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キヤノンのナイジェリア進出について

FEB 17, 2017

JETRO Egypt & Nigeria Business Seminar at UN Univ. in Tokyo

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Sales Development & Marketing Director B2C Products

Emerging Markets Business Unit

Canon Europe Limited

Canon



Agenda

1. 会社・組織について
2. アフリカ進出の背景
3. Project Miraisha
4. ナイジェリアにおける活動

キヤノン株式会社

Home

Digital imaging enriches and expands communication in our daily lives.



Digital Compact Camera



Digital Camcorder



Inkjet Printer



Compact System Camera



Binoculars



Professional Digital Video Camcorder



Binocular Equipment



Professional Digital S.L.R. Camera



Digital Cinema Camera

Professional

Winning the trust of professional users around the world through consistently innovative imaging technologies.



Multi-Purpose Camera



Professional Displays



Compact Photo Printer



Image Scanner



Connect Station



Interchangeable Lenses



Ophthalmic Equipment



Professional Photo Inkjet Printer



Digital Radiography



Office Multi-Function Device



Laser Multi-Function Printer



Industrial Camera



Color Label / Color Card Printer



High-Speed Continuous Feed Printer



Business Inkjet Printer



Laser Printer



Facsimile Machine



Network Camera



Digital Production Pressing Systems



Document Scanners



Large Format Inkjet Printer



Multimedia Projector



MX Systems



Commercial Photo Printer



Semiconductor Lithography Equipment



Calculators



Toner Cartridge



Cloud-Based Document Services



Dio Readers



3-D Machine Vision Systems



Organic LED (OLED) Panel Manufacturing Equipment



Flat Panel Display (FPD) Lithography Equipment

Office

A variety of digital imaging solutions that deliver high image quality, high precision and high speed.



Solutions Software



Components



Accuscan Thin Deposition Equipment



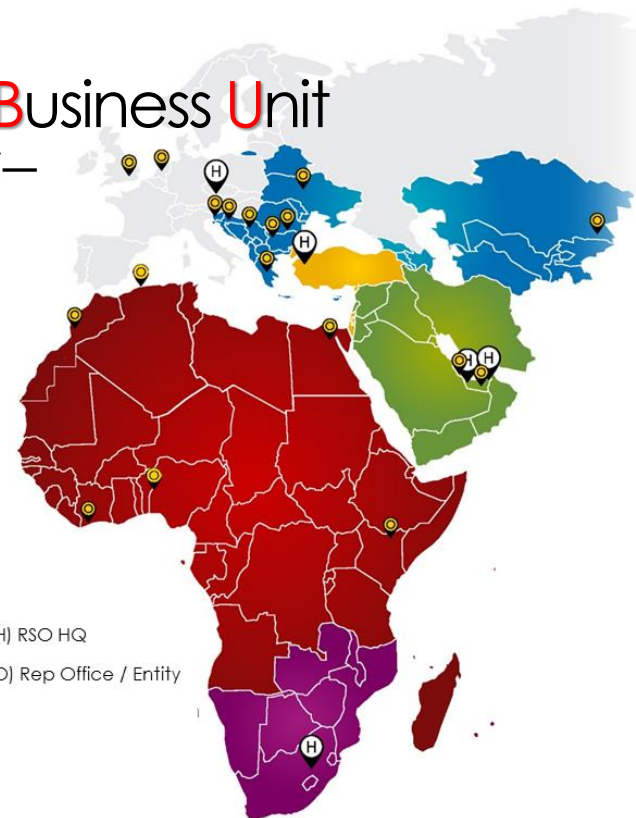
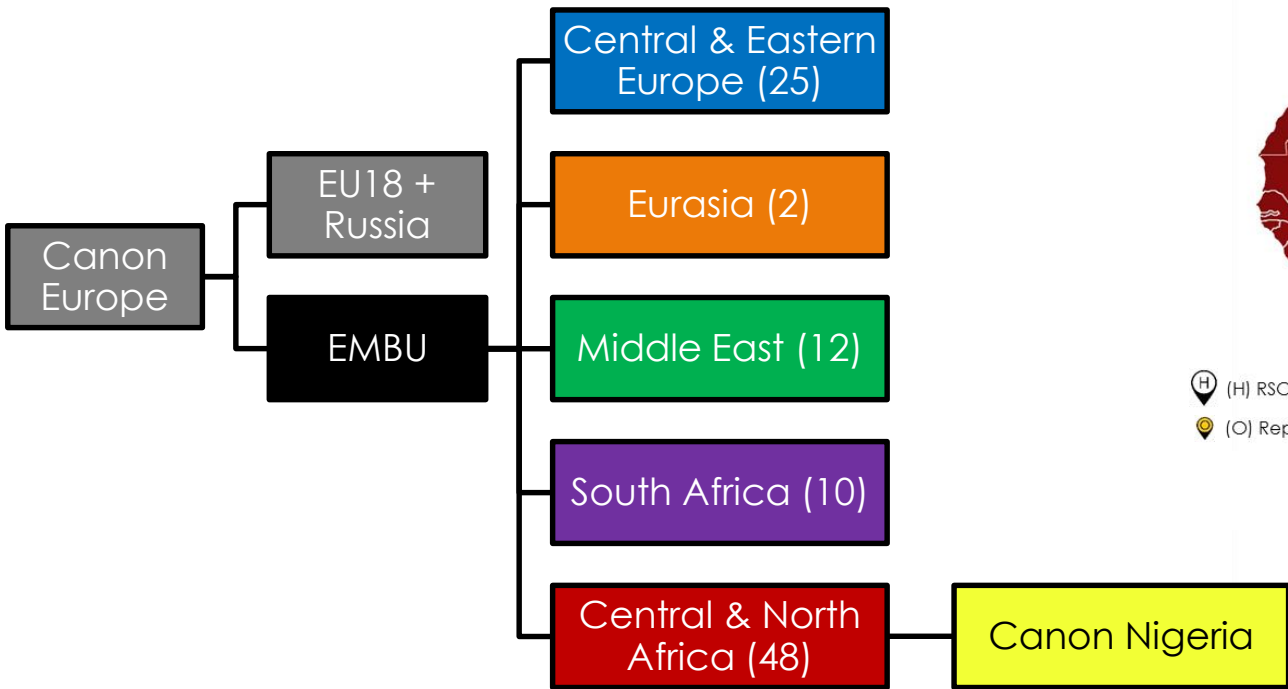
Handy Terminal

