

Canon makes a comeback to Kenya

By [Carole Kimutai](#): [@CaroleKimutai](#)

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Canon Middle East, a subsidiary of Canon Europe has re-entered the Kenyan market, taking on a more tactical and aggressive approach to its business development strategy in the country.



As part of the brand's market re-launch, Canon Middle East has strengthened its relationship with Office Technologies, Machine Technologies and MFI - electronics and IT distributors who will have distribution, marketing and after sales service rights of Canon products and solutions in Kenya.

To mark its market re-launch Canon Middle East hosted a series of activities from 3 - 5 November 2011 known as the "Festival of Impressions".

Canon has also established a strategic partnership with the National Museums of Kenya (NMK), the epicentre of documenting and preserving the country's heritage. The tie-up provides Canon access to Kenya's 19 national museums and nine heritages sites for launch events and marketing activities, giving the brand immediate visibility to over 5 000 daily visitors at the Nairobi museum alone.

As part of the brand's re-entry, Canon will be launching the EOS DSLR Adventure Campaign, which will feature Kenya-based award-winning wildlife photographers and Canon brand ambassadors Jonathan and Angela Scott. They will be hosting wildlife photography workshops and will also have a gallery presentation of their work at the NMK, giving professionals and enthusiasts a chance to learn from the best in the field of wildlife photography.

During the EOS Adventure campaign, Canon is also offering a "Check and Clean Service" for DSLR camera owners as part of its initiatives to re-acquaint itself with end-users and show them Canon's well-known reputation for after-sales service.

The importance of East African markets

"Canon has recognised the business importance of East African markets and is investing in developing a strong sales organisation in these regions. There has never been a better time to re-enter the Kenyan market," said Naoshi Yamada, deputy managing director of Canon Middle East, adding that the growing sector will provide a strong base for Canon's business development and marketing activities in Kenya. "Our partnership with the NMK will only bolster our efforts to re-

establish ourselves as leaders in this promising new market."

According to Office Technologies managing director Basil Serrao, Canon's re-entry into Kenya is expected to yield positive results. "The market is ripe for the picking and a brand of Canon's calibre will be well received by photography and videography professionals and enthusiasts who want products with cutting-edge technology and user-friendly features with excellent after-sales customer support," he said.

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