

Canon appoints new President & CEO for Europe, Middle East and Africa

LONDON, Jan. 30, 2025 /PRNewswire/ -- Canon EMEA, a global provider of imaging, print technologies and services, today announces **Shinichi 'Sam' Yoshida** as President & CEO for Canon Europe, Middle East and Africa (EMEA), succeeding **Yuichi Ishizuka** who is retiring after seven years in the role and a successful 44-year career with Canon.

Sam Yoshida was previously based in the USA where he held the position of Executive Vice President & General Manager of the Marketing Strategy Unit, Chairman & Chief Executive Officer of Canon Solutions America, Inc. and Canon Financial Services, Inc. He will assume his new responsibilities as President & CEO of Canon EMEA from 1st March 2025.

He takes over a regional sales organisation which has operations in 120 countries, employs approximately 12,300 people and contributes about a quarter of Canon's global revenues annually.

Yoshida is tasked with bolstering and growing existing core businesses while capitalising on the brand's reputation for imaging and printing technology and solutions expertise to expand into new areas such as B2B Imaging, Industrial and Commercial Printing and Information Management Solutions. He brings a wealth of expertise including manufacturing, innovation and recycling having been part of the original team that established Canon Virginia, Inc., Canon's major manufacturing site in the Americas.

"Canon is the market leader in imaging and print technologies with millions of customers throughout EMEA; this diverse and exciting region is full of opportunity and I am honoured to be leading the business through the next phase of innovation and growth." says Yoshida.

Yuichi Ishizuka, President & CEO of Canon EMEA, held senior positions globally over his 44-year career, including in Japan, USA, and Canada. During his successful career a notable highlight was his pioneering launch of the world-renowned Cinema EOS range in the US, which has revolutionised film shooting and created mainstay video products.

About Canon Europe

Canon Europe is the EMEA strategic headquarters of Canon Inc., a global provider of imaging technologies and services. Canon Europe has operations in roughly 120 countries, with approximately 12,300 employees and contributes to approximately a quarter of Canon's global revenues annually.

Founded in 1937, the desire to continuously innovate has kept Canon at the forefront of imaging excellence throughout its 80 plus year history and has commitments to invest in the right areas and capture growth opportunities, from cameras to commercial printers, and industrial equipment to healthcare technologies.

Canon's corporate philosophy is Kyosei – 'living and working together for the common good'. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon's products, solutions and services.

Canon is constantly redefining the world of imaging for the greater good. Through its technology and spirit of innovation, it pushes the bounds of what is possible – helping to see our world in ways we never have before.

Further information about Canon Europe is available at: www.canon-europe.com

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