



5th April, 2012

MITSUMI empowers IT Channel Partners in Ethiopia

Ethiopia – 5th April, 2012 - Mitsumi Distribution, a leading, reputable and authorized distributor for globally renowned IT brands concluded its Dell Channel Event in Ethiopia. The event was held on 27th March 2012 at the Hilton Addis Ababa, Ethiopia. Over 80 Channel partners have attended the event. They get trained and familiarized with latest technology in Dell consumer and channel PC arena.

Event enlightened the partners on necessity and significance of authorized channel business and at the same time enhanced their knowledge on Dell products such as Dell Inspiron and Dell Vostro laptops.

Mitsumi showcased latest Dell technologies to the channel community. Mitsumi also informs its Channel partners that we will conclude such kind of event in the rest of the African countries in the near future.

Satyen Chokshi – Business Unit Manager – Dell at Mitsumi Distribution said *Ethiopia is an important market for Mitsumi. Last year, we opened our branch here, since then we've been very active in Ethiopia bringing innovative products, technologies and service solutions. We are aiming to educate our Channel and Reseller partners about Dell award-winning products. There is much opportunity here for IT business and this event has been an excellent platform to discuss business possibilities.*

Mitsumi encourages and invites all IT partners across Africa to partner with them for authorized channel business. Mitsumi has informed its partners of the various business opportunities.

Speaking about the partnership between Dell & Mitsumi, **Alwin Thankachan, DELL – Regional Sales Manager – CSMB Central and West Africa**, said *they went for Mitsumi because it has a proven track record in channel distribution and it also has the reach into most parts of English speaking Africa and could easily serve as a veritable point of contact in DELL's Central Africa business.*

Pearce Clune – Director Marketing – Dell commented *that Dell was focusing on progressing its technological corner in product growth to be able to encounter the needs of customers both at the descend and aloft ends of the market. This, he said, was critical to rise shareholder value. Mr Pearce then went ahead to introduce the Inspiron, Vostro & the XPS range of products and the novel XPS 13. He also added that with all the benefits of the XPS 13 as an ultra-portable mobile device, it is perfectly suited to the fast growing 'on the go' segment of African professionals and consumers. Along with our distribution partner Mitsumi in Ethiopia we believe we have a winning partnership and look forward to serving our customers with the best products and services in the industry.*



(Mr. Pearce Clune, Director Marketing - Dell)

About MITSUMI:

MITSUMI Distribution, inception in 1996 with a core emphasis on growing the company's PC business. We forayed into the distribution business in 2009 and since then our portfolio have grown to include world class distribution partners like **DELL, TOSHIBA, HP, MICROSOFT, ACER, SAMSUNG, BENQ and TRIPPLITE.**

MITSUMI is a leading and fastest 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 **ETHIOPIA, RWANDA, TANZANIA, UGANDA, DRC, NIGERIA, GHANA, IVORY COAST, ZAMBIA, MOZAMBIQUE including strategic mother hub in Jebel Ali (U.A.E).**

The company has operations in 12 countries in Africa. More than 150 employees and subsidiaries and 12 locations ensure speedy, effective and professional service to resellers throughout Africa.

About DELL:

For more than 26 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.

For further information:

Zahid Pervaiz

Marketing Manager

Marketing & Communications Department

Tel: +971 4 342 6095

marketing@mitsumigroup.com