



KALMONI GROUP | 1912-2012



Modern Auto Services Ltd.



OMAN FOFOR

ADVANCE

**CONSTRUCTION &
DEVELOPMENT LTD.**

SILVER STAR AUTO LTD.
Quality Service, Our Passion



LAKESIDE ESTATE



SILVER STAR TOWER

www.japanmotors.com

**100 YEARS
OF EXCELLENCE**



JAPAN MOTORS' COMPANY PROFILE

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OUR PHILOSOPHY

Our philosophy is encapsulated in four words:
Commitment to Customer Satisfaction.

This commitment translates into diligent efforts on our part to provide our customers with quality products and services, which means our goods don't come back, but our customers do. By this commitment we seek to expand our customer base by developing new customers, contributing to the enrichment of human experience and quickening the process of human progress.

EDITORS NOTE

This souvenir magazine is published by the Japan Motors/Kalmoni Group. This is in celebration of the centenary / 100 years anniversary of the Kalmoni Family.

30th March 2012, Accra, Ghana.

MILESTONES

1912

The late Salem Kalmoni and his brother Subhi arrived in the then Gold Coast from their native Lebanon.

Rexton (4x4 station wagons) and Musso (4x4 pick-ups) from Ssangyong in Korea as well as Changan, Lifan, and the Foton range of vehicles and trucks from China.

1979

YAMA MOTOR COMPANY LIMITED – YAMAHA

Established for sales and after sales service of Yamaha Outboard and Marine Engines.

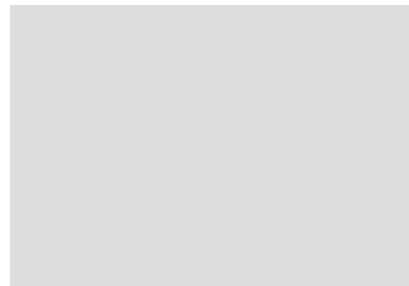
1958



S. Kalmoni & Sons imported the first Japanese made vehicle, after that came Toyota in 1962, Mazda in 1963 and Mitsubishi in 1979 onto the Ghanaian market.

This car was called Datsun and its is now called Nissan.

1990



OMAN FOFOR TRADING COMPANY LIMITED

was established for Canon office equipment and Acer computers. It has acquired the agencies for Microsoft, American Power Conversion (APC) and Symantec.

1978

MODERN AUTOMOBILE SERVICES formerly known as (Enyidado Industries Limited) is established as importers and dealers in machinery component, parts and accessories. The Company dealt in Daewoo vehicles, forklifts, electric generators and earthmoving machinery.

1991

**LAKESIDE ESTATE LTD / AGRI-CATTLE LTD.**

The Land where Lakeside Estate is sited on was acquired in 1974 for raising livestock and growing crops. The drought between 1982 and 1984, coupled with the fact that other private estate developers and potential house owners began to show covetous interest in the land, made it apparent that Agri-Cattle land could no longer be used for cattle. Therefore in, Agri-Cattle, which was originally acquired for agricultural purpose was, with the consent and concurrence of the lesser, planned for estate development. And precisely for that reason, it became apparent that the original name, 'Agri-Cattle', which evoked a rather rustic, farmhouse image, was not a suitable label for the homes that would be built.

1996

**SILVER STAR AUTO LIMITED**

Established and opened in 1997 and holds the distributorship and franchise for Mercedes-Benz passenger cars and commercial vehicles.

2005



The Stimulus for Productivity, **SILVER STAR TOWER** was the first multi-purpose office complex with 2 banking halls to be completed and commissioned in the Airport City enclosure.

2012



Jalal Kalmoni (Group Chairman)

Though we started with only Japan Motors we now have over 7 companies mainly Modern Automobile Services (formerly Enyidado Industries Limited), Oman Fofor Trading Company Limited, Silver Star Auto Limited, Advance Construction & Development Limited, Lakeside Estate/Agri-Cattle Limited, Silver Star Tower Limited and Star Property Management Limited.

OUR MISSION

We hold the view, consonant with our philosophy of 'Commitment to Customer Satisfaction', that our company's name, statutes or articles of incorporation do not determine our business, but the want a customer satisfies when he or she buys our product or service does.

Our mission does not end when we provide the motorist in Ghana with a vehicle of his or her choice at the best price, under the most considerate payment terms when or where they want it. Our responsibility continues with a customer-centered, back-up and skilled maintenance and repair service.

We do this because we appreciate the fact that our Customer's vehicle does not only satisfy a physical, tangible need; it also sends a message to the neighbours about him or herself.

By showing sensitivity to the total needs of our customers, we are able to accomplish our mission.



The Late Salem Kalmoni

OUR HISTORY

In 1965 the corporate identity called Japan Motors Trading Company Limited (Japan Motors for short), a private company limited by shares, was established. It grew out of a family motor vehicle spare parts and transport business, Kalmoni & Sons, started in 1920 by the late Salem Kalmoni. He and his brother, Subhi, had arrived eight years before, in 1912, in the then Gold Coast. This partnership continued until the passing away of Subhi in the mid thirties. We are the first company to import Japanese vehicles into Ghana and West Africa.

The transport activity of the business was exceptionally vibrant in the 1930s, servicing the country's cocoa industry by trucking the beans from the hinterland to the coast for onward shipment to Europe and North America.



Old Japan Motors Company Limited premises at Ring Road

In 1958, S. Kalmoni & Sons imported the first Japanese made vehicle, after that came Toyota in 1962, Mazda in 1963 and Mitsubishi in 1979 onto the Ghanaian market. This car was called Datsun (now Nissan). There was no turning back after this and in 1962, S. Kalmoni & Sons gave birth to Japan Motors Trading Company which moved on to become a limited liability company in 1965.

Since then Japan Motors has become synonymous with the Nissan brand name.

Throughout our history and under the leadership of second-generation Kalmoni family members, Japan Motors has remained a private company that is committed and dedicated to its clients, its employees and its community.



Accra Showroom



JAPAN MOTORS TRADING COMPANY

The term survival is compatible with new growth; survival without life is a contradiction in terms. We believe that growth is not only desirable, but essential. "Grow or die" is an accepted axiom.

Through the years, as a result of continually improving upon our distinctive competence in giving practical meaning to our philosophy of customer satisfaction, we have grown in stature and status.

After its incorporation in 1965 with a staff of less than 50, the company opened a branch at Tema to assemble Datsun pick-ups from imported semi knocked down parts (SKD), and also to build bodies designed by Nissan Motor Company for the market-popular mini bus. In 1967 from the experience we learnt from the SKD system, we started to produce pick-ups from complete knocked down basis (CKD). We also added another line to produce bus bodies designed by Nissan

Motor Company. We used our experience from the SKD and CKD process to manufacture the bus body with the technical cooperation of Nissan. In 1970, a second assembly line was added to the Datsun 120Y saloon car. At that time these two models were the cream of the crop of models produced by Nissan Motor Company.

The three assembly lines were closed down in 1980, after the Ghana Government, on the recommendation of the World Bank and International Monetary Fund as part of their aid-package withdrew tax concessions hitherto instituted by the Government of Ghana to protect local employment at local manufacturing enterprises.

The facilities were subsequently modified as a vehicle service workshop and bonded warehouse for the Shipping and Clearing Department of our Company.

In 1975, another branch was opened at Tamale, and in 1995, the Kumasi branch was opened. Our newest branch, Takoradi, opened in 2008.



Japan Motors showroom (Graphic Road)



Japan Motors Yamaha showroom (Graphic Road)



Japan Motors Yamaha showroom (Graphic Road)

Kalmoni and sons, predecessors of Japan Motors Trading Company Limited (JMTC) were the first to import Japanese –vehicles to Ghana (1958). It grew out of a family motor vehicle business, Kalmoni & Sons, started in 1920 by the late Salem Kalmoni and incorporated in 1965.

