



# CC PLUS NEWSLETTER

April -June 2023

## NARRATIVE PR SUMMIT

**Narrative.**  
PR SUMMIT



**Narrative PR Summit, held a press conference in June, announcing this year's round titled "Egypt Forever Forward"**

**Narrative PR Summit 2023** is under the auspices of the **Ministry of Tourism and Antiquities** and the **Egyptian Tourism Authority** and will take place in the magnificent Somabay, Red Sea, on Oct 9th. Narrative PR Summit has unveiled an impressive roster of notable speakers, including **Sir Ben Elliott**, a renowned international businessman, expert in tourism and investment, and the Founder of Quintessentially, **Steven Shepperson-Smith**, the President-Elect of the Chartered Institute of Public Relations (CIPR) and Senior Manager Corporate Communications - Africa at Vodafone UK. Joining them are **Mohamed Mansour**, a prominent businessman and former Minister of Transport, and **Dr. Khaled El Enany**, the former Minister of Tourism and Antiquities and a candidate for the position of Director General at UNESCO.



ABB



## ABB Launches Energy Efficiency Movement in Egypt

In a mega press conference, **ABB** launched successfully last May its Energy Efficiency Movement in Egypt, an ambitious initiative forum that brings together stakeholders from around the world to collaborate and innovate for a more energy-efficient, regenerative, and adaptive world.

The conference witnessed a wide presence from top publications, which was followed by solid media coverage of the press release drafted and dispatched by **CC Plus**.

## The Impact

Total Reach	Total Ad Value
<b>967.6M</b>	<b>382.5k</b>

ABB



الاقتصادية



## CNN Business Arabic interview: ABB Exports 25% of its Production in Egypt to Africa and Gulf

In an insightful interview with **CNN Business Arabic**, two ABB spokespeople have shed light on the company's sustainability milestones and the Energy Efficiency Movement, while talking the current forex shortage and **ABB** solid export strategy.

**CC Plus** proudly managed to secure this free opportunity, backed by its robust media relations and client management services.



ABB



## ABB Brings Together its Key Media Partners in a Classy Iftar

Enjoying the captivating vibes of Ramadan, our esteemed client **ABB** hosted a classy iftar, gathering 36 of top strategic media partners who are walking with us side by side in narrating ABB's unique success journey.

**CC Plus** feels pride in helping **ABB** in strengthening its media connections and navigating future collaborations.

ABB



## Introducing ABB to the Fascinating Power of LinkedIn Content

Once again, **CC Plus** revolutionizes the PR landscape in Egypt but this time through distilling ABB Egypt expert insights into LinkedIn articles, solidifying further the company's stand as a thought industry leader.

Driven by our solid client management and content writing skills, we successfully delivered two articles by both ABB spokespeople that garnered huge viewership and appeared on **ABB** Global website.

Check articles here:

[1st article by Eng. Ahmed Hassan](#)

[2nd article by Eng. Sherif Ismail](#)



ABB



## AI Dostor Interview: ABB Executive Stresses its Commitment to Supporting Water Projects in Egypt

In an exclusive interview with **AI Dostor Newspaper**, **Sherif Ismail**, Vice President-Electrification Commercial Director at **ABB Egypt**, shared ABB's recent contributions to mega water projects in Egypt, using its energy efficient solutions and products.

**CC Plus** has followed closely with the outlet to ensure quality coverage, to highlight **ABB** milestones in light of its 45-year celebrations.

ABB



Backed by his global experience in key markets, **Eng. Ahmed Hassan**, Head of Motion Business Area at **ABB Egypt**, North & Central Africa, has shared his keen insights on energy efficiency and key international impact of the Energy Efficiency Movement.

**CC Plus** is glad to help its client by drafting and securing this opportunity in one of the most highly acclaimed environment publications in MENA.



