

MITSU NEWS



#09

“Take away my people, but leave my factories, and soon grass will grow on the factory floors. Take away my factories, but leave my people and soon we will have a new and better factory,” wrote Andrew Carnegie, the famous American industrialist and philanthropist, some time in the early 1900s. Nearly a century later, Carnegie’s statement still holds true more than ever before.

Throughout the tragic events that dominated Lebanon over the past summer, Mitsulift decided to focus its attention on its most important and indispensable asset: its human capital. Indeed, at a time when many companies were downsizing, reducing salaries and cutting jobs, Mitsulift made a clear and conscious choice, in line with its motto, “Elevating Standards”: continue recruiting and training high-potential employees who will grow with the company and become tomorrow’s leaders. With many college graduates lining up at the embassies’ gates, Mitsulift fought the exodus of young, intelligent and promising people by hiring engineers and technicians and offering them an environment where they can build a career, make friends and contribute directly to the revival of the Lebanese economy.

Mitsulift’s confidence in its people is firm and unwavering. And it is that faith that steers the company’s human resources strategy. A winning strategy which builds on hiring top-of-the-line team players, training them, giving them challenges and rewards and most importantly – believing in them. Like former General Electric CEO Jack Welch once said, “The essence of competitiveness is liberated when we make people believe that what they think and do is important - and then get out of their way while they do it.”

Moving into the year 2007, Mitsulift is committed to developing its most important asset - its people - by focusing on recruitment, training and retention. Our pledge is to provide team members with a great workplace, one which promotes a clear work ethic and a drive to succeed, values self-esteem and a sense of purpose, and builds relationships and team work. By doing this, we will build the next generation of Mitsulift leaders - leaders with “Elevating Standards.”

Joumana Yammine Saliba
Human Resources Manager

Our recent projects include:

Lebanon

- Platinum Tower: 14 Elevators
- Convivium 5: 6 Elevators
- Bank of Kuwait and the Arab World: 5 Elevators
- Raouche Residence: 4 Elevators
- Sursouk Tower: 4 Elevators
- Achrafieh 3 Lot 339: 3 Elevators
- Print Pack Building: 3 Elevators
- Clemenceau Specialized Clinics: 2 Elevators
- Saifi 750: 2 Elevators
- Saifi 939: 2 Elevators

Cyprus

- Esperidon Block E&Z: 5 Elevators
- CPB Training Center: 4 Elevators
- Park View: 2 Elevators
- Stephanis Shops LSOL: 2 Escalators
- Agios Antonios: 1 Elevator
- Amathus Vacation Club: 1 Elevator
- Orama Nice Day: 1 Elevator
- Polis Nice Day: 1 Elevator
- Takis Georgiou Clinic: 1 Elevator
- Tofarides: 1 Elevator
- Vironos: 1 Elevator

Armenia

- Yerevan: 1 Revolving Door

Greece

- Eglimatologiko: 4 Elevators
- Athienitis: 2 Elevators
- Fast Ferries: 2 Escalators
- Vioiatriki: 2 Elevators

Syria

- Sham Mall: 4 Elevators
- Social Care Institute: 4 Elevators
- Fares No'ayem Villa: 1 Elevator
- Rotana Café: 1 Elevator



Beirut Tower - Lebanon



Eglimatologiko - Greece



Sham Mall - Syria



Onisilos residence - Cyprus



ELENESSA AP - Series

The Mitsubishi Electric machine-room-less elevator, ELENESSA (Series A) has been greatly improved and developed into the new ELENESSA (Series AP).

The new model is based on the current ELENESSA (Series A), and has some improvements in specifications and designs which are compatible with the Handicapped Requirement:

Features of ELENESSA (Series AP)

1. New Optional Applications:

- Hall Manual Controller (HMC) installed at any floor except for the top
- Additional contacts available for a card reader
- CCTV, etc.

