



**EVENT
REPUBLIC**

2014

Corporate & Private Event Management Services

Company Profile

Managing Partner
Sebastien Moros

Managing Partner
Waseem El Tanahi



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Event Republic is a Cairo based events company founded in 2009. Leading the way at the forefront of event management services in Egypt, we pride ourselves on delivering creative, cutting-edge events with high production values and sophisticated brand engagement to create memorable experiences.

Event Republic has a wealth of experience organizing consumer and corporate events on behalf of clients as well as flagship events of our own that are the highlight of the Cairo social calendar. We are just as adept at organizing events like high profile parties with over a thousand attendees and gala dinners, as we are with product launches, charity fundraisers, tradeshow exhibits, and entertainment venue consulting.



SHOWREEL

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Clients

Major Clients for our Various Services



FMCG



Food & Beverage



Services



Technology



Retail



Tobacco



GOVT & NGO



Real Estate



Financial



Hospitality



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Services

Types of Services Event Republic Provides



Turn-key Event Solutions

Event Republic oversees the project from the creative phase all the way through implementation.



International & Local Performing Artists

In house talent agency & contacts with international agencies across the globe (UK, US, Middle East & Japan) .



Creative & Design Services

In house creative team including 3D designs, Visual development, Videography and Photography specialists



Sound, Light & Visual Displays

Cutting edge sound & lighting equipment
Veejay
3D projection & 3D mapping



Nationwide Activations

Brand engagement and experiential marketing in Cairo, Alex, Red Sea, the Delta and Upper Egypt.



Print & Production

With a wealth of experience and a specialized production team, Event Republic can produce anything from the simplest print order to booths, stage & stage backdrops, free standing units & POS material



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Service Lines

Corporate Services - Entertainment Services - Weddings & Private Events



Corporate Services



Entertainment Services



Weddings & Private Events



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Event Republic has a wealth of experience organizing events for the biggest local and international companies in Egypt. Be it a glamorous product launch that needs to create a buzz with Cairo's elite, an entertainment packed end-of-year award ceremony for your entire company, an industry conference and lavish gala dinner with global leaders, or a glitzy grand opening – we have done it all.

Following your event brief, Event Republic dives straight into your brand to create a memorable experience for guests, with as much attention paid to the minute details as to the whole concept. Our client servicing, creative, and operations teams work together to create an end to end concept, provide a list of potential venues with 3D mock up designs, and take care of everything with the utmost professionalism from start to finish.

Corporate Services



Corporate Services

Portfolio of Recent Corporate Events



Client



Call for Proposals

Launch of a joint initiative between the European Union, the Ministry of Planning and the German NGO GIZ.

Guests included 400 NGO directors and dignitaries from European Embassies and Egyptian Ministries.

LOCATION

MARRIOTT ZAMALEK



Client



Contract Signing

European Union contract signing ceremony for 20 Million Euro grant for joint initiative with GIZ and the Ministries of Planning and Social Solidarity.

Guests included 100 Journalists as well as Ministerial representatives and the EU ambassador.

LOCATION

FAIRMONT NILE CITY



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Corporate Services

Portfolio of Recent Corporate Events



Client



LOCATION
TBD

Joint Press Conference: Goethe-Institut Kairo & Ministry of Education

Launch of the Goethe Institut's Schools:
Partner's of the Future Program. This press
conference was attended by the German
ambassador, Minister of Education and GI
spokespersons



Client



Chef's Market Launch

Event Republic were contracted to organize the launch
of Chef's Market's first restaurant in Citystars' newest
upscale food corner "Mosaïque Dining Zone". With
celebrity chef Wesam Masoud of "Matbakh 101",
Cairo's gastronomy welcomed its newest member in
style with a myriad of celebrities in attendance.



LOCATION
CITY STARS, NASR CITY



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Corporate Services

Portfolio of Recent Corporate Events



Client



End of Year Awards Ceremony

A best of Egypt theme for the award ceremony complete with traditional Egyptian "Moolid" games, entertainment by Dina, adaweya, hossam hosni & Hamdi batchan. The entertainment culminated in a personal zaffa for the salesman of the year who won a car that was the central focus of the event setup.

LOCATION

DUSIT THANI



Client



Cobone.com Launch

Event Republic held a series of roundtables on the launch day to "educate" Egyptian IT media about group buying. A counter was displayed in the press waiting room to show how quickly deals were bought during the launch day – it broke records in the region for a new city launch for the company.

LOCATION

TBD



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Event Republic created a high level event for Majid Al Futtaim to commemorate a landmark EGP 5 Billion investment in Egypt for Mall of Egypt; the biggest mall in the Middle East and Africa.

VIP guests included the guest of honor, Eng. Ibrahim Mahlab, the Egyptian prime minister as well as Mr. Ashraf Salman the minister of investment and Dr. Mostafa Madbouli minister of housing.

