

PORTOFOLIO

BRIEF

LOGEX IS A MULTI-ACTIVITIES CO. LTD PROVIDING YOU WITH TAILOR-MADE MEDIA LOGISTICS AND OPERATION INNOVATIVE SOLUTIONS CUSTOMIZED TO YOUR PARTICULAR NEEDS. LOGEX DEDICATED AND EXPERIENCED PROFESSIONALS ARE COMMITTED TO FULFILLING CUSTOMERS› NEEDS EFFICIENTLY, WHICH MAKES LOGEX ALWAYS A VALUABLE PARTNER TO YOUR BUSINESS.

LOGEX
ADVANCED BUSINESS CO .LTD

MISSION & VALUES

LOGEX GUARANTEES YOUR COMFORT, THE QUALITY OF YOUR PRODUCTS & SERVICES, AND YOUR TIME IN ALL YOUR DEMANDS IN THE MEDIA LOGISTICS SUCH AS PRINTING PRODUCTION AND DELIVERY, EVENTS & CAMPAIGNS, A-Z MANAGEMENT & SETTINGS.

LOGEX
ADVANCED BUSINESS CO .LTD

HOW X WORK

STRATEGY



Market Research

To identify market requirements. Define Client's Needs & Demands, Clear Vision of what the clients want & need (WE WANT TO GET TO KNOW YOU)



Plan

Develop a solid plan built into the best practice for all work segments, including finding the best alternative (WE ARE DETAILS ORIENTED).



Execution

Logistics Support, Quality Control, Time Control & Client Services. (LET US DO THE HEAVY LIFTING.)



Deliver

Management & Deliver (SIT BACK. RELAX.)



Feedback

Reports and Lessons learned (YOUR COMMENTS ARE VALUABLE).

LOGEX
ADVANCED BUSINESS CO .LTD



LOGEX has a diverse team

each offering expert knowledge in their field. We bring the most current, innovative, and professional market expertise from strategy planning, budgeting, and comprehensive registration support to marketing and branding.

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ADVANCED BUSINESS CO .LTD



Mohamed Abdallah

General Manager: Logistics Specialist & Event Management

A well-connected business practitioner with 7+ years of experience managing different sections and leadership roles, with deep focus and interaction in the media and Events sector. His specialty is to break down strategic thinking into functional solutions that elevate businesses to the next level. He has helped many large and small-scale companies in marketing, operations, finance/accounting, human resources, and much more.

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Mohamed Khair

Operation Supervisor & Data Collection Specialist

A mechanical Engineer Student with 4+ years of experience in media operations and logistics, event management, and data collection. Enthusiastic, fast learner, and hard work even under pressure, with excellent leadership skills.

An Aeronautical Engineer, experienced and innovative leader with 3+ years of experience in operations, media logistics, and event management. Highly motivated person and well organized.

Mohammed Ahmed

Chief Executive Officer



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ADVANCED BUSINESS CO .LTD



Mahmoud GasmAlsid

Operation Supervisor

Active Logistics man, 3+ years of experience in logistics, Printings Production and Installation, and event management.

A driven sales assistant with a background in Biomedical Engineering committed to offering top-notch service in the sales and operations department. Organized, attentive to detail, and a self-starter.

Omnia Hatim

Sales Operations Assistant





Mawahib ELsawi:
Marketing & Communication Officer

With more than four years of experience building relationships with buyers, Mawahib has worked in the Education, Fashion, and E-commerce industries. Growing revenue, creating new initiatives for large corporations and nonprofits. She is a self-starter, a strong communicator, and an expert negotiator.

Graduated from Computer Sciences college with more than one year of professional experience sales, marketing and accounting. She's working hands-on to provide quality care and excellent service.

Duha Othman
Sales Officer





Moawia Abd Elghafar:
Administrative Officer

An Aeronautical Engineer with 3+ years of experience in operations, media logistics, and event management. A well-organized person with high ethics and attitude. Enthusiastic, fast learner, and hard work even under pressure, with excellent leadership skills.

Detail-oriented, driven, and ambitious professional with 4+ years of sales & marketing experience. Skilled in community organizing and administrative support. Emphasis is on coordinating, relationship building, and communications.