SALES

We have been innovative over the years and poised to give exclusive customer care; this is seen in the range of vehicles offered, Sports Utility vehicle (SUV'S), Commercial Vehicles, Buses, Saloon Cars and Nissan Diesel (UD) trucks.

We also stock YAMAHA Power Products ,Water Pump, Generators, Motorcycles and Outboard Engines.

After Sales Service

Japan Motors has award winning workshop facilities and genuine parts / accessories in all our branches. Our customers can depend on us for Quality After Sales Service support.

Branches

National Coverage is of utmost importance to us hence we have strategic locations in ACCRA, TEMA, TAMALE, KUMASI and TAKORADI.

People

To achieve our vision JMTC's 320 multi-talented staff are equipped with leadership and technical skills at all levels in the organization and through open cultures; are encouraged to be innovative, effective and efficient in discharging their duties.



Japan Motors showroom (Graphic Road)

Management Team

MANAGING DIRECTOR:

Mr. Salem Kalmoni

ASSISTANT MANAGING DIRECTOR:

Mr. Abdul-Somad Alhassan Musah

GM-SALES & MARKETING:

Mr. Imad Ghorayeb

SALES MANAGER:

Mrs. Clare Kattah

MARKETING MANAGER:

Mrs. Hilda Peasah

GM- AFTER SALES:

Mr. M. R. Byrouthy

PARTS MANAGER:

Mr. Abubakari Amadu

CHIEF ACCOUNTANT:

Mr. David Oddoye

FINANCE MANAGER:

Mr. Sanjay Kumar Verma

HR/ADMIN. MANAGER:

Mrs. Miriam S.A.Yankey

MANAGER ,TEMA BRANCH:

Mrs. Adobea Asiama-Aboagye

MANAGER, KUMASI BRANCH:

Mr. Abdul Moneim Mettwally

MANAGER, TAMALE BRANCH:

Mr. Al-Hassan Somoa Mahama

MANAGER, TAKORADI BRANCH:

Mr. Stephen Kofi Nti

IMPORTS MANAGER:

Mr. Francis Ganaa

IT MANAGER:

Mr. Charles Markwei Annan



Japan Motors showroom (Graphic Road)

Awards

Japan Motors has received numerous awards in the transportation industry in Ghana and Africa. JMTC was recently awarded:

- 2011 Awards Collected by the MD in Mauritius
- 2009 Best Nissan After-Sales; Sub Saharan Market
- 2009 CIMG MOTOR FIRM OF THE YEAR
- 2008 CIMG MOTOR FIRM OF THE YEAR
- 2008 GLOBAL NISSAN AWARD
- 2008 AFRICAN AFTERSALES PERFORMANCE AWARD

Corporate Social Responsibility

Japan Motors has a strong commitment to our communities. Over the years we have supported many programs in the areas of Health, Sports, Education and Security.

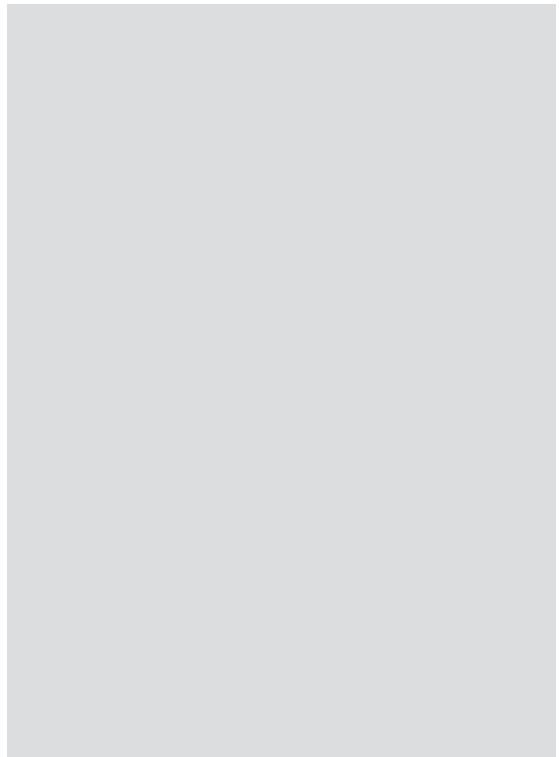
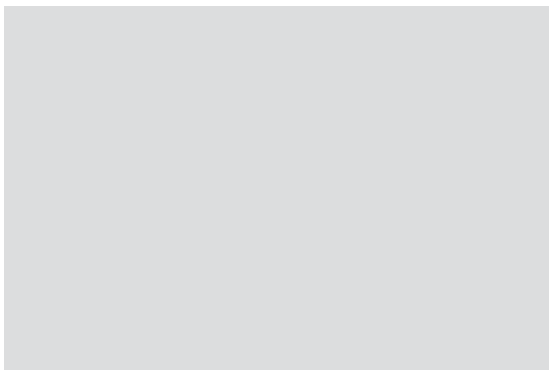
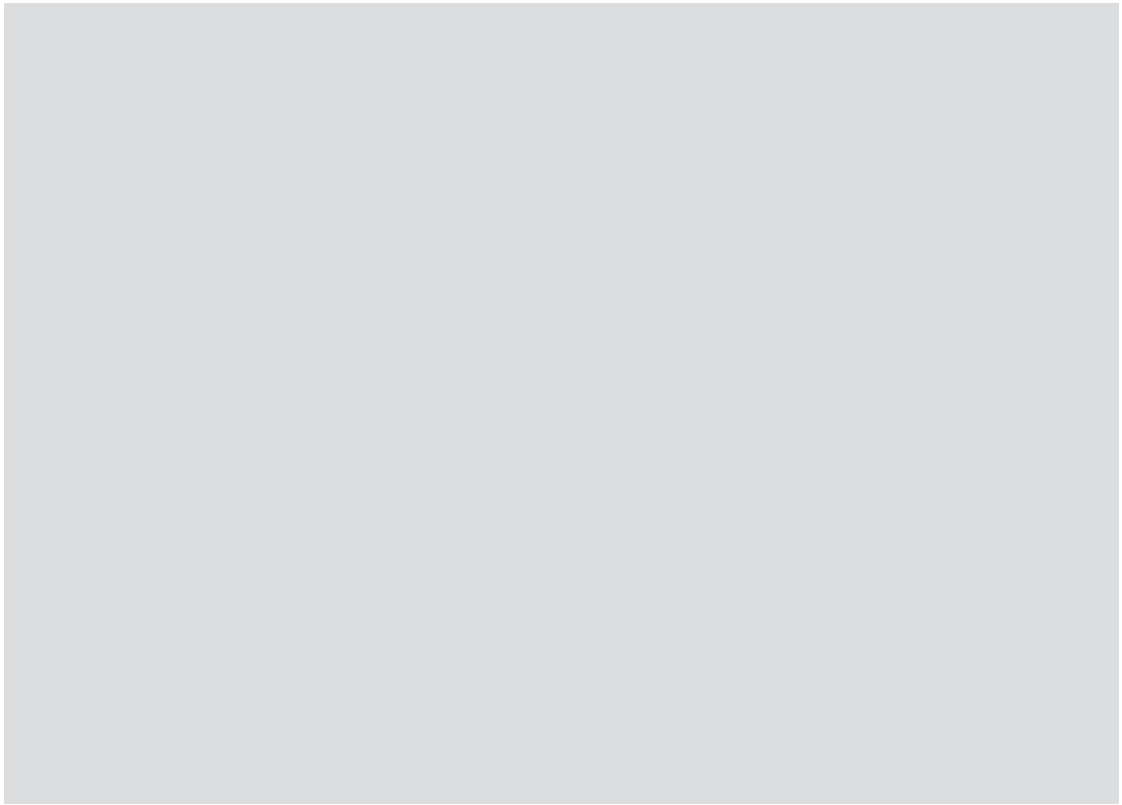
Partnerships

Japan Motors are the official Distributor of NISSAN Motor Limited and the Official Sole Distributor of YAMAHA Motor Company in Ghana. It is based on this strategic relationship that support is gained for; manufacturer's warranty, technical training and support for sales and marketing of our products and services.

