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PRESS RELEASE

Konica Minolta Roadshow in Islamabad

Dubai, United Arab Emirates, 28th September, 2023. In Pakistan, a dynamic and immersive event dedicated to the world of printing, both in the government and private sectors, has recently concluded its highly successful stop in Islamabad, leaving an indelible mark on the city's creative landscape.

Office Automation Group (OAG), Konica Minolta's exclusive partner in Pakistan recently made a remarkable convergence on the 30th of August 2023 at Best Western Hotel, Islamabad.

With Konica Minolta serving as the backdrop of the inspiring event, the Office Automation Group roadshow unfolded its vibrant tapestry of innovation and expertise in the heart of the city. Attendees from various industry professionals including the two major accounts of OAG, the Nadra & Election Commission of Pakistan, and the Printing Corporation of Pakistan, Corporate, Commercial, Ministries, Education, Health, Cabinets, and Consultants converged to witness OAG's full product line of Konica Minolta's technology in the realm of printing. Bringing together industry leaders, innovators, and enthusiasts alike.

The new Konica Minolta i-series Multi-function devices and the evolving Professional Printing product line of OAG's state-of-the-art printing solutions Accurio Print 2100, Accurio Press C12000, and Accurio Print C3070L have sparked engaging dialogues.

The cutting-edge technology on display at the event showcased the latest advancements in printing technology with live demonstrations of digital printing innovation, print materials and massive print samples were greatly appreciated by the visitors.

The Roadshow in Islamabad was attended by around 120 people, which was celebrated not only the rich heritage of printing but also highlighted its evolution into a dynamic and forward-thinking industry in Pakistan.

The presence of Mr Nayyar Ansari on behalf of the Konica Minolta Middle East team underscored the company's personal commitment to delivering excellence and forging lasting partnerships with its customers in Pakistan.



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As the event came to a close, it left attendees inspired, educated and eager to embrace the limitless possibilities that ignite printing.

In fact, OAG has acquired several committed prospects. Two prospects for KM-1e, two for AccurioShine 3600, two prospects for C12000 and four prospects for AccurioPrint 2100.

Mr. Arslan Butt, the Sales and Marketing Director of OAG has said, "This was the first time ever that OAG had arranged such an event entirely for the Government and Corporate sectors. Considering its success, OAG will plan more such events for other markets in Pakistan in the near future", he added.

The event illustrated how the fusion of creativity, technology and innovation was driving the transformation of industries across Pakistan.





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About Konica Minolta Business Solutions Middle East:

Konica Minolta Business Solutions Middle East, based in Dubai DMCC, United Arab Emirates, is a wholly-owned subsidiary of Konica Minolta Inc., Tokyo, Japan. Konica Minolta enables its distributors and clients to champion the digital era: with its unique imaging expertise and data processing capabilities, Konica Minolta creates relevant solutions for its customers and solves issues faced by society. The company delivers services and distributes systems and solutions that fulfil all the requirements of the entire document life cycle for clients in the office and Commercial/Industrial production printing area. Konica Minolta's Optimized Print Services Plus (OPS+) concept combines consultancy, hardware, software implementation and service operation to enhance business process efficiency and cost-effectiveness. Its product range extends from colour and monochrome multifunctional and industrial production printing systems to laser printers and all-in-ones, and to management software that integrates devices seamlessly into work processes and IT environments.

About its office printing solutions, 'IDC MarketScape: Western Europe Smart Multifunctional Peripheral 2018 Vendor Assessment' stated that Konica Minolta is 'recognised globally as a leading smart MFP provider of note'. As a strong partner for the professional printing market, Konica Minolta offers business consulting, state-of-the-art technology and software and has established itself as the production printing market leader for more than a decade in the Middle East and Africa, Central Asia, and Europe (InfoSource). Its Business Innovation Centre in London and four R & D laboratories in Europe enable Konica Minolta to bring innovation forward by collaborating with its customers as well as academic, industrial, and entrepreneurial partners. For its solutions that combine 'smart service with smart technology, Konica Minolta was awarded the prestigious 'Buyers Lab PaceSetter award for Outstanding Serviceability 2018/2019' from Keypoint Intelligence. Konica Minolta Business Solutions is represented by subsidiaries and distributors in more than 150 countries worldwide and is positioned as a global leader in the US, EU, and China.

For more information, please visit us at www.konicaminolta.ae/business/WPBME/ and follow Konica Minolta on LinkedIn, Facebook, Instagram, Twitter, and YouTube.

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