Beat: Business

Iraq Becomes Latest Market for Canon Continued Expansion in The Region

Canon selects Almasa Distribution in Ira

Dubai, United Arab Emirates, 15.10.2019, 18:35 Time

USPA NEWS - Canon Middle East (CME), a leading provider of imaging technologies and services, continues to mark its expansion across the Middle East as it announced its latest partnership with Almasa IT Distribution in Iraq to better service its customers on the ground. As part of the agreement, Almasa will distribute and promote Canon´s comprehensive consumer product portfolio of consumer imaging products and solutions to meet a growing level of demand

The partnership with Almasa will help increase Canon´s Middle East channel coverage strategy in Iraq and will see the investment in a state-of-the-art service facility for Camera and Printers in Baghdad, with collection points across the country. Additionally, to differentiate its product offering, Canon will launch a three-year extended warranty on DSLR and LASER products as well as a two-year warranty on its G Series to support customers in Iraq.

One of the key objectives for Canon Middle East to appoint Al Masa was also to further strengthen the existing distribution network in Iraq to enhance the coverage across the market.

Venkatasubramanian Hariharan, Business Unit Director B2C, Canon Middle East, said: “With its strong channel presence and established relationships, Almasa is a trusted partner for Canon Middle East as we continue to penetrate the all-important Iraq market - we are creating a first-mover advantage in our sector and look forward to continuing to build on our positive brand performance to date. With a population of 40 million and growing, the outlook is positive economically with Iraq, projected to expand 1.5 per cent in 2018 and 6.5 per cent in 2019 according to the International Monetary Fund.“

He added: “Since Iraq is a critical and strategic market in terms of its scale and overall growth opportunities for Canon´s regional operations, it was important to select the right partners with the relevant credentials of distributing leading global brands´ products to a local audience. Almasa IT Distribution will act as one of the Canon Middle East´s authorised service partners in Iraq for both PV and OPP products, which will be well-supported by their established service provision for leading global brands in the market.“

Mr Mahdi K M J Amjad, Executive Chairman of Almasa IT Distribution, said: “We are pleased to partner with Canon and support its distribution requirements for the Iraq market. With the company´s comprehensive product portfolio of photo, video and printing solutions, we are confident that our network of committed channel partners will play a key role in growing the presence of Canon brand and helping take its product portfolio to a growing customer base in Iraq. Iraq will remain to be the key focus market for Almasa and we believe this association with Canon will be another stepping stone in establishing ourselves as a leading distribution platform in the region.“

Almasa has gained significant market share and in-depth experience in Iraq over the last 20 years by focusing and establishing the market strategically by developing the channel and by providing the basis for international quality service. The company has existing relationships in Iraq with global brands such Apple, Asus, Lenovo, Seagate and ViewSonic and caters both B2B and B2C through channel, retail and now through its Service Centre´s across the Iraq region.

About Canon Middle East
Canon Middle East, a subsidiary of Canon Europe, is the operational headquarters for Canon in the Middle East and North Africa and is based in Dubai, UAE.

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon´s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast

lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value-added services. Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers´ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realize their own passion for image.

Article online:
https://www.uspa24.com/bericht-16009/iraq-becomes-latest-market-for-canon-continued-expansion-in-the-region.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Zayad Alshaikhli

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Official Federal Reg. No. 7442619