



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO Advisory Programme in Africa



Tadesse Dadi Segni
UNIDO ITPO Tokyo Advisor in Ethiopia

INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT

Promotion of Foreign Direct Investment/ Technology Transfer from Japan to Africa



Through the Advisory Programme, UNIDO provides Japanese enterprises with professional consultancy and support services:

- ✓ Provision of country specific general economic and business information
- ✓ Support for match-making with local partners
- ✓ Meeting arrangements with government/private agencies
- ✓ Facilitation of companies' visits
- ✓ Dissemination of investment opportunities



UNIDO ITPO Tokyo Advisory Programme in Ethiopia



In Ethiopia, the Advisory Programme started its operation and support in the beginning of 2014 and provided the following services:

- ✓ **Facilitated investment and trade/ business activities of Japanese companies in Ethiopia**
- ✓ **Enhanced the flow of technology from Japan to Ethiopia**





Investment and Trade Activities of Japanese Companies in Ethiopia

Since the start of its operation, UNIDO ITPO Tokyo Advisory Programme in Ethiopia has provided consultancy and support services to more than 60 Japanese companies who are interested to invest and do business in Ethiopia in the following sectors:

- Renewable energy
- Light manufacturing :
 - ❖ Leather garment and leather goods
 - ❖ textile and garment
- Floriculture and horticulture
- Information technology



- Pharmaceuticals
- Medical Equipment business
- Waste management including e-waste recycling
- General trading

Apart from our regular activities of supporting and facilitating investment and business activities of Japanese companies, we have provided professional advisory and facilitation services to the following groups who visited Ethiopia at different times for business and development related missions:

- ✓ Japanese Banks
- ✓ Japanese Business and Industry Associations representatives
- ✓ Japanese Universities
- ✓ Japanese development partners and
- ✓ City Councils

Currently operational Japanese investment and business activities in Ethiopia

Hiroki Addis – Leather garment and leather goods



GS Yuassa – is Supplying its quality solar products in Rural Part Ethiopia.



Panasonic Corporation: Finalized the registration of its solar products, signed agreement with local partner and in the process of importing products.





Kawasaki Flora Auction Market Japan - Flower Preservation.





Atelier Andu Amet PLC – Leather goods production,
Fujifilm – Medical Equipment Supply and
distribution,
Rohto Pharmaceuticals
Lequio Power Technology Japan



There are also other Japanese companies
Finalizing their deal with local partners and
their names will be disclosed when the time
comes.

Many more have already received consultation
and required information and are in the
process of verifying information and making
the necessary arrangements and preparations
to invest and do business in Ethiopia.



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UNIDO ITPO TOKYO Ethiopian Advisory Program has a strong partnership and working closely with Japanese Trading Houses in their search for business and investment opportunities in Ethiopia.

Toyota Tsusho Corporation

Mitsui & Co., Ltd.

ITOCHU Corporation

Sumitomo Corporation



Final Remarks

- ✓ Economy of Africa countries including Ethiopia is growing fast,
- ✓ The Middle class in Africa and corresponding living conditions are improving – Purchasing power of people is increasing.
- ✓ Considering the rapid increase of population of Africa and increase in income of the middle class is an attractive market potential for foreign companies to invest and do business in Africa.
- ✓ Africa is endowed with a variety of natural resources,
- ✓ There is abundant, trainable and inexpensive youth labor in Africa which is a factor to be effective in investing in the manufacturing sector.



Africa needs Japanese investment and its involvement in the manufacturing as well as trade activities

- ✓ We need your **technology** to transfer to Africa
- ✓ We want to learn from your **excellent work ethics**.
- ✓ We need also to learn from your brilliant mind set and commitment for **quality** in production and services.
- ✓ We need to learn and benefit from Japanese business practice of continuous improvement in performance and productivity. We need many Japanese companies which we can practically benchmark for **our kaizen** initiatives in our respective countries in Africa.

So you can make money in Africa and we can benefit from you in many ways – **So it is a win- win situation – both of us can benefit from our partnership**



UNIDO ITPO TOKYO and its Advisory services in Africa is ready to support and facilitate your investment and business in Africa.

The Advisory service which was based in Ethiopia is now decided to expand its coverage to East African Countries as of September 1, 2016.

Rwanda

Uganda

Burundi

You can contact me for any investment and trade related support in these four East African Countries any time, any day of the week.



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ありがとうございました

Thank you for your kind
attention

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