

Egypt, Lebanese and UAE freight and logistics industry associations join hands for the first time ever to support the first annual MELA 2006

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For the first time ever, key freight industry players in the Middle East region are joining hands in setting benchmark for performance excellence in the Middle East logistics industry through the prestigious Middle East Logistics Awards (MELA) 2006. Slated for November 21, 2006, at Madinat Jumeirah in Dubai, United Arab Emirates, the MELA 2006 Awards ceremony will gather luminaries and distinguished leaders in the Middle East logistics industry in a world-class gala event as they give a toast to the industry's best.

Egyptian International Freight Forwarding Association (EIFFA) has come in as an industry support partner for MELA 2006 Awards. General Mazen Nadim, President, EIFFA, opined, "MELA's goal of bringing together the key logistics industry players from the entire Middle East in a healthy competition for performance excellence will greatly contribute to the industry's development. Getting organisations involved from outside Dubai makes MELA truly representative of the Middle East logistics industry and this is happening for the first time."

Likewise, the Lebanese Forwarders' Syndicate has given its support to MELA 2006 Awards. Samir Choueiri, President, Lebanese Forwarders' Syndicate, said, "What MELA has started will have a positive impact on the logistics industry in the Middle East region in the long run. MELA is providing a venue for the logistics community to work closely with each other. It has opened the doors of discussion on how to move the industry forward in the face of new challenges."

Dubai-based National Association of Freight Logistics (NAFL) is also actively supporting MELA 2006 Awards. Captain Mansoor Yasin A Ghafoor, President, NAFL, remarked, "The MELA Excellence Awards will propel the Middle East logistics industry to be even better each year as it brings together industry players in all countries in the Middle East as it benchmarks the industry's best practices."

The Dubai Shipping Agents Association (DSAA) has also joined MELA 2006 Awards as Industry Support Partners. Saadi Rais, President, DSAA, says, "MELA is already laying the groundwork for a stronger Middle East logistics industry. The benchmark of excellence that is recognised by the industry will be strengthened and the industry's competitiveness will fuel its further development."

Juan Torrents, President, FEMOZA, commented, "The economic growth and development of the Middle East is a perfect example of the positive impact of free zones on regional economies. Free zones in the region now offers excellent logistics services and have become most sought-after investment destinations. With the globalisation of economies, a new generation of door-to-door transport has emerged, offering value-added services. The seamless transport of goods through an integrated network in the fastest time and lowest possible cost is the constant challenge for logistics service providers. The MELA Excellence Awards will set new standards for superior performance in the Middle East logistics industry."

"Seventy-seven companies and twenty-three individuals in eight countries in the Middle East are vying for the twenty-eight prestigious MELA Excellence Awards. The Voting Process closed on November 5, 2006, 23:59 Hours. It received an

overwhelming response from the Middle East logistics community. The votes will be audited by the leading international audit firm, AGNMAK, and the results will be announced on November 21, 2006, during the MELA 2006 Awards function at Madinat Jumeirah in Dubai, United Arab Emirates,” says Aleem Aziz, Chief Executive Officer, MELA Management Office.

MELA’s quest for excellence in logistics and its goal to unite the entire Middle East logistics industry received an overwhelming support from the logistics industry associations in the Middle East as well as from international organisations such as the World Federation of Free Zones (FEMOZA).

Martin Menachery
Head - Press & Information
MELA Media Committee
PO Box 72247
Dubai, United Arab Emirates
Tel: 971 4 297 6987/265 4811
Fax: 971 4 297 6988
Email: martin@mela.ae
Website: www.mela.ae

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