



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



INVESTMENT AND TECHNOLOGY  
PROMOTION OFFICE

TOKYO, JAPAN



# ANNUAL REPORT 2023

UNIDO INVESTMENT AND TECHNOLOGY  
PROMOTION OFFICE (ITPO), TOKYO



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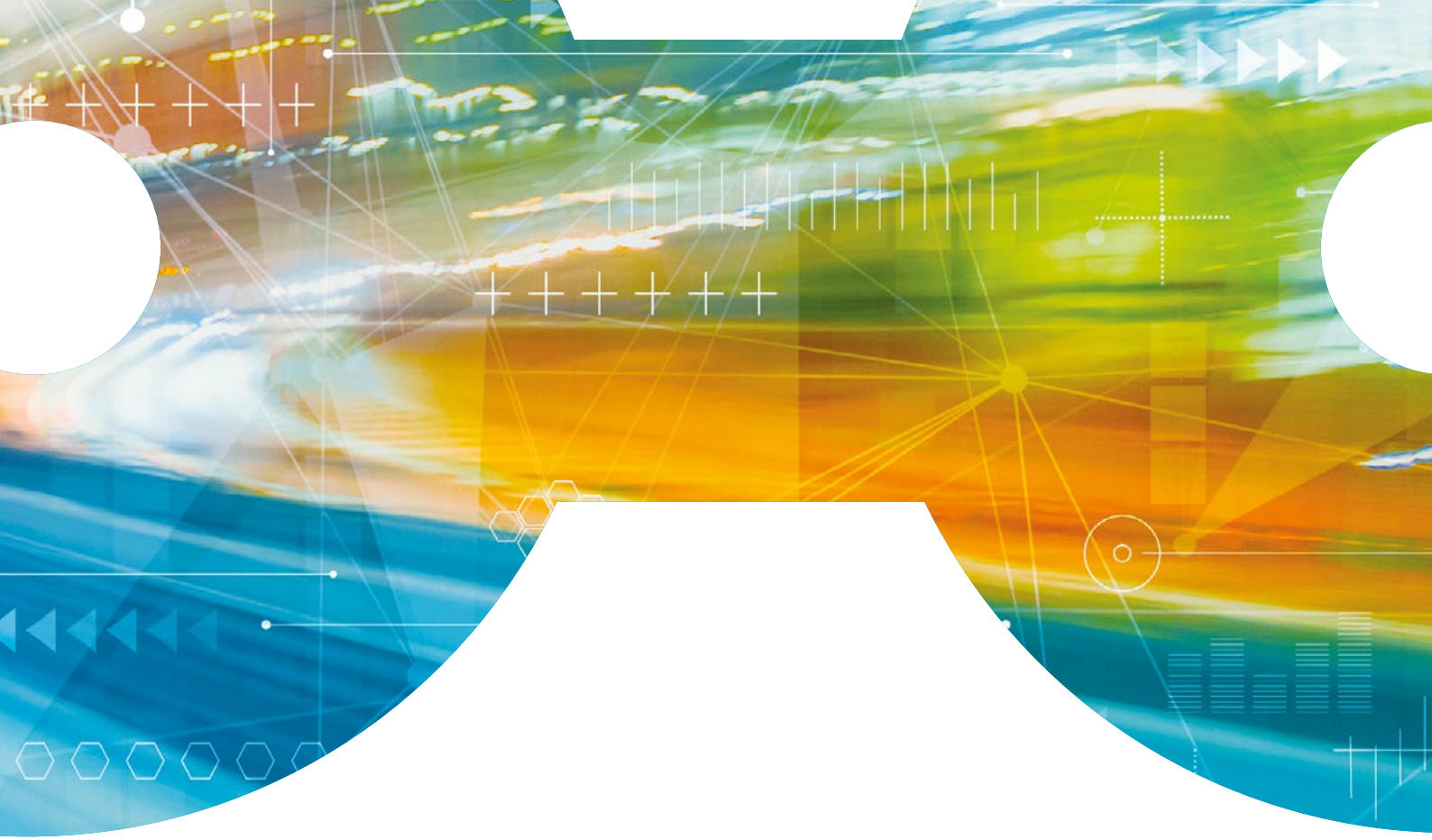
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# Message from the Head



**FUMIO ADACHI**

Dear Partners,

It is a pleasure to address you on the occasion of the publication of our Annual Report 2023.

It has been almost one year since I joined UNIDO ITPO Tokyo, and during this time our office has been able to intensify and expand our activities in cooperation with our stakeholders and partners in developing countries, as well as in Japan. We are grateful for this continued partnership. At the same time, we continue to witness various challenges intensifying around the world, both from social and political aspects but also from basic needs related to food, healthcare, infrastructure, and the environment.

UNIDO's motto is "Progress by innovation", meaning that progress to lift countries out of poverty and socioeconomic as well as environmental challenges can be made through innovative solutions to achieve inclusive and sustainable development and provide peace, health, and welfare for all people in this world.

In this spirit, UNIDO ITPO Tokyo continues to work on sustainable investment and technology promotion

between Japan and recipient countries through various projects involving the Japanese private sector. In this report, you will be able to find various examples of our work, including a new major project we are undertaking to provide industrial vocational training in Africa.

