

The Second Japan-Africa Business Forum  
(26<sup>th</sup> July 2017)



# Strategic Alliance with CFAO for Business Development in Africa

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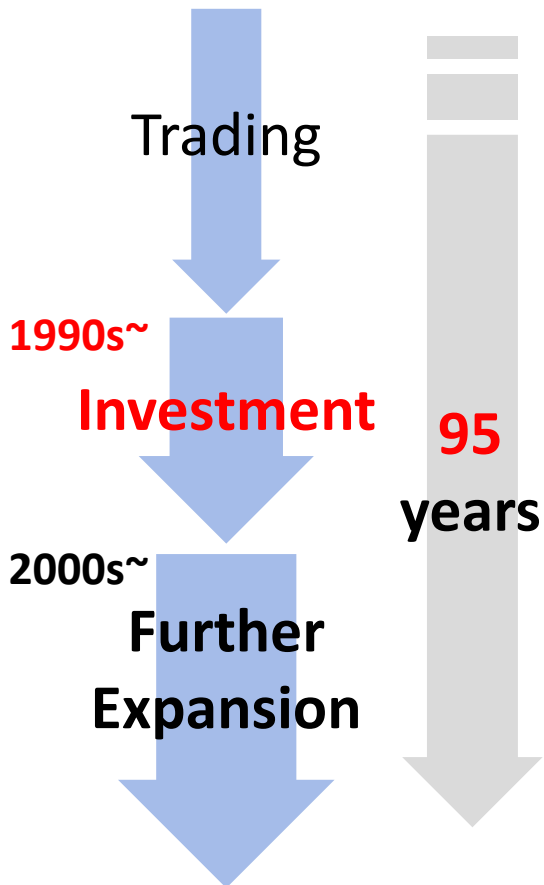
**Yasuhiko YOKOI**  
Executive Vice President  
Toyota Tsusho Corporation

# History in Africa

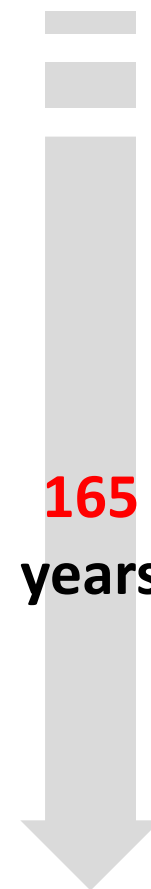


## Toyota Tsusho

## CFAO



- 1922 Start of Business in Africa
- 1933 Open Alexandria office
- 1964 Start export Toyota Vehicles
- 1991 First Investment in Africa
- 2012 MOU with Kenyan Gov't "Vision 2030"
- 2012 TOB to CFAO (Obtained 98%)
- 2016 Took 100% share of CFAO



- 1852 Start of Business in Africa
- 1887 Officially founded as CFAO
- 1902 Start Vehicle Business with Ford
- 1970 Start Toyota Business
- 1994 Heineken JV in Congo
- 1996 Acquired Eurapharma
- 2009 Listed in French Stock Market
- 2015 First Shopping mall open in Côte d'Ivoire

# Presence of Toyota Tsusho Group in Africa



Operations in: 35 countries



**53 of 54  
countries**



30 countries

# of employees: 12,500

**15,100**

2,600

## Automotive

### ◆ Automotive



### ◆ Industries

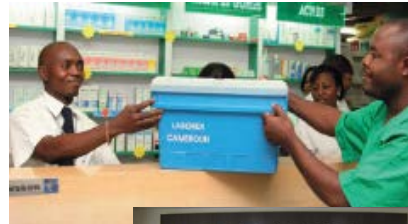


## Healthcare & Chemical

### ◆ Production



### ◆ Distribution



## Consumer Goods & Services

### ◆ FMCG: Production & Distribution



### ◆ Modern Retail



## New Business

### ◆ Vehicle Production Support



### ◆ Energy & Infrastructure



### ◆ Agriculture



## With Africa, For Africa



### VISION

The Leading Corp Group in Africa responding to the local needs and seeds

#### [Business Development] Focus Areas

Automotive

Healthcare  
& Chemical

Consumer Goods  
& Services

New Business