

Banana Business – GIOIA brand back in Malta

During the second half of 2013, Mr. Hermann Mallia visited UNIBAN in Medellin, Colombia which is among Colombia's larger banana producer-exporters. Through Fruitland Company Ltd. and as a major banana supplier during the years, Hermann's relationship with UNIBAN dates back over 20 years. Following the visit, the possibility of a year round supply of GIOIA branded bananas for the Maltese Market was discussed and agreed upon. The first shipment of Gioia Premium quality palletized cargo sailed of the Port of Turbo in week 51 | 2013 and arrived in Malta during the first week of January. Given that the brand already enjoyed quite a good reputation in the local fresh produce trade, sales exceeded expectations and the management plans on rolling out a year round marketing and informative campaign to both support the brand and to promote increased consumption of fresh fruit, particularly bananas.

Gioia bananas are grown in the fertile soils and the typical banana climate of Colombia. Central American countries together with Ecuador, are the world's leading banana exporters, offering quality premium banana and thus excellent value for money. Gioia bananas are the only bananas in the local market with a consistent supply from Colombia, as nearly all other brands are supplied from Ecuador.

Gioia bananas are very nutritious, easy to peel and undergo rigorous quality inspection at the packing stage in order to ensure that only high quality bananas, free from any skin scars, bruises or crown rot, carry the Gioia label.

The Gioia brand ticks all the right boxes when it comes to consistency, good ripening and good quality standards, and thus the fact that it is one of the most successful brands around, comes as no surprise!



The newly modified truck by Faceworks Ltd



As per its mission statement, Faceworks Ltd which offers excavation and demolition services to the construction industry, is committed to constantly invest in the most advanced technologies. Its latest addition to the company's fleet is a newly modified

truck that serves as an on-location supply of fuel, air and grease for heavy machinery. The project was done in-house by Fahrenheit Freight Forwarders' staff over a period of three months, thus delivering a multi-function service vehicle.

The newly modified truck now includes a storage box for tanks (A), a diesel storage of 900 litres (B), a diesel pump (C), a storage area for grease guns (D), a fully equipped tool box (E), an air impactor for tools (F) and an air tank (G).

Keeping in Touch is the monthly newsletter of Famalco Group.



Human Resources Notice Board

Birthdays in February



Kidane Tekle Michiele – 2nd
 Parrant Michael – 3rd
 Abdilla Mario – 9th
 Attard Clayton - 9th
 Baldacchino Rachel – 11th
 Borg Ernest - 16th
 Spagnol Maris - 18th
 Bartolo Chircop Joanne - 19th
 Caruana Godwin - 27th

And the winner is... William!

Last October the Ministry for Tourism in collaboration with the Malta Tourism Authority and the Malta Institute of Professional Photography, launched the 'My Malta' photography competition, with the main aim of promoting the Maltese Islands, particularly Malta's culture and traditions. The competition turned out to be a great success with 1,317 photos submitted during a two-month period, out of which a total of 50 were selected as finalists. Our very own William Attard McCarthy was awarded as a finalist with a detail shot of an Mdina door-knocker and for overall winner of the Gozo category, with a long exposure photo of the Azure Window in Dwejra. The best 50 photos displaying various aspects of Maltese life are currently being exhibited at Auberge d'Italie's foyer.

Let's just say we'd nominate Will if Oscars were given for a job well done! Congrats!



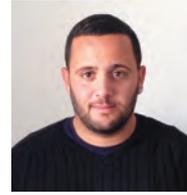
Football Vida sponsor for charity

Fund raising activities for Id-Dar tal-Providenza kicked off on Monday, the 30th December with the yearly 'Tackle for id-Dar tal-Providenza' football tournament. A series of seven-a-side matches took place at the St. Aloysius College football pitch, which saw members of Parliament from both sides of the house, including; Robert Cutajar, Antoine Borg, Charlo Bonnici, Anthony Bezzina, David Agius and Carmelo Abela, together with Parliament Secretary Owen Bonnici, and a number of officials from various unions getting together in aid of charity. The players took over the pitch wearing VIDA sponsored kits, provided by Famalco group.

Id-Dar tal-Providenza was founded by Mons. Michael Azzopardi in 1965 with the aim of providing a 'family' environment to people with disability who for some reason can no longer possibly live with their respective families.



Recruits in January



Cassar Jurgen
Yard Labourer



Mizzi Ian
Yard Labourer



Baldacchino Rachel
Marketing & Communications Executive



Cassar Jurgen
Coldwell Banker Sales Associate



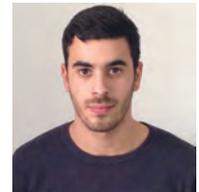
Buhagiar Claudia
Shipping Sales Executive



Micallef Johan
Local Driver



Tonna Jesmond
Local Driver



Zammit Duncan
Sprayer

Fahrenheit facilitates shipping for Richmond Foundation

In the midst of the festive season - a time of giving and receiving, Fahrenheit Freight Forwarders Ltd. generously offered some time off its busy schedule to contribute its transportation service to transfer donation collection tins from the United Kingdom to the Richmond Foundation Malta on a complimentary basis. This kind gesture on behalf of Fahrenheit Freight Forwarders Ltd. was highly appreciated by the Maltese arm of the Richmond Fellowship International. Founded in 1993, the Foundation is a leading local NGO in the provision of community services for persons with mental health difficulties and in the promotion of mental health and the prevention of mental illness amongst the general public.



Outstanding 13th consecutive Dakar title for KTM!

Marc Coma of Spain registered his 4th title by dominating the grueling Dakar Rally of 2014. Spread over two weeks, the route took the riders from Rosario in Argentina, across the rough grounds of Bolivia, to Valparaiso in Chile. The KTM Factory Team riders competed on the brand new KTM 450 Rally bike, which only last October had its first real test under racing conditions in the Morocco Rally.

