

# NEWSLETTER

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**1<sup>st</sup> EDITION**

Mobility - Sustainability - Creativity



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# MEF ANNUAL STAFF PARTY 2025

Ms. Maha Salem

On 25th January 2025, the MEF team came together for our highly anticipated Annual Staff Party, held at the beautiful Le Méridien Hotel. It was an evening filled with celebration, camaraderie, and joy as we reflected on the past year and looked ahead to the future.

- **Long-Service Employee Recognition:** We proudly celebrated the dedication of our team members who reached significant milestones of 20, 15, 10, and 5 years of service. Their commitment and hard work continue to inspire us all.
- **Exciting Raffle Draws:** The night was buzzing with excitement as employees took part in fun and rewarding raffle draws. The grand prize? The iPhone 16 Pro Max (256GB)! Congratulations to the lucky winner!
- **MEF's Got Talent:** We were thrilled to showcase the incredible talent within our team! Our talented singers put on a spectacular performance, bringing us beautiful selections that created an amazing vibe for the evening.
- **Delicious Food & Entertainment:** Guests enjoyed a delightful spread of food and drinks, with entertainment to keep the energy high throughout the evening.





We were also honored to have our MEF business partners and overseas employees join us, making the event even more memorable. A huge thank you to everyone who helped make this celebration a success. We look forward to many more successful years ahead, and we can't wait for next year's party!





## Ground Breaking Ceremony

Ms. Ishama Madubashini

We are pleased to announce the successful completion of the groundbreaking ceremony for **Middle East Fuji LLC's** new cold storage and chilled storage facility.

The event, held on 10th February 2025, marked the beginning of a significant expansion for the company.

The new facility will include not only advanced cold and chilled storage areas but also a mezzanine office space and a utility building to support the growing needs of the company.

This new development is expected to enhance operational efficiency and contribute to the supply chain capabilities.



# OSV & Maritime Business Matching Forum 2025

Mr. Sathyadas

This is was a free business forum organized by the Japan Ship and Machinery Equipment Association (JSMEA) and supported by Emirates Shipping Association held at the Intercontinental Hotel in Abu Dhabi on 28th January 2025.

This exclusive event was open to professionals from across the maritime industry and offered a great opportunity to connect directly with leading Japanese manufacturers such as Yanmar, EKK Eagle Asia, Daihatsu, Fukui, Semco, Kamome, Bemac, Mitsubishi, Nakashima, Taiyo Electric, Mayekawa, Tokyo Keiki, Chugoku Paints, and Fuji Trading. Seminar targeted Offshore Support Vessel Owners, Design companies, Marine Classification Societies, Shipbuilders Procurement staffs, Research Institutes Organization Association, Ship Agency companies.



Attendees had the chance to engage in one-on-one tailored discussions with Japanese companies. Technical presentations held on topics such as net-zero strategies and energy saving equipment. Fuji Trading team led by Mr. Yuzo



JAPAN  
JSMEA  
Japan Ship Machinery and Equipment Association

Koike, Managing Director at Fuji Trading Co. Ltd., MEFGROUP Chairman and CEO Mr. Saeed Al Malik, had presentation on Fuji Trading the One-Stop Marine Service Provider without Border to Support Safe Voyage. Mr. R. Hayashi, Managing Director, Mr. Biji Joseph Director, Middle East Fuji Group was present throughout the seminar.



## Sea Asia 2025 - Singapore

Mr. Jose Emmanuel



**Middle East Fuji's** presence was marked at Sea Asia 2025, held in Singapore from March 25–27. Recognized as one of the region's premier maritime exhibitions, the event served as a platform where the company's diverse capabilities were presented to a global audience.



A wide range of services including marine supply, engineering support, international trading, and agency services were highlighted at the MEF booth. Considerable interest was received from shipowners, management companies, and industry professionals throughout the three-day event. Valuable discussions were held, and new business opportunities were explored, while existing partnerships were further reinforced. Industry trends and developments were also closely observed, providing insights that will support future strategic direction.

The company's profile was successfully elevated, and continued engagement with new and existing partners is anticipated in the coming months.





## Expomaritt Exposhipping 2025 - Istanbul

Ms. Maha Salem



Our Managing Director, Mr. Ryusaku Hayashi, attended the Expomaritt Exposhipping Istanbul 2025 on behalf of MEF Group, alongside the AVS Directors, in Istanbul, Turkey, on 17th February 2025.



