

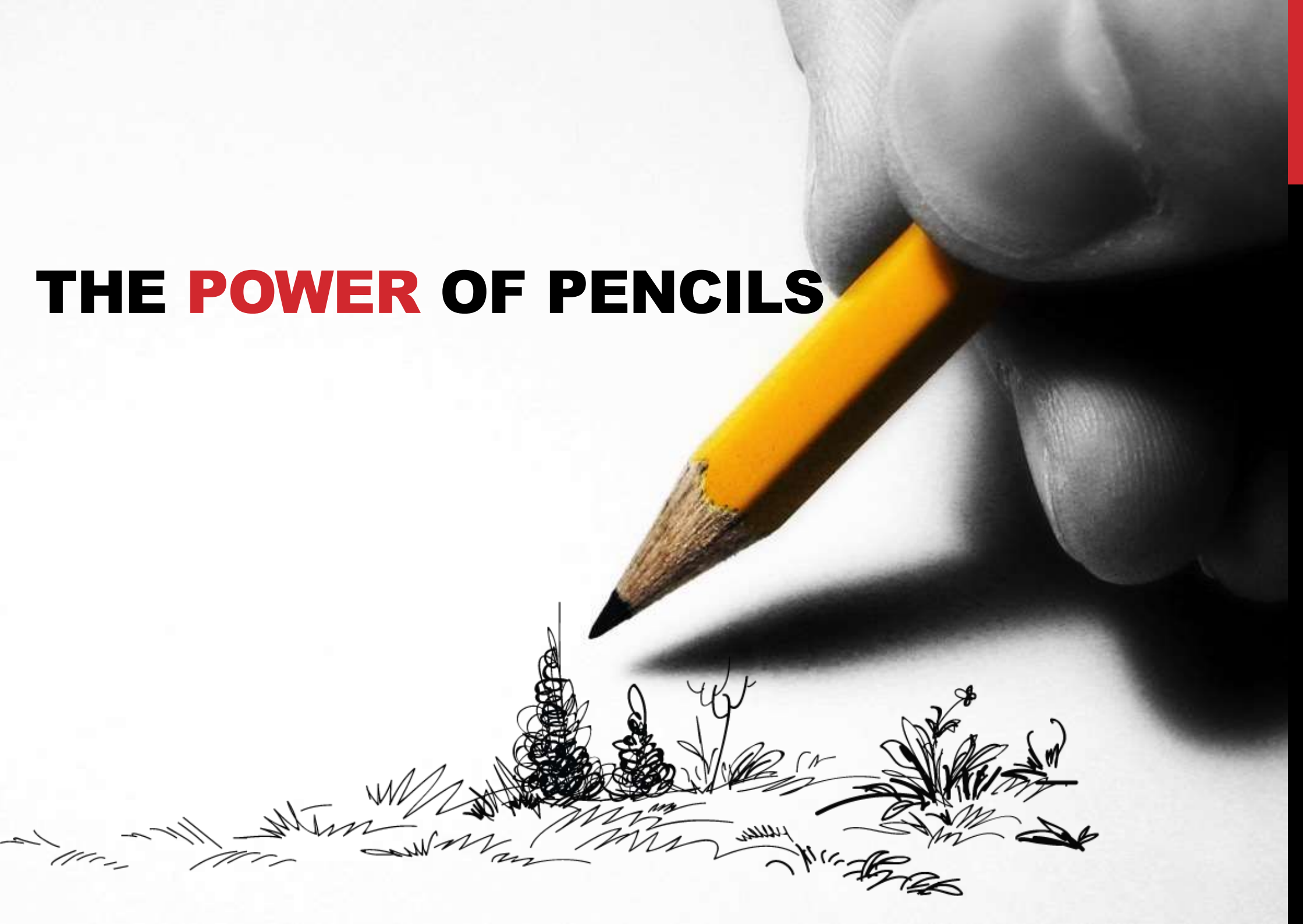


AGENCY PORTFOLIO

WORK SAMPLES

2020

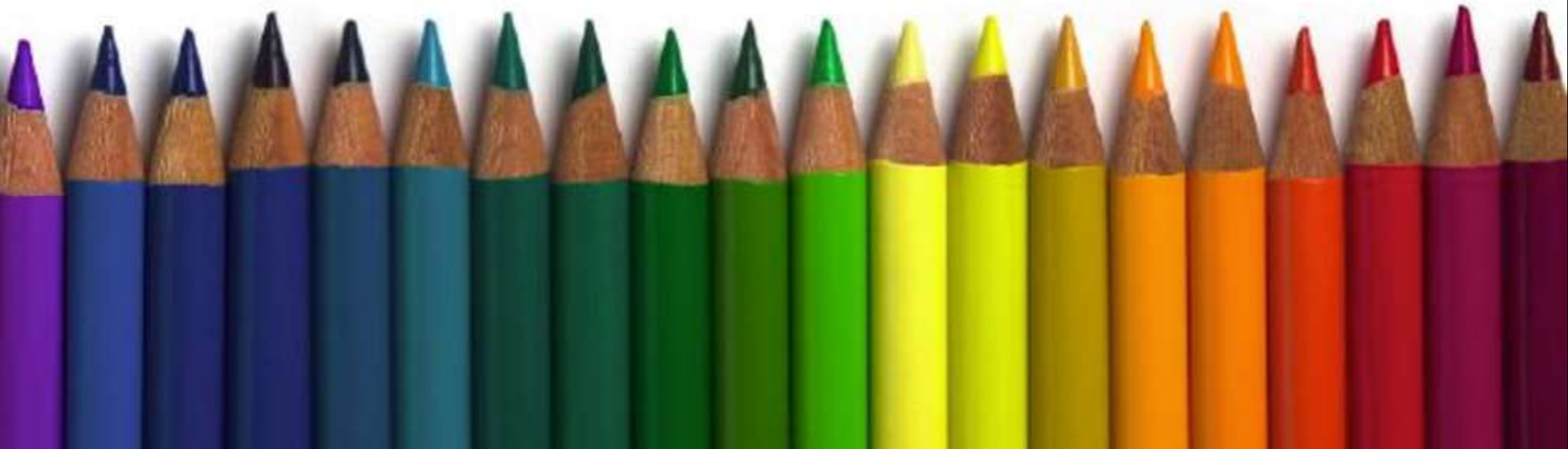
THE **POWER** OF PENCILS



PENCILS IN SIMPLE WORDS

If you believe that drawing the best image of your business is worth the time and effort, then let us work together to achieve that.

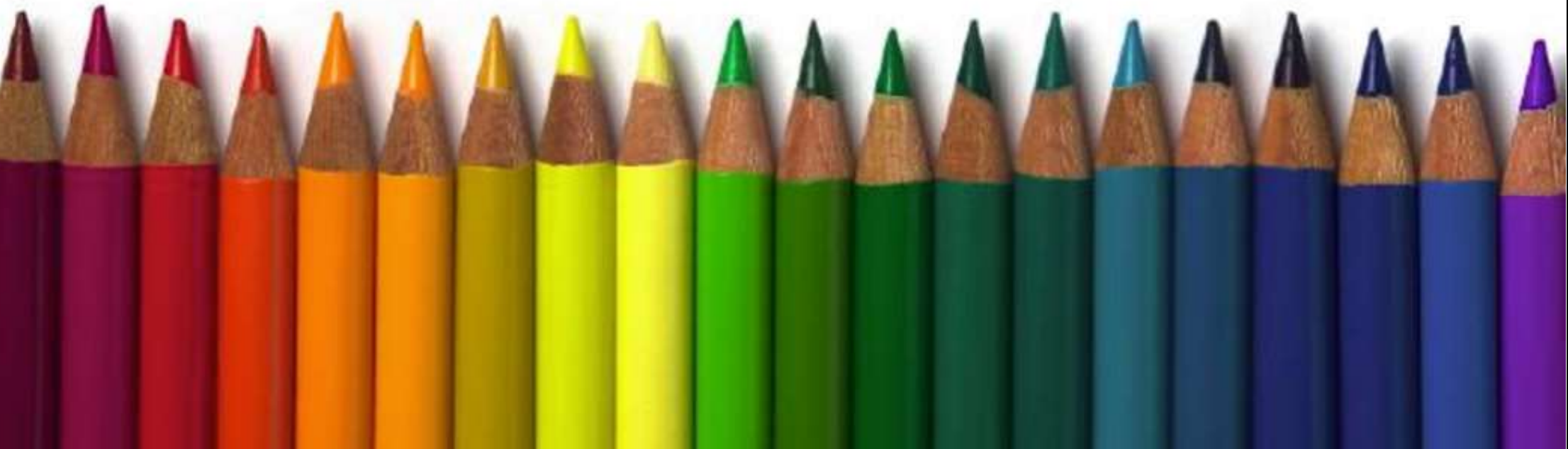
Pencils is a full service Advertising Agency founded in Iraq 2012 (Baghdad and Erbil), yet supported by a wealth of international experience and knowledge, brought together by its team and founder, making Pencils the local creative house that speaks the language and understands the philosophy of each market and its uniqueness.



