Company, joining forces with firms including 3M and GE Healthcare, is lending its manufacturing and engineering expertise to quickly expand production of urgently needed medical equipment and supplies for healthcare workers, first responders and patients fighting coronavirus. In addition, Ford plans to assemble more than 100,000 face shields per week and leverage its in-house 3D printing capability to produce components for use in personal protective equipment.



STARZPLAY continues to strengthen content leadership, announces long-term deal with Warner Bros.



Underpinning its commitment to providing an unmatched viewing experience and addressing customer demand, STARZPLAY, the leading subscription video on demand (SVOD) service, has announced a multi-year deal with leading Hollywood studio Warner Bros. The deal enables STARZPLAY to bring new and exclusive content franchises to the platform as well as expand existing ones for its one million plus subscribers across MENA and Pakistan.

Schneider Electric implements an initiative to extract water from wells by means of solar energy in El-Hutiyah village energy in El-Hutiyah village



Schneider Electric completed the installation of a system for extracting water from wells using solar energy in the village of El-Hutiyah in Farafra Oasis, El-Wadi El-Gedid Governorate. With the aim to reduce carbon emissions using EcoStruxure™ technology, Schneider Electric ensured real time monitoring of the process of water production and extraction from the well.

The project also came in implementation of the memorandum of understanding signed between Schneider Electric and the Ministry of Social Solidarity, within the first phase of ‘Hayat Karima’ initiative. Schneider Electric has contributed to this initiative by providing five villages with water, electricity and job opportunities for its residents.

The water extraction project in El-Hutiyah village is one of Schneider Electric’s initiatives to achieve sustainable development goals and provide solutions for obtaining clean water using solar energy.



Schneider Electric showcased its EcoStruxure™ platform at Egypt Petroleum Show (EGYPS) 2020



Schneider Electric, the global leader in energy management and automation, participated in the 4th edition of Egypt Petroleum Show (EGYPS), which was held under the patronage of His Excellency President Abdel Fattah El-Sisi. Schneider Electric showcased the latest applications of digital transformation for a sustainable future in the oil and gas sector, mainly the company's digital transformation platform EcoStruxure™, which provides integrated solutions for the management systems of oil and gas stations and petrochemical plants to ensure the highest levels of safety, reliability and production sustainability.

CC Plus conducted on ground interviews with senior management at Schneider electric and prominent media publications to highlight the company's latest initiatives.



In appreciation of their vital role in fighting coronavirus, Crédit Agricole Egypt launches 'Shokran' initiative and exempts medics from banking fees



Crédit Agricole Egypt has announced the launch of a new initiative, titled "Shokran" (Thank You), for supporting all working in the health sector, within the framework of supporting the efforts of the Central Bank of Egypt and the government to fight coronavirus and the consequent economic impact, and in implementation of the bank's strategy aiming to achieve sustainability by acting every day in the interest of its clients and community.



As part of the bank’s strategy towards digital transformation, Crédit Agricole Egypt extends cooperation with the Egyptian Shooting Club to convert membership cards into Payment Cards



As part of its endeavor to achieve customer satisfaction, serve the society, excel in the field of sustainability, and offer the best innovative banking services and products, Crédit Agricole Egypt has signed a 10-year extension contract for its partnership with the Egyptian Shooting Club regarding the bank’s branch in the club and introducing the conversion of the club’s membership cards into payment cards for all of the club members as part of an initiative from the bank to help push digital transformation in Egypt.

As Crédit Agricole Egypt’s PR arm, CC Plus invited journalists to join the signing ceremony along with Mr. Walie Lotfy, Deputy Managing Director, Mrs. Hala Al-Fas, Head of Retail Banking, in addition to a number of other top managers and officials from Crédit Agricole Egypt. CC Plus also secured press interviews in top tier publications and online websites.



Delivering essential services: Personal stories from Ericsson in Wuhan



In January 2020, Wuhan was the epicenter of the coronavirus pandemic. Working on the frontline of the emerging crisis, Ericsson engineers there worked tirelessly to deliver critical communications and infrastructure across the province.