During the event, they had the opportunity to meet with key industry leaders, explore the latest maritime technologies, and strengthen strategic partnerships within the shipping and logistics sectors.





## Ms. Tabassum Shaikh

# Fuji Trading Trainees 2025

Ms. Tabassum Shaikh

From January 20th to January 31st , 2025, a group of FTC staff trainees from Japan visited Middle East Fuji LLC Dubai for training. The training program commenced with a tour, allowing trainees to explore various facilities, including the technical and provision warehouses, providing them with insights into operational procedures. trainees were engaged in warehouse operations, participating in stock management, receiving procedures, and other essential tasks, trainees were also rotated through different departments, fostering an understanding of the company's operations and processes, thus elevating their expertise. The trainees also visited key locations such as Jebel Ali Port and Fujairah Port, further enhancing their practical knowledge and exposure to logistics operations.



To ensure a well-rounded experience, leisure activities were included in the training program. Trainees had the opportunity to explore iconic landmarks such as the Abu Dhabi Louvre Museum and the majestic Sheikh Zayed Mosque. Dubai desert safari indulged in an unforgettable adventure. The training program provided trainees with valuable skills and knowledge, as well as opportunities for relaxation resulting in a truly transformative experience.

## 3M Performance Award at Emerging Markets Channel Partner Meet

Mr. Jibu Mathews

Minnesota Mining and Manufacturing Company-3M is an American Multinational conglomerate operating in the fields of industry, worker safety, and consumer goods. Based in the Saint Paul, Minnesota, suburb of Maplewood the company produces over 60,000 products. Middle East Fuji World wide trading is distributing 3M products to the GCC market from 2012.

3M Emerging Market Channel partner conference for 2025 was held at the JW Marriot Marquis Hotel, Dubai on the 5th and 6th of February. Mr. Biji Joseph, Mr. Jibu Mathews and Mr. Vikas Gandotra from MEF attended this conference

based on the invitation from 3M Gulf. It was a premier event where industry leaders and channel partners from 40 countries came together to share business insights and future market trends. From 3M side exclusive product and division updates were also arranged.

During the event 3M distributed awards to the outstanding channel partners. MEF group received the 'Top Channel Partner Award' in the Emerging Market region. Its remarkable achievement which will help us to grow further in the 3M business.





# Gulfood 2025

Mr. Vipin Sidharthan

Gulfood 2025 set a new benchmark as the world's largest and most influential food and beverage trade event, bringing together 5,000+ global F&B leaders and unveiling 100,000 cutting-edge products from 125 countries. Themed "The Next Frontier in Food," this edition emphasized innovation, sustainability, and business transformation, making it a pivotal platform for industry professionals.

*Gulfood* | 30<sup>TH</sup> EDITION

17-21 FEB 2025 | DUBAI WORLD TRADE CENTRE



Among the standout exhibitors, Middle East Fuji Worldwide Trading LLC made a remarkable impact at the Japanese Pavilion, showcasing an exquisite selection of Premium Wagyu/Kobe beef, Soba Noodles, Seaweed Nori, and Konjac Noodles. The booth, meticulously designed with attention to detail and authenticity, became a focal point for industry leaders, chefs, and culinary experts eager to explore Japan's finest offerings.





**Gulfood 2025** was more than an exhibition—It was a dynamic hub for collaboration, networking, and market expansion. Engaging with global F&B pioneers, discovering emerging trends, and fostering strategic partnerships reinforced MEF World Wide Trading's mission to deliver authentic, high-quality Japanese products to the Middle Eastern market. As we continue to evolve, we remain committed to shaping the region's culinary landscape with excellence, innovation, and tradition.

**Beyond product displays**, visitors were treated to live Wagyu cooking demonstrations, sake tastings, and interactive sushi workshops in the Japanese Pavillion, creating an immersive experience in Japanese gastronomy. Sustainability and innovation were key themes showcasing the future of ethical sourcing and food safety.





## MEF Recognized as Best Performer by Delta Plus across the region

Mr. Jibu Mathews

Since 2012, Middle East Fuji LLC has been committed to distributing and selling Delta Plus PPE and Fall Protection products in the UAE market, ensuring safety and reliability for our customers.

