

# Japan's JTEKT establishes first aftermarket sales office in Africa

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**The sales office in Nairobi, Kenya, will be responsible for sales of bearings as well as other aftermarket-related products for automobile and industrial use**

Japan's JTEKT Corp. announced that it has established JTEKT Sales Middle East (JSME) in Nairobi, Kenya, with the opening of a new JSME Kenya branch, according to a press release dated Nov. 28. The move aims to strengthen the company's sales network in Africa, where future growth is expected, the release added.



*Source: Getty*

In order to strengthen its aftermarket business, JTEKT launched an aftermarket business headquarters in April 2021 and has been strengthening the sales expansion of aftermarket products such as automotive parts in addition to bearings since then, the company said.

**Significance:** The sales office in Nairobi is the first sales location for JTEKT in Africa, and the office will be responsible for sales of bearings as well as other aftermarket-related products for automobile and industrial use.

“Previously, sales activities in the African region were centered on Middle East distributors, but we have established a sales branch in the region, which is expected to grow in the future, to provide automobiles and other products to customers in East Africa, including Kenya. We will contribute to our customers in Africa by proposing aftermarket products for industrial machinery,” an English translated version of the press release added.

The company believes that with the economic development of the East African region, customer needs are expected to diversify and various issues will increase. JTEKT and the JTEKT Group will continue to provide products to meet the needs of customers and solve their problems.

JTEKT will continue to work as a group to strengthen their aftermarket business, practice manufacturing that is "for the earth, for the world, and for our customers," and create the future.

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