

MITSU NEWS



#08

After more than fifteen years of experience in the Gulf region, mostly in the elevator business I felt that it was the right time to return to the revived Lebanon and participate, with others in its effort to sweep away the painful past. I was more than happy to join on September 2004 the company Mitsulift and Equipment, a company having high believes and values coinciding with my ethics and vision of works.

I was gladly surprised to see a relatively small and young enterprise working as per the international standard, as it constantly deliver an outstanding service, as proved through continuous customer survey that largely depicts high customer satisfaction.

For a while now along with my main duty as Sales Manager for Elevators/Escalators division I have participated in the launching and introduction of Complementary Products, these products that share the same image and value as our main products. We, at Mitsulift Group, always choose very carefully our suppliers/partners capable of melting in our slogan "Elevating Standard".

In this occasion I am glad to introduce our newest supplier GOKSU for garage doors. GOKSU is a highly efficient and professional but small company that was found in the late 90's in Turkey. In 2000 it successfully applied to the TÜV ISO Certificate (renewed in 2003). In order to fiercely compete against European companies it only produces according to European norms EN 13241-1:2003. Hence, with more than 6,000 doors sold annually GOKSU depicts the image of a highly professional ambitious company, eager to enter the Lebanese market using the well reputable Mitsulift And Equipment sal, platform (refer to page 2 for the collaboration advantages)

Finally, I am looking forward for the years to come to contribute in the success and growth of Mitsulift Group in Lebanon and in our sister companies.

Jean S. ALAM
Sales and Marketing Manager
Mitsulift Group

Our recent projects include:

Lebanon

- Saifi 2: 8 elevators
- Bab El Saray: 8 elevators, 4 escalators, 2 dumbwaiters
- Mansourieh Hospital: 4 elevators
- Souks Project Phase 2: 28 elevators, 9 escalators, 2 moving walks
- Marina Court: 4 elevators, 2 window cleaning system
- Nacim Baabdat: 32 Garage Doors
- Ordre des Ingenieurs et Architectes: 2 elevators
- Kuwait Embassy: 2 elevators
- Tilal El Mir: 7 elevators
- Sioufi Towers: 4 elevators

Greece

- Cheliotis: 1 elevator

Cyprus

- PEO Larnaca: 1 elevator
- Takis Charalambous: 1 elevator
- Kasoulides Building: 1 elevator
- Leptos Building: 1 elevator
- Axen Estates: 1 elevator

Syria

- Al Bardan Bldg / Lot 77: 2 elevators
- Presidential Offices: 2 elevators
- Officers Club: 2 elevators, 1 Dumbwaiter
- Al Thani Villa: 1 elevator



Nabil Gholam in association with Ricardo Bofill

Platinum Tower - Lebanon



Sheraton Hotel - Syria



Philoktimatiki - Cyprus



HellasCom - Greece



Garage Door - GOKSU



• Customer benefit in using GOKSU and Mitsulift And Equipment sal winning combination

All doors are supplied with the necessary installation manual concerning the type of doors and the lifting system selected for the project thus resulting in:

- a- Faster delivery time (4 weeks from date of approval drawings)
- b- Easy and rapid installation (Two working days by highly qualified Mitsulift And Equipment sal team)
- c- Clean installation if site preparation is made according to installer recommendation
- d- No handing over surprise (Mitsulift and GOKSU asserted quality policy).
- e- Easier maintenance by qualified persons (brilliantly trained After Sales Service Team of Mitsulift, trained by supplier) even though a user manual is provided with each installed door.

• Major Advantages of GOKSU Vs Local Players

- a- Provides CE declaration of conformity report with all its fully produced/assembled doors.
- b- More wind resistant
- c- More weather resistant
- d- More thermal resistant
- e- More rigid
- f- In fact while EN norms allow the double layer door with polystyrene foam inserted (Vs injected) GOKSU only produces the highest possible quality door using the above described three layer panels
- g- Provides residential doors with silent single phase motor ~60db at 2 meters (Vs 80 db for competitors).
- h- A highly advanced microprocessor device is embedded in the motor control unit with the following out of standard features:
 1. Working time adjustment
 2. Automatic closing feature (Allowing automatic closing of the door after a pre-set time)
 3. Adjustable Torque (Adapted to client different needs)
 4. Automatic re-opening in case of an obstruction
- i- All GOKSU doors are produced with the compulsory safety features and other above norm safety features such as:
 1. Spring Safety Device
 2. Cable Break Safety Device
 3. Roller Guide Protection
 4. Anti-Pinching Panels CFC Free Panels
 5. A Durable and Efficient Spring
 6. Revolutionary Weather Seal
- j- GOKSU will provide technical assistance to its authorized dealer during all the sale process (pre-sale, contract agreement and negotiation, adequate tool, up to the standard material and in maintenance procedure.)

*Note: friendly recommendations from Goksu (as seen in the user manual)
Remember that your door constitute an important portion of your house. Proper and on-time maintenance will provide a trouble free operation and a long life. We recommend that you have your door inspected by an authorized dealer (Mitsulift And Equipment sal in Lebanon) at least once a year.
(Mitsulift preventive maintenance offers 4 visits/year – first year free of charge)*





Breaking the Barriers and Reaching New Technological Frontiers



Turning Torso

• HSB Turning Torso and AESA 25

Based on a sculpture, HSB Turning Torso is a fascinating high-rise building consisting of nine cubes twisting towards the waterfront and the surrounding area. Live, work and hold meetings in a new way in Malmö's most attractive location with world-class quality and service.

