

PC manufacturer launches new products in Kenya

The IT sector in Kenya, and to a greater extent East Africa, is set for a major price war following the launch by Acer of low-priced but innovative products.

By [Zachary Ochieng](#) 17 Aug 2007

Acer, which has been in the country for the last three years through its channel partners, Reddington and Mantrack and mainly targeting individual clients has now shifted its focus to government and the corporate sector.

"We are currently leading in the sale of notebooks in Kenya as our products are more affordable than those of our competitors such as hp and Dell," enthused Naveen Sethi, Acer Kenya Country Manager.

According to Sethi, Acer had a 296% target achievement within the East African region, with a total sale of 16,000 PCs and 6,000 notebooks. "We set our target according to what the industry demands. We are happy to have surpassed the target within the half year," said a confident Sethi.

To enhance the sales, Sethi said the company would be training its distributors at least twice a year.

Among the products launched were the Ferrari 1000, a sure innovation in real time video conferencing, AcerPower 2000, one of the smallest and efficient desktops in the market as well as Acer TravelMate 420 series, one of the most comprehensively equipped notebooks in its segment. Besides affordability, the products have the USB drives in front of the machines, making them easier and more convenient to use.

Speaking during the launch at Nairobi's Serena Hotel, Trade and Industry Assistant minister Abdulrahman Hassan noted that the government would continue to create a conducive environment for investment in the ICT sector.

"Possibilities are also being explored to enable Kenya develop ICT industrial parks which will create good opportunities for companies like Acer to enjoy tax free business zones," said the minister.

Meanwhile, Acer has appointed Crescent Distribution Services Limited (CSDL) as its new distributor and service center for East Africa.

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