Looking ahead to 2024 and beyond, we are getting ready to tackle new projects entrusted to us by our donor, the Ministry of Economy, Trade and Industry of Japan, as well as to shift our attention to events in 2025, including the EXPO 2025 in Osaka and TICAD 9 in Yokohama. We will do our best to feature our activities and make an impact at those events.

On behalf of all of my colleagues serving here in Japan and overseas, I would like to express my heartfelt gratitude to all our stakeholders in recipient countries and Japan for your continued support and cordial cooperation, which inspires us always to deliver activities that are meaningful and beneficial for the development needs of our world.

Thank you.



# UNIDO IN BRIEF

## Progress by innovation



UNIDO is a specialized agency of the United Nations with a unique mandate to promote, dynamize and accelerate sustainable industrial development.

Our mandate is reflected in Sustainable Development Goal (SDG) 9: “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”, but UNIDO’s activities contribute to all the SDGs.

UNIDO’s vision is a world without poverty and hunger, where industry drives low-emission economies, improves living standards, and preserves the livable environment for present and future generations, leaving no one behind.

UNIDO provides support to its 172 Member States through four mandated functions: technical cooperation; action-oriented research and policy-advisory services; normative standards-related activities; and fostering partnerships for knowledge and technology transfer.

Our work is concentrated on three focus areas: ending hunger by helping businesses from farm to fork; stopping climate breakdown by using renewable energy and energy efficiency to reduce industrial greenhouse gas emissions; and supporting sustainable supply chains so that developing country producers get a fair deal and scarce resources are preserved.





## UNIDO AT A GLANCE



Establishment: 1966



Member States: 172



Headquarters: Vienna, Austria



Director General: Gerd Müller



# THE UNIDO NETWORK

UNIDO has its **Headquarters in Vienna and Offices in Brussels, Geneva, and New York** that maintain on-the-spot contacts with Member States and the other United Nations organizations based there. Still, with the progressive decentralization of decision-making processes at the national level, including those

related to the UN Reform and the ONE UN pilots, the presence of UNIDO in the field is becoming increasingly crucial. UNIDO maintains a field network comprising **48 Regional and Country Offices** worldwide. UNIDO also maintains **Investment and Technology Promotion Offices (ITPOs) in 10 locations**, including Japan.



UNIDO's 10 Investment and Technology Promotion Offices (ITPOs) are located in **Beijing, Berlin, Bonn, Lagos, Manama, Moscow, Rome, Seoul, Shanghai, and Tokyo**. These offices contribute to UNIDO's work by brokering investment and technology agreements between developed and developing countries.

In 2023, the ITPO Heads Meeting, a yearly event bringing all ITPOs together to discuss strategy and coordination, was held in Abu Dhabi and Dubai, under the initiative of the ITPO Bahrain (Manama) office, and led by Ms. Fatou Haidara, Deputy to the Director General and the Managing Director of the Directorate of Global Partnerships and External Relations, UNIDO.







# UNIDO-JAPAN COOPERATION



Since UNIDO's inception, Japan has been a vital supporter of the organization's work. Over the recent period 2017 to 2022, Japan was the largest governmental funding partner of UNIDO, with voluntary contributions of US\$86.8 million. In 2023, Japan further provided voluntary contributions of US\$10.3 million to various development projects around the world through UNIDO. Japan's belief in promoting sustainable industrial development based on innovative technologies to assist recipient countries, combined with the country's passion for promoting the SDGs, and recognizing the SDG 9 (Innovation, Industry and Infrastructure) plays significantly in the UNIDO-Japan relationship.

In May 2023, a ceremony was held at UNIDO in Vienna to mark the start of several new projects in Iraq, Somalia, South Sudan, the State of Palestine and Ukraine. His Excellency Mr. Takeshi Hikihara, former Ambassador Extraordinary and Plenipotentiary, Permanent Representative of Japan to the International Organizations in Vienna, Gerd Müller, Director General of UNIDO, and representatives from partner countries, reaffirmed their commitment to tripartite cooperation to generate the maximum impact for communities most in need.

In his remarks, Ambassador Hikihara commended UNIDO's many tangible results in partner countries. He said "I thank all project managers, officers and consultants for their dedicated work, expertise and ingenuity. I strongly trust in the successful implementation of these projects. We appreciate UNIDO's ability to facilitate a dynamic process of transfer of technologies and know-how between the partner countries, us as a donor, and our respective private sectors".

UNIDO's Director General remarked, "We are all experiencing a number of connected crises: wars, climate change impacts, inflation and rising inequality,

recovering from the COVID pandemic. And as always, such crises hit the poorest of the poor the hardest. To deal with them, we need above all international solidarity, and to get back to track on reaching the Sustainable Development Goals," adding "I sincerely thank Japan for our long, close partnership and firm commitment to support partner countries through UNIDO's expertise."



In September 2023, His Excellency Mr. Atsushi Kaifu was appointed as Ambassador Extraordinary and Plenipotentiary, Permanent Representative of Japan to the International Organizations in Vienna, taking over from Ambassador Takeshi Hikihara.

Looking ahead, UNIDO and Japan will continue to discuss opportunities for cooperation targeting development needs, including in the Global South, and will also make efforts to support activities in Japan, through the ITPO Tokyo operations and activities for investment and technology promotion, as well as fostering presence in major events in Japan such as the EXPO 2025 to be held in Osaka and TICAD 9 to be held in Yokohama in 2025.