Hoziefa Yasir
Event & Campaigners Coordinator





Razan fatthi

Communication Officer

Problem-solver who›s eager to learn and lead. Positive, reliable, and assertive with solid presentation skills. A multi-tasker who›s good under pressure. Detail-oriented with personal standards for excellence.

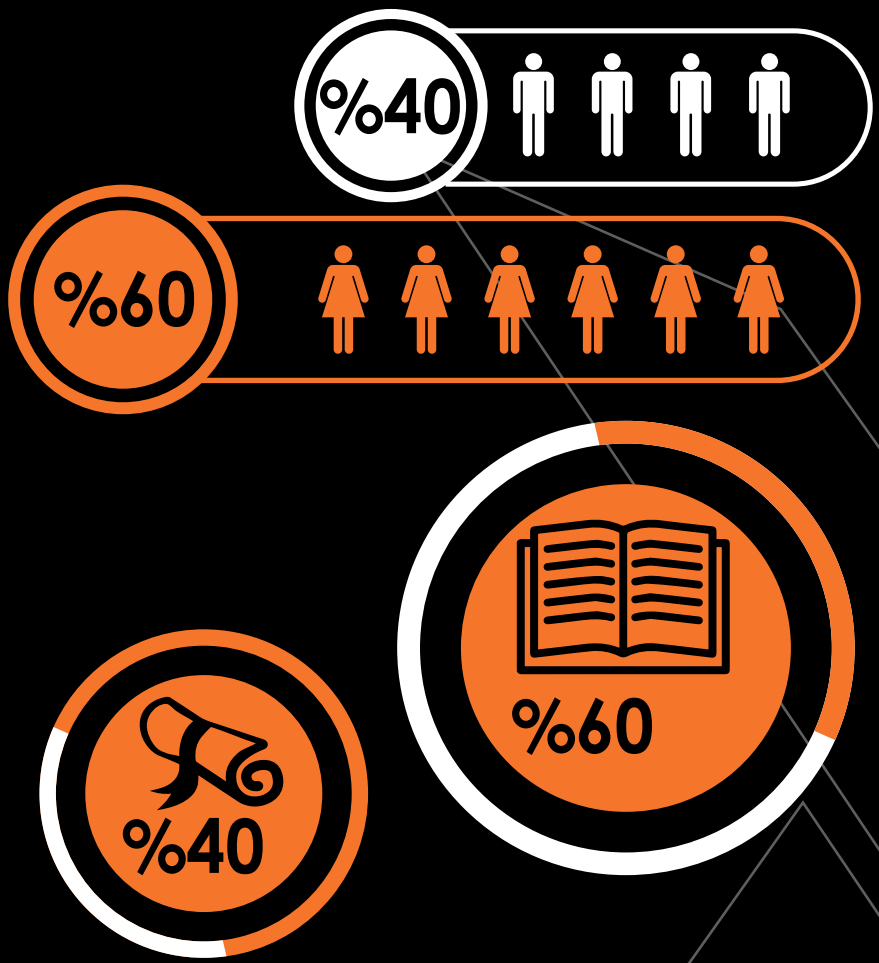
Marketer, Social Media Specialist, Content maker, and Digital security expert, Living in a healthy and healthy society with rights, freedoms, and privacy is a goal that needs to be worked on to reach.

Gamil

Social Media Specialist



Campaigners Team



One of our main Social Responsibilities is to develop Youth in the early stage of their life by allowing them to earn extra money, establish practical time management skills, make new connections, and gain the necessary experience to compete in the labor market or to start a business before and after they graduate.

We have a diverse team; of youth from different gender, states, backgrounds, study fields, university levels, and work sectors, who work together in extraordinary harmony and organized way.





The best

Event Organizing Team

is the team who knows how to be capable with the environment changes as fast as possible.

"Photo was taken on campaign during Covid19- Pandemic"

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SERVICES

Marketing Services

We at LOGEX help your business reach its full potential. With years of experience, we know what it takes to create a successful marketing campaign. We specialize in designing eye-catching marketing materials, printings, and promotions, and we'll work with you to develop a strategy that will bring you success. We also offer market research services to help you understand your target audience and identify their needs. Whether you want to increase sales, improve your brand, or gain visibility, we have the tools you need to get results.

