



UNIDO ITPO Tokyo
UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE, TOKYO

Joware Hanzomon Bldg. 7F,
2-19 Hayabusa-cho, Chiyoda-ku, Tokyo 102-0092, Japan
TEL: 81-3-6826-7010 FAX: 81-3-3288-3300
E-mail : itpotokyo@unido.or.jp
Website : <http://www.unido.or.jp>

UNIDO ITPO Tokyo
UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE, TOKYO

Annual Report 2008





Greetings by Head Seiji Oshima

In 2008, with the kind understanding and the heartfelt support from UNIDO HQ, investment promotion agencies of developing countries, embassies in Tokyo, private business circles and, especially from the Japanese government, UNIDO ITPO Tokyo could function successfully and effectively for the promotion of investment and technology transfer, organizing delegate programmes, seminars, missions and bilateral direct dialogues. On this occasion, I wish to thank all the organizations and persons who have kindly extended their cooperation to our various programmes.

One of the major events in 2008 was Japan's hosting of the Fourth Tokyo International Conference on African Development, TICAD IV, held in Yokohama in May. During this highly visible event, UNIDO ITPO Tokyo had the pleasure to receive UNIDO's Director-General, Dr. Kandeh Yumkella along with a delegation, and to cooperate with UNIDO HQ and numerous important organizations in Japan, including Japanese corporations, universities, etc. and hosted several important activities, interacting with leaders of African countries, as well as numerous high level officials.

During 2008, another area of emphasis was environment related programmes, including technologies related to non-edible based bio-fuels, such as Jatropa, and also banana textile, waste water treatment, and 3Rs (Reduce, Reuse, Recycle) activities. We recognize that environmental protection and environment technologies boast an essential element to promote economic development. Thus, UNIDO ITPO Tokyo plans to increase its activities taking into account environment technologies' importance into 2009 and beyond.

At the moment, although we are facing the sudden global financial and economic crisis, and many obstacles are arising for the implementation of our programmes, we remain convinced that the task of "investment and technology promotion" is one that needs to be undertaken with a mid to long-term view. Therefore, we will do our best through our programmes, and in cooperation with our partners, to communicate business opportunities of developing and emerging countries to Japanese investors, as well as to disseminate the Japanese high potentialities for the industrial development to many developing countries. In doing so, we will closely follow the ideals of UNIDO, which are: poverty alleviation through productive activities, trade capacity-building and energy and environment as one of UNIDO ITPO network organizations.



Dr. Kandeh Yumkella

UNIDO Director-General's Visit to Japan (TICAD IV)

Dr. Kandeh Yumkella, Director-General of UNIDO, visited Japan 27-31 May together with a delegation from UNIDO HQ, on the occasion of the Fourth Tokyo International Conference on African Development (TICAD IV).

The Director-General was a lead-off moderator at one of the sessions "Addressing Environmental Issues/Climate Change, Mitigation, Improving Energy Access". At the side-event "Innovative Approaches to PSD for achieving the MDGs in Africa" co-hosted by UNDP/UNIDO/UNCTAD, he delivered the key note speech. He was also invited as an introductory speaker at the JPC/METI side event "Technical Cooperation on Productivity Improvement in Africa."

The Director-General also attended a breakfast jointly hosted by UNIDO and JGC Corporation, inviting 200 persons, amongst which the Presidents of Sierra Leone and Burundi attended.

Towards the end of TICAD IV, a Japanese traditional happi coat produced out of banana fiber partly from East Africa was presented to the Director-General by Tama Art University. Same coats were also presented to the Presidents of Kenya, Rwanda, Tanzania and Uganda.

Table of Contents

- UNIDO ITPO Tokyo & Network----- Page ③
- Global Activities in 2008 ----- Page ⑤
- Delegate Programme ----- Page ⑦
- Technology Transfer ----- Page ⑨
- Training and Capacity Building ----- Page ⑪
- Promotional Events -----Page ⑬
 - COMFAR Promotion-----Page ⑬
 - PR Events -----Page ⑭
 - Seminars and Workshops ----- Page ⑮
 - TICAD IV-----Page ⑯
- Major Missions Overseas in 2008----- Page ⑰
- Press Clippings ----- Page ⑱



UNIDO ITPO Tokyo & Network



UNIDO's unique network of Investment and Technology Promotion Offices (ITPOs) has been constantly expanding to cover the world economy. As of end December 2008, there were 14 offices in Bahrain, Belgium, Brazil, China (2)*, France (2)*, Greece, Italy, Japan, Mexico, Republic of Korea, Russia and the U.K. In addition, 4 smaller offices in Egypt, Jordan, Morocco, and Tunisia, so called Investment Promotion Units (IPUs), plus an associate office in Turkey, provide coverage for the network as well.

*China (Beijing and Shanghai);
France (Paris and Marseille)

UNIDO ITPO Tokyo was founded in 1981 based on an agreement between UNIDO and the Government of Japan.

The mission of UNIDO ITPO Tokyo is:

- 1 To accelerate the inflow of foreign direct investment from Japan to developing countries and economies in transition.
- 2 To introduce new investment opportunities to Japanese enterprises and institutions through promotion activities.
- 3 To provide consultation both to potential Japanese investors and to project sponsors in recipient countries.
- 4 To promote technology transfer with the aim of developing small and medium enterprises, protecting the environment and making unique technologies accessible.

