



19th Nov, 2012

MITSUMI IT Distribution Africa concluded its GITEX 2012 debut on a high note

MITSUMI IT Distribution has concluded its GITEX debut successfully which run from October 14 – 18, 2012 at Dubai World Trade Centre. GITEX is the ICT business gateway to the Middle East, Africa and South Asia (MEASA) region.

This year, for the very first time, MITSUMI has exhibited its world-class product portfolio from renowned global vendor partners HP, Dell, Acer, Toshiba, Lenovo, Samsung, Microsoft, Western Digital, BenQ and TrippLite at the prestigious event.

With GITEX having an “Africa in Focus” theme this year, our stand attracted serious business visitors from all over the region. Numerous delegations from Algeria, Kenya, Libya, Cameroon, Ghana, Morocco, Nigeria, Tanzania, Ethiopia, Uganda and Tunisia have visited MITSUMI stand and have shown interest. MITSUMI's participation at GITEX 2012 was to ensure the company's commitment to showcasing the rich opportunities available in Africa and to cement and further grow its reseller and vendor partner base.



The African branding and the product display attracted lot of visitors. Media coverage of the MITSUMI Stand added to the overall exposure and excitement about MITSUMI.

At MITSUMI's stand, we had a good exposure for all the vendor's products. Many of our current customers from the channel and retail segment were able to see and study the entire range on display.

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 Kenya, Tanzania, Ethiopia, Uganda, Rwanda, South Sudan, Nigeria, Ghana, Ivory Coast, Benin, Algeria, Tunisia, Morocco, Mozambique, Zambia, Namibia, Mauritius and Madagascar 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.

MITSUMI has achieved the benchmarks set out before the event after signing a contract and releasing the joint Press Release with Dubai World Trade Centre for MITSUMI's first time ever participation in GITEX Technology Week 2012. MITSUMI has donated DELL Inspiron high end notebook for the passport trial prize draw to the Dubai World Trade Centre as well.

MITSUMI consolidated revenue for 2010 – 11 was **\$171 million** which was featured for the first time in **Reseller Middle East Magazine Power List 2012**.

MITSUMI's regional geographical coverage and extensive customer base has made the Company the largest and fastest growing distributor in Africa. We will remain invested and create new business avenues to enhance life styles in Africa. We have established a reputation as one of the most dependable and customer centric distributor in Africa. We have a Pan Africa distribution strategy/vision, strong in-country presence and targeted marketing campaigns which will take MITSUMI IT distribution to the next level.

Mitesh Shah – Managing Director at MITSUMI IT Distribution said "*MITSUMI's stand saw a large crowd during the 32nd edition of GITEX Technology Week held between October 14 and 18, 2012. I would like to thank all the visitors from Middle East and Africa region including official delegations and Vendors in appreciation of their high confidence and continuous support year after year. This year's exhibition was a very successful show for us. Successful participation in GITEX 2012 is a good sign for our future business as well.*

Mitesh Shah emphasised that there are challenges, but we need to start having a different conversation about Africa where we always focus on the positive stories. For MITSUMI, the story of Africa is a story of progress, opportunities, growth and a story of political and economic vibrancy."

About MITSUMI Distribution:

www.mitsumidistribution.com

MITSUMI Computer Garage Ltd was formed in Nairobi, Kenya in the year 1996 with the aim of introducing appropriate and affordable technologies to Africa and now 16 years on, we are a Pan Africa Distributor.

We are authorized distributors for leading global IT hardware & software brands. Our growing brand portfolio includes HP, Dell, Acer, Lenovo, Toshiba, Samsung, Western Digital, Tripplite, BenQ and Microsoft.

As one of the Africa's largest IT distributors, MITSUMI is the conduit through which the power of technology flows to 19 Countries in Africa. MITSUMI has 15 warehouses and 8 service centers in Africa.

MITSUMI is a leading and fast growing technology distributor in Africa because of its Pan Africa distribution strategy/vision, aggressive expansion, regional geographical coverage and extensive customer base. MITSUMI has its head office in Kenya and presence in Tanzania, Ethiopia, Uganda, Rwanda, South Sudan, Nigeria, Ghana, Ivory Coast, Benin, Algeria, Tunisia, Morocco, Mozambique, Zambia, Namibia, Mauritius and Madagascar including strategic mother hub in Jebel Ali (U.A.E).

Zahid Pervaiz | Marketing Manager

MITSUMI IT Distribution Africa

+9714 342 6095

zahid@mitsumidistribution.com