



CC PLUS NEWSLETTER

JAN -MAR 2023

ABB



INTERVIEW: ‘Energy Efficiency is the ‘first fuel’ for a decarbonized future’ – Ahmed Hassan, ABB official



ABB’s sustainable Energy Efficiency Movement received notable attention after an interview was conducted with the company’s Motion Business Area Manager for Egypt, North & Central Africa, with **Zawya**.

The interview tackled the company’s sustainability movement as a solution to a global, environmental, and existential crisis.

Through strong media ties and client service management, **CC Plus** delivered excellent coverage for the company’s movement by making this interview possible.

The Impact

Total Reach	Total Ad Value	PR Value
34K	8K	24K

ABB



**ABB supplied
1 million
electric vehicle
charges
worldwide**



Having doubled its production capacity, Swiss-Swedish company ABB announced selling one million electric chargers globally.

CC Plus ensured significant coverage of this happening through drafting and dispatching a press release in top-tier publications including **Al Mal, Al Alam Al Youm, and Al Wafd.**

The Impact

Total Reach	Total Ad Value	PR Value
886M	297K	891K

ABB



**ABB Female Employees Interviews
Featured in Women of Egypt Magazine**

To engage **ABB’s** female employees during the month of March, **CC Plus** secured top-tier interviews with Women of Egypt through strong media relations and client service management. This series of interviews carried out throughout Women’s Month, looked at the women’s careers and success stories.

The Impact

Total Reach	Total Ad Value	PR Value
24K	15K	45K

VISA

VISA

Visa partnered with INJAZ Egypt to foster economic empowerment for female students in vocational schools

In its mission of female empowerment, Visa supported two new programs titles “Personal Economics” and “San3ety Schools Program” aimed to skill young girls by equipping them with the necessary financial skills to succeed.

Visa did so by collaborating with INJAZ, a non-profit organization for workforce education and training and financial literacy.

This partnership was well covered by CC Plus by drafting and dispatching a press release to English and Arabic publications including **Enterprise, Zawya, Youm 7**.

The Impact

Total Reach	Total Ad Value	PR Value
2.7M	31K	95K

ELSEWEDY ELECTRIC



ELSEWEDY ELECTRIC & Jinko Power Allied to Assist KSA Reach Net-zero emissions by 2050

ELSEWEDY ELECTRIC signed a contract with Al-Ghazala Energy Company, a Jinko KSA-based subsidiary, for a 300 MW Saad Photovoltaic Solar Independent Power Producer Project in Saudi Arabia where the project is set to take place in Riyadh.

This large project received great coverage thanks to **CC Plus'** efforts in drafting and dispatching a press release to English and Arabic publications.

The Impact

Total Reach	Total Ad Value	PR Value
1M	317K	952K

ELSEWEDY ELECTRIC



Elsewedy Data Centers & Gulf Data Hub announced to Revamp Africa's Largest Data Center in Egypt

In February, energy and infrastructure solutions provider, **ELSEWEDY ELECTRIC** signed a memorandum of understanding with the Emirati Gulf Data Hub to enhance and develop the largest data centre in Africa. **CC Plus** achieved significant coverage by writing and dispatching a press release to online and print publications.

The Impact

Total Reach	Total Ad Value	PR Value
2BN	1M	3M

METITO



Metito and British International Investment launched “AWID” For Water Infrastructure Investment Opportunities



In March 2023, Metito and BII came together and created the Africa Water Infrastructure Development (AWID) platform addressing water insecurity.

CC Plus was part of the esteemed occasion through media event management, on-ground support, social media coverage, securing TV interviews including Amr Adib, developing content by writing and dispatching a press release, written interviews, biographies for the company’s spokespeople, and a fact sheet.

Written interviews were conducted with and published in **Al Mal, Al Borsa, Daily News Egypt, and Zawya English.**

The press release was dispatched to top-tier publications including **Al-Ahram, Al Mal, and Al-Gomhuria.**

