



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

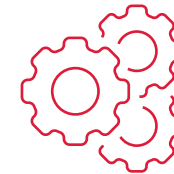
VP: Dr.
Mohamed Al Merghany

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



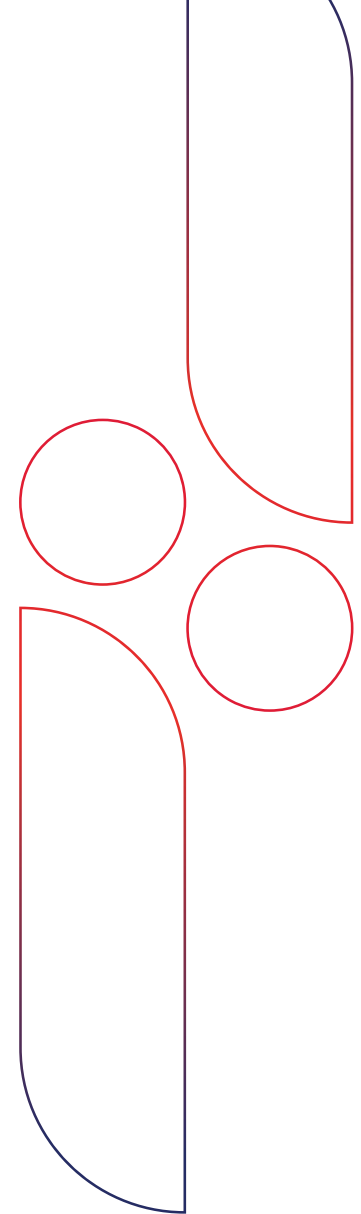
425k

ATTENDEES



10k

EXHIBITORS

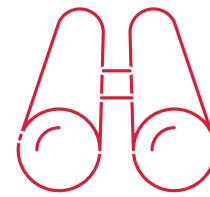


MISSION & **VISION**



Our Mission

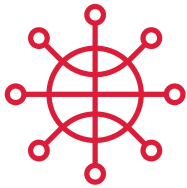
Creatively bridging the gap between vision and reality. We leverage state-of-the-art technology and in-house expertise to craft unforgettable environments where connections flourish and business objectives are achieved



Our Vision

To lead the event industry by creating immersive environments where every potential client need from corporate galas to international summits is met with our signature heritage of excellence.

WE COVER **+15 CITIES**



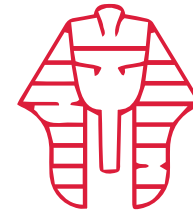
Major Hubs

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



Resorts

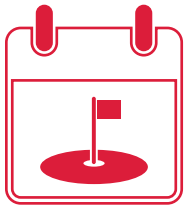
Sharm El-Sheikh,
Hurghada, El-Gouna,
El-Ain El-Sokhna, North
Coast.



Upper Egypt

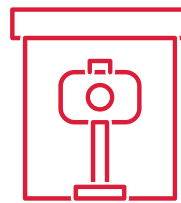
Luxor, Aswan, Assiut,
Sohag.

CORE EVENT SERVICES



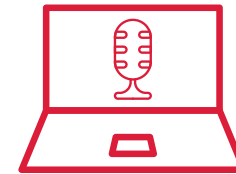
Event Management

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

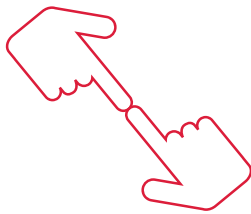
SEO (1.9M traffic), Social Media Marketing, CRM lead generation, and targeted email campaigns.



Media Production

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

SUPPORT & **LOGISTICS**



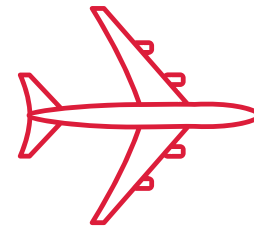
Public Relations

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

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

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

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