

MITSUMI
Distribution

25 years
ANNIVERSARY

COMMEMORATING 25 YEARS OF DISTINCTION

Mitsumi Distribution

Your Stepping Stone
to IT Success

Our core business is to empower you with support, & resources for you to build a successful business.

COMPANY HISTORY

Mitsumi Group started its operations in 1998 as an IT reseller located in Kenya with a single product and a team of 2 employees and since then Mitsumi Distribution has evolved into one of the leading names in the technology distribution sector, providing a diverse array of authorized IT products and services to meet the ever-growing demands of businesses across the Middle East and Africa regions.

1998

Mitsumi starts its operations in Kenya, as an IT reseller, with a single product and 2 employees.

2003

Mitsumi Distribution formed to enter into the United Arab Emirates market. This was done with an aim of introducing cutting edge and affordable technologies in the region.

2023

We are one of the leading IT, Telco & Enterprise distributor specializing in hardware, telco, networking and storage solutions across Middle East and Africa (MEA) region.



OUR GROWING PRESENCE

**WE OPERATE IN
24 COUNTRIES**

**PARTNERING WITH
24 VENDORS**

**WORKING WITH
3,200+ PARTNERS**

Mitsumi Distribution's extensive footprint spans key nations across the Middle East and Africa, ensuring localized support that provides personalized attention and market-relevant solutions. With strategically positioned distribution centers and offices, we facilitate seamless logistics, ensuring timely and efficient product deliveries.

OUR GROWING PRESENCE

HEADQUARTERS

United Arab Emirates

MIDDLE EAST

LEGAL ENTITY
UAE, Oman, Bahrain, Qatar, Kuwait

COVERAGE
Egypt, Jordan, Lebanon

NEW EXPANSION 2023
Saudi Arabia

IN COUNTRY WAREHOUSE
UAE, Oman, Bahrain, Qatar

WEST AFRICA

LEGAL ENTITY
Nigeria, Ghana

COVERAGE
Libya

IN COUNTRY WAREHOUSE
Nigeria, Ghana

SOUTHERN AFRICA

LEGAL ENTITY
Zambia, Zimbabwe, Mozambique

IN COUNTRY WAREHOUSE
Zambia

NEW EXPANSION 2023
Namibia, Botswana

EAST AFRICA

LEGAL ENTITY
Kenya, Tanzania, Uganda, Rwanda

IN COUNTRY WAREHOUSE
Kenya, Tanzania, Uganda, Rwanda

COVERAGE
Ethiopia

NORTH WEST AFRICA

LEGAL ENTITY
France, Senegal, Mali, Chad, Cameroon, Cote d'Ivoire, DRC, Burkina Faso, Gabon, Togo

IN COUNTRY WAREHOUSE
France, Senegal, Mali, Chad, Cameroon, Cote d'Ivoire, DRC, Gabon, Togo, Burkina Faso

REGIONAL LOGISTICS CENTERS

Jebel Ali, Paris, Amsterdam



OUR VERTICALS

Our mission is to offer resellers, retailers, SMBs, and Enterprise partners access to a wide array of cutting-edge products and solutions as authorized distributors for globally renowned brands, establishing our prominence in the distribution sector.

Since 1998, Mitsumi Distribution has consistently grown its product range through strategic partnerships. Our distribution divisions are as follows:



Volume Division

This division is committed to delivering innovative technology solutions, providing reliability and performance that brings unmatched value to your business.

- ◆ Computing Devices
- ◆ Printer & Peripherals
- ◆ Accessories & IoT

Dell EMC, HP PSG, HP Hardware, HP PPS Supplies, Huawei, Canon, Toshiba, Lenovo, Acer, Seagate, Asus, Kioxia, Kingston (Africa)



Value Division

This division focuses on providing comprehensive solutions, empowering your business with scalability and efficiency to maximize value.

- ◆ Servers & Storage
- ◆ Security
- ◆ Cloud Solutions
- ◆ Networking

DellEMC, HPE, Hitachi, Vinchin (Africa)
Dell CSG, HP PPS Supplies, HP PSG, LG Display, AOC-Philips Canon, Lexar(ME)



Telco Division

Mitsumi's Telco Division is dedicated to keeping you connected with cutting-edge communication technology, offering exceptional value for your investment

- ◆ Smartphones
- ◆ Tablets
- ◆ Feature Phones

Samsung, Huawei, Nokia, Oppo, Infinix, Vivo, itel, Techno, Realme (Africa)