The Impact

Total Reach	Total Ad Value	PR Value
1BN	1.9M	5.85M

ERICSSON



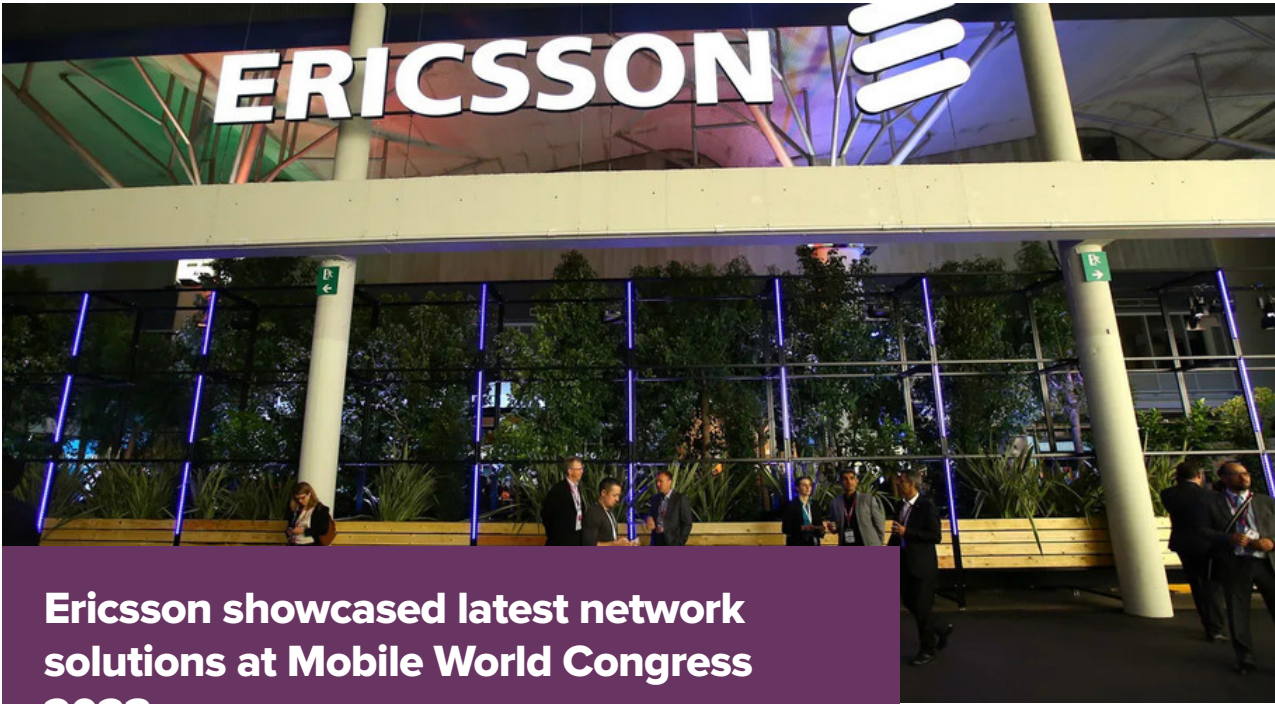
This year, **Ericsson** took part in LEAP, one of the world's biggest technology conferences that was held in Saudi Arabia. Ericsson was among the many large corporations exhibiting and showcasing their state-of-the-art technologies.

CC Plus leveraged the company's participation in the conference through securing top-tier interviews for the company's spokespersons with **Al Ahram, Al Gomhoreya**, and dispatching a PR press release among selected media including **Zawya, Sada El Balad, and Ahram Gate**.

The Impact

Total Reach	Total Ad Value	PR Value
25M	129K	388K

ERICSSON



Ericsson showcased latest network solutions at Mobile World Congress 2023

Ericsson took part in the world’s largest mobile industry event, the Mobile World Congress (MWC) this year in Barcelona and showcased its latest network-related demos and addressed other topics including accelerating networks, monetizing 5G, and its vision for future networks.

CC Plus allowed Ericsson to maximize their exposure at MWC by securing top-tier interviews for the company’s spokespersons with Egyptian Gazette, Al Gomhoreya, Masrawy, Daily News, and dispatching a PR press release to publications such as **Egyptian Gazette, Masrawy.**

The Impact

Total Reach	Total Ad Value	PR Value
118M	52K	157K

ERICSSON



الاتصالات

إريكسون تحرز مكانة ريادية ضمن تقرير "ماجيك كوادرننت من جارتتر لعام 2023" للبنية التحتية لشبكات الجيل الخامس الخاص بمزودي خدمات الاتصالات



تكنولوجيا

شراكة استراتيجية تجمع بين شركة أمنية وشركة إريكسون العالمية بهدف إطلاق مرحلتها الأولى من تقنية الجيل الخامس

Umniah, Ericsson launch 1st phase of 5G in Jordan

In continuation of the ongoing strategic partnership between the two companies, Umniah announced Ericsson as its partner for the launch of its first phase of 5G technology deployment in the Hashemite Kingdom of Jordan. Umniah will introduce 5G in the Kingdom in several phases and across several governments.



As part of the partnership, Ericsson will supply its 5G products and solutions to build Umniah's 5G network. In addition, Ericsson will provide 5G integration and support services to deliver holistic 5G solutions that enhance user experiences for individuals

and enterprises in the Kingdom. The agreement was signed by Samer Tabba, Chief Financial Officer of Umniah, and Kevin Murphy, Vice President and Head

of Ericsson Levant Countries and Country Manager of Ericsson Jordan, in the presence of senior members of Umniah and Ericsson. Upon obtaining the 5G and frequency licenses from the Telecommunications Regulatory Commission (TRC), Umniah started preparing the infrastructure for its 5G network in preparation for offering 5G in the Kingdom within the timeframe set by the TRC. 5G will enable the public and private sectors to achieve the full benefits of technological advancements such as enhancing the efficiency of services provided in a myriad of vital sectors like energy, health, transportation, industries, and education. Moreover, 5G will enable the development of applications and software based on virtual worlds with high speed and efficiency.

Ericsson Mobility Report Business Review edition: 5G drives revenue growth

By: Amir Tabba - Mohamed Shams

New research from the Ericsson (NASDAQ: ERIC) Mobility Report most recently showcasing evidence for communication service providers (CSPs) worldwide by identifying a correlation between 5G uptake and revenue growth. Holistic outcomes have been a challenge for service providers in all parts of the world, often impacting revenue performance (revenue) as part of their business growth strategies, known as "revenue" in the industry. A special Ericsson Mobility Report edition - called the Business Review edition - addresses this, highlighting current challenges, the investment opportunities in 5G.