2. New Designs are added to this series in addition to our usual designs:

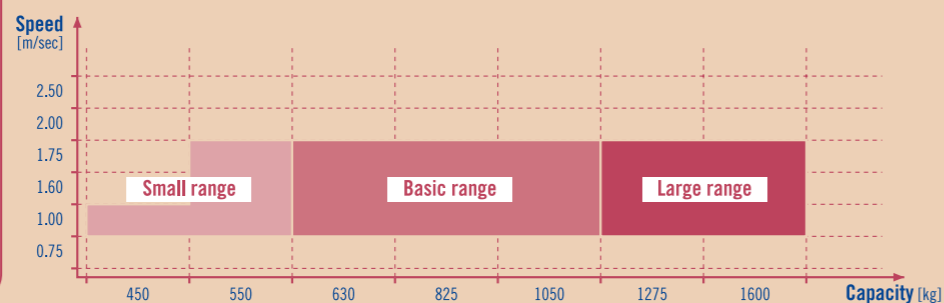
- Ceiling
- COP

Basic Outline for ELENESSA (Series AP)

1. Fundamental Systems:

Drive / Control systems and layouts of devices are basically the same of the current ELENESSA (Series A)

2. Applicable Range (Based on EN81-1)



COP CBE-N210



New COP CBE-C240

Description of Improvements

1. Dimension & Layout

- Reduction of Overhead (OH) Dimensions (Where applicable)**
OH dimensions can be reduced when a slim car ceiling is applied.
- Reduction of Hoistway Dimensions**
Hoistway dimensions when CWT safety or non-fireproof is applied are reduced compared with ELENESSA (Series A)
- Application of Hall Manual Controller (optional feature)**
The Hall Manual Controller (HMC), which allows usual maintenance, can be installed at any floor except on the top floor

2. Specifications

- Application of JIS A-Grade (Normal or High-Traction) Rope**
Application of the JIS A-Grade rope reduces rope quantity
- Reduction of Guide Rail Size**
Rail size can be reduced in certain ranges by changing the position and span of rail brackets
- Application of New Oil Buffers**
- Application of Spring Buffers**
- Expansion of the Compensation-Less Range**



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 YABANI restaurant as a Project Spotlight in the July 2006 Issue. Moreover, another THREE page article about M&K RESIDENCE was published as Project Spotlight in the August 2006 Issue. The articles featured the projects' technical constraints and the brilliant solutions Mitsulift provided.
to read the full article, kindly log on to our website: www.mitsuliftgroup.com

"The 2006 Executive Secretary, PA and Office Manager Forum, 6-11 May 2006, Dubai, U.A.E"



With the advent of the global economy, an administrative professional's role continues to evolve, requiring a more complex range of management & technology skills.

"PAs" and "Executive Assistants" are now additionally handling responsibilities in constructive planning, negotiation and juggling several projects and special events at the same time. The list goes on..... But essentially, they are often required to be wearing various hats at the same time! In addition, they are often in positions with busy bosses with heavy workloads and they need to be able to manage the competing demands on their time. The old secretarial & clerical roles are along gone thing of the past!

The forum, organized by "IIR Middle East" presented itself to me through a brochure I received by mail at the office. I was intrigued by the content of the Forum and as I read through the outline of the interactive workshops to be offered, I believed strongly that this was an opportunity not to be missed. This Forum was a unique prospect to sharpen my existing skills and develop new ones by attending conference sessions and informative workshops. It would give me a chance to connect with other administrative professionals who are facing similar challenges.

The main workshops attended were; Facing Challenges with Confidence and Enthusiasm, Managing your time effectively, Critical skills & Assertiveness for Admin Professionals, The Magic of Mentoring, Introduction to Event Management, Effective Communication in a multicultural Work Environment, Developing your Impact and Influence Skills Through understanding Personality Styles and Communicating Skills & Listening.