Corporate Social Responsibility



Above:
Below:



Above:
Below:



MD of Japan Motors and Sales Manager of Japan Motors receiving Nissan Award for Best Sales & Aftersales for the Sub Saharan Region

Share of the Market

// MOTOR VEHICLE IMPORTS INTO GHANA: (APPROX. 15,000 UNITS IN THE YEAR 2011) //

// JAPANESE VEHICLE IMPORTS INTO GHANA
NISSAN'S SHARE OF THE MARKET //

// NISSAN VEHICLE IMPORTS INTO GHANA, JAPAN MOTORS' SHARE OF MARKET //

// IN 2000, 24.4% OF NEW JAPANESE MOTOR VEHICLES IMPORTED INTO GHANA WERE NISSAN, OF WHICH JAPAN MOTORS CLEARED 70% //

// IN THE FOLLOWING YEAR, 2001, NISSAN VEHICLES REPRESENTED 15.3% OF NEW JAPANESE MOTOR VEHICLES IMPORTED INTO GHANA. JAPAN MOTORS WAS RESPONSIBLE FOR 72.5% OF THE NISSAN IMPORTS. IN



CIMG Award for Motor Firm of the year 2008 & 2009



Aftersales and Sales Awards

2002, 2003 AND 2011 JAPAN MOTORS WAS RESPONSIBLE FOR 50.2%, 53.3% AND X% RESPECTIVELY OF NISSAN IMPORTS //

// NISSAN WORLD SERVICE MANAGEMENT AWARD PROGRAMME FOR AFRICA //

Standing behind Japan Motors and its share of the automobile market in Ghana is a prize-winning workshop facility on which the customer can depend for after-sales service that is second to none in sub-Saharan Africa.

In a competitive and Promotion Programme organized by the Overseas Service Department of Nissan Motor Company Limited for Nissan National Sales Companies (Distributors) in sub-Saharan Africa, specially appointed service engineers visited Country-workshops in the course of the year.

They spent two days at each country-workshop, observing, assessing operations, and awarding marks in workshop management and practice.

In 1997, Japan Motors Accra workshop won the Bronze

Prize, and was also awarded the "Special Prize for Excellent Overall Improvement" based on the level of achievement in comparison with that of the previous year. In 1998, the Accra Workshop out-performed every other country-workshop in sub-Saharan Africa that participated in the programme and won the Gold Prize.

// JAPAN MOTORS TRADING CO. LTD. WAS THE PROUD WINNER OF THE " GRAND PRIZE " AFRICA AFTER SALES AWARD 2008 //

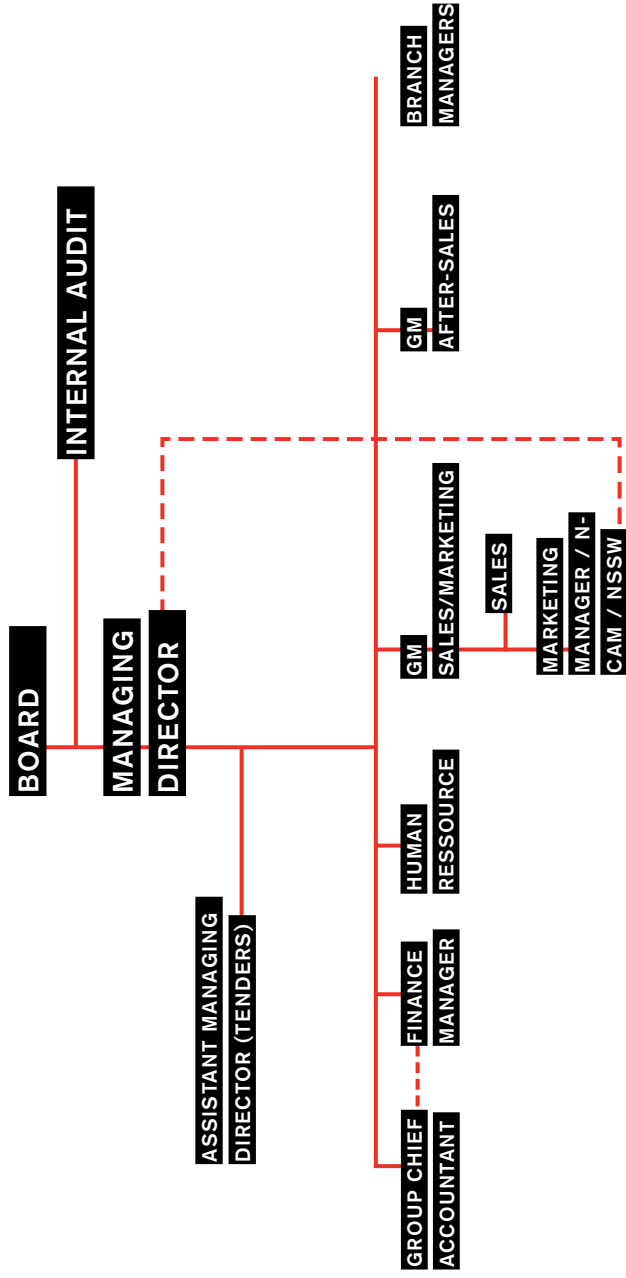
The inventory is fully automated across the country.

With the click of a button, it is possible to know what parts are available in any of the branches and the specific location of every pin in stock is known.

The operations of Accra, Tema, Takoradi, Kumasi and Tamale are on line.

The Parts Salesmen are well trained in the use of Nissan Fast and Automate. The staff of the Parts Department have been trained both locally and internationally.

**ORGANISATIONAL
CHART**





Japan Motors Sales Team (Graphic Road)

Management Team

Our management team consists of a vibrant mix of young and not-so-young individuals whose combined academic preparations, career background and expertise cover Accounting and Business, Engineering, Economics and Finance, Mathematics and Marketing, Physical and Biological Sciences.

These individuals are motivated by a common desire to build Japan Motors Trading Company Limited into a strong, reputable private company that will inspire pride in the hearts of its employees, and capable of serving the expanding economy of Ghana.

JMTC Showrooms and Addresses

Website: www.japanmotors.com



Accra

Graphic Road,
South Industrial Area

P. O. Box 5216,
Accra

Tel: 233 (302) - 682223-6

Email:
sales@japanmotors.com,
workshop@japanmotors.com



Tema

Cocoa Processing
Road

P.O. Box 199,
Tema.

Tel: 233 (302) - 204167-9

Contact:
Adobea Asiam-Aboagye,
tema-admin@japanmotors.com



Kumasi

Graphic Road,
South Industrial Area

P. O. Box 5216,
Accra

Tel: 233 (302) - 682223-6

Contact:
Abdul-Monem Metwaly,
kumasi-bmgr@japanmotors.com



Tamale

Graphic Road,
South Industrial Area

P. O. Box 5216,
Accra

Tel: 233 (302) - 682223-6

Contact:
Mahama Al-Hassan Somoa,
tamale-admin@japanmotors.com



Takoradi

Graphic Road,
South Industrial Area

P. O. Box 5216,
Accra

Tel: 233 (302) - 682223-6

Contact:
Stephen Nti,
Takoradi-Admin@japanmotors.com

PROFILE OF COMPANIES

The growth process necessitated new strategies, and induced the birth of new companies, independent of Japan Motors, which also acquired their own Shareholders, Boards of Directors, and Managements. And so were born new companies which owned their existence to Japan Motors.



MAS head office

MODERN AUTOMOBILE SERVICES LTD (MAS)

Modern Automobile Services Limited (MAS), formerly Enyidado Industries Limited, was established in April, 1978 as a member of the Japan Motors Group of Companies.

