



# COMPANY PROFILE

LIFE IS AN EVENT  
MAKE IT EXCEPTIONAL !



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# PRESIDENT LETTER



Uniting people & businesses together, with utmost excellence, so that once business happens rewards are paramount.

In a technological savvy world of a bolting evolutions, the importance of virtual webinars, and face-to-face interactions are becoming more and more crucial.

Creating an environment to showcase technologies, products, services, ideas and hands on training in live and virtual meetings, makes events such a vital success tool, specially in the medical field.

Misr2000 will easily yet successfully create opportunities for your business that will foster relationships with new and existing customers in an everlasting state of exciting happenings.

Key to succeed at present and future world is to be able to deliver distinctive connections that are key to foster undefeated and fruitful business relationships.

**Every Detail Matters**

**Dr. Mohsen Al Merghany**

*Mohsen Al Merghany*  
**PRESIDENT OF MISR2000**

# MANAGERS LETTER



The Future and present of all business is in reality just a successful meeting that took place.

We make this meeting happen in a such a professional way, that you will immediately see the results in your business at once. Whether actual or virtual, we will make it happen.

**Dr. Mohamed Al-Merghany**

*Mohamed Al-Merghany*  
**VICE PRESIDENT MISR2000**

When it comes to building up a conference of any kind including exhibition and events, Misr2000 team brings up their best in terms of experience, knowledge and technology to be ready for integration to get a world class conferences.

**Mr. Khaled Gado**

*Khaled Gado*

**MANAGING DIRECTOR MISR2000**





# ABOUT US

Misr2000 is a Professional Conference Organization company founded 1998 in Cairo, Egypt, with only a few employees. Since then, Misr2000 has grown impressively in size and is now a leading Congress, conference and event management company with more than 60 conferences and public events each year with a high-tech solutions and equipment.

## ● RELIABILITY

We are an honest, hardworking team that can be counted on, and we wouldn't sell services that we wouldn't use ourselves. We are constantly striving to improve our service offerings through continual research into the latest trends and technologies to ensure that our clients and their participants have an exceptional experience.

## ● FLEXIBILITY

Every conference and event have its own set of unique requirements and challenges. As a boutique Professional Congress Organizer, we have the flexibility to adjust to our clients' specific needs and goals, while still having the resources and expertise to deliver successful events.