The international expert speaker faculty addressed many issues in both skills development and self development. I was presented with a clearer understanding as well as the chance to network with other Administrative Professionals and exchange innovative ideas.

The Workshops have proved priceless as I am integrating all that I learnt into my hectic daily routine to improve efficiency and productivity in my role as the "Executive Assistant" for "Mitsulift and Equipment S.A.L".

Sue Mazraany
Executive Assistant



Mitsulift Day out 2006

On May 1st, 2006, Mitsulift Group celebrated Labor Day with fun-filled and exciting activities for employees and their families at Habtoor Land. The event gathered around 350 employees and family members from both Mitsulift Lebanon and Syria. In honor of Labor Day, Mitsulift honored 11 employees for performance excellence.

The winners were selected based on their consistency in being a team player, punctual, enthusiastic, responsible, accountable, productive, efficient and reliable. Not to forget, respecting safety guidelines, being professional and taking initiative. The winners were: Georges Safi, Georges Wazen, Mohammad Abdel Hamid, Rabih Abou Khalil, Dib Haykal, Hussein Nasser el Dine, Rida Safwan, Massoud Nohra, Jihad Karra, Francois Daoud and Maroun Khadra.

The employees spent this sunny spring day enjoying the rides, attractions, activities and scenery Habtoor Land has to offer. After lunch, the group attended a special bird show before heading back to the company premises in specially chartered buses.



Congratulations on the new-borns of

Imad Abdallah, **Chris** on 11/5/2006 - Lebanon
 Bechara Khalil, **Joya** on 16/7/2006 - Lebanon
 Jihad El Kara, **Magaly** on 1/8/2006 - Lebanon
 Jean Alam, **Anthony** on 25/8/2006 - Lebanon
 Rida Safwan, **Karim** on 15/9/2006 - Lebanon
 Desiree Ghosn, **Laeticia** on 17/10/2006 - Lebanon
 Georges Wazen, **Alain** on 2/11/2006 - Lebanon
 Joseph Sleiman, **Charbel** on 13/11/2006 - Lebanon

Congratulations on the newly weds

Naja Abou Rjeili & Sonia Stepan on 15/8/2006 - Lebanon
 Joseph Sassine & Zary El Khoury on 16/09/2006 - Lebanon
 Roland Costantine & Claude Bassil on 16/9/2006 - Lebanon
 Charbel Tayeh & Antoinette Karam on 17/9/2006 - Lebanon
 Joseph Abi Nader & Carine Boyadjian on 1/10/2006 - Lebanon

Myth & Truth

Escalator Myth

The steps will flatten out and all the people will slide down.

Escalator Truth

This is impossible. Each step is a full triangular structure consisting of tread and riser supported on a track and cannot flatten out.

Mitsulift Recruitment Activities

As part of endorsing the growth of Mitsulift, we are in a constant look out for new and capable candidates who will add value to the company's activities. The company participated this year in the AUB JOB FAIR 2006 where we have gathered more than 500 applications in the fields of mechanical and electrical engineering, business and more.



Mitsulift And Equipment S.A.L. Abillama Building, 1st floor, Street 45, Dbayeh - Metn 2502-7207, Lebanon. Tel. 961 4 542803, Fax 961 4 542808

Mitsulift Hellas SA 82 Grammou & Artemidos Street, Moschato, Athens 183 45, Greece. Tel. 210 9401825 - 210 9400848 , Fax 302 109412465

Cylift & Equipment Ltd. 21 Markos Drakos Avenue, Pallouriotissa, 1621 Nicosia 29078, Cyprus. Tel. 357 22 793333, Fax 357 22 438995

Mitsulift And Equipment Syria Fawzi Al-Ghazzi Street, Al-Rahwanji Building, Abu Rummaneh, Damascus 36263, Syria. Tel. 963 11 3340111, Fax 963 11 3311166

For further inquiries please contact our Marketing Department at marketing@mitsulift.com, and visit our website www.mitsuliftgroup.com