## ELSEWEDY ELECTRIC



### ELSEWEDY ELECTRIC Indonesia Proudly Secured Uganda's Metropolitan Areas with Reliable Power

**ELSEWEDY ELECTRIC** Indonesia was awarded a \$3.6 million contract by the Japan International Cooperation Agency (JICA) and the Government of Uganda to strengthen the power transmission network in the urban area of Kampala through **ELSEWEDY ELECTRIC'S** first world-class mobile substation in Africa.

This news gained over a billion in reach thanks to **CC Plus'** strong media relations.

**CC Plus** team drafted and dispatched a press release to English and Arabic top-tier publications, gaining mass coverage and exceeding client expectations.

## The Impact

Total Reach	Total Ad Value	PR Value
<b>1.2 Bn</b>	<b>402.5K</b>	<b>1.2M</b>

ELSEWEDY ELECTRIC



The opening of the October Dry Port was witnessed by President, Abdel Fattah El-Sisi where the integrated port was the result of a collaboration between ELSEWEDY ELECTRIC, DB Schenker, and the General Authority for Land and Dry Ports.

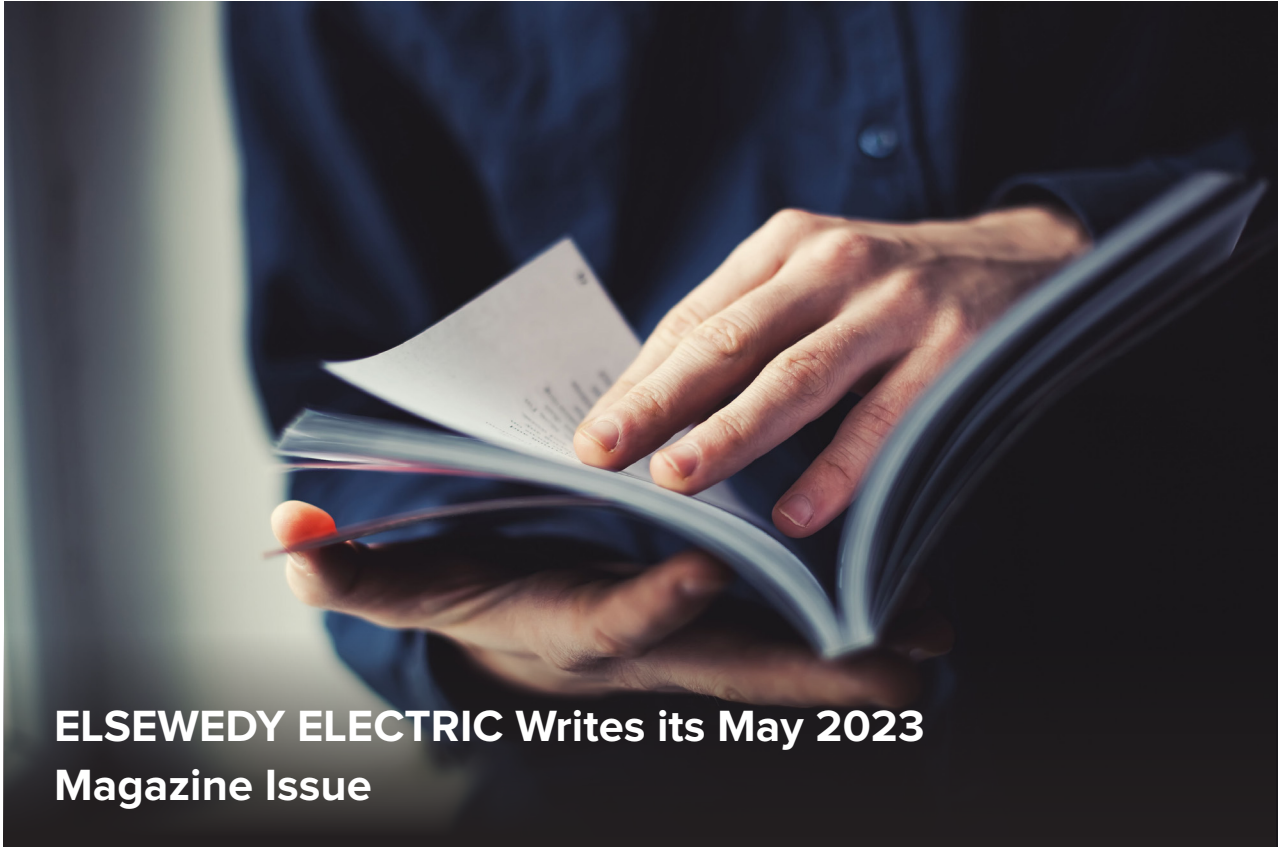
**CC Plus** ensured mass coverage for this announcement by writing and dispatching a press release to top-tier media including **Zawya**.

