



SALAMA

The Policy & Business Intellectual Group

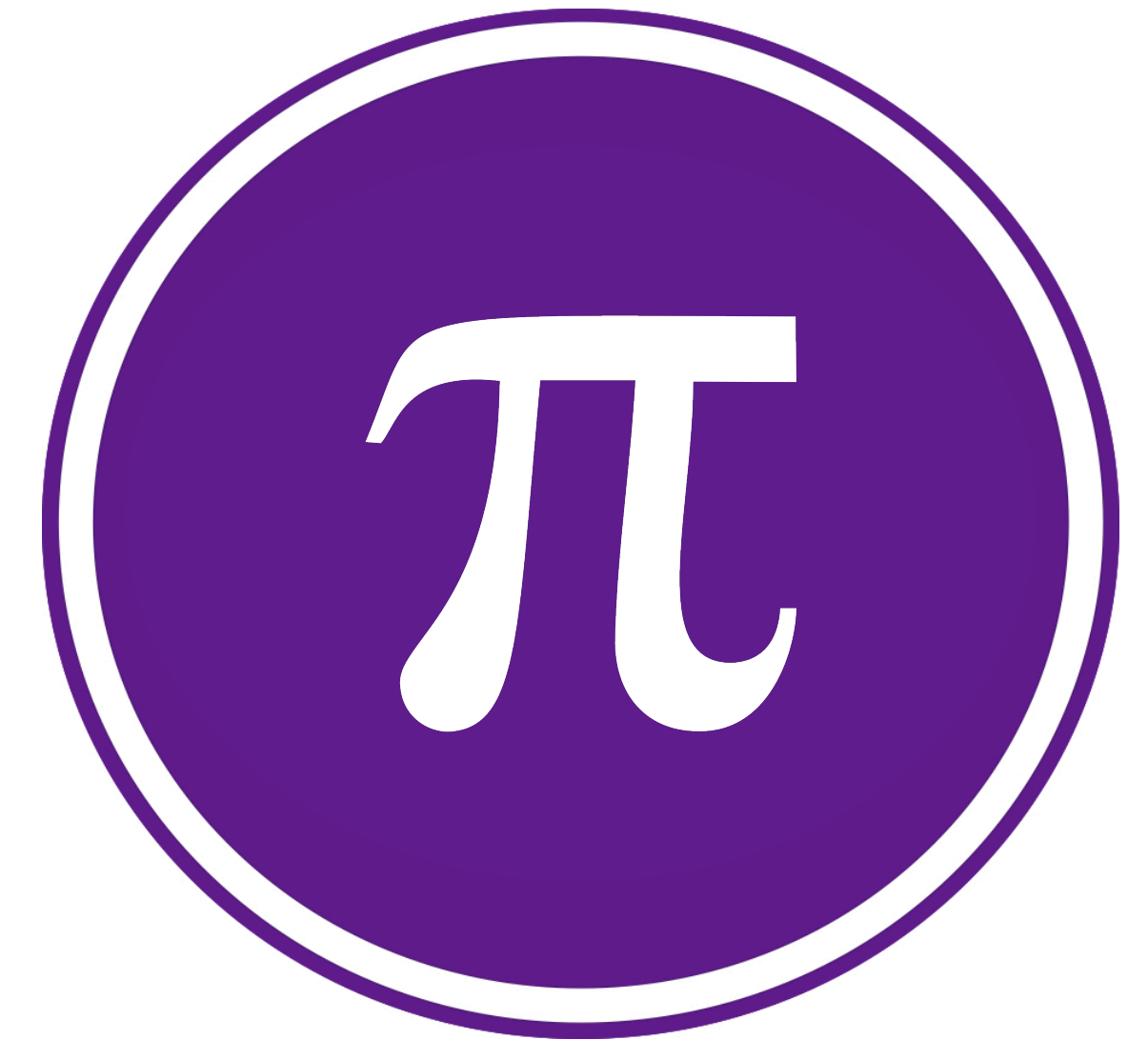


مجموعة سلامة الفكرية للسياسات والأعمال

SALAMA Policy & Business Intellectual Group

Vision.

- **Pave** the path for Governments, Policy Makers & Businesses to unleash the digital presence potential.
- **Influence** policy making mechanisms to serve the digital transformation, openness and sustainability.



Strategy.