PENCILS IN SIMPLE WORDS

Pencils offers a wide range of advertising and marketing services, including Branding, Creative Design, Copywriting, Activations, Filming, Photography, Social Media, Media Buying, Production, PR & Events... You name it.

And what matters the most is that we provide you with any Marketing and creative needs for your business succeed.



MOHAMMED YOUSIF

Founder / Creative Director

Mohammed is the CEO and Founder of Pencils Advertising Agency. He has over 12 year experience in multinational advertising agencies in Dubai, UAE, and more than 5 years in Baghdad and Erbil. (17 years in total) Worked with well known international advertising agency such us:

Y&R (Young & Rubicam), JWT (J. Walter Thompson), Shrimp Asia, & Others..

Specializes in the fields of creative work and brand consultancy. Has worked with many high profile clients. Mohammed's talent extends to script writing of TVCs.

Mohammed plays a key role in leading and supporting the relationship between the agency and the clients, and providing regular two-way communication between the client and the rest of the creative team.

Mohammed believes that “***when it comes to creativity, the sky's the limit***”.



PAULO (HASAN MAJED)

Strategy Planner / Filmmaker

Experienced Australian / Iraqi Strategist and Visual Specialist with a demonstrated history over 10 years of working in the diverse industries. Skilled in Filmmaking, Screen Writing and Producing, strategy Planning and Management.

Strong entrepreneurship professional with a Master of Media Art and Production focused on Directing, Writing, Producing and Cinematography in Film & TV from University of Technology Sydney. Also studied Master in Film and Television and Master of Management at Bond University.

With production experience both internationally and within the Iraqi domestic market, Paulo had delivered a number of highly rated short films, documentaries and commercial and educational pieces. Collaborative in approach, Paulo is a hands-on Director, Producer and Cinematographer who is happy to work with the crew to deliver the best possible outcomes for any project he is engaged to deliver.

<https://paulomousicci.com>



PENCILS' DNA

- Walaa Alkhalidi
Sr. Copy Writer
- Mohammed Wathah
PR Manager / Journalist
- Dhulfiqar Ihryybi
SEO / Social Media
- Zainab Hayder
Account Manager
- Mina Al Roubai
Motion / Graphic Designer
- Halah Ziad
Sketch Artist
- Ali Al Mayahi
Production



OUR PARTNERS



IRI



spARKE
HELMORE
LAWYERS



ALRIYAD
شركة مجموعة الرياض



قصر الحمراء
Al HAMRA PALACE
HOTEL



MASAYA
HOTEL & RESIDENCES in Erbil
Erbil - Ramdani - Iraq

divan
erbil

TANGRAM تانكرام
HOTEL ERBIL

Babylon
Rotana
Baghdad



JTI



MOZART
PLAZA



Senara
Home
INTERIOR SOLUTIONS

Paparazi
italya



A close-up photograph of a dark grey or black pinstriped suit jacket. A red and black diagonally striped tie is visible on the left side. In the lower right, a dark fabric pocket contains a row of ten sharpened colored pencils in various colors: green, blue, red, black, yellow, dark blue, pink, purple, teal, and orange. The text "HOW WE CAN SERVE YOU" is overlaid in the bottom left corner.

**HOW WE CAN SERVE
YOU**

HOW WE CAN SERVE YOU

- Strategy Planning & Consulting
- Creative Design (ATL & BTL)
- Film & Photography Production
- Graphics & Animation
- Social Media & Digital Marketing
- SEO Development & Management
- Website Design & Developments
- Public Relations
- Media Buying
- Events Managements
- Production Services (Printing & Decoration)
- Activation Activity
- Talent Management (Promoters)



SOME OF..

STRATEGY PLANNING & CONSULTING

STRATEGY PLANNING & CONSULTING



Our Strategy planning and Consulting managers at Pencils Agency work closely with new clients to strategize the most valuable solutions in achieving their business growth and achieving their goals.

We will research and learn everything about the client and throughout the consulting session collaboratively will aim to meet strategic goals, understanding what's your goals and how to achieving it is significant for developing a prospective marketing plan.

The consulting session will take place to understand your mission, your costumers, industry, competitors, values, goals, services and products that you offer and your short term and long term objectives.

We will map out a brief plan shortly after our first consulting session, with a detailed offer that involves strategies and services that we can offer you to execute your project. Our strategist will plan a thorough plan with short term and long term milestones, innovative and groundbreaking solutions to achieve all your goals.

STRATEGY PLANNING & CONSULTING



To be successful in Media and Communication, it takes time, experience, and knowledge. However, there is one thing that appears to be a common trend in the Media campaigns and It is to have specific and clear Strategy.

We can disclose some insight into our strategy development process to provide transparency in our service. Whether you hire us or not, you need to make sure you have this in place.

you can see success if you have a customized Media and Advertising plan. One size most definitely does not fit all. When you work with us, we make sure we send out the right message to the right people at the right time so you see the greatest return on investment.

At Pencils we thoroughly research and analyze data and situations for each project, hence our strategies are insight-driven. Our research enables us to understand and plan effective strategies across every stage including Branding, Management, promotion, content creating and monitoring.

We do everything to understand our clients' brand's (SWOT) strengths and weaknesses and leverage opportunities to distinguish your brand within the market.

Crafting a well-planned strategy will result in more effective progress and eventually enhances customer interactions with your brand, and increase your brand awareness and coverage, and most importantly ensures return on investment (ROI) before starting the campaign. At Pencils, we ensure that a custom strategy is crafted for different clients to achieve maximum results with minimal costs.