The Impact

Total Reach	Total Ad Value	PR Value
911M	358.5K	1M



ELSEWEDY ELECTRIC

**ELSEWEDY**  
**ELECTRIC**  


As part of the company's carefully crafted communications strategy, **CC Plus** supported ELSEWEDY ELECTRIC with finely-drafted magazine articles.

The hard-working team at **CC Plus** made sure the magazine articles reflected and maintained the company's tone as well as included important details regarding their successful projects.

ELSEWEDY ELECTRIC

ELSEWEDY  
ELECTRIC



## ELSEWEDY ELECTRIC Shares Its Insightful Newsletter with Stakeholders

**CC Plus** supported its esteemed client, ELSEWEDY ELECTRIC in drafting and translating several articles as part of its company newsletter.

The team at **CC Plus** consistently maintained diligence in the quality of content and led efficient client communications.



NETFLIX

NETFLIX



## Netflix Announced the Release of Unknown, a 4-part Documentary Series

**Netflix** announced to release a new docuseries, Unknown: The Lost Pyramid. The series is structured as a four-part film to be released this summer.

To announce this exciting project, **CC Plus** dispatched a press release to top-tier media publications including **Masrawy** to ensure strong and impactful coverage.

### The Impact

Total Reach	Total Ad Value	PR Value
181.6K	97.5K	292.5K

NETFLIX

NETFLIX



**Netflix Unravels Ancient Egyptian Discoveries in an Official Trailer of Unknown: The Lost Pyramid**

Netflix released their trailer for their new four-part film, Unknown: The Lost Pyramid. The show is a docuseries produced by Netflix.

CC Plus ensured mass coverage and buzz creation by dispatching a press release to top-tier media publications including **Youm 7, Al Ahram, and Al Masry Al Youm.**

**The Impact**

Total Reach	Total Ad Value	PR Value
1.6M	298.5K	895.5K

NETFLIX

NETFLIX



### Thirteen Women Creatives Completed the Second Phase of 'Because She Created' Writing Program in Egypt

Sard collaborated with **Netflix** on a second edition of their project which falls under the Because She Created initiative. The project was intended to equip Arab female screenwriters from Upper Egypt with the necessary skills to pursue their careers further through workshops.

**CC Plus** proudly took part in this remarkable initiative by ensuring mass coverage for the event which took place, June 24th at **AUC Tahrir** as well as providing on-ground support. CC Plus shared the event announcement and secured top media publications including **Al Ahram**, **Cairo360**, and **Masrawy** to conduct interviews with the founder of Sard, **Mariam Naoum**.

### The Impact

Total Reach	Total Ad Value	PR Value
546.8K	212.9K	638.7K



NETFLIX

NETFLIX



Extraction 2 Review with Scoop Empire

CC Plus has successfully secured a free review article opportunity for **Extraction 2** movie, in collaboration with the Lifestyle prominent website, Scoop Empire.

The article garnered wide readership and engagement on Scoop Empire’s website, Facebook and Instagram pages.

Read the article [here](#).

The Impact

Total Reach	Total Ad Value	PR Value
4136	40k	120K

NETFLIX

NETFLIX



## Chris Hemsworth Returns in the Highly Anticipated EXTRACTION 2

By the start of quarter 2, **Netflix** has finally unearthed the return of the legend **Chris Hemsworth** in the highly expected **Extraction 2**. Two months later, the streaming platform has exclusively unveiled compelling key art posters from the movie.