The report highlights a positive revenue growth trend since the beginning of 2020 as the top 20 5G markets, accounting for over 51 percent of all 5G subscriptions globally, that correlation with increasing 5G subscriptions and revenue growth in these markets. The report finds that pricing models as key for service providers, both for effectively addressing the individual needs of each customer, and for continuing to drive long-term revenue growth. The top 10 5G markets have seen a significant network performance boost following the introduction of 5G.

is an extension of service providers' existing business strategy on the same business models and processes. Even in the top 20 5G markets, about 80 percent of revenues have yet to be derived from 5G services - one pointer to the potential for revenue growth. As highlighted in the November 2022 Ericsson Mobility Report, Fixed Wireless Access (FWA) is the second fastest early 5G use case, particularly in regions with unmet or underserved broadband needs. FWA offers attractive revenue growth potential for CSPs as it targets affluent mobile broadband users. FWA connections are forecast to reach 200 million users in 2025.

Adding to this, "Revenue growth and sustainability are becoming themes in my discussions with customers. In the special Ericsson Mobility Report edition, we have explored how service providers are tapping 5G opportunities. We see initial signs of revenue growth as enhanced 5G networks with enhanced service offerings. As a rapidly critical aspect of 5G is that it helps cover infrastructure and helps service providers handle the data growth needed to drive future revenue. The report finds the growth catalyst that the market has been waiting for."

Ericsson made significant and strategic announcements

CC Plus supported the corporation in dispatching press releases announcing its major successes and partnerships in top-tier publications.

The Impact

Total Reach	Total Ad Value	PR Value
42.68M	1.067M	3.2M



MARAKEZ added the Post Office to Mall of Arabia’s wide range of services

In February of 2023, **MARAKEZ** inaugurated Egypt Post’s first post office in Mall of Arabia in a strategy to prioritize their customers by making services inclusive and accessible.

This opening achieved wide media and public reach through **CC Plus**’ efforts, which included on-ground support during the opening and dispatching a press release among top-tier publications.

The Impact

Total Reach	Total Ad Value	PR Value
1BN	967K	2.9M

MARAKEZ

MARAKEZ 

“RiseUp Summit 2023” for entrepreneurship

For its 10th edition, the leading entrepreneurship summit in Egypt held a press conference in anticipation of this year’s edition of the event in which **MARAKEZ** was a sponsor.

CC Plus guaranteed great reach and visibility for this announcement by dispatching a press release to a selected media list including publications such as **Al Masry Al Youm, Al Mal**.

The Impact

Total Reach	Total Ad Value	PR Value
118M	170K	510K



MARAKEZ partnered with LUCKY FINANCIAL to offer exclusive credit and cashback offers to Mall of Arabia and Mall of Tanta’s visitors

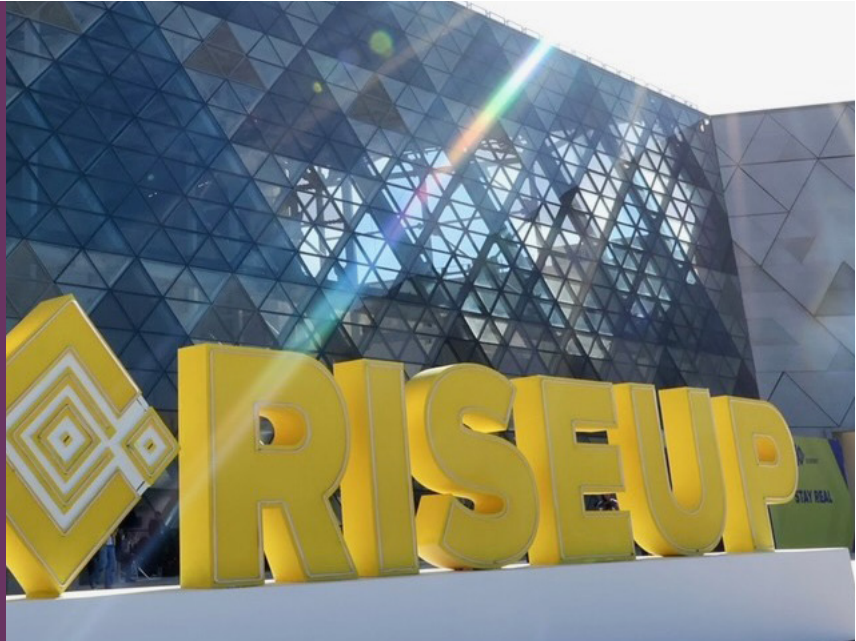
In March 2023, **MARAKEZ** and **LUCKY FINANCIAL** joined forces to launch Extra cashback through Lucky one card at Mall of Arabia and Mall of Tanta to provide more value and benefits for shoppers.

CC Plus ensured that the collaboration widely reached the public through content development by dispatching a press release and securing top-tier coverage.

The Impact

Total Reach	Total Ad Value	PR Value
614M	617K	1.8M

MARAKEZ

**MARAKEZ Launched
First Vertical Event
for “RiseUp Retail”
From District Five in
May 2023**

In the first quarter of 2023, **MARAKEZ** gained notable visibility by engaging in the biggest entrepreneurship summit in Egypt, RiseUp. The company also announced to launch an event in collaboration with the summit organizers, “RiseUp Retail”.

