Introduction and Services

MEA Risk LLC is a company that performs tracking/alerting activity, risk rating and analysis specific to the African continent, with a goal to expand worldwide. Tracking and alerting are related to events and incidents that constitute critical risk factors to countries, organizations and individuals.

Events and incidents are captured by teams on the ground, and summarized, analyzed and immediately disseminated to clients around the world. We are expanding to enable crowd-sourcing, leveraging new technologies and the widespread use of smartphones.

In broad terms, MEA Risk consists of the following two major services:

**Desktop Platform:** CRITICAL INCIDENTS TRACKER

**The Mobile Platform:** SHIELD & ALERT

MEA Risk LLC is a US-based tracking, analysis and forecasting firm with central offices in Miami, Boston, Toronto, and the Netherlands. The company is incorporated in the State of Nevada, USA.

MEA Risk maintains an active presence across Africa, with representations at regional management level in Algiers, Cairo, Nairobi, Johannesburg, Cotonou, etc. From these locations (and expanding), MEA Risk regional leaders manage teams of trackers and analysts scattered across the continent.

Our services: In simple terms, we are your eyes and ears in Africa. We track incidents and events that constitute a threat to stability and security, information that we deliver through our desktop and mobile platforms, enhanced with analyses, reports and consulting.

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1-For the Desktop Analysis Platform:

CRITICAL INCIDENTS TRACKER

This is MEA Risk’s desktop platform that is built with the Risk Analyst in mind. It consists of a set of tools that combines a cloud-based database, a live feed into a geo-mapping user interface, a set of analytics, a series of alerts and a set of analyst reports. Below are some of the key features of Critical Incidents Tracker (CIncidents)

1.1 The Live Visual Geo-Map of Critical Incidents (or CIncidents):

Users have the ability to visualize incidents as soon as on-the-ground Trackers see them. The Trackers use all their personal and public sources available to identify issues and submit them to a Regional Moderating Analyst before releasing them to clients. Some of what they report may even be rumors, which are reported as such. The user interface is a live map that is fed from a continuously updated database of incidents, stored and secured in our datacenter infrastructure located in Utah and Los Angeles.

Each incident is rated based on its severity and impact on stability (Taxonomy available upon request), with reports including the outcome of events in the form of collateral damage such as deaths, wounded, and arrests, if any. The end result is not only a sophisticated visual interface as shown in the image below, but also, and more importantly, a set of analytical reports that leverage the reported data and transform the statistics into risk ratings.
The Interface

The rates of the events are reflected within the pin. The average for any given period is called CIncidents Index.
Shortcuts to zoom on specific days of the ongoing week

Incident definition based on selected pin. Default is last reported incident. By clicking, a summary opens and more information is available

Shortcuts to display latest 20 latest incidents per category
Query tool includes:

- Date selector
- Analytics & reports
- Country selector

Select Date Range
- From Date
- To Date

All Listing Types
- All Regions
- All Locations

All Locations
- Kenya
- Uganda
- Tanzania
- Rwanda
- Burundi
- Sudan
- South Sudan
- Ethiopia
- Somalia
1.2 Analytics & Raw Data Access:

Our database capabilities provide us with a new way of looking at risk and country stability. We use a combination of science and art, bringing together a series of analytics and intelligence to comprehend events in a more objective way, essentially using statistics. In addition to the pre-built and interactive charts, we allow users to download the data in its raw format either as CSV or in the form of Microsoft’s Excel.

1.3 Heat maps Visualization

MEA Risk makes a series of choropleth and heat maps available to users, providing an immediate visualization of risks. These are interactive maps that can be queried, downloaded and shared. More sophisticated interactive mapping capabilities showcasing heat maps will be released in the coming weeks.
1.4 Premium Research Services – Syndicated Research, Advisory Services and Consulting

In addition to Incidents and the set of analytics and raw data access, MEA Risk offers custom and syndicated research that provides clients with a set of written reports and briefings delivered on a scheduled basis. Each region offers at least one weekly MEA Risk Digest, a monthly regional analysis and a set of adhoc alerts.

