

MITSU NEWS

“Elevating Standards” Special Edition



“Elevating Standards” the New Identity of Mitsulift Group

Gathering over 150 professionals from Lebanon’s business community, Mitsulift Group officially unveiled its new corporate vision of value-added service and launched its new motto, “Elevating Standards”, at the Phoenicia Intercontinental Hotel on July 5th, 2006.

The event featured Mr. Shinichi Ito, Group Vice-President and General Manager, Mitsubishi Elevators and Escalators, as honorary guest and Mr Kee-Hian Tan, Senior Global Expert, Blue Ocean Strategy, as keynote speaker.

Mr. Karim Abillama, Managing Director, Mitsulift Group, opened the session by explaining that the new company motto, “Elevating Standards”, represented Mitsulift’s vision of being the ultimate regional reference in servicing building moving systems. He also emphasized Mitsulift’s role of service and solution provider by stating “We are not an elevator company, we are a service company”.

Mr. Abillama traced the evolution of Mitsulift Group from its inception in 1984 through its landmark joint venture with Mitsubishi Electric - Japan in 2000 and its regional expansion in the past six years in Syria, Greece and Cyprus.

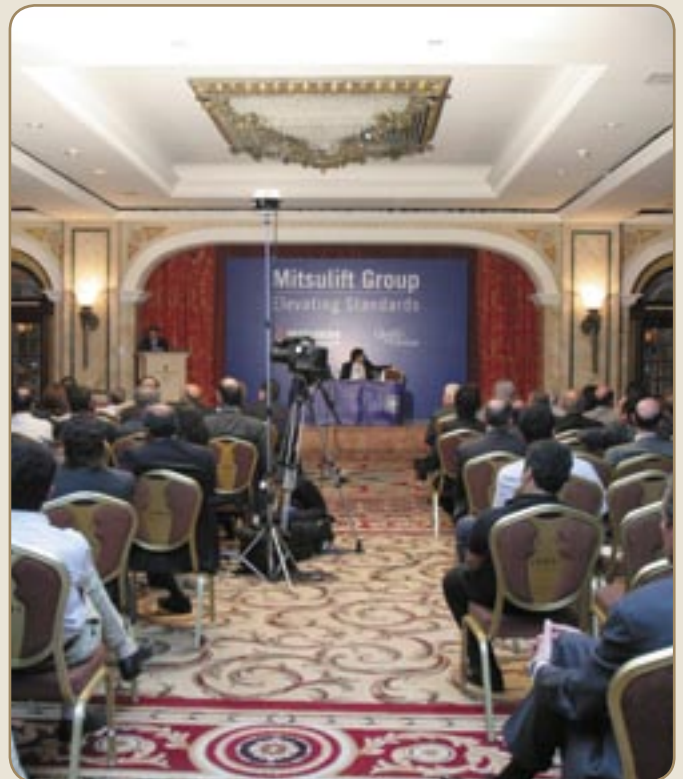
“Our three pillars of “Elevating Standards” are Customer Satisfaction, Value and Innovation and Employee Development”, Mr. Abillama explained. “We are committed to adding value to both our customers and our staff”, he added.

Mr. Shinichi Ito, Group Vice-President and General Manager, Mitsubishi Elevators and Escalators, highlighted the importance of Mitsubishi’s partnership with Mitsulift and congratulated Mitsulift on its leadership position in the Lebanese market. “Mitsubishi enjoys in Lebanon its highest country market share through its alliance with Mitsulift”, Mr. Ito stated. He asserted that Mitsubishi’s quality and Mitsulift’s know how make up the winning formula for Mitsulift in Lebanon and the region.

Mr. Kee-Hian Tan, Senior Global Expert, Blue Ocean Strategy, presented a keynote address on the Blue Ocean Strategy, an internationally acclaimed and proven marketing approach designed to “create uncontested market space and make the competition irrelevant”.

The Blue Ocean Strategy was initially developed by INSEAD professors Dr. Chan Kim and Renée Mauborge. “It promotes strategic moves and a systematic approach for creating “blue oceans” of uncontested market space ripe for growth”, explained Mr. Tan.

Mr. Tan answered the audience’s questions concerning the Blue Ocean Strategy before closing the event.



Profiles of the Speakers at the Conference

Mr. Karim Abillama

Mr. **Karim Abillama** took on the responsibilities of Managing Director at Mitsulift Group in 1993, following three years of similar professional experience in Paris, France. Holder of an MBA from INSEAD, after an MA in Engineering from the Ecole Polytechnique de Montreal, Mr. Abillama led Mitsulift Group into its landmark joint venture with Mitsubishi Electric - Japan in 2000. He also plays an instrumental role in Mitsulift Group's sustained regional growth, establishing sister companies in Cyprus, Syria and Greece.



