

CORPORATE NEWSLETTER

JAN.-DEC. 2022



Dear Valued Partners,

It's been an eventful year, with many of us moving forward in what feels like a whole new era with new possibilities and challenges that come hand in hand with opportunities. We've crossed many miles together, marking 125 years of Ericsson's remarkable work in Egypt, their extraordinarily fruitful partnership with us, as well as similar achievements for the many outstanding achievements CC Plus has marked with all of you.

Boasting a rich portfolio, we ran through history with Marakez's Pyramids Half Marathon, merged development with youth empowerment, seeing UNICEF's Shabab Balad initiative through from inception to a star-studded implementation, and transformed words into action with Visa She's Next. We spearheaded green and digital transformation with Ericsson, Visa, and Ali Abo's Ride to COP27. We enabled transformational water development

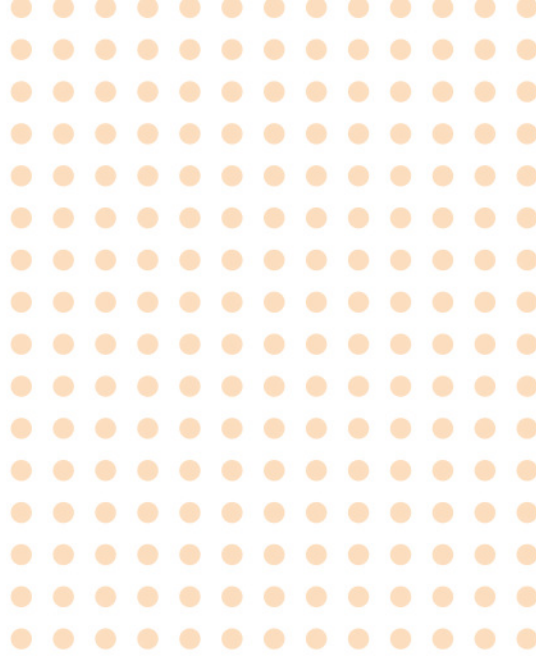
projects with Metito, without failing to bear the torch of arts, creativity and crafts with Netflix, She Arts, Art D'Egypt and Egypt Gold. At Egypt's phenomenal organization of this year's Conference of the Parties, we introduced new environmental heroes topped by Rawya Mansour's organic farming, Beyti's environmental investment and recycling initiatives and ABB's sustainable energy solutions.

As we walk through a new year, we look forward to more of our successful work together, securing the adequate media coverage to highlight your astute initiatives, organizing signature events that reflect your creativity and acumen, and attract the right collaborations and audience that align with your core values and business targets. Anchoring our thought leadership, together, we empower the development of individuals, businesses and nations towards new, unexplored visions and paths and seek to proactively impact our environment, rather than be a reactional spectator.

We're gearing up this year, with new ideas and enhanced capabilities, ready to create the realities we aspire to, of a sustainable, inclusively developed world. I can safely say that we've marched steadily in that direction with our various strategically oriented partners this past year, and will continue to do so, motivated by our own set of values that dictate our work, and a country and world that is increasingly conscious of and rewarding to responsible businesses.

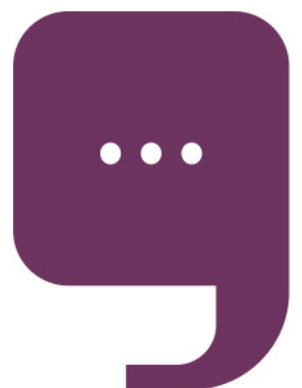
To a successful new year, may this one grant us all light, love and Godspeed.

Lamia Kamel
Managing Director



Narrative Summit

LEAP TO COP27



NARRATIVE SUMMIT LAUNCHED ITS NEW SEASON ENTITLED “LEAP TO COP27”



Lamia Kamel

Founder of Narrative
PR Summit

[Click Here to Watch](#)



Dr. Mahmoud Mohieldin

UN High-Level Climate Champion,
for COP27, United Nations Special
Envoy for the 2030 Finance Agenda

[Click Here to Watch](#)

[Click Here to Watch](#)



Dr. Mohamed Maait

Minister of Finance

[Click Here to Watch](#)



Dr. Yasmine Fouad

Minister of the Environment,
Ministerial Coordinator and
Envoy of the Cop27 Climate
Conference

[Click Here to Watch](#)

[Click Here to Watch](#)

NARRATIVE SUMMIT LAUNCHED ITS NEW SEASON ENTITLED “LEAP TO COP27 ”



Ghada Hammouda

Chief Sustainability & Marketing Officer at Qalaa Holdings

[Click Here to Watch](#)



Lamise Negm

CSR Advisor to the Central Bank of Egypt Governor

[Click Here to Watch](#)



Eng. Karim Madwar

Managing Director, Metito Africa

[Click Here to Watch](#)



Dr. Zahy Hawass

Egyptian Archaeologist, Egyptologist, and Former Minister of State for Antiquities Affairs.