CC Plus has orchestrated unique media coverage for both press releases, which were featured in **Al Ahram**, **Al Masry Al Youm**, **Youm 7**, and **Cairo Scene**.

## The Impact

Total Reach	Total Ad Value
1.5M	388K

NETFLIX

NETFLIX



## Al Rawabi School for Girls is Finally Back

Unveiling exciting behind the scenes videos, Netflix celebrated the wrap production of season 2 of one of their most successful and highly anticipated Arabic series, **AlRawabi School For Girls**. **Netflix** and creator and director of **AlRawabi School** for Girls, Tima Shomali, have both released exclusive videos on their social platforms today confirming that filming has concluded after 60 days in Amman, Jordan.

**CC Plus** team has delivered exceptional coverage of this news in Egypt, including **Yum 7, Cairo Scene, and Al Masry Al Youm**.

## The Impact

Total Reach

1.5M

Total Ad Value

427.5K



NETFLIX

NETFLIX



**An exclusive sneak peek into Netflix's newest MUST-SEE SAUDI CINEMATIC SPECTACLE, 'Ras B Ras'**

**Netflix** has made headlines regionally by announcing its newest Saudi live-action comedy sensation, **'Ras B Ras'**, created and written by Abdulaziz Almuzaini and directed by Malik Nejer, the talented masterminds behind the highly acclaimed Saudi Arabian animated series, Masameer County.

**CC Plus** helped trigger Egyptian audience interest in the movie by storming the top local media publications with the news, which created a media buzz.

## The Impact

Total Reach	Total Ad Value
<b>2.3M</b>	<b>504K</b>

NETFLIX

NETFLIX



Netflix Releases Trailer of Saudi Psychological Thriller, The Matchmaker

Netflix has opened the door to the mysterious, atmospheric and eerie world of The Matchmaker, with the latest release of the film’s trailer. From the modern present day office setting to the ancient UNESCO World Heritage site of AlUla, The Matchmaker is one of the first psychological thrillers from Saudi Arabia and is filled with suspense moments that will leave you captivated.

Thanks to CC Plus robust media ties, we managed to secure solid coverage in top media publications including Al Shorouk newspaper.

The Impact

Total Reach	Total Ad Value
172.2k	71k

NETFLIX

NETFLIX



## From the filmmaker of Man of Steel and Army of the Dead, Netflix Announces the Epic Scifi, 'Rebel Moon'

**Netflix** has offered an eye grabbing first official look debut at its Scifi Epic movie, 'Rebel Moon', brought by the mind behind Man of Steel and Army of the Dead, Zack Snyder.

**CC Plus** has fostered a groundbreaking media coverage of the announcement's press release in key publications including **Yum 7, Akhbar Al Yum, and Al Masry Al Yum.**

### The Impact

Total Reach	Total Ad Value
954.2k	152k





**Anchorage Investments Signed for USD 2.5 bn Petrochemicals Complex with SCZone**

Egyptian petrochemical leader, Anchorage Investments signed an MoU with the Suez Canal Economic Zone for its upcoming petrochemical facility. The signing took place at the Suez Canal Authority’s Maritime Guidance and Navigation Center and was attended by Anchorage Investments’ Founder and Managing Director, Dr. Ahmed Moharram and Chairman and Managing Director of the Suez Canal Authority, Admiral Osama Rabie.

CC Plus ensured massive coverage for this notable announcement by drafting and dispatching a press release to both Arabic and English top-tier publications including **Enterprise, Arab Finance, Yum 7 and Ahram Gate.**

**The Impact**

Total Reach	Total Ad Value	PR Value
23M	1.2M	3.6M

ERICSSON



**CC Plus** supported the corporation in dispatching press releases announcing its major successes and partnerships during Q2 in top-tier publications such as: **Zawya, Al Ahram, Al Gomhourya, Masrawy and more...**

## The Impact

Total Ad Value	PR Value
802K	2.4M

ERICSSON



## How is Intelligence Transforming Telecom? Five Benefits that Reveal the Full Value of AI

**CC Plus** supported Ericsson to publish an opinion piece in **AI Ahram El Ektisady** by Zeljka Lemaster, Senior Director Strategic AI Engagements at Ericsson, Thomas Kinnman, AI and Automation development at Ericsson, and Andres Laya, Strategic Marketing Director for AI.