Include

- Designs
- Printings
- Promotion Campaigns
- Photographing & Documentation
- Market Research
- Marketing Consultation

Values

- Last minute call
- Wide range of printings material, sizes, and qualities.
- Fast delivery
- Efficient campaigners team
- Competitive prices Research
- Quick tangible results

Designs

We offer a variety of benefits to help your company stand out from the rest. We can create logos, marketing brochures, newsletters, trade show displays, or any other design you want. Our professional and skilled graphic designers are ready to make your vision a reality.







Printings

We have a partnership with an unlimited number of Suppliers and Printing Houses, who are selected for their reliability, to give you a wide range of quality and prices that fit your needs and budget. And definitely, it is still a complex process to make things happen, so we work closely with them to ensure it is done right, whether it is bleed, color matching, material handling, glue adhesion, or packaging and delivery.







Promotion Campaigns

We love campaigns that genuinely reach your customers. We have been developing an extensive range of marketing and communications solutions using the right technology and analytical methods for years. All this is to make the marketing of your product or service a complete success.





Photographing & Documentation

Photographing & Documentation are essential parts of any successful event. With so many things to look out for, it's easy to miss the most important details. That's where we come in. Our team of professionals is happy to book and manage a photographer or videographer for your event. We have some great suggestions in our little black book and are more than happy to share these with you.





Market Research

Market Research is a must-have for any business looking to grow. Our services help you identify growth opportunities and build a competitive strategy based on a deep understanding of customers and the overall marketplace. We employ a robust, comprehensive market research strategy to ensure maximum research coverage.





Marketing Consultation

Our marketing consultants have the expertise to help you maximize marketing activity by optimizing the effectiveness of your current efforts and offering other alternatives. We work with you to identify critical issues, define parameters and objectives, develop strategies that address market needs, create attractive promotions and provide clear-cut execution plans.





“At LOGEX, we believe every event is unique and tailored to our client’s requirements; it’s your event, not ours”

Events & Exhibitions Services

LOGEX approaches every project with meticulous attention to detail and obsessive precision. We learn about your business, focus on your challenges, and plan events to support your goals. Regardless of size and scope, we treat your event like a business with clear strategic goals, defined milestones, and a comprehensive plan to ensure that your event is delivered on time and within budget. At LOGEX, we put your organization first.

Include

Concept Development

Setup Design

Budgeting

Technical /Logistics Support

Catering

Organizing

Values

Cost optimization.

Wide range of alternatives

Full services package from A-Z.

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Concept Development

Our team has a wealth of knowledge, skill, experience in event design, and all the creative services that take your event to the next level. Whether you're planning a corporate event, trade show, product launch, mobile event, or something else, we're ready to put our years of experience and creative minds to work for you.









Setup Design

Our event designers are committed to creating a rich, evocative ambiance for your events. Through an array of styles and elements, our event design team creates soothing, creative, and welcoming atmospheres that engage every guest. Whether you want to enhance your customers› experience through lighting or color, we›ll create the perfect atmosphere for your attendees.









Budgeting

With our Event Budget planning service, you'll get top-notch planning help without breaking the bank. Our planners will work with you to develop a plan that fits your needs and your budget, ensuring that your event is a success. Whether you're planning a small meeting or a large-scale convention, we've got you covered.

