Speech by NAITO Yasushi, Ambassador of Japan to Malawi at the Opening of new Lilongwe showroom of CFAO Mobility (29th Oct)

- Our Guest of Honour, Honourable Edgar TEMBO, Deputy Minister of Industrialization, Business, Trade and Tourism,
- Mr. Rashid NTELELA, the Principal Secretary, Office of the President and Cabinet,
- Mr. Wiskes NGOMBEZI, the Principal Secretary, Ministry of Industrialization, Business, Trade and Tourism,
- Mr. Fabrice DE CREISQUER, Director General and Southern Africa CEO of East & Southern Africa CFAO Mobility,
- Mr. Tsutomu AKUTSU, Managing Director, Africa Mobility Solutions,
- Mr. Kennedy Kabaghe, Managing Director, CFAO Mobility Malawi,
- Distinguished business leaders,
- All Government officials,
- Members of Press,
- Ladies and Gentlemen

Good evening,

It is a great honor for me to be here today at the opening of the new Lilongwe showroom and service station of CFAO Mobility Malawi. Thank you very much for inviting me to be part of this important milestone. On behalf of the Government of Japan, I wish to congratulate CFAO Mobility Malawi and its partners for constructing this modern and spacious showroom and service station here in Lilongwe and, also in Blantyre. 56 % of new vehicles driving in Malawi are provided by CFAO and its service centers in Malawi have now been expanded to 5 including Mzuzu.

We sincerely welcome the new investment made by CFAO to Malawi; MKW 11 billion for the Lilongwe facility, MKW 13 billion for Blantyre facility which makes the total investment MKW 24 billion. It is a clear expression of confidence on Malawi's potential by CFAO which holds long term vision and strong confidence in Africa's growth trajectory.

This new station will contribute to the development of human resources, the transfer of technical skills, and further enhance operational efficiency of top quality services.

I know KAIZEN is being practiced in the service stations of CFAO. KAIZEN is Japanese philosophy and knowledge of productivity promotion which was originally introduced by Toyota Motor Corporation and is now practiced widely around the world. From this year, JICA is also implementing KAIZEN to small and medium industries in Malawi to boost productivity in collaboration with Ministry of Industrialization, Business, Trade and Tourism.

It is encouraging to see this development so soon after the launch of New Generation Toyota Hilux in August which I was honored to officiate the unveiling as the guest of honour. New Hilux is a beautiful and formidable vehicle that has been built for the African terrain. And I know that many Malawians proudly say TOYOTA HILUX NDI MWALAMWALA(Toyota Hilux is Tough like a Rock) because of its toughness.

I hope that this new showroom will contribute to the development of local human resources, the transfer of technical skills, and the improvement of services. These efforts can help strengthen Malawi's automotive sector and create greater opportunities for local businesses and young professionals.

It is encouraging to see Japanese companies, like Toyota, are making contributing to employment creation, skills and technology transfer,

economic and social development of the country. The popularity of Toyota brand in Malawi reflects the trust that Malawians continue to place on its quality and reliability. This showroom further cements that trust by providing a serene environment where customers can freely interact and experience the Toyota brand being showcased with Suzuki and Ford.

Ladies and Gentlemen,

This year marks 62 years of Toyota's existence in Malawi. Similarly, Japan and Malawi have enjoyed 62 years of diplomatic relations. Japanese companies in Malawi have over the years contributed to the social development of the country.

Last year, Toyota Motor Corporation, on instruction from its Chairman Akio Toyoda approved the donation of a vehicle, through CFAO Mobility Malawi, to a Japanese NGO in Malawi, The International Support and Partnership for Health (ISAPH) in Mzimba District. This support has enabled ISAPH to deliver its community nutrition programs more effectively to remote communities. I commend CFAO Mobility for always placing people at the center and assisting uplifting lives of local communities.

I am glad Ms. Skiko Hamanaka, a resident representative of ISAPH is here with us this evening. Hamanaka san kindly stand up please. She has travelled all the way from Mzimba by the donated Hilux parked in front of this showroom. She will tell you how this Hilux is changing lives of people in remote villages, driving strong over steep hills of Mzimba.

Distinguished Guests,

The 9th Tokyo International Conference on African Development (TICAD 9), held in Yokohama, Japan in August 2025, marked a major strategic shift from traditional government aid to private sector-led trade and industrial co-creation. Going forward, we will increasingly enhance our efforts on business relations based on trade and investment. In this regard, we are happy to say we have already received several Japanese business delegations to Malawi this year. We look forward to working closely further with Ministry

of Industrialization, Business, Trade and Tourism, and other related agencies to present business opportunities in Malawi to potential investors from Japan.

Lasies and Gentlemen,

As I conclude, the opening of the showroom and service station in Lilongwe and Blantyre is a clear manifestation of CFAO's confidence in Malawi's growth potential. In this connection, I wish to commend Government of Malawi for its current effort to stabilize its macro economic situation. I also wish to encourage Government of Malawi for fostering Malawi's investment climate further.

Once again, I sincerely congratulate CFAO Mobility Malawi for the opening of new show room and service station here in Lilongwe.

ZIKOMO KWAMBIRI

Thank you for your attention.

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