



MIDDLE EAST FUJI LLC

ISSUE: 31 MARCH

NEWS LETTER

JANUARY - MARCH-2022

INSIDE THE ISSUE

01	KOBEYA MARINA GRAND OPENING	03
04	GULF FOOD EXHIBITION 2022	05
06	MEF-SERVICE AND LOYALTY AWARDS	07
08	STEEL FAB EXHIBITION 2022 SHARJAH EXPO CENTER	09
10	MEF PHILIPPINE OFFICE TEAM BONDING	11
12	NEW STAFF	14
15	EMPLOYEE OF THE QUARTER	15
16	BIRTHDAY CELEBRANTS	16
17	EXPO 2020	18
19	NEW COFFEE MACHINE	19
20	EDITORIAL	20

KOBEYa Marina Grand Opening

-Ms.Elena Mihaela

KO
BE
YA

Gluten-free Japanese restaurant KOBEYa opens a second location in Dubai Japanese restaurant KOBEYa, which caters to customers in the UAE that are gluten free or prefer healthy options with special dietary requirements, has expanded its operations by opening a second location at Marina Gate in Dubai Marina.

The grand opening of the restaurant on Friday was inaugurated by Leiko H, Founding Member that conceived the idea of KOBEYa and Saeed Al Malik, the CEO of the UAE-based distribution company Middle East Fuji Group, which the restaurant falls under.

Speaking to Arab News Japan, Leiko H. said that the decision to open a second location stemmed from the desire to make gluten-free restaurants more available in the country and due to the attainment of multiple requests from the public. "In Al Wasl, we had many customers from a variety of nationalities that came from Abu Dhabi, Sharjah Ras Al Khaimah, the majority of which were of Arab origin. Many customers who live in Marina have requested that we open a branch in this location. We also know that Marina has a large number of expatriates and we wanted to gain recognition amongst different communities in the UAE," she said. "The opening of the Marina branch has made many of the customers happy, and the restaurant has been packed since its opening. This branch differs from the one in Al Wasl as it showcases views of the Dubai Harbor and marina skyline," she added. The presence of gluten in common ingredients, such as soy sauce, vegetable starch, vinegars and salad dressings have often denied people who avoid gluten from the pleasures of dining out, because they are sensitive to it or have celiac disease.



While some restaurants have expanded their menus to include gluten-free options, KOBEEYa takes pride in offering an exclusively gluten-free menu with over 50 vegetarians, vegan, non-vegetarian and lactose free varieties that includes specially designed burgers with Japanese Kobe beef, meat free Tofu burgers, Asian stir fry and desserts, among others.

“Middle East Fuji Group imports ingredients such as Kobe beef and Wagyu beef straight from Japan. We also deal directly with farmers from Niigata in Japan who provide our supply of rice. This ensures that we have high-quality ingredients,” Leiko H. said.

In line with the restaurant’s vision, KOBEEYa contributed to a project for fifth graders at the Dubai Japanese School where students learned about the culinary traditions of people in the UAE and were introduced to the concept of “Halal” food, which relates to food products that adhere to Islamic law.

The project required students to think of ways that Japanese food could be introduced into the UAE market through the provision of recipes incorporating food from both regions. KOBEEYa then had cooking and tasting trials with the students and developed a menu that included the suggestions and recipes that they provided.

“The project focused on learning about food and culture, which helps in understanding how people live because food often relates to different aspects such as traditions, weather, geography and even history. The aim was to get students thinking about how they could introduce Japanese food into the market,” Leiko H. said.

A popular proposition amongst students was the creation of bento boxes, which include a multicompetent box that is divided into sections for holding individual portions of food that helps create a well-balanced, nutritious meal that could include all necessary food groups, according to Leiko H.



The students selected chicken karaage marinated with umeboshi as the main meal and KOBEYa's Niigata rice on the side.

The Bento boxes were called "DJS Bento Box" and were sold during a promotional period. The boxes proved to be a success and attained positive feedback from customers, which promoted KOBEYa to introduce the boxes as a permanent product in the restaurant.

In addition to the project, KOBEYa also offers cooking classes on creating healthy lunch boxes for children and sells gluten, dairy, lactose, and nut-free food products as well as fruits and healthy products from Japan, Thailand, the Far East and Europe.