Mr. Shinichi Ito

Mr. **Shinichi Ito** has been involved since 1979 in the overseas marketing division of Mitsubishi Elevators and Escalators. With more than 32 years of extensive experience, he is considered an authority in his field and has worked on developing Mitsubishi Elevators and Escalators across the world. Mr. Ito is currently Group Vice-President and General Manager, Mitsubishi Elevators and Escalators.

Mr. Kee-Hian Tan

Mr. **Kee-Hian Tan**, is a **Senior Global Expert on Blue Ocean Strategy**. He has more than 25 years of international business and consulting experience in global management consultancies and multi-national corporations. He has helped private and public organizations across a wide range of sectors in countries in Asia and Europe apply the concepts of **Blue Ocean Strategy** within their organizations. He leads major initiatives to formulate and execute **Blue Ocean Strategy** and he is a keynote speaker on **Blue Ocean Strategy** at public and in-house conferences and management retreats.



Blue Ocean Strategy

"Don't compete with rivals - make them irrelevant."

Dr. Chan Kim and Renée Mauborgne, INSEAD, 2005.

The Blue Ocean Strategy challenges everything you thought you knew about the requirements for strategic success. Based on a study of 150 strategic moves spanning more than 100 years and 30 industries, INSEAD Professors Kim and Mauborgne argue that tomorrow's leading companies will succeed not by battling competitors, but by creating "blue oceans" of uncontested market space ripe for growth. Such strategic moves - termed "value innovation" - create powerful leaps in value for both the firm and its buyers, rendering rivals obsolete and unleashing new demand.

Blue Ocean Strategy provides a systematic approach to making the competition irrelevant. Examining a wide range of strategic moves across a host of industries, Blue Ocean Strategy highlights six principles that every company can use to successfully formulate and execute blue ocean strategies.

For more information about Blue Ocean Strategy, kindly log on to:

www.blueoceanstrategy.com



Introducing Mitsulift Group's New Motto Elevating Standards

Elevating Standards... which standards and what does it all mean?

The purpose of our new motto is to continuously reinforce our culture of service in each and every aspect of our operations.

Elevating standards starts from the core of our business, which is our people, and expands to encompass our valued customers and the service level we deliver to them.

Elevating standards is about continuous evolution and

improvement. It is a constant reminder to everyone in the Mitsulift family - employees and customers alike - that we are always committed to delivering higher standards and outperforming our own results.

As a market leader in servicing building moving systems, Mitsulift Group is constantly striving to elevate its standards of:

- Employee Development
- Quality and Innovation
- Customer Satisfaction



Elevating Standards of Employee Development

Our first commitment is to elevate standards of employee development because we firmly believe that a company's greatest asset is its human capital. Our guiding principles revolve around

- A noble work *ethic* and a drive to succeed
- We promote *self-esteem* and a sense of purpose and
- We value relationships and *team work*.

Our people development strategies include a thorough recruitment process and a comprehensive and customized

employee training curriculum which combines in-house, outsourced and out-of-country training programs:

- Commitment to provide 2 *training programs* per employee per year.
- *In-house* technical training for technicians
- Soft-skills training from world-class *HR experts* for all employees
- Mitsubishi-sponsored technical training in *Japan* and *Thailand* for technicians and engineers



Elevating Standards of Quality and Innovation

Our second commitment is to elevate standards of quality and innovation by providing our customers with solutions that match their requirements.

We offer *state-of-the-art* elevator technology through our partnership with *Mitsubishi Elevators and Escalators*.

We never compromise on *safety* throughout our line up of products. Additionally, our Research and Development team

is working diligently to develop the *Mitsulift* brand, which will feature even more customized solutions to meet our customers' needs and requirements.

Our value equation wouldn't be complete without the line of complementary building products we offer and service, such as window-cleaning systems from AESA in Spain and entrance doors from Royal Boon Edam in the Netherlands.





Elevating Standards of Customer Satisfaction

Our third commitment is to elevate standards of customer satisfaction. And we do this by instilling in each team member our culture of service.

Did you know that Mitsulift is not an elevator company...? Mitsulift is a **service** company.

Clients ask: Can I trust you?
Do you have *elevating* standards?
Do you care about me?

We answer: We provide efficient, prompt, courteous, quality service.
We listen to clients by continuously improving response time and monitoring customer satisfaction level.

Selling an elevator or an escalator or a complementary product is only a step on the path to our ultimate goal of offering the highest standards of service. Service first and foremost. Efficient, prompt, courteous and quality service. We also work on continuously improving our response time and closely gauging customer satisfaction levels.

Our 3 pillars of customer service are:

- Never promise more than you can deliver.
- Always deliver what you have promised.
- Add value by exceeding customer expectations.



Future Elevating Standards

In conclusion and as we look towards elevating standards in the future, Mitsulift will soon bring to you several enhanced service features, such as:

- **Personalized** elevator history available on-line.
- **On-line** servicing link with technical teams.
- Computerized **customer satisfaction** monitoring.



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