# UNIDO ITPO TOKYO

## IN BRIEF



UNIDO ITPO Tokyo was established in 1981 by an agreement concluded between UNIDO and the Government of Japan and is one of ten offices worldwide belonging to UNIDO's Investment and Technology Promotion Network.

The mission of UNIDO ITPO Tokyo is to help developing and emerging countries as well as economies in transition in their efforts to achieve sustainable economic development by promoting foreign direct investment (FDI) and technology transfer from Japan through various activities including delegate programme (invitation of government officials to Japan), technology transfer (identifying and promoting Japanese sustainable technologies), seminars and events (country promotion, sector promotion, environment exhibitions), capacity building (special programmes for embassies in Japan), and activities overseas (business missions and networking).

In addition, programmes and activities are publicized through services such as periodic journals, newsletters, press releases, annual reports, and information dissemination through the office's website.

The geographical coverage of UNIDO ITPO Tokyo extends to developing and emerging countries. Recently the office has increased its focus on Africa and the least developing and emerging countries on other continents. Sector-wise, the coverage is also broad, including manufacturing industries, agro-based industries, environment and energy-related industries, as well as the promotion of small and medium-sized enterprises (SMEs). Expectations are growing for Japan's contribution to these target areas, based on the country's broad experience in business and technology development and promotion.

UNIDO ITPO Tokyo believes that its activities can support inclusive and sustainable development in developing and emerging countries, and consequently promote and foster the international outreach of Japanese industries.



### UNIDO ITPO TOKYO AT A GLANCE

-  **Establishment: 1981**
-  **Head: Fumio Adachi**
-  **Staff: 20**
-  [www.unido.or.jp](http://www.unido.or.jp)
-  [itpo.tokyo@unido.org](mailto:itpo.tokyo@unido.org)







## **DELEGATE PROGRAMME**

Investment and/or technology promotion delegates are invited for a short-term stay in Japan to hold business meetings and networking events with Japanese companies and government institutions to promote industrial development and technology transfer from Japan to the delegate's country.

Delegates are officials from government or semi-government institutions in developing and emerging countries, who are in charge of inviting FDI and/or technology transfer, and who possess enough experience and good communication skills in English.

We help arrange business meetings with Japanese companies and organize investment seminars, promotional events, and factory and site visits. Through the programme, delegates will gain a better understanding of Japanese business culture in general and can establish direct connections to Japanese companies. **In 2023, 6 delegates were invited from 5 countries.**




# DELEGATES IN 2023

## **BANGLADESH**

**MR. ARIFUL HOQUE**, Director of Bangladesh Investment Development Authority (BIDA)

22-26 May, Fukuoka, Osaka & Tokyo

 **2 business matching meeting** events in Osaka and Tokyo, a **networking event** at the Embassy of Bangladesh in Tokyo, and a **factory visit** in Fukuoka.

**1 Bangladesh Business Seminar** in Fukuoka and **1 roundtable meeting** in Osaka with the Osaka Chamber of Commerce and Industries (OCCI).



Delegate Mr. Hoque



Seminar in Fukuoka



Business matching meeting in Osaka




Business matching meeting in Tokyo

## **TUNISIA**

**MR. JALEL TEBIB**, Director General of the Foreign Investment Promotion Agency Tunisia (FIPA)

1-8 July, Tokyo & Osaka

 **16 bilateral meetings** with various Japanese companies and associations from the financial, IoT, manufacturing, trading, and automobile sectors, and Japanese ministries.

**2 business and investment seminars and networking** in Tokyo and Osaka.



Delegate Mr. Tebib



Seminar in Osaka



Seminar in Tokyo



Networking in Tokyo



Certificate Presentation in Osaka



## TANZANIA

**MS. DIANA LADISLAUS MWAMANGA**, Investment Officer at the Tanzania Investment Centre (TIC)

29 September-10 October



**9 online meetings** with Japanese companies from automobile, manufacturing, energy, healthcare, agriculture, postal service, and food processing sectors.



Delegate Ms. Mwamanga



Online Delegate Programme with Ms. Mwamanga



## UZBEKISTAN

**MR. TENGIZ ASANOV**, Deputy Head of the Investment Climate and Ratings Department at the Ministry of Investment, Industry, and Trade of the Republic of Uzbekistan

21 October-03 November, Nagoya & Tokyo



**17 bilateral business meetings** with Japanese companies in the trading, tobacco, construction, manufacturing, energy, consulting, IT, and law sectors, and also with chambers of commerce, the Embassy of Uzbekistan in Tokyo and the Honorary Consulate General of Japan in Nagoya.

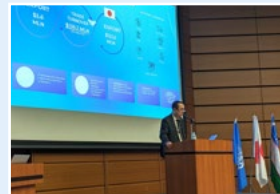
**1 business and investment seminar** in Nagoya and **1 roundtable meeting** with the Japan-Uzbekistan Economic Committee, co-hosted by the Japan Association for Trade with Russia & NIS (ROTOBO) in Tokyo.