It was duly incorporated to Commence business as a Limited Liability Company in May, 1978, as importers and dealers in machinery components, parts and accessories in Ghana. The Company also transacted business as a dealer in Daewoo range of vehicles, forklifts, electric generators and earth-moving equipment.

With an initial strength of 20 employees, the Company has over the years successfully expanded its operation and established its presence in the Ghanaian auto industry.



Modern Auto Services Ltd.
Exceeding Expectations

MAS now deals in a wide range of vehicles from Korea and China. These include well known brands as Ssangyong, Lifan, Foton and Changan. The Company has branches in Tema, Kumasi, Takoradi and Tamale with current staff strength of sixty-eight (70) employees.

The Company's Head Office is located on the Graphic Road, South Industrial Area, Accra.



Korando



Rexton



Lifan 320



Lifan 620



Ollin



SUP



Micro Van



Star Truck



Motocycles



CORPORATE VISION

To be among the leading top five Automobile Companies in Ghana.

CORPROATE MISSION

- To provide the best automobiles for the Ghanaian market through the delivery of a wide range of modern, reliable and affordable vehicles from Korea and China.
- To provide quality After-Sales Service to our Customers through professional, well-trained and motivated staff to enhance and positively impact our corporate image.

- To use the best environment practices in the execution of our Sales and After Sales Service.

- To undertake various Social Projects aimed at improving the living conditions of the Ghanaian Society.

BOARD OF DIRECTORS

- Jalal Kalmoni – Chairman
- Salem Kalmoni – Director
- Salah Kalmoni – Director
- Nouhad Kalmoni – Director

MANAGEMENT TEAM

MAS has a blend of experienced professionals with in-depth knowledge in the automobile industry. The Management team is made up of the following:

CHIEF EXECUTIVE OFFICER:

Mr. Nouhad Kalmoni

GENERAL MANAGER:

Mr. Amine Kabbara

HUMAN RESOURCE MANAGER:

Mr. Kofi Berko

CHIEF ACCOUNTANT:

Mr. Lawson Adzove

HEAD AFTER SALES SERVICE:

Mr. Hussein Noubari

MARKETING MANAGER:

Mr. Eric Baidoo

SALES MANAGER:

Mr. Praveen Jha

Products Lines

It is the policy of the company to associate with the most efficient and innovative makes of vehicles. Following from our historical association with Daewoo, MAS currently is the sole authorized dealer of Ssangyong vehicles in Ghana; with Rexton as the flagship. Ssangyong Motors is credited for developing the first Korean 4WD – the Korando, the fourth generation of which was launched early in 2011.

MAS is also actively engaged in dealing with the Foton brand of vehicles that include Light and heavy Duty Trucks, Tippers, Pick Ups, Mini Buses and Vans. Foton is China's number 1 commercial Vehicle Manufacturer and number 2 in the world. Foton commercial trucks are rapidly establishing themselves in the Ghanaian market. Blending durability and efficiency, Foton trucks are now the first choice of leading Ghanaian businesses.

After-Sales Service

The company has five (5) service centers strategically placed to cater for its customer needs in the entire

country. These service centers are located in Accra, Kumasi, Takoradi and Tamale; and are fully-equipped to repair and maintain the franchised vehicles. All the branches have in stock genuine spare parts to meet servicing and repair needs of our customers. Apart from the provision routine Maintenance Service, MAS also offers Retail Sales of Spare Parts and Accessories, Body Works & Spraying, as well as Express Maintenance Service.

Social Responsibilities

MAS commitments to social responsibilities remain one of its prime objectives. And this is reflected in the integration of the needs of the society in the pursuit of our business objectives. Our endeavors have so far focused on the education of the Ghanaian child to have self-belief and a positive mindset towards life. We channel our support for the programme through Non-Governmental Organizations (NGOs) engaged in attitudinal re-orientation and road safety campaigns.

The development of the youth is also very dear to us. Since the incorporation of the company we have offered internship opportunities to over 2,000 Ghanaian students to enable them have hands-on experience in automobile engineering, accounting, store management, sales and marketing.

Future Business Plan

MAS is determined to make greater strides in the successes chalked so far and position itself to achieve its vision to become one of the leading top five Automobile companies in Ghana.

We have therefore put in place strategies to propel our business forward aimed at achieving greater and total customer satisfaction in all areas of operations. Key plans to achieve this include enhancement of our human resource capital by stepping up training of our technical staff both locally and internationally to improve quality services to our esteemed customers. The Sales and After-Sales departments are being resourced to enhance their capacities to leverage opportunities in the market and ensure customer satisfaction as well.

We will continuously research into customer needs with the view to offering relevant and exciting models on the Ghana Market.



Showroom displaying some vehicles

Workshop Staff in action



Staff Meeting

Contacts \ MODERN AUTOMOBILE SERVICES

Accra

Graphic Road, in between MTN and Pepsi Cola Company	P. O. Box KN 501, Kaneshie - Accra	Tel: 233-302-224316 /224197 Fax: 233-302-234430/227004	Email: general-manager@ modernautoservices.com	Contact: Amine Kabbara, General Manager
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Tema

Cocoa Processing Road, Heavy Industrial Area (Near Mankoadzie Roundabout)	P. O. Box CO 199, Community 1, Tema	Tel: 233-303-210599 / 202509	Email: tema-admin@japanmotors. com.com	Contact: Adobea Asiama- Aboagye, Branch Manager
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Kumasi

Prempeh 1 Street	P. O. Box 6015, Kumasi	Tel: 233-3120 31110	Email: kumasi-bmgr@ japanmotors.com	Contact: Abdul Monem Metwaly, Branch Manager
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Takoradi

Cape Coast Road	P. O. Box MC 257, Takoradi	Tel: 233-3120 31110	Email: takoradi-admin@ japanmotors.com	Contact: Stephen Nti, Branch Manager
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Tamale

Plot No. 27, Industrial Area	P. O. Box 384, Tamale	Tel: 233-3720 22125 / 25354	Email: tamale-admin@ japanmotors.com	Contact: Alhassan Mahama Branch Manager
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Canon Range of Printers

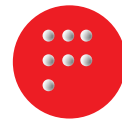
OMAN FOFOR TRADING COMPANY

Brief History

Oman Fofor Trading Company Ltd was incorporated into the office automation industry in 1989 as the sole authorized distributor of Canon Products in Ghana. As an International brand, Canon is well known for manufacturing both Business Solution Products and Consumer Imaging Products like Digital Multifunctional Devices, Digital Photocopier Machines, Laser and Inkjet Fax Machines, Printers, Scanners, Digital Cameras, Calculators and Document Management Products such as High Speed Document Scanners and filing solutions

These range of products undoubtedly give your office and home the technology required in Information and communication management at the most competitive pricing.

From a humble beginning as a dealer in mainly basic Canon products, Oman Fofor has developed the market by including other internationally recognized and successful products to its line up. These include Acer computers, APC UPS, Cyber Power Systems, Microsoft and Symantec Software.



OMAN FOFOR
Technology For a New Generation

Today we have become a leading office automation business in the Ghanaian market, a credit we owe to our numerous customers who believe in the services we offer and the trust we command as an accredited company that provides genuine parts and consumables to the market.

In response to the growing demand for Multifunctional Device Printing solutions in the Ghanaian business environment, Oman Fofor has braced up to the challenge with a greater focus on providing this service to our valued customers in collaboration with Canon Incorporated; our major suppliers.

Canon Incorporated had developed high quality Multifunctional Device Printing Solution hardware known as the Image Runner Advanced series and an appropriated software known as uniFlow 5.0, a print and document management software to help organizations control and reduce waste.