[Click Here to Watch](#)



Sarah El Battouty

Global Ambassador UNFCCC Climate Champions Founder of ECONSULT

[Click Here to Watch](#)



Eng. Ibrahim Sarhan

Chairman and CEO e-Finance Investment Group

[Click Here to Watch](#)

NARRATIVE SUMMIT LAUNCHED ITS NEW SEASON ENTITLED “LEAP TO COP27”



Rawya Mansour

Chairperson of Ramsco Egypt
and Oasis Technology Monaco

[Click Here to Watch](#)



Wael Aboulmagd

Special Representative of
Cop27 President

[Click Here to Watch](#)



Randa Fouad

President of World Art
Forum for Development
Foundation

[Click Here to Watch](#)



Ali Abdo

Environmental Activist and
Founder of Ride to Cop27

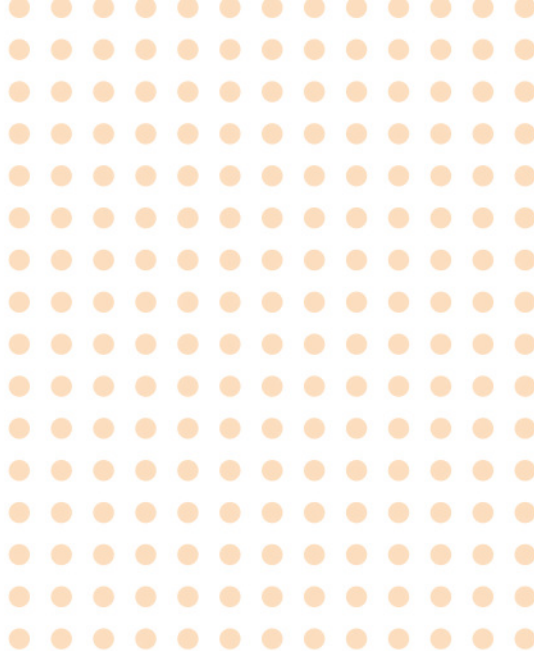
[Click Here to Watch](#)



Saber Othman

Chairman, Earth's Climate for
Sustainable Development Foundation
EC4SDF, Former National Focal Point
for UNFCCC and IPCC

[Click Here to Watch](#)



COP27

ROUND UP





CC Plus is very proud to be one of the few PR agencies at the Sharm El Sheikh's COP27 that covered extraordinarily global panels at the conference Blue Zone, supported various prestigious clients at full capacity, and engaged in volunteering activities.

COP27 was an inspiring, high-engagement experience in climate action and an exercise in helping outstanding initiatives come to life.

Beyti - an Almarai Subsidiary, hosted a panel on Agriculture and Food Security at COP27. The panel was steered by CEO Mark Wyllie and gathered world-class experts including the Sustainability Head of ME and NA - Nestlé, Yasmine Berbir, Deputy Country Director for UN world Food Program Rossella Fanelli, and Reda Abdelgalil, Regulatory and Technical Affairs Head at the Chamber of Food Industries at the Federation of Egyptian industries.



During @cop27_egypt, Beyti, Juhayna, and Tetra Pak declared the Egyptian Pact for Used Beverage Cartons Waste. The goal is to bring together businesses from across the entire value chain to address the end-to-end process of recycling used beverage cartons. The initiative additionally aims to create value for the local economy by using recyclable packaging.



ABB joined the COP27 for 2 days organizing sessions under two themes: Solutions Day and Energy Efficiency Day with the collaboration of the Swiss champ.