Delegate Mr. Asanov



The Honorary Consulate of Uzbekistan in Nagoya



The Uzbekistan Business and Investment Seminar in Nagoya



Roundtable with Japan-Uzbekistan Economic Committee members



## BANGLADESH

**MR. MD SHAHADAT HOSSAIN**, Senior Assistant Secretary at the Ministry of Environment, Forest and Climate Change, Bangladesh



## VIET NAM

**MR. NGUYEN TRUONG PHI**, Head of Technology Application and Innovation Department at the Ministry of Science and Technology, Viet Nam

1-17 November, Kawasaki



**Invited as speakers** at the 16th Kawasaki International Eco-Tech Fair, and held **24 bilateral meetings and networking** with Japanese companies involved in water, waste, energy, and environment sectors.

**Visited the sewage and wastewater treatment plant** in Kawasaki.



Delegate Mr. Hossain



Delegate Mr. Phi



The Eco-Tech Fair



Visit to the wastewater treatment plant



# HOW TO APPLY FOR THE DELEGATE PROGRAMME

(for Recipient Countries)

Government or semi-government institutions in developing and emerging countries may nominate candidates with the following qualifications:



**Substantive and/or management experience**



**Perfect command of spoken and written English**



**Strong negotiation and presentation skills**



**Ample knowledge of the local industries**



**Report writing and computer skills**

The details of the programme are decided based on the discussion between UNIDO ITPO Tokyo and the delegate's organization. Assistance includes invitation procedures, travel and lodging subsidies, promotion of projects, identification of potential business partners, arrangement of meetings and visits, organization of seminars and roundtable meetings, assistance for business communication and negotiation, and provision of temporary office facilities. For further inquiries related to the delegate programme, please contact [itpo.tokyo@unido.org](mailto:itpo.tokyo@unido.org)



# HOW TO JOIN THE PROGRAMME ACTIVITIES

(for Japanese Companies)

Delegate programmes are organized periodically based on discussions and coordination with investment promotion agencies (IPAs) and other stakeholders of recipient countries. Details on how to join seminars or business meetings will be available on our website [www.unido.or.jp](http://www.unido.or.jp)

# **TECHNOLOGY TRANSFER**



**UNIDO ITPO Tokyo promotes selected sound, productive, and sustainable technologies and the knowledge of Japanese companies seeking partners overseas, in order to contribute to industrial development worldwide.**





## RESULTS FOR 2023



**145** Technologies from **126** Companies Registered in STePP



**10** Technologies were Newly Registered in 2023

UNIDO ITPO Tokyo's

**STePP**  
Sustainable Technology Promotion Platform

### Categories of UNIDO ITPO Tokyo's Sustainable Technology Promotion Platform (STePP)



#### ENERGY

- » Renewable energy
- » Energy saving and energy storage
- » Utilization of unused resources



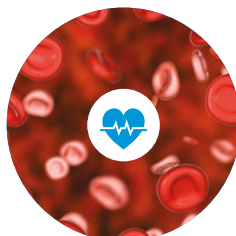
#### ENVIRONMENT

- » Pollution prevention and control
- » Waste treatment and management
- » Circular economy



#### AGRIBUSINESS

- » Food value chain
- » Production enhancement
- » Adaptation to climate change
- » Water resource management



#### HUMAN HEALTH

- » Public health
- » Monitoring and diagnostic equipment



#### DISASTER MANAGEMENT

- » Disaster alert system
- » Disaster prevention and preparedness
- » Disaster emergency response



## Criteria for Registration

The technologies are evaluated for registration on STePP by the UNIDO ITPO Tokyo STePP Evaluation Committee based on the following criteria:



**Technical maturity**



**Competitive advantage**



**Technological sustainability**



**Applicability in developing and emerging countries**



**Organizational aspect**



## Newly Registered Technologies in 2023

1.	<b>Be-A Japan, ITOCHU Corporation</b>	<i>Airlite Shorts: Female Absorbent Underwear</i>
2.	<b>EBARA CORPORATION</b>	<i>Single-Stage End Suction Pump (Model GS)</i>
3.	<b>FREE &amp; CO.</b>	<i>POTORI: Air-to-Water Technology</i>
4.	<b>Hakuzo Medical Corporation</b>	<i>Push Swab: Medical Grade Swab with Instant Soaking of Disinfectant</i>
5.	<b>J-Chemical Corporation</b>	<i>Functional Plastic Film: Proguard</i>
6.	<b>JIN PRODUCTLINE INC., Sensing Techno Co., Ltd</b>	<i>Battery Lifespan Extension Device: JIN-PRO BR</i>
7.	<b>KANRYU INDUSTRY CO., LTD.</b>	<i>Compact Rice Husking &amp; Milling Unit with Pre-cleaner, Destoner and Moisture Meter</i>
8.	<b>SPEC Company Limited</b>	<i>Soil Hardening Agent STEIN</i>
9.	<b>TOKYO KEIKI INC.</b>	<i>Non-Contacting Radar Level Gauge for Flood Disaster Management</i>
10.	<b>WEF Institute of Technology Inc.</b>	<i>Organic Decomposition of Waste Using Active Oxygen: ZERO SONIC</i>



# Promotional Video Production

Six StePP promotional videos were created in 2023. They are accessible on UNIDO ITPO Tokyo's website, or by scanning the QR code and also by clicking the images below in the digital report.