Moving forward on this journey of excellence, we are proud to announce that on January 14, 2025, MEF received the prestigious “Best Performer Award” from Delta Plus, recognizing our outstanding performance across the UAE, Qatar, Oman, and Saudi Arabia region. This prestigious recognition reflects our dedication, teamwork, and relentless pursuit of excellence in providing top-quality PPE solutions to our customers.



The award was received by the General Manager of MEF Worldwide Trading along with team members at a grand ceremony held at Shangri-La Dubai.

**This achievement is a testament to the collective efforts of our entire MEF team, and we extend our gratitude to Delta Plus for their continued trust and partnership.**

## MEF Attends Technical Training with SUGINO in Japan

Mr. Qadeer Ahmed

It is thrilling to share our recent experience with the product training session arranged by SUGINO MACHINE LIMITED, which took place from February 10th to 14th, 2025, in Kakegawa City, Japan.

MEF Group has partnered with SUGINO to develop the market for SUGINO products in the UAE and eventually across the GCC. This training session provided valuable insights into Heat Exchangers, Boilers, and Tube Expansion, along with identifying key industries for these products. It combined theoretical knowledge with hands-on practice, covering tube expansion methods, selection criteria, measurement techniques, and influencing factors.



Participants worked with tools such as Tube Cutting and Tube Pulling tools, as well as driving units like ELEDRIIVE, MECHADRIVE, Servo Drive, and Aqua Setter. Beyond the technical learning, the experience also offered a glimpse into Japanese culture and hospitality, making it truly memorable.



# SUGINO



## Personnel Development

Ms. Maha Salem

As part of our commitment to investing in our staff, we continue to arrange training sessions aimed at enhancing employee growth. Our employees are our most valuable asset, quarterly we are focusing on their development to ensure their success and our collective achievement.

In today's fast-paced and interconnected workplace, personnel development is key to improving individual performance, enhancing team dynamics, and driving overall organizational success. On Emotional Intelligence (EI). This skill is crucial in helping individuals manage their emotions, relate to others effectively, and communicate efficiently within teams and across the organization. In this article, we will explore how focusing on EI skill can lead to both personal and professional growth.

### 1. Emotional Intelligence (EI) Development

Emotional Intelligence (EI) refers to the ability to recognize, understand, and manage one's emotions, as well as those of others. It includes five core components:

- **Self-awareness:** Understanding your emotions and how they impact thoughts and behavior.
- **Self-regulation:** The ability to control emotions and impulses, maintaining professionalism under pressure.
- **Motivation:** A strong inner drive to pursue goals with energy and persistence.
- **Empathy:** The ability to understand and share the feelings of others, especially in a workplace context.
- **Social skills:** Building and maintaining healthy relationships through effective communication and collaboration.



# How to Develop Emotional Intelligence

## 1. Self-Reflection and Mindfulness

Encourage employees to reflect on their emotional responses and how they affect their work and relationships. Practices such as deep breathing and meditation can enhance self-awareness and emotional regulation.

## 2. Feedback and Coaching

Offering one-on-one coaching sessions and constructive feedback helps individuals identify emotional triggers and areas for improvement. This can lead to greater self-awareness and emotional control.

## 3. Empathy Training

Encourage empathy by promoting active listening and understanding different perspectives. Role-playing scenarios can help employees practice empathy and improve their relationships with colleagues.

## 4. Stress Management Techniques

Provide stress management workshops with techniques like relaxation exercises, time management, and emotional resilience training. These tools can help employees manage emotions effectively in high-pressure situations.

We are confident that focusing on these areas of development will greatly benefit both our employees and the company as a whole. We appreciate your active participation in these training sessions and look forward to seeing the positive impact on both individual performance and team collaboration.





## Annual Health check up

Ms. Tabassum Shaikh

Our health checkup was conducted by experienced healthcare professionals who ensured the highest standards of care and confidentiality. Our Annual Health Checkup for the year 2025 was successfully conducted on March 25th in our head office and on 26th MEF Second Building , facilitated by Aster and managed by Al Futtaim Willis. This initiative underscores our commitment to prioritizing the health and well-being of our employees.



The two-day event saw active participation from our dedicated team members, who seized the opportunity to take charge of their health.