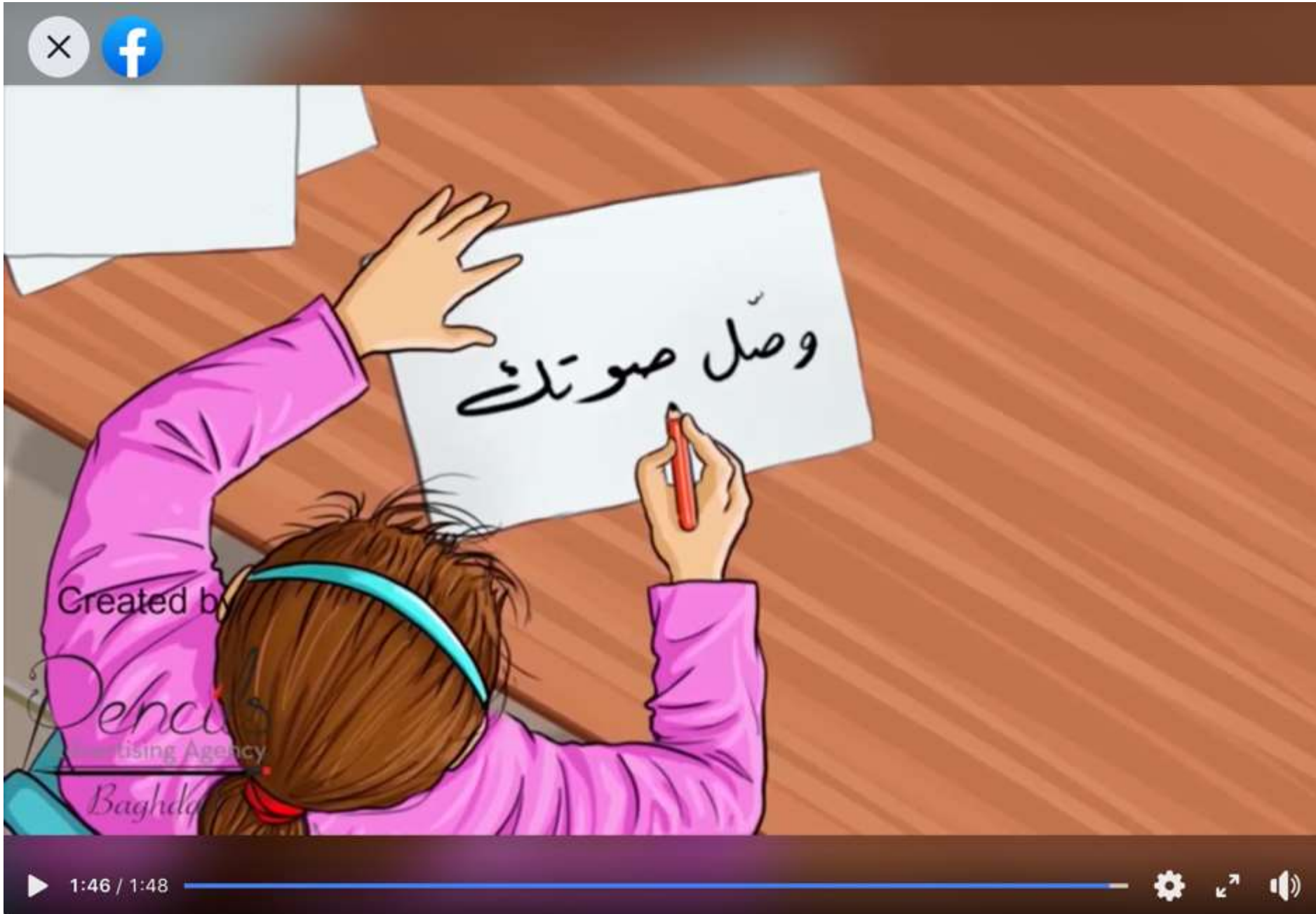
ANIMATION & MOTION PRODUCTION

<https://www.facebook.com/watch/?v=1148040415563391>



Pencils
Communication Agency

Speak Up Campaign



<https://www.facebook.com/LetsFightCoronaTogether/videos/560087554714909/>



COVID-19 Campaign



<https://www.facebook.com/LetsFightCoronaTogether/videos/247000423001775/>



COVID-19 Campaign



<https://www.facebook.com/LetsFightCoronaTogether/videos/213454299943462/>



COVID-19 Campaign



تجنب زيارة الأماكن المزدحمة





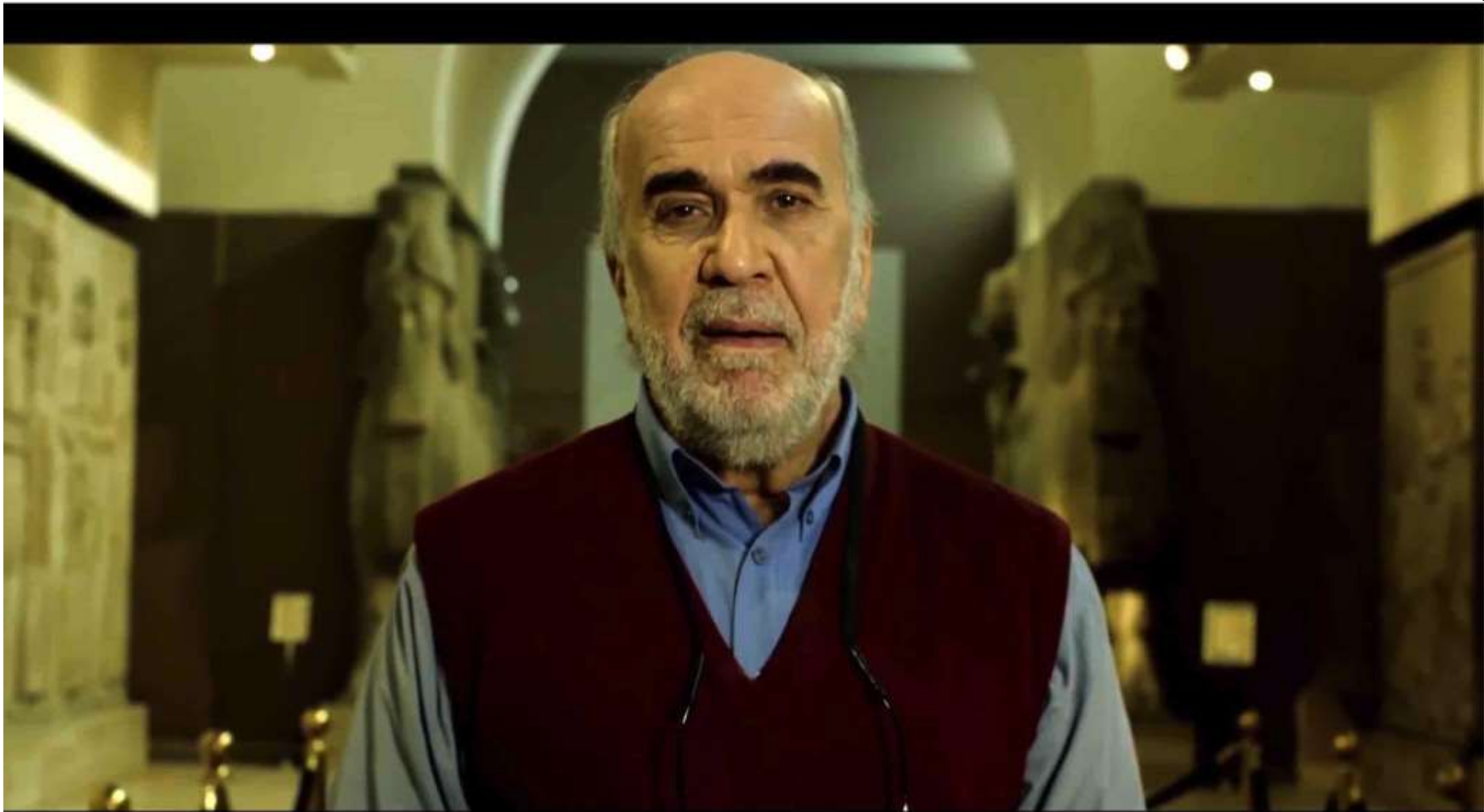
Available Upon Request

VIDEO **PRODUCTION**

<https://www.youtube.com/watch?v=facySunUzxQ>



UNESCO – TVC – The Museum



<https://www.youtube.com/watch?v=xFrIAbezEOE>



UNESCO – TVC – The Border



<https://www.youtube.com/watch?v=JKywPhLGBQw>



UNESCO – TVC – The Auction



<https://vimeo.com/260322221>



Paulo Mousicci (Hasan Majed) Videography Showreel

vimeo

Join

Log in

Pricing

Features ▾

Watch ▾

Stock NEW

Search videos, people, and more 🔍

Upload

MOUSICCI PRODUCTION

CINEMATOGRAPHY AND CORPORATE VIDEO PRODUCTION,
EVENT VIDEOS, ANIMATION,
VIDEO EDITING, ONLINE VIDEO PRODUCTION AND MORE



videography-showreel-2017

1 year ago | More



Paulo Mousicci

+ Follow

App Store

Related Videos

☒ Autoplay next video



videography-sho...

Paulo Mousicci

<https://sydneyfilmproduction.com.au>



Paulo Mousicci (Hasan Majed) Showreel

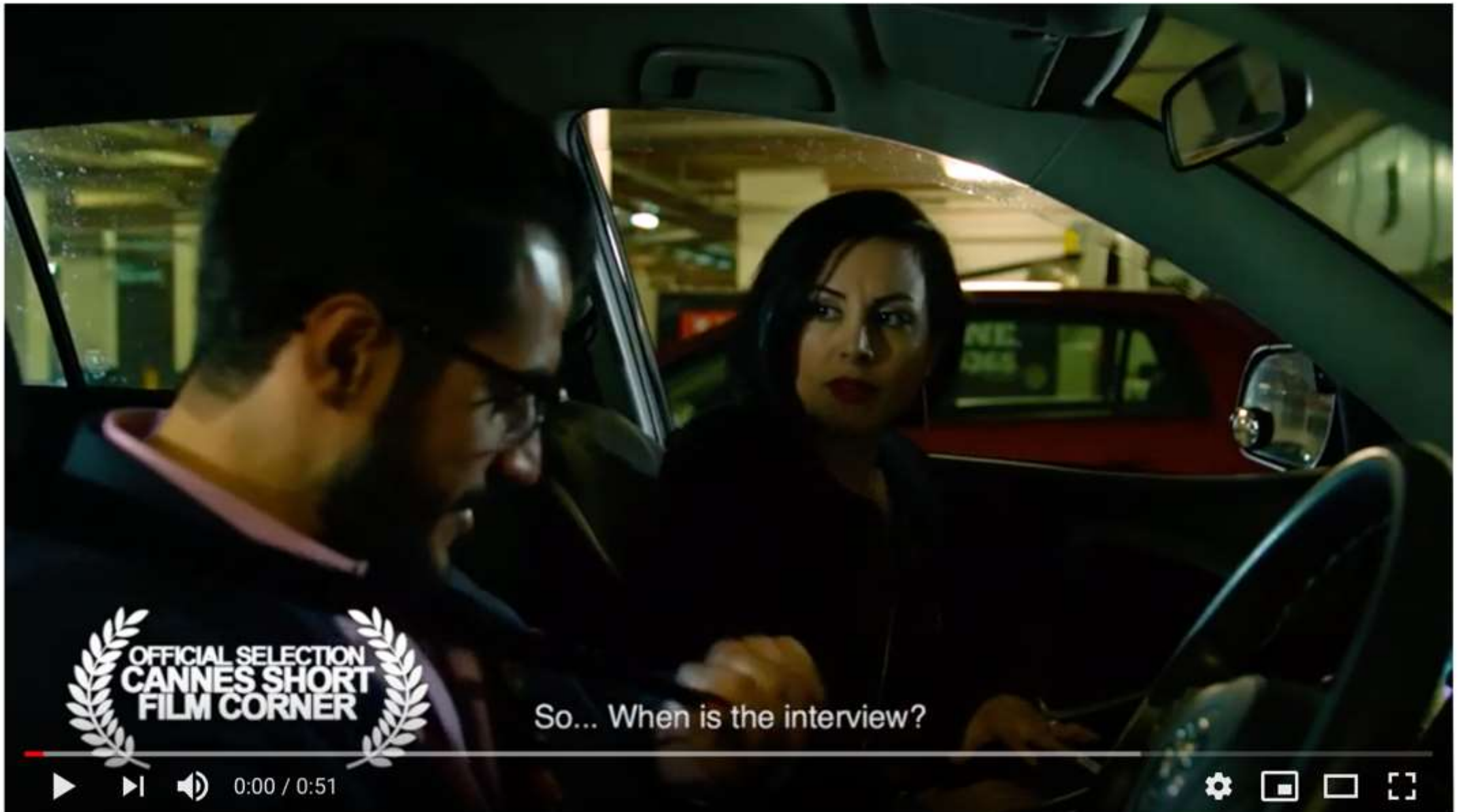
Sydney Film Production paulo mousicci - YouTube (14) N-App-Videography - YouTube (14) 'Navigating the Net' with Jan & Peter - #Sha... +



<https://youtu.be/pTnamJEIJh0>



AFAR- Award Winning Short Film – Cinematography by Paulo



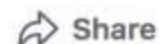
EY - Ejada promotional Video



Ejada Competence

April 28, 2019 · 🌐

Ejada is very happy to release its promotional Video on the achievements to date of the project.... t...



