



Panda MEA
IGNITE YOUR SUCCESS

COMPANY PROFILE • 2026

Events, media and marketing. One team.

We plan it, build it, run it and film it. And the person you briefed is there on the night.

pandamea.com

WHO WE ARE

Most of what we do happens live, with a lot of people watching.

A minister may be due on stage at an exact minute, and a donor may read every line of the budget months later. We plan for both.

We bring in the people each job needs, and one of us stays with it from the first sketch to the last invoice.

Cairo • Since 2017 • Events • Media • Marketing

Panda MEA • Company profile 2026



PANDA MEA IN NUMBERS

A few numbers.

180+

projects in twelve months

2,000+

people in one room, our biggest crowd so far

600,000+

visitors to an exhibition we worked on, counted across the whole show

2017

the year we started, in Cairo

WHAT WE DO

Events, media and marketing

Clients usually come to us for one of these. Most end up asking about the other two.



EVENTS

We build the room and run the day

Event management · Technical production (AV) · Fabrication and sets



MEDIA

We film it and edit it

Event coverage · Corporate and product films · Photography and reels



MARKETING

We help people hear about it

Strategy and PR · Design and branding · Campaigns and digital

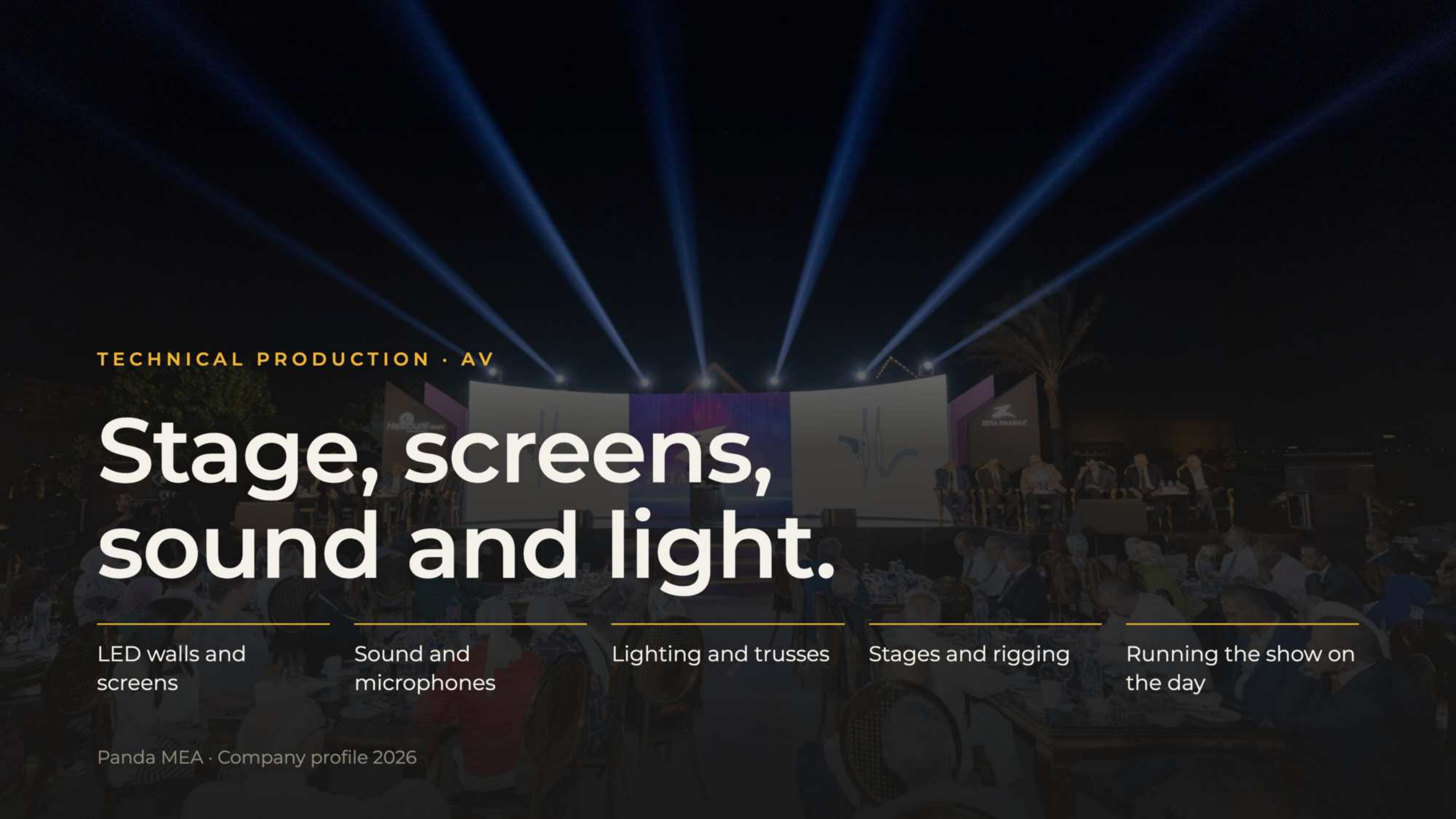


EVENTS & EXPERIENCES

We build the room and run the day.

Conferences, launches, demo days, gala dinners, exhibitions and bazaars. We draw each one in 3D first, then build it and run it with crews we know well.

- Event management and production
- Venue search and negotiation
- Registration, hosts and on-ground operations