Metito

**metito**



**Metito Announces its Consortium with Orascom Construction to Develop, Own and Operate a Large-Scale Seawater Treatment and Water Transportation Project Worth up to \$2.4 Billion in the UAE**

**CC Plus** ensured the mass coverage for this big announcements through publishing the news in the top-tier publications such as: **Zawya, Masrawy, Al Borsa & more...**

## The Impact

Total Reach	Total Ad Value	PR Value
<b>436k</b>	<b>738k</b>	<b>2.2M</b>

BEYTI - AN ALMARAI SUBSIDIARY



**CC Plus** took part in a momentous signing ceremony between **Beyti** and superstar **Mahmoud El Esseily**.

**CC Plus** secured interviews for Beyti’s CEO Mark Wyllie, Chief Commercial Officer Tamer Naguib, Juice and Foods VP Karim Samaha, with including **Al Borsa, Sada Al Balad, Amwal Al Ghad, Daily News, and Middle East News Agency (MENA)**.

The Impact

Total Reach	Total Ad Value	Total Clippings
5.4B	2.7M	186



## BEYTI - AN ALMARAI SUBSIDIARY



### FI Africa: Soud Zaki

**CC Plus** secured a speaking opportunity for Beyti's Quality VP, Soud Zaki – where he hosted a panel titled **“Food Safety Culture Transformation Journey in Egypt”** alongside with John C. Hughes, Senior Manager, Client Support EMEA at AIB International, Dr. Eman Helmy, Head of Central Administration of Branch Affairs at National Food Safety Authority and Mahmoud El Basyouni, Executive Director of the Chamber of Food Industries.