Rawya Mansour, Egyptian Entrepreneur and Chairman of Ramsco Egypt & Oasis Technology Monaco attended Banque Misr’s panel on gender equity and access to finance during COP27

Banque Misr’s panel on gender equity and access to finance with Dr. Mahmoud Mohieldin, UN High-Level Climate Champion for COP27, and Rawya Mansour, Egyptian Entrepreneur and Chairman of Ramsco Egypt & Oasis Technology Monaco and global pioneer of organic agriculture



His Excellency President Abdel Fattah El-Sisi, President of the Arab Republic of Egypt, met with adventurer Ali Abdo at the end of his initiative “Ride to COP27” which crossed miles to arrive in Sharm El-Sheikh at the time of the global climate summit.

Metito’s Rami Ghandour Spoke Transformation at COP27

Rami Ghandour, Metito Managing Director, Highlighted the need for transformational change to achieve water security during a panel discussion about “Water Security and Investment” during this year’s Conference of the Parties. The panel spanned outstanding global figures from the climate investment and water resource community.



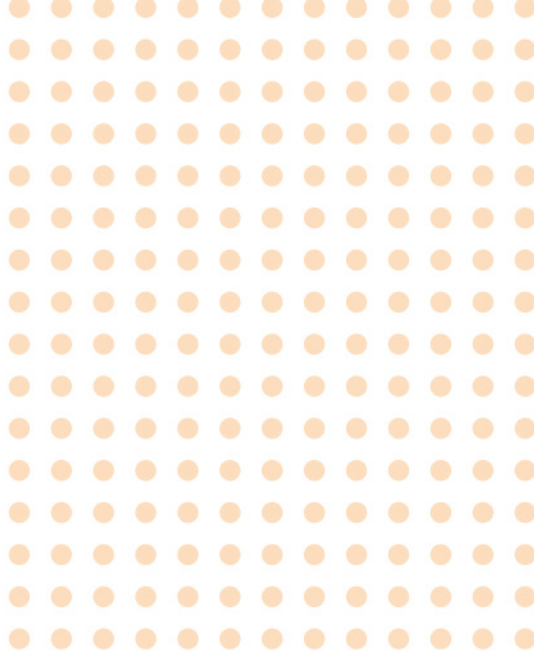


Anchorage Investments team joined the remarkable COP27 at Sharm El-Sheikh from the 8th to the 11th of November 2022 to gain insight into successful business models, the latest technologies, and the rising methods of decarbonization.



UN Sought to Implement First Public-Private Youth Partnership

The UN initiative “Shabab Balad” was part of Egypt’s COP27 in Sharm El-Sheikh, holding its first advisory board meeting which sought to implement the first partnership in Egypt between the Public Sector, the Private Sector, and the Youth (PPYP). Elena Panova, United Nations Resident Coordinator in Egypt: Empowering youth is in line with the United Nations Sustainable Development Goals and promotes their achievement.



OUR CLIENTS' **ACTIVITIES**





Visa announced the top three winners of Visa Everywhere Initiative Egypt edition



Visa and Commercial International Bank (CIB) launched global “She’s Next” initiative for first time in Egypt





Visa pledged to Invest \$1 billion in Africa to Accelerate Digital Transformation

During the US-Africa Business Forum, Visa outlined its pledge to invest \$1 billion in Africa by 2027 to scale operations, deployed new innovative technologies and deepen collaboration with partners over the next five years to advance resilient, innovative, and inclusive economies across the continent.



Visa She's Next Garner Considerable Financial and Professional Support

Visa, the world's leader in digital payments, announced the winners of its "She's Next" grant program in Egypt at an awards ceremony in partnership with Commercial International Bank (CIB) and USAID, with CC Plus securing an EGP 2.5 M PR value for this announcement.



Forging Partnerships between Baheya and ABB for Health Awareness



Coinciding with Breast Cancer Awareness month, CC Plus provided a collaboration between ABB Group, a global leader in energy and power electronics, and Breast Cancer Hospital Baheya baheyafoundation - by hosting a free seminar and check-up booth for the women attending the seminar. The valued hospital team offered informative tips and explanations about the unwelcome disease - which is entirely treatable based on up-to-date science - as well as methods of prevention and early detection.

Crédit Agricole Egypt signed a cooperation protocol with Beta Egypt for Urban Development



Under this protocol, the bank provided real estate finance facilities through various programs enabling customers to purchase real estate units from Beta Egypt, choosing from a varied portfolio of projects in New Cairo and the 6th of October city.

