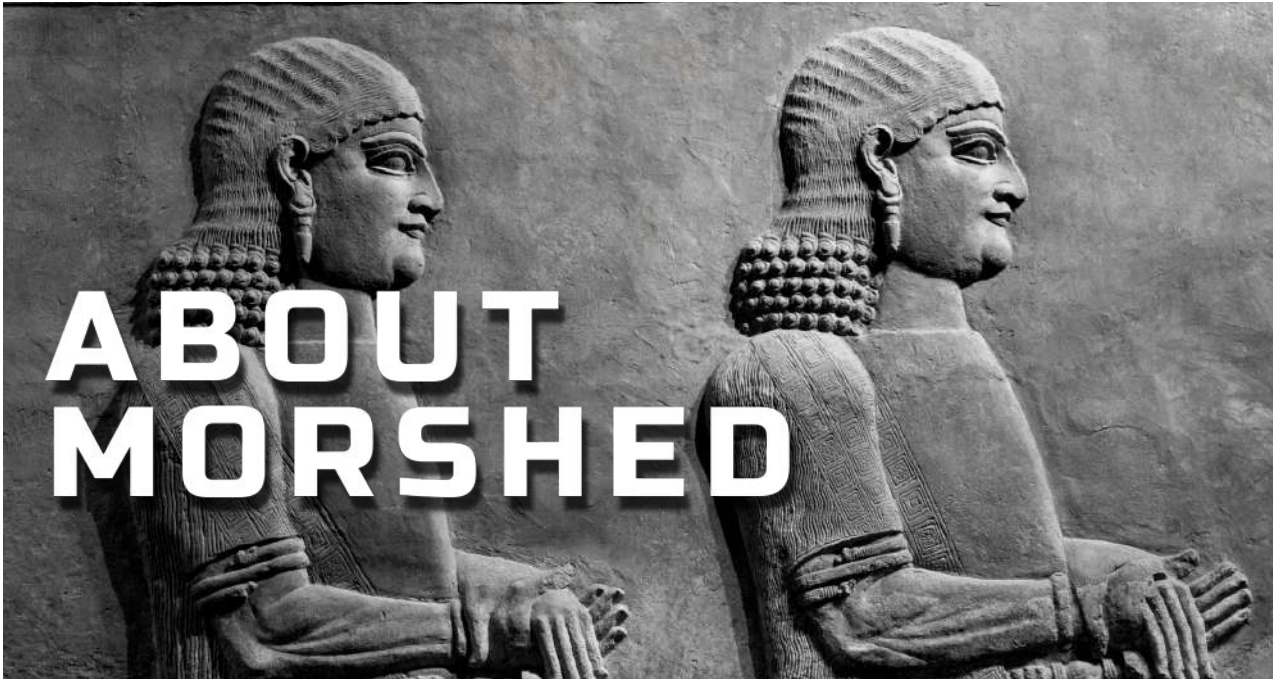
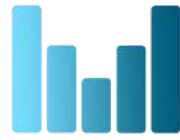


A black and white photograph of a large, multi-tiered stone archway. The archway is constructed from rectangular blocks and has a crenelated top edge. It frames a view of a desert landscape with sparse vegetation and a line of palm trees in the distance. The foreground is filled with dry, scrubby bushes.

MORSHED CREDENTIALS

“Hold my hand in yours, and we will not fear what hands
like ours can do.”

— Anonymous, The Epic of Gilgamesh



Morshed for Business Development It's an alliance that includes a group of independent experts and innovative companies that provide creative solutions in the field of (Public Relations "PR", Government Relations "GR", Mass Media and Public Policies). With more than seven productive years of experience in the Iraqi market, Privately-held businesses (Family Businesses) International and multinational companies, Key Governmental Agencies, SMEs, and NGOs.

Focus Area:

- Business Development, Stakeholder Mapping & Engagement Consultant.
- PR & Communications, Social and Behavior Change Communication (SBCC) Consultant.
- Public Policy & Government Relations, Public Affairs Consultant.

Industries:

Organizations & Associations and Professional Services, Government & Politics, Energy & Utilities, Financial Services, Entertainment, Healthcare, Consumer Packaged Goods.

