

VOLUME 4
JANUARY 2024

Special
Edition

AFRIK APPRO

NEWSLETTER



Thank you

To our customers:

Your trust and feedback on areas of improvement have truly allowed us to adapt to your needs. It is through this constructive collaboration that we continue to evolve and provide an increasingly tailored service.

To our Headquarters team:

We are deeply grateful for your willingness to advance and grow the company. Your dedication and remarkable involvement are so very appreciated.

To the Sales team:

Your presence in the field has strengthened our proximity to our customers. We are more accessible than ever, and this has been made possible thanks to you! This initiative is particularly close to our hearts, and we appreciate your availability.

We express our sincerest gratitude for the past year. Your trust, commitment, and constant support motivate us to excel. We approach the new year with enthusiasm and determination, aware that our success is the result of this exceptional collaboration.

NEWSLETTER

*Happy New Year!
May 2024 be a year of success,
happiness and prosperity*

INSIDE THIS ISSUE

- Mining Industry
- Medical sector
- Logistics
- Raphaël Deshaies's Interview



Our expansion into the mining industry in Africa and the Pacific marks a significant milestone in our journey, consolidating our position as a trusted supply partner



Afrik Appro strengthens its involvement in the medical sector.

Our offering includes machines, equipped ambulances, and various specialized equipment to meet the growing needs of the sector.



Customized Logistics

We are expanding our offering to include flatbed trailers. Designed according to your specifications, they are the answer to your logistics challenges. Sturdy, reliable, and customizable, they are the solution for transporting heavy loads. Contact us to discover how we can precisely meet your needs

NEWSLETTER

Raphaël DESHAIES



Raphaël DESHAIES, Founder of Afrik Appro

What are the highlights of the company in 2023?

This year has been marked by a significant expansion of our business portfolio. We have successfully developed specific approaches in the mining and medical sectors, thereby expanding our presence to five major industries.

Have there been any strategic adjustments or special initiatives in response to specific requests?

Yes. In a continuous effort to better serve our customers, we have expanded our global presence by now having sales representatives in several countries. This initiative aims to ensure direct communication and immediate support, thereby reinforcing our commitment to our partners.

Are there major projects or specific objectives that the company aims to achieve in 2024?

Our primary goal remains customer satisfaction. However, we are excited to announce that numerous exciting projects are underway for the new year. We plan to expand our exclusive offering by introducing a line of protective clothing. This will allow us to meet growing demand while preserving the specific needs of each industry and optimizing our procurement costs.

What are or will be the social initiatives of Afrik Appro?

Our company remains deeply rooted in human values. We are proud to actively participate in aid projects through associations at our headquarters in Mauritius. In 2024, we will enhance our social responsibility by sponsoring one or more athletes in Africa, thus making a positive contribution to the communities in which we are present.

The final word?

At the end of this year, we want to express our sincere gratitude to our valuable partners, clients, and employees. Your ongoing trust and commitment have been the pillars of our success. We look forward to continuing this journey together in 2024. Thank you for being part of our story and contributing to our continued growth and success. Happy holidays to all!