You, Walaa Wmldw and 11 others

<https://www.youtube.com/watch?v=GW5fyZwwFMg&t=1s>

HUAWEI – TVC – competition



Huawei Mobile

كن جميلاً كنجومك بكاميرا ٢٠ ميغا بكسل، نوفا تو بلس خيارك الأول.
#٢٠ مليون سيلفي HuaweiNova2Plus#



پاش نهووی وینهت گرت له گهل موبایلنه که

<https://youtu.be/2j6E2VMJS7M>

Macquarie University Sydney – Educational Video



videography work sample

5 views

0 0 SHARE SAVE ...



paulo mousicci
Published on Jul 3, 2017

SUBSCRIBE 0

<https://www.youtube.com/watch?v=-V41C9tx4gR>

UNISEF – TVC – Save Water



Pencils
Communication Agency

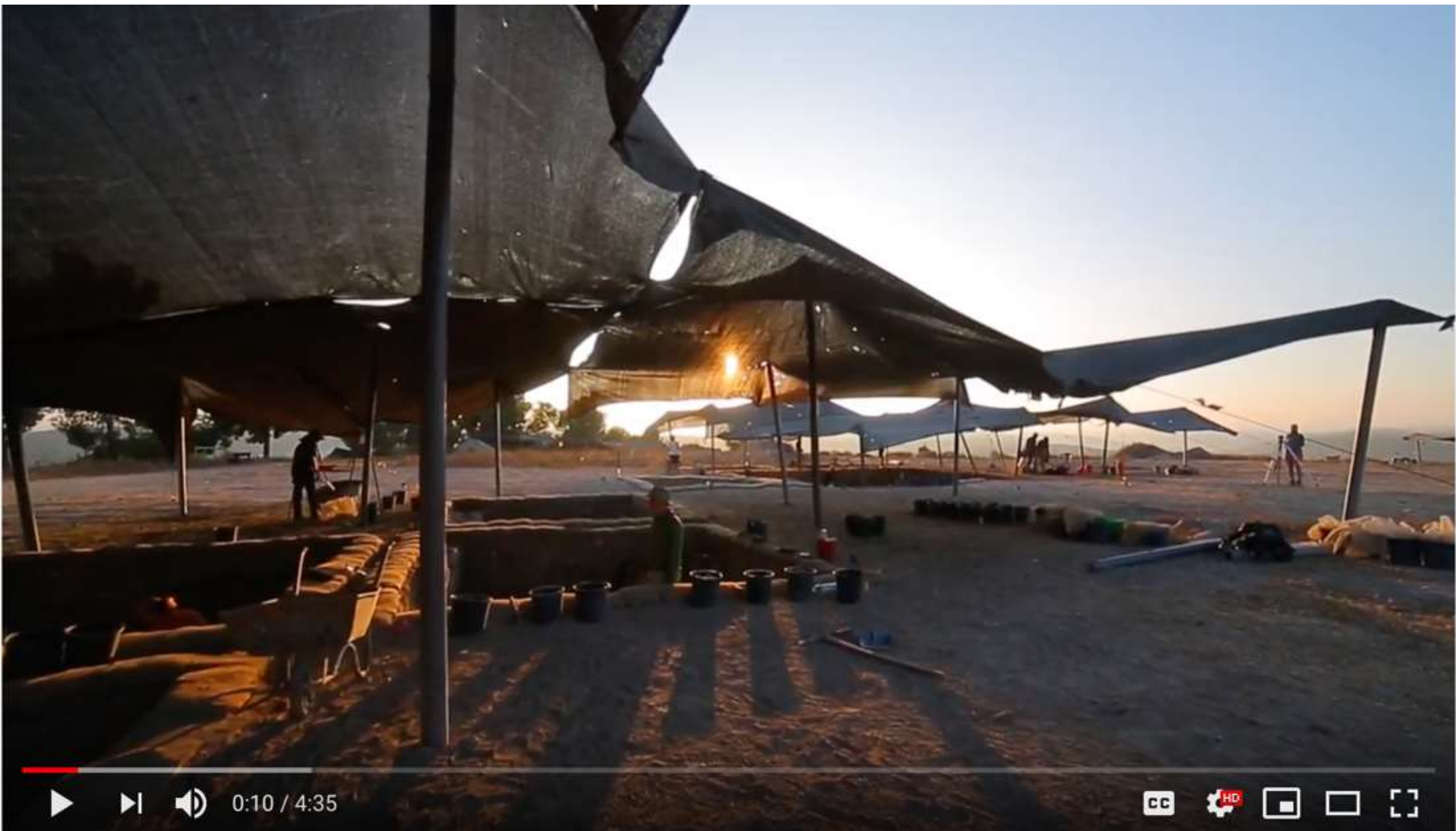


ئاو سەرچاوهى ژيانه
با به فيرووى نه دهين



<https://youtu.be/XFH5LPMRGws>

Macquarie University Azekah



<https://www.youtube.com/watch?v=-V51C9cx4yY>

UNDP – TVC – Cleaning Kurdistan in One Day



Babylon Rotana Hotel



<https://www.youtube.com/watch?v=1H6vIHJeo8E>



KIA – nim - TVC



<https://www.youtube.com/watch?v=fZTkbDxqIL0>



Posh – Phonetic Tone – TVC – The Smallest Smart phone

POSH
MOBILE

Micro S240

بچو گترين مۆبايلى زيرەك له جيهان..



<https://www.youtube.com/watch?v=5pKKvUZuA30>



UNESCO – Documentary – New Iraqi Curricula

DEVELOPING NEW IRAQI CURRICULA

<https://www.youtube.com/watch?v=9N6L85PQXB8>



UNESCO – Documentary - #Unite4Heritage

YouTube

Search

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Iraq Office
مكتب العراق

منظمة الأمم المتحدة
للتربية والعلم والثقافة

3:35 / 4:07

#Unite4Heritage. Celebrating Iraq's cultural diversity

<https://www.youtube.com/watch?v=UbwYPWXDzQg>



UNESCO – Documentary - Talents



<https://www.youtube.com/watch?v=FrtDbAxHzAQ>



Babylon Hotel – Promotional Clip



<https://www.youtube.com/watch?v=mN05eV2C0CA>



Divan Hotel – Promotional Clip - DJ Party

NEW DJ PARTY

divan

INFO & RESERVATION

fb.erbil@divan.com | +964 66 2105000

Exit full screen

https://www.youtube.com/watch?v=_ZxXsko3VGA



Divan Hotel – Promotional Clip - Ramadan Iftar



DIGITAL

MARKETING

HOW WE CAN SERVE YOU

DIGITAL MARKETING SOLUTION

- Search Engine Optimization (SEO)
- Paid Search Marketing (PPC)
- Conversion Rate Optimization (CRO)
- Ecommerce and Web Design
- Custom Web Development
- Social Media Marketing
- Content Marketing
- Data and Insight Services
- Email and Chatbot Marketing
- Reputation Management



INDUSTRIES WE SERVE

1. B2B Marketing
2. Ecommerce Marketing
3. Financial Service Marketing
4. Healthcare Marketing
5. Government Institutions and Political PR
6. Investors & Real Estate Marketing
7. Hospitality and Tourism Marketing
8. Law Firm & Educational Marketing
9. Professional Services Marketing
10. Marketing For Nonprofits

