



## Abdul Latif Jameel General Trading Co. Ltd.

### Company Description

In 1996, Abdul Latif Jameel Company Ltd set up its Japan office, HOBI Co. Ltd., with an emphasis on automobile exports from Japan. In 2005 when Toyota Motor Corporation set up its sales network for Lexus in Japan, we expanded. We began selling vehicles in Japan itself, opening a Lexus dealership in Nerima, Tokyo—the only Lexus dealership created with foreign capital in Japan.

With 2013 close to the 60th anniversary of Abdul Latif Jameel Company Ltd's relationship with Japan and our business inside Japan growing, we again expanded our focus as Abdul Latif Jameel General Trading Co. Ltd. Our new initiatives aim at introducing the best of Japan's technologies, products and services to the Middle East, North Africa and Turkey ("MENAT") in order to contribute to their society and to improve their lives, while maintaining our automobile export business. We have been exporting an ever-wider range of products and have started new businesses, facilitating technology, the setup of Japanese factories and the job creation in MENAT.

At the same time, we are considering investment in Japan and Japanese technologies, such as the renewable energy business, that will generate stable sales and profits as the Japanese market further matures.

As Abdul Latif Jameel's Affiliated Office, we start to export Japanese products and technologies to Asian markets and import Asian products into Japan. While we especially focus on automobile exports and Lexus sales, we are a dedicated partner for Japanese companies not only in the MENAT region but throughout Asia.

### Company Details

#### Head Office

Saudi Arabia

#### Main Business

自動車/産業機械・部品、省エネ商材、ヘルスケア製品の輸出・国内販売、環境エネルギー(風力・太陽光等)、スタートアップ企業への投資、レクサス販売店運営

#### President

榎並 滋喜

#### Established

1996年

#### Capital

1億円

#### Number of Employees

11 - 50

#### URL

<https://alj-japan.co.jp>

### Offices

#### Main Office

1F Yusen Bldg  
2-3-2 Marunochi, Chiyoda-ku  
Tokyo, Japan, 1000005