



Our recent projects:

Lebanon

ABC SAL: 10 escalators
The Palladium: 9 elevators
Beirut Arab University, Tripoli: 8 elevators
Le Patio: 8 elevators
Oasis Residential Building: 8 elevators
Hochar Tower: 7 elevators
Qoreitem Gardens: 7 elevators
Highland: 6 elevators
Mina El Hosn Residence Lot 1368: 6 elevators
50 Rue du Liban: 5 elevators
I. Sursuck Residences: 4 elevators
Burj Kronfol: 3 elevators
Lighthouse Residence: 3 elevators



Lebanon: I. Sursuck Residences

Greece

Chandris Hotel: 10 elevators and 2 platforms
Onassis Foundation - House of Letters and Art: 11 elevators
Way Company: 5 elevators
Sistovaris: 4 elevators
Veritek: 3 elevators
AKS Hotel: 2 elevators
Philothei House: 2 elevators
Prosolutions: 2 elevators
Intracat: 1 elevator
Karydakis Printery: 1 elevator
Pan Styl: 1 elevator

Cyprus

Royal Mansion: 7 elevators
Strovolos Gardens: 2 elevators
Fakas Court: 1 elevator
Phoenix Court: 1 elevator
Orfeos Residences: 1 elevator
Vasilias Court: 1 elevator



Cyprus: Orfeos Residence

Syria

Eighth Gate: 12 elevators
Red Crescent Hospital - Al Midan: 5 elevators
Bearing World: 3 elevators
Coral Julia Dumna Hotel: 3 elevators
Al Nour Hospital: 3 elevators
Audi Bank Aleppo: 2 elevators
Carlton Hotel, Aleppo: 5 elevators
Arab International University: 1 elevator



Greece: Onassis Foundation: House of Letters and Art



Syria: Eighth Gate

"A company can never have a product or price advantage for long. They can be easily duplicated, but a strong customer service culture can't be copied," said Jerry Fritz, Director of the Management Program at the University of Wisconsin, USA.

Indeed, Mitsulift has built its brand and competitive advantage over the years on its customers' satisfaction and trust – two essential values that are the direct result of a continuously reinforced customer service culture. This culture of Elevating Standards permeates into each and every aspect of our operations and 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.

Elevating Standards are also about continuous improvement and development. Accordingly, Mitsulift established last year a Business Development Department, the main goal of which is to enhance and perfect the Mitsulift brand of elevators. Today, we are proud to introduce Swift, the new elevator model of the Mitsulift brand. Swift is a passenger lift designed to meet our valued clients' wide-ranging needs and expectations, whilst meeting the European regulatory requirements EN81-1 and EN81-2. Swift offers both electric

and hydraulic elevators. In addition to the conventional machine room version, the electric Swift elevator can also be offered with PM machine room-less. The range of drives includes double-speed or VVVF.

Our next goal is to obtain the CE certification and introduce Swift in Greece and Cyprus, thus consolidating our customer service culture and offering a wider variety of services across our regional branch network.

Habib Srour
 Business Development Manager
 Mitsulift Group

SOLAE - Sky-High Testing Tower

Mitsubishi Electric's Inazawa Works is equipped with the world's tallest elevator test tower. Its name is SOLAE, derived from the Japanese words *sora e* (literally "to the sky") and symbolizes the soaring profile of the tower and Mitsubishi Electric's endless commitment to improvement and quality and the passion for the creation of superior products.

Facilities' Name: SOLAE (including testing tower and attached facilities)
Location: Mitsubishi Electric Corporation Inazawa Works Compound (1 Hishi-machi, Inazawa City, Aichi Prefecture)
Tower's Height: 173.0 meters
Number of Floors: 10 floors above ground, 1 floor underground (Equivalent to 40 floors of a building)
Tower's Areas: 440 square meters
Construction of Tower: December 26th, 2005 to September 26th, 2007
Attached Facilities: 3 floors above ground, with a showroom and other testing facilities
Total Investment: 5 Billion yen, equivalent to 50 Million USD (including related facilities)



Purpose in Constructing the New Testing Tower

In order to develop elevators, the performance and quality need to be tested using actual elevators. With the recent increase in high-rise construction around the world, the demand for high-speed and high-capacity elevators has also been rising. Specifically, Mitsubishi Electric is furthering its R&D on the safety, reliability and riding comfort. The company is also expanding its elevator business cutting-edge products, such as the world's fastest elevator (faster than 1000 m/min) and high-capacity elevators (more than the standard passenger load). This fact enables the company to generate concepts for elevators of the future.

Development and Testing Examples at the New Testing Tower

- 1- Drive performance:** Large-size traction machines for high-speed/high-capacity elevators
- 2- Safety:** Safety systems, including long-stroke buffers and large-size safety gears
- 3- Critical parts:** Durability and performance of ropes and traction machines
- 4- Riding comfort:** Technologies to lessen vibration/wind noise generated when elevators travel at high-speed

Features of the New Testing Tower

- 1-** World's highest elevator testing tower (173.0 m)
- 2-** Unique design, the tower's lower part seems to be revolved at a 45-degree angle.
- 3-** Illumination/Aircraft Warning light: At night, the tower is illuminated with high-density searchlights at its corners as well as LED color lights on the top.
- 4-** Stable testing environment realized by oil dampers and an anti-vibration system preventing vibrations.
- 5-** Photocatalytic Tiles: To help protect the environment, SOLAE's outer walls are covered with tiled coated with a photocatalyst, which uses sunlight to initiate a chemical reaction that breaks down airborne pollution into harmless particles and resist and decompose dirt and bacteria. These are then washed off by rain, meaning that the tower stays perfectly clean without any detergent. In fact, SOLAE has the same air cleaning capacity as 560 poplar trees. Other environmentally-benign features include air purifying effect and deodorizing effect.