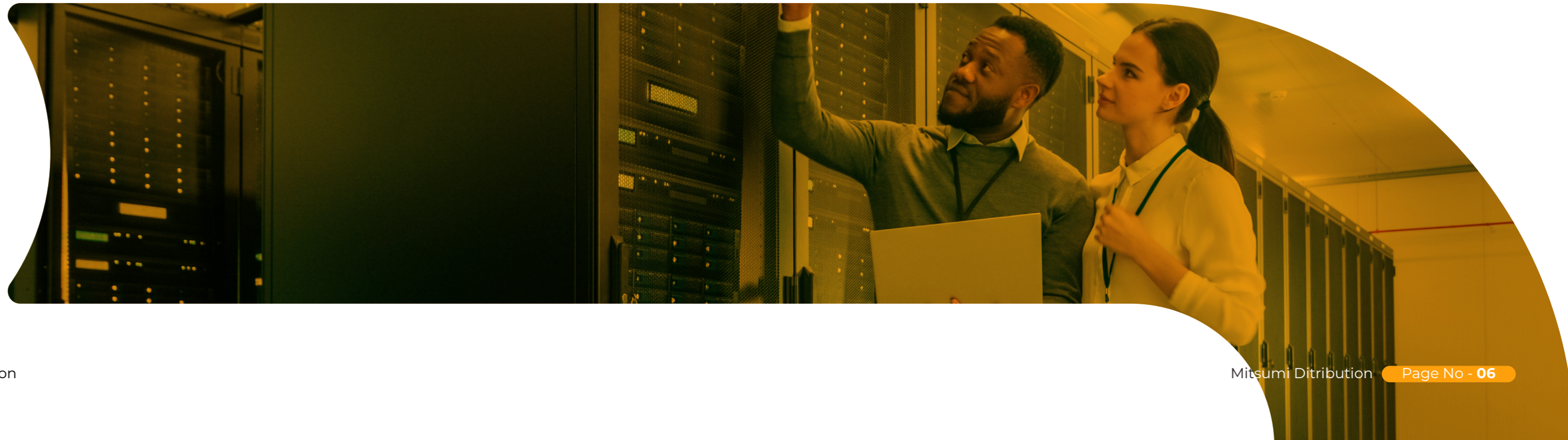


Managed Services Division

Mitsumi Distribution's subsidiary, Repair Junction, provides top-tier managed services across Africa, backed by certified IT Engineers & specialists. As authorized Associate Service Provider (ASP) for Dell EMC, Acer, Hitachi, and Samsung Repair Junction offers;

- ◆ Managed Services
- ◆ AMC Services
- ◆ Device repair, upgrade, and installation services
- ◆ Data Backup, recovery service, and troubleshooting
- ◆ Software service, support, and installation
- ◆ Warranty support

For more information visit us at: www.repair-junction.com



THE MITSUMI ADVANTAGE



DEDICATED PRODUCT TEAMS

Addressing open channel, retail, SMB, enterprise, government, education, mid marketing, segments in MEA.



MARKETING

Conducting product launches, digital marketing activities, demand generation, hosting events and promotions.



CREDIT

Various Credit options for customers based on their transaction history.



PEOPLE STRENGTH

We have over 35 employees in a modern, fully equipped, and custom-built 75,000 square feet-controlled logistics facility in Jebel Ali North, Dubai, UAE.



LOGISTICAL SUPPORT

End-to-end logistics capabilities starting from import, warehousing, and stock movement across geographies to packing / repacking and order delivery.



INCENTIVE PROGRAMS

We offer incentive programs that reward partners for their loyalty and commitment. These programs provide planned vacations, financial incentives, and exclusive benefits to enhance profitability.



OTHER SUPPORT

Next Day delivery, Ex-warehouse, CAD, CIF, DTD options across the region with warehouse staging to select customers.



BUSINESS DEVELOPMENT

Helping your business with partner recruitment, and pipeline management.



OUR AWARDS

*HP Middle East Print HW & Supplies
Distributor of the Year 2022*

*Dell Technologies Emerging Africa
Client Solutions Award 2021*

*Kioxia Star Award Outstanding
Performance FY 2020*

*Toshiba Star Award Outstanding
Performance FY 2020 (External HDD)*

*Computing Distributor of the Year UAE
and East Africa by HP FY20 Channel
Awards*



*DELLEMC Distributor of the Year
"South East Africa award" and
"Emerging Africa"*

*DELLEMC Distributor of the Year
"South East Africa award" and
"Emerging Africa"*

*Excellent Channel Partner Award for
Middle East and Africa By HUAWEI
-2020*



JOIN FORCES WITH MITSUMI

At Mitsumi Distribution, we have built more than a distribution network; we've created a dynamic ecosystem that fosters innovation, growth, and success in the world of IT.

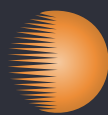
We invite you to embark on this journey with us and get exclusive benefits and discounts on your first order. Get in touch for more details on the onboarding process. We look forward to being your trusted partner in IT success.

Contact us today to explore the endless possibilities that await you in the world of IT.

Contact Information: Phone: +9171 4 3706 058

Website: www.mitsumidistribution.com

Thank You :)



MITSUMI
Distribution

We provide & distribute business solutions for global technology vendors across the world.

Contact Us

P: +254 704 994 907

E: marketing@mitsumidistribution.com

12th Floor Mitsumi Business Park,
67 Muthithi Road, Westlands,
Nairobi - Kenya.

P: +971 4 3706 058

w: www.mitsumidistribution.com