1.



CHALLENGE Co., Ltd.

2.



Ele Mag Lab Co., Ltd.

3.



PLUS LAB Co., Ltd.

4.



Seiwa Denko Co., Ltd.

5.



Shinmei Co., Ltd.

6.



Tromso Co., Ltd.







# HIGHLIGHTS

## Industrial Vocational Training Programme in Africa through Technology Transfer from Japan

In 2023, the “Industrial Vocational Training Programme in Africa through Technology Transfer from Japan”, funded by the Ministry of Economy, Trade and Industry (METI) was launched. Four companies whose technologies are registered in STePP were selected as our project partners to provide vocational training

in Ethiopia, Morocco, South Africa, and Uganda. Instructors from these countries were invited to participate in Training-of-Trainers (ToT) sessions in Japan. They will later act as instructors in their home countries to facilitate the training of local engineers and/or students.

List of target countries, training contents, and companies under this project:

	Country	Training contents	Company
	<b>ETHIOPIA</b>	Female sanitary shorts sewing techniques	Be-A Japan ITOCHU Corporation
	<b>MOROCCO</b>	Decentralized wastewater treatment system with microbubble generators	HINODE SANGYO CO., LTD.
	<b>SOUTH AFRICA</b>	Pump technology for sustainable water distribution	EBARA CORPORATION
	<b>UGANDA</b>	Environmentally friendly automobile recycling technology	KAIHO INDUSTRY CO., LTD.



# TRAINING-OF-TRAINERS (TOT) RESULTS

## SOUTH AFRICA

Ebara Corporation, a pump manufacturer, has partnered with a water pump distributor in South Africa, to teach them about their sustainable water pump technology. During two weeks of training in Japan, two trainers from South Africa participated in various lectures on

water pump product types, water pump selection, basic cost estimations, and general repair and maintenance. In 2024, the two trainers are set to conduct training sessions for local engineers and suppliers to impart their knowledge of water pumps to local communities.

### VOICE OF THE TRAINEE

*“This programme was excellent. I look forward to taking what I learned back home and applying it in practice. The diverse knowledge of Japanese products and professional sales manner of Japanese people will be effective when presenting to clients.”*

**MR. PETER-JOHN JOYNT**  
General Manager, EBARA Pumps South Africa (Pty) Ltd.



## UGANDA

Two trainees from the Nakawa Vocational Training College in Uganda completed a one-month training on automotive recycling technology and know-how in Kanazawa. The training was conducted by Kaiho Industry Co., Ltd., a supplier that specializes in processing used engines and auto parts. The curriculum of the training included how to safely dismantle end-of-life vehicles (ELVs) in an environmentally friendly

way, dismantling techniques used for different vehicle types, how to handle waste liquid and oil, as well as safety requirements and regulations during the dismantling process. Kaiho and the two trainees co-created a 177 page instruction manual documenting all the procedures for dismantling ELVs. Using this manual, the trainers will conduct training for local engineers in Uganda in 2024.

### VOICE OF THE TRAINEE

*“I used to remove car parts without any knowledge so far, but through this training, I learned the proper way to dismantle cars considering the environment and safety. It was a wonderful experience to learn about the technology, equipment, and know-how of handling end-of-life vehicles, which I had never experienced before.”*

**MR. ZERUBABEL ARETOR**  
Instructor, Nakawa Vocational Training College





# SEMINARS AND EVENTS





## RESULTS FOR 2023



**39** Seminars and Events with over **3,900** Participants



**3** Exhibitions with with over **9,000** Participants



### BUSINESS MATCHING WITH ICT/BPO COMPANIES FROM SRI LANKA

*16 January, Tokyo*



A business matching event was held in Tokyo for 7 ICT/BPO companies from Sri Lanka, in collaboration with the Embassy of Sri Lanka in Japan. The Sri Lankan companies, boasting extensive business experience with clients in Asia, Europe, and the USA, engaged in active individual business discussions with Japanese participants, focusing on various fields, including **ERP, Web, Mobile, Gaming, IoT, Applications, API management, Cloud, and Enterprise Asset Management.**



### INVESTMENT SEMINAR FOR THE SUEZ CANAL SPECIAL ECONOMIC ZONE (SCZONE) IN EGYPT

*13 February, Tokyo*



The Suez Canal Special Economic Zone was promoted at a seminar held in Tokyo. The event was co-organized with the Economic and Commercial Bureau of the Embassy of Egypt and the Japan Cooperation Center for the Middle East (JCCME), and attended by 70 Japanese companies exploring investment opportunities. The visiting leadership of the SC Zone and Embassy officials highlighted the Zone's investment incentives and target sectors and emphasized **the strategic importance of the Suez Canal in connecting global regions.**



## BUSINESS SEMINAR FOR INVESTMENT AND COMMERCIAL OPPORTUNITIES IN CUBA

5 June, Tokyo

The Chamber of Commerce of the Republic of Cuba visited Japan and presented opportunities to Japanese businesses, emphasizing economic recovery and growth post-COVID-19. The event was co-organized with the Embassy of Cuba. The hybrid-format event was attended by 80 participants, and featured presentations by officials of the Chamber of Commerce and the Embassy of Cuba. **Expressing support for Japan-Cuba business collaboration, speakers highlighted renewable energy and agri-food sectors.**



## INVESTMENT SEMINAR: EXPANDING BUSINESS OPPORTUNITIES IN ETHIOPIA

27 June, Tokyo

Information on Ethiopia's investment environment and business opportunities was promoted to 88 participants from Japanese companies, highlighting the **country's economic growth, a mostly young population exceeding 100 million, and key sectors requiring investments, including manufacturing, agriculture, ICT, steel, and tourism.** The event was co-organized with the Embassy of Ethiopia, featured prominent speakers from Ethiopia and the Japanese private and public sectors, and included a networking session with Ethiopian coffee.



