

Canon

MARKET

Canon Middle East FZ LLC (CME), a subsidiary of Canon Europe, is the operational headquarters for Canon in the Middle East and North Africa and is based in Dubai, UAE.

Canon has been represented in the Middle East for more than 40 years through distributors and partners, successfully building a solid customer base and significant market share in the region.

In 1998 Canon set up a representative office in Dubai to help partners deliver even more with additional on-the-ground support. By 2001 Canon had transformed into a full subsidiary with extensive logistics facilities and moved into its spacious new head office at Dubai Internet City. As of January 2005 Canon North Africa S.A.S, based in Paris, became a 100% owned subsidiary of CME and oversees French speaking African countries.

CME today manages sales, marketing and technical activities across 36 countries in the Middle East including Saudi Arabia, Kuwait, Iran, Egypt and the UAE as well as French speaking African countries.

ACHIEVEMENTS

- 2007 TIPA Awards
- EOS-1D Mark III received the Best D-SLR Professional award
- Canon EF 16-35mm f/2.8L II USM was named Best Professional Lens
- SELPHY ES1 took the Best Small Format Photo Printer prize
- All-In-One PIXMA MP810 was awarded Best Multifunction Photo Printer
- 2007 EISA Awards
- Canon EOS-1D Mark III was voted European Professional Camera 2007-2008
- Canon EF 70-200mm f/4L IS USM lens was named European Professional Lens 2007-2008
- Canon PowerShot G7 awarded the European Advanced Compact Camera 2007-2008

Canon has been consistently ranked among the top three companies worldwide issued US patents for the last fourteen years and had a total of 1,828 US patents granted in 2005. Canon

spends nearly 8% of its yearly sales on research and development, allowing the company to be a leading innovator in many markets. Its R&D divisions in Japan and throughout the world are dedicated to developing products and solutions for customers worldwide.

Some products developed from Canon R&D include the laser beam print engine, Bubble Jet Printing systems, plain-paper copying devices, eye-control focus systems for cameras and



camcorders and optical image stabilisation for video cameras, broadcast lenses and binoculars.

HISTORY

Canon began life as the brainchild of camera loving brothers-in-law, Goro Yoshida and Saburo Uchida, who set out to make cameras that could compete with the German models that were considered the most advanced of the day.

In 1934 Yoshida produced Japan's first 35mm focal-plane shutter camera and named it 'Kwanon'. Later

Uchida decided to change the camera's name to something more modern sounding and chose Canon.

In 1935 the Canon camera was launched and was a roaring success so the company hired a new production facility and recruited more staff to keep up with demand.

Canon began making inroads to worldwide markets in 1955 when a branch of the company was opened in Manhattan, New York. It proved to be the springboard for much of Canon's later success and by 1976 annual US sales had reached \$137 million.

This success owed much to the advancements that Canon's development teams were making, including the launch of a new range of cine-cameras, calculators, copying machines, laser printers and automatic exposure cameras.

Canon's founding mission was to build a company that created high-quality cameras and realised this dream with the Hansa Canon, the first 35mm focal-plane shutter camera in 1936. Since then its technological strengths have made

it a leading imaging and networking company and a major player in many fields.

Its operations span consumer, corporate and industrial markets with the Canon logo appearing on everything from X-ray machines to broadcast equipment. Canon's technologies are also connecting people and developing knowledge in all areas of business today. From small businesses to large multinational companies Canon provides the solutions that allow businesses and organisations to thrive, develop and increase efficiency.

Canon employs over 100,000 people in more than 50 countries and is managed by three regional headquarters in Japan, the Americas and Europe.

Canon has long been a strong adherent to strict environmental policies and, in 1990, it devised a scheme to reduce the burden of the increasing amount of used cartridges on the environment. Successful trials in Europe, Japan and the USA resulted in the creation of the world's first recycling plant in China. The scheme has now expanded to three recycling plants across the world, each servicing countries across the region.

PRODUCT

As world leading providers of imaging and information technology solutions Canon provides both individual products and complete networked technology solutions for information input, management and output. Its product range is divided between Business Solutions and Consumer Imaging.

Canon Business Solutions is a combination of hardware, software and services that streamline office processes and maximise business efficiency. Canon's solutions can be tailored to deliver an advantage to any business and an excellent return on investment.

Canon Consumer Imaging delivers pioneering imaging technologies including leading edge photographic equipment, printers, scanners and binoculars, as well as our advanced range of digital and SLR cameras.

In addition Canon has a wide range of consumable products

In 2008 CME celebrated a milestone in the



history of D-SLR photography, as production of the company's EF lenses reached 40 million. With 67 models, the EF series is the world's most extensive range of D-SLR lenses.