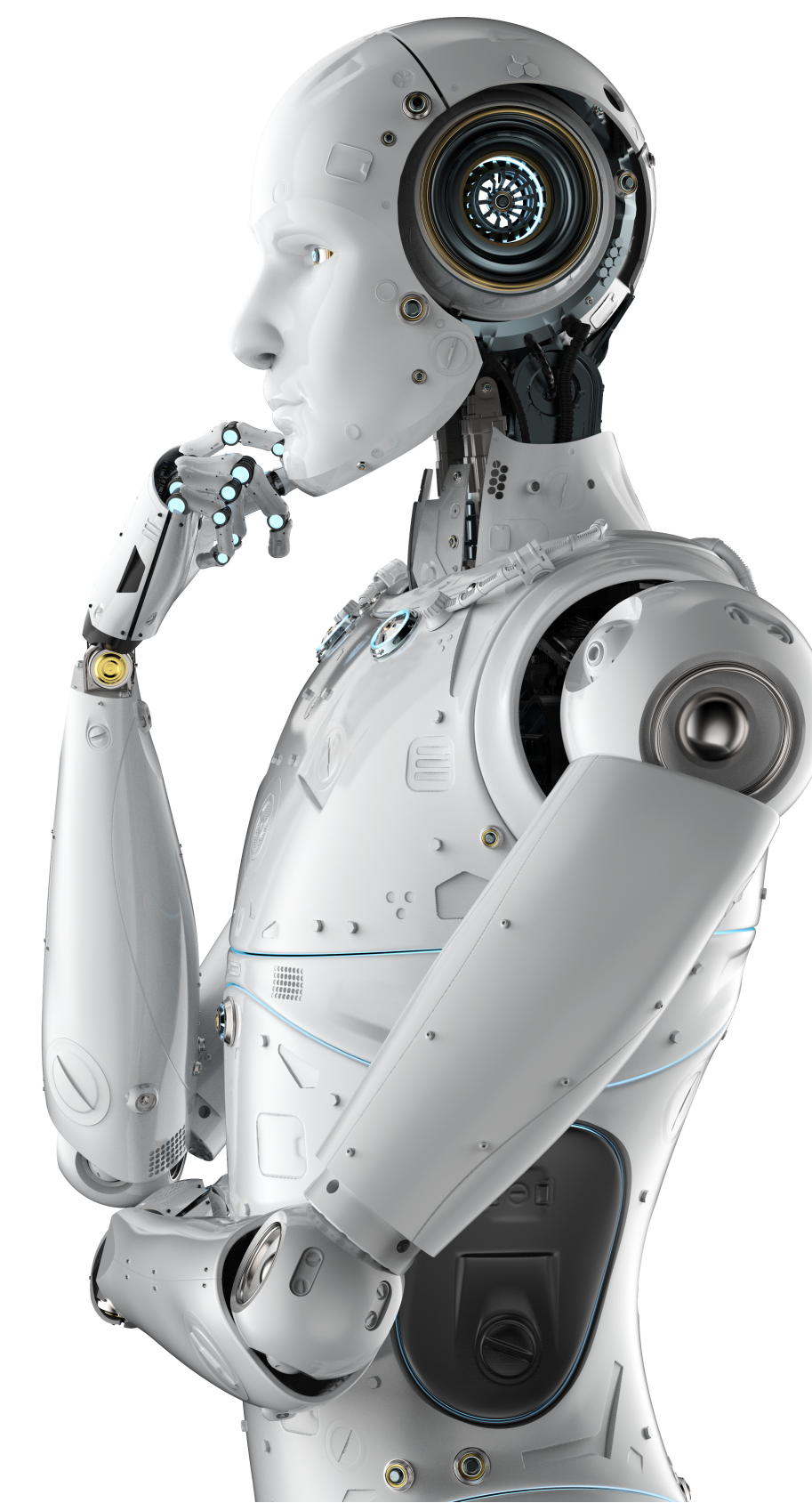
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SALAMA The Policy & Business Intellectual Group

SALAMA, the leading Policy & Business Intellectual Group, is renowned for the state of art expertise in the digital landscape. Our track record advisory portfolio comes with a vast of strategic governments and businesses organizations in the MEA region and beyond.

SALAMA provides a set of tailored advisory solutions to support partners in advancing the digital and policy agenda to achieve effective impact. Our leaders-centric approach is informed by an unwavering commitment to excellence, proactive regulatory monitoring, and deep tech industry expertise.