## The Impact

Total Reach	Total Clippings
<b>561M</b>	<b>17</b>



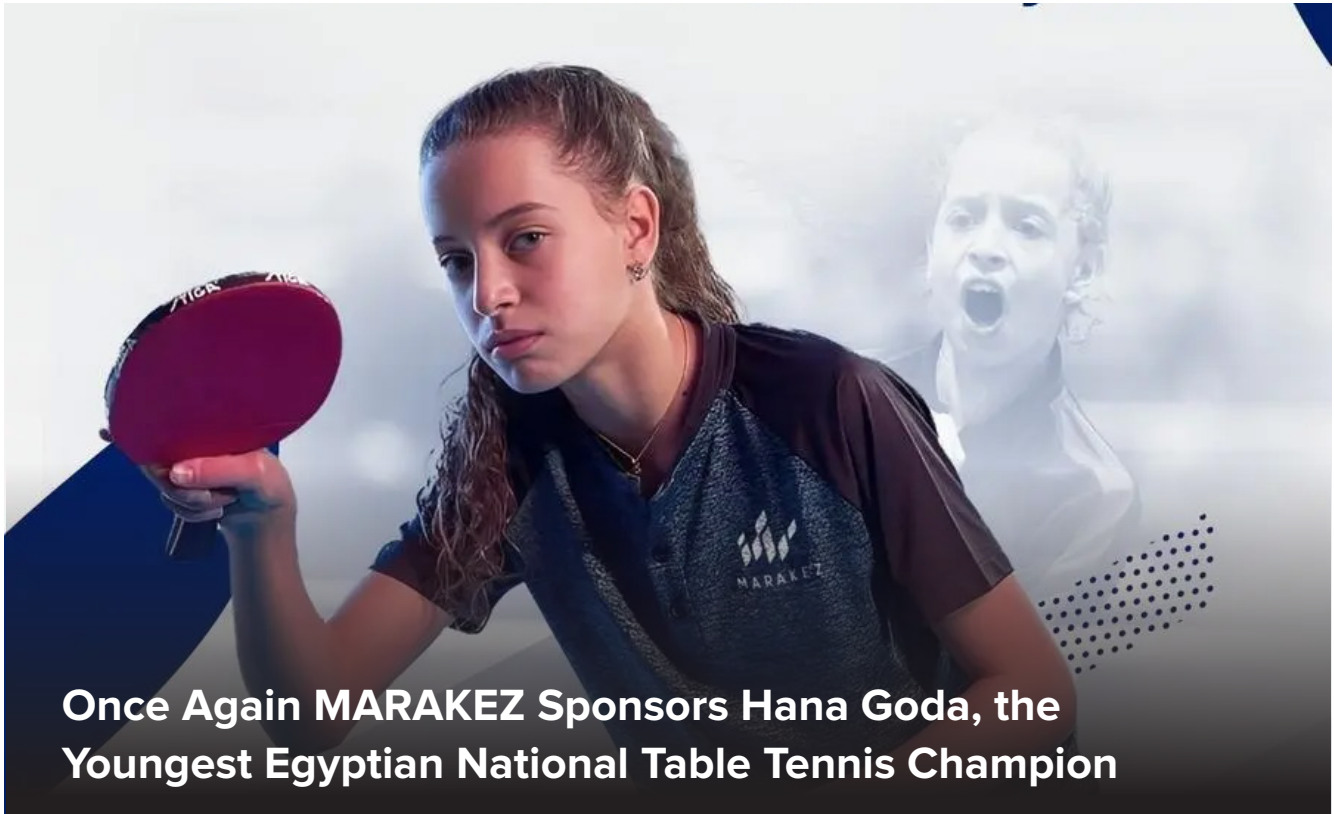


**CC Plus** organized a press conference announcing the second edition of the Egypt Fashion Awards. The event was a big success, where **CC Plus** secured many interviews for **EFA's spokespeople**.

The Impact

Total Reach	Total Ad Value	Total Clippings
2.4B	1M	105

MARAKEZ

MARAKEZ 

**CC Plus** drafted a press release for **MARAKEZ** announcing their sponsorship of Hana Goda, the Egyptian table tennis rising star for the second year in a row. The leading award-winning mixed-use real estate developer continues to sponsor **Hana Goda**, the youngest Egyptian national table tennis champion, for the second year in a row. Goda is the first time-ever table tennis player who tops the world rankings for girls under 15, 17 and 19 year old. Having achieved unprecedented standards, she has been marked as Africa's first game-changer in history by the International Table Tennis Federation.

## The Impact

Total Reach	Total Ad Value	Total Clippings
118M	2M	38

MARAKEZ



**MARAKEZ Shapes the Future of the Retail Industry by launching the First Vertical Event - “Rise Up Retail” and Bazarna simultaneously at District Five**

CC Plus drafted a press release for MARAKEZ wrapping up the launch of the first RiseUp vertical event that took place at District 5 - “RiseUp Retail”, on June 9th & 10th, 2023. RiseUp Retail is an exceptional gathering of industry pioneers, thought leaders and entrepreneurs united by their passion for retail to unlock the limitless potential of the industry. The event also featured the magnificent **Bazarna Summer Expo** providing an exceptional shopping experience for visitors and enabling **250 +** local talents to showcase their innovative products.

**The Impact**

Total Reach	Total Ad Value	Total Clippings
880M	3M	50



MARAKEZ



## District Five hosts Le 5ème - A Fashion Extravaganza by Posh Management

**CC Plus** supported **MARAKEZ** announcing the hosting of 2023's biggest fashion extravaganza event at District 5. This was an inclusive four-day fashion event bringing **over 5,000 visitors** including fashion icons, celebrities, businesswomen, trendsetters, and influencers together under one roof.

### The Impact

Total Reach	Total Ad Value	Total Clippings
2.5B	9M	108



MARAKEZ and Scene Cinemas Unveil the Ultimate Cinematic Experience in East Cairo’s District Five

**MARAKEZ** announced the first Scene Cinema branch in East Cairo, a prominent cinema operator dedicated to delivering cinematic excellence across Egypt.

