

NEWSLETTER

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Mobility - Sustainability - Creativity



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MEF Participates in IMPA London 2025 Alongside Fuji Trading

Ms. Maha Salem

Middle East Fuji (MEF) proudly participated in the IMPA London 2025, one of the maritime industry's leading procurement and supply chain events. The exhibition, held in the heart of London, brought together global maritime professionals, suppliers, and industry leaders for two days of networking, collaboration, and innovation.

MEF's presence at the event reinforced its commitment to supporting the global maritime sector through innovative solutions, reliable supply services, and strategic partnerships. The team engaged with clients, partners, and industry peers to explore emerging trends, sustainability efforts, and digital transformation in maritime procurement.



Notably, Fuji Trading also attended the event, showcasing the synergy and strong collaboration between both organizations under the shared goal of serving the evolving needs of the shipping and offshore industries.

Participation in IMPA London provided an excellent platform for MEF to not only highlight its capabilities but also strengthen relationships within the international maritime community.

Strong Debut at INMEX SMM 2025

Mr. Jose Emmanuel

Middle East Fuji Group proudly participated for the first time in INMEX SMM 2025, held in Mumbai, India. The event marked a significant milestone for our company and proved to be one of the most successful exhibitions we have attended in recent years.



Our booth recorded the highest customer footfall compared to all recent exhibitions, attracting key stakeholders from the marine and industrial sectors. Visitors showed strong interest in our wide range of solutions, including marine supplies, engineering services, plant machinery, and industrial products.

The exhibition provided an excellent platform to strengthen existing business relationships, initiate discussions with new prospects, and reinforce Middle East Fuji's reputation as a trusted and reliable partner in the industry.



The outstanding response at INMEX SMM 2025 reflects the continued growth of our brand presence in international markets and stands as a testament to the efforts of our team in representing the company with professionalism and commitment. Together, we continue to raise the bar and look forward to even greater success in future exhibitions.

UAE National Ship Suppliers Association Holds Successful Annual General Meeting

Ms. Ishama Madubashini

The UAE National Ship Suppliers Association (UNSSA) successfully conducted its Annual General Meeting on 22 July at the Dubai Creek Lake View. The meeting was presided over by Mr. Saeed Al Malik, President of UNSSA, and saw active participation from both full member companies and associate member companies, all of whom are engaged in the marine supply business.

The event provided an important platform for members to discuss key issues and developments impacting the current marine supply sector. Participants exchanged ideas, reviewed ongoing initiatives, and explored new opportunities to strengthen collaboration within the industry.



During the meeting, the previous Treasurer stepped down, and a new Treasurer was duly elected, ensuring smooth continuity in the Association's financial management.

The success of this AGM underscores the Association's ongoing commitment to supporting the UAE's maritime supply industry and enhancing cooperation among its members.



Director's Visit Marks a Special Day at MEF Tech India

Ms. Kiruthika Narayanan

On September 9th, we had the honor of welcoming our Director, Mr. Teruya Nakagawa, to the India office. His visit was marked by meaningful conversations, strong team spirit, and a joyful pizza lunch that everyone truly enjoyed. It was a memorable day that strengthened bonds and inspired us to keep moving forward as one team.



Learning in Action... Communication & Operational Excellence. Building Skills, Building Success.

Ms. Maha Salem

In alignment with MEF's core value of "Keep Learning", two impactful training sessions were recently held, aimed at enhancing both soft skills and operational capabilities across the organization.

On 7th August 2025, a session on Assertiveness Skills & Effective Communication was conducted to help employees strengthen interpersonal communication, confidently express ideas, and navigate workplace challenges with clarity and professionalism.

The training focused on:

- Developing assertive communication techniques
- Enhancing listening and feedback skills
- Building confidence in expressing opinions respectfully
- Managing conflict and handling difficult conversations effectively

Participants actively engaged in role-plays, group discussions, and real-world workplace scenarios. Upon successful completion, each participant received a certificate, recognizing their commitment to personal and professional development.



- Following this, on 30th September 2025, a Warehouse Operational Excellence Training was conducted, further emphasizing MEF's dedication to continuous improvement and capability building.

