

Micro Technologies enters Tanzanian Market

Micro Technologies signed a US \$5 million deal with Tanzanian based JKBR International co. Ltd., engaged in sales and marketing of software and hardware security solutions in the Tanzanian and East African market.

Micro Technologies would offer its well tested varied ranges of products for vehicle, mobile security and tracking, premises security including other products to the JKBR International with a strong backend of technical support. The JKBR International would create a wide Dealers Network to give sale and after-sale support to its dealers with a set up of Customer Care Centre to take care of the marketing and sales promotions of the advanced Micro Technologies products in the Tanzanian markets.

Crime is a serious problem in Tanzania, and street crimes in the urban areas like Dar es Salaam are common. It also includes mugging, vehicle theft, "smash and grab" attacks on vehicles, armed robbery, and burglary. Frequent home burglaries are reported every now and then. Not only urban but the rural roads are much more dangerous and inter-city driving after dark is not advisable.

The most common crime in Tanzania is crime against inattentive foreigners; the best way identified to avoid being a victim of such crimes is practice of personal safety awareness and use of innovative technologies available in the market. The market potential of security products like Vehicles, Laptop, Mobiles, Home and Premises in Tanzania is estimated around 76 million USD.

"Today, there is a great need to shift from using the physical security to electronic security. Tanzania is moving towards the use of advanced technologies and thus we see a very good potential for our security products in the Tanzanian market. Micro Technologies continues to explore the security market requirements of the various geographies of the world", said, Executive Director Micro Retail Limited

The Managing Director of JKBR International Ltd., Dr. Joseph Buberwa says, "We were impressed by Micro Technologies Software Applications and Security Services. It demonstrated key solutions for easy, fast and efficient security service implementations. Micro Technologies exposure through their range of security products made us interested in the security of the Vehicles, Schools and Homes too which has a huge potential in our market. The list is insurmountable but we will take a step at a time".

JKBR International has already done the pilot project in Tanzania and is set to provide the innovative security solutions in the Tanzanian market. It has also initiated the strategy for large deployments of some of its range of Micro products.

About JKBR International Co. Ltd.

JKBRS INTERNATIONAL CO. LTD an organization which provide asset management and security services. The Company also provides better healthcare services. JKBRS also distribute, sell and support products and technology for asset monitoring, tracking and theft recovery. That exposed us to different technology platforms and different services application providers for loss control services including your Company, Micro Technologies (India) Ltd.

About Micro Technologies India Ltd

Micro Technologies (India) Ltd is a leading global developer, manufacturer and marketer of IT based security solutions for its clients across the globe. Products range includes the much-needed security devices, life support systems and web-based software. It is one of the most valued security solutions across the globe and has been accorded with several National and Global awards. Micro Technologies aims at displaying not just the technological innovation and prowess but also the product diversity in various segments of vehicle, premises, mobile and other assets.