

## Garmin calls on business partners in West Africa

The CEO of Garmin sub-Saharan Africa invites potential business partners to meet with its trade delegation in Accra, Ghana from 12-16 May 2014. The purpose of the trade delegation is to engage with prospective business partners in West Africa who have strong distribution and/or reselling capabilities and a proven track record of successfully furthering brands into their designated markets.



With global annual revenues of over \$2.5 billion and a presence in 54 territories around the globe, Garmin has reportedly sold over 100 million products worldwide, and have realised that it is important to have the right mix of channel partners, products and tools available in each territory to provide product support.

The extensive ranges of products serve many industries including Marine, Outdoor, Automotive, Sports and Wellness. Garmin's products or tools are suited to developing economies where infrastructure requirements are extensive and mapping out of new boundaries, roads, waypoints are key to the country's expansion.

Sustainable farming and the information required to plot out a field, calculate the area for planting seedlings or determining the land gradient of your farm to select the most suitable pump are just some key uses of our products.

Marine Echo range of fishfinders make use of GPS and sonar technology to map and view fish under water which is a great aid in subsistence fishing. Garmin Outdoor watches are great for hiking, where the handheld devices track waypoints. With the expansion of cities and roads in Accra, Lagos, Yamoussoukro, Yaoundé, Libreville and Dakar, the Garmin Automotive products become a valuable tool in navigating the streets, finding petrol stations, hotels, restaurants, and shopping centres.

GPS technology is used in sport and Garmin's range of Fitness watches track personal data such as time, speed, distance, calories, cadence and when paired with a Heart Rate Monitor, tracks your heart rate. These products are used by coaches worldwide to improve athlete performance and fitness. New to the market is Garmin's range of rugged Action Cameras to record HD footage, Virb Elite comes with a built-in GPS and can pair with a Heart Rate monitor to record Heart Rate, speed, distance and route. Another exciting sector is the health and wellness market where Garmin VivoFit wellness band tracks your steps and sleeping patterns encouraging you to stay active.

In conjunction with PDSA Ghana, Garmin will be hosting discussions on West African business opportunities to resell, distribute and service our wide range of GPS products and solutions.

To register for a meeting, go to [www.garmin.co.za/westafrica](http://www.garmin.co.za/westafrica) or email [mike.clarke@garmin.com](mailto:mike.clarke@garmin.com)

*Source: APO*