For further details about Solae, kindly visit <http://www.mitsubishi-elevator.com>

Mitsulift Group is Elevating Standards in Amman and Thessaloniki



Jordan

Facts and Figures:
Name Hashemite Kingdom of Jordan
Capital City Amman
Population 6 million
Currency Jordanian Dinar (JOD)
Languages Arabic (official), English

Jordan's fast-growing economy, shifting real-estate regulations, convenient location and overall stability are making this country a magnet for multi-billion dollar investments and development projects. The unprecedented demand for property has fuelled phenomenal growth in the real-estate industry. Indeed, domestic and regional property developers are pouring billions of dollars into the Hashemite kingdom, with the capital Amman being the area of choice, followed by the neighboring city of Zarqa, the highly-coveted seafront areas of Aqaba and the Dead Sea.

From shopping malls and government buildings to medical centers, high-end residential towers and luxury residences, business centers, and tourist resorts, it's all either planned or being built in Jordan.

In Amman, the high-rise and residential housing sectors are expanding at an astonishingly rapid rate, making it one of the fastest-growing cities in the region. The construction boom in Jordan is expected to continue well into the next decade.

Mitsulift Group, a Mitsubishi Electric Joint Venture, is proudly participating in Jordan's urban real-estate expansion with *Elevating Standards*, through the supply of conveying systems to the landmark **Taj Mall** project in Amman.

Thessaloniki, Greece

Facts:
Population 1.1 million
GNI per capita:
Greece €9,950
UK €15,930
US €22,450
Japan €16,380

Thessaloniki has become northern Greece's boom town, thanks to its strategic position as the oil and gas gateway to southern Europe. With €6 billion in business investments and infrastructure upgrades, it is a key player in the budding Balkan region and a major transportation hub for the south eastern regions of Europe.

Indeed, Thessaloniki's most lucrative asset is its geography. As the capital of Macedonia and Greece's second largest city, it has long functioned as a crucial trading center, providing routes through the Balkans to Europe and through Turkey to Asia for centuries.

Mitsulift Group, a Mitsubishi Electric Joint Venture, is expanding its operations into the modern and vibrant North Greece territory, by supplying conveying systems with *Elevating Standards* to **Chandris Hotel** in Thessaloniki.



Mitsulift Activities

Year-End Event



On January 24, 2008, Mitsulift held its 2007 Year-End Event at the Metropolitan Palace Hotel, in the presence of 220 employees from all departments. The goal of this annual event was to celebrate the company's Elevating Standards and the growth of the Mitsulift family. The team marked its 2007 successes by recognizing star performers, and set the tone for a challenging new year by unveiling its 2008 objectives. The highlight of the event was the keynote speech of Mitsulift's honorary guest, Mrs. May El Khalil, President of the Beirut Marathon Association, who gave a moving and inspirational talk about her personal journey from a two-year hospital stay, following a near-fatal car accident, to the launch of the Beirut Marathon Association, which attracted a record 17,000 participants from 54 nations last year. "Mrs. El Khalil's incredible courage and perseverance are an inspiration to us to pursue our ambitions despite the obstacles we may face," said Sabine Araman, Project & Marketing Coordinator at Mitsulift.

MITSU-Academy

In January 2008, Mitsulift launched MITSU-Academy – the company's 2008 training program. MITSU-Academy is a series of monthly in-house technical seminars offered to technicians and assistants from all departments, to improve their technical know-how and expertise. The seminar levels vary from basic to advanced, depending on the topic being covered. The first session took place on March 8, 2008 and was attended by 45 technicians and helpers. The participants wrote a comprehension test at the end of the session and those who will score the highest by the end of the year will receive a reward. "MITSU-Academy is helping me enhance my skills and knowledge so that I can perform better and increase my chances for career advancement," said Rony Nicolas, technician in the After Sales Department. "It was great to see our team members committed to learning," stated Joseph Sassine, Training and Quality Manager at Mitsulift.

Mitsulift Hellas Recognised by TUV

On January 29, 2008 TUV Hellas, a branch of TUV Nord International, celebrated its 20 years in Greece. Mitsulift Hellas S.A. was selected among six thousand companies in various fields as one of the elevator companies in Greece which contributes into the society and the consumer by delivering quality products and services with a continuous effort for improvement.

Training in Japan



Claude Bakhos (2nd from left) at MELTEC's Advanced Maintenance Training Course in Tokyo, Japan, in October 2007.

Traffic Analysis Training at Mitsulift



Mitsulift employees attended an in-house training about traffic analysis in February 2008.

Congratulations for the new borns of

Hassan Bakr, Hanine on 22/10/2007 - Lebanon
 Boulos Sfeir, Elie on 19/12/2007- Lebanon
 Roland Costantine, Clara on 26/12/2007 - Lebanon
 Mahmoud El Ahmad, Khaled on 24/01/2008 - Lebanon
 Rita Fakhoury, Shirley on 26/03/2008 - Lebanon
 Jihad Hnein, Christen on 28/05/2008 - Lebanon

Congratulations on the newly weds

Hassan Akil Hamze & Diana Mekdad on 05/12/2007 - Lebanon
 Joseph Bedran & Randa Nasrallah on 12/01/2008 - Lebanon

Myth & Truth

Elevator Myth
 An overcrowded elevator will fall.

Elevator Truth
 This will not happen. An overloaded elevator will usually not move. The doors will stay open and a buzzer may ring until enough people get off the elevator to reduce weight.