This hands-on session focused on:

- Streamlining warehouse workflows
- Improving inventory accuracy and storage efficiency
- Enhancing safety, compliance, and productivity
- Applying lean principles to reduce waste and maximize value

The training provided warehouse staff with actionable strategies to elevate daily operations and contribute to overall business efficiency. Both sessions reflect MEF's ongoing investment in its people-empowering them with the tools and knowledge to grow, lead, and perform at their best. From communication to core operations, these trainings underline our holistic approach to development.



We thank all participants for their enthusiasm and commitment, and we look forward to more such learning initiatives in the near future.



... SUGINO Explores GCC Industrial Hubs for Heat Exchanger & Boiler Solutions

... Mr. Qadeer Ahmed

SUGINO, in partnership with the Middle East Fuji Group, recently undertook a series of visits to key industrial hubs to engage with prospective customers in the heat exchanger, boiler, and radiator manufacturing and maintenance sectors. The visits to Yanbu, Dammam, Jubail, Abu Dhabi & Dubai yielded promising insights and reinforced the alignment between Sugino's technological strengths and GCC growing industrial ambitions.



Visit Highlights in KSA & UAE

- Visited key fabrication and maintenance companies specializing in heat exchangers, boilers, and radiators in industrial areas.
- Engaged with potential customers to understand their pain points: durability, efficiency, turnaround time, quality of finishes; maintenance and downtime being costly.
- Demonstrated how SUGINO's high-precision machinery, tube-expander finishing tools can reduce cycle times, improve quality, and lower maintenance burden.

Opportunities Identified & Next Steps

From our interactions, several promising opportunities and action items emerged:

1. Pilot Projects

Running small-scale demonstration or pilot installations in the heat exchanger, boiler & radiator businesses in these cities to prove value.

2. Empowering the Local Partnerships & Service

Empowering local partners region wise who can handle sales, installation, spare parts, service, and training. Local presence will help reduce delays and increase customer confidence.

3. Marketing & Visibility

Increased visibility in these industrial hubs via trade shows, site visits, technical demonstrations, and testimonials from satisfied local customers.



Enhancing Cargo Safety with Air Bags Across Industries, SIGNODE

Mr. Jibu Mathews

In today's fast-moving supply chain, ensuring cargo safety during transportation is critical. Every year, businesses face significant losses due to cargo damage caused by shifting loads in containers, trucks, or rail wagons. Dunnage air bags, offered by Signode in the UAE, have proven to be one of the most reliable solutions to secure cargo across industries.

Recently, Middle East Fuji Team, together with Signode experts, engaged with customers in the UAE to demonstrate the effectiveness of air bags in real applications. These activities highlighted not only the versatility of air bags but also the importance of correct usage to achieve the desired results.

Air bags are widely used in sectors such as steel, chemicals, food and beverage, FMCG, and consumer goods. They are designed to fill the voids between pallets preventing movement and absorbing impact during transit. However, the real value of the product comes from applying it correctly. Choosing the right size and grade, placing the air bag in the appropriate void, and inflating it to the recommended pressure are essential steps. When done properly, these measures significantly reduce product damage, lower claims, and enhance customer satisfaction.

Cargo safety is not just about protecting products; it is about protecting reputation, relationships, and profitability. With the right application of air bags, businesses can safeguard their shipments and deliver peace of mind to their customers.

As we continue to expand our presence in the UAE, we see strong opportunities to introduce air bags to new customers, particularly exporters, logistics providers, and manufacturers handling high-value or fragile goods. For our existing customers, we are committed to providing guidance and training to ensure that air bags are applied in the right way, maximizing both protection and cost efficiency.



MEF Dubai Team Building in Full Swing at BOUNCE Dubai

Ms. Tabassum Shaikh

On 7th September, our team came together for an exciting and energetic get-together at BOUNCE Dubai, the UAE's original trampoline park known for its freestyle fun, wall-runs, slam dunks, and gravity-defying games.



