

Mitsumi Distribution Uganda

Tripp Lite power protection systems launch

Offering quality IT systems

Bringing the world together through IT distribution...

to deliver IT solutions in Africa.

MITSUMI IT Distribution has an early-mover advantage in Africa since the company was the first to establish a chain of in-country presence in these markets ranging from facilities like warehousing, stocking points and support service centres in 1996. MITSUMI has Sales offices in 18 countries which adds up to 15 Warehouses and 8 Service Centres, thereby, making it the only truly 'Africa Centric IT Distributor' guaranteeing maximum reach to all global IT vendors.

BY JOSEPH BAHINGWIRE
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With the vision of becoming the best distributors of information, technology and electronics in Africa, Mitsumi IT Distribution Company has added Tripp Lite power protection systems to their chain of products distributed in the region.

Mr Mitesh Shah, managing director of Mitsumi Distribution, says: "We are looking to getting on board the entire VAD portfolio by close of this year, and Tripp Lite is a strategic partnership that will help us in our mission of bringing appropriate and cost effective solutions to Africa."

Mr Sajid Surati, the Mitsumi Distribution country manager, says the new system will enable customers get genuine power solution products such as inverters, Uninterrupted Power Supply gadgets, racks and cooling systems, cables, switches, surge protectors, and power strips.

He says Mitsumi was established with the aim of introducing appropriate and affordable technologies to Africa, a dream that has already been realised.

"We are the authorised distributors of IT hardware and software brands. Our growing brand portfolio includes HP, Dell, Acer, Toshiba, Lenovo, Samsung, Tripp Lite, Western Digital, BenQ and Microsoft," he says.

Tripp Lite launch

Mr Surati says with the introduction of Tripp Lite

on the domestic market, Ugandans in particular and Africans in general will be able to get genuine power solution products.

He says the products will be distributed through the company's wide network of resellers, one he says acts as a one-stop shop for IT for dealers and resellers in Africa.

"We distribute a wide range of products covering computers, data centre, storage, security, networking, software and hardware," he says.

Area of operation

Currently, the company operates in 19 countries across Africa. It has sales and stock points in Kenya, Tanzania, Ethiopia, Uganda, Rwanda, and Democratic Republic of Congo.

Others are in South Sudan, Nigeria, Ghana, Ivory Coast, Benin, Algeria, Tunisia, Morocco, Mozambique, Zambia, Namibia, Mauritius and Madagascar.

Mitsumi also plays a vital role in the value chain thereby linking manufacturers to resellers covering wide geographical territories, in-country facilities and regional stocking points across the African markets.

Windows 8

Mr Surati says all IT partners and dealers should brace themselves for the biggest launch of Microsoft Windows 8, which was released globally last month.

He says Mitsumi Distribution will have most of the Windows 8 hardware products like Acer, Dell, HP, Lenovo, Samsung and Toshiba in Uganda beginning from this month.

Participants at a seminar organised by Mitsumi Distribution to market Tripp Lite on October 10 in Kampala.



COURTESY PHOTO



East Africa

Kenya | Tanzania | Ethiopia | Uganda
Rwanda | DRC | South Sudan

West Africa

Nigeria | Ghana | Benin

North Africa

Algeria | Tunisia | Morocco

Southern Africa

Mozambique | Zambia | Namibia

Mauritius | Madagascar

Middle East

United Arab Emirates



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