- Protocol plans for official visits
- Giveaways, gifts and printed material



TECHNICAL PRODUCTION · AV

Stage, screens, sound and light.

LED walls and
screens

Sound and
microphones

Lighting and trusses

Stages and rigging

Running the show on
the day

FABRICATION & SETS

We draw it in 3D, then we build it.



Zeta Pharma · 3D design



On site



Suzuki · 3D design



On site

Stages, gates, booths, photo walls, even a golden statue. You approve the 3D drawing before anything is made. The photo next to each drawing was taken on site.

MEDIA PRODUCTION

We film it and edit it.

Films, photography and reels, shot by the crew that was in the room. The opening film, the closing film, and the content for the weeks after.

- Event coverage and recap films
- Corporate and factory films
- Product films and stills
- Interviews and short drama
- Reels for social media





MARKETING, BRANDING & ACTIVATIONS

We help the right people hear about it.

Who to invite, what to tell them, and how to reach them before and after the day. It's easier when the people doing it already know the event.

- Strategy and PR
- Brand identity and event branding
- Print, signage and giveaways
- Campaigns, social and digital
- Websites, including our own



HOW WE WORK

How a project runs

Things move fast on a live day. The carpenter, the sound lead and the project manager on your job are already talking to each other, so a change at 5pm is sorted by 5:15.

01

Listen

What the day is for, who's in the room, and what the budget really is.

02

Make it clear

A concept, a scope and a production plan with the quantities written down.