Despite the unforeseen loss of the veteran Kurt Caselli in November, who was scheduled to replace the injured Coma at the start of 2013, the latter came back stronger than ever and with his infallible credentials and determination secured yet another victory for himself and for the team in the world's toughest rally. Factory teammate Jordi Viladoms was drafted back in the team after several years away and finished second overall, thus securing his personal best.

Coma described this year's Dakar experience as "an extreme and grueling Dakar". He remarked that, "To find the right rhythm is never easy. To find the compromise between going fast but not risking - this is the most difficult. You have to feel comfortable on the bike and not ride crazy - this is important".

KTM has won the Dakar Rally every year since its breakthrough year in 2001. According to KTM Team Manager, Alex Doring, the secret is very much a team effort. "The competition is getting tougher and that is a win for the sport, we did what we always do. We work hard. We prepare our bikes in the best way. Our new KTM 450 RALLY bike is fantastic and it is amazing what our technicians built in the short time that we had to do it." He also remarked that he was pleased with all of his 7 riders and particularly thrilled with the champion who, "Did a fantastic rally. He was really impressive and did a great job".

The brand new KTM Motorbike range for 2014 including the brand new 1190 Adventure and the 1290 Superduke, are on display at the new KTM Malta Experience Centre at Fapi Motors Ltd. You too can be a champion by riding a winning bike!



Planned extension to Focus Building

The Group has recently acquired the house adjacent to Focus Building which is currently home to Fapi Motors Ltd. The new extension will hold a spare parts and tools outlet complemented by an adjacent warehouse and offices on the above floors. This acquisition fits in squarely with the group's plans to have the new Corporate Head Office located above the Harley-Davidson and KTM showroom by the end of 2014. The new Corporate Head Office will facilitate the growth strategy and the new projects that the Group will be embarking on in the coming months.



Harley-Davidson's Maro Zannia in Malta

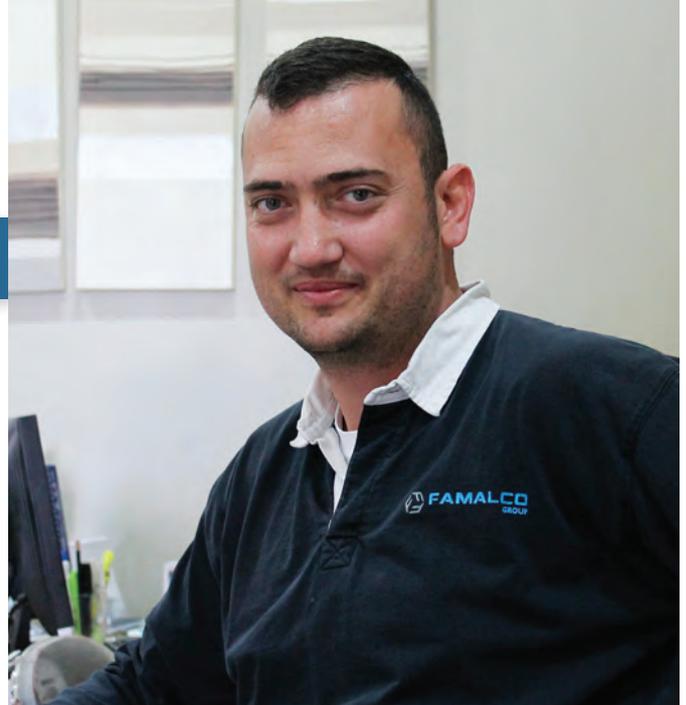
Last December, Maro Zannia from Harley-Davidson visited Malta to evaluate and refresh the showroom look and set-up as per the new 2014 Visual Merchandising Best Practice and Standards, in an attempt of creating a holistic approach to the presentation of product lines worldwide and drive more consistent and effective showroom standards across the dealer network. At Harley-Davidson, visual merchandising is key in delivering an inspirational showroom experience as to encourage customers to become deeply connected with the brand, while at the same time communicate the strength and premium quality of the brand.

It goes without saying that this commitment towards customer service on behalf of Harley-Davidson continues to demonstrate the credibility and remarkable expertise of the 111 year-old brand.



From the Famalco Family...

JONATHAN BORG



Known as: "Topo"

Age: 31

Status: Single

I joined Famalco Group back in 2006

My first job was teaching English as a foreign language

My dream job is the one I currently do

The best part of my job is that satisfactory feeling after overcoming a difficult day

The worst part of my job is having to wake up at silly o'clock

My most memorable experience is that of having the opportunity to visit most of Europe when I was a truck driver

My Dream car is the Nissan GTR Skyline

My favourite actress is Gladys ta' Deceduti

In my free time I like racing cars at Hal Far

I love my boss (duh!)

I am happy when I'm surrounded by friends, drinking beer

My favourite food is certainly my mum's

My favourite cartoon character is Sponge Bob

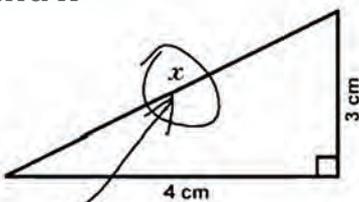
Something not many people know about me is that I wear shoe size 51



THE ILLUMINATION OF THE MONTH!

Question 3:

Find x



Mobile shoot Competition

Catch your friends in a funny moment and send us the photo :)

Send your photos to:
kevin@focusedknowledge.com.mt
by February 25th for a chance to win!

Last month's winner was Christine Zarb, who correctly identified Mathieu Cilia as the child in the photo.

