

Toshiba top Notebook vendor, sponsors tablets

According to the International Data Corporation's (IDC) CY 2013 final results, Toshiba Gulf FZE is the number one vendor for Notebook market sales in East Africa including Kenya, Uganda, Ethiopia and Tanzania.

Toshiba reportedly holds the top position in East Africa with a high market share of 23% and a year over year growth of 118% in CY 2013. In addition, Toshiba has exhibited market dominance by achieving number one position in Jordan and Saudi Arabia respectively. Toshiba has a high market share of 30% in Jordan, and 24% in KSA.

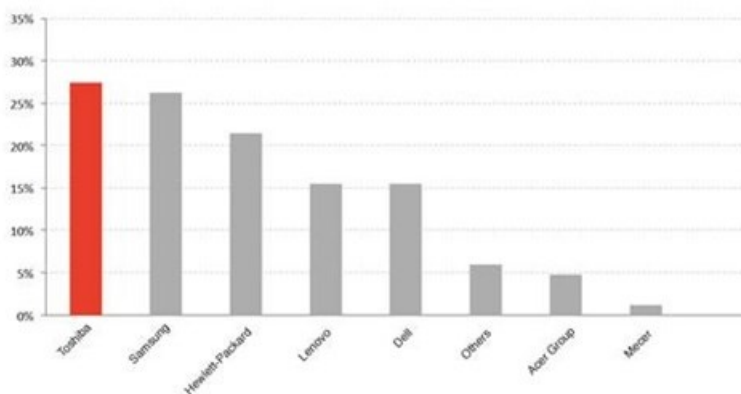
"Our continued efforts to develop and offer innovative products, services and programmes towards our customers and partners have driven us to strengthen our position in the market. We'll continue to support our customers with value added services and a range of mobile computing solutions to further enhance customer satisfaction," says Santosh Varghese, general manager, Digital Products & Services, Toshiba Gulf.

Focus on B2B segment

"This significant growth reflects the investments Toshiba has made in the region with having a steady stock availability, a rebate program for partners, strategic promotions and smart marketing approach for high visibility," explains Manish Kewalramani, business development manager for East Africa and West Africa, Toshiba Gulf FZE. "This year, we aim to sustain this position through focusing on the B2B segment," he adds.

In 2013, Toshiba introduced a wide range of platforms across its laptops, Tablets, All-in-One PC, and Ultrabook including its first convertible Ultrabooks - the Satellite U920t & the Portégé Z10t, which has helped address a complete range of customer requirements, from entry level, to experienced and professional users.

MARKET SHARE OF TOSHIBA IN EAST AFRICA



Source: IDC EMEA PC TRACKER – Final Results CY 2013

Tablets for University of Zambia

The Toshiba Corporation has also donated 12 Toshiba AT300 tablets to the Language Centre at the University of Zambia in Lusaka, expanding the centre's capacity to teach foreign languages to its students, with a focus on its Japanese language course run in association with Hokkaido University in Sapporo, Japan.

"We are using the tablets as teaching and learning tools, as well as for identifying online resources to further assist us in our work," he adds. "This has allowed us to use our time more efficiently and, importantly, to attract more young people to our language programme."

In addition to seven local Zambian languages, the Centre teaches Japanese, English, American Sign Language, Arabic, French, German, Portuguese, Swahili and Spanish to the university's students, and to government and foreign ministry officials who engage with foreign nationals in the course of their working day.

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