

# **Batteries production in Tanzania**

**February 26, 2003**

**Eiji NISHII**

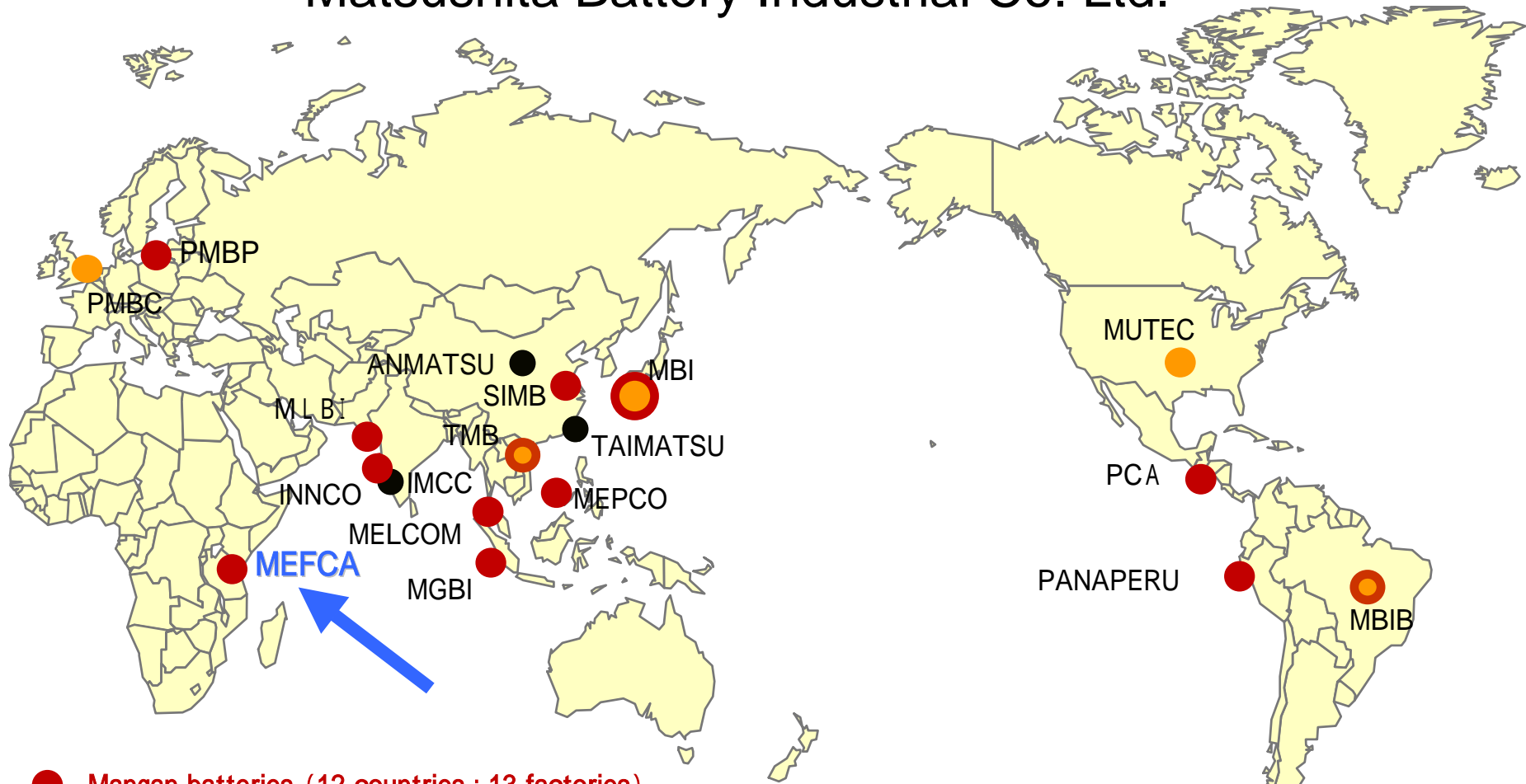
**Matsushita Battery Industrial Co., Ltd.**

# Production of Batteries by Matsushita Battery Industrial Co., Ltd.

- Factories
  - In Japan : 4
  - Abroad : 15 countries, 39 factories
- Foreign Production
  - Since 1960s, started in Thailand and Peru

# Battery factories in the world

## Matsushita Battery Industrial Co. Ltd.



● Mangan batteries (12 countries ; 13 factories)

● Alkali batteries (5 countries; 5 factories)

