

Japan's Fujitsu to expand Malawi's ICT

Japanese ICT giant, Fujitsu, has launched a new range of modern products in Malawi as a drive to expand Malawi's ICT sector.

 By [Gregory Gondwe](#) 15 Aug 2011

"Besides the product portfolio being available on the local market already, we decided to add more because the Malawi market is crucial to our business," said Ross Olver, Fujitsu client solutions portfolio manager.

Describing Malawi as a potentially lucrative market, Olver said they have marketed their products for the past ten years and it has been great. Nonetheless, they saw the need to refresh their customers' memories by bringing to their attention products that are associated with a brand they know is worth the value of their money.

Cutting edge products and solutions

According to Olver they needed to promote the new range of products and create more brand awareness in the wake of mounting competition.

George Mnesa, owner of Malawi's core supplier of Fujitsu products, ICL, said his company had been able to make strides as a result of cutting edge products and solutions offered by Fujitsu. Government and big companies who are their major clients have used computers and accessories provided by Fujitsu for a long period.

"They always tell us we are the right choice because of our ability to provide products that fit the customer's needs, faster than our competitors," he said.

During the launch Fujitsu exhibited a wide range of products that included touch screen notebooks, latest servers and assorted accessories.

Olver said most of the products on display included those that aim to reduce power consumption and improve efficiency.

ABOUT GREGORY GONDWE

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