Showroom

Human Resource Development

Oman Fofor has over the years invested in the human resource and capacity building of our over thirty-five (35) members of staff by means of various training programs both home and overseas, which give us the upper hand in providing first class services to our dedicated customers. The staff structure of Oman Fofor is generally three. These are Management Staff, Senior Staff and junior staff. The management staff comprises of Managers and Assistant Managers. They are headed by the Managing Director. The senior Staff also comprises of Supervisors, sales executives and other senior staff members. The junior staff is mainly drivers, security persons and office assistants.

Current Management Team

GENERAL MANAGER
Mr Abass Gull

HUMAN RESOURCES MANAGER
Mrs Sharon Naffisatu Battuta- Opoku

SALES MANAGER
Mr. Nathaniel Lamptey

SERVICE MANGER
Mr. Victor Zokli

ACCOUNTANT
Mr Nelson Azumah

WORKSHOP MANAGER
Mr. A.G Okoe

More and more Oman Fofor concentrates on offering solutions to all kinds of businesses all over the country.

The emerging challenges in the Information, Communication and Technology (ICT) industry worldwide, has left in its wake far-reaching effects on the way corporations and individuals alike are handling information in Ghana.



Team

Most corporate institutions today, are forming partnerships with major software and hardware companies to be able to co-op with modern trends in communication and this is where Oman Fofor stands tall as a partner.

Awards & Achievements

Over the years Oman Fofor had chalked a lot of successes in their chosen industry. Oman Fofor had been in the forefront of the National Anti Piracy struggle which resulted in the passing of a copyright bill in parliaments for the protection of intellectual property to include computer software. In 2008 Oman Fofor in collaboration with Canon Incorporated was involved in the sponsorship of the 26th Edition of the CAF Championship held in Ghana.

Oman Fofor was recently adjudged the Fastest Growing Distributor in 2009-2010 by our biggest supplier; Canon Incorporated at the Annual Distributors' Conference in South Africa.

Corporate Social Responsibility

Oman Fofor realizes the need to give back to society on whose social endorsement the company and its products continues to receive acceptability. For the past eight years Oman Fofor has donated products to the Institute of Journalism to facilitate teaching and learning by students. During the CAN 2008 Soccer fiesta, Oman Fofor sponsored over two hundred spectators to various matches across the country with VIP treatment at various stadia. This is to give back to society what we have benefited from them.

It is our desire and responsibility to engage the society as partners in our achievements and successes. Currently Oman Fofor has signed a sponsorship agreement to support An Inter Schools ICT Event for Junior High Schools in Ghana dubbed "*Battle of the brains 2011*"

Today with more and more companies entering the



Showroom

// OMAN FOFOR PROVIDES A WIDE RANGE OF QUALITY PRODUCTS TO CHOOSE FROM. OUR AFTERSALES SERVICE ARE UNRIVALLED //

market, the need to provide a quality service to customers is now an imperative. "What has gained importance in this new business environment is the quality of products and effective after-sales service. Organization must build a corporate culture around quality service to satisfy customer demands." This is the new vision and commitment of our organization in the new and vibrant market environment.

Activities

In 2008 Oman Fofor fetes two hundred guests at the international Conference Center before Ghana's first match in the tournament.

Oman Fofor celebrated its twentieth anniversary in 2009 with Hon. Haruna Iddrisuh; Minister of Communication as the special guest of honor.

In 2011 Oman Fofor honored hard working staff at a Staff Durbar.



Contact // OMAN FOFOR TRADING COMPANY

Accra

Japan Motors
Premises,
Graphic Road

Tel: 233 302 682240-2
Fax: 233 302 682243/5

Email: sales@omanfofor.com

Kumasi

Prempeh 1 street
Adum

Tel: 233 322 037325
Fax: 233 322 029820

Email: kumasi-sales@omafofor.com

* Plans are underway to open a Takoradi Branch by end of year 2012



Silverstar Auto, Accra Office

15
★
years

SILVER STAR AUTO LTD.
Quality Service, Our Passion

SILVER STAR AUTO LIMITED – MERCEDES-BENZ

History

Incorporated as a business entity on December 11, 1996, Silver Star Auto Limited deals in the sale and service of Mercedes-Benz vehicles, as well as the sale of spare parts in its capacity as General Distributor of Mercedes-Benz in Ghana. Silver Star Auto Ltd started in the premises of Japan Motors on Graphic Road, South Industrial Area, Accra, with no more than six technicians, until 1997 when it moved to the premises of Modern Automobile Services in Accra (MAS). As a result of expansion and lack of adequate space for cars, it became necessary to move the workshop to the ultra-modern service centre at Tema, Community 1, near the Mankoadze Roundabout in October, 2003; and the showroom, which used to be along Graphic Road, was moved to the ground floor of Silver Star Tower, Airport City, on January 1st, 2008.

Structure

Silver Star Auto Limited has five main departments, and three sub-departments. The main departments include Sales, Spare Parts, Workshop, Customer Care Unit, and Human Resource/Administration.

The sub departments come under Workshop: Passenger Cars, Commercial Vehicles, and Reception, all specially set up to cater to the comfort and convenience of its esteemed customers.

Currently the company is under the management team of:

CHIEF EXECUTIVE OFFICER

Mr. Nouhad Kalmoni

HUMAN RESOURCE ADMINISTRATIVE & LEGAL MANAGER

Mr. Hazem Chalabi

GENERAL MANAGER-SALES

Mr. Francis Johnny Amegayibor



Showroom

CHIEF ACCOUNTANT

Mr. N-Akul Gbene Sulemani

SPARE PARTS MANAGER

Mr. Abdulrahman Agha

SALES MANAGER - PASSENGER CARS

Mr. Francis Larbi-Odame

**ASSISTANT TO THE C.E.O. -
COMMERCIAL VEHICLES SALES**

Mr. Mustapha Kalmoni

WORKSHOP MANAGER

Mr. Ahmed Farouk

Business

Most recently, Silver Star Auto Limited added several new products: Foton Heavy Duty Trucks, Parrot Bluetooth Products Energizer Batteries.

Foton is the world's second largest commercial vehicle manufacturer and the first in Asia.

Parrot is a global leader in wireless devices for mobile phones, and stands on the cutting edge of innovation. Parrot also stands responsible for developing the most extensive range of hands-free kits on the market for cars including wireless multimedia products geared towards audiovisual applications.

Statements

Silver Star Auto Limited has developed statements about what it does and how it does it – Mission statement,



Vision statement and statements of People Value.

Silver Star Auto Limited's Mission is to promote the Mercedes – Benz, Foton and other brands by developing and implementing strategies that result in high sales and exceptional after-sales services to its customers in Ghana, leading to optimum return on investment for its shareholders.

Its Vision is to be the premier automobile dealership in Ghana, providing exceptional value to its customers through services of the highest quality. Silver Star Auto Limited is also committed to continuously increase its market share in the automobile industry by making Mercedes – Benz the brand choice.

It will achieve this by providing a supportive work environment that allows its employees to pursue professional excellence, while positively contributing to work.

With its motto in mind - **QUALITY SERVICE, OUR PASSION**; Customer Satisfaction is its Goal and 'Do it Right the First Time' is its Wisdom.

In everything it does, Silver Star Auto Limited values its employees and clients, promotes growth, and demonstrates integrity and respect.

Achievements/Current Status

In its fifteen years of operations, Silver Star Auto Limited has successfully made Mercedes-Benz a sure brand choice in automobile interests. Silver Star Auto Limited has created and maintained a market share for itself that puts it at a definite advantage over its competitors, and in this process, has come to be known as a destination for optimal satisfaction of all automotive needs. Silver Star Auto Limited has received a number of awards, the latest of which was the Chartered Institute of Marketing, Ghana Motor firm of the year 2007.