The collaboration marks a significant milestone in providing high-quality entertainment options to the residents and visitors of **District Five**.

**CC Plus** drafted & dispatched a press release and secured high media coverage.

The Impact

Total Reach	Total Ad Value	Total Clippings
12B	5M	60

NETWORK

networkpay>



**Network International drives financial inclusion and makes digital payments more accessible in Egypt, through new payment service ‘networkpay’**

Leading digital commerce enabler in the Middle East, Network International successfully launched its newest payment service, “**networkpay**”.

**CC Plus** ensured a successful launch and mass coverage by providing on-ground event support during the company’s launch event, drafting, and dispatching a press release to top-tier media including **Daily News**, through strong copywriting and media relations.

## The Impact

Total Reach	Total Ad Value	PR Value
<b>1.5Bn</b>	<b>718K</b>	<b>2.2M</b>



**A MOMENT OF XEN**

**EGYPT ON THE RISE AS A TOP DESTINATION FOR AMERICAN TOURISTS?**

**TRAVEL TREASURES**

**AMUN STARR**  
Singer & Influencer

**LAMIA KAMEL**  
Fmr. Asst. Minister of Tourism  
Fndr CC Plus & Flair Magazine

**CC Plus Managing Director Lamia Kamel** was hosted in a distinguished radio interview on the famous American radio station, Voice of New York- iHeart radio. The interview tackled the cultural integration between Egypt and America, the tremendous growth Egypt witnessed as a tourist destination post pandemic, as well as an increase in bookings, especially from the U.S.

RMC

RMC  
worldwide  
partners

**CC Plus** achieved massive success by collaborating as a PR arm for the amazing concert by soprano **Amira Selim** at the National Museum of Egyptian Civilization last June.

She sang some of her best and new works in a diverse musical program that celebrates the eternal heritage of Egypt. This concert is part of the “**Eternal Egypt**” series of events organized by **RMC** in cooperation with the museum to promote the artistic and cultural scene in Egypt.

## The Impact

Total Reach	Total Ad Value	PR Value
1.1B	2.4M	7.2M



The team at CC Plus Ensured Massive Coverage for the Highly Anticipated Backstreet Boy’s DNA Tour Concert in Egypt!

Being the events, PR arm, **CC Plus** contributed to the events unparalleled success where fans relived their childhood memories at **Zed East by Ora**.

The Impact

Total Reach	Total Ad Value	PR Value
72M	3.4M	10M



WAFDF



**CC Plus** had the pleasure to be the PR arm of the National Institute for Governance and Sustainable Development - the training arm of the Ministry of Planning and Economic Development. In cooperation with the International Forum for Fine Art for Development the “Sustainable Art and Human Development” initiative was launched, entitled “Bank Note” for the economic empowerment of women and youth. This workshop was hosted under the auspices of **Dr. Hala Al-Saeed, Minister of Planning and Economic Development**, the Ministries of Environment and Culture, the National Council for Women, and in partnership with the United Nations and a group of international institutions and private sector institutions.

**CC Plus** was responsible for writing the PRL as well as securing mass coverage in top-tier publications such as, **Al Masry Al Youm, Al Shrouk, Sada El Balad**.

## The Impact

Total Reach	Total Ad Value	PR Value
<b>83M</b>	<b>1M</b>	<b>3M</b>



**For the First Time in Egypt, Stamina for Sports and Fitness will be Hosting the Famously known International Cycling Event, Tour de France in Sharm El Sheikh!**

The announcement was made during a press conference hosted at **Dusit Hotel**, on May 16<sup>th</sup>, which was attended by Minister of Youth and Sports, **Dr. Ashraf Sobhy**.

**CC Plus’s team** ensured to manage this press conference successfully and achieved the highest PR value for this event.

The Impact

Total Reach	Total Ad Value	PR Value
80M	881K	2.6M



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