Industry

Supporting the development of industry and society through a broad range of technologies that satisfy diverse user needs.

キヤノンの販売組織とEmerging Markets Business Unit

97の国と地域/16.2億人の市場を5つの地域販売会社を通じてカバー



(H) RSO HQ
(O) Rep Office / Entity



come

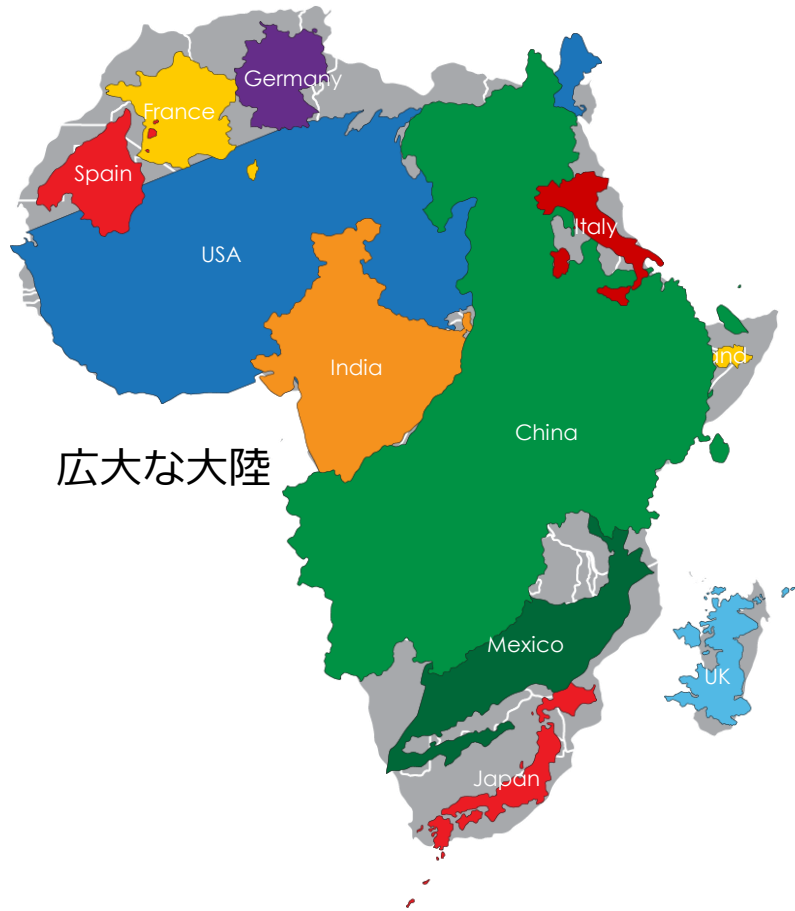
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アフリカ進出の背景

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アフリカ進出にあたっての課題



Low disposable income
低い可処分所得



High import duties
高関税



Heavy parallel trade
非正規ルートでの販売



Currency risks
為替リスク



Unorganised channels
販売チャネルの未整備



Political instability
政情不安

● ナイジェリア進出の背景

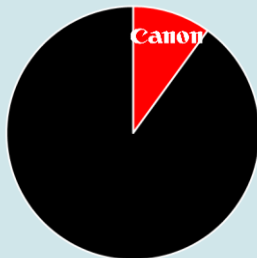
市場規模と成長性

- アフリカ最大のGDPと人口
- 60%超の25歳未満構成比



低いブランド認知度と市場シェア

Canon?



