



INTEGRATED EVENT MANAGEMENT & CONFERENCES

*"Life is an Event. Make it Exceptional."*



# ABOUT **MISR 2000**



## **A New Frontier**

Founded in 1998 in Cairo, Misr 2000 has grown from a small team to a leading Integrated Event Management & Production agency. We organize over 90 conferences and events annually with high-tech solutions.



## **Our Values**

**Reliability:** Delivering operational precision you can count on.

**Flexibility:** Agile and custom solutions tailored to diverse industries and unique brand goals.

**Partnership:** Built on trust, transparency, acting as an extension of your own team.

# LEADERSHIP MESSAGE

“

For over 25 years, Misr 2000 has mastered the rigorous demands of the medical sector, where precision is essential.

Today, we bring that same discipline and operational excellence to the wider world of events.

Our mission is simple: Uniting people and businesses together with utmost excellence, so that once business happens, the rewards are paramount.

”

*Dr. Mohsen Al Merghany*

**Dr. Mohsen Al Merghany**  
President



# ORGANIZATIONAL STRUCTURE

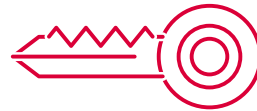


## Executive Board

President:  
**Dr. Mohsen Al Merghany**

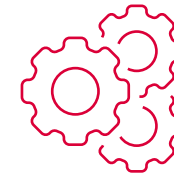
VP: Dr.  
**Mohamed Al Merghany**

MD: Mr.  
**Khaled Gado**



## Key Departments

Financial & Logistics,  
E-Marketing,  
Audio-Visual, Designing,  
Travel & Tourism.



## Operations

A dedicated team of Event  
Managers, Operation  
Specialists, and Client  
Support staff.

# IMPACT BY **NUMBERS**



**+25**

**YEARS EXPERIENCE**



**+90**

**ANNUAL EVENTS**



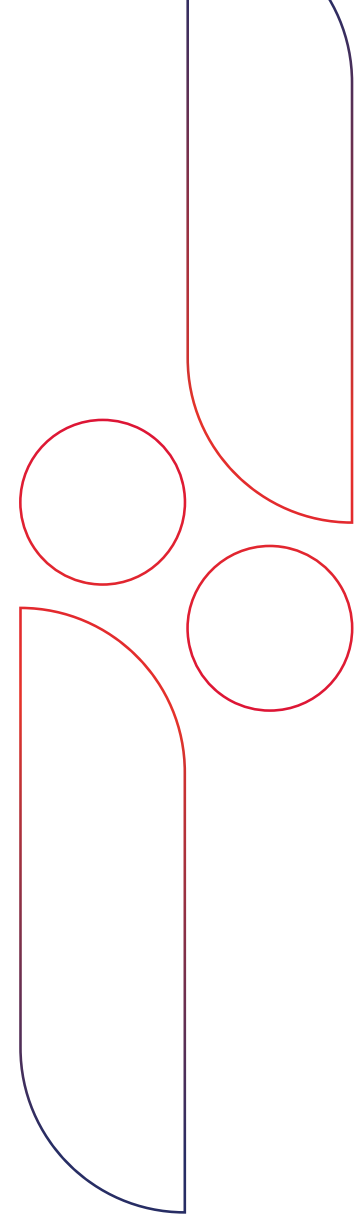
**425k**

**ATTENDEES**



**10k**

**EXHIBITORS**

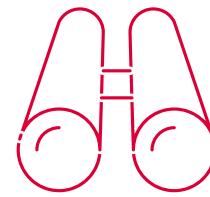


# MISSION & **VISION**



## **Our Mission**

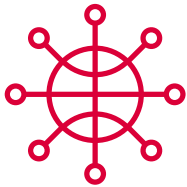
Creatively eliminating obstacles in the pathway of knowledge. Providing the latest technology solutions to bring scientists and professionals closer together for an unforgettable exchange.



## **Our Vision**

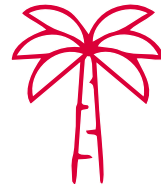
Setting the standards of delivering un-matched medical congress experiences where every potential need is met with excellence.

# WE COVER **+15 CITIES**



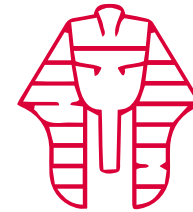
## **Major Hubs**

Financial & Logistics,  
E-Marketing,  
Audio-Visual, Designing,  
Travel & Tourism.



## **Resorts**

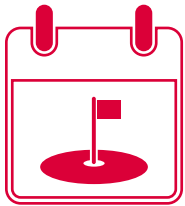
Sharm El-Sheikh,  
Hurghada, El-Gouna,  
El-Ain El-Sokhna, North  
Coast.