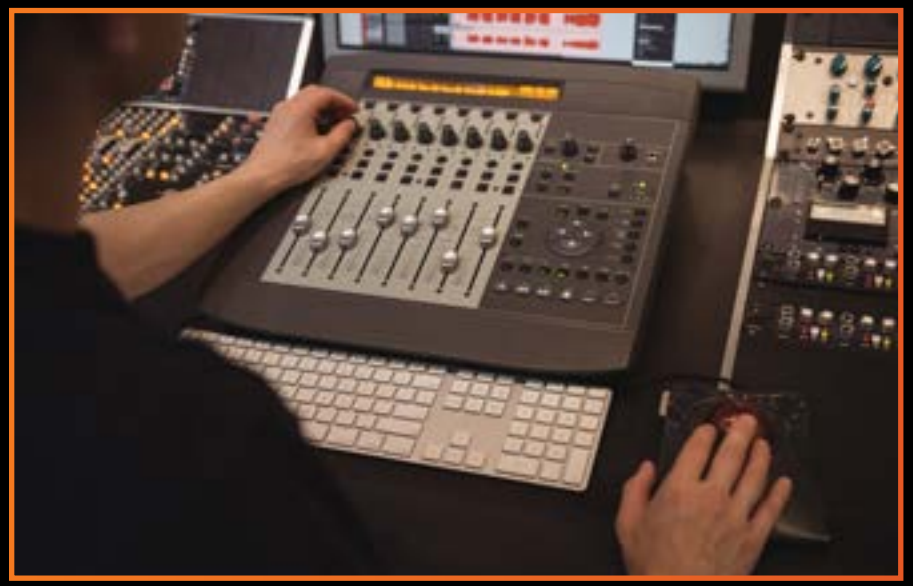




Technical / Logistics Support

Our highly experienced technical team is available to advise on all aspects of audio-visual production. At LOGEX, we always ensure that every technical device is ready and tested by fully qualified technicians who perform all necessary maintenance and testing procedures before any event. As an additional backup measure, we operate a standby generator for any venue where generation is impossible at the show.





Catering

If you are looking to add catering to your event the LOGEX team is more than happy to help with this. From pre-event to onsite we are delighted to manage all aspects of the event catering.
We will work with your chosen venue to present the best options to suit your requirements and budget. In addition, we work with some truly outstanding event caterers and we would be delighted to share our accumulated knowledge with you.
If you're looking for something a little different to add that special wow factor to your event, we can work with you to create the perfect package whether it's for a campfire, beach BBQ, or high-level evening event.







Organizing

The right event planner and coordinator is the key to ensuring your event goes off without a hitch. We collaborate with you to identify what you need and then create a plan to ensure everything runs smoothly, regardless of the size of your event. Throughout the process, we will be there to coordinate with all of your vendors, ensure that every detail is taken care of, and handle any issues that may arise onsite.









Documentation & Reporting

Our event reporting and documentation services provide real-time analytics reports that help you measure the event metrics and understand how the event performed. These reports will identify impediments to work on for the next event. Additionally, we document events by taking photos and videos that tell a story about what happened during an event and help keep a record of the things that worked well or need improvements when planning subsequent activities.







As the lifeblood of any event, the smooth coordination and communication can make .or break a flawlessly planned event



Let the LOGEX team help you discover how» to make your event more interesting and memorable. The sky›s the limit! You will be amazed at some of the events we have created .over the past years

Workplaces & Facility Services

We provide tailored solutions to the needs of your business. We benefit from our deep expertise and experience across various industries and provide you with comprehensive offerings in Cleaning Services, Renovation & Maintenances, and Office Supplies, Stationery & Office Furniture.

Include

Cleaning Services

Renovation & Maintenances.

Office Supplies, Stationery & Furniture.

Values

High quality

Excellent logistics support

Cost optimization

A-Z cleaning services

Unique human resources.

Excellent cleaning material and equipment.

LOGEX
ADVANCED BUSINESS CO .LTD

Cleaning Services

Our skilled professionals ensure your office, apartment, or factory is spick and span. We provide all service needs of workers and materials, so you can rest assured that your space is in good hands. Our approach is to create a happy environment for you by making it fresh and hygienic.





Renovation & Maintenances

Our Workplace and Facility Services team inspects, services, and repairs building infrastructure systems to ensure energy-efficient buildings while providing employees with a clean, safe environment. We install new security systems, handle scheduled maintenance on existing buildings and ground equipment, and provide replacements for failed devices as needed.





Office Supplies, Stationery & Office Furniture

We have a wide selection of office supplies, stationery, and furniture. If you are looking for high-quality stationery that includes cut paper, envelopes, writing implements, and continuous-form paper, then we have what you're looking for. Our office furniture service will meet your level of expectations and then some. The same standards are carried through on every job, big or small.







“OUR HARD WORK MAKES MANAGING YOUR WORKPLACE EASIER”



Digital Services

Never before has it been so crucial for businesses to connect and engage with current and potential customers, especially online. Having a digital presence for your business is vital to its success. That's why we at LOGEX will help you create and enhance your digital presence.

