



# MIDDLE EAST FUJI LLC

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## Gulfood Exhibition 2017

Melanie Jane Tarrosa

Gulfood Exhibition 2017 took place on February 26-March 2 in Dubai World Trade and Exhibition Centre. The event known to be the biggest exhibition in Dubai gathered all distributors and food enthusiasts in one place. People are coming all throughout the day from the time the exhibition opens until it closes and very long queues were there in all registration kiosks assigned.

A variety of products from all over the world was represented in different booths. The Japan Pavilion was packed with various organic and healthy products from Japan. The most interesting feature was the Authentic Japanese Beef. The team presented a short explanation about Japanese Beef, how the cattle is raised, the type of environment and how they feed them.

Middle East Fuji was fortunate to be given a chance to promote Kobe Beef which is the finest meat in the world and first time to be introduced in the Middle East. Visitors came from other places to know about Kobe Beef and Japanese beef in general. Among those who came were chefs from different fine dining restaurants, hotel and restaurant chains, food distributors and end consumers.

Middle East Fuji is very keen to promote Kobe Beef in UAE and other GCC countries.



# Steel Fab Exhibition 2017

Jibu Mathews

Steel Fab is one of the largest events in the Metal Working, Metal Manufacturing and Steel Fabrication Industry. 13th edition of the same was held at Sharjah Expo center from 16th to 19th of January 2017.

The 13th SteelFab was showcasing 350 exhibitors representing nearly 1,000 brands from 43 countries at all the six halls of Expo Centre Sharjah, besides new special focus areas, special pavilions, live displays, technical seminars and product presentations.

MEF also exhibited at stand number 700 and we could meet existing and potential new customers in the show. Many forums and sessions related to opportunities and challenges in the current Metal working were also held as a part of the exhibition.

Visitation from countries such as Afghanistan, Algeria, Armenia, Azerbaijan, Egypt, Ghana, Kazakhstan, Kenya, Libya, Nigeria, Sudan, Tanzania, Tunisia, Uganda and Ukraine indicated the acceptance of the show as a

regional sourcing platform.

This proved that SteelFab is now a worldwide accepted show and is covering the evolving African economies and Central Asian countries. This also reflected SteelFab as the “Must-Visit” trade show for metal Manufacturing and Steel Fabrication.



# Knipex Product Training

Jibu Mathews

Knipex is a German manufacturer of pliers for professional use. The headquarters are located in Wuppertal-Cronenberg.



For four generations, Knipex has been an independent, owner-managed family company. Less is more: Knipex concentrate on one sin-

gle product group and in this way they achieve appreciable benefits in quality and performance. That is why Knipex is the world's leading brand in pliers today. People in more than 100 countries work with Knipex pliers – and this figure is on the increase.

Knipex appointed MEF as a distributor for their products from January 2017.

On 23rd February, 2017, Middle East Fuji Industrial Solutions team attended a technical

training conducted by Knipex Germany. Mr. Suhas Paste and Mr. Anas Zaki from Knipex led the training. It was more of a hands on training with live demonstrations and trials. The training was very informative and helpful from the marketing and technical point of view.



# MEF Annual Staff Party

Melanie Jane Tarrosa

It has been a tradition at Middle East Fuji (MEF) Dubai to celebrate annual staff party. MEF has successfully hosted its annual staff party 2017 at Al Sahra Desert Resort on 24th of February 2017. During this evening, everyone had a chance to get away from formal suit and cocktail dress as the event's theme is casual cowboy/cowgirl attire to match the venue's ambiance. The event was blessed with slight rain showers and cold breeze which added to its uniqueness compared to other staff parties we celebrated.

The main purpose of the event is to promote togetherness and teamwork among the staff while enjoying and having some time to relax. The MEF management strongly believes that everyone is doing great hard work in the company to achieve our corporate goal thus, everyone deserves a night to rejoice and have fun.

The event was formally opened by Mr. Saeed Al Malik, President and CEO of Middle East Fuji Group followed by a warm message from Mr. Yu Fukada, President Fuji trading Group.

It was our great honour to have Mr. Yuzo Koike, Managing Director Fuji Trading Group; Mr. Ryusaku Hayashi, Managing Director MEF Group and Mr. Biji Joseph, General Manager MEF Group.



It was also our pleasure to have Mr. Harold van der Ent and Ms. Caitriona O'Callaghan from Fuji trading (Marine) B.V. who happened to be on business trip to the Middle East that time. We highly appreciated their presence and for accepting the invitation to grace the evening.

Everyone had a chance to experience the Arab culture through the different presentations by professional entertainers such as traditional Female dance show, Tanoura dance show, Dabkeh show, Fire Blowing and the much awaited Belly Dancing. The company also acknowledged the loyalty and perseverance of the staff celebrating their 10 years and 15 years of service to the company. The staff party will not be complete without the staff Raffle Draw where the Top 10 Grand Prizes were drawn on the night itself.

# Photo Gallery



(Continued...)



# Employee of the Quarter

Sarah Autor



**Romar Borrromeo**  
**Operations Dept.**



**Anoop Ramachandran**  
**Industrial Solutions**  
**Dept.**



**Shiryl Bacante**  
**Accounts Dept.**



# MEF New Employees

Janine Marie Jamero

In behalf of Middle East Fuji, we would like to welcome the new staff.

We are looking forward to working with you and seeing you achieve great things.



## Marine Supply Division



**Lotis**



**Lorena**



**Ma. Amor**



**Mark**



**Vilben**



**Jose Nolan**



**Sonaiyandi**



**Michael**

## **Administration (Maintenance)**



**Alfredo**



**Ramie**



**Gilbert**



## **Accounts Department**



**Nina**



**Rosemarie**



## Medical Camp at MEF

Sarah Autor

A free medical camp was conducted by Oman Insurance Company in partnership with Aster Hospital on Wednesday, 29/March at MEF Head Office. Tests include physical assessment, random blood sugar test, blood pressure test and body mass index (BMI). There was also a free consultation with the doctor which most of the staff benefited.

Middle East Fuji strives to have a healthy working environment and at the same time looks after the staff health. This is the second time that MEF arranged a free medical camp in its office after last year.

“Take  
care of  
your  
body .  
It’s the  
only  
place  
you  
have to  
live in”



**Feeling Stress? Here are the easy ways to relaxation.**

Janine Marie Jamero

- **Meditate** - It's simple. Sit up straight with both feet on the floor. Close your eyes. Focus your attention on reciting -- out loud or silently -- a positive mantra such as "I feel at peace" or "I love myself."
- **Breathe Deeply** - "Deep breathing counters the effects of stress by slowing the heart rate and lowering blood pressure,"
  - **Be Present** - Slow Down. When you spend time in the moment and focus on your senses, you should feel less tense.
  - **Reach Out** - Your social network is one of your best tools for handling stress. Talk to others , you can get a fresh perspective while keeping your connection strong.
- **Be Grateful** – Being grateful for your blessings cancels out negative thoughts and worries.
- **Laugh out Loud** - A good belly laugh doesn't just lighten the load mentally. It lowers cortisol, your body's stress hormone, and boosts brain chemicals called endorphins, which help your mood.



“Relax!  
Let every  
moment  
be what  
it’s going  
to be.  
What’s  
meant to  
be will  
come  
your way,  
what’s  
not will  
fade  
away”

Source: <http://www.webmd.com>

## **EDITORIAL**

### **Editor in Chief**

Janine Marie Jamero

### **Writers**

Jibu Mathews

Sarah Autor

Melanie Jane Tarrosa