

INNOVATION AFRICA

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CANON CENTRAL & NORTH AFRICA

Accra, Ghana
3rd Dec 2019

Canon

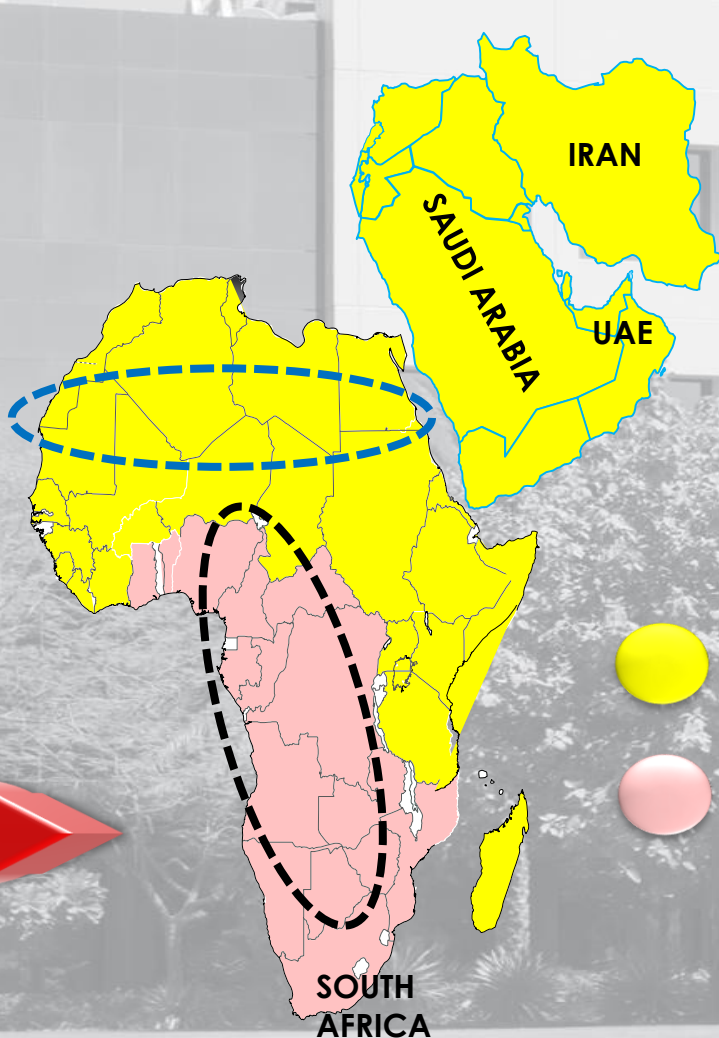
AGENDA

Cityscape of Accra,
Ghana

- **CANON HISTORY IN AFRICA**
- **COMPANY VISION, MISSION & VALUES**
- **WHY AFRICA**
- **WHY GOVERNMENT / EDUCATION SECTOR**