Management meeting

Corporate Social Responsibilities

Not content to be one of the nation's leading service providers in the automobile industry, Silver Star Auto Limited takes it upon itself to give back to the community, and makes generous annual donations to the World Food Program's fight for the eradication of hunger, the Nouguchi Memorial Institute, and the SOS Children's Village. In addition, Silver Star accepts yearly more than 20 attachment students coming from different universities, polytechnics, regions and fields of study. Silver Star Auto Limited has also been sponsoring the Thom Kabalan Basketball tournament organized by the Greater Accra Basketball Association.

Furthermore, Silver Star opens its doors to a number of school/polytechnic (Multikids Inclusive School, Koforidua Polytechnic, American International School, Al-Rayan International School and the Ghana Society for Islamic Education and Information field trips to allow students the opportunity to acquaint themselves with the new technologies being used in the automotive sector, and encourages them to study diligently in order to work with these technologies in

their career.

On March 23rd 2010, two sets of Mercedes-Benz ML automatic transmission units valued at GH¢30,000.00 were presented to Koforidua Polytechnic to assist students in the automobile department with their studies.

Silver Star Auto Limited has committed itself to developing the Mercedes-Benz brand of vehicles by developing and implementing strategies that result in high sales and exceptional after-sales services to customers in Ghana. It is a company that is well acclaimed for valuing its employees and clients, and demonstrates a commendable level of integrity and respect.

In line with Silver Star Auto Limited's Corporate Philosophy "Quality Service, Our Passion", the company plans to expand its express Service network to Kumasi and then to Takoradi in the next 3 years.



Silver Star Tower, Airport City



SILVER STAR TOWER

Why Silver Star Tower is the best place for a Corporate Office in Ghana.

Silver Star Tower has earned a top place in business circles as the best Office Complex in Accra, Ghana. The tower's aesthetic and elegant ten-storey structure has made it a prominent landmark to the Accra Skyline.

Silver Star Tower Ltd. was established in 2004 as a Real Estate Developer and Property Management company. Although substantially completed in October 2005, the tower became fully operational in April 2006. This ultra modern building houses several offices both local and international companies including two banking halls, vehicle showrooms and cafeteria. Silver Star Tower can also boast of ample space for parking.

Silver Star Tower consists of a Basement, Ground floor, Mezzanine floor and eight (8) other floors. The Tower has three (3) lifts including the tallest panoramic access card controlled VIP lift in Ghana. Each office

space has amenities that ensure your total convenience whilst at work.

Silver Star Tower is a business enterprise seeking to promote trade and development in Ghana popularly referred to as the Gateway to Africa. It is situated at a conspicuous location at the Airport City – close to the Kotota International Airport (KIA)

The Tower is the most ideal and convenient place in the uptown side of Accra to situate a company's headquarters. It also offers the most conducive environment for work.

We have the following:

- Best Location
- Landmark in Accra
- Best Service Support
- Professional Management
- Prime Tenants
- Good Specifications



Duplex Villas, Airport West Residential Area, Accra

We also have unique professional property management company in Accra namely Star Property Management (SPM). SPM is a division of Silver Star Tower. It has experience across the width and breadth of Ghana.

It caters for the property needs of third parties other than the successfully built and operated Silver star Tower. SPM specializes in two main disciplines. Firstly, Property Management including Facilities Management and customer relationship. Secondly, Project Management consultation.

The Executive Director is Mr. Salah Kalmoni.



Exams Tower Residence, North Ridge

ADVANCE CONSTRUCTION & DEVELOPMENT LTD. (ACDL)

Advance Construction or ACDL is a professional construction company with three main divisions. It started work in 1997 with professional staff who have university degrees in Engineering, Architecture, and Project Management.

Construction - Civil Work

This includes substructure, superstructure, and finishing work. We have diverse experience in doing warehouses (both cast-in-situ and pre-fab), commercial offices and showrooms, residential houses, culverts and drains. Civil work has been done nationally in Accra, Tema, Takoradi, and Tamale.

Maintenance

This includes both preventive and reactive maintenance. We have maintenance coordinator with dedicated staff who have specialized diagnostic equipment and investigative techniques to find the

ADVANCE

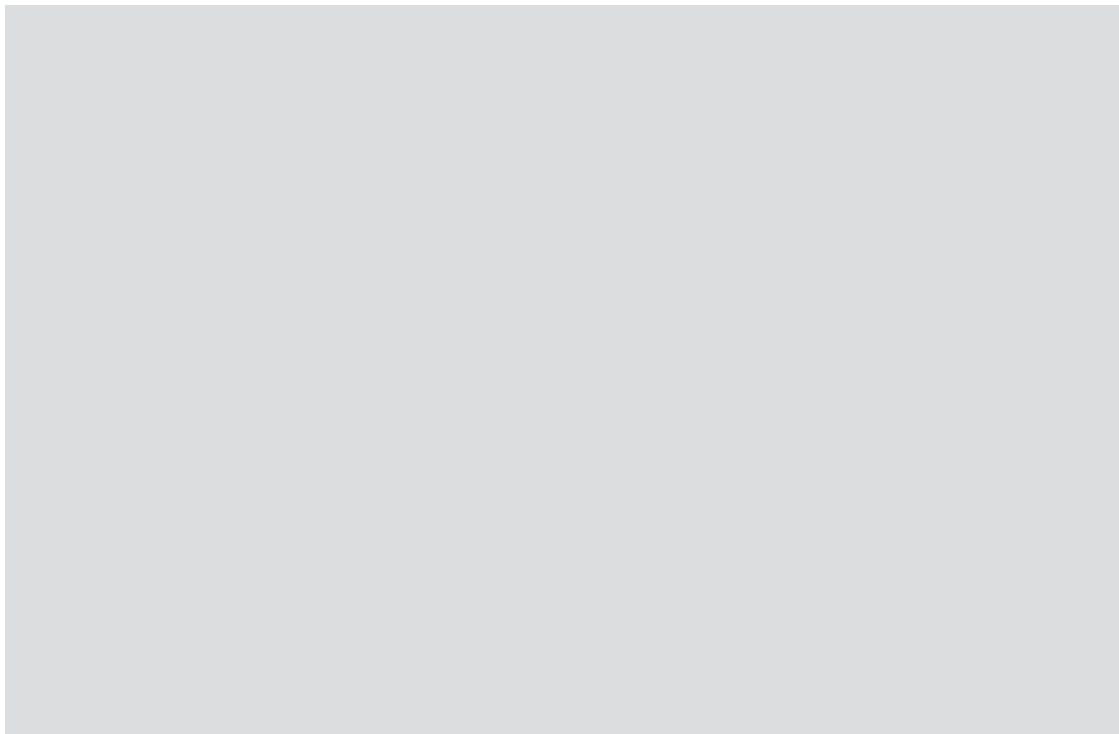
CONSTRUCTION & DEVELOPMENT LTD.

cause of the building problems. Attached to this division is the purchase department and special project department which installs imported kitchens from Canada and security cabins. The maintenance division also undertakes renovation projects and upgrades.