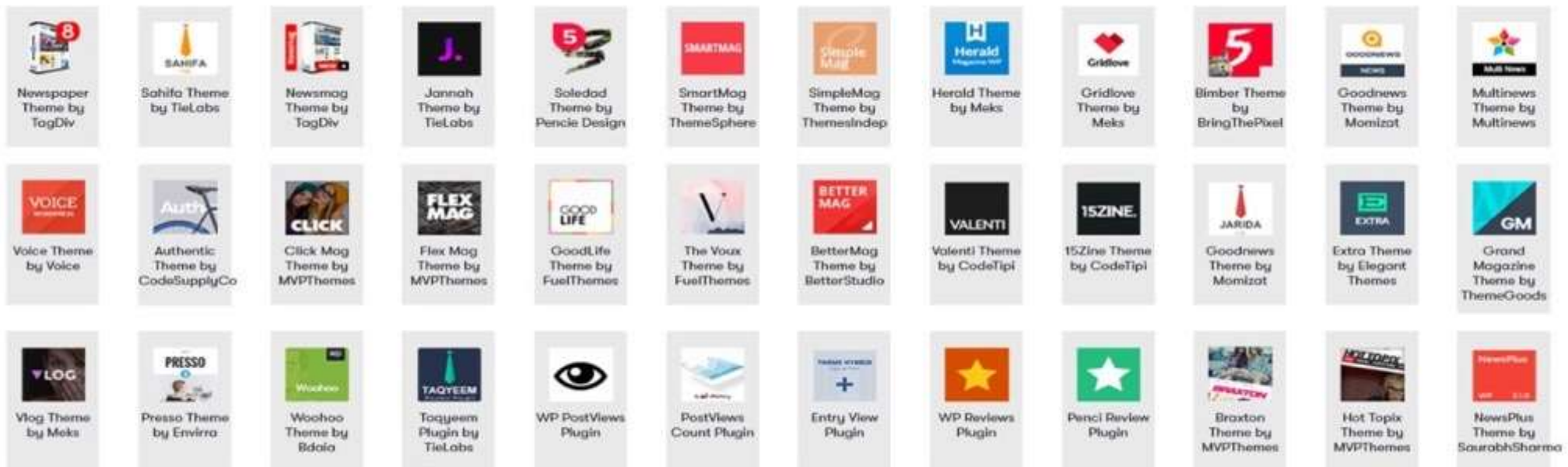


Industries we serve

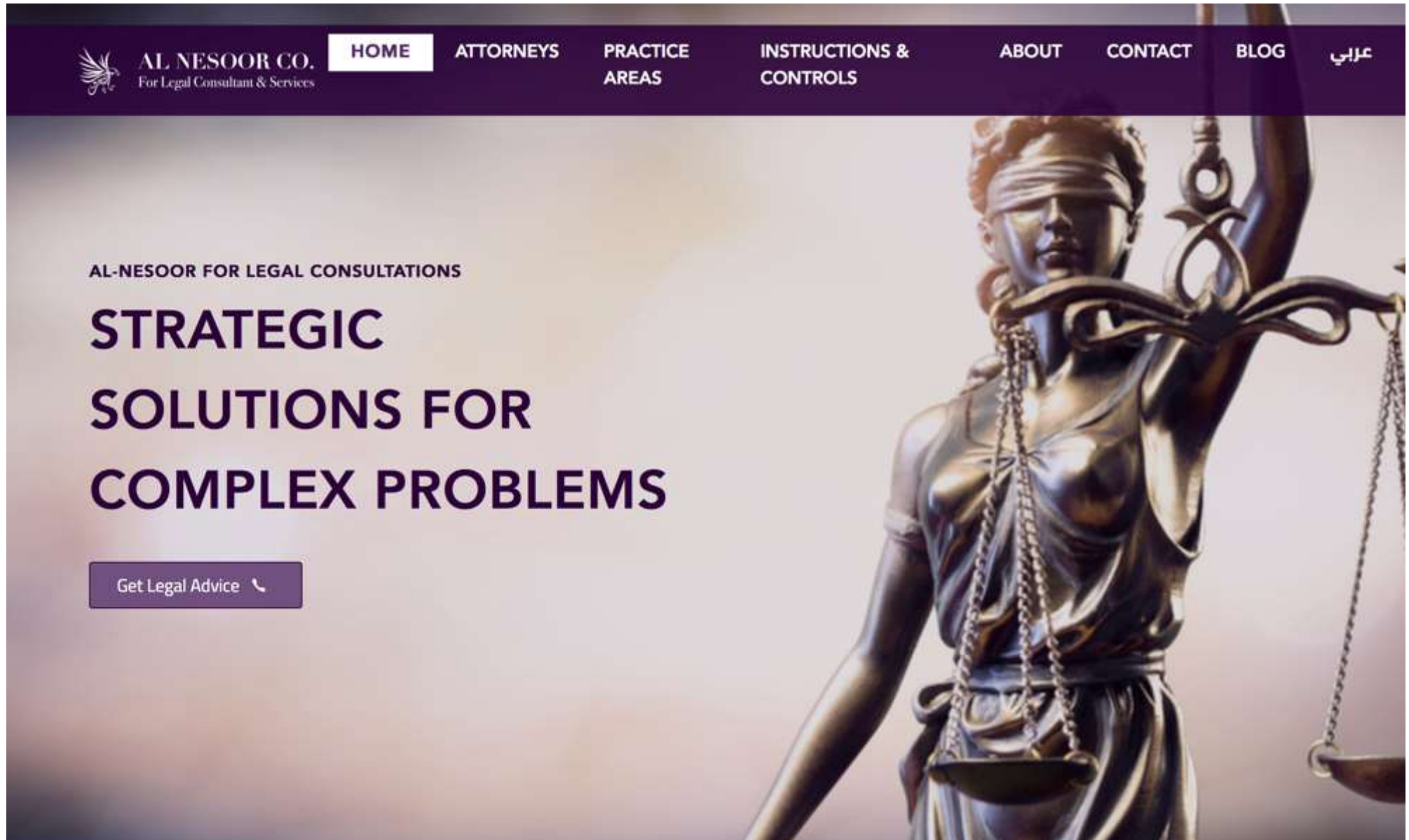
HOW WE CAN SERVE YOU

WEBSITES

- Design
- Build
- Developing
- Hosting
- Managing



WEBSITES

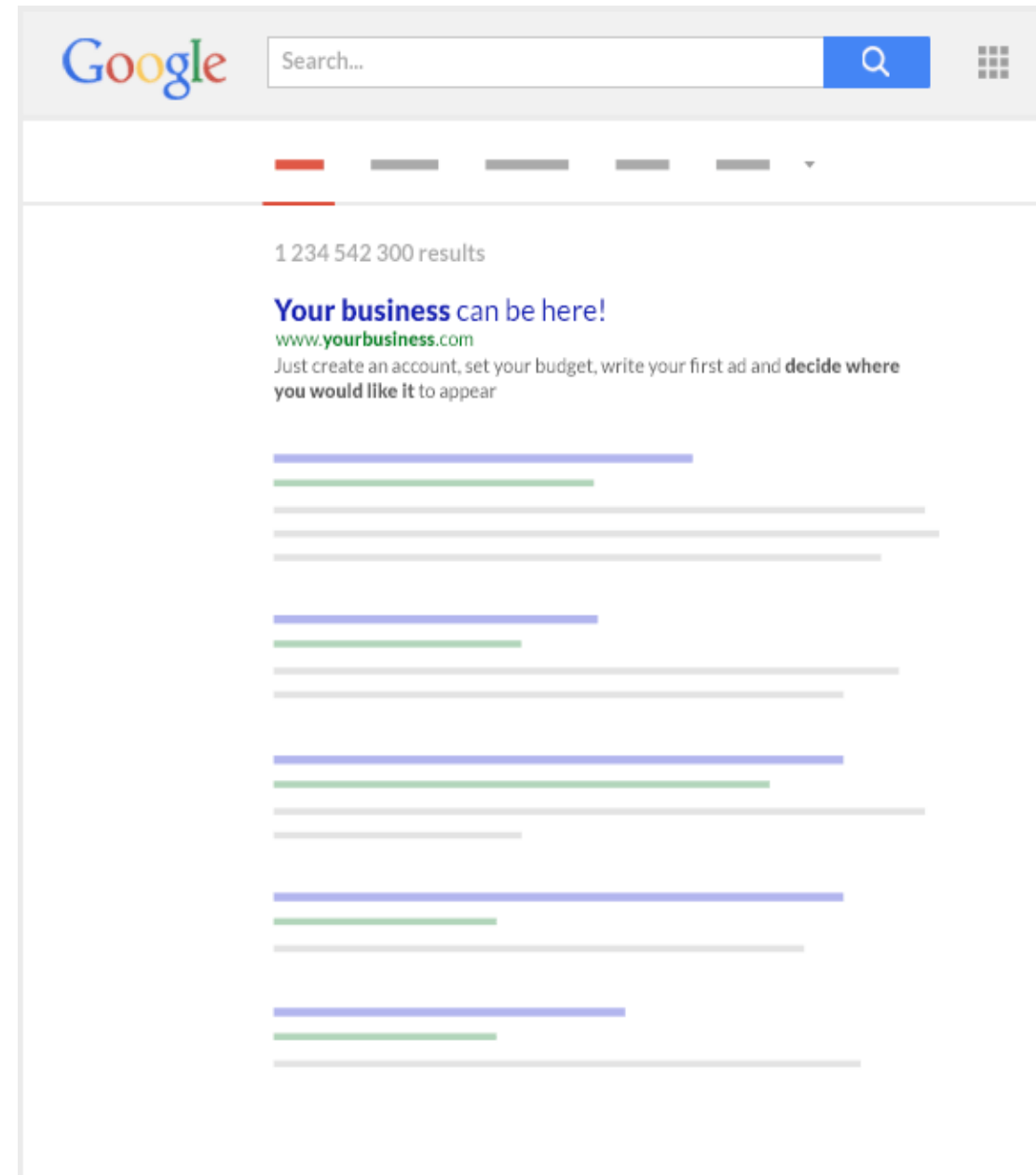


SEO

1. Higher Search Engine Rankings
2. Quality Website Traffic
3. Measurable Results

PPC

1. Google Search Ads
2. Google Remarketing Ads
3. Google Shopping Service




Mobile APP

W.H.O.