Heritage:

Started as a freelance and outsourcing staff to help international, regional, and local agencies and companies in their tasks, projects, and missions in Iraq. Our leap, unlike most companies who suffered from COVID-19, actually happened during COVID-19 and our growth was so rapid. We started moving towards completing registering our company with unique specifications in Iraqi law that help us serve more clients in the best possible ways.

Our company legal name:

following the Iraqi company laws is: “Morshed General Services Limited”, but we refer to ourselves as Morshed Business Development (MBD).

Our mission:

is to develop a business plan and grow our client's business in the ways they want and push it even further, beyond their imagination.

Our vision:

is to leave an imprint be it big or small, but most importantly effective, in every field of business.

Our methodology:

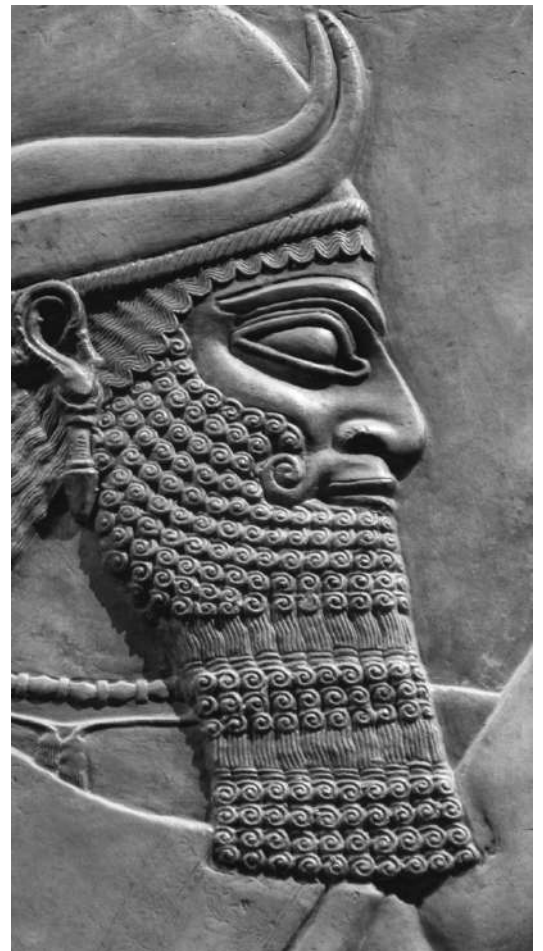
First off, we listen to our clients, get every data that's important for us, get our client's needs and goals, and then these data will undergo analysis process through a set of methodologies, tactics, and strategies, to build the best business solutions from the ground up with the optimal results, we then, refine and keep improving upon it and update it

We do business Activities at All Levels! We assist clients in Iraq with their business activities at all levels, by providing support in locating, selecting and developing new opportunities and business relationships.

Our Solutions:

- Business development (BD)
- Stakeholder Mapping & Engagement
- Public Relations and Communication
- Social and Behavior Change Communication (SBCC)
- Public Policy & Government Relations, Public Affairs Consultant.
- Social Media and Digital PR
- Crisis Management
- Reputation Management
- Media Monitoring

and **SO MUCH MORE THAN THIS**



Sample of brands we worked with:



Recommended by and partnerships:

- WPP (Ogilvy, JWT, and Mindshare)
- Facebook Marketing Partner
- Sort list Verified
- Agency vista
- Clutch

Our Team:

- 100% Iraqi with regional and international experiences.
- Regional and Foreign Consultants.
- Fresh and Young Spirits.
- High Ranking Public Universities in Iraq.

Information about the Founder of Morshed:

Anas Morshed,

Leading founder and CEO of Morshed for Business Development It is an alliance that includes a group of independent experts and innovative companies that provide creative solutions in the field with more than 7 years of experience in the Iraqi market.

Hold, an Executive Diploma in the U.S Public Policy, from The Institute of International Education, New York – USA. Which focuses on developing social, economic, and foreign policies. Besides, Diploma in Public Policy and Leadership from the "American University of Sharjah" class of 2018.

Possessed a Bachelor's degree in Business Administration and Operations Management from the "Technical College of Management" at the "Middle Technical University" in Iraq, class of 2013.