MEFOSA Scope

MEFOSA s.a.r.l. (MENA Food Safety Associates) 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.

Please find hereunder an overview about MEFOSA (MENA Food Safety Associates) company and the services provided by the research department.

1) MEFOSA’s Vision:
MEFOSA sarl believes that trading in safe food and feed is a prerequisite 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 and quality of life throughout the MENA region.

2) MEFOSA Fields of Activity:
- Food: security, sustainability, safety, quality, hygiene, traceability, at par with new UN, EU, USA, … 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.

3) Our Clients are:
- Food Processing establishments and specialized industries (Water treatment, boilers, Grease traps, drains, Septic systems treatment, water decontamination and Odor control. Hospitals
- Hospitals, Hotels and Restaurants
- Buildings, schools & Universities
- Supermarkets
- Other interested associations and societies.
4) Our territories:

MEFOSA constitute the exclusive distributor for many suppliers in MENA region and always aims to expand business collaboration and the territories that MEFOSA covers are divided into 4 categories:

a)- Lebanon, Syria, Jordan, Iraq: MEFOSA is expert in those territories and have a potential team there, this will help to introduce the technologies and will lead to increase sales product. Always MEFOSA organize seminars and workshop on those territories in order to present all new technologies to the different customers and institutional clients (such as universities, labs, hospitals...) working on different areas covering food safety and pharmaceutical area.

b)- GCC (Gulf Cooperation Council) countries, which regroups Qatar, Kuwait, Bahrain, Saudi Arabia, Yemen. Well, MEFOSA have an officer in Qatar and an officer in Bahrain which will take charge to cover the upper Golf also our Jeddah will cover the lower Gulf. So also MEFOSA aims to promote new products in all the Gulf countries. The more we expand our business in MENA region, the more we introduce new products in a potential way, and the more we increase our sales this will lead to maintain the cooperation in order to be the leader supplier and distributor.

c)- Nile Countries such as Egypt, Sudan, Ethiopia... noting that MEFOSA have a good potential market there.

d)- Maghreb: Tunisia, Morocco, Algeria... MEFOSA also cover this area and aims to promote new products in a potential way.

5) MEFOSA’s Intra-MENA Regional Cooperation:

The MENA region trades across the EU and with African, Asian and other economies and partners in the World. MEFOSA facilitates/address market access opportunities both ways and brings agro./agribusiness to realization around the region and with its neighborhood economies.

6) MEFOSA’s Business

MEFOSA represent an example of successful business, that what distinguish MEFOSA from other companies. Our ultimate interest is to be a Professional Organizer by building the brand relationship with the consumer; we are leading in how best to market to professionals business in a long-term partnership.

Different ways to market a professional services business to service the technologies in the best way, for example:

a). Focus group: A focus group involves getting feedback about certain specifics related to our business, such as product preference. Focus groups are great for generating new concepts, getting feedback, and gaining insight into opinions.
b). **Experiences with pre and post sales interactions encompasses practical dimensions:** We do not just promote a technology, but we always aims to provide all the information/specifications about it, train the consumer, teach them on how this technology can solve their problem. Also, by accessing to many events, forums and workshops, this will help us to guide our customer on how to use the technology correctly.

c). **Creating Newsletter** and send to the warm network which constitute a benefit to keep informed of latest industry news to share with clients and prospective clients.

6- **Our Clients:**

We are mainly dealing with clients working in different fields such as:

- Food Industries, food supplies and related value chain
- Pharmaceutical industries and Biotechnology sector
- Hospitals and Health Care
- Universities academia and Research Center
- Public Sector (Ministry of Agriculture, Ministry of Health, Ministry of Environment)

For Further Information, Do Not Hesitate to Contact me

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MEFOSA Services

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 to 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 and 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; and
- 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 region, 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.

Additionally…..

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 and Cole Parmer.

Research Projects, Publications, & Partnership

Note that MEFOSA participated in the review of the UN/ GC initiative and we support its principals. The Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labor standards, the environment, and anti-corruption.

MEFOSA also participated in the expert meeting with World Health Organization (WHO - EMRO) for the MENA initiative for the regions Validation of Food Safety

MEFOSA participated in the : “Regional Seminar on Sustainable Development & Competitiveness of the Agro-food Sector” at the United Nations House at Beirut, Lebanon, between 1 – 2 December 2005 and in the:

In addition to this, Mefosa helped the most famous food processing companies in solving their food safety problems like Ghandour and Castania…..