- Mobile Application
- Digital Strategy
- User Experience & Design
- Development & Engineering
- Data Analytics & Insights
- Managed Services & Support


World Health Organization: WHO

 **HEALTH CLUSTER
IRAQ**


MEASURES

Global Method for
Monitoring of Events Against Safe Use &
Running of Health Services

The purpose of filling this form is to Alert about a
possible event against healthcare system



SUBMIT NEW ALERT


Funded by European Union for Humanitarian Aid
(ECHO)

Facebook Pages



Babylon Rotana
@BabylonRotana

- Home
- About
- Posts
- Photos
- Videos
- Events
- Reviews
- Community

Create a Page



Babylon Rotana
Baghdad

Liked Following Share

Send Message

Posts



Babylon Rotana
April 28 at 8:23 PM · 🌐

كي تبقوا بخير وأمان، ونعود معكم في كل لحظاتكم المميزة. خليك بالبيت اليوم حتى ترجع لمتنا باجر!

#بابل_روتانا #بغداد #خليك بالبيت #ترجع لمتنا باجر
#HomeWithRotana #Baghdad #BabylonRotana



#homewithrotana

4.7 4.7 out of 5 · Based on the opinion of 567 people





Babylon Rotana
ABOUT BABYLON ROTANA






Our Story


A five-star haven in one of Baghdad's most desirable districts, Babylon Rotana is suitable for both...

Facebook Pages







Mohammed
Home 1











Babylon Warwick Hotel
@warwickbabylonhotel

- Home
- About
- Photos
- Reservations
- Reviews
- Likes
- Videos
- TripAdvisor Reviews
- Posts
- Events
- Poll

Create a Page




 Liked
  Following
  Share
 

[Book Now](#)
[Message](#)

Featured For You


Plan your visit to Babylon Warwick...



Al-Jadria

[Directions](#)

Save Babylon Warwick Hotel



96,802 people like this
Hjðððð Æ.mðððð and 23 others

Hotel in Baghdad, Iraq

4.7 ★★★★★ - Always Open

Search for posts on this Page


Very responsive to messages

Invite friends to like this Page

The Hotel permeates every inch of the five-star accommodations, comfort of the 300 guest rooms and suites, and refined international cuisine.

96,802 Likes

Status



Facebook Pages



Al-Nesoor For Legal
Consultations -
النسور للاستشارات
القانونية
@alnesoor

Home

Services

Reviews

Photos

Videos

Posts

About

Community

Create a Page



 Liked
  Following
  Share
 ...

[Call Now](#)
[Send Message](#)

Create Post



Write a post...



Photo/Video



Tag Friends



Get Messages



Services



تسجيل شركات

.... بيع 11. توزيع أسهم. 12. تكييف وضع شركة. 13. دمج شركات. 14. تصفية شركة

5.0 5 out of 5 · Based on the opinion of 7 people



Our Story

شركة النسور هي شركة قانونية مسجلة يقع مقرها

Facebook Pages



معا لمواجهة كورونا /
دائرة صحة بغداد الكرخ
@LetsFightCoronaTogether

Home

Posts

Reviews

Videos

Photos

About

Community

Create a Page



Liked Following Share ...

Watch Video

Create Post

Write a post...

Photo/Video Tag Friends Get Messages ...

Posts

معا لمواجهة كورونا / دائرة صحة بغداد الكرخ
April 7 at 8:28 PM ·

التسوق الآمن للوقاية من وباء كورونا
بنتقاً، فدهس، كهونا (كهفد ١٩) بشكا، مباشر عبر القطرات الصغيرة المتناثرة من

Occupational Safety and Health Service in
Baghdad, Iraq

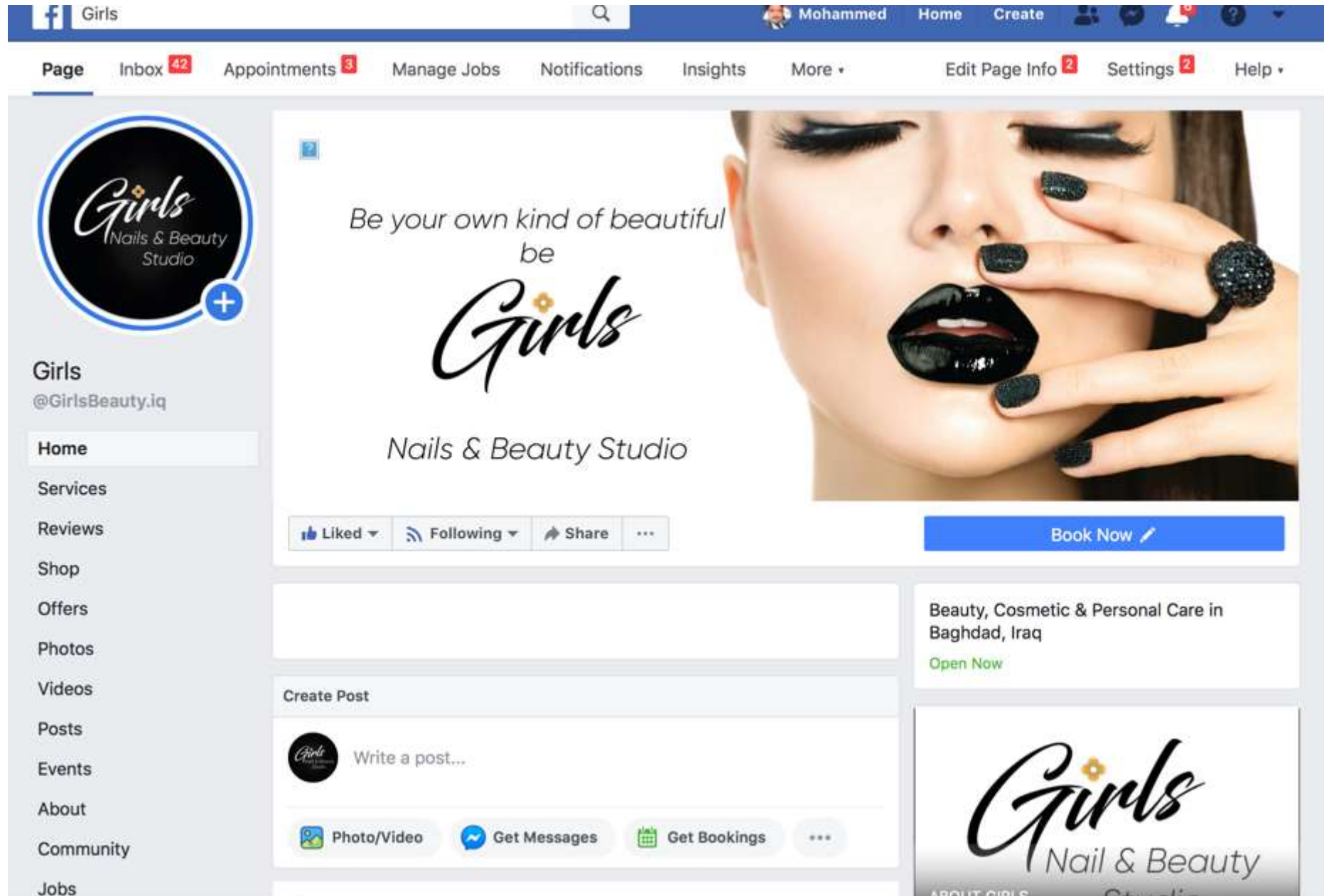
Always Open



ABOUT معا لمواجهة كورونا / دائرة صحة بغداد الكرخ

... معا لمواجهة كورونا / دائرة

Pencils
Communication Agency



Facebook Pages

سام صالون
@salonsamerbil

- Home
- Posts
- Reviews
- Videos
- Photos
- About
- Likes

Create a Page

Liked Following Share

Send Message

Featured For You

سام صالون

se rate
es within a fe...

Message

Save سام صالون to visit it later

#dubai#qatar#ksa#oma...
00:54 · 2.9K Views

Save

Local Business in Irbil, Iraq

4.5 ★★★★★ · Closed Now

Invite friends to like this Page

صالون حلاقه نسائي لتجميل السيدات

53,044 Likes
Sherin Adel Ibrahim and 8 other friends like this

598 people have been here

About See All

Posts

سام صالون
February 28 ·

Facebook Pages


Tang Chinese Restaurant



Tang Chinese Restaurant
@TangChinese

- Home
- About
- Events
- Reviews
- Photos
- Likes
- Videos
- Posts

Create a Page

甚麼商鞅會被處以車裂之刑？




唐会中国饭店
Tang Chinese Restaurant

THE TRUE CHINESE TASTE IN ERBIL

100 m St. Opposite to Erbil Airport . Beside Sipan Hotel / Tel : 0750 686 8981

Liked

Following

Share

Call Now

Message

Featured For You

Chinese Restaurant to ...