The inclusion of student-centric projects within the restaurant's diverse offerings reinforces KOBEYa's vision to promote healthy gluten-free meals not only for people that have special dietary requirements, but also for those with the desire to choose healthier options, while simultaneously providing people with an unrivaled selection that allows them to fully indulge in their dining experience.

https://www.arabnews.jp/en/features/article_64552/



Gulf Food Exhibition 2022

-Ms.Ishimaru Miho

This year, the world largest annual F&B sourcing event, Gulfood 2022 was held at World Trade Center from February 13th to 17th. Comparing to last year, it was crowded with many exhibitors and visitors, and the tranquillity until last year was resiled.

Middle East Fuji participated the event by assisting 2 booths at Japan Pavilion. Our supplier, Eco-Rice Niigata Co., LTD. exhibited their rice products such as Niigata Koshihikari Rice, Rice Flour, Rice Panko and Rice Cookies.



Fuji Trading Co., LTD. presented the plant-based burger meat, "Soy Burg" at the site. This product fits the latest food trends and impacted the masses. Another note worthy product is Okara Powder which is soy bean powder. We emphasized its health benefits and appealed to the visitors.

From driving e-commerce expansions to inciting global Zero Waste revolutions to launching new youth talent, Gulfood 2022 became the foundation of great agents of change and trend-makers.



MEF Loyalty Awards 2022

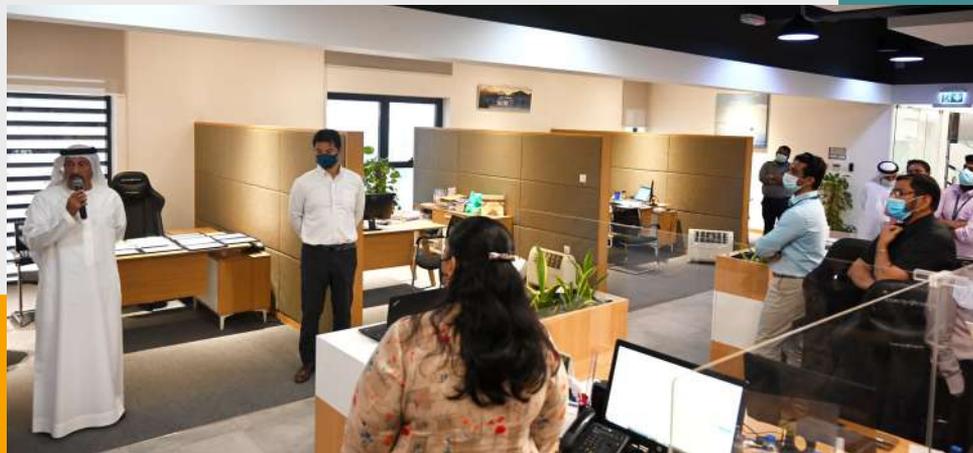
-Ms.Maha Salem

The event was held on February 23, 2022 and announced by Mr. Saeed Al Malik (CEO) And Mr. Ryusaku Hayashi (Managing Director).

As MEF management, we appreciate our long-serving employees who have completed 05, 10, 15 and 20 years, on the occasion of celebrating the loyalty awards as company we are looking for continues contributions, and definitely will consider your hard work and we look forward to see more people working with us "Mr. AL Malik said"



We appreciate the long service of all of our employees to continue adding values to the organization as well as your life "Mr. Hayashi said.



Congratulations on achieving these years of service with MEF group. Your steadiest faith and dedication to this organization are much appreciated!



ANOOP KODOTH MUNGATH



PRABHAKARA POOVANADKA



RICHARD CACAFRANCA



CHERWIN SISON



SATHYADAS



Steel FAB Exhibition 2022 Sharjah Expo Center

-Mr. Jibu Mathews

Steel Fab is the Middle East premier trade show for the Metal Working, Metal Manufacturing, and Steel Fabrication Industry.

17th edition of the same was held at Sharjah Expo center from 10th to 13th of January 2022. The 17th SteelFab was showcasing 150 exhibitors representing nearly 400 brands from 25 countries Besides new special focus areas, special pavilions, live displays, technical seminars and product presentations.



MEF exhibited at stand number 4010 and we could meet existing and potential new customers at 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. Visitors from GCC and MEA region indicated the acceptance of the show as a regional sourcing platform.



MEF Philippine Office Team Bonding

-Ms.Johanabelle Novabos

It is without a doubt that good food tastes better when we are together. We can all agree to this, especially when surrounded by dynamic colleagues and tasty food at the forefront. A kind of social gathering that brings everyone to the table to get to know one another in a more relaxed way.

