

**Saba Saba Trade Fair , 2011 , Dar es Salaam organized by the Tanzania Trade Development Authority was the 35<sup>th</sup> International Trade Fair held at Dar es Salaam .**

**The International Trade Fair exhibition was held from 28<sup>TH</sup> June , 2011 upto 10<sup>TH</sup> July , 2011 and witnessed prominent Motor Vehicles competitors participation in Tanzania .**

**The Chief Guest , His Excellency the Ambassador of South Korea , Mr. Young Hoon Kim was gracious enough to inaugurate the Hyundai Pavilion at this exhibition on 1<sup>st</sup> July , 2011 .**



**Above : Hyundai East Africa Limited , CEO , Mr. Mehboob Karmali welcoming His Excellency the Ambassador of South Korea , Mr. Young Hoon Kim to the Hyundai pavilion at the Saba Saba Trade Fair inauguration ceremony on 1.07.2011**

**Left : Hyundai East Africa Limited , CEO , Mr. Mehboob Karmali showing the Chief Guest , His Excellency the Ambassador of South Korea , Mr. Young Hoon Kim the Hyundai Sonata the star attraction at the Saba Saba Trade Fair**





**Hyundai East Africa Limited exhibited a wide range of Motor Vehicles including latest Hyundai ix 35 , Santa Fe , and Sonata Models**

**Hyundai East Africa Limited has been an active participant in the International Trade Fair for the last few years**

**Hyundai East Africa Limited was awarded second prize in the Category Seven : Motor Vehicles & Construction Equipments**

**Left : His Excellency the Ambassador of South Korea , Mr. Young Hoon Kim with the Hyundai East Africa Limited , CEO , Mr. Mehboob Karmali at the Hyundai pavilion at the Saba Saba Trade Fair inauguration ceremony on 1.07.2011**

**Right : His Excellency the Ambassador of South Korea , Mr. Young Hoon Kim with Hyundai East Africa Limited , CEO , Mr. Mehboob Karmali & the Hyundai East Africa Sales Team in front of the Hyundai pavilion**



**Right : The Chief Guest , His Excellency the Ambassador of South Korea , Mr. Young Hoon Kim signing the visitor's book . Looking on are Hyundai East Africa Limited , CEO , Mr. Mehboob Karmali and Mr. Anthony Nyeupe the Company's Senior Sales Executive**



**Left : Hyundai East Africa Limited , CEO , Mr. Mehboob Karmali sharing the Company's business expansion plans and his views on the roadmap to 2011 - 2012 with Tanzania Broadcasting Corporation ( TBC ) News Channel as His Excellency the Ambassador of South Korea , Mr. Young Hoon Kim the Chief Guest looks on in appreciation**

**Hyundai East Africa Limited aims to have the second highest market share in the Tanzanian Motor Vehicles Market by the year 2013**