Include

- Website Development
- Bulk SMS System
- Social Media and Email Marketing

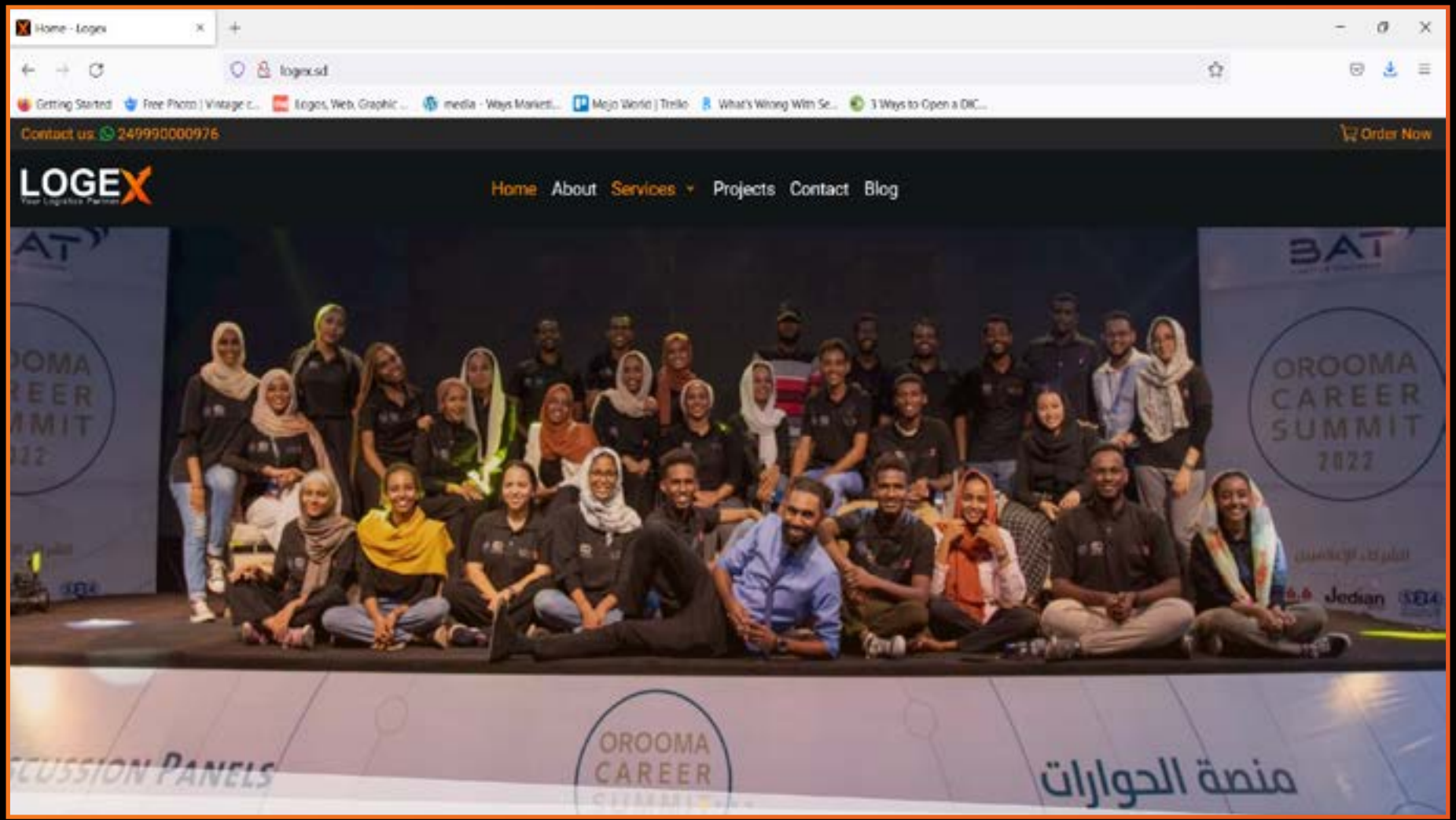
Values

- High quality
- Excellent technical support.
- Full package services.
- Wide range of alternatives.

LOGEX
ADVANCED BUSINESS CO .LTD

Website Development

Our custom website development services provide a fantastic user experience while helping businesses grow and prosper. We offer many benefits, including customized website development services, web development services, and customized web application development services.



