

## TSA International to unveil exclusive Logistics Tower during MELA 2006

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A twenty-eight storey tower will be soon dedicated exclusively to the logistics industry in the Middle East. This is a unique move from the premier property developer TSA International, based in Dubai, UAE. The exclusive logistics tower is to be officially unveiled during the first annual Middle East Logistics Awards (MELA) 2006. TSA International has tied up with MELA 2006 as the Official Property Sponsor. Eight hundred logistics industry leaders and professionals are expected to attend the MELA Awards ceremony on November 21, 2006, at Madinat Jumeirah, Dubai, UAE.

Shafi Toffic, President, TSA International, said, “The logistics tower will provide a strategic location to the logistics industry players who will have their corporate offices at Business Bay, the emerging Business District of the region. It will be called Hydra 28 - The Logistics Tower, where all the logistics companies can be in one dedicated tower. It will form part of the five iconic, state-of-the-art towers that will soon rise to become a commercial landmark in Business Bay!”

TSA International has chosen to unveil its Hydra 28 - The Logistics Tower during the MELA Awards night as it positions itself to be the real estate provider for the logistics industry in the Middle East. “The quest for excellence in logistics projected by MELA is similar to TSA’s goal of striving for excellence and setting a benchmark in property development. “TSA developed the concept of ‘One Floor, One Office’, precisely 3,042 square feet, to give each business its own individuality and identity,” remarked Shafi.

Seventy-seven companies and twenty-three individuals in eight countries in the Middle East were nominated from the Nomination Process of the MELA 2006 Awards. Votes were cast by the Middle East logistics community from October 18, 2006, to November 5, 2006. The leading international audit firm, AGNMAK, the Official Auditors for MELA, will audit the voting process and the results.

MELA is a quest for excellence in logistics that aims to bring together the Middle East logistics industry in a healthy competition. The MELA Nomination and Voting Processes received an overwhelming response from the logistics community in the Middle East. The results of the Voting Process of the MELA 2006 Awards will be announced on November 21, 2006, at 7:30 PM, in a world-class event in Madinat Jumeirah, Dubai, UAE. The exclusive MELA gala awards night will give recognition to the industry’s best practices by giving away twenty-eight prestigious excellence awards that cover the entire gamut of the logistics industry.

PHOTO: MELA TSA TEAM

Seen L-R: Mirzi Moralde, Senior Communications Executive, MELA Media Committee; MA Suheal, Media Partners

Facilitator, MELA Media Committee; Aleem Aziz, CEO, MELA Management Office; Shafi Toffic, President, TSA International; Victor Silvester, Vice President, TSA International; David Bhattacharjie, Relationship Manager - Key Sponsors, MELA 2006; and Martin Menachery, Head of Press & Information, MELA Media Committee.

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](mailto:martin@mela.ae)  
Website: [www.mela.ae](http://www.mela.ae)

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