## Wellness Program (Zumba) Philippine Office

Ms. Marjorie Limotan

**Middle East Fuji LLC – Philippine Office aims to encourage a healthy workforce for its employees by hosting a Wellness Program that features “Zumba” on March 23rd at Plaza Independencia, San Roque, Cebu City; with the theme – “Releasing stress and depression through dancing and connecting to the nature.”**

### **The Purpose of this Activity:**

1. Promoting good health and encouraging positive behavior among employees.
2. Facilitate connection and casual interaction with other Colleagues.
3. It boost employee morale and job satisfaction.
4. Enhances work-life balance, reduced absenteeism and improves attendance.
5. Fosters personal development and growth.

**Zumba is more than an enjoyable activity; it also assists every employee in becoming FIT and HEALTHY.**

Middle East Fuji LLC – Philippine Office is dedicated to fostering our employees' overall well-being by integrating physical activity into our daily routine, which can boost focus, raise productivity, and improve job satisfaction. We will not only gain from the physical activity, but we will also have the chance to connect with our colleagues and create a stronger, more supportive team. Therefore, we continue to progress, feel the beat, and enhance our efficiency to the next level. Collectively, we foster a culture of productivity, innovation, and teamwork that enables our workplace to thrive!





## Medical Emergencies Mock Drill -Warehouse

Ms. Ishama Madubashini

We're pleased to announce the successful completion of our warehouse medical emergency mock drill held on 29th January 2025. This exercise was designed to enhance our response to potential medical emergencies in the warehouse setting. The drill simulated a workplace injury scenario, where team members responded quickly by administering first aid, contacting emergency services, and executing evacuation procedures. It was an excellent opportunity to test our emergency protocols and ensure seamless coordination.



### Key takeaways from the drill include:

- Improved response time and communication.
- Clear coordination with emergency services.
- Updated protocols to further enhance safety.

Thank you to all participants for your quick thinking and dedication. We will continue refining our emergency procedures to ensure a safe working environment for everyone.

# ISO Awareness: Risk Assessment

Ms. Roudha Almalik

## The first step to making your workplace safe

### An Employer must

- Identify hazards and where possible remove them.
- Evaluate risks.
- Reduce or control risks to low levels.
- Record this assessment.

### An Employee must

- Co-operate with the employer on all health and safety matters.
- Inform your supervisor if you are concerned about a safety matter.
- Adhere to all work and safety procedures.

## The above must be considered when assessing the following

### The Management of Health and Safety

- Are safe work systems adhered to?
- Are accidents and hazards accurately reported?
- Have workers most at risk been identified?

### Work Equipment and Work Practices

- Is the equipment safe, suitable for the job and properly safeguarded?
- Is the equipment maintained and stored properly?
- Are hazardous substances identified, used and stored properly?
- Do employees have proper training instructions, information, and supervision?

### Display Screen Equipment

- Is the work area set up correctly for the user?
- Is hardware and software suitable for the tasks?

### The workplace

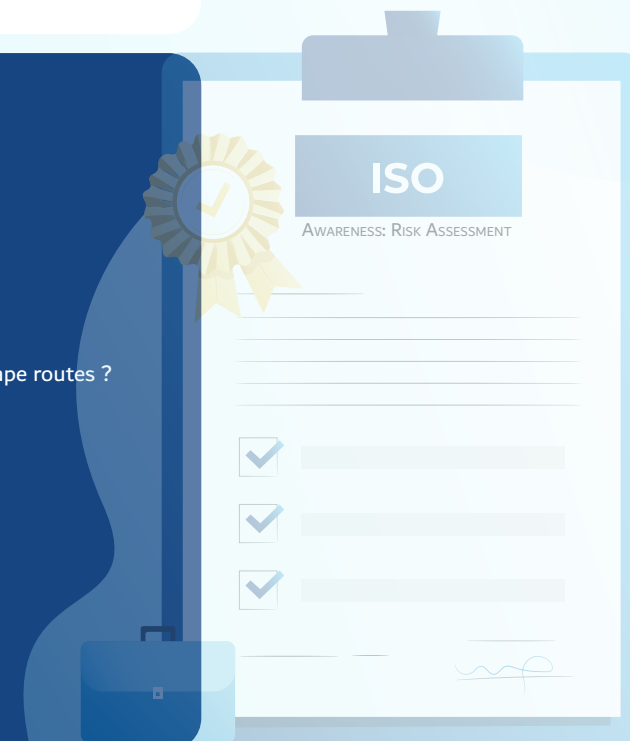
- Is lighting adequate?
- Is there good ventilation, heating and cooling?
- Is the interior of the building in good condition?
- Is there adequate space to work in?
- Is it tidy?
- Is noise controlled?
- Is everyone aware of emergency procedures and escape routes?