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CANON HISTORY IN AFRICA



BEFORE
2016

- CMEA
- CSAA



2016

- CME
- CCNA
- CSAA



CCNA TERRITORY SET UP

**108 EMPLOYEES
(57 AFRICANS)**



6 Local Offices

- Algeria
- Morocco
- Egypt
- Nigeria
- Kenya
- Ivory Coast

**42
EMPLOYEES**

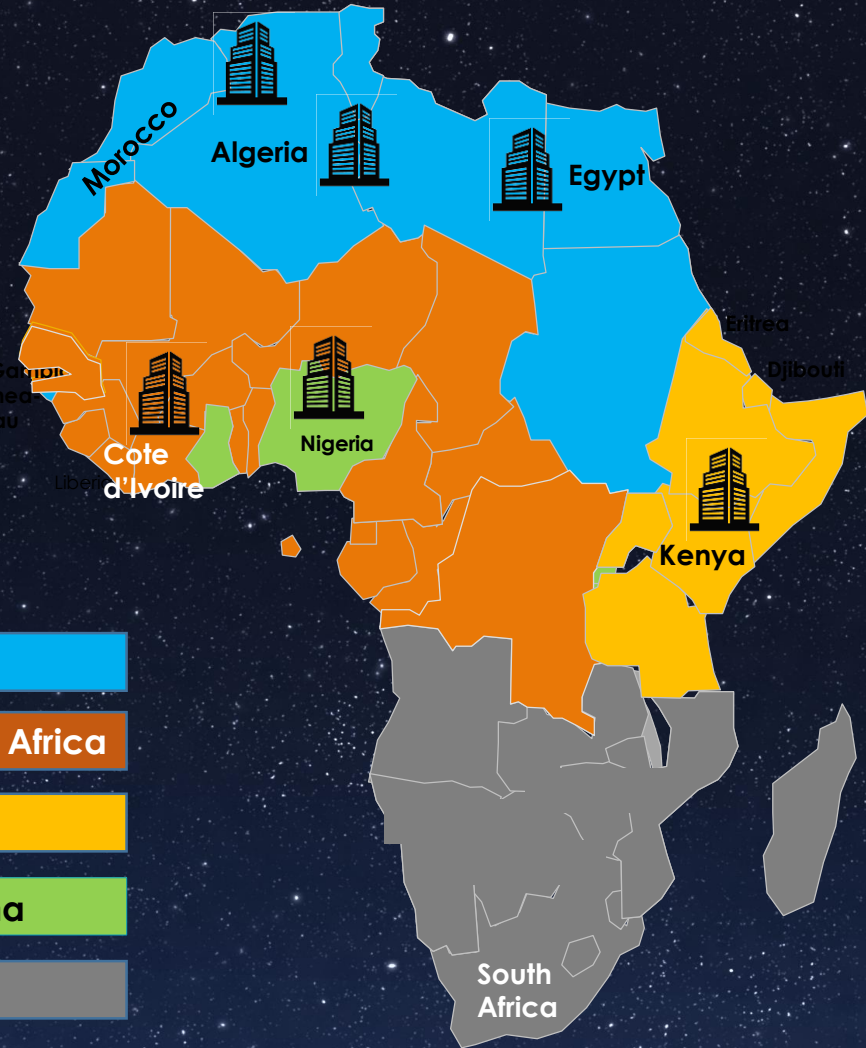
North Africa

West & Central Africa

East Africa

Nigeria & Ghana

South Africa





VISION



MISSION



VALUE

CANON CORPORATE PHILOSOPHY

共生

KYO

SEI

All people, regardless culture, customs, language or race, harmoniously living and working together in happiness into the future

Canon

since 1988

COMPANY VISION

WHAT WE WANT TO BE – IMMEDIATE FUTURE GOAL



*“To make Canon as a preferred **Imaging brand in Africa** by Ensuring **Efficient Availability & World Class Service** offering of our Products & Solutions to the **Consumer**”*



OUR MISSION

WHY DO WE EXIST?



*“To Tap the immense Market Potential in **AFRICA** and convert it in to **Business Opportunities** for **Canon & our Partners**”*

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OUR VALUES

WHAT WE BELIEVE IN & HOW WE WILL BEHAVE?



Customer Focus to be **No1** Priority



Open Channels of **Communication** with **Respect & Autonomy** to All



WHY AFRICA?



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Africa is Big !!!



