

REMARKS BY MR. SHUICHI SAKAKIBARA,  
DEPUTY HEAD OF MISSION OF JAPAN TO ZAMBIA,  
ON THE OCCASION OF THE PRE-LAUNCH OF NEW GENERATION  
HILUX BY TOYOTA ZAMBIA

LUSAKA, 10<sup>th</sup> June, 2016

Hon. Prof. Nkandu Luo, Minister of Gender,  
Mr. Dino Bianchi, Managing Director, Toyota Zambia Ltd,  
Officials from the Government of the Republic of Zambia,  
Members of the Japanese business community,  
Members of the Press,  
Distinguished Guests,  
Ladies and Gentlemen,

It is my pleasure to share this memorable occasion with all of you to mark the pre-launch of the New Generation Hilux by Toyota Zambia.

Toyota Zambia Ltd has been operating since the 1960s in Zambia, and it has been steadily expanding and investing, establishing regional offices and service stations around the country. In terms of their business, Toyota Zambia does not only sell brand-new quality vehicles, but also provide good maintenance service to their clients. Furthermore, the company has also worked continuously in the corporate social responsibility (CSR) areas: including their support to the Global Road Safety Partnership Zambia, donations to schools in the community and provision of microbus to a hospital at a discounted price. We commend Toyota Zambia for their

great contribution to Zambian economy, job creation, and improving the lives for people in the community.

Ladies and Gentlemen,

The Japanese Government has great commitment to Africa. Our Prime Minister, Mr. Shinzo Abe, says “Africa is our partner for growth.”

This year, as Japan co-hosts the very first Tokyo International Conference on African Development (TICAD) here in Africa, we cannot emphasize enough that Africa continues to be our business partner.

Through increased promotion of trade and investment, the Government of Japan wishes to steer in more Japanese investment to Africa. In order to do so, we will also increase our commitment in development cooperation towards human resources development for industrial promotion.

Ladies and Gentlemen,

Zambia and Japan have a stable trade relationship. Currently, there are more than a dozen Japanese companies that are producing results in Zambia. Toyota Zambia Ltd, which is one of the leading Japanese companies here in Lusaka, has invested in the launching of a new model. This illustrates that the market in Zambia is expanding and growing. We have much expectation for Toyota Zambia’s future sales. As the Embassy of Japan, we would also like to continue supporting Japanese businesses to invest in Zambia.

Ladies and Gentlemen,

I understand that the New Generation Hilux, to be launched tonight, is more comfortable and more powerful than ever before. I would earnestly encourage you all to try driving the New Hilux, and I hope that it will be a symbol of yet a new stage in the friendly relationship between Zambia and Japan.

Ladies and Gentlemen,

In closing, I wish to offer my warmest congratulation to the team of Toyota Zambia on this occasion of the launch of the New Generation Hilux.

Thank you very much for your kind attention.

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