The event was built from the ground up on an empty plot of land overlooking the site and comprised complete construction setup, including foundations, hard walls, false ceiling, and 3 large banquet rooms in excess of 1000 sqm.

Experiential Events



Client



Majid Al Futtaim Conference

The Majid Al Futtaim press conference took place on an empty lot on the mall of Egypt Site.



LOCATION  Mall of Egypt Site



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Client



Majid Al Futtaim Conference

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LOCATION  Mall of Egypt Site



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Sahl Hasheesh | The Axel Fowley Tour

Activations



Event Republic was challenged with generating consumer engagement for Sahl Hasheesh during the winter months (off season) in Cairo in which we create the Ibiza Tour concept. This concept saw us bring in Axel Fowley – a resident of Pacha Ibiza – for 2 weeks to headline at Cairo’s top bars and clubs.

The consumer engagement was purely digital. Locations were fully branded, and ushers were armed with Android camera which would upload live pictures to social media. Consumers were encouraged to do the same using Instagram and hashtag #SahlHasheeshEgypt to instantly win bottles for every guests who did so.

Experiential Events



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POS & Visibility

Activations



Client



The Sahl Hasheesh Axel Fowley Tour

The Sahl Hasheesh Axel Fowley Tour took place in various locations across the capital including Tamarai and Alchemy



Click to Watch

LOCATION

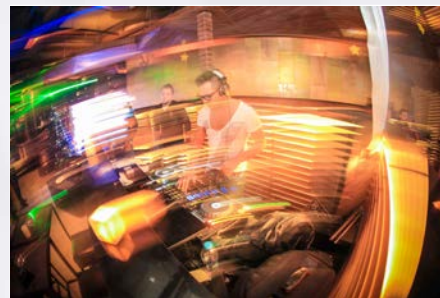
TAMARAI

Client



The Sahl Hasheesh Axel Fowley Tour

The Sahl Hasheesh Axel Fowley Tour took place in various locations across the capital including Tamarai and Alchemy



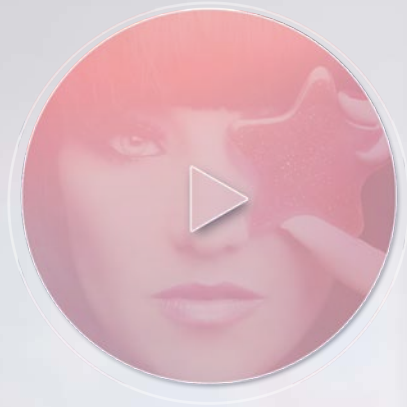
LOCATION

VARIOUS LOCATIONS - CAIRO



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Event Republic has a vast network of talent agents in Egypt, Middle East, Europe, US, and even Japan as well as our own in house talent agency with 20+ signed international artists. We also handle agent negotiations, meet and greet services at the airport, accommodation, and providing minders while in Egypt. Artists include headline pop stars, vocalists, DJ's, bands, and even West End and Broadway Shows.

Critical to providing international and local talent bookings is the ability to easily handle the Egyptian government bureaucracy that comes with the territory. Our legal team are able to cut through the red tape to ensure all the correct permits are in place to avoid any unnecessary hassle.

Entertainment Services



Entertainment Services

Portfolio of Recent Entertainment Events



Client



Technicolor Weekend

Following the amazing success of Technicolor Summer in 2011, ER went back for more at Sahl Hasheesh for Technicolor weekend on 2013. Egypt's socialites turned up in force once again with bright neon colours for the Sahl Hasheesh season finale and 2 days of non-stop partying. Entertainment was provided by non-other than Pacha Barcelona's Axel Fowley, and Portuguese legend Rui Da Silva.



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LOCATION

SAHL HASHEESH BEACH

Client



1st Anniversary Celebration

Event Republic, in collaboration with The Publicist Inc. organized a fashion show event on the splendid Fairmont Nile City rooftop to celebrate Jumia's one year anniversary.



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LOCATION

FAIRMONT NILE CITY



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***Event Republic** provides personalized wedding packages that capture the magic of the moment catered to the requirements of each client. With a personal concierge service, Event Republic takes their extensive consultation and organizational expertise on-sight to handle operations from behind the scenes, leaving the bride and groom to enjoy their special day with friends and family.*

For private and VIP events, Event Republic goes all out to ensure that every detail is specially tailored to the expectations and requirements of the clientele. Through collaborations and associations with talent agencies across the globe, Event Republic recruits and manages a wide range of unique and intricate entertainment options. This, coupled with years of experience, provides an unparalleled standard of quality that makes any occasion a memorable one.

Weddings & Private Events





Managing Partner
Sebastien Moros



Managing Partner
Waseem El Tanahi



Account Manager
Olivia El Soussi



Account Manager
Sabrina Sharawy



Production Manager
Michael Amir



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