



MITSUMI inks distribution agreement with DELL

Leader in the distribution of IT technology in Africa, Mitsumi Distribution considers Algeria as a market "full of tremendous potential"

Algiers, Algeria, October 27 2013 . Leader in the distribution of IT material, accessories and solutions in Africa, MITSUMI Distribution has initiated a new strategy in Africa by launching its activities in the Maghreb, including Algeria, Morocco and Libya. At the occasion of a press conference organized on Sunday, October 27 in Algiers, MITSUMI has announced its operations for Algeria including its distribution partnership deal with DELL. Under the terms of the agreement, MITSUMI Distribution will distribute Dell's entire range of PC products in Algeria and Libya.

Present in Africa since 1996, MITSUMI Distribution is an international group with headquarters in Dubai. MITSUMI Distribution is the first company to be established on the continent with a global presence and a logistical know-how that includes computing equipment, storage and service centres. MITSUMI Distribution can meet the technological needs of all end users, including small and medium sized businesses, large companies, educational institutions, governmental agencies and consumers.

Top management from MITSUMI Distribution and Dell were present during the conference including Mitesh Shah, Managing Director of MITSUMI Distribution Raouf Ammal, DELL country manager, Algeria, Aziz Bennis, General Manager of North Africa and Chahira Hamouche, Algeria country manager. *"Algeria is a market that contains enormous potential & our presence here is continued proof of our strengthening ties in the continent", explains Mitesh Shah, Managing Director of MITSUMI Distribution. "This country is currently experiencing important technological transformations therefore our clients here expect qualitative technological solutions at very competitive prices and we are in a strong position to be able to respond thanks to our expertise and our knowledge of the local market."* Mitesh continues.

DELL, a leading Technology Company, has already signed a partnership deal with MITSUMI giving them distribution rights for both Algeria and Libya. *"MITSUMI has been our most*



trusted partner for the distribution of our products on the African continent. We feel confident that they will continue to help us maintain a technological edge in reaching our customers and we look forward to developing our partnership with them in Algeria,” states Raouf Ammal, DELL country manager, Algeria. “Dell, is a strategic partner for us in the African continent, and this new partnership agreement is proof of our solid long-term relationship with all of our partners,” declares Mitesh Shah.

MITSUMI Distribution is developing a strategy with an aim to set up directly in each country, putting in place regional operations and developing rapidly to become the major IT distribution player. *“In the Maghreb region, our objective is to invest and create new business opportunities to improve conditions in the region,” explains Aziz Bennis, General Director of MITSUMI North Africa. “Over the years, MITSUMI Distribution has garnered a reputation as being the most trust-worthy distributor in Africa, thanks to the attention that we pay our clients. This is the result of our pan-African distribution strategy that guarantees our presence on the continent and will allow us to launch targeted marketing campaigns that will continue to improve IT distribution,” adds Aziz Bennis.*

Its geographical coverage and its vast customer base have made MITSUMI Distribution the most important IT distributor and that whose growth is the strongest in Africa. Seventeen years after being set up in Nairobi, the company today is present in more than twenty African countries, from Kenya to Zimbabwe passing through Libya and the Maghreb region.

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ABOUT MITSUMI: (www.mitsumidistribution.com)

MITSUMI was formed in Nairobi, Kenya in the year 1996 with the aim of introducing appropriate and affordable technologies to Africa and now 17 years on, we are a largest IT & CE distributor.

MITSUMI is an authorized distributors for leading global IT brands. Our growing brand portfolio includes Dell, HP, Acer, Lenovo, Toshiba, Samsung, Epson, Dell SonicWall, Microsoft, Western Digital, Sandisk, BenQ, Tripplite, Riverbed, [Polycom](#), IBM, D-link, and Linksys.

As one of the Africa's largest IT distributors, MITSUMI is the conduit through which the power of technology flows to 20 Countries 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 presence in Kenya, Tanzania, Ethiopia, Uganda, Rwanda, DRC, South Sudan, Nigeria, Ghana, Ivory Coast, Cameroon,



Morocco, Algeria, Mozambique, Zambia, Namibia, Zimbabwe, Mauritius and U.A.E including strategic mother hub in Jebel Ali (U.A.E).

MITSUMI has 15 warehouses and 12 service centres in Africa.

ABOUT DELL: (www.dell.com)

Listen. Learn. Deliver. That's what we're about.

For more than 28 years, Dell has empowered countries, communities, customers and people everywhere to use technology to realize their dreams. Customers trust us to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world. Learn more about our story, purpose and people behind our customer-centric approach.