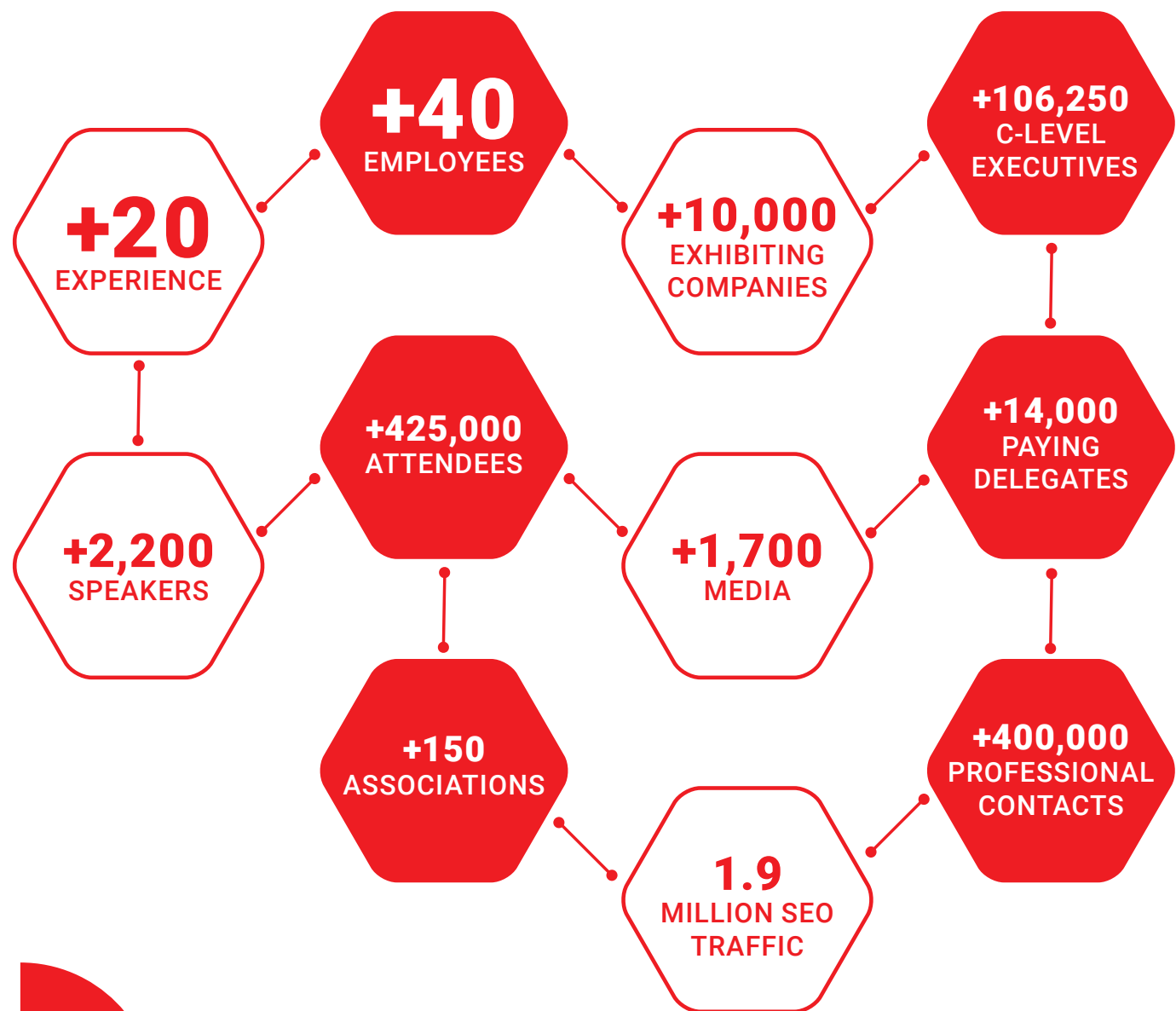
## ● PARTNERSHIPS

We believe that successful conferences and events are delivered through partnerships with our clients based on trust, transparency and open communication. This trust is developed through our transparent management fees and clear and timely communication that keeps our clients' conference planning on time and budget.

## ● PURPOSEFUL PLANNING

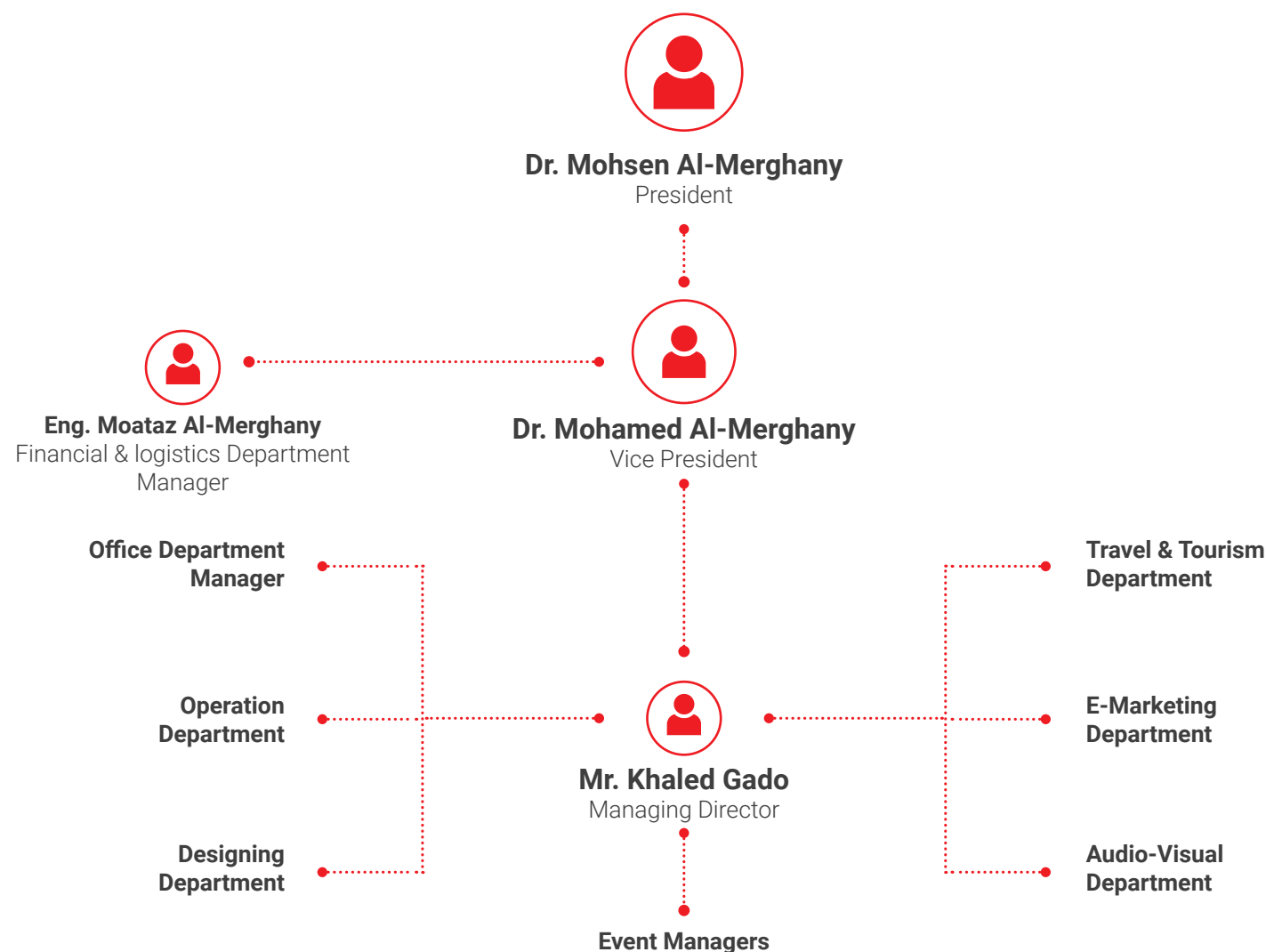
Purposeful planning means that we deliver exceptional conferences and events for our clients while maintaining a strong focus on the environmental and social impacts of our conferences and company. We work closely with our clients to identify ways that we can increase sustainability and social responsibility.

