



By Danny Sinyangwe

A 'back-packer': leads a global car company

A Japanese female entrepreneur, who at some point in life trotted around the world, defied all odds and proved that it's not all rolling stones that do not gather dust. With her experience in traveling all over the world and learning some terrains of the African continent, she came up with something...a company Providing African Countries with a Platform to buy a car via internet

Leads a Global Organization Providing African Countries with a Platform to buy a car via internet

Before I say more about this young enterprising female who is pure Japanese but first learnt how to write the alphabet before learning how to write Japanese, let me tell you about her back ground.

Born In 1970 in Kyoto, Japan, as Ms. Misa Matsuzaki, in a town known as the most traditional and historical city in Japan, Matsuzaki Leads a Global Organization that sales cars.

As her father worked for a major trading firm, she spent her age of six to eight in Johannesburg, South Africa Studying at Parktown Convent, where she improved her English skills and well understanding of other cultures.

Though she has pure Japanese parents, she started learning "how to write A B C" before she started learning Japanese letters.

Her mother, who also owned a company, influenced her to dream of running an organization involving worldwide market.

She received her professional training at Dokkyo University, which is one of the famous universities in Tokyo. During the 4 years of study, not only did she study hard, but also traveled around the world as a back-packer. Traveling abroad gave her a great understanding and acceptance of other cultures.

After graduation, her first job was in a consulting company. One of the biggest clients, which she was in charge of, was "Gulliver International Co., Ltd.". This is an established second hand vehicle dealer in Japanese market. Since she consulted them, she saw tons of vehicles dismantled, and felt "what a waste." At the same time, she knew that these vehicles can support lots of people in various countries.

Her 4 years of experience as a back-packer, she sensed the actual need of other countries,



from Japan through internet, so they have wider range of vehicles with high quality. From knowledge gained during her childhood in Africa she designed the website very bright with cheerful colours. She never fails to research what is demanded in African market, she listens to customers' request. The letters from customer, which she receives frequently, is one of the useful ways to learn customer's needs.

She is a member of YGL (Young Global Leaders chosen by World Economic Forum since 2005) and participates in the activity and conferences with her great interest to help to solve social problems.

She might be an experienced CEO. At the same time, she became a new mother in 2007 December. So currently, she is taking care of 2 lives. One is 10 years old company AGASTA CO., LTD. The other is 6 months old baby girl, Killen. Though she needs to work "double", her enthusiasm will never change.

and she has already gained real knowledge of them.

This is the time she gave birth to a company called 'AGASTAR'

The name of "AGASTA" stands for "AGe like A STAR", which is her goal of entire life, means her wish or desire to bring shiny lives like a star to all the people around her.

At the age of 26, her dream came true. She established a vehicle exporting company AGASTA, which is now known in more than 40 countries in the world. And in 2004, she listed AGASTA on Tokyo Stock Exchange, and she became the youngest record of female founder among listed companies on Japanese stock exchange.

Even her career seems glamorous; in fact, listing is the grand sum of her and her staff's efforts. With insufficient capital, she had to start off her company at her apartment by herself. Her continuous effort made AGASTA more powerful and

aggressive, expanding its fame all over the world.

Business society is still said to be a "male dominant environment"

especially in Japan. There might be less opportunity for female to gain a large-scale business, but she does not care. "Gender does not matter for achievement in business. I have my dreams to achieve and nobody can stop it." She said.

After the company gained the reliability of a listed company, they succeeded to raise the funds from the market. Their

funds are spent for the human resource, repairing shop, or facility of their stock yard. In 2006, they launched a leading Japanese used car website,

knBuy24.com (<http://www.picknbuy24.com>). For African people, she thought its' the best and the most efficient way to buy a car



Profile of Misa Matsuzaki
Born on November 18, 1970
Education: B.A., Dokkyo University, Japan, Department of Foreign Languages, Specialization in French Language
Work History:
 -April 1993 Movera Corporation (a management consulting company for franchise businesses)
 -1995 Assigned as lead consultant to Gulliver International Co., Ltd. (obtained idea for current business)
 -April 1997 Left Movera Corporation
 -June 1997 Founded AGASTA CO., LTD.
 -June 2004 AGASTA listed on the Tokyo Stock Exchange
 -December 2006