MEFOSA: MENA Food Safety Associates s.a.r.l

Company Profile
We secure your food safety...
I. Introduction

TITLE:
MEFOSA: MENA Food Safety Associates s.a.r.l (CR: 1003820 Beirut)

"IF YOU FAIL TO PLAN YOU PLAN TO FAIL"

THE FOUNDER
MEFOSA was founded by Mr. Atef W IDRISS. Mr IDRISS is an Industrialist, Food Scientist and Agribusiness development expert by profession, educated at the International College-Beirut, American University of Beirut, and University of California-Davis.

He was President and CEO of Conserves Moderns Chtaura SAL, President of the Board of Syndicate of Lebanese Food Industries, President of Lebanese Association for Marketing & Advertising (WFA-World Federation of Advertisers/Lebanese Chapter), Vice President of the Lebanese Association of Food Scientists & Technologists, and a past National Consultant for the Agro Food Sector UNIDO.

Mr. IDRISS is shareholder and member of the board of several companies and associations in Lebanon and abroad: AFFI (Arab Federation for Food Industries), Institute of Food technologists/USA, IAA (International Association of Advertisers), Institute of Industrial Engineers/USA, American Management Association/ International, LAHR (Lebanese Association for Human Rights).

CORPORATE PROFILE
MEFOSA Food Safety Associates (MEFOSA) believes that safe food and feed are basic building blocks for sustainable development, and that the Arab Middle East should develop its own food safety prerequisites in full recognition with its own socio-economic priorities, and in harmony with international standards and norms, while respecting the culture, family values, environment, and quality of life throughout the MENA region.

MEFOSA was formed to assist companies hone their competitive edge by establishing and verifying procedures and practices that ensure quality, wholesome and safe products. We provide consulting, auditing and training services in HACCP, GMPs, Hygiene and more. MEFOSA can help you move your business into a leadership position through science based food safety.

MEFOSA assures your food safety system meets current regulations and is being operated correctly. From HACCP plans to GMPs, MEFOSA enables you to comply with governmental regulations quickly to get the job done right the first time.

FIELDS OF ACTIVITY

- Food safety, Food hygiene, Food traceability, as for the new EU directives and laws.
- Food Safety Audits and Training to national and international food related requirements: HACCP, GMP, ISO, CODEX and food borne illness.
- Good Manufacturing Practices (21 CFR 100)
- HACCP implementation
- Sanitation/GMP Audits: Sanitation and Handling practices. To conduct an independent audit using 21 CFR 110 as a guide.
• General EFSA/EU and FDA/USA Compliance Audits: to comply with FDA, USDA and EFSA regulations regarding acceptable equipment and Networking, Communication within companies (ERP solutions) and address supply chains sterilization practices.

Clients
• Food Processing establishments and specialized industries (Water treatment, boilers, Grease traps, drains, Septic systems treatment, water decontamination and Odor control.
• Hospitals, Hotels and Restaurants
• Buildings, schools & Universities
• Supermarkets
• Other interested associations and societies.
II. Our Solutions and Activities include:

**Our Solutions**

Through the complementary impact of consultancies (Total Quality Managements, Food Quality, Food Safety, Water Quality, etc.) and technology providing (Temperature monitoring, Water Activity, Hygiene, Bacterial Contamination…), MEFOSA offers a large range of activities, knowledge and equipments that can benefit at different stages of the supply chains.

We propose a wide range of solutions in these fields: supporting leadership in food safety, education on food safety, applied research, in-house seminars, personalized intervention, and other community services that promote safe consumption and safe related behaviors.

*Consultancies, Auditing, Training, and more…*

**Food Safety Consultancy**

MEFOSA is specialized in raising food hygiene and quality standards in companies engaged in catering, processing and distribution of food products. We aim to provide a service designed to ensure the safety of your products and your customers. We offer food safety training services that help fill in the identified gaps and aid in implementation activities. These services can be used in conjunction with other consulting services that we offer or as stand-alone programs. We will work to develop HACCP / Hazard Analysis systems designed to ensure the safety of your products is suitable for your business. A full implementation service including the training of staff is available and follow up audits are undertaken on a regular basis.

**Agribusiness Consultancy**

The objective of the Agri-Business Consultancy Services is to provide quality consulting to entrepreneurs who venture into Hi-Tech agriculture. We offer a package of comprehensive services to a wide range of clientele. Our services cover agricultural primary production, included horticulture, Forestry, Fisheries (maritime and fresh water) and aquaculture (incl. health), Land management (land reform, land use planning and farm restructuring), rural infrastructure incl. irrigation and drainage, Equipment definition (agriculture equipment, laboratories...), Crop protection and disease control, Animal production and health Conservation, storage, processing and packaging, Agricultural production and marketing groups (inclusive of co-operatives, filière, marketing boards, etc…), Food/ Agricultural Traceability Services and Rural Extension services.

**Agro industrial consultancy**

Agro-Industrial Management and Consultancy provide technical expertise in good housekeeping, equipment layout and process flow, good manufacturing practices, food control, Agro-processing, storage and distribution for the food processors and product costing.

MEFOSA provides your company with: Start up management, Technical assistance, Operational support and training, Technical audits of farms and processing plants, Technical monitoring and support.

MEFOSA also provides HACCP Built by design: to ensure safe food and adequate sanitation programs.