BOUNCE
FREE SPIRITS UNLEASHED

The day was filled with laughter, movement, and connection as we took part in various activities including trampoline volleyball, free jumps, dodgeball, and the famous Cliff Jump. It was the perfect way to break the routine, have fun, and build stronger connections across the team.



BOUNCE's vibrant and inclusive environment gave everyone regardless of skill level a chance to participate, relax, and enjoy each other's company in a completely new way.

Events like this remind us how important it is to step away from our daily roles and simply connect as people. We're looking forward to more such memorable moments together.

MEF Saudi Hosted a Dynamic Team Budling

Mr. Mohammed Aldhamin

On 15th September 2025, at Al Tanour Restaurant and Bob's Famous Bowling, experience the powerful theme: Sounds of Success, Vibrations of Value, Whispers of Achievement.

The day featured a variety of engaging activities, in a spirited celebration of collaboration and unity, the event brought together employees from across the team to foster stronger connections, enhance communication and reinforce the company's shared values. All designed to promote teamwork and camaraderie in a relaxed and fun environment.

Al Tanour Restaurant provided a warm and welcoming space for team bonding over delicious food. The ambiance was fantastic filled with laughter, great conversations and moments that brought everyone closer together. It was a truly enjoyable experience that made us all feel connected and energized.

Then, with full bellies and plenty of energy, we headed to Bob's Famous Bowling at Khobar that's when the competition kicked in! Every strike got big cheers, every gutter ball got some good-natured teasing, and the whole place was full of laughter and focusing sports activates more than these activities, it was about spending quality time together outside the office, sharing moments, creating memories, and simply having fun.

The day was full of smiles, high-fives and a powerful reminder that we're not just a team that works well together, we genuinely enjoy each other's company with a great teamwork activity.



Onam Celebration

Ms.Tabassum Shaikh / Ms. Kiruthika Narayanan

On September 4th, our India office celebrated Onam with great enthusiasm, filling the day with vibrant decorations, festive cheer, and cultural spirit. At the same time, the MEF Head Office also joined in the celebrations, sharing the same joy and festive energy.

These celebrations across our offices reflected the spirit of unity, positivity, and togetherness that define our team culture. Events like these remind us of the importance of celebrating traditions that bring happiness and strengthen our bonds, no matter where we are.



HAPPY
ONAM

Team Dinner MEF Tech India

Ms. Kiruthika Narayanan

On July 25th, 2025, our team gathered for a memorable dinner filled with delicious food, lively dance, laughter, and engaging conversations. The evening offered a perfect chance to unwind, connect, and strengthen our bonds beyond the workplace, making it a truly enjoyable and refreshing experience for everyone.



Mobile Annual Health Check Up

Ms. Jaylyn Monares

At Middle East Fuji LLC – Philippine Office, we believe that a healthy workforce is a productive and empowered one. In line with its commitment to employee wellness, we successfully held our On-Site Mobile Annual Health Checkup with Prime Care in partnership with Maxicare, our primary healthcare provider last July 26, 2025.

Led by Dr. Margaux Kate Bontia, the Prime Care team facilitated a full day of essential medical screenings, offering convenient access to preventive care without going to their facility. This initiative aimed to help detect potential health concerns early, track our health status, and encourage healthy lifestyle choices among our employees and their families. The comprehensive checkup included Complete Blood Count (CBC), Chest X-ray, Urinalysis, Fecalalysis, and General Physical Examination. In addition, female members above 35 years old were offered Pap Smears, and ECG test. These preventive screenings are the key in identifying issues before they become serious, helping our team stay ahead of potential health risks.



Let's continue to invest in our health because when we take care of ourselves,
14 we're better equipped to take care of each other and the work we do.

Fire Mock Drill Conducted

Ms. Ishama Madubashini

On 25 August 2025, our organization successfully conducted a Fire Mock Drill under the guidance of the Safety and Emergency Response Team. This exercise was virtually observed by ISO internal auditors, demonstrating our dedication to international safety standards and best practices.

The drill's main objective was to test and enhance employee readiness in the event of a fire emergency. Staff members actively participated by following evacuation procedures, assembling at designated muster points, and ensuring the entire process was completed in a timely and orderly manner.