● Carbonic pole (3 countries ; 3 factories)

# Matsushita Electric (East Africa) Co.,Ltd Tanzania



Name of Company : **Matsushita Electric (East Africa) Co.,Ltd**

Address : P.O. BOX 4009, DAR ES SALAAM, TANZANIA

Established on Nov. 28, 1966

Operation started in July 1968

Capital : 1,794 million shilling (= 200 million yen)  
(100% by Matsushita group)

Employment: 180 (including 3 Japanese)( as of Dec. 2002)

Products :

Dry Battery

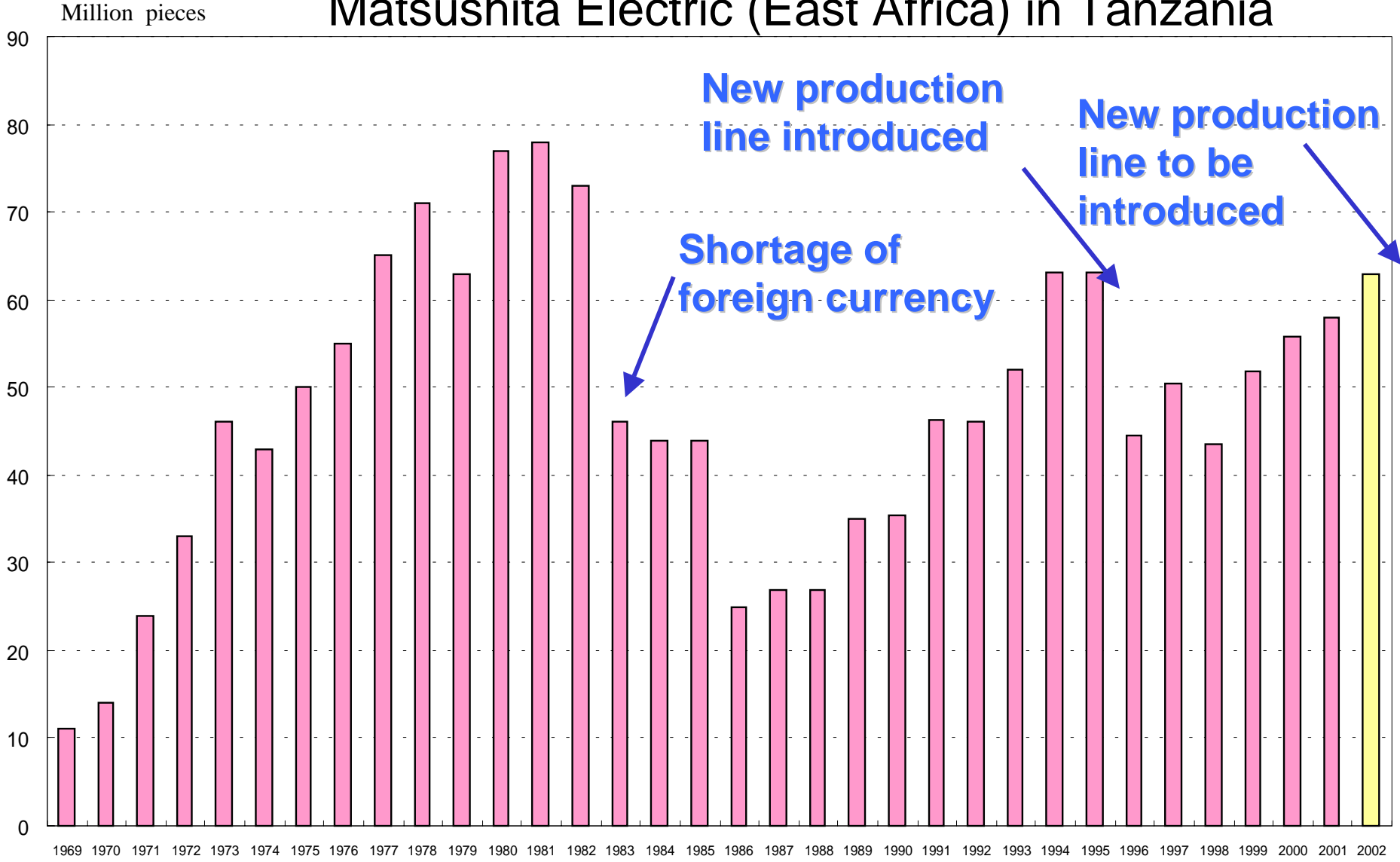


Torch Light



# Volume of production of batteries by

## Matsushita Electric (East Africa) in Tanzania



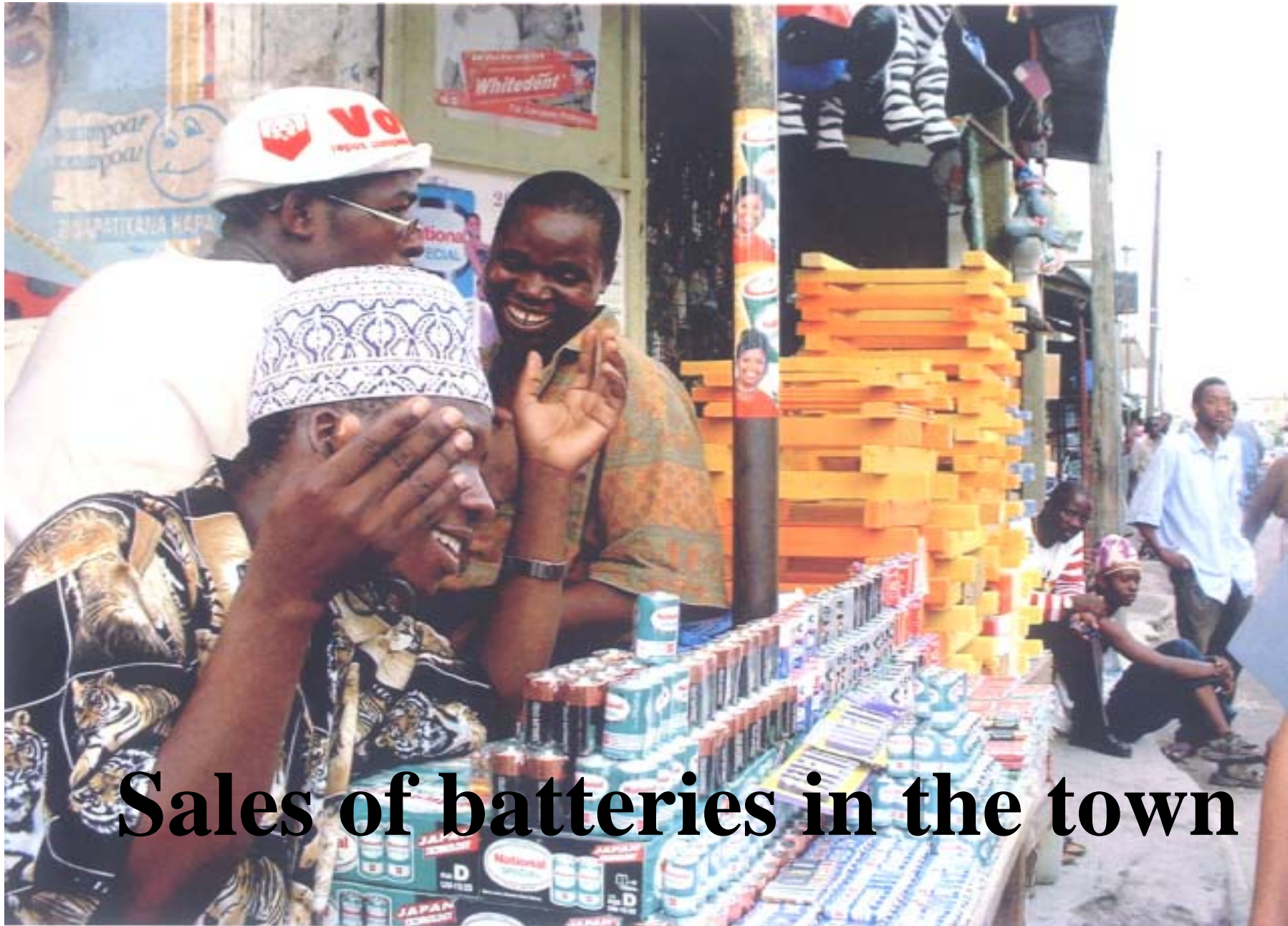
# Support from Tanzanian Government

- Allocation of foreign currency
- Establishment of One-stop investment center
- Tax-exemption for introduction of new machinery and new investment

## **Matsushita Battery's basic approach for production abroad**

- 1 . Develop business, which recipient country and local community welcome and support.**
- 2 . Comply with recipient governments' policy.  
At the same time, explain Matsushita's management policy.**
- 3 . Produce competitive product & services in quality and cost.**
- 4 . Transfer technology globally.**
- 5 . Practice responsible management by local company.**
- 6 . Assist human resources development of local employees.**