CC Plus facilitated successful and smooth communication between the two parties as well as achieved successful coverage by dispatching a press release to publications.

The Impact

Total Reach	Total Ad Value	PR Value
474M	238K	715K

MARAKEZ



**MARAKEZ Complemented Mall of Arabia
With a Variety of Brands in the First
Quarter of 2023**

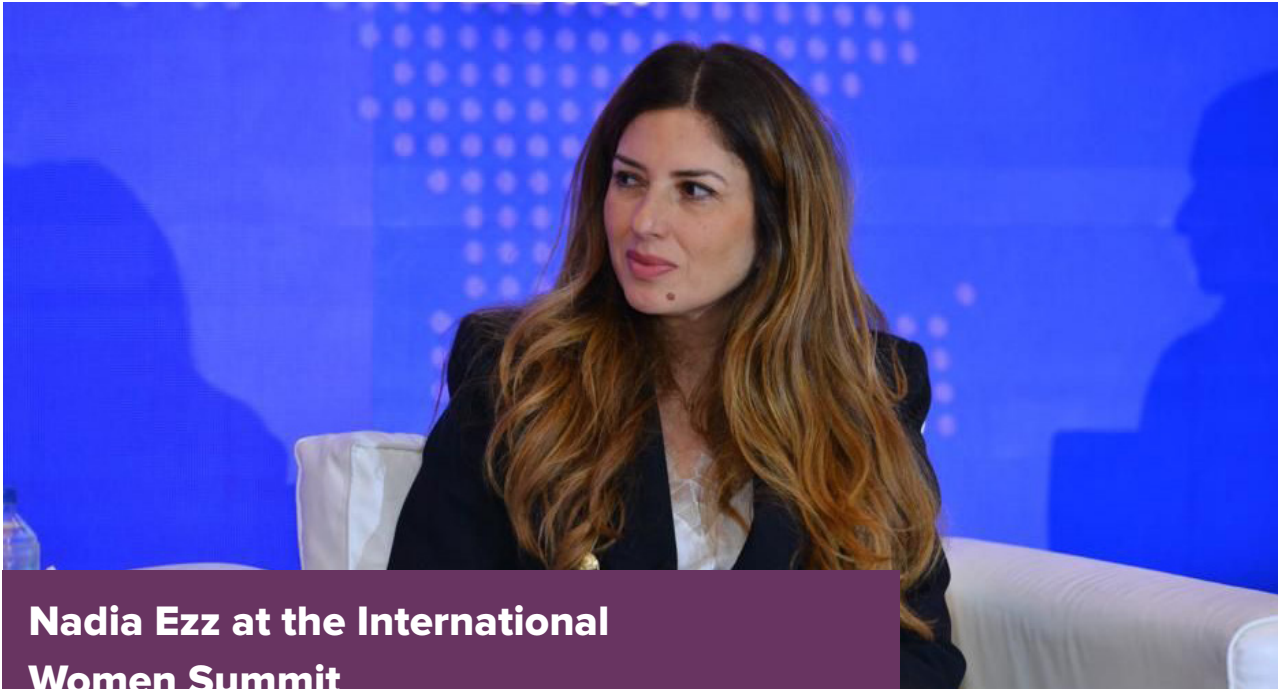
MARAKEZ collaborated with major brands as part of its plan to provide its customers with unique experiences. These collaborations resulted in several shop openings in Mall of Arabia including Seoudi Supermarket among others.

These stores launched in Mall of Arabia were highlighted through **CC Plus'** content development efforts by dispatching a press release to a targeted media list.

The Impact

Total Reach	Total Ad Value	PR Value
308M	270K	811K

MARAKEZ

MARAKEZ 

Nadia Ezz at the International Women Summit

Celebrating women during Women's Month, the International Women Summit featured some of the most prominent female leaders including **Nadia Ezz, Marakez's Executive Marketing & PR Director** for whom CC Plus secured a speaking opportunity during the Summit.

MARAKEZ



Nadia Ezz Interview Featured in Flair Magazine

CC Plus was able to secure an interview for **MARAKEZ's** Executive Marketing & PR Director, Nadia Ezz with lifestyle and luxury magazine, Flair celebrating women in leadership.

The interview took an in-depth look at Nadia Ezz's career at Marakez, personal routines for success, and more.

BEYTI - AN ALMARAI SUBSIDIARY

**Beyti - an Almarai Subsidiary Quality Products Earned Chad's Trust Grew Exports by 30% & Expand in Africa**

In February of 2023, **Beyti - an Almarai Subsidiary** welcomed the Chad Minister of State for Agricultural Development and Chad Ambassador to Cairo in their Al Beheira facility. The visit boosted the company's high-end exports in the African and the Chadian market.

CC Plus demonstrated its expertise in media management by skillfully distributing a press release to key publications, resulting in successful coverage.

The Impact

Total Reach	Total Ad Value	PR Value
144M	277K	831K

BEYTI - AN ALMARAI SUBSIDIARY



BEYTI RECEIVES ARAB LEAGUE SUSTAINABILITY AWARD

Beyti- an Almarai Subsidiary honored by the Arab League as one of the pioneers of sustainability in the Arab region

The Arab League honored Beyti - an Almarai Subsidiary among other companies in the private sector with a Pioneer of Sustainability award.