## **Upper Egypt**

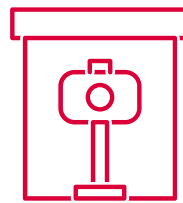
Luxor, Aswan, Assiut,  
Sohag.

# CORE EVENT SERVICES



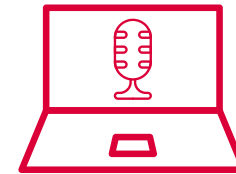
## Event Management

Strategic planning, on-site operations, crowd control, and safety protocols for events of all sizes.



## Booth Production

Complete design and custom fabrication of exhibition booths, stages, and immersive structures.



## Audio-Visual

State-of-the-art sound systems, LED screens, intelligent lighting, and interpretation booths.



# BRAND & COMMUNICATION



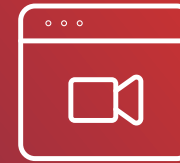
## Personal Branding

Talent & Speaker Management (+2,200 speakers), visual identity creation, and thought leadership positioning.



## Marketing & Digital

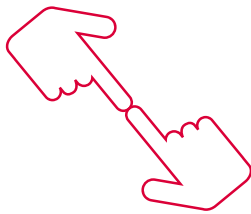
SEO (1.9M traffic), Social Media Marketing, CRM lead generation, and targeted email campaigns.



## Media Production

In-house photography, videography, montage, scriptwriting, and broadcast-quality live streaming.

# SUPPORT & **LOGISTICS**



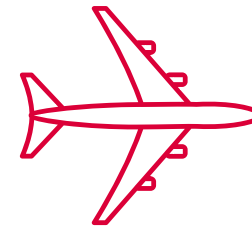
## **Public Relations**

Managing media relations with +1,700 contacts, stakeholder communication, and crisis protocols.



## **Technology**

Custom mobile apps, virtual/hybrid platforms, and secure event websites.



## **Tourism**

Full in-house travel agency: Flights, accommodation (+30 hotels), and VIP transfers.

# GLOBAL QUALITY STANDARDS & ACCREDITATIONS



**IAPCO Accredited:** We hold the prestigious accreditation from the International Association of Professional Congress Organisers.

**AACME Member:** American Academy of Continuing Medical Education.

**ICCA Member:** International Congress and Convention Association.



# Our Esteemed Clients



## Government & Academic

Government & Public Sector

Egyptian Armed Forces

Cairo University  
(Kasr Al Ainy)

Ain Shams University



## Professional Associations

Egyptian Pediatric  
Association

Egyptian Society of  
Cardiology

Egyptian Society of MS

Sharm Derma



## International

Saudi Derm

Dubai Derma

European Stroke  
Organization

World Federation of  
Neurosurgical

## WHAT THEY SAY

*Dr. Assem Farag*

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*Misr2000 made the dream come true with more than 15 years of partnership. Dialogues facilitated at Sharm-Derma are extremely useful.*

**CEO, Sharm Derma**

*Dr. Nasser Obeid*

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*We are receiving around 120 potential customers through the exhibition. The lead generation application benefited us tremendously.*

**MD, Johnson  
Health Tech ME**

# EXAMPLES OF WORK



**LUXURY GALA  
DINNERS**



**SEAMLESS  
REGISTRATION**



**HYBRID & VIRTUAL  
EVENTS**

# THE MISR 2000 **ADVANTAGE**

## **Integrated Ecosystem**

We don't outsource. From AV and Booth Fabrication to Travel and Digital Marketing, we own every step of the production chain.

## **Innovation Pioneers**

The first in the region to master hybrid events, connecting +50 countries and introducing Virtual Reality interactions.

## **Global Compliance**

Strict adherence to International Compliance & Safety Standards and global digital guidelines, ensuring safe and compliant medical gatherings.

## **Technological Edge**

Proprietary mobile apps and interactive platforms for seamless registration, content uploading, and engagement.

## **Exclusive Access**

A database of +30 exclusive exhibition venues and a vast network of international keynote speakers.

## **Cultural Fusion**

Unique expertise in integrating Egypt's historical sites with modern exhibition setups for unforgettable experiences.



# READY TO MAKE YOUR EVENT **EXCEPTIONAL?**



## CONTACT US

**Headquarters:** 16 Fathi Talaat Street, Sheraton Buildings, Cairo

**Phone:** +20 (2) 22666152 / +20 100 163 4534

**Email:** [info@misr2000.com](mailto:info@misr2000.com)

**Web:** [www.misr2000.com](http://www.misr2000.com)