



Côte d'Ivoire - Japan business Webminar

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AN ENABLING BUSINESS ENVIRONMENT

- Political stability and macroeconomic framework.
- A clear vision of development supported by the National Development Plan which clearly identify priorities broken down into Action Plans and industrialization at the heart of economic transformation.
- Solid basic infrastructure (electricity network, roads, ports and airports, etc.).
- Abundant raw materials.
- A well-established administration with an extensive legislative, regulatory and normative framework.
- A dynamic, enterprising and resilient local Private Sector .
- A well-organized private sector and good collaboration between employer's professional associations (Confédération Générale des Entreprises de CI, EUROCHAM, FIPME etc.).

AN ENABLING BUSINESS ENVIRONMENT

❑ A sound public & private dialogue

- ✓ Institutionalized consultation frameworks between the Government and Private sector organizations (ex : State-Private Sector Consultation Committee, VAT Credit Reimbursement Committee, BCEAO Export Revenue Repatriation Monitoring Committee, Tax Reform Monitoring Committee, CGECl's participation to the Governmental Seminar...)
- ✓ Proposals suggested by the Private Sector for industrialization adopted by the Government and integrated in the National Development Plan 2021-2025, Fiscal Reform jointly drafted etc.

❑ A conducive social climate

- ✓ A constructive and permanent dialogue between Employer's Associations and Trade Unions (Peace and Stability Agreement signed).

❑ Membership to a Regional Economic Communities

- ✓ WAEMU - West African Economic and Monetary Union (8 French-speaking African countries), ECOWAS - Economic Community of West African States (15 countries), AfCFTA (African Continental Free Trade Area).

TURNING CHALLENGES INTO BUSINESS OPPORTUNITIES FOR JAPANESE INVESTORS

❑ Energy challenges:

- ✓ Investments needed to increase national production and promote renewable energy (solar energy, biomass etc..)

❑ Challenges related to insufficiently qualified workforce:

- ✓ Open training centers in the industrial field

❑ Challenges related to industrial infrastructures:

- ✓ Development of new industrial zones (Goal to increase industrial zones from 4 to 10 over 5 years)

❑ Challenges related to the competitiveness of value chains:

- ✓ Productivity gains in the agricultural sector
- ✓ Improvement of industrial performance (modernization or replacement of manufacturing equipments, improvement of manufacturing processes, energy efficiency, green investments, technological transfer and know-how)

❑ Challenges related to logistics performance :

- ✓ Development of cold chains, improvement of logistical efficiency in port operations, railway, airports, roads.

TURNING CHALLENGES INTO BUSINESS OPPORTUNITIES FOR JAPANESE INVESTORS

❑ Governance challenges :

- ✓ Administrative performance (digitalization and cultural change)
- ✓ Market cleansing (fight against fraud and counterfeiting)

❑ Challenges related to economic integration :

- ✓ Market connectivity (road and rail infrastructures, digitalization of border posts, etc.).

WHAT THE IVORIAN PRIVATE SECTOR EXPECTS

❑ From Japanese investors:

- ✓ Drawing on local companies and their expertise to develop win-win (mutually beneficial) partnerships (joint venture, co-contracting, opening of capital). Local companies have a high understanding of market dynamics and specificities.
- ✓ Rely on local entrepreneurs to take into account the socio-cultural realities.
- ✓ Build sustainable relationships with Ivorian companies.
- ✓ Sharing of know-how and technology transfer.

WHAT THE PRIVATE SECTOR EXPECTS

❑ From the Japanese Government :

- ✓ Accompany the Ivorian Government in its effort for strengthening the design and implementation of structural reforms to further improve the business climate and stimulate investment.
- ✓ Assist Ivorian Authorities in promoting and reinforcing the cultural transformation within public administrations.

Our aim : « **Building African Champions Together** »



Thank you for your attention