Why Fire Mock Drills Matter

- **Build Preparedness:** Ensures all employees know how to respond swiftly and safely during a real fire.
- **Test Systems & Plans:** Verifies the effectiveness of alarms, evacuation routes, and emergency communication.
- **Compliance & Assurance:** Meets legal, regulatory, and ISO requirements for workplace safety.
- **Promote a Safety Culture:** Reinforces awareness and responsibility among all staff members.

In addition, to further strengthen our fire emergency readiness, we conducted a Fire Emergency Training session for selected staff on 7 August 2025. This hands-on training equipped participants with the skills and confidence needed to handle real fire emergencies effectively.



The successful completion of the drill, along with the positive observations from the ISO auditors, reaffirms our ongoing commitment to safeguarding our people and premises while continually improving our emergency response measures.

Employee of the quarter
Ms. Maha Salem

Congratulations

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



LOGISTICS



WAREHOUSE



WAREHOUSE



MAINTENANCE



ACCOUNTS

New Staff

Ms. Tabassum Shaikh



BABIN PAULOSE
INDUSTRIAL SOLUTION



ABDULMOHSEN JAMEEL
AFEC



ARUN KUMAR
INDIA OFFICE



BIJO SAM BABU
MARINE SUPPLY



ANGEL MAE LAZAGA
PHILIPPINES OFFICE



GOWSALYA N
INDIA OFFICE



KRISHNA SREENIVASAN
MEFWWT



STEPHENE ROSS MAGNO
PHILIPPINES OFFICE



ASHIFA ASHRAF
MEF WWT



KARLA JANE JUDILLA
PHILIPPINES OFFICE



LEENA RANI
INDUSTRIAL SOLUTION



MOHAMMED ABDULLAH
AFEC



MUHAMMED FAZIL
INDIA OFFICE



RAHEES PANDIKASALA
MEFWWT



RAKESH M
INDIA OFFICE



AKALYA M
INDIA OFFICE



SUBISHA
INDIA OFFICE



STEFFIN TITUS
MEFWS



MERLIN CHOIES
INDIA OFFICE



MESHACH AFFRIM
MARINE SUPPLY



ANN MARIE ALCOBER
PHILIPPINES OFFICE



AARTHI S
INDIA OFFICE



APARNA
INDIA OFFICE



CHARLES SSEKYONDWA
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PRITHVE KUMAR
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RIZAME RONDINA
PHILIPPINES OFFICE



TAISUKE FUJIOKA
MARINE SUPPLY



MAHMOUD REDA
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SANOOJ KURUPPASSERI
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SANTHOSH KUMAR S
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SATHEESH POTHUVANTHODI
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SHYAM LAL KUMAR
MAINTENANCE



SIVABARATHI P
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SOWMYA V
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Varunkumar P
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BAMBAN PUJIONO
MEFWS



VENUS NICOLE AVENIDO
PHILIPPINES OFFICE



WILSON BILARO
ADMIN



YUKI KOBAYASHI
MARINE SUPPLY



SUNIL KUMAR
MEFWS



JANANY JUSTIN
MEFWS



ROBASH RAJ
MEFWS

Birthday Celebrant

Ms. Tabassum Shaikh / Ms. Jaylyn Monares

Wishing you success, happiness, and many great moments ahead. Thanks for being an amazing part of our team.



Ryusaku Hayashi



Renjith Sivanandan



Erika ordesta



Jennilyn comaingking



Sreeja Somnath



Angel benabaye



Liezl roa



Jessica arnoco



Gerra mae talaïd



Ferelou bojós



Mary ann maglangit



Chelsy legaspe



Emma jemina



Ednavel nara

Newly Weds

Ms. Tabassum Shaikh / Ms. Jaylyn Monares



Kenya Inada & Jess C



Ms. Mailyn Peron & Mark Parama

“In the canvas of eternity, may your love be the brushstroke that paints a masterpiece of FOREVER.”

*Wishing you a marriage
filled with laughter,
adventure, and
endless love.*



3rd EDITION

Newsletter

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