Bulk SMS System

Get in touch with your customers on their phones. Send mass messages for marketing campaigns, alerts, reminders, and more. Our bulk SMS service delivers text messages to various phone numbers using a straightforward API.





Social Media and Influencers Marketing

We strive to help our clients create the best social media marketing strategies, brands, and strategies designed from the ground up to grow their following and engagement. We can help with brand awareness, sales, and customer service by developing organic strategies that work hard for you.



KEY CUSTOMERS

We rarely see a client just once. Most of our clients come to us repeatedly, enabling us to develop a solid understanding of their business objectives. Virtually all new customers arrive by personal recommendation. Our network expands daily. We personalize our care for the satisfaction of our clients. And we seek a long-term partnership with them as we continue to provide the best quality and the highest value.




DARKROOM
TELENOOG
SMART VET
WE LEAD DEVELOPMENT
Digital Plus
KALEMNA
DINEEZ
eFleet
MANAGEMENT CO. LTD.
AMAL
MOJO FOR
Media Production
my place
restaurants
HIPPO
Wezifa
NARBASE
TECHNOLOGIES
MUUBA



PROJECTS

MUBA Launching Event 2022

June 2022

We Hub

Breif

MUUBA is a workspace whose mission is to help all visual content creators hone their talents to become a source of income and improve their administrative abilities to get a job.

Project Numbers

+120
Attendees

One day event / 10 hours

Provided Services

Technical and Logistics Support
Organizing Support









Project Numbers

100
Attendees

One day
event / 8 hours

Provided Services

Technical and
Logistics Support
Organizing Support







We Hub Launching Event 2021

September 2021

We Hub

Breif

MUUBA is a workspace whose mission is to help all visual content creators hone their talents to become a source of income and improve their administrative abilities to get a job.

Alsalam Factory
مصنع السلام

Alsalam Launching Event 2022

May 2022

Al Salam

Breif

Alsalam Factory manufactures a selection of different eco-friendly products, including cotton bags, linen bags, and reusable face masks, and has now launched our latest product, AMNA, Sudan's first factory to manufacture reusable sanitary pads.

Project Numbers

+300
Attendees

One day event / 4 hours

Provided Services

Branding Material
Technical and Logistics Support
Organizing Support









Project Numbers

45K
Attendees

30+
Organizers

Two days event /16 hours

Provided Services

- Content Development
- Venue Design and Setup
- Events Promotion Material
- Lighting and Screening
- Organizing team
- Event Moderation
- Documentation









Orooma Career Fair 2022

May 2022

Khartoum International Fair

Breif

Orooma Career Fair is an annual event organized by Orooma; it brings together the labor market «companies and training centers» and those looking for employment or training opportunities. Companies and training centers introduce themselves and their tasks and provide advice and guidance in various fields, offering public employment opportunities and training grants.

Project Numbers

+ 15
Organizer

+ 200
Attendees

One day event / 10 hours

Provided Services

- Venue Setup
- Events Promotion
- Material
- Organizing team
- Catering
- Documentation









Entrepreneurs Forum 1

July. 2018

Mamoun Bahri Hall

Breif

IEC and 249Startups are both pushing forward the Entrepreneurship Ecosystem in Sudan since they were established, Entrepreneurs Forum 1 event hosted a panel for the oldest Sudanese Ride sharing Apps who inspired a generation of Sudanese Entrepreneurs.

Project Management Association Launching Event

14 Nov 2018

Telecommunications Tower

Breif

The Sudanese Association for Project Management is a registered volunteer association that aims to develop the practice of project management in Sudan and to localize international experiences and methodologies to benefit from them in increasing the chances of success of projects in Sudan. The association was established after hard work that lasted for years and as a result of the concerted efforts of a group of distinguished academics, researchers, practitioners and Sudanese experts in project management inside and outside Sudan, and its membership represents multiple scientific and applied sectors and fields.

Project Numbers

10+
Organizer

200+
Attendees

One day event / 8 hours

Provided Services

- Event Management Supervising
- Venues Setup
- Printings and stationary providing
- Catering and snacks









Project Numbers

One day event / 8 hours

15+ Organizer

12+ Speakers

300+ Attendees

Provided Services

- Venue Setup
- Event Branding Material









Elham Platform Launching Event

Feb. 2020

Mamoun Bahri Hall

Breif

Elham platform is a Youth motivational platform Founded by Eng. Mustafa Mohammed Fazaa, that aims to convey the voice of youth to society and to create a realistic networking environment instead of the cyber world that most youth are living in, through Interactive Events.