03

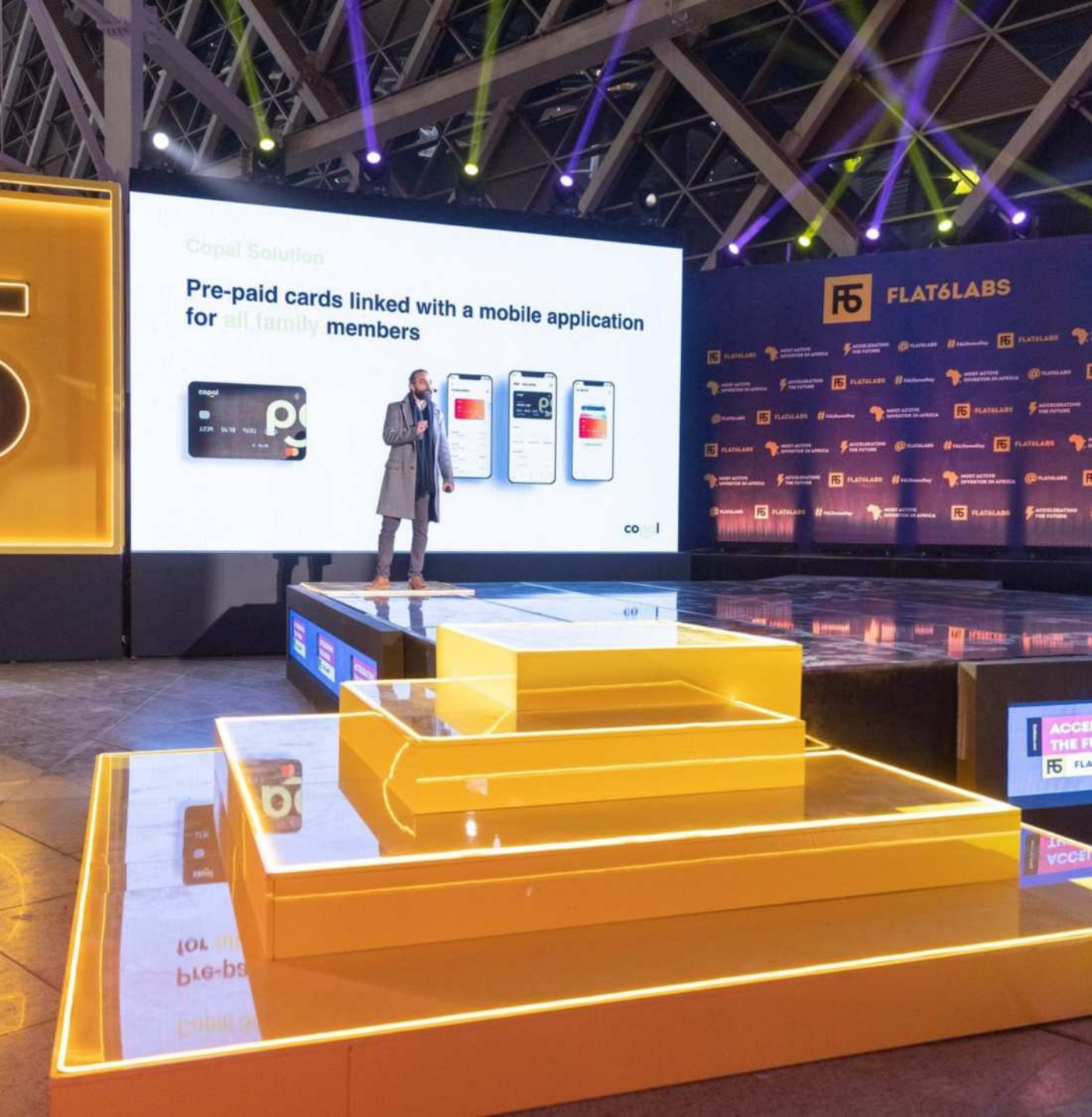
Get it ready

Workshops, crews, trucks, permits, power. Most of it you never see.

04

See it through

Someone from Panda is on site from the first truck in to the last one out.



FLAT6LABS · GRAND EGYPTIAN MUSEUM
· 2023

Cairo Demo Day

A yellow gate at the entrance, a stage under the museum's glass roof, and fifteen startups with a few minutes each to pitch. We built the set, ran the day and filmed it.

15

startups on
stage

500+

guests

100+

projects with
Flat6Labs

Design · Production · Technical production · Running
the day · Photo and video

Panda MEA · Company profile 2026

A large crowd of people, mostly men in suits and a few women, are walking outdoors. In the background, there is a large, ornate building with classical architectural features like arches and columns. The scene is brightly lit, suggesting it's daytime. The crowd appears to be moving in a procession or heading towards an event.