## BUSINESS OPPORTUNITIES FOR JAPANESE COMPANIES IN TUNISIA

4/6 July, Tokyo/Osaka

The Tunisia Business and Investment Seminar, featuring the Director General of Tunisia's Foreign Investment Promotion Agency (FIPA), was organized in Tokyo and Osaka in cooperation with the Embassy of Tunisia, drawing 111 Japanese companies. The events highlighted **positive trends in foreign investment in Tunisia, with advantages including accessibility to Africa and Europe. Japanese companies are invited to invest in sectors such as aviation, digital, mechanical and electrical, agribusiness, textiles, and apparel.** A networking session followed the seminar.







## OPPORTUNITIES IN SENEGAL: ENERGY AND RELATED SECTORS (WEBINAR)

21 September, Online



Moderated by UNIDO ITPO Tokyo's Africa advisor in Senegal the event featured 95 participants mainly from the Japanese private sector. The ambassadors of Japan and Senegal highlighted Senegal's stable politics and economic growth, and the energy sector's importance. High level speakers covered **business environment improvements, legal aspects of the energy sector, oil and gas projects in collaboration with Japan, waste-to-energy and renewable energy development**. UNIDO introduced its Joint Crediting Mechanism (JCM) support in Africa, including Senegal.



## UZBEKISTAN BUSINESS AND INVESTMENT SEMINAR

24 October, Nagoya



Eager to increase its business and cultural ties with Japan, the Ministry of Investment, Industry, and Trade of Uzbekistan fielded an official to Japan. The seminar was organized in cooperation with the Embassy of Uzbekistan and the Friendship Association of Nagoya and Uzbekistan, highlighting **increasing foreign direct investment (FDI) inflows**. Japanese private sector speakers shared their experiences in the country covering the **cotton and light industries**, and encouraged all 62 participants to visit Uzbekistan. A lively networking session was held after the event.



## BUSINESS PROSPECTS AND BUSINESS DEVELOPMENT OF JAPANESE COMPANIES IN AFRICA

28 November, Tokyo



The "Africa Industrialization Day" (20 November) was designated by the United Nations in 1989. Since then, UNIDO, the African Union (AU) and the United Nations Economic Commission for Africa (UNECA), have held various yearly events to commemorate this day. In Japan, UNIDO ITPO Tokyo organized a seminar with the Japan External Trade Organization (JETRO), the Japan International Cooperation Agency (JICA), and the United Nations Development Programme (UNDP), to **promote entry of Japanese companies into African markets, and in preparation for the TICAD Ministerial Meeting and the Japan-Africa Public-Private Joint Economic Forum to be held in 2024, and the TICAD 9 in 2025**.



## **CAPACITY BUILDING**

Capacity Building activities help foster the organizational ability of developing and emerging countries to promote industrial development. UNIDO ITPO Tokyo organizes capacity-building activities such as lectures and visits to factories and exhibitions, as well as fact-finding meetings for various delegations from developing countries and recipient countries' embassy officials in Japan.





## RESULTS FOR 2023



**2** Programmes with **56** Participants

### Fordham University EMBA Students and Faculty Visit to UNIDO

*26 April, Tokyo*

Twenty-two Executive MBA (EMBA) students and faculty from the Fordham University Gabelli School of Business in New York visited UNIDO ITPO Tokyo in collaboration with the United Nations University, on the occasion of their visit to Japan for a capstone project to complete their studies. The students prepared and presented business proposals for a Japanese company specializing in risk management consulting in environment and disaster prevention. The company was selected through UNIDO ITPO Tokyo's Sustainable Technology Promotion Platform (STePP). The EMBA students, representing diverse career backgrounds, spent over 4 months analyzing the company's business and proposing strategies for international market expansion. The presentation was followed by active discussions, and the CEO of the company expressed appreciation for the proposed strategies. The event also featured presentations by the United Nations University Institute for Advanced Study of Sustainability (UNU-IAS) and UNIDO, concluding with a luncheon reception hosted by Fordham University

to celebrate the students' achievements before their graduation in May 2023. This partnership, initiated in 2017, resumed after a three-year hiatus due to the pandemic, allowing Fordham University's physical visit to Tokyo.



### Guided Tour at the 16th Kawasaki International Eco-Tech Fair

*15 November, Kawasaki*

UNIDO ITPO Tokyo, in collaboration with Kawasaki City, organized a guided tour during the 16th Kawasaki International Eco-Tech Fair for diplomats from developing and emerging countries in Tokyo. The tour aimed to showcase the environmentally friendly technologies of Japanese companies. 25 diplomats, including 4 ambassadors participated in the event. Divided into 3 groups, they visited 20 company booths, learning about water treatment and waste management technologies that can address social challenges in developing countries. The programme not only provided a learning opportunity for diplomats but also served as a platform for technology matching, connecting Japanese technology-holding companies with countries seeking technology transfer.