# BASIC NUMBERS

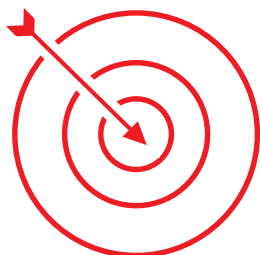


**We Bring Powerful** Professionals Together

# ORGANIZATIONAL STRUCTURE OF MISR2000

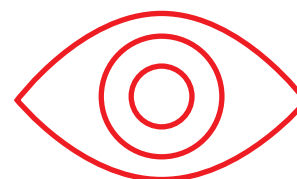


# OUR MISSION & VISION



## MISSION

Creatively eliminating obstacles in the pathway of knowledge, providing the latest technology solution in every aspect contributing to bringing scientists closer, creating an unforgettable scientific and cultural exchange memory across global borders.



## VISION

Setting the standards of delivering un-matched medical congress experience where every potential need is met with excellence.



# OUR SERVICES COVERED

## MORE THAN 15 CITIES

**Alexandria**  
**Assiut**  
**Aswan**  
**Cairo**  
**El-Ain El-Sokhna**  
**Giza**  
**Gouna**  
**Hurghada**  
**Ismailia**  
**Luxor**

**Mansoura**  
**North Coast**  
**Port-Said**  
**Ras El-Bar**  
**Sharm El-Sheikh**  
**Sohag**  
**Taba**  
**Tanta**  
**Zagazig**



# OUR SERVICES



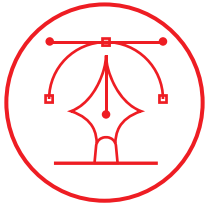
## Conference Organization

- Stand Alone Launch Events
- Individual Company (meetings/ events)
- Analysis- process – decision  
(Including post event analytics: surveys and other feedback forms/ questionnaires to grade the event.)
- Business managements and communications
- Education and content development
- International relations
- Marketing
- Meetings management
- Project management
- Strategy and technology
- Entertainment and / or fundraising events
- Financial solutions



## Travel and Tourism

regulate all logistics arrangements regarding hospitality including, travel services (air, sea and land), accommodation services, conferences and events booking, attractions and social activities.