Doroob Annual Exam Sudan 2019

2019/3/9

SUST Western Complex

Breif

For the third year in a row, Doroob Endowment Foundation conducted a pathway grant test in Sudan, and this year was organized by our company, which is a test for accepting students from the third and fourth levels as the basis for the grant provided by the Foundation, which includes taking care of all the educational costs for the student up to the third level

Project Numbers

1600+

Students sat for the exam

One day event / 8 hours

Provided Services

- Test Organizing
- Logistics Facilitation
- Venue Setup
- Catering Providing









Project Numbers

22+
Participant

5+
Organizers

2 days event

Provided Services

- Transporting and Traveling Facility
- Catering









Entrepreneurship Camp 1

21-20 2018 July

Al-Bajrawia and Al-Sablouka.

Breif

It was organized in association with DGL Travel for 249startups and honored by their guest Rick Reeder from General Motors company. The camp was for two days and a night in Al-Bajrawia and Al-Sablouka.

Global Entrepreneurship Summit Sudan (GES) 2019

2019 / 5 / 16

249Startups Hub

Breif

The road to The Global Entrepreneurship Summit 2019, Co-hosted by U.S. Embassy Khartoum & Embassy of the Netherlands in Sudan, and organized by 249Startups and IEC; aims to support Sudanese entrepreneurs by creating inclusive networks, opportunities and building a bridge of trust for entrepreneurs with investors and mentors to find the help they seek for their endeavors.

Project Numbers

150+
Audience

25+
Organizer

One day event / 6 hours

Provided Services

- Event Management Supervising
- Venues Setup
- Printings and stationary providing
- Catering and snacks









Project Numbers

15+
Events and Workshops

3000+
Attendees and Participants

120+
Organizers

One day event / 8 hours

Provided Services

- Event Management Supervising
- Venues Setup
- Printings and stationary providing
- Catering and snacks
- Traveling and Transporting Requirements









IEC
Innovation & Entrepreneurship Community

Global Entrepreneurship Week Sudan (GEW Sudan 2019 / 2018)

Breif

Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch startups that bring ideas to happening between 19-16 November at friendship Hall .

OROOMA

Career Fair 2019

Nov 2019

Khartoum International Fair

Breif

orooma career Fair is an annual event organized by orooma, it brings together the labor market «companies and training centers» and those looking for employment or training opportunities. Companies and training centers introduce themselves and their tasks, and provide advice and guidance in various fields, in addition to offering employment opportunities and training grants to the public.

Project Numbers

24+
Organizer

45+
Participated Companies

11
Workshops

25000+
Visitors

Two days event / 16 hours

Provided Services

- Content Development
- Venue Design and Setup
- Events Promotion Material
- Lighting and Screening
- Organizing team
- Event Moderation
- Documentation









Project Numbers

22+
Participant

5+
Organizers

One day event / 8 hours

Provided Services

- Venue Setup
- Lighting and Decoration
- Printings and Stationary Providing









Orange Corner Launching

18 Nov. 2018

Friendship Hall

Breif

Orange Corners Sudan is an initiative of the Kingdom of the Netherlands (Embassy of the Netherlands in Sudan) that aims to create an enabling entrepreneurial climate. Orange Corners offers a -6month incubation program targeted at young Sudanese entrepreneurs to teach them how to put their ideas into practice, as well as set up and grow their business. The program is implemented in partnership with 249Startups.

Empower Her Launching Event

Jan. 2019

249Startups Hub

Breif

Empowerhen» is one of Orange Corners Sudan programs hosted at 249startups. Aim to develop and empower aspiring Female entrepreneurs with challenges they might meet in their journey.