Across the Hubei province in China, Ericsson teams were called on in early January 2020 to help respond to the emerging corona crisis. On top of their regular responsibilities, the Ericsson Hubei team was also a member of the Wuhan Epidemic Prevention and Emergency Response Working Group that was deployed in the first weeks of January 2020 to provide communications and logistical support, including collecting the health status of Ericsson Wuhan employees.



Ericsson Educate: digital learning program for students launched



In response to how the global COVID-19 Pandemic has disrupted education and learning around the world, Ericsson has joined the UNESCO-led Global Education Coalition and launched Ericsson Educate, a digital program delivering online learning content focused on improving digital skills for students in secondary schools and universities. Now more than ever, being digitally connected is vital to maintaining a sense of normalcy during the current circumstances.



Ibnsina Pharma makes a donation of EGP 5 million to “Ahalina” initiative in support of irregular laborers



Ibnsina Pharma, the leading pharmaceutical distributor in the Egyptian market, announced making a donation of EGP 5 million to “Ahalina” initiative, which comes in support of Egypt’s efforts to combat coronavirus and stem its spread. The initiative, which was launched by the Egyptian government under the slogan “Hand-in-Hand”, is focused on providing support for the irregular laborers who have been hit hard by the economic fallout of the pandemic, as well as enhance the level of social protection for Egyptian families and individuals.

Mr. Omar Abdel Gawad Founding Partner and Co-CEO of Ibnsina Pharma stated that the committee assigned by the Egyptian government to study the conditions of irregular laborers, provided a database of categories of irregular laborers which are truly eligible for support, with the number of those who have received the government grants so far reaching 2.5 million. He further emphasized that Ibnsina Pharma found it as a duty to contribute to “Ahalina” initiative to expand the scope of support to include the largest possible number of beneficiaries, especially since it is hard to predict when this crisis will end.

Ibnsina Pharma has also utilized its own database, which includes 42,000 customers, i.e. pharmacies, public and private hospitals, and health units spread nationwide, to secure direct communication channels with them, through which it can send promotional and guidance materials via SMS messages or e-mails, under the auspices of the Crises, Disasters and Risk Control Department in the Egyptian Cabinet’s Information and Decision Support Center (IDSC), with the aim of communicating them to citizens. The company is also utilizing its business partners network to transmit and spread the guidance and awareness messages about the current global crisis.

Ibnsina Pharma Donates EGP 4 million worth of pharmaceuticals to Quarantine Hospitals



CEO of IMKAN Properties and Board Member and Managing Director of IMKAN Misr, Walid El Hindi was a keynote speaker at this year's Narrative Summit held during the League of Arab States's Arab Sustainable Development Week under the auspices of H.E Abdel Fattah El Sisi, President of the Arab Republic of Egypt. El Hindi discussed the importance of innovation in real estate and the elements it adds to the branding of a nation. He also highlighted 'place-making' as an essential component of creating developments that inspire and affect people.



Time for action: Expo 2020 will bring together youth, change makers and governments to tackle major global issues



The world's most pressing challenges, including climate change, poverty, inequality and environmental degradation, will be addressed by Expo 2020 Dubai through events that aim to bring the world together in a spirit of optimism for our future.

With hundreds of participants and millions of visitors, Expo 2020 will be The World's Greatest Showcase of human brilliance and achievement, and wants to inspire ordinary people – especially the region's large youth population – to believe in our ability to solve these major issues.



Maven Developments launches its first project in Egypt with a new vision for living in Ain Sokhna



Maven Developments, an affiliate of award-winning U.S. developer Riverwards Group, held a press conference to announce the launch of 'Baymount', its first project in Egypt, valued at 4 billion Egyptian pounds, will be located in Ain Sokhna on an area of 76 acres and at a height of up to 240 meters above sea level .