- United States
- UK
- France
- Germany
- Italy
- Spain
- Portugal
- Netherlands
- Belgium
- Switzerland
- Eastern Europe
- China
- India
- Japan



Large
Land Mass > 30 M km²

Diverse
53 Countries
Between 1,750+ languages
3,000 ethnic groups

AFRICAN ECONOMY & DYNAMICS

CHALLENGES

Political Instability



Public unrest



Purchasing Power



Epidemics



OPPORTUNITIES

Increased
Infrastructure
Investment

Increased
Mobile
Penetration
(80%)

Growing **SMB**
market

Better **Trade**
conditions

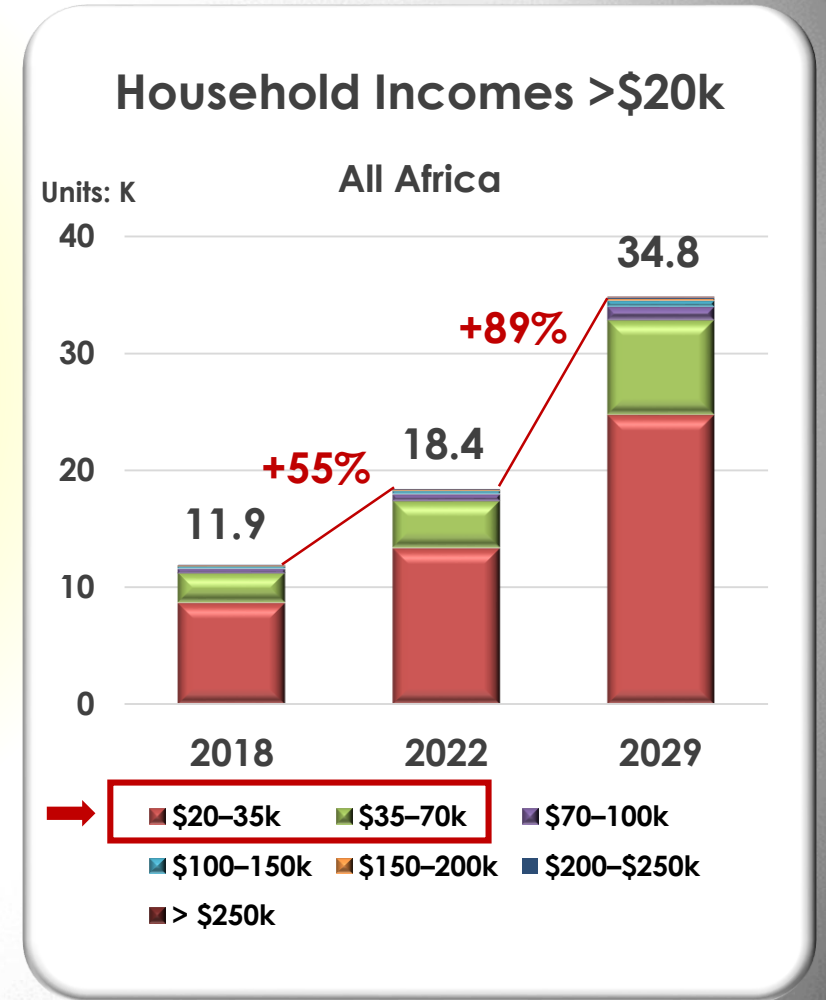
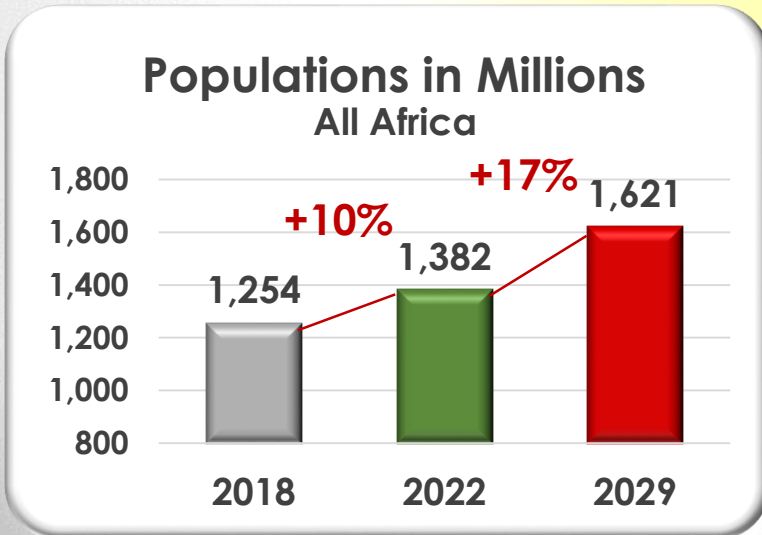
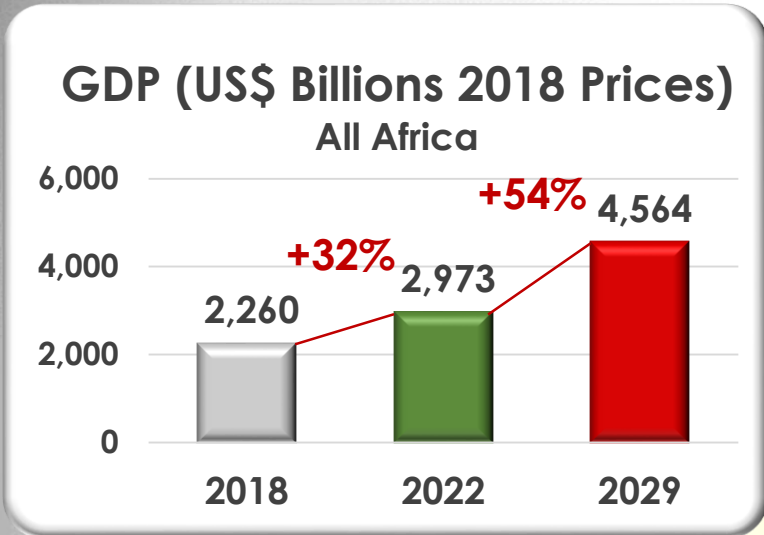
Reduced
Inflation
(**22%** in 90s
To **8.3%**)