**Sales of batteries in the town**



**Ceremony  
of  
acquisition  
of ISO  
9002**

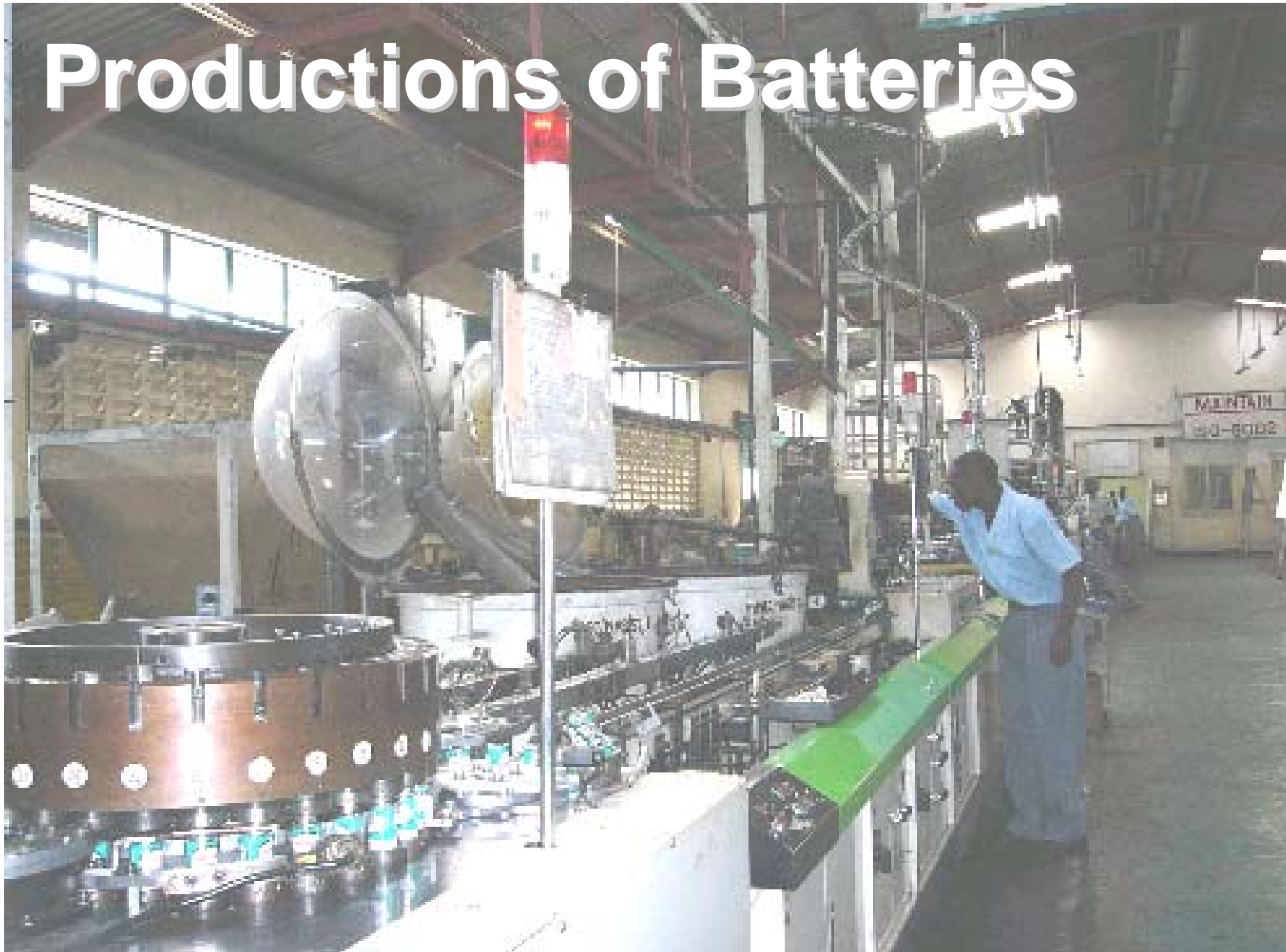


**Exercise in the  
morning**



Morning Assembly

# Productions of Batteries



# Challenges

- Greater competition
- Illegally imported products  
unfair competition
- New investment by Matsushita Battery
- Support from Tanzanian Government
- Framework for fair competition



**Illegal import**

Thank you !

Eiji NISHII

Matsushita Battery  
Industrial Co., Ltd.