AESA proposed an AESA 25 machine, traversing on double steel rail, jib 20 m long with three telescopic sections.

Total weight of the machine is 15 tones, traversing at 180 m high.

• 1200 m/min Mitsubishi Elevator

Mitsubishi Electric Corporation President and CEO, Tamotsu Nomakuchi, has announced that the construction of the new elevator testing tower at the company's Inazawa Works in Japan commenced on December 26, 2005 and it is scheduled for completion in May 2007.

With the construction of the new testing Tower, Mitsubishi Electric will be able to speed up development of cutting-edge products, such as ultra high-speed elevators in the 1200 m/min class as well as high capacity elevators that can carry a great number of people at one time.

The Tower will also strengthen the company's ability to develop technologies that can bring improvement to quality and reliability in terms of comfort of the passengers, reduced noise/vibration, and greater safety. Moreover, it will enhance the company's accumulation of cutting-edge technologies and product development capabilities, from which it can generate concepts for elevators of the future.



1200 m/min Mitsubishi Elevator

The biggest difficulty was to reach the façade in any place. So the machine has been equipped with a hydraulic pantograph 4 m long, total suspended weight 1500 kg. In order to keep the cradle in horizontal position even when following the shape of the building, the pantograph is operated right and left side independently and automatically.

This 90 ° twisted tower style had never been done before.

New Testing Tower overview

Location	Mitsubishi Electric Corporation Inazawa Works Compound (1 Hishi-machi, Inazawa City, Aichi Prefecture)
Construction area	440 m ²
Building height	173m above ground
Number of floors	10 floors above ground, 1 floor underground
Area of attached wings	Approx. 1,000m ² (testing facilities, etc.)
Start of construction	December 26 th , 2005
Completion	Scheduled for May 2007
Total investment	5 billion yen, including related facilities



Mitsulift Group Regional Meeting 2006

On February 6th, 2006, Mitsulift Group held its second annual regional meeting at the Habtoor Grand Hotel in Beirut, Lebanon. The event gathered about 60 employees from all four branches in Greece, Cyprus, Syria and Lebanon, to review their achievements in 2005 and present their business objectives for 2006.

Karim Abillama, Managing Director, described Mitsulift's 2006 goal of reinforcing the company values within the group.

"We will strengthen and share with our sister companies our culture of service to reach our common vision of being the ultimate regional reference in servicing building moving systems," he said. "We will achieve our goal by thoroughly transferring our know-how to our sister companies and by continuously enhancing the talents of our people," added Mr. Abillama.

The event featured an interactive, entertaining and instructive activity called "Escape from Krakatoffee" which focused on team-building, leadership and problem-solving. "I enjoyed participating in the team activity because it allowed me to see what my potential is," commented Sabine Araman, Project and Marketing Coordinator. "I enjoyed the idea of meeting all together outside working hours in a pleasant atmosphere," added Nicholas Khal, Project Manager. The participants will surely have many memorable moments to share for a long time to come

Mitsulift's special day ended on a high note, with seven team members being recognized and rewarded for their outstanding performance in 2005 with regards to being a team player and motivated, taking initiative, solving problems, being accountable and reliable and achieving results.

The winners were:

John Petropoulos from Greece, Elena Solomou from Cyprus, Firas Haddad from Syria and Rony Abou Diwan, Joseph Sassine, Claude Bakhos and Fadi Aoun from Lebanon.

International Recognition

Year after year, we are proving our success! We faced a challenging project, we found a great solution and we were recognized for it! Elevator World magazine published a THREE page article about LE CENTRAL restaurant as a Project Spotlight. The article featured the project's technical constraints and the brilliant solutions Mitsulift provided.

"Congratulations to Mr. Karim S Abillama, yourself and all the personnel at Mitsulift - Beirut for the innovative design and execution of the Elevator at Le Centrale". Very impressively covered in the Elevator World magazine, R G Chhabria, Managing Director of skyline indiarecruit.com pvt ltd, India.



For more details, you can find the above featured article in the news section of our website: www.mitsuliftgroup.com



Congratulations on the new-borns of

*Fadi Ghazo, Michel - Lebanon
Maria Drossopoulou, Michalis
on 23-1-2006 - Greece
Lefteris Pressis, Panagiotis
on 24-9-2005 - Greece
Stelios Panteloukas, Christina-Maria
on 23-4-2006 - Greece
Shaher Al-Issa, Mouhammad
on 1-1-2006 - Syria*

the new weds

*Eid Elias & Fahda Marina
on 24-2-2006 - Lebanon
Bechara Khalil & Elvy Abou Rjeily
on 01-10-2005 - Lebanon
Stelios Panteloukas & Angela Mitsioy
on 25-11-2005 - Greece*

Myth & Truth

Escalator Myth

Riders don't have to be cautious on escalators.

Escalator Truth

Escalators are six-ton moving machines and should be treated as such.

Pay the same attention to an escalator as you would to a moving bus.



Mitsulift Recruitment Activities

As part of endorsing the growth of Mitsulift Group, we are constantly looking out for new and capable candidates who will add value and Elevate the Standards of the company's activities. The company participated this April in to the 6th International Forum for Orientation and Recruitment FORWARD 2006 at BIEL, organized by Careers Middle East and Center for Orientation and Documentation (C.O.D.), where we gathered approximately 400 applications in the fields of mechanical and electrical engineering, business and others.

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