We also conduct strategic custom research for clients looking for specific information, training sessions and courses. We have conducted a number of them for global corporations, government entities, academia, and many others in an effort to help executives, managers, researchers and officers to understand the environment in which they operate.

1.5 Covered Regions

Today MEA Risk offers coverage for the Maghreb, Sahel, Egypt, Nigeria and East Africa zones. New infrastructure is under development in Southern, Central and Western Africa, which will debut in summer 2015.
2- For the Mobile Platform: The Must-Have Travel Security Companion
Forthcoming release on iOS and Android

Shield & Alert (S&A) takes the data and the due diligence performed on the desktop platform and deploys it into the mobile world for IMMEDIATE access to critical information. In addition, it leverages crowd sourcing to enhance tracking. It is truly your eyes and ears on the ground so you are informed of risk around you.

As additional and optional features S&A provides you with the ability to register your travel itinerary, and if in distress you can send a distress signal to your Manager, colleagues, security team, and even family and friends, if you wish so. Such alert system allows the recipient of the distress to identify you exact GPS location, if and when enabled.

The following are usage scenarios for the main features:

2.1 Shield & Alert Premium

Feature definition: S&A Premium provides coverage in the area of interest to you. Whether you just landed at a local airport for business, you have been assigned as a diplomat, you are an expatriate, or an academic S&A Premium is a must have tool, considering the following scenarios:

1. You land in your destination city.
2. S&A immediately informs you of critical incidents that have occurred or are occurring within your selected radius based on your GPS location, assuming GPS feature is enabled. You can edit the zone of coverage to adjust the 300-mile default. Information is displayed on a map and user can switch to list view instead of map view.
3. Critical incidents include terrorism, security and enforcement operations, major criminal activities, riots, public demonstrations, major social disruptions, etc. You can edit the categories so you get alerts only on what matters to you.
4. Each event is rated by our Analysts in terms of its severity. Ratings are from 0.5 (minimal severity) to 5.0 (maximum impact).
5. An alarm sound is available for specific profiles. For example you only want to be alerted of a “terror act, within 50 miles of my current location, that is rated 2.5 on scale of 0.5 to 5.0” – Anything else will keep the alarm sound silent.
6. A rating for the region where you are located is shown in the Analytics section of the app. The data will provide you up-to-date rating of the risk level of the region you are visiting.
7. S&A is continuously updated and monitored 24 hrs/day by our trackers.

2.2 Travel Registry (optional feature)

Wherever your travel around the world, not just in Africa, make sure to register within MEA Risk’s Travel Registry.

1. Register your travel dates in advance or simply tell the App you want to be covered.
2. Write a specific message in case you need immediate assistance.
3. Register your emergency contact numbers (company security, manager, supervisor, relatives, parents, etc).
4. You may even include your Facebook and Twitter connections, or keep it within closed loop for corporations.
5. If you need immediate assistance, push the HELP button and an instant message will be broadcast to your contact list.
6. Your message will include your exact GPS location


Additional upcoming feature in Travel Registry: **Connections Database:** “Know what’s around you”: Think of this features as a database of MUST-have contact info, from embassies and consular services, to your company’s private local directory, to local and regional security and enforcement agencies, etc. (Under Development)

2.3 The Incident Reporter

Crowd-sourcing mechanism to report incidents either for public broadcast or for private corporate networks.

1. A reporting form is provided to registered users, whether they are Premium users or not, to contribute to reporting incidents they are witnessing.
2. The form is simple and the events are categorized according to taxonomy.
3. The incidents submitted through this process undergo a rapid Administrator review before being released as ‘Third-Party Report.’
4. Premium users can direct the incident only to their organization, if they choose so. This will keep corporate information private.
5. Or they can share it with the broad user network and make the event public.
6. This service will be used to enhance crowd sourcing reporting.