We at MEF Philippine Office had an opportunity of having a Team's Lunch Out. The Technical Team had it at Fat Dois Parkmall, while the rest of the team headed to Unlimited Samgyupsal. Both were good restaurants serving delicious meals perfect for turning colleagues into friends.

PROVISION TEAM



The "Team's Lunch Out" was a great experience because it brought us on the same boat, breaking social barriers in the workplace. Paving the way for general communication that deals everything which ignites team collaboration. It created positive relationships within the team, making everyone happier and increasing productivity.

COMMUNICATION TEAM



It's a good break. Having that monotonous working environment, switched off for a moment then reconnect with everyone in the team. We are thankful to MEF for giving us this chance to take a break, at the same time, making our stomachs full. All in all, it was the perfect way to be refreshed.

TECHNICAL TEAM A



TECHNICAL TEAM B



OPERATIONS & STOCK TEAM



WELCOME ON BOARD

-Ms.Maha Salem



Shebin Mathew
Maintenance
Department



Azalia Mugisa
Marine Supply
Department



Bhavya Rithesh
Admin
Department



Jan Vincent Rivera
Industrial Solution
Department



Printo Eldho Paul
Marine Supply
Department



Abirami Sunderesan
I-T
Department



Aiswarya Shaji Lal
Transhipment
Department



Fatimath Zafaza
Admin
Department





Waqas Ahmad

Logistics
Department



Praseethan Kallakkadavan

Marine Supply
Department



Rahul Kutty

Marine Supply
Department



Sabeel Ahmed

Marine Supply
Department



Gauri Damor

International Trading
Department



Shibu thomas

Marine Supply
Department



Abiram Ajayan

International Trading
Department



Sebwami Eidmond

Admin
Department



Altamash Dhopavkar

Engineering
Department



Ali hassan

Maintenance
Department



Ashok Kumar

Maintenance
Department



Shamem Rasheed

Logistics
Department



Vishnu Anil Kumar

Engineering
Department



Musthafa Kareem

Industrial solution
Department



Vijaya Pillai

Maintenance
Department



Abdullah Al Sajal
Kobeya
Kitchen



Abdullah Said
Kobeya
Kitchen



Anecito Escabarte Jr
Kobeya
Kitchen



Renu Thomas
MEFM
Department



Charith Nirmal
Marine Supply
Department



Frances Joy Dela Cruz
Kobeya
Kitchen



Harriet Babirye
Kobeya
Kitchen



Shekhar Babu Ram
Kobeya
Kitchen



Kimberly Batoon
Philippines Office



Mohamed ashik
Marine Supply
Department



Mohammad Iqbal Shaikh
Saudi Office



Shielat Tombiga
Philippines Office



Iswor Puri
Kobeya
Kitchen



Neitche Tipsay Soberano
Kobeya
Kitchen



Rasheed shaik
Saudi Office



Srinivas Mammai
Kobeya
Motorbike rider



Zulfkar Khan
Kobeya
Motorbike rider



Ali Hassan
MEFM
Carpenter

Employee of The Quarter

-Ms.Maha Salem



Mr. Jayson Arcega



Mr. Krishna Kumar



Mr. Laxman Ram



Ms. Devi Sasi

Birthday celebrants



GRACE TRAJANO



SANI SABU

May this year ahead be a prosperous one and bring you all the success and happiness you all deserve!!