FLAT6LABS · THE GREEK CAMPUS, CAIRO · 2021

StartEgypt Annual Forum 2021

Flat6Labs' biggest day of the year, for founders, investors and press. It also had to be ready for senior international guests, including a visit by HRH The Prince of Wales, now King Charles III.

Design · Production · Running the day · Photo and video

SUZUKI EGYPT · TOLIP EL GALALA · 2023

A launch with the sea behind it

Suzuki introduced three new cars in Egypt, the Grand Vitara and the Fronx among them. We designed the set, built it on an open seafront, ran the LED, sound and light, and photographed the night.



01 The drawing



02 The seafront, before doors open



03 Launch night

INFINITY × KONICA MINOLTA · LE MÉRIDIEN
CAIRO AIRPORT · 2026

AccurioPress New Series launch

A walk through Konica Minolta's history, a ballroom full of people who print for a living, and the new press running in front of them.

We built the arch tunnel, the stage and a live press zone, ran the day, and filmed it. Every table got a gift bag.

Design and fabrication · Technical production · Running the day · Photo and video

Panda MEA · Company profile 2026



ZETA PHARMA · LE LAC DU CAIRE · 2023

Nexicure Oscar Night

A golden statue in a garden, a word in lights by the water, and a red carpet for a pharma team's big night.
Drawn first, then built piece by piece.



3D design



On site, the afternoon before

GIZ EGYPT · GEZIRA SPORTING CLUB · 2025

Ten days' notice

A two-day crafts bazaar for GIZ Egypt's migration programme, with more than 70 exhibitors selling straight to club members and diplomats expected.

We laid out the site, registered and set up every exhibitor, and ran the floor both days. The official visit had its own protocol plan, so every stall kept selling.

10

days from brief to opening

70+

exhibitors

50+

ambassadors and consuls





DUBAI CHAMBER · CAIRO · 2022

Africa FAST 100

Dubai Chamber wanted its Africa FAST 100 programme in Cairo to run at the standard it works to at home, agreed remotely and well ahead of time.

We were their team on the ground: venue search and negotiation, branding, registration, AV and staging, and the documentation for their own reports.

They had one contact in Cairo for all of it.

Venue sourcing · Branding · Registration · Technical production ·
Event coverage

MORE EVENTS

Some more of our work



ESLSCA UNIVERSITY · 2024

EX3 Demo Day 3

Ten startups, a podium for each, 200+ guests.



GIT-ZONE INTERNATIONAL · 2023

Africa Investment Day

Delegations, a panel and a signing in one room.



BREADFAST · 2023

Employee Gathering

700+ employees and guests through one entrance.



FLAT6LABS · 2025

StartMashreq Forum

Talks, pitches and awards, covered in photographs.

FILMS AND PHOTOGRAPHY

Films we've made for clients



IMSC · ORTHOMED-E · 2025

Corporate film

The building, the machine hall, the lab and the team.



FLAT6LABS · STARTMASHREQ

First Demo Day film

One terrace, from the morning setup to sunset.



SHELL EGYPT × FLAT6LABS · 2025

Intilaaqah on the road

Damanhour and Alexandria, a film for each city.



AUTOFIT · 2024

Dental implant film

From the metal on the lathe to the implant in its box.



ITIDA · 2025

Freelancers Meet-Up

An evening in a palace garden, filmed after dark.



EGYPTIAN DENTAL SYNDICATE · 2026

EDSIC 2026

Four days, two films, reels in between.

CLIENTS

Teams we've worked with.



WHO WE'RE A GOOD FIT FOR

We tend to work best with

-
- 01 Embassies, ministries and public bodies
 - 02 Development programmes and donor-funded projects
 - 03 Companies with a lot of stakeholders to keep happy
 - 04 Clients who want the same team next year
-



START A PROJECT

Tell us about your event.

Send the date, the venue and who's coming. You'll get a costed plan you can check line by line.

EMAIL

info@pandamea.com

WEB

pandamea.com



RAISED USD
25M
ASSETS UNDER
MANAGEMENT