Eng. Mohamed Rushdy, President of Riverwards Group and Co-Founder and Board Member of Maven Developments, stated that the key factors behind their decision to invest in Egypt were the clarity of the country's economic vision and political stability, as well as the boom seen recently in the Egyptian real estate sector, coupled with the incentives provided by the Egyptian government, especially the recent amendments to the Investment Law, which are aimed to lure investors from all industries.

CC Plus, as the PR & Digital partner of Misr University for Science and Technology, has organized a number of campaigns on the university's social media



CC Plus, as the PR & Digital partner of Misr University for Science and Technology, has organized a number of campaigns on the university's social media to introduce the departments that are included in the university, the courses available in each college, as well as the facilities and services provided by the university for their students.

CC Plus also launched the "Al-Daheeh" campaign to enrich students with information and connect them with public figures that have greatly influenced the past, present, and future of art and science in the world.



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Somabay hosts ‘Golf & Gourmet Golf Week’ with the participation of 150 international golfers and 7 Michelin Star celebrity chefs



Abu Soma Development Company announced it hosted the ‘Golf & Gourmet Week’ at The Cascades Golf Resort, Spa & Thalasso, in its flagship Red Sea resort Somabay, with the participation of 150 international golfers and 7 Michelin Star celebrity chefs, during the period from 20-27 February. During the event, Somabay also hosted the final golf tournament reinforcing its position as one of the top 10 golf destinations out of 828 in Africa.

As Somabay’s PR arm, CC Plus organized a media trip to The Cascades Golf Resort, Spa & Thalasso. CC Plus also secured interviews between Abu Soma Development Company CEO, Mr. Ibrahim El Missiri and top tier publications and online websites.



Art D’Egypte launches the first Egyptian online platform dedicated to and through their Youtube page and podcast



● **Nadine Abdel Ghaffar: Our aim is to share the knowledge and information we have collected from creators over the years with all sectors of society**

Cairo, 14th of June 2020- Art D’Egypte, the platform that aims to promote Egyptian art while highlighting and preserving heritage sites, is excited to announce the launch of the first Egyptian online platform dedicated to culture, by making it accessible to audiences of all ages and from all walks of life through episodes aired weekly on their Youtube page and podcast.

Art D’Egypte’s Youtube page will feature lectures with local and regional prominent figures in the arts and culture landscape, where they convey their visions, along with footage and interviews from previous Art D’Egypte exhibitions, held at the heart of Egyptian heritage sites. The podcast will include conversations with cultural pioneers and leaders in the creative economy.

“We launched our YouTube page and podcast in order to share the knowledge and rich information we have gathered over the years from leaders in the creative economy with all of you. This is part of our mission to democratize art and make art accessible for all, and to allow local, regional and global viewers access to this content.” said Nadine Abdel Ghaffar, Founder of Art D’Egypte.

“Art D’Egypte has set its sights on transferring all of its work and efforts online, in light of the current circumstances and the spread of the COVID-19 pandemic, and out of its keenness to make art accessible to the public as well as guaranteeing that art education and knowledge is easily accessible to anyone through our platforms,” Abdel Ghaffar added.