OUR FAVORITE CHINESE RESTAURANT IN ERBIL

e like this

zafari and 10 ...

Save

Get in touch with Tang Chinese Re...



TEAM TANG

Tang

03:20 · 157 Views

Message

Seafood Restaurant in Irbil, Iraq

4.3 ★★★★★ · Open Now

Invite friends to like this Page

خوشترين رستورانتي چيني له ههرايز

Your favorite Chinese restaurant in Erbil

11,011 Likes

Samer Bayan Al Badri and 10 other friends like this

About

0771 884 3659

Typically replies within minutes

Message Now

Facebook Pages



Mohammed Home 1



الخبراء - الخبيراء
@AlKhubaraErbil

- Home
- Posts
- Videos
- Photos
- About
- Likes
- Poll
- Reviews

Create a Page



دقة متناهية
الخبراء
لزراعة الشعر

الخبراء لزراعة الشعر: اربيل - شارع ١٠٠ - قرب تقاطع المطار - مقابل دريم سيتي - ٠٧٧١٤٨٠٩٠١٩ / ٠٧٥٠٧٦٢٦٠٢٠

Liked Following Share

Call Now Message

Featured For You

Most helpful reviews of AlKhubara-



ورقة - وزرا

See All

Save AlKhubara-الخبراء to visit it later



39,830 people like this
Ahmed Ayad and 3 other friends

Save

Health/Beauty in Irbil, Iraq

4.1 ★★★★★ · Closed Now

Invite friends to like this Page

خبراء زراعة الشعر في اربيل

39,830 Likes
ابوسجاد الفريدياري and 3 other friends like this

71 people have been here

About See All

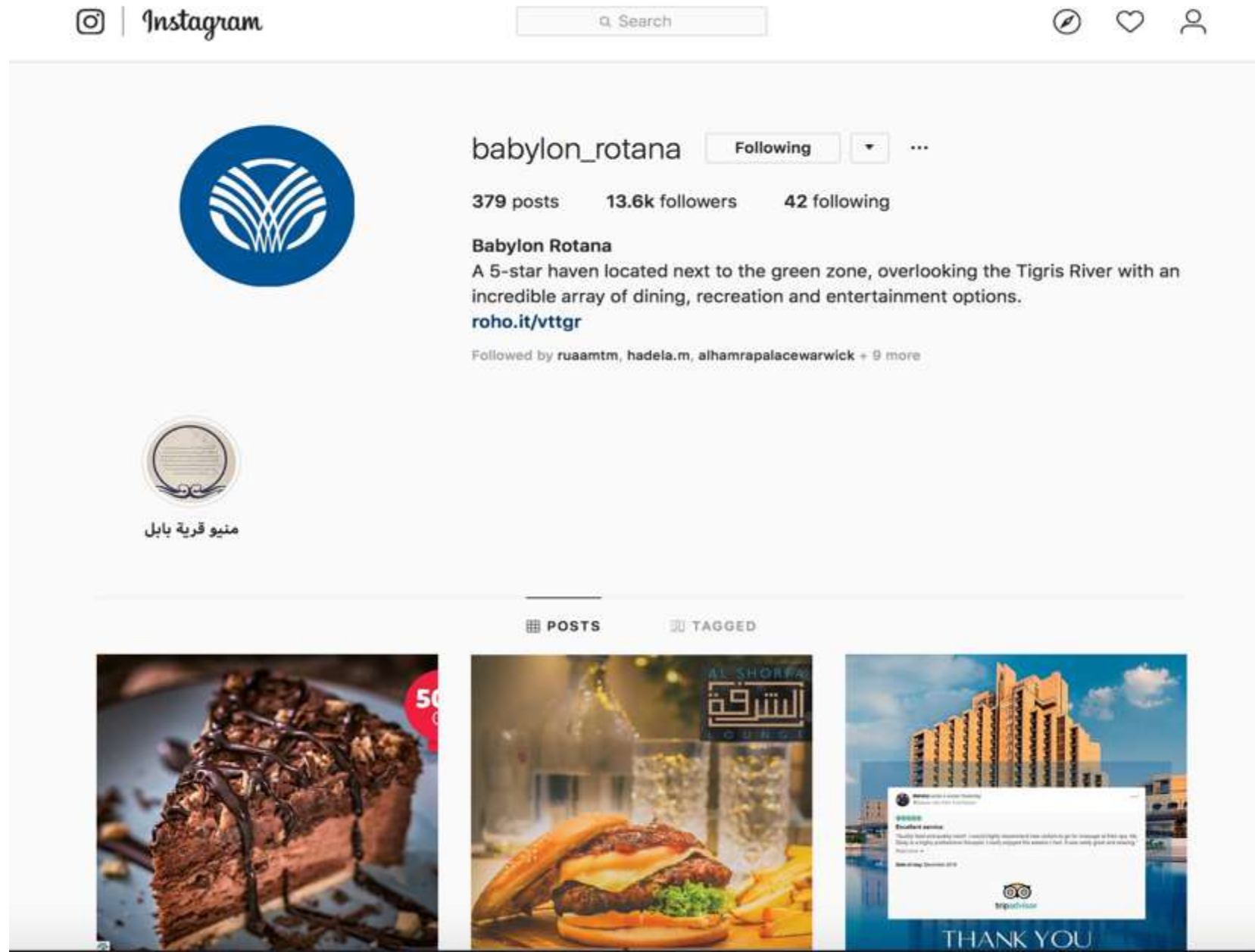


Posts



الخبراء - الخبيراء
February 25 · ©

Instagram page



CREATIVE ARTWORK

HOW WE CAN SERVE YOU

CREATIVE

- Full ATL & BTL Campaigns.
(Print Ad, Poster, Brochure, flyer, Billboard, Roll-up,....)
- Brand Creation - Including full visual Brand and Identity Creation.
- Sales Promotion Campaigns.
- Full Design for Print services.
- Exhibition Stand Design and Executions.
- Copywriting & Translation.

Creative Services



NRC

NORWEGIAN
REFUGEE COUNCIL

أغسل
يديك
جيداً



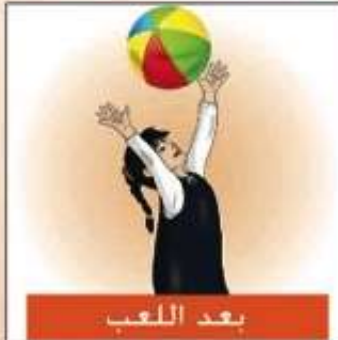
بعد رمي النفايات



بعد الاحتكاك بالمرضى



بعد المرحاض



بعد اللعب



بعد الاحتكاك بالحيوانات



قبل الأكل

SAMSUNG

مع
سامسونج
نوروزك
اچكى



سامسونج تشارك الشعب الكوري
احتفالات اعياد نوروز بافضل العروض

اشتر اي من أجهزة سامسونج خلال الفتر بين
٢٠١٤/٣/١ وحتى ٢٠١٤/٣/٣١ واحصل على هدية
اضافية مجانيه من منتجات سامسونج.



BAYAD

JiBAL
JIBAL COMMUNICATIONS

DELTA
COMMUNICATIONS



Pencils
Communication Agency

THE FUTURE IN ACTION



FALCON GROUP

www.falconiraq.com

As a multi-service conglomerate, Falcon's mandate is to successfully manage a critical mass of dynamic business ventures. Whether in security, construction, the oil sector, or agriculture Falcon is committed to world-class product and service delivery here in Iraq.



Falcon Security



Falcon Construction



Falcon Agriculture



Falcon Oil & Gas



Falcon Batch Plant



Falcon Full Service



Falcon Real Estate



Falcon Logistic

Empire World

Empire Business Complex C3
Erbil, Iraq

Tel: +964 (0) 66 258 6008 / +964 (0) 66 258 6009
info@falconiraq.com

EMPIRE DIAMOND TOWERS

أبراج إمبراير دايموند

THAT'S MY
ROOM

My Home
My Dream

THAT'S MY EMPIRE



Empire
Building the Future World

Empire World
Empire Business Complex C3
Erbil, Iraq

Mob: +964 (0) 750 540 8811 - 8822 - 8833
sales@empireiraq.com
www.empireiraq.com





بابل روتانا

أجواء رومانية استثنائية على الإفطار والسجور

استمتعوا بتجربة رومانية جديدة وفريدة من نوعها مع أشرف بوفتهات الإفطار في مطعم شاناشيل حيث التشايلة
الواسعة من الأطباق العالمية والشرقية والمصنوعة بالأساليب الحديثة معجنات المذاق من الشاورما والفلافل
والصاج والعديد غيرها مع صحنه شهيرة من الحلويات الشرقية والعجينة الممزجة بسعر 15 ألف دينار عراقى
للشخص الواحد.