## Graphic Designing and Motion Graphics:

- **Visual identity graphic design**
- **Art and illustration for graphic design:**  
(T-shirt design, Motion graphics, Album art, Book covers, Infographics, Technical illustration, etc.)
- **Marketing & advertising graphic design:**  
(Flyers, Posters, banners and billboards, Infographics, agendas, social media ads, Banner, etc.)
- **User interface graphic design:**  
(Web page design, Theme design (WordPress, Shopify, etc.) and App design)
- **Publication graphic design**
- **Packaging graphic design**
- **Environmental graphic design**  
(Signage, Wall murals, Museum exhibitions, Office branding, Event and conference spaces, etc.)



## Digital Marketing and Business Solutions

- **Marketing Automation**
- **Mobile Marketing**
- **SEO| Search Engine Optimization**
- **SMM | Social Media Marketing**
- **SEM| Search Engine Marketing**
- **CRM| Customer Relationship Management**



## Audio-Visual Solutions

- **Presentation Center**
- **Video Production**
- **Sound System**
- **LED Screen**
- **Zoom Webinars**
- **Hybrid Conferences (live & Virtual)**
- **Montage**
- **Chroma**



WE ARE MEMBER OF

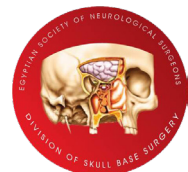




# SOME OF OUR CLIENTS

At Misr2000 we give great consideration to our clients, and we respect the fact they have trusted us as their partner in success.







We bring the world to you, and bring your business to the world

# GENERAL TESTIMONIALS



The conversations facilitated at Sharm-Derma are extremely useful as the continual dialogues between doctors and customers develop concepts on how to be more efficient with one another and how to move the medical industry in the right direction. Misr2000 made the dream come true with more than 15 years of partnership and success.

**Dr. Assem Farag**

*Assem Farag*  
**CEO, SHARM-DERMA**



EGAA is now one of the largest orthopedic conferences in Egypt. There are prominent speakers from more than 50 countries. Looking at the world map, Cairo is becoming more and more visible as a medical capital to the world. With the professional support of Misr2000, we could achieve the impossible with the support of highly dedicated team.

**Dr. Adel Hamed**

*Adel Hamed*  
**PROFESSOR OF ORTHOPEDIC SURGERY, AIN SHAMS**



We are receiving around 120 potential customers through the exhibition, coming from Africa, Middle East & Europe. It was beyond my expectations. 100% I will work with Misr2000 next time.

**Dr. Mohammed Khorshid**

*Mohammed Khorshid*  
**ECCO FOUNDATION**



The lead generation application by Misr2000 benefited us tremendously. We definitely need it again next year.