SALAMA advisory solutions are dynamic and cover a wide spectrum of critical public policy issues that are central to responding to the latest global and regional technology challenges.



Services.



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Technology Policy.

Mastering the digital presence requires knowledge of pressing public policy issues, Our service allows you to stay up-to-date with the latest technology policy developments, regulatory frameworks, Tech related laws, and more.

We offer customized strategies to stay up-front technology policy developments, expert analysis and recommendations on how to navigate regulatory challenges, and access to a network of policy experts and thought Gov. leaders.

Deliverables:

- Customized briefings on technology policy developments along with proposed tailored public policy solutions.
- Expert analysis and recommendations on how to navigate regulatory challenges.
- Training on technology policy for government officials and business leaders.



Market Access.

A comprehensive range of solutions designed to facilitate successful market entry. Leveraging our deep industry expertise and extensive network, we provide strategic guidance and actionable insights to navigate regulatory frameworks, identify market opportunities.establish partnerships with key stakeholders.

Our tailored approach ensures that new entrants understand the competitive landscape, mitigate risks, and develop effective market entry strategies, enabling to gain a foothold in target markets and accelerate the business expansion with confidence.

Deliverables:

- Market entry strategy that meets the business objectives.
- Regulatory requirements and compliance obligations assessment.
- Identifying potential in market partners, strategic alliances, and key stakeholders.



Capacity Building.

Specifically designed programs to build capacity across various verticals of the tech industry. With a focus on fostering knowledge, we offer a range of initiatives aimed at empowering individuals and organizations operating within this dynamic field.

The capacity building programs enable participants to contribute effectively to policy discussions, address emerging challenges, and shape the future of the tech industry in a manner that aligns with their goals and values.

Deliverables:

- AI Program: hands-on training in AI technologies, tools, governance and ethical aspects.
- Digital Identity Program: Boost personal branding and gain knowledge about the most effective tools/strategies to craft personal branding.
- Digital Advertising Program: Designed for the next generation of Digital Advertising Experts in partnership with Global Digital Ads. partners and platforms.





Digital Diplomacy.

The Internet has become an increasingly important tool for diplomacy. We help organizations use the Internet to build relationships with foreign governments and businesses.

Our team of experts has a deep understanding of the digital diplomacy landscape. We help developing digital diplomacy strategies, building relationships with key stakeholders, along with measurable results.

Deliverables:

- Strategic guidance on mastering the digital presence on social media and digital platforms.
- Develop effective digital communication tools to boost engagement.
- Customized digital diplomacy campaigns that align with your organization's goals.



Digital Advertising.

Planing, and launching digital advertising campaigns is crucial for achieving efficient digital presence.

Our team of experts has a deep understanding of the online advertising landscape. We support in developing a customized campaign plan, effective creatives, media production and optimum media buying.

Deliverables:

- Customized advertising strategies that align with your organization's goals and target audience.
- Performance tracking and analysis to optimize campaign results.
- Access to cutting-edge ad technology and platforms.



Philanthropic Efforts.

Giving back to community is not only the right thing to do, but it is also paying off in terms of reinforcing your digital presence and loyalty.

By supporting philanthropic efforts and aligning your brand with causes that matter, we provide strategic guidance on identifying and launching volunteering initiatives that match your organization's values, customized philanthropic campaigns and initiatives, and tracking and reporting on the impact of your philanthropic efforts.

Deliverables:

- Strategic guidance on identifying and supporting causes that align with your organization's values.
- Customized philanthropic campaigns and initiatives.
- Tracking and reporting on the impact of your philanthropic efforts.