## **ACTIVITIES OVERSEAS**

ITPO Tokyo facilitates business activities of Japanese companies overseas through a network of UNIDO, government, and private sector contacts in developing and emerging countries, as well as through the Africa Advisors Programme.



## RESULTS FOR 2023



Africa Advisors assisted **78** Japanese Companies



## AFRICA ADVISORS PROGRAMME

Since 2013, African investment promotion advisors have been assigned to support Japanese companies interested in starting their business on the continent. Our advisors provide a variety of services necessary for doing business in Africa, such as consultations to connect with local businesses, arranging meetings with government agencies, matchmaking with local partners, and facilitating site visits to local companies.



*Advisors based in Senegal, Mozambique and Ethiopia as of 2024*



## SUPPORT PROVIDED BY ADVISORS



Sharing local business information, including legal systems



Support for matching with local partners



Coordinate meetings with government agencies



Research and introduction of local investment projects



Supporting Japanese companies to visit countries

In 2023, 78 Japanese companies were assisted through this programme and some of them have already succeeded in concluding business agreements with local partners and establishing liaison offices. Major highlights on events by Advisors can be found on pages 24 and 25 of this report, and other activities including cooperation with other partners are featured on the next page.



## Côte d'Ivoire and Senegal



Aissatou Ndiaye, based in Senegal, cooperated with Japanese companies in the **energy, ICT, construction, health, agribusiness, metals, automotive, food & consumer services, logistics, machinery, textiles, and water supply** industries. She also maintained interactions with ministries and government institutions, including respective embassies, chambers of commerce and industry, JICA, JETRO and other sector institutions.



*The first edition of the “Invest in Senegal” Forum was organized by the National Agency for the Promotion of Investments and Major Works (APIX.SA) in Dakar, on 6-8 September. Ms. Ndiaye contributed to the promotion of the event, which targeted the development and integration of local and regional markets, as well as the promotion of private sector business opportunities. The event gathered more than 4,500 participants from over 70 countries. Ms. Ndiaye met with exhibitors and companies attending the forum and availed her support for any future business inquiries.*



## Ethiopia, Rwanda, Uganda



Tadesse Segni, based in Ethiopia, assisted Japanese companies in the **telecommunications, agribusiness (including coffee), waste processing and management, clean energy, health care, education and trade and investment** sectors, amongst others. He also cooperated with local chambers of commerce and industry, government ministries, respective embassies, as well as Japanese institutions such as JICA and JETRO.



*On 28 April, Mr. Tadesse contributed as a moderator in a reporting and networking session organized by JICA in Addis Ababa. The session focused on the ABE Initiative scholarship programme, where returnees shared insights gained in Japan and their current roles in fostering connections between Japan and Ethiopia, particularly in investment, trade promotion, and technology transfer. Mr. Tadesse reiterated UNIDO’s commitment to continue promoting business ties between Japan and Africa, with the assistance and ample know-how of ABE student returnees.*



## Botswana, Mozambique, South Africa



Nándio Durao, based in Mozambique, promoted Japanese companies’ businesses in **alternative finance (blockchain), agribusiness, medical equipment, energy, venture capital, health (dental), construction, and ICT (safety and security)** areas. He further engaged with relevant ministries, embassies, and chambers of commerce and industry, as well as Japanese institutions including JICA and JETRO.



*A public and private sector mission with 54 participants from Japan visited Maputo from 1-3 May. Mr. Durao supported the mission and advised Japanese companies on various opportunities in electricity, gas, agriculture, education, medical care, and construction. The mission aimed to strengthen trade and investment ties between Japan and Africa, as a follow-up of TICAD 8 held in Tunisia in 2022. Mr. Durao is ready to provide continued support to the participating companies by facilitating meetings with relevant organizations in Mozambique and providing information for their business expansion.*

# APPENDIX



## DELEGATE PROGRAMME

NO.	COUNTRY	DATE	NAME	TITLE	AGENCY
1	<b>Bangladesh</b>	22-26 May	Mr. Md Ariful Hoque	Director	Bangladesh Investment Development Authority (BIDA)
2	<b>Tunisia</b>	2-8 July	Mr. Jalel Tebib	Director General	Foreign Investment Promotion Agency, Tunisia (FIPA)
3	<b>Tanzania</b>	29 September - 11 October	Ms. Diana Ladislaus Mwamanga	Investment Officer	Tanzania Investment Centre (TIC)
4	<b>Uzbekistan</b>	21 October - 3 November	Mr. Tengiz Asanov	Deputy Head of the Investment Climate and Ratings Department	Ministry of Investment, Industry and Trade of the Republic of Uzbekistan
5	<b>Bangladesh</b>	13-17 November	Mr. Md Shahadat Hossain	Senior Assistant Secretary	Ministry of Environment, Forest and Climate Change
6	<b>Viet Nam</b>	13-17 November	Mr. Nguyen Truong Phi	Head, Technology Application and Innovation Department, Agency for Technology Innovation	Ministry of Science and Technology