Project Numbers

12+
Organizer

150+
Attendees

Two days event / 8 hours

Provided Services

- Venue Setup
- Catering Providing









Project Numbers

12+
Organizer

400+
Audience

4
Panel Session

24+
Speakers

One day event / 10 hours

Provided Services

- Content Development
- Venue Design and Setup
- Lighting and Screening
- Organizing team
- Documentation









Sudan Oil and Gas Symposium 2019

2019 / 12 / 28

Sudapet Company Hall

Breif

The first Sudan Oil and Gas Forum, which took place on December 2019 ,28 at the Sudapet Company Hall. Under the slogan "Toward a Soft, Stable and Sustainable Energy Supply for every Sudanese Citizen

Empowered lives.
Resilient nations.

UNDP Accelerator Lab Sudan - Solution Fair 2020

Jan 2020

Petronas Building

Breif

We were very glad to be the organizer and logistics partner for UNDP Accelerator Lab Sudan Solutions Fair 2020, Solution Fair is the first development ecosystem forum that connects innovators, lead-users and development actors!
showcase their work, network and promote peer learning, partnership, and coordination.

Project Numbers

4 Month of Preparation

+ 25
Organizer

+ 50
Booth

+ 2,000
Visitor

+ 12
Sessions

3 days
event / +18 hours

Provided Services

- Content Development
- Venue Design and Setup
- Events Promotion Material
- Lighting and Screening
- Organizing team
- Event Moderation Documentation









Project Numbers

24+
Campaigner

10,000+
Customers awareness

One day event / 8 hours

Provided Services

Campaign Strategy building
Campaigner Recruiting
Campaign Supervising

Activates

Marketing and Promotion
Sales
App Download









تذكرتي

Tzkarati App Marketing Campaigns

28-27 Dec 2018

Train Station - Afra Mall

Breif

Tzkarati is the first integrated system and application for booking travel tickets in Sudan (land - sea - air).We worked for them on a marketing campaign to introduce the application and how to use it at the train station in Bahri and Afra Mall.

Monjid Marketing Campining

Aug 2020

Khartoum ALriyadh Main Streets

Breif

Monjid startup offers you multiple car services, including tire services (Banshar), oil change, battery charging, car wash, and winch.
All these services and more, any place and any time.

Project Numbers

+15 hours

+4 Campaigner

+4,000 Customers awareness

Provided Services

Campaign Strategy building
Campaigner Recruiting
Campaign Supervising

Activates

Marketing and Promotion









Project Numbers

+90 hours

+16 Campaigner

+1000 New Captain

+500 New App Users

Provided Services

Campaign Strategy building
Campaigner Recruiting
Campaign Supervising

Activates

- Marketing andPromotion
- Customers App Download
- New Captains Registration
- Catering









GO Marketing Campaigns

Aug. 2020 - Oct. 2020

+ 25 Different public places in (Khartoum, Bahri, Omdurman)

Breif

GO Ride company specialize in public and private transport and delivery services, through well established Mobile App.

FAID ALNAAM UNITED CO. LTD.
شركة فيض النعم المتحدة المحدودة

Elham Platform Launching

APRIL

Higher Academy for Strategic and Security Studies

Breif

Optimum utilization of resources, and upgrading of Sudanese products to international quality levels, in a manner that qualifies them for local and international competition and balanced cumulative gain. FAID ALNAAM is a Group of companies, The first company in the group was established in 2005 under the name of Faid Al-Naam Trading Company Ltd., and it was working in the trade of foodstuff. Then several companies were formed in different fields to become the Faid Al-Naam United Co Ltd., an investment group based on an integrated solidarity pattern.

Project Numbers

One Day

+ 15 Organizer
+ 12 Speakers
+ 300 Attendees

Provided Services

Venue Design and Setup
Events Promotion Material
Lighting and Screening
Organizing team
Event Moderation
Documentation









Project Numbers

One Day
10 hours

+ 6
Organizer
+ 5 Speakers
+ 40
Attendees

Provided Services

A-Z Event
Content and
Implementation









LOGEX FAMILY REUNION

LOGEX Family Reunion

APRIL

Mamoun Bahri Hall

Breif

Logex have a diverse team; youth from different gender, states, backgrounds, study fields, university level and work sectors, who work together in a great harmony and organized way.
Logex family Reunion is a training day that aims to develop our Youth by giving them an opportunity to enhance their interpersonal skills, make new connections with experts and community Leaders.

LOGEX

ADVANCED BUSINESS CO .LTD



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