Successful coverage was reached for this prestigious achievement by providing onground support during the event, drafting the talking points for Beyti - an Almarai Subsidiary CEO, drafting and dispatching a press release in top-tier publications.

The Impact

Total Reach	Total Ad Value	PR Value
118M	160K	481K

BEYTI - AN ALMARAI SUBSIDIARY



**A memorandum of understanding
between Beyti - an Almarai Subsidiary and
Gate Zone International to open export
markets in Africa**

Beyti - an Almarai Subsidiary signed a memorandum of understanding with Gate Zone International to cooperate on various export opportunities and widen **Beyti - an Almarai Subsidiary** export markets in Africa.

The announcement attained wide coverage thanks to the dispatching of a press release by **CC Plus** to a list of selected media.

The Impact

Total Reach	Total Ad Value	PR Value
381M	161K	483K

BEYTI - AN ALMARAI SUBSIDIARY



Beyti - an Almarai Subsidiary Inked an MoU with EBRD to promote Gender Equality across all its operations in Egypt

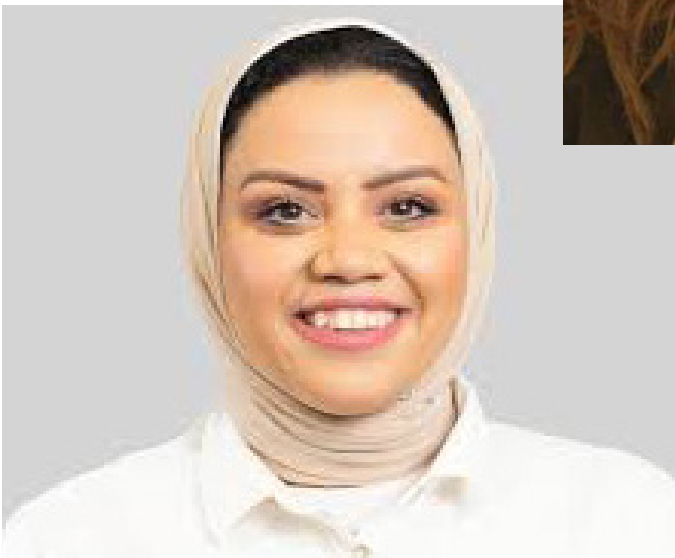
Beyti - an Almarai Subsidiary successfully signed a memorandum of understanding with the European Bank for Reconstruction and Development to bridge the gender gap and strengthen economic inclusion in Egypt.

This memorandum of understanding was strongly covered thanks to CC Plus’ efforts in dispatching the press release to several media publications including **Zawya**, **Property Plus EG**, and **Al Alam Al Youm**.

The Impact

Total Reach	Total Ad Value	PR Value
144M	225K	675K

BEYTI - AN ALMARAI SUBSIDIARY



Shaimaa Fathi and Samia Makar Featured in Women of Egypt Magazine

During Women's Month, **CC Plus** secured interview opportunities for female employees, Shaimaa Fathi and Samia Makar at **Beyti - an Almarai Subsidiary with Women of Egypt**.

Being known for their women-focused content, Women of Egypt wrote on these women at Beyti - an Almarai Subsidiary regarding their careers, previous backgrounds, challenges they face as women in their fields, and more.

BEYTI - AN ALMARAI SUBSIDIARY



Beyti - an Almarai Subsidiary partnered with Tahya Misr during Ramadan to provide “Abwab Al Kheir” caravans

Within their mission of acting on social responsibility, **Beyti - an Almarai Subsidiary** collaborated with Tahya Misr Fund to provide Ramadan caravans for vulnerable families during Iftar under the name “**Abwab Al Kheir**”.

This cooperation was made successful thanks to CC Plus’ client and media relations and content development services.

The partnership gained coverage through a drafted and dispatched press release by CC Plus.

The Impact

Total Reach	Total Ad Value	PR Value
511K	208K	624K

BEYTI - AN ALMARAI SUBSIDIARY



Beyti - an Almarai Subsidiary aimed to inject 220 million EGP in new investments into the food market in 2023

During Gulf Food, the world's largest food exhibition, CC Plus drafted and dispatched an advertorial for Beyti - an Almarai Subsidiary.

The company had announced its future plans to invest largely in the food market as well as its hopes to take part in large exhibitions and connect with notable producers and investors in the field.

BEYTI - AN ALMARAI SUBSIDIARY



This March, CC Plus secured a speaking opportunity for **Ghada Fouad**, Corporate Affairs & Communications Director at **Beyti** on the Women in Leadership Panel at the International Women Summit. **Ghada** discussed the challenges and issues facing women in their workplaces, how companies can create a safer and more inclusive environment for women and how women can excel in leadership positions.

ANCHORAGE INVESTMENTS



Dr. Ahmed Moharram: Partnership between the public and private sectors is a practical solution to activate and accelerate energy transition and carbon removal projects

In this edition of EGYPS, **Dr. Ahmed Moharram**, CEO of Anchorage Investments got to be part of a panel discussion speaking on the importance of collaborations between the public and private sectors in the transition to decarbonization.