MEFOSA recommends all facilities and surroundings in which food processing and handling operations are conducted be designed and constructed with sanitary design principles in mind. Many existing facilities do not have optimum sanitary design and construction. Certain adjustments and/or renovations, where feasible, may be necessary. While often discussed separately, sanitary construction and sanitary design are inter-related terminology.
MEFOSA’s objectives of designing and constructing a sanitary food handling facility are to minimize harborages, eliminate the entrance of pests and other sources of contamination. To design and build in features that protect the food product from contamination should be the ultimate goal of planners and designers. The sanitary design features of a facility should be thoroughly evaluated on a periodic basis.

MEFOSA’s evaluations include the following:

• Premises, surroundings, and building site;
• Exterior building design and construction features;
• Interior building design and construction features;
• Operational flow and facility layout.

**MEFOSA Economic Consultation**

*Economic vision for enterprise development*

MEFOSA provides the basis for detailed and widespread consultation, leading to agreement, detailed planning, and implementation of a comprehensive reform strategy to promote enterprise development. It helps improving enterprise policy design and delivers support that leads to substantive and measurable improvements in enterprise development, thus increasing competitiveness and enhancing innovation and growth within SME sector.

**Policy Development**

Lebanon is known for its free economy which is however hindered by the region’s instability.

MEFOSA is hence concerned with the growth of the Lebanese industry, economy, and trade through the development of national, regional, and international policies.

MEFOSA is engaged in several activities such as research on issues of public, social, and economic policy in coordination with the Ministry of Industry to evaluate and assist the industrial sector aiming at increasing production and exports. In view of that, it is important to developing a proper infrastructure from managerial and technical levels, and implementing the appropriate strategies and procedure to insure the corresponding human resources, marketing, and financial plans.

MEFOSA is also engaged in policy development such as research on issues of public, social, and economic policy in coordination with the ministry of industry.

**Trade Agreements**

MEFOSA’s scope also includes free trade agreements in the Arab and Euro-Mediterranean regions, rules of origin, services, intellectual property rights, investment, and agriculture, as the Arab countries are progressively more signing bilateral, regional, and multilateral trade agreements which are highly interlinked. The World Trade Organization (WTO) represents a set of multilateral agreements; these agreements often unsuitable to developing countries, bilateral free trade agreements put forward better interests, such as the Lebanese Egyptian Trade Committee whose objectives include increasing transfer of goods between the two countries, coordinating the bilateral agreement with other regional agreements, standardized rules and regulations, rules of origin, exhibitions, and quarantine issues.
**Market Access Through E-commerce**

The portal allows an access to the major food products from different Arab and Lebanese geographical indications. It provides Information Source for the Lebanese Food Industry.

The portal includes comprehensive e-business services which help the portal members buy, sell, and market more efficiently with an economical and efficient way of sourcing and transacting business throughout the world.

Food industry portal provides each member with a private marketplace to trade in a secure, neutral e-commerce platform.

**IT Services and Process Control**

MEFOSA services provide integrated solutions for the commercial, industrial companies, and specialized retail.

Front Office and IT are solution providers (networking, backup engines, security engines, disaster backup, advanced servers, and paper less and archiving solutions.

Back Office & Business Integration ERP consulting provide solution for small to medium companies with flexibility in licensing (one license for multiple sister companies) with discounts on implementations on the several locations.

Try our leasing program procedure for the ERP solution for the medium companies in addition to yearly maintenance contract.

HACCP, Traceability and ISO software are also supplied.

**Trading and Commercial Services**

MEFOSA invests Consultants in Food Industry and Marketing.

It studies Marketing case for several regional and international markets. It helps in Export (foods), Marketing services, Exhibitions services, Market survey, Opening new market, Private label and Int. Supermarket orders (private & special foods).

MEFOSA is also a distributor of a wide range of laboratory equipment supplied by international manufacturer such as Romer Labs, Decagon, Dickson, Hyserve, Novasina and Cole Parmer.
III. So why MEFOSA?

Food Science is an applied science and we at MEFOSA are appliers.

MEFOSA joins academia, industry professionals, researchers, scientists, engineers, entrepreneurs, students and governmental agencies.

They are the people who can inspire you with new perspectives, give you critical new insights, and add muscle to your professional network.

Since 2006, MEFOSA i.e. MENA Food Safety Associates assists farmers, SME’s and others working productive sector of agri-business industries and restaurants to hone their competitive edge by establishing and verifying procedures and practices that ensure quality and safety as well as improving their market access capabilities.

MEFOSA does this through trainings, consultations, and technologies.

MEFOSA addresses the long term economic empowerment of farmers and small agribusinesses in addressing their capabilities to improve operational, production and marketing capabilities.

Our Advantages

Our Advantages which builds the success of our Business are:

- Our Professionalism

- Number of years of experience in this field

- Our Achievements which build our Good Will, reputation in the Food Industry

- Our Tailor Made Response to your Needs.

- Personalized Intervention, we are always available to listen to your objectives, to install a tailor made program adapted to your particular needs.

- Our satisfied Partners

What’s in it for you?

- Meet New Business Partners
- Generate New Ideas
- Gather New Knowledge
- Foster Collaborations
- Meet Highly Trained Food Science experts
IV. Management Team Job Description & Responsibilities

MEFOSA - MENA Food Safety Associates has recently been established by Mr. Atef W Idriss, and a group of Food Scientists, Food Engineers, Microbiologists, Technical and Communication Consultants and Marketing Experts. The associates have been trained in Local, Regional and International renowned universities and have had extensive experience in different fields all related to Agribusiness and Agro industries noting that A.W.Idriss was a cofounder of several Lebanese and Regional associations.