



PRESS RELEASE

Supporting Culture and the Arts for Africa's Future - Launch of “THE TOYOTA TSUSHO CFAO African Art Award”



Boulogne, September 2nd, 2025 – Toyota Tsusho Corporation and its group company CFAO are launching the "THE TOYOTA TSUSHO CFAO African Art Award," a cultural and artistic initiative aimed at supporting the new generation of artistic talent in Africa.

In partnership with the Palais de Lomé, a contemporary art museum in Togo, this award will support promising artists from all 54 African countries. For this first edition, several winners will be selected by an international jury from among artists nominated by leading experts renowned for their knowledge of the cultures and art of each region of the Continent.

The award offers a comprehensive set of rewards to propel artists' careers: financials rewards, international visibility and works acquisition. The exhibitions of artists' works are planned as of next spring in Togo, Japan, and France.

Toyota Tsusho and CFAO have a history of over 170 years in Africa and have built long-term partnerships with countries across the continent while fostering deep relationships of trust with local communities under the philosophy of "WITH AFRICA FOR AFRICA." Centered on four business pillars of Mobility, Green Infra, Healthcare, and Consumer, they are now taking the next step in their journey by expanding into the new fields of culture and the arts through this initiative.

Africa is the region with the youngest population in the world, and its creativity in culture and the arts is drawing increasing global attention. In recent years, artwork produced in Africa have come to symbolize the continent's unique cultures and are gaining international interest. However, many young artists still face limited opportunities to share their creativity with the world, and access to support remains scarce. To address this situation, this initiative aims to unlock the potential of the African people, especially youth, and help develop the next generation of talent and local communities.



We will leverage the trust and local networks we have cultivated over the years to support promising artists from Africa, and together, help create the continent's future. We believe that the stories they tell and the artwork they create will serve as a bridge connecting Africa and the world.

Under the philosophy "WITH AFRICA FOR AFRICA," Toyota Tsusho and CFAO will contribute to sustainable social development for the future children of Africa through both its business activities and the promotion of the arts.



About CFAO

A leading player in Africa, the CFAO Group's mission is to offer affordable, high-quality products and services to as many people as possible in the sectors of mobility, infrastructure and renewable energy, healthcare, and consumer goods.

Involved at every stage of the value chain - import, production, and distribution - we comply with the highest international standards to guarantee the reliability of our offering.

Thanks to our in-depth knowledge of local markets, the diversity of our business expertise, and our extensive pan-African distribution network, we are a strategic partner for leading global brands expanding across the continent.

Our purpose, **With Africa For Africa**, unites every employee around a common goal: building a sustainable future in Africa.

In 2024, CFAO operated in 38 African countries, generated €8.4 billion in revenue, and employed more than 22,100 people. CFAO is a subsidiary of Toyota Tsusho Corporation.

With Africa For Africa

<http://www.cfaogroup.com/>

For more information: https://www.toyota-tsusho.com/english/press/detail/250818_006670.html

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