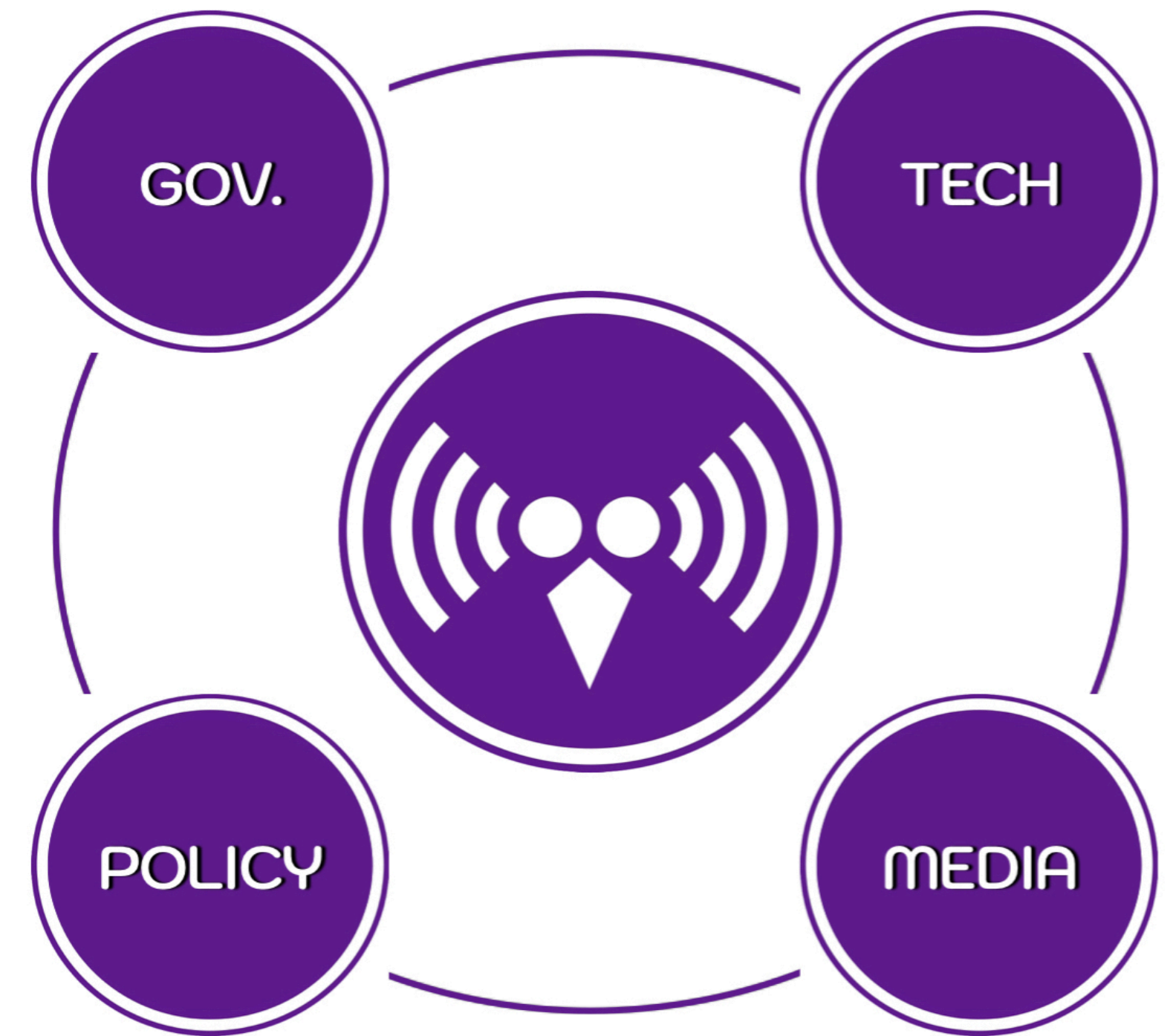
Stakeholders.



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- Policy Makers & Regulators.
- Tech & Social Media Platforms.
- News & Digital Advertising Agencies.
- Government Entities & Diplomatic Missions.
- International, Regional Organizations, Businesses & Startups.



Protocol.