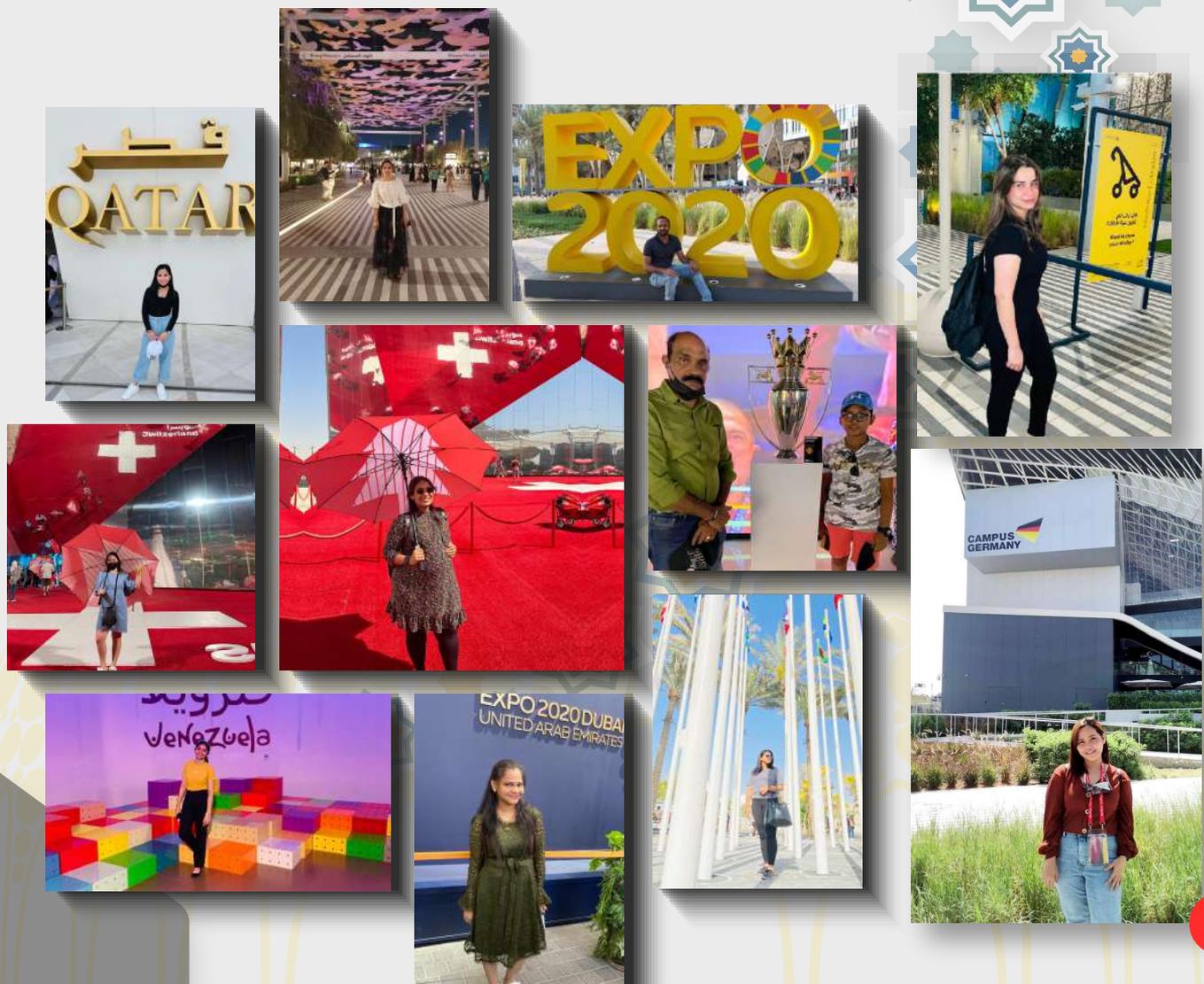


-Ms.Tabassum shaikh

Expo 2020 is a world expo that took place in Dubai United Arab emirates. Expo Dubai is the first World Expo to be held in the middle east, Africa and south Asia region as well as first to be hosted by Arab country. Expo 2020 started on October 2021 until march 2022 this time the expo theme was "connecting minds, creating the future". the goal is to bring countries together for collaborative initiatives that help to accelerate and promote ideas that enhance people's lives.

We at Middle east Fuji offered all the employees a 3day leave to visit the Dubai expo 2020.we believe that this is a once in a lifetime opportunity for our employees to visit the expo 2020 and explore immersive experiences of different global cultures the essence of the theme of the Event. "This visit will also improve work ethics of employees leading positive impact on productivity as well as understand the market dynamics competition new product and services and target markets".

Below are some joyful picture of our employees who visited the expo 2020 with their family and friends.





EXPO
2020
DUBAI
UAE



New Coffee Machines

-Ms.Maha Salem

Starting from March 18, 2022 a coffee machines have been installed in the office for the daily use of all employees.



Undoubtedly, to keep employees productivity and concertation as well as provide a place to gather, improve morale, increase energy level, also helps to improve time efficiency the most important desirable qualities in the office so, management decided to go for implementation.



Editor in Chief
Ms.Tabassum Shaikh

Graphic & Design Editor
Mr.Abdur Rehman

Content Writers
Ms.Maha Salem
Mr.Jibu Mathews
Ms.Tabassum shaikh
Ms.Elena Mihaela
Ms.Johanabelle Novabos