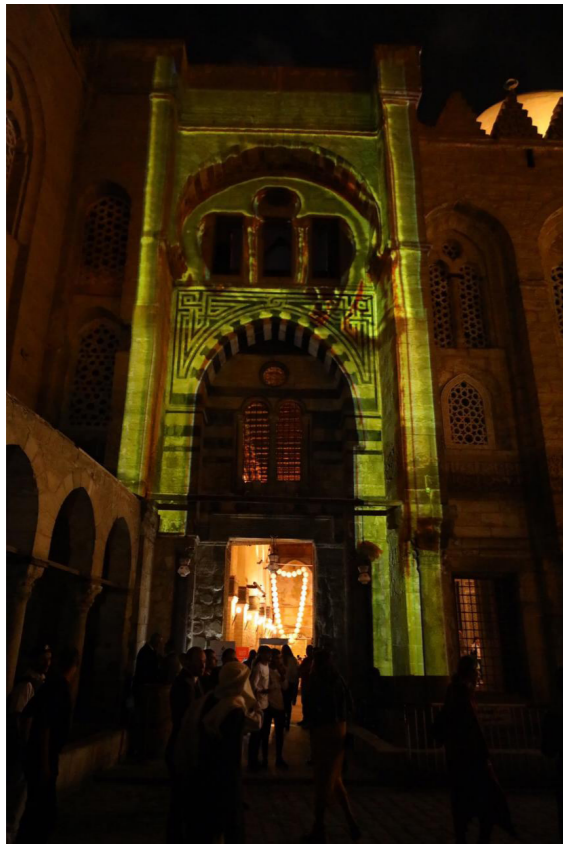
Art D’Egypte launches the first Egyptian online platform dedicated to and through their Youtube page and podcast



“The list of participants in the dialogues include a number of prominent arts and culture figures, with some of the renowned figures participating in the first phase of the discussions including artist and former Minister of Culture Farouk Hosny who explored the relationship between the artist and the city of Alexandria. The interviews and discussions that will be posted on our channels will also tackle various topics such as the creative economy, cultural preservation through sustainable development, ways to make art accessible to all, and how Alexandria as a city hosted the pioneers of modern Egypt,” Abdel Ghaffar elaborated.

This is part of Art D’Egypte’s recently launched initiative to make art more accessible to all through providing a number of activities online, on its social media platforms, and through virtual exhibitions with the aim of enriching the public’s culture and artistic awareness.

<https://www.youtube.com/channel/UCjUwqeCBYpF5U227yCnhdaw>



Zewail City Students for Science and Technology initiative through the Engineering Crisis Contest that aims to attract innovative solutions for facing the pandemic



Because of our belief in the importance of social participation and the spreading of interest and ideas instead of monopolizing them, we encourage opportunity company leaders to join us and contribute to solving the current crisis by supporting the Zewail City Students for Science and Technology initiative through the Engineering Crisis Contest that aims to attract innovative solutions for facing the pandemic, including access ideas that will enable us to cope with the pandemic and not to give in to it and its aftermath.

Below is the timetable for the competition. After registration ends on June 6th, a new and completely different stage will begin, as follows:

- Beginning of idea brainstorming ---- June 7, 2020
- The activities of the competition begin with workshops by professionals and university professors to help the participating teams find and develop an idea over the course of the competition.
- The last day for ideas submission and the start of the first clearance phase of ideas, which results in 30 teams 10 with each classification --- June 11
- Announcing the winning teams and starting the last stage of turning ideas into projects. This stage will last for ten days June 16-June 25
- Three days to introduce projects from June 26 to June 28
- The presentation period ends and preparation for the final evaluation and announcement of the winners ---- June 30.

To find out more information, you can visit the following website

<http://www.ieeezc.com/cec>



Zewail City Students for Science and Technology initiative through the Engineering Crisis Contest that aims to attract innovative solutions for facing the pandemic



Coronavirus, perhaps you first heard the word on the news or in a statement of a number of new casualties, and then the feeling of the approaching danger began when it reaches one of your neighborhood residents or one of your acquaintances. It is necessary to utilize our minds to put an end to this crisis, and that is why the students of Zewail City of Science and Technology took a step in that path, and that was the beginning of the engineering competition for crises that aims to attract innovative solutions to face the pandemic, including access to ideas that enable us to cope with this pandemic and not surrender to it and its consequences, and CC Plus is happy to support them by inviting you to share your thoughts through the following link:

<https://forms.gle/sP8XFZKx3AWRaZWEA>

The competition covers many areas including health, economics, and education. Gather your two-person team for five and hurry up to register before it is too late!

Registration ends on June 5 at midnight

For more details, visit the following link:

<https://cec.devpost.com/>

To view the competition's website:

<http://www.ieeezc.com/cec>

