

Toshiba appoints GME to distribute memory products in MEA

Toshiba Electronics Europe has appointed GME to distribute its full range of memory products including SD cards and USB flash drives. GME, a daughter company of Wilk Elektronik SA, the European distributor of Toshiba products, operates in the Middle East and Africa (MEA).

A strategic connection to distribute Toshiba's memories through a recognised trading partner is part of a plan, which is intended to strengthen the company's global leadership position in the Flash products market. It was Toshiba, which as early as 1984 invented NAND Flash memories that have currently become indispensable products in everyday life. Both cards and USB-drives are commonly applied in phones, cameras, palmtops, traditional PCs and more recently netbooks. Inspired with innovative ideas and continuous improvement of its production technology, Toshiba can offer memory cards which guarantee transfers at the level of 20MB/s (write speed).

- We are honoured to have the opportunity to offer the latest memory products of Toshiba - said Nizar Nairoukh, director of GME, a joint-venture of Wilk Elektronik SA - Our demanding customers from the Middle East and African regions appreciate primarily the quality and the Toshiba brand is a guarantee of the highest parameters and technological advances.

GME offers the entire product portfolio of Toshiba Flash memories, including modern USB TransMemory TM with the capacity of up to 16GB and also SD/SDHC micro cards with the capacities of 2, 4, 8 and 16GB. GME employs specialists, who have worked in the IT industry for more than 15 years and have a firm understanding of the culture, language and needs of customers in the region. Strategically located warehousing and offices in Jebel Ali offers availability and short product transit time to the client. Consequently, a combination of top quality Toshiba products and GME's local market expertise guarantees satisfaction of the clients from the Middle East and Africa. More information about Toshiba products can be found at: www.toshiba-memory.com and support@toshiba-memory.de.

About Toshiba

Toshiba Corporation is a leader in information and communications systems, electronic components, consumer products and power systems. The company's integration of these wide-ranging capabilities assures its position as an innovator in advanced components, products and systems. Toshiba operates a global network of more than 740 companies, with 198,000 employees worldwide and annual sales surpassing US\$76 billion.

Toshiba Electronics Europe (TEE) is the European Headquarters for the electronic components business of Toshiba Corporation, which is the world's fourth largest semiconductor vendor according to estimates by Dataquest.

Providing design, manufacturing, marketing and sales, TEE was formed in 1973 in Neuss, Germany. The company now has headquarters in Düsseldorf, Germany and subsidiaries in France, Italy, Spain, Sweden and the United Kingdom. Company president is Mr. Hitoshi Otsuka and the total number of personnel in Europe is around 400.

Toshiba Electronics Europe offers one of the industry's broadest IC and discrete product lines including high-end memory, microcontrollers, ASICs, ASSPs and display products for automotive, multimedia, consumer, telecoms and networking applications. The company also has a wide range of power semiconductor solutions. For more company information visit Toshiba's web site at www.toshibacomponents.com

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