Emerging
Middle
Class

Reduction in
Death Rates
(**16.5%** 2001 to
11.8%)

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AFRICAN OUTLOOK TOWARDS 2029



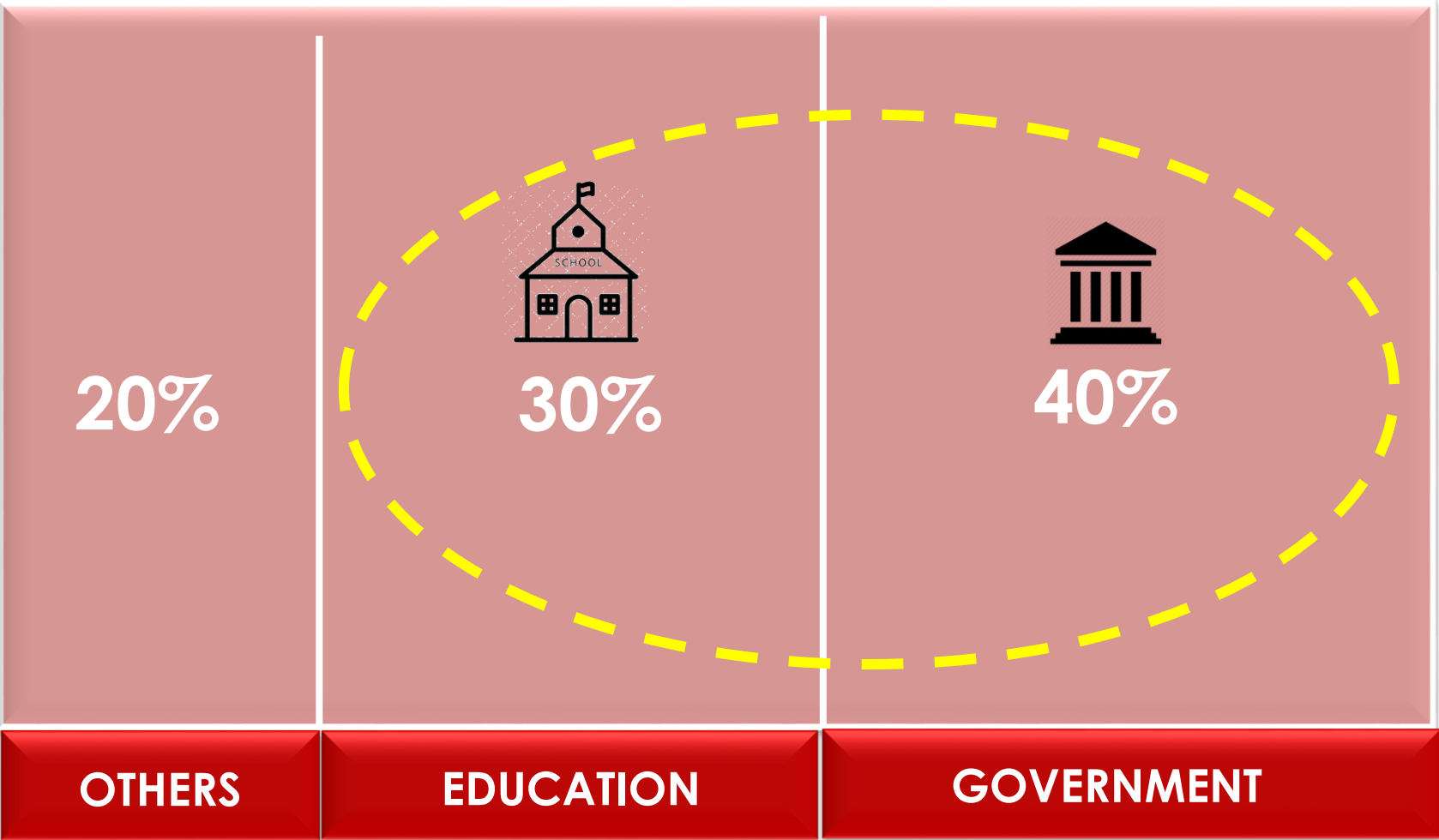
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WHY GOVERNMENT & EDUCATION SECTOR?

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VERTICAL MAPPING FOR OFFICE PRODUCTS - AFRICA



VALUE PROPOSITION FOR EDUCATION

CANON
CREATIVE PARK



SCANNING
SOLUTIONS

Therefore
PEOPLE. PROCESS. INFORMATION.

uniFLOW

IRIS
Document to Knowledge™
A CANON COMPANY



WHAT IS CREATIVE PARK?



TOOL WITH A HUGE LIBRARY OF PAPER CRAFT ACTIVITIES



School Art Tool



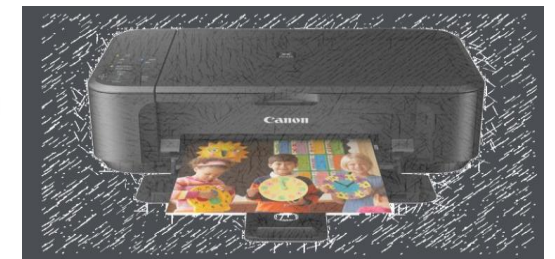
Creative Park as tool for all the Schools Art & Craft Requirement

School Curriculum



Using Creative Park as part of the school curriculum

PIXMA WITH ALL ITS FEATURES & ESPECIALLY CREATIVE PARK IS THE RIGHT TOOL TO HELP SCHOOLS



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A photograph of a teacher and a student sitting at a desk. The teacher, wearing a red shirt, is looking down at the student's work. The student, wearing a white t-shirt, is holding a pen and writing in a notebook. The background is slightly blurred, showing a classroom setting.

STUDENT ASSESSMENT CHALLENGES FOR TEACHERS

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Medical

Industrial

Consumer

Canon

Professional

Office

Canon

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