**Additional S&A Feature: Audio Alert System**

This is used when a user decides to be alerted by a siren for any specific category or rating. An example would be an audio alert would be triggered when terror act rated 2.5 is reported by MEA Risk within 100 mile radius. Users can adjust the parameters of their alerts.

**Additional S&A Feature: The Blue Box**

While Labeling & Private Corporate Rooms: This feature is available for organizations that want to use their own brand instead of MEA Risk brand. This is a feature for organizations wanting to deploy S&A for employees, customers, and partners. In addition, interactions will be provided and allowed for the organization subscribing to this service so that information remains within the organization. Alerts and notifications from and to employees and the organization will remain exclusive.
Default position is user current location based on GPS. If user is in tracked zone, events will be displayed on map with default of 300 mile-radius.
Keyword: NIGER

Click on icon to display critical event

Zinder-Niger: Tensions flare among refinery staff over pay increases

Humar & Social Crisis

06 Mar 2015
Click on event title to display summary

Click on LIST view to get out of map mode & view region in chronological order
Keyword: EVENT SUMMARY

A MEA RISK SERVICE

- Home
- Report Incident
- Analytics
- Settings
- SignOut

Arzew unemployed block access to an ammonia plant, demand jobs

A group of young men from Arzew blocked the entry to an ammonia plant belonging to Orascom and Sonatrach for the third day in a row yesterday. They demand jobs and claim they will not let the workers in the plant until their claim is met.

Posted on, 23 Oct 2014
REVERSE REPORTING / CROWDSOURCING

Report Incident

Field marked *which are required

12 June 2015

Top single category of crisis * Tap to select

International Politics  Terrorism  Criminality  Economic & Business Crisis

Security & Defense  Domestic & Regional Politics  Human & Social Crisis

Main country where the crisis took place *

Select Country

City of crisis *

Select City

Event Name *

Enter Event Name

Enter Event Name

Enter Description of the Incident *

Please enter Description of the Incident...

Source *

Enter Source Name

How grave is this incident?

0.5  1  1.5  2  2.5

3  3.5  4  4.5  5

Submit
Extended features to be released in version 1.1, including messaging, alerts receiving, distress sending, white labeling, etc.
What makes us and our services unique?

MEA Risk LLC is the brainchild of a multidisciplinary team of Experts whose focus spans from risk and security tracking, to strategic analysis, media reporting and information technology. The core research and tracking team is augmented by a team of technologists, on the back end, and a client support team on the front end.

- The company’s Chief Executive and Lead Analyst is **Arezki Daoud**. Born in Algeria, he worked for oil company Sonatrach after engineering school, dealing with some of the company’s most challenging issues. After Sonatrach and upon moving to the United States, he held research, forecasting and consulting positions for the likes of Harvard University, IDG and IDC. In 1996, Arezki founded The North Africa Journal and has been its Editor-in-Chief since its inception. Arezki’s knowledge of North African and Sahel issues is outstanding, focusing on all political, economic, and social issues.

- **Dr. Cyril Widdershoven** is MEA Risk’s Senior Vice President for the EMEA Region overseeing research and business development. Dr. Widdershoven is a Middle East and oil-gas Analyst with broad and deep knowledge of the sector and issues of security, defense and strategy. Cyril’s professional experience extends to mergers and acquisitions and geopolitical risk analysis. In his role at MEA Risk, Cyril helps the company in improving its research capabilities, consulting engagements and business development Europe and the Middle East/Africa.

- **Hakim Aftab**: From his base within North Africa, Hakim also oversees the Sahel region. His team covers one of the most unstable zones in the world, with countries as difficult as Libya, Egypt and Mali, with expanding crises in Chad and Niger. Hakim is a professional security expert. He brings critical security analysis capabilities unmatched for North Africa and the Sahel. Hakim has been consulting and continues to consult for leading global corporations on security strategy and posture, including Baker Hughes, General Electric, Turbomach (Caterpillar), the Japanese International Cooperation Company, and others. His knowledge goes beyond security and into vetting facilities and sites, from production plants to hotels.