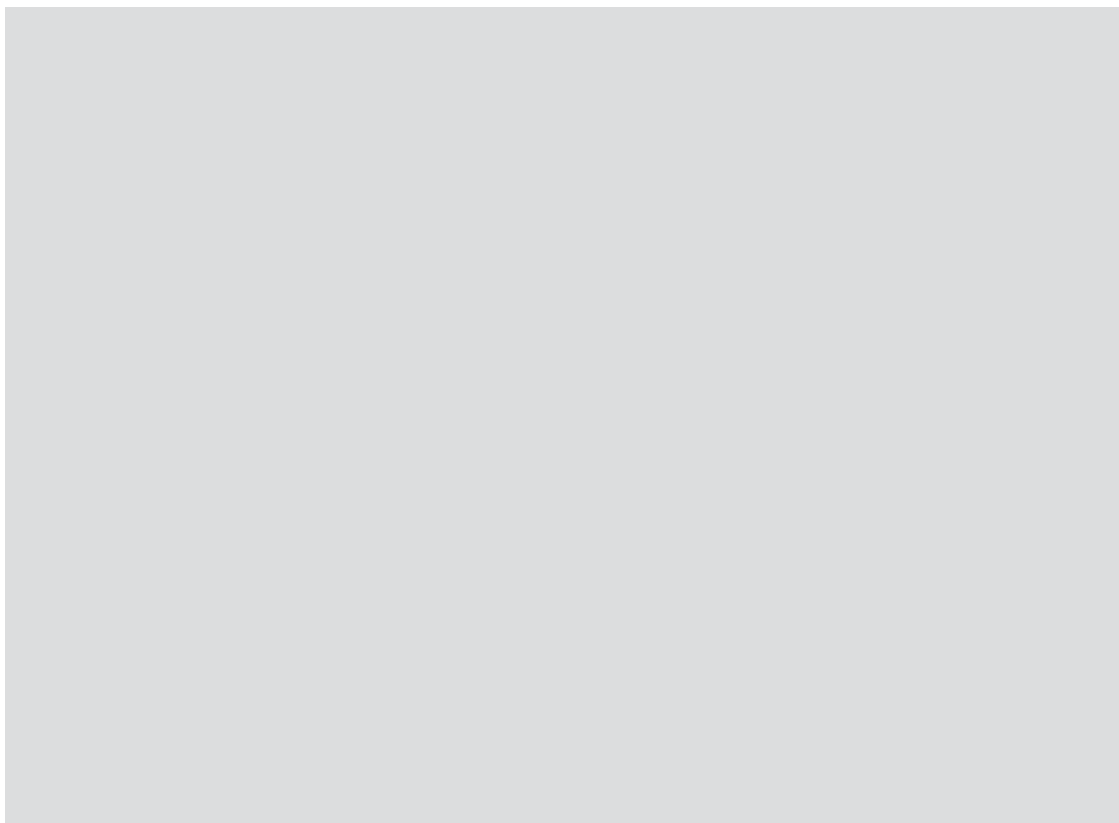
Block Factory

Our Block Factory is located at Lakeside Estate and supports the housing development. The quality concrete blocks are made from rich cement, sand, chippings, and quarry dust. We produce various sizes from 4" to 8" but hollow mould. We also produce 12" x 12" pavement slabs.





XXXXXXXXXXXXXXXX



Legon House



LAKESIDE ESTATE LTD / AGRI-CATTLE LTD.

What is Lakeside Estate?

Lakeside Estate is the number one real estate company specializing in affordable housing. Our homes cater for the residential needs of young families and professionals. Lakeside Estate (near Ashale-Botwe & Adenta North of Accra) started as a farming company called Agri-Cattle Ltd. in 1974 when their present land was obtained for farming purposes. The change of the land-use from farming to Real Estate Development necessitated a review of the name, "Agri-Cattle" Ltd. to the present name of **Lakeside Estate**.



Lakeside Estate is a member of Ghana Real Estate Developers Association (GREDA). Since the start of the Estate Development in the year 2001 to 2011, Lakeside Estate has built over 700 houses. Even though this is a small step towards Ghana's Government housing statistic of 1,000,000 housing unit deficit, this is a giant step towards the democratization of home ownership in Ghana.

Product range

The product range of Lakeside Estate offers housing solutions to a large number of groups in the country. We offer our customers the freedom of choice among the following:

Our most popular homes are the Townhomes, which



Some homes we provide

are also the most affordable. They come with two bedrooms, living/dinning area, kitchen, washroom, front and back porch, and stores. The house is not expandable but Lakeside has a "Buy Back Advantage" in which we will buy your old house and credit the customer for their new home.

Other house types which are expandable are two-bedroom semi-detached, three-bedroom semi-detached, three bedroom detached, and four bedroom executive home.

LAKESIDE MARINA PARK

Lakeside Marina Park (LMP) is a fun family oriented recreational park catering to children from 3 years old to 99 years old. The park is a place for fun, entertainment, excitement, adventure and relaxation in a safe environment around a serene oval lake. The following are some features: Boat Rides, Mini-Golf, Ice Cream Parlour, Games Room, Children Play Area, Aquarium, Conference Area, Two-storey slide and others. LMP won the 2010 Leisure Developer of the Year award.

We hope to develop the area around the Lake (17.6 Acres) into a world class amusement park that will have a hotel, and conference centre. This will attract people from all over West Africa. We are looking for a partner

to enter into a joint venture (JV) with 50% equity to continue our plans to develop the outstanding area of 12.2 Acres.

Lakeside development opportunities

There are wonderful investment opportunities for the potential investors at Lakeside Estate. They require professional investors with funding and resources. We believe at Lakeside Estate with Ghana's Government housing statistic of 1,000,000 housing unit deficit, there is tremendous opportunities for many to join us to satisfy the public needs of housing and commerce.

We can allocate and co-develop housing and other projects with real estate developers and investors.

COMMERCIAL – LAKESIDE SHOPPING & BANKING CENTRE

Lakeside Estate hopes to construct the above community shopping, banking, and office centre by the end of 2013. It will house a banking hall and mortgage centre, insurance shop, commercial shops, property office, provision shop, restaurant, gym, and offices. This is a two story building with a built-up area of 1,500 m2 and forty vehicles parking. Plot area is about 1 Acre. Interested party may apply to LakesideEstate for rental space.



Picture of proposed Lakeside Shopping & Banking Centre at Community #1.

SCHOOL OR SEMINARY

We have a special zoned plot in prime area for either high school or seminary. The plot is fenced, with power line, and sidewalk. Plot area is 1.4 Acres.

HOSPITAL

We have a special zoned plot in prime area for either clinic or hospital. The plot is not fenced but with power line. It is available for professional hospital operator and developer. Plot area is 1.7 Acres.

MINI-MALL

We have a special zoned plot in prime area for a small mall. The plot is not fenced but with power line and has access on three roads. It is available for joint venture with a professional mall operator and developer. This will be available for tender in early 2017. Plot area is 2.5 Acres.

Vision

Lakeside Estate's vision is to become the best customer focused Real Estate Company in Ghana that expands through the building of a unique variety of housing units that are environmentally friendly and affordable to many.

We intend to start in 2012 to have solar light systems and rain harvesting for all houses built at Lakeside Estate.

Mission

Providing quality and affordable housing units that meet the aspirations of Ghanaian home dwellers as well as meeting shareholders expectations.

Staff Structure

Lakeside Estate Ltd has 73 personnel on its pay roll as its staff. However the construction work done on site is given out on contracts and about 150 personnel are employed at the construction site by our contractors.

Awards And Achievements

The Company in her formative years in the 1970's as a Farming Company won an award for excellence in the Operation Feed Yourself Programme. Other awards won by the Company are as follow:

- Dr. Kwame Nkrumah Excellence in Enterprise Awards presented to Lakeside Estate Ltd in recognition of her track record of outstanding performance in enterprise dated 16 March 2007.
- Award by Ghana Property Awards for winning the 2010 Ghana Property Leisure Development Award for Marina Park – dated 17 September 2010.

Activities

As it is said that pictures speak better than words Lakeside Estate would like to showcase the following activities which took place in the latter half of 2010 at the Estate in pictures:

- Official launching of the Lakeside Estate Police Station
- Official inauguration of the Marina Park.

- Independence Day Run. On our Independence Day 6 March 2011 Lakeside Estate in conjunction with Happy FM organized the 5km Run. This was to highlight the need for Ghanaians to fight diseases through physical exercises and be free from sickness.
- Opening of Lakeside Community 8



Community 8 Arch

Corporate Social Responsibilities

Lakeside Estate Ltd recognizes the need to render social services to assist the community that we work in. To this end Lakeside Estate Ltd. undertook the construction of a local Police Station at their Estate. The Police Station was manned and officially commissioned on 21 October 2010.

Lakeside Estate Ltd also has seen the need to create a recreational facility at the Estate. The company therefore officially inaugurated the Marina Park which is a recreational centre, in November 2010.