Strategy & Outlook

Besides conventional investment promotion programmes, UNIDO ITPO Tokyo is increasingly focusing on environment related technologies, such as water, environment management, 3Rs (Reduce, Reuse, Recycle), renewable energies, and industrial technologies. Delegates are sought not only for investment promotion, but also for environment technology. As far as regional coverage is concerned, UNIDO ITPO Tokyo continues to cover all developing countries in the world, however, programmes addressing LDCs, especially in Africa, are also highlighted in line with targets of the Millennium Development Goals (MDGs).

Delegate Programme

UNIDO ITPO Tokyo invites investment/technology promotion officials (delegates) from developing countries for a short-term stay in Japan with an aim to promote the delegate's country in Japan and to realize business partnerships between Japan and the recipient country.

Since 1984, 180 delegates have been invited to Japan. In 2008, 10 delegates, including delegates to APPS '08, visited Japan. During the period, UNIDO ITPO Tokyo registered 49 projects under promotion, out of which 2 projects are concluded, and 13 projects are under active negotiation.

(UNIDO ITPO Tokyo is hereinafter referred to as ITPO Tokyo)

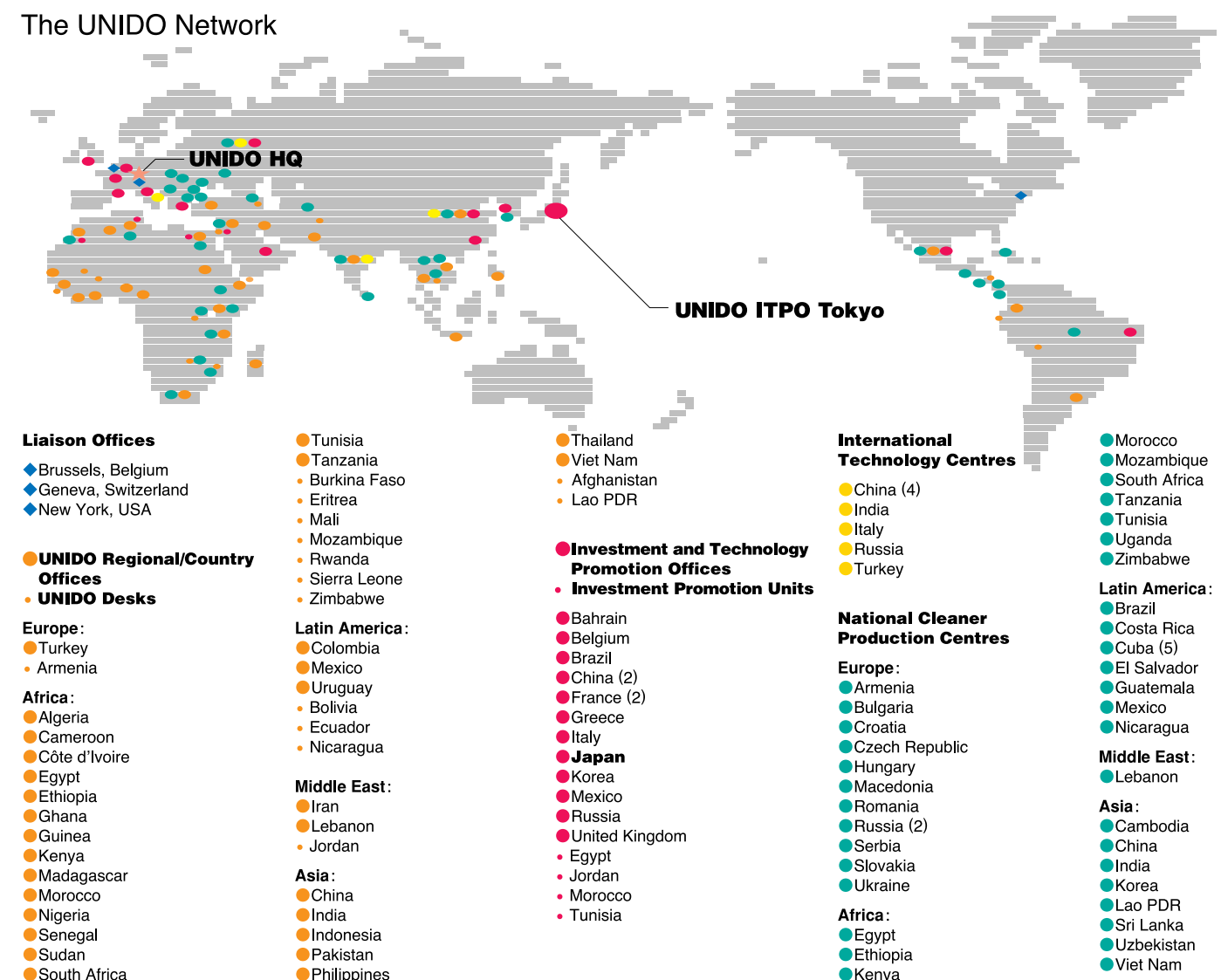
List of staff members at UNIDO ITPO Tokyo

- Mr. OSHIMA, Seiji (Head)
- Mr. NISHIDA, Jun (until June 2008)
- Mr. GELEGEN, Ferda
- Mr. HAGIWARA, Koichi
- Ms. TOSHINAGA, Ikue
- Ms. IMAZU, Maki (from January 2009)
- Ms. KUSAKARI, Mieko
- Ms. TAKAHASHI, Taeko
- Ms. OCHIAI, Naomi
- Mr. AIHARA, Masakazu (Consultant)
- Mr. SUZUKI, Koretaka (Consultant - until September 2008)