- Focusing on East Africa from our base in Nairobi in Kenya, **Fred Musyoka Kyendo** and his team focus on a difficult region that includes the restive Somalia, South Sudan and a number of countries. Musyoka is an experienced researcher and publication editor, having been head of research on economic issues, while tracking crises and investment flows in Africa’s infrastructure sector.

- Tasked to develop our presence in and tracking of West and Central Africa, **Vincent Nanna** is a veteran Analyst and reporter on African affairs. He has worked as correspondent and analyst for the BBC World Service and has held editorial positions with various institutions, including Emanuel TV in Lagos, Nigeria. Vince is based in Cotonou in Benin but travels extensively in the region.
-From our base in Johannesburg, South Africa, Kingsley Ibokette heads MEA Risk’s Southern Africa unit. Since 2009, Kingsley has been the Regional Administrator Southern Africa for Business Times Africa Magazine, helping the brand growth expands its presence in over eighteen African countries and beyond. As part of the leadership team, Kingsley’s primary responsibilities include building a team of trackers for the southern region and overseeing research and product delivery to our customers specific to the Southern Africa zone.

-In addition to the team on the ground, MEA Risk is pleased to leverage the expertise of Alessandro Bruno, a renowned international affairs specialist to head our North America Advisory and Consulting service. Based in Toronto, Alessandro has been a top commentator on geopolitical issues for years, and a top media contributor in Canada, from national TV to radio, print and specialty websites. Alessandro has been Deputy Editor of The North Africa Journal and has lived and worked in Libya and travel the region extensively.

-We are keenly aware that any success is linked to the quality of service and responsiveness to our customers. And so we want to have the eyes and ears of our customers as we develop our products and services. Cristina Denny Peralta (Denny) is tasked to be the advocate of our clients. As a senior member of our team, she brings strong experience having worked in the high-end luxury goods market, a sector that requires a great deal of detail and attention. She comes to us from the highly competitive Miami market where gaining the trust of demanding customers is what made her successful. Denny oversees customer relations and makes sure they are constantly in our minds.

Relations with Multinational Institutions: Yasmina Chourfi ESQ is MEA Risk liaison officer with multinational institutions. She is an International lawyer with a degree in Comparative Law from the University of Miami, and 25 years experience as a Senior International Protection Expert at the United Nations High Commissioner for Refugees. She held positions in Africa, Europe and the Middle East. She was a Senior Regional Advisor in Cairo, from where she undertook field missions in sensitive areas including Afghanistan, Pakistan, Iran, Iraq, and Yemen. She was active in the promotion and dissemination of refugee laws and human rights. She also negotiated, at top senior levels of government, refugee issues and was involved in peace building efforts. Yasmina is sought as a consultant and lecturer by NGOs, academics and international institutions.

What makes us unique

It is our presence on the ground, 24hr availability, dedication to discovering the next risk now, our efforts to disseminate critical information immediately, and our ability to prioritize. Our data, augmented by our unique understanding of the regions we cover provide us with unique tools to predict the future, not just in an academic way, but in practical ways thanks to our deeply-rooted presence in Africa. In turn, this is what customers need when seeking to mitigate risk and manage security expectations.

We make security and risk information available to your Analysts, executives and other employees through a unique cloud-platform. For your employees in Africa, whether they are executives, expat workers, diplomats, and many others, we are their eyes and ears.
Our Services Aim at:

- Reducing the deficit in security information
- Speeding up information delivery
- Achieving real-time information sharing
- Enhancing information quality and reliability
- Providing continuous coverage
- Making local trackers and analysts availability
- Improving predictions and forecasts
- Providing shield-like coverage while in Africa
- Helping you navigate the intricacies of risk management in Africa

Who should subscribe:

If you have a presence, or interest in Africa, MEA Risk services are a must. Organizations that would benefit from our services include, but not limited to:

- Government entities
- Military & enforcement
- Multinational agencies
- Global corporations
- Travel related enterprises
- Insurance/credit agencies
- Academic institutions
- Research & think tanks
- Etc

To inquire more or to become a customer

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