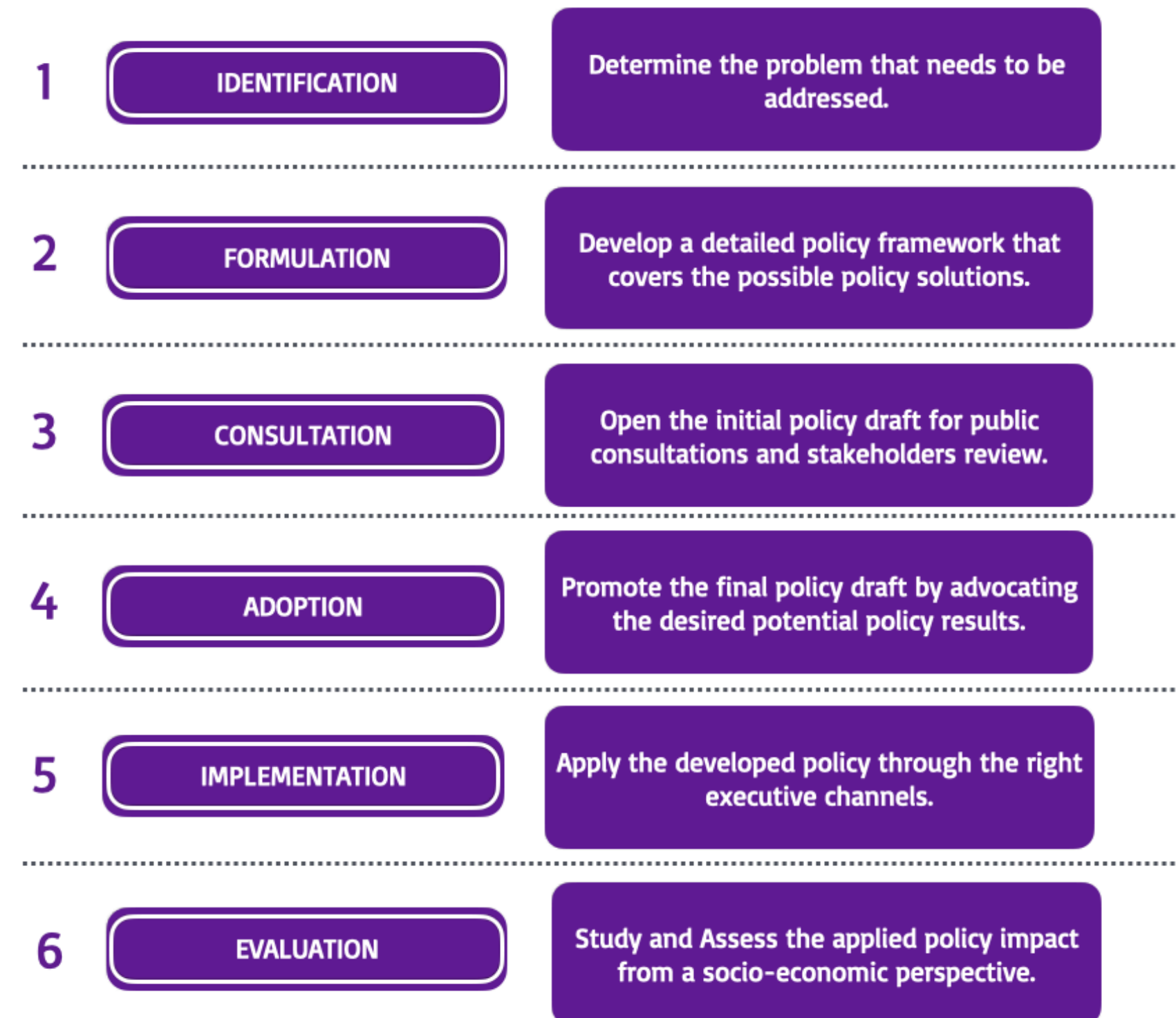
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The 6 layered Public Policy Protocol - P³ is revolutionizing the policy making processes by providing a set of defined actions, tangible outcomes, and measurable results.

The P³ protocol is radically transforming the Public Policy industry by setting a set of standards that aims to:

- Align with the digital economy trends,
- Create an agile model for public policy processes,
- Unlock growth opportunities for governments and businesses,
- Provide stakeholders with efficient public policy making tactics.



Leadership.



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With over 20 years of experience, **George Salama** is a seasoned international technology advisor, and a diplomat at heart.

Twitter's Regional Director - Public Policy from 2016 to 2022, where he reinforced Twitter's presence in the MENA region and beyond, led strategic engagement with leaders, governments, policy makers, regulators, law enforcement, civil society and media. George enabled significant policy reforms that served the business evolution and sustainability.

Before joining Twitter, George was the head of Public Policy for SAMENA Telecom Council, an ICT Industry Council based in the UAE, where he was in responsible of setting up, executing the council's policy plan and business strategies and shaping the ICT industry growth.

Prior to that, George served with the Egyptian Government, National Telecom Regulatory Authority (NTRA), where he was in charge of International Technical Coordination and Internet Public Policy.

George holds a MSc. (with Merit) Business Information Technology, Middlesex University – UK. He is a graduate of the American University in Cairo BSc. Computer Science & Electronics.



Shaping The Future.



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For more info:

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email us: info@salamagroup.org