أما عند المسحور فقدم من مطبخهم "قوة بابل" الفاخر مع حبة القمح والعدس، أشرف الأندلس ضمن بوفته معجنات وشكل
مختلف أصناف المأكولات مثل الفتة المذاقية، الكبش، وغيرها. فليسوا الأجزاء الرصاصية الصالحة في فترة نابل طعم
أشرف الفروقة الموصولة الشرقية يومياً تبدأ من الساعة 11:30 صباحاً بسعر 22 ألف دينار عراقى للشخص الواحد.
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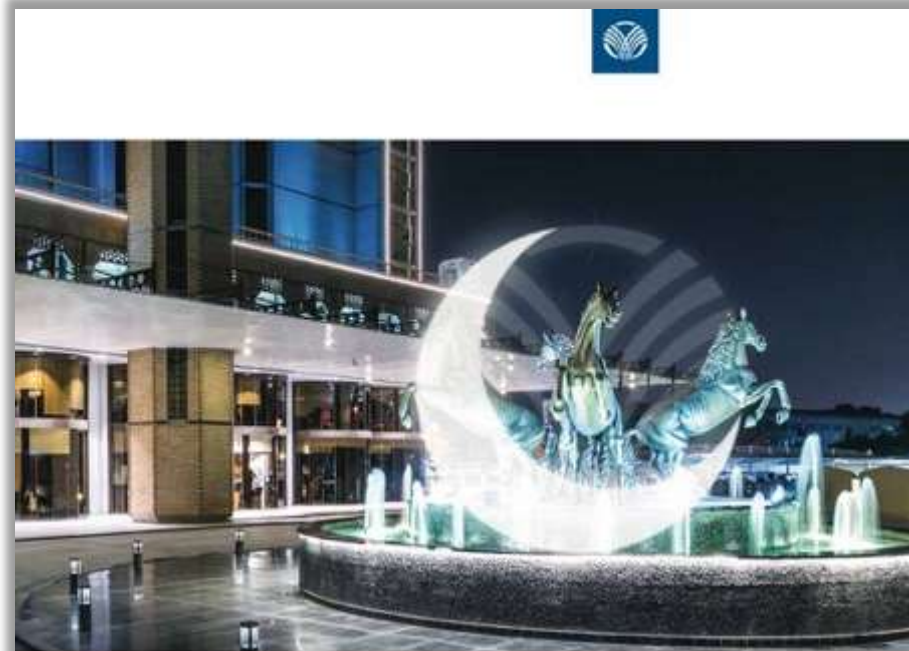
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UNDP – “Light & Sound” Event



Al Riyad Event



EY – Ejada Basrah event



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UNESCO – Event - #Unite4Heritage – At Erbil Citadel



UNESCO – Conference & Exhibition



LG – Premium Brand shop



BMW - EVENT – 7 Series



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Bismayah New City Project - Survey

BNcP Bismayah New City Project National Housing Program

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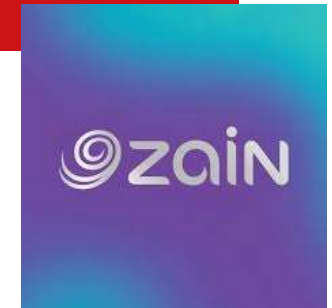
- ١- العمر: 34-25 44-35 44-45 65-55
- ٢- الجنس: ذكر أنثى
- ٣- وظيفتك: مدير (حكومي) موظف حكومي مدير (قطاع خاص) غير ذلك:
- ٤- مكان سكنك: موظف (قطاع خاص) صاحب عمل خاص/كاسب صاحب شركة
- ٥- هل تملك منزلاً بأسفلك؟ نعم لا
- ٦- إذا كنت تسكن بالايجار، كم سعر الايجار الذي تدفقه؟
- ٧- كيف تسمع عن اخبار المشاريع السكنية و القروض؟ التلفزيون الراديو وسائل التواصل الاجتماعي مثل الفيسبوك من الناس الرسائل النصية على الهاتف الصحف المحلية غير ذلك:
- ٨- ما هو رأيك بمشروع بسماية السكني؟
- ٩- هل تم نصحك من قبل احد بشراء او عدم الشراء في بسماية؟ نصحوني بالشراء نصحوني بعدم الشراء لم ينصحنى احد
- ١٠- ما هو العائق الاساسي لعدم شرائك وحدة سكنية في بسماية؟ السعر فئة المعلومات الكلام السلبي من الاهل والاصدقاء موقع بعيد أو عدم وجود طريق سريع أو وسائل النقل العام عدم وجود أي ادخار أو ادخار محتمل غير ذلك:
- ١١- هل نظام التسيط لشراء وحدات سكنية في بسماية هو نظام مفهوم بالنسبة لك؟

النوع	مساحة ١٠٠ م ^٢	مساحة ١٢٠ م ^٢	مساحة ١٤٠ م ^٢
الدفعة المقدمة	%١٠	%١٠	%١٠
القروض العقاري	%٨٠	%٨٠	%٧٠

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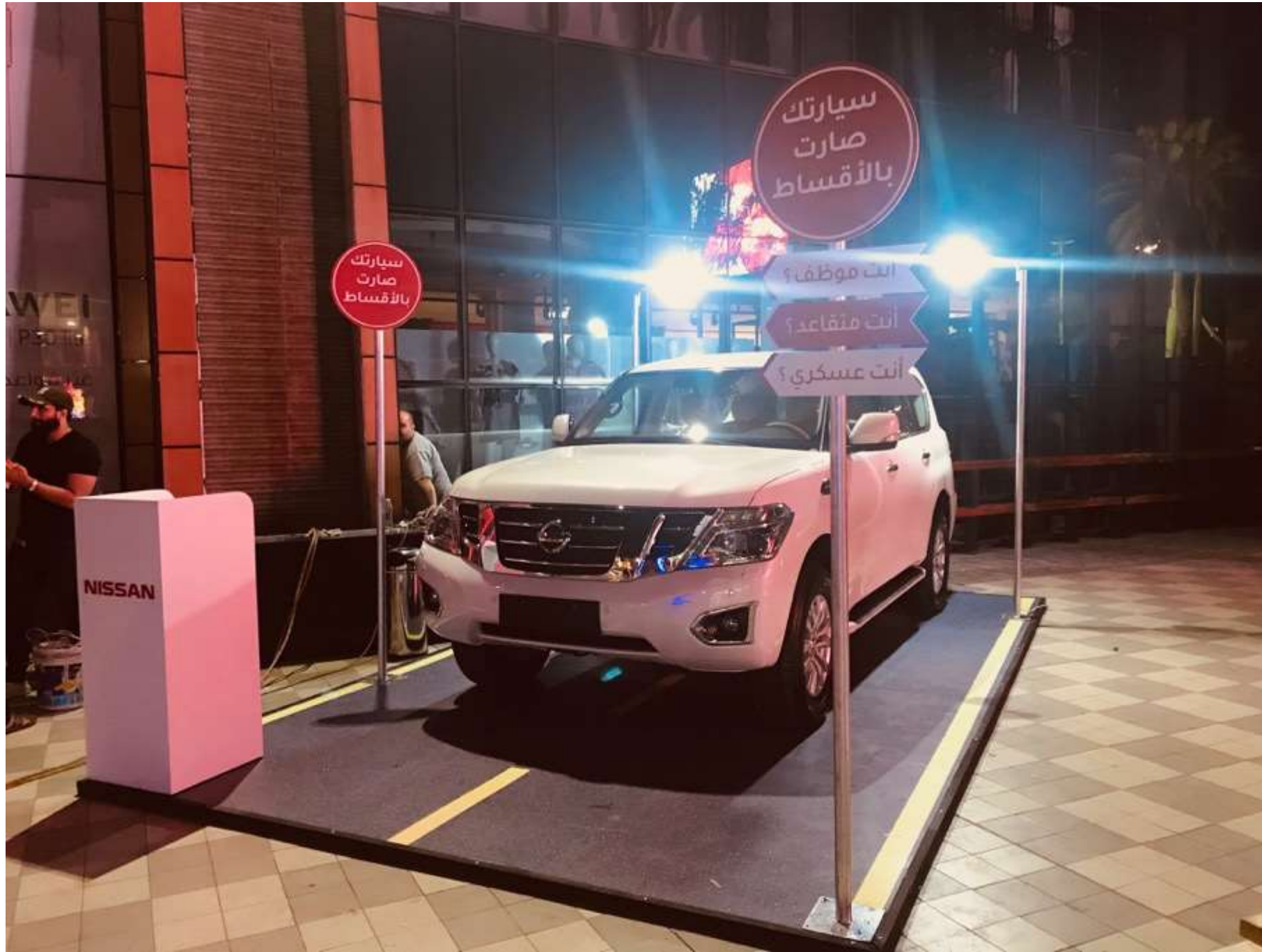


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HUAWEI Booth – Mansoor Mall



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