Some of the corporate social responsibilities undertaken by the Company are as follows:

- Annual donations to the Mercy Social Centre (An Orphanage) at Lakeside Estate.
- Donation of plots to ECG and Adenta Municipality.
- Donation of quality 200 plastic chairs to Nungua Senior High School.
- Donation of exercise books to pupils of Katamanso Presby Junior High School and Mercy Junior High School at Lakeside Estate.

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sales@
lakesideestate.com

Website:
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OUR PEOPLE

Board Of Directors



Jalal Kalmoni



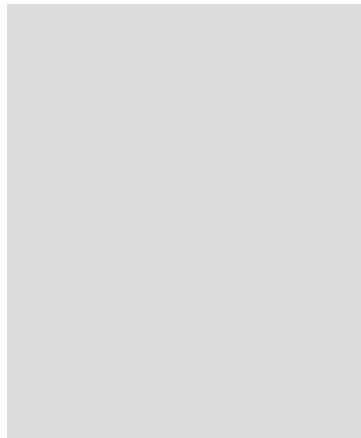
Salem Kalmoni



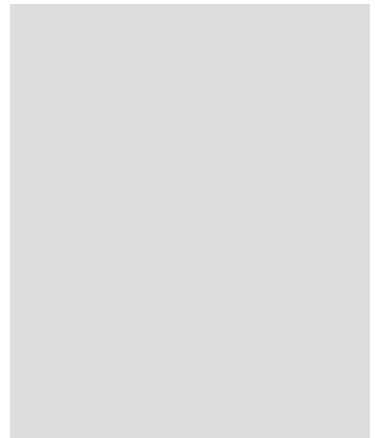
Salah Kalmoni



Nouhad Kalmoni



Asad Nazir



Kanaan Kalmoni

THE FUTURE

“As for the future, your task is not to foresee, but to enable it” (Saint-Exupery, Antoine de; The Wisdom of the Sands; 1984)

Modern society has experienced, so far, three basic periods, namely, the Agricultural Period, the Industrial Period, and the Age of Information.

The Agricultural Period was the first, when people stopped gathering wild fruits but stayed together at one place and planted crops and raised animals. This way of life lasted until the Industrial Period during which machines were invented to do the work which were being done by hand.

The Industrial Period has lasted about two hundred years and we can still see a lot of it around us: factories producing steel, clothing, cars and other items. But if we look inside the factories we see that some jobs are now being done by robots and in the offices, paperwork is being done by computers.

These are clear signs that we have entered a new age, the Age of Information. In this new age, people will make their living by applying information and knowledge to solve problems.

In 1969 Alvin Toffler, (Future Shock, New York: Random House, 1970) coined the term “future shock” to describe the “shattering stress and disorientation that we induce in individuals by subjecting them to too much change in too short a time.” At that time scientists had not yet landed on the moon. Electronic calculators were just beginning to become manageably small.

Today, thanks to the Age of Information, change is shattering. The world is changing rapidly, and Ghana is changing rapidly: new economic challenges are surging, new market opportunities are appearing continuously, and new political and social structures are replacing old and ineffective arrangements.

It is in this environment of ever accelerating progress that Japan Motors must plan and implement strategies. Thanks to its mix of dynamic management practices in planning, organizing, leading and controlling, and its vision, the company is able to appreciate and comprehend these changes and to adjust to the vicissitude and the inherent Darwinism of the business environment.

In this respect Japan Motors has lately spent over one quarter of a million U.S. Dollars on computer hardware, consisting of state-of-the-art fibre-optic cable highway for local area network, new computers and new servers, and an equally state-of-the-art Automate computer system – the delight of over 650 motor-firm users around the world, programmed to handle inventory control, workshop service and accounts. But this investment, impressive as it is on its own would not accomplish much unless the human resource using the technology was also enhanced.

Japan Motors considers the human resource as human beings with personality, citizenship, control over whether they work, how much and how well. We know that unlike technological resource, our participation, satisfaction, incentives, rewards, leadership, status and function. The company has therefore invested in a Human Resource Management Consultancy which has initiated systematic training programmes, sourced locally as well as overseas for workshop staff, stores and parts personnel, and sales staff.

With superior human resource and enhanced technology firmly in hand, the company has the confidence that the staff at all our branches and in our associate companies will apply their expertise, flexibility and imagination to provide satisfaction for our customers. Rooted in 100 years of vested interest in Ghana, passed on from father to the children and to the children's children, Japan Motors Trading Company Ltd. approaches tomorrow's Ghanaian market with enthusiasm openness and responsibility.

USEFUL FACTS ABOUT GHANA

Japan Motors Trading Company Ltd. approaches tomorrow's Ghanaian market with enthusiasm, openness and responsibility.

POPULATION:
24.4 million (estimated)

AREA:
238,500 square kilometres.
Bordered on the north by Burkina Faso, on the east by Togo, on the west by La Cote d'Ivoire, and in the south by the Gulf of Guinea.

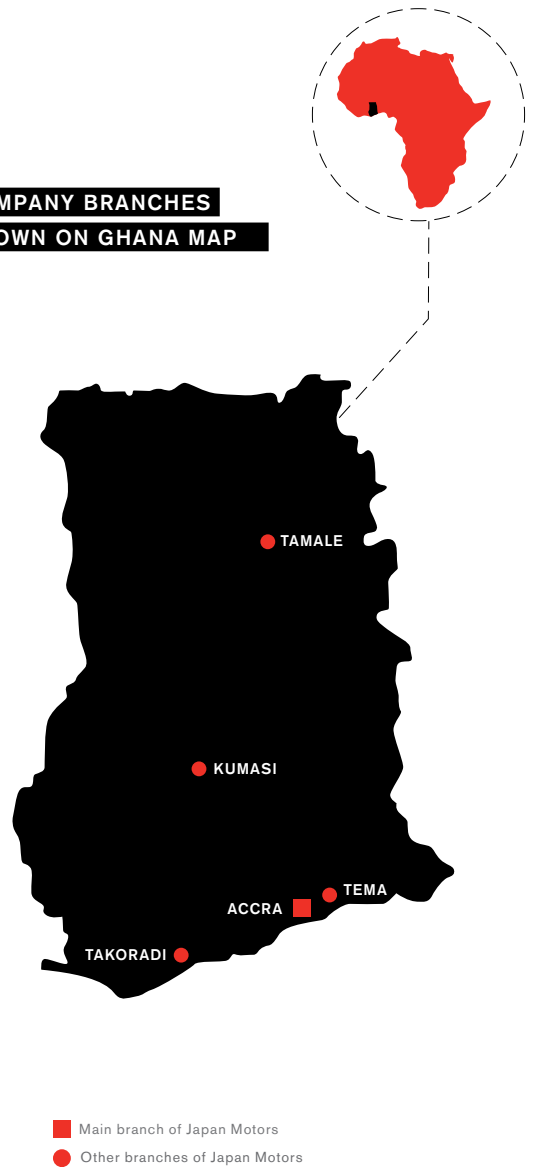
ADMINISTRATIVE REGIONS:
Ten (10)
They are Upper West, Upper East, Northern, Brong Ahafo, Ashanti, Western, Central, Volta, Eastern and Greater Accra Region in which the capital is situated.

LOCATION
Lying between latitudes 4 + 5 North, Ghana is situated in the belt of Tropical Equatorial

CLIMATE:
Two main seasons, i.e. the Wet Season from April to July and the Dry Season from October to February.

EXPORT:
(Traditional) - Gold, Diamonds, Bauxite, Manganese, Cocoa, and Timber.
(Non-Traditional) - Oil, Pineapple, Cotton Seed, Kola Nut, Yam, Vegetable, Cashew Nut, Sheanut, Banana and Tuna.

COMPANY BRANCHES SHOWN ON GHANA MAP



**PHOTO
GALLERY**



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