RECENT DEVELOPMENTS

In the Middle East, Canon's brand platform 'You Can' was launched in 2002 and was designed to inspire and encourage customers to explore their creativity and be empowered by Canon's technologies.

As a five time sponsor of the region's leading photographic event, Gulf Photo Plus, CME helps to provide local talent with the opportunity to learn from some of the world's most internationally acclaimed photographers. As a global leader of imaging technology Canon is at the forefront of photographic innovation and shares its expertise in communities across world.

PROMOTION

The company's promotional strategy supports high-level events in both the consumer and business sectors. Canon has a long history in sponsoring many of the world's leading sporting events including FIFA World Cup, UEFA 2004 and ACN 2006 football championships, the PGA Golf Tour, Wimbledon Championships and the French Open championships.

Over the years Canon has been the official imaging equipment supplier of the UEFA Champions League (1995-2000 and 2004-2006), the UEFA European Football Championship™ (1980-2000), the UEFA EURO 2004™ tournament (as official sponsor) and consecutive World Cup tournaments (1978-1998).

Their current football portfolio includes sponsorship of the UEFA Cup™ Final matches and UEFA Super Cup™ matches.

Canon has built up a proud association with the world of fashion over the years in its role as sponsor of Paris Fashion Week

and principle sponsor of London and Milan Fashion Weeks.

Canon's relationship with WWF is a recognition of its responsibilities beyond the business domain. Canon shares the WWF's objectives to stop, and eventually reverse, the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

Canon's support for WWF's mission includes:

- Providing funding for WWF's activities through sponsorship
- Adhering to high standards of environmental responsibility and good corporate citizenship
- Promoting conservation through publicity of the Conservation Partnership
- Since 2007 the development of a WWF-Canon Polar Bear Tracking Programme and the related 'Canon Kids' Zone' children's microsite.

2008 campaign "We speak images"

In 2008 Canon launched a corporate campaign "We speak Images" which represents a complete shift in the presentation of the Canon brand from camera and printer company to the digital imaging company.

Canon's approach to technological innovation is driven by its brand essence: Visual Intelligence. The concept comes from the insight that pictures are more universally understood than words. Canon's imaging technology is designed to help users communicate more easily using visual information. Its technology is easier to use because it is designed by people who think and communicate visually.

We Speak Image is a clear expression of Visual Intelligence, perfectly summarising the meaning behind their brand essence "From capture, manipulation and management to printing, transmission and sharing, we have made it our business to harness the power of the visual image".

BRAND VALUES

Environmental Responsibility

Canon's corporate philosophy "Kyosei" believes in living and working together for the common good. Environmental responsibility is a guiding principle of that ethos. Viewing the product lifecycle in its three stages - produce, use and recycle - Canon contributes to minimising environmental burden through the effective application of environmental technologies.

Canon achieved stage two of the ISO 14001 Certification in 2006, recognising its commitment towards environmental management. In 2006 Canon was ranked 46th on Fortune's All Stars list of 'The World's Most Admired Companies' in 2007.

Empowerment

Canon aims to enrich its customers' lives by helping them to realise their goals at work and at home, through their innovative products and services.

Superior quality

Canon's strong roots in optical imaging have given their research and development team a wealth of knowledge from which to draw, making sure that all their products are of the highest standard.

Reliability

Canon's reputation for consistently high standards has supported the success of the company and its brand. It constantly strives to maintain this reputation through a consistent, measured approach to its product innovations and through its Kyosei philosophy.

Integrity

Canon conducts its business with the utmost integrity at all times. This includes how it works with the communities in which it operates and how it behaves as an employer.

Canon's brand values come from its business objectives and its Kyosei philosophy.

Defining its core values is a vital step towards building a cohesive brand personality that will carry added strength as its customers begin to engage with the brand and interpret it in an 'emotional' way.

www.canon-me.com



Things you didn't know about Canon

Canon was the first Japanese company to set up at Dubai Internet City.

Over 80 high profile international figures including Angelina Jolie, Kate Moss, Nicole Kidman, Moby, Eric Cantona and David Coulthard contributed images of 'what inspires them' taken on the Canon Digital IXUS 400 camera.

Canon Middle East is the fastest growing region for Canon worldwide.

Ink jet printing technology was discovered by a Canon researcher who noticed that heat, rather than pressure, could be used to shoot ink from a cartridge after a hot soldering iron accidentally touched the needle of an ink-filled syringe and ink sprayed out.

Canon spends 7.6% of its total annual sales worldwide in Research and Development every year and aims to increase this percentage in 2008. Canon develops all the technologies and the designs it applies in their products internally except for their LV projectors.

In 2005 Canon received 1,828 patents rising one position from its 2004 third-place ranking.

Superbrands