**Dr. Nasser Obeid**

*Nasser Obeid*  
**MANAGING DIRECTOR JOHNSON  
HEALTH TECH. MIDDLE EAST**

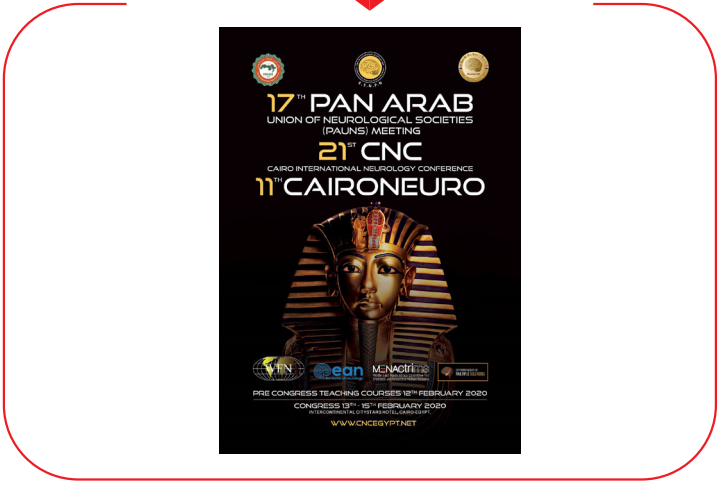




# EXAMPLES FROM OUR WORK



# DESIGNING AND PRINTING



# REGISTRATION HALL



# GATE



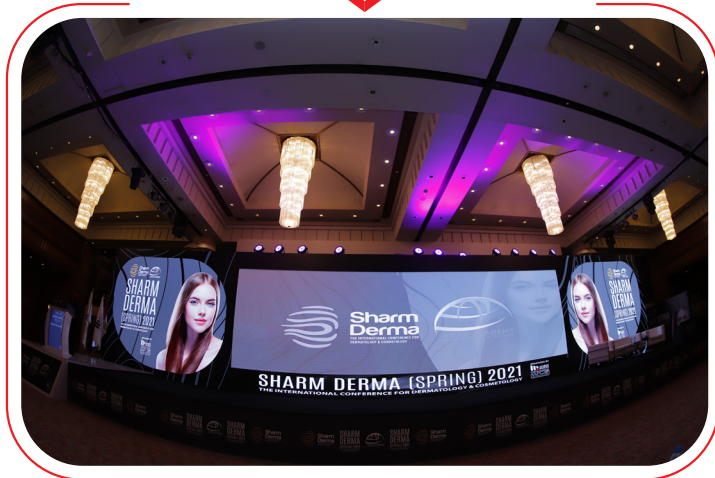


# EXHIBITION AREA

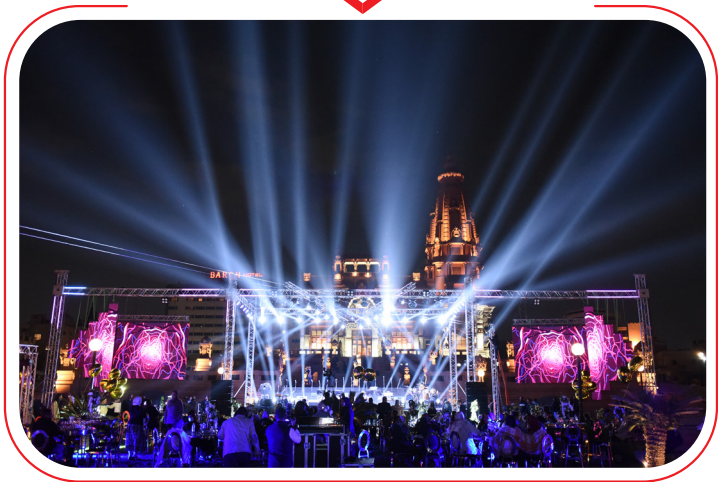




HALL

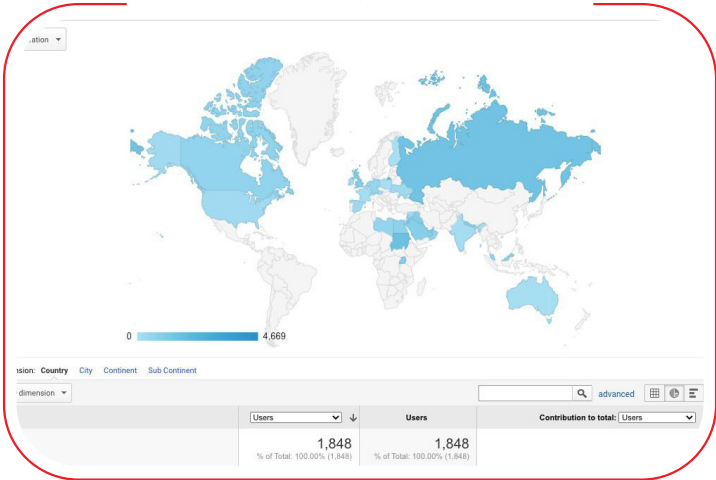


# ENTERTAINMENTS





# HYBRID CONFERENCES



# WHY MISR2000



- Implementation & Integration of our different services including: Organizing Department, Marketing Department, Digital Marketing, Customer Support, Graphic designing and motion graphic, Audio visual Equipment and travel & tourism.
- First company to implement online conferences, workshops & webinars during lockdown in the pandemic time, introducing hybrid conferences & workshops with participation of over 50 countries around the world to ease smooth transition to regular conferences.
- First company to introduce virtual conferences and virtual reality interaction.
- We are aligning with Meco-Med to insure meeting the complains regulations.
- Availability of interacting website and Mob. App. Allowing participant to register & upload their medical contents for time saving & keeping up with international guideline of WHO.
- Misr2000 include database of +30 Exhibition areas Hotels & Resorts suiting everyone needs.
- We have a vast network of international speakers covering all specialties for conferences support.
- Providing and integrating historical sites with exhibition areas getting a new prospective of organizing conferences.





## Contact Us

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-  +20 (2) 22666152 -22666156 - 01001634534
-  [www.misr2000online.net](http://www.misr2000online.net)
-  [www.facebook.com/misr2000](https://www.facebook.com/misr2000)