



MEGHRAJ

Meghraj Capital
Welcomes a New Member to its
International Advisory Board

Mr. Yasuhiko Yokoi
Former Executive Vice President, Toyota Tsusho,
Former Chairman of Africa Committee, Keizai Doyukai



1 July 2021

Mr. Yokoi has over four decades of business experience at Toyota Group. Most recently he was Executive Vice President and then Senior Executive Advisor of Toyota Tsusho, Toyota Group's core trading business, which has annual revenues in excess of USD 60 billion. There he was responsible for various critical projects overseas, including the USD 3 billion acquisition of CFAO, a French trading firm focusing on Africa, which significantly contributed to Toyota Tsusho's business expansion in Africa. Toyota Tsusho now has the largest presence in Africa of any Japanese business, generating more than USD 6 billion in sales in Africa.

Before Toyota Tsusho, Mr. Yokoi was engaged in sales and marketing at Toyota Motor Corporation for several decades.

Mr. Yokoi has travelled extensively in Africa in his various roles, and is one of the most active advocates to corporate Japan to invest in Africa. In this capacity he was Chairman of the Africa Committee of Keizai Doyukai (Japan Association of Corporate Executives), one of the largest economic organisations in Japan. He was also appointed as the co-Chairman of the Japan Business Council for Africa at TICAD 7, held in Japan in 2019. He speaks of the importance of growing familiarity between Japanese and African business people, and of increasing interaction between them to allow a greater information flow and comfort level.

Mr. Yokoi believes that Kenya is an excellent country to use as a starting point for Japanese companies entering Africa, and his support was key to the success of the Japan-Kenya Business Information Sharing and Networking Event held in Nairobi, Kenya in January 2020, organised by Japan's Ministry of Economy, Trade & Industry, the Japan Business Council for Africa, the Kenya Association of Manufacturers and Meghraj Capital. This event allowed nearly 100 Japanese business people to meet and discuss business opportunities with Kenyan business people.

For more information, please contact info@meghraj.com