# SEMINARS

NO.	TITLE	CITY	DATE	PARTICIPANTS
1	<b>Egypt Suez Canal Economic Zone Investment Opportunities for Japanese Companies</b>	Tokyo	13 February	92
2	<b>Business Matching with ICT/BPO Companies from Sri Lanka</b>	Tokyo	16 February	53
3	<b>Webinar “Investment Opportunities in Hi-Tech Parks in Bangladesh”</b>	Online	16 February	149
4	<b>Hybrid Event “SUSTAINABLE TECHNOLOGY DAY”, 17 February 2023</b>	Tokyo	17 February	186
5	<b>Raising Awareness on Gender Lens Investing</b>	Online	1 March	64
6	<b>Malawi Business Seminar</b>	Online	29 March	112
7	<b>Business Matching with Sri Lanka Companies</b>	Tokyo	4 April	60
8	<b>Bangladesh Seminar in Japan IT Week 2023 Digital Bangladesh: Your IT Destination</b>	Tokyo	5 April	100
9	<b>Bangladesh Seminar: Sustainable Factory and Prospects of ‘Made in Bangladesh’ Products in Japan</b>	Tokyo	6 April	80
10	<b>Ethiopia Coffee Webinar: Exploring Business Opportunities for Japanese Companies</b>	Online	25 April	152
11	<b>Tanzania Investment Webinar</b>	Online	18 May	210
12	<b>Bangladesh Business Seminar</b>	Fukuoka	22 May	33
13	<b>Business Matching with Bangladesh Companies (Osaka)</b>	Osaka	24 May	68
14	<b>Seminar “Doing business in Bangladesh” (Osaka)</b>	Osaka	24 May	63
15	<b>Business Matching with Bangladesh Companies (Tokyo)</b>	Tokyo	25 May	75
16	<b>Seminar “Doing business in Bangladesh” (Tokyo)</b>	Tokyo	25 May	60
17	<b>Networking Event - Promoting Bangladesh-Japan Business Opportunities</b>	Tokyo	26 May	40



18	<b>Africa Business “Quadripartite support” Seminar</b>	Tokyo	2 June	150
19	<b>Cuba Business Seminar (Hybrid)</b>	Tokyo	25 June	81
20	<b>Bangladesh Seminar on Investment, Trade and Human Resources</b>	Chiba	25 June	120
21	<b>Ethiopia Investment Seminar</b>	Tokyo	27 June	88
22	<b>Nepal Investment Seminar</b>	Tokyo	29 June	136
23	<b>Tunisia Business and Investment Seminar</b>	Tokyo	4 July	65
24	<b>Tunisia Business and Investment Seminar</b>	Osaka	6 July	36
25	<b>Workshop on Geothermal Development in Africa</b>	Tokyo	18 July	80
26	<b>Japan-Africa Youth Entrepreneurs Forum</b>	Tokyo	28 August	200
27	<b>Osaka Africa Business Forum 2023</b>	Higashi Osaka	1 September	300
28	<b>STePP Forum: Collaboration among STePP Technologies</b>	Tokyo	13 September	44
29	<b>Opportunities in Senegal: Energy and Related Sectors</b>	Tokyo	21 September	95
30	<b>Webinar “Investment Opportunities in Startups in Bangladesh”</b>	Online	26 September	190
31	<b>India-Japan Business Cooperation and Facilitation</b>	Online	16 October	150
32	<b>Uzbekistan Business and Investment Seminar</b>	Nagoya	24 October	62
33	<b>Uzbekistan Roundtable Meeting with ROTOBO</b>	Tokyo	26 October	20
34	<b>Southeast Asia City-to-city Collaboration Forum @16th Kawasaki International Eco-Tech Fair</b>	Kawasaki	16 November	50
35	<b>Mauritius Business Forum in Osaka</b>	Osaka	16 November	50
36	<b>Mauritius Business Forum in Tokyo</b>	Tokyo	22 November	99
37	<b>Africa-Japan Business Seminar in Commemoration of Africa Industrialization Day</b>	Tokyo	28 November	256
38	<b>STePP Promotion Seminar in Osaka with METI Kinki</b>	Osaka	8 December	34
39	<b>STePP Promotion at Global Summit Toyohashi</b>	Toyohashi	15 December	40



## EXHIBITIONS

NO.	TITLE	CITY	DATE	PARTICIPANTS
1	<b>STePP Promotion at the Exhibition Booth of the International Media Center for the G7 Foreign Ministers' Meeting in Karuizawa</b>	Karuizawa	15-18 April	200
2	<b>STePP Promotion at the Exhibition Booth of the International Media Center for the G7 Hiroshima Summit</b>	Hiroshima	18-22 May	5,000
3	<b>UNIDO Booth at 16th Kawasaki International Eco-Tech Fair</b>	Kawasaki	15-16 November	4,750
4	<b>Seminar introducing UNIDO STePP to expand business to developing countries</b>	Osaka	8 December	34



## CAPACITY BUILDING

NO.	TITLE	CITY	PARTICIPANTS
1	<b>Fordham University EMBA Students and Faculty Visit to UNIDO</b>	Tokyo	31
2	<b>Guided Tour at 16th Kawasaki International Eco-Tech Fair</b>	Kawasaki	25





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