### Manual Handling

- Is the manual handling necessary?
- Are proper lifting and moving procedures followed?

### Personal Protective Equipment (PPE)

- Does the PPE meet current standards?
- Is it suitable?
- Have employees been trained in the use of PPE?
- Is it maintained, used and stored properly?



## Risk Assessment

Is the first step to making your workplace safe





Employee of the quarter  
Ms. Maha Salem

**Employee of the  
Quarter for outstanding  
performance and  
dedication!**

# Congratulations



Mr. Marvin Herrera

KOBEYa



Mr. Sony

ENGINEERING



Mr. Anil Kumar.G

BOARDING REPRESENTATIVE



Mr. Chaturanga

WAREHOUSE

# New Staff

Ms. Tabassum Shaikh

**AKSHAY WAVARE**  
WAREHOUSE ASSISTANT



**FERELOU BOJOS**  
PHILIPPINES OFFICE



**MANIKANDAN RAMASAMY**  
WAREHOUSE ASSISTANT



**SHAIK FAREED**  
JEDDAH OFFICE



**KEERTHANA N**  
INDIA OFFICE



**KIMBERLY PULVERA**  
PHILIPPINES OFFICE



**DEEPASRI**  
INDIA OFFICE



**MAHESH CHAUHAN**  
JEDDAH OFFICE



**MILOU AVENIDO**  
LOGISTICS



**MUSTAAK SAMIULLA**  
MAINTENANCE



**JOHANNA BRIGILDO**  
PHILIPPINES OFFICE



**PRAVEEN PAVITHRAN**  
MEF-WWT



**SABU RAMACHANDRAN**  
INDIA OFFICE



**SURYA PRAKASH S**  
MAINTENANCE



**SIDDHARTH POYIL VEED**  
MARINE SUPPLY



**SUBASH TIMALSINA**  
LOGISTICS



**THARUN J**  
INDIA OFFICE



**YUWAHANG KHAPUNG**  
WAREHOUSE ASSISTANT



**VIGNESH PACHAMUTHU**  
MARINE SUPPLY



**ANUSHA ASHOKAN**  
MEFKS



**HARIHARAN P**  
MAINTENANCE



**RAY ANNE ALAG**  
PHILIPPINES OFFICE



**PRAKASH JAGANNATH NAIK**  
WAREHOUSE ASSISTANT



**SEYED ABDUL RAKEEF**  
MEFKS



**SHRIHARI A**  
INDIA OFFICE



**SARAH JEAN MERIZ**  
PHILIPPINES OFFICE



**DINESH PALANISAMY**  
INDIA OFFICE



**RUTHIE MAE QUILAQUIL**  
PHILIPPINES OFFICE





# Birthday Celebrant

Ms. Tabassum Shaikh

Wishing you a fantastic birthday filled with happiness,  
success, and great moments



Grace Trajano



Grace Soyosa



Joan Rosalijos



Sayali Ghadage



Jhazryl Salvado



Nina Palomares



Analie Domecillo



Roxanne Maturan



Arnalite Salino



Psychee Barrientos



Ruthie Mae Quilaquil



Judy Anne Apostol



Ma. Karen Polestico



Shiela Tombiga



Frances Joy Dela cruz

*Newly Weds*  
Ms. Marjorie Limotan



**Karl Jay Linao & Myrene Shanne Mahusay**

*May your love be the anchor that holds you together,  
the compass that guides you forward,  
and the horizon that expands your dreams.*

*Congratulations  
on your forever journey!"*



# NEW BORN

Ms. Tabassum Shaikh

Congratulations  
on the arrival of  
your little bundle  
of joy.





**1<sup>st</sup> EDITION**

**Newsletter**

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Ms. Marjorie Limotan