魅力的な既存市場



写真文化の定着



世界最大市場



世界3位の映画生産

●
B2C Market Size Idea (可処分所得層別世帯数)

Source: Oxford Economics 2016 Estimation

●
ナイジェリア主要都市における消費支出

Source: Oxford Economics

思いのほか進んでいるEコマース Konga.com & Jumia.com.ng

The screenshot shows the Konga.com website interface. At the top, there is a search bar with the text "Search for a product, or category or brand" and a "SEARCH" button. Below the search bar, there are navigation links for "Home & Tablets", "Computers & Accessories", "Electronics", "Konga Fashion", "Home & Kitchen", "Baby, Kids & Toys", and "Other Categories". The main content area is titled "Professional and SLR Cameras" and features a grid of product listings. Each listing includes an image of the camera, the product name, and the price. The prices are: Canon n - EOS 550D Camera with 1... (N160,000), Nikon n - D7100 D'igital SLR Camer... (N375,000), Canon n - EOS 650D D'igital SLR C... (N195,000), Micro D rono 3.0 - Bu n d ed D ad C... (N184,999), Nikon n - D 5500 DSLR Camera wit... (N280,750), and Nikon n - D'igital Pro Basi on nel Pho... (N168,750). A sidebar on the left contains filters for "CATEGORY", "BRAND", and "PRICE".

The screenshot shows the Jumia.com.ng website interface. At the top, there is a search bar with the text "Search for products, brands and categories" and a "SEARCH" button. Below the search bar, there are navigation links for "OUR SERVICES", "CLEARANCE SALE!", "PHONES & TABLETS", "FASHION", "HOME & OFFICE", "COMPUTING", "GAMES & CONSOLES", "WATCHES & SUNGLASSES", "BABY, TOYS & KIDS", "HEALTH & BEAUTY", and "OTHER CATEGORIES". The main content area features a large promotional banner for an iPhone 7. The banner includes the text "This is 7.", "New stereo speaker system", "Optical image stabilization", "Optical image stabilization", and "Wid telep". The price is listed as "N473,700". A "Deals of the Day" banner is visible in the bottom left corner of the main content area.

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Project Miraisha



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キヤノンのアフリカにおけるCSR活動 – Project Miraisha –

Mirai

未来 Future
(Japanese)

Maisha

生活 Livelihood
(Swahili)

Miraisha Programme



Developing
Professional
Photography



Print for Pay



Technical
Service



キヤノンのイメージング製品とビジネスにおける経験を活用して、地域に密着しながらプロフォトグラファー、ビデオグラファー、サービスマンの養成やコピーショップの起業等をサポートし、雇用創出と地域経済の発展、イメージング文化の醸成に貢献する。

ビデオ

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ナイジェリアに おける活動

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現地法人設立

2016年10月7日 ラゴスにてプレス・チャネルパートナーを招いて、ナイジェリア市場への本格的な進出と現地法人設立をアナウンスするイベントを実施した。



350

Gala Dinner attendees



40

Total number of Published News till date (20 Oct)



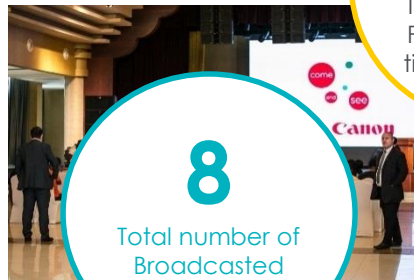
1,381,611

Total impressions made on Instagram



8

Total number of Broadcasted News



10,515,311

Total impressions made on Twitter



525,924

Total impressions made on Facebook



31

Media attendees

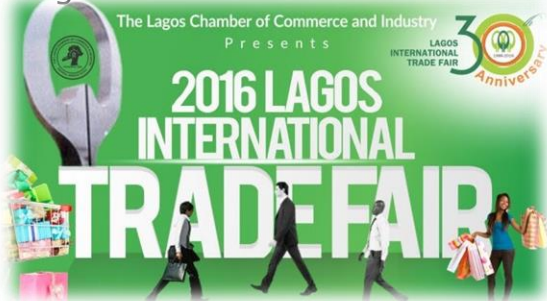


プレスイベント

パートナーディナー

イベントや展示会に積極的に参加・出展

Lagos International Trade Fairに初出展し、ブランド認知度の向上を図る



キーイベントにおいてMirashaプロジェクトによる各種ワークショップを開催



Lagos Photo Festival



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ナイジェリアにおける今後の展望

Project Miraisha

販売チャネルの整備とサポート

サービス・修理体制の確立

現地リソースの活用



ロジスティクス網の整備

ブランドとマーケティングへの投資

市場の拡大と年20%の成長



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ご清聴ありがとうございました。

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