CC Plus successfully secured this speaking opportunity for **Dr. Moharram** and developed content involving his talking points as well as drafting and dispatching a press release to top-tier publications such as **Zawya** and the **Egyptian Gazette**.

The Impact

Total Reach	Total Ad Value	PR Value
1BN	579K	1.6M

NETFLIX

NETFLIX



Wednesday Returned for a Second Season Only On Netflix

When **Netflix** announced the highly anticipated season 2 of the show Wednesday, CC Plus dispatched a press release to English and Arabic publications including **Flair Magazine, Youm 7, Ahram Gate, Al Masry Al Youm, and Masrawy.**

The Impact

Total Reach	Total Ad Value	PR Value
12M	288K	864K

NETFLIX

NETFLIX

NETFLIX

Netflix Revealed Official Trailer for Luther: The Fallen Angel Starring Idris Elba

Netflix also announced a second season of its show *Luther: The Fallen Angel*, starring Idris Elba.

CC Plus guaranteed great coverage for the event by dispatching a press release to English and Arabic publications including **Gulf Tech News, Ahram Gate, and Al Masry Al Youm.**

The Impact

Total Reach	Total Ad Value	PR Value
926K	209K	628K

NETFLIX

NETFLIX



The official poster of the Saudi cartoon series, “Masameer Governorate”, was released in its second season

In this press release dispatched by CC Plus, Netflix announced the release of a second season of their Saudi animated show, “**Masameer Governorate**”. The series tells the evolution of the Kingdom of Saudi Arabia through dark comedy.

The press release was published in **Ahram Gate, Al Masry Al Youm, and Shorouk News among many other publications.**

The Impact

Total Reach	Total Ad Value	PR Value
733K	176K	528K

NETFLIX

NETFLIX



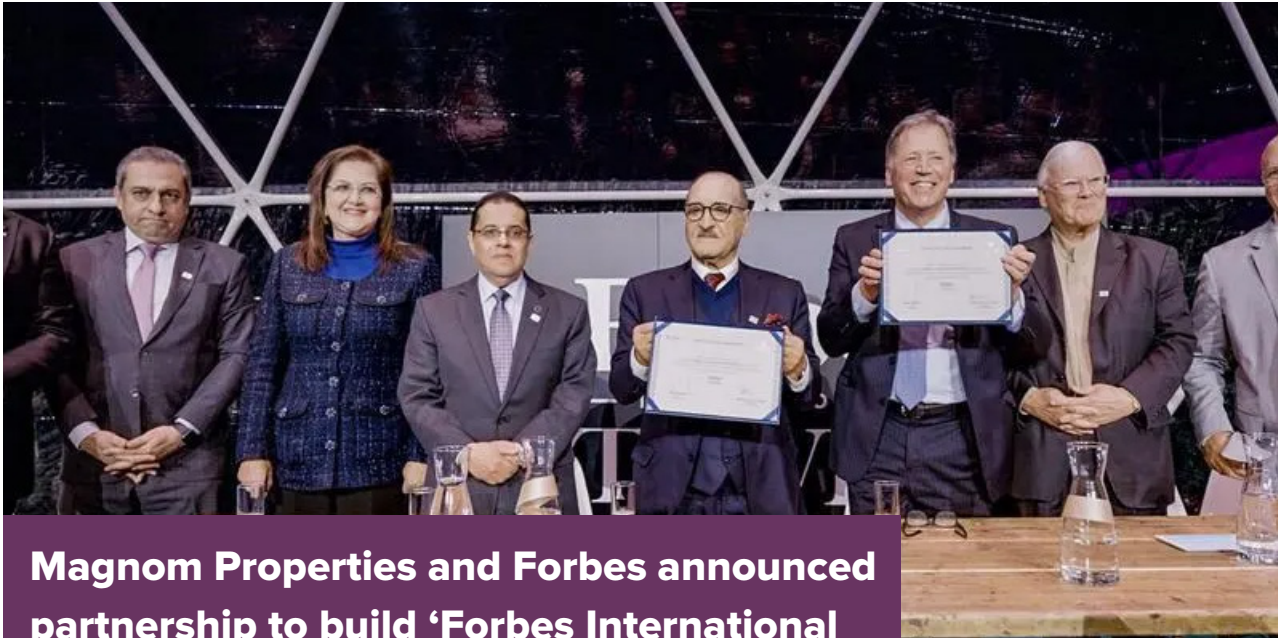
Netflix Renewed the AFI Awards Nominated and Gotham Award Winning Series MO For A Second Season

In addition to the numerous releases announced by **Netflix** was the announcement of the second series of MO.

CC Plus achieved large coverage for the event through dispatching an English press release to top-tier media.

The Impact

Total Reach	Total Ad Value	PR Value
159M	24K	72K



Magnom Properties and Forbes announced partnership to build ‘Forbes International Tower’ at World Economic Forum Annual Meeting

During the World Economic Forum, **Magnom** Properties signed a memorandum of understanding with Forbes to build a Forbes International Tower.

The project falls under the pursuit of a zero-carbon strategy and the beginning of a new era of modern design.

CC Plus dispatched a press release to numerous top-tier media to achieve successful coverage.

The Impact

Total Ad Value	PR Value
1.3M	4M

JLL



Agile adoption of mitigation strategies enabled real estate companies in Egypt to combat the reeling effect of inflation: JLL

American real estate company **JLL** held a press conference in Egypt where company spokespeople spoke about the current situation of the real estate market in Egypt, predictions, and best practices in the industry.

CC Plus ensured a successful coverage of the event by selecting and inviting relevant journalists to attend, providing on ground support during the conference, dispatching a press release to top-tier media.

The Impact

Total Reach	Total Ad Value	PR Value
238M	566K	1.70M

CAPITAL PROMENADE

CAPITAL
PROMENADE
by THE PLATFORM



Capital Promenade & CLEG Art Gallery
Launched Capital Art

This year, the 4 founders of **CLEG art gallery** launched the first edition of the Capital Art exhibition which was held at Capital Promenade in Cairo. The exhibition featured hundreds of artworks of all mediums and was dedicated to the role of art in climate change.

CC Plus ensured notable coverage and anticipation for the event through press conference management, inviting relevant media journalists, content development: writing press releases and speeches, press release dispatch to selected publications including Flair Magazine, Ahram Gate, and Al Gomhoureya, securing top-tier interviews, inviting influencers and public figures, on-ground support, and live coverage on social media platforms.

The Impact

Total Reach	Total Ad Value	PR Value
118M	235K	706K

RMC

RMC
worldwide
partners

**Egypt's soprano
Fatma Said along with
acclaimed conductor
Nader Abassi
performed in the 1st
concert at the Grand
Egyptian Museum**



In this historical event, Grand Egyptian Museum celebrated a milestone by hosting its first concert featuring **Soprano, Fatma Said**, and Conductor, **Nader Abassi**.

CC Plus achieved great success for the event by creating a teaser video in anticipation of the concert, facilitating partnership with the Tourism and Promotion Authority, dispatching a press release, inviting selected influencers, and increasing media partners collaborating with **RMC**.

The Impact

Total Ad Value	PR Value
8M	24M

RMC

RMC
worldwide
partners



Soprano Fatima Saeed released the clip
“Masr Heya Omy”

Following the great concert which took place at the Grand Egyptian Museum, Fatima Saeed released her clip for the “**Masr Heya Omy**” for which **CC Plus** achieved a notably successful reach by dispatching a press release to several publications including **Ahram Gate, Al Masry Al Youm, and Shorouk News.**

The Impact

Total Reach	Total Ad Value	PR Value
17.7M	1M	3.4M

RMC

RMC
worldwide
partners



Cairo Opera House presented 'Sound of Movies' Concert on February 14th

In February 2023, **RMC** organized a musical performance themed “Sound of Movies” at the Cairo Opera House featuring stars, Medhat Saleh and Riham Abdel Hakim.

The event received great reach and publicity through **CC Plus'** press release dispatching to **Al Masry Al Youm, Youm 7**, among many, invitation to numerous targeted influencers and increased media collaborators with **RMC**.

The Impact

Total Reach	Total Ad Value	PR Value
1M	2.4M	7.3M

CAIRO PHOTO WEEK

CAIRO
PHOTO
WEEK



Photopia Launched Cairo Photo Week’s 3rd Edition

Downtown Cairo was transformed with this year’s “Back to Raw” theme of Cairo Photo Week. The event took place in several locations around downtown Cairo where CC Plus provided media event management services, secured multiple lifestyle magazines and TV interviews, and developed content by writing and dispatching a press release.

The event’s press releases reached numerous publications including **Ros Al-Youssef, Al-Ahram, and Flair Magazine.**

The Impact

Total Reach	Total Ad Value	PR Value
407M	383K	1M



SHE ARTS



Following the success of the She Arts Festival... March 7th, “She Arts” orchestra celebrated International Women’s Day at the American University in Cairo

In celebration of Women’s Day, the **She Arts** orchestra (Hey El Funoun) held a concert at the Cultural Liberation Center at the American University appreciating the efforts and contributions of Egyptian women in our society.

To establish successful coverage and reach for this celebration, **CC Plus** wrote and dispatched a press release to list of publications including **Youn 7, Ahram Gate, Al Masry Al Youm**, and provided on-ground support during the event.

The Impact

Total Reach	Total Ad Value	PR Value
334M	405K	1.2M

ABU DHABI ARABIC LANGUAGE CENTER



Participants in the discussion of the book, “Umm Kulthum... Poetry and Singing”: Kawkab Al-Sharq contributed to building awareness

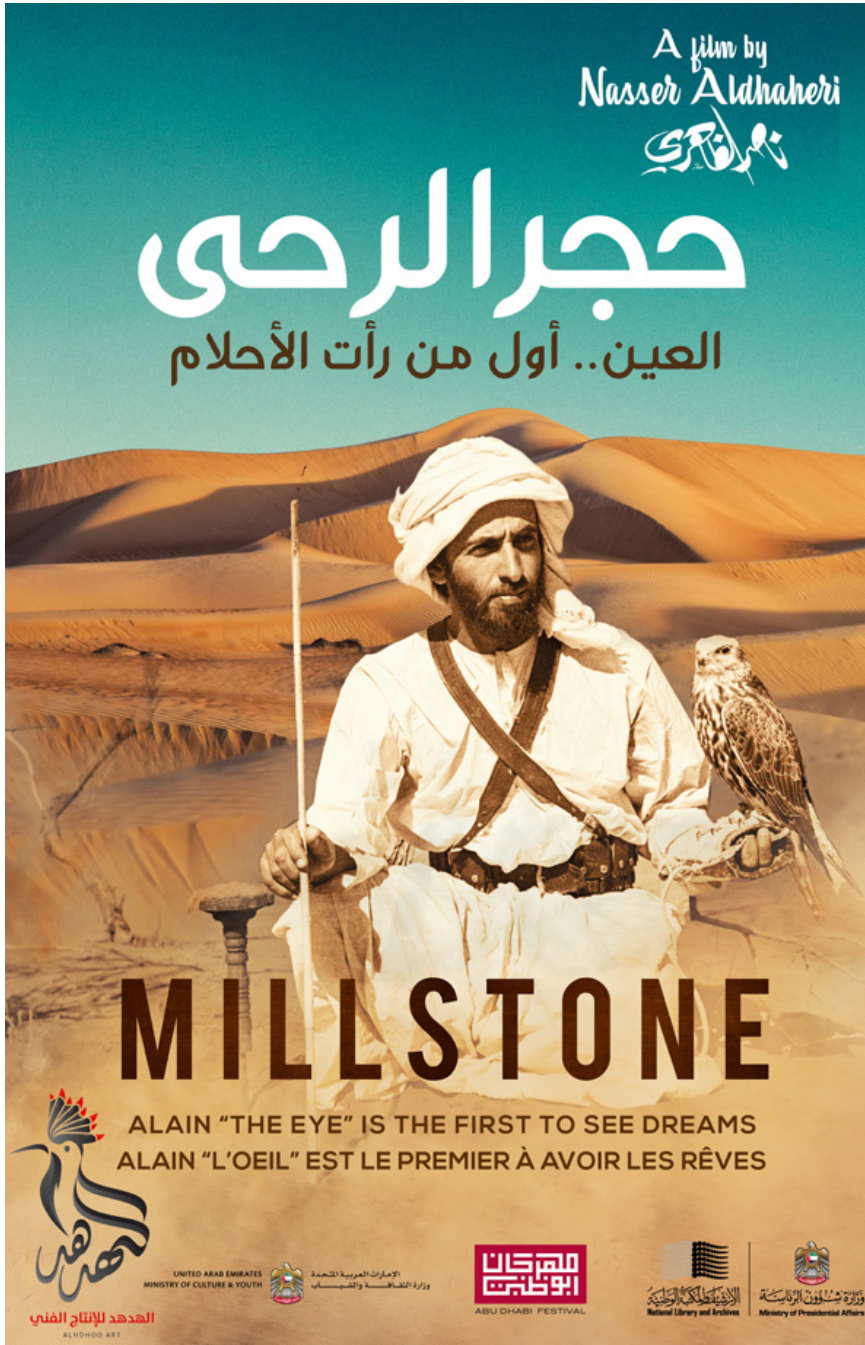
During this year’s 54th edition of the International Cairo Book Fair, the Abu Dhabi Arabic Language Center held a forum to discuss the book, “Umm Kulthum... Poetry and Singing” by Dr. Ahmed Youssef Ali.

Through numerous interviews, on-ground support, and the dispatching of a press release, CC Plus ensured successful coverage of the event.

Interviews were conducted with top-tier media such as CBC, Sada ElBalad, and Al Hayah.

The press release was dispatched to top-tier media including **Youm 7, Masrawy, and Al Alam Al Youm.**

مركز أبوظبي
لغة العربية
Abu Dhabi Arabic
Language Centre



Cairo celebrates the Emirati film “Rahhi Stone, Al Aain... The “First to See Dream

Also as part of their participation in the International Cairo Book Fair, the ALC center celebrated the screening of the Emirati film, “Rahhi Stone, Al Aain... The First to See Dream” at the Hanager Theater of the Cairo Opera House.

CC Plus provided on-ground support during this event and secured coverage through interviews conducted on media and dispatching a press release in numerous publications.

ABU DHABI ARABIC LANGUAGE CENTER

مركز أبوظبي
للغة العربية
Abu Dhabi Arabic
Language Centre



Umm Kulthum's historic Abu Dhabi concert celebrated at the Cairo Book Fair



Among the activities that celebrated Umm Kulthum during the International Cairo Book Fair, was this stellar performance by Egyptian singer, Marwa Nagy who performed some of Umm Kulthum's most famous songs.

The event was held at the Sultan Al Ghuri Complex where CC Plus assisted with on-ground support during the concert and dispatched a press release ensuring coverage in English and Arabic publications including **The National News**.

The Impact

Total Ad Value	PR Value
3.7M	11M



CC Plus Media Event

CC Plus held a media event for its clients and journalists to come together and facilitate networking and relationship-building between the three parties. The clients that attended included Visa and Marakez.

Spokespeople that attended the event were Eman El Gamal, Visa's Regional Director of Corporate Communications, North Africa, Levant, and Pakistan, and Nadia Ezz Marakez's Executive Marketing & PR Director.



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CC PLUS NEWSLETTER

JAN-MAR 2023