

Tactile Technologies reaches into East Africa

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Economic growth is coming to East Africa, and leading South African touch screen vendor Tactile Technologies intends being part of it. This April, the company announced the opening of its Nairobi office in a move which will extend the company's footprint into the region.

"This is our first office outside of South Africa", explains Tactile Technologies' managing director Mauro Mercuri, "and it will open the way for more trading opportunities in the economic cluster of Kenya, Tanzania and Uganda, as well as surrounding countries."

Mercuri anticipates a bullish growth in East Africa, the reason for opening a branch in Nairobi. "Kenya, 2 years ago, looked like South Africa about six or seven years ago in terms of the market accepting touch screen technology. This kind of hardware was popping up all over the place." It may be early days, but after nearly two years of trading in Kenya, Mercuri decided the market was strong enough to open an office there.

Alice Tum at the helm

Heading the Nairobi branch is Alice Tum, whose background and skills in marketing, IT and commerce will bring considerable weight to the new venture.

"Tactile Technologies represents three vendors," Mercuri says, "the top American brand Elo TouchSystems, MediaTile, the cellular digital signage expert also from the United States, and Taiwanese LCD specialist Winmate. Globally, these are all leading outfitters in touch screen-, digital signage- and LCD products. We look forward to expanding the market for these brands in the region."



Tactile East Africa (Pty) Ltd contact details:

NAIROBI OFFICE

3rd Floor - Suite No. 3C

Design Centre

Westlands – Nairobi

Kenya

Tel: (+254-20) 209 2446 / 374 7387 / 554

TelFax; (+254-20) 374 7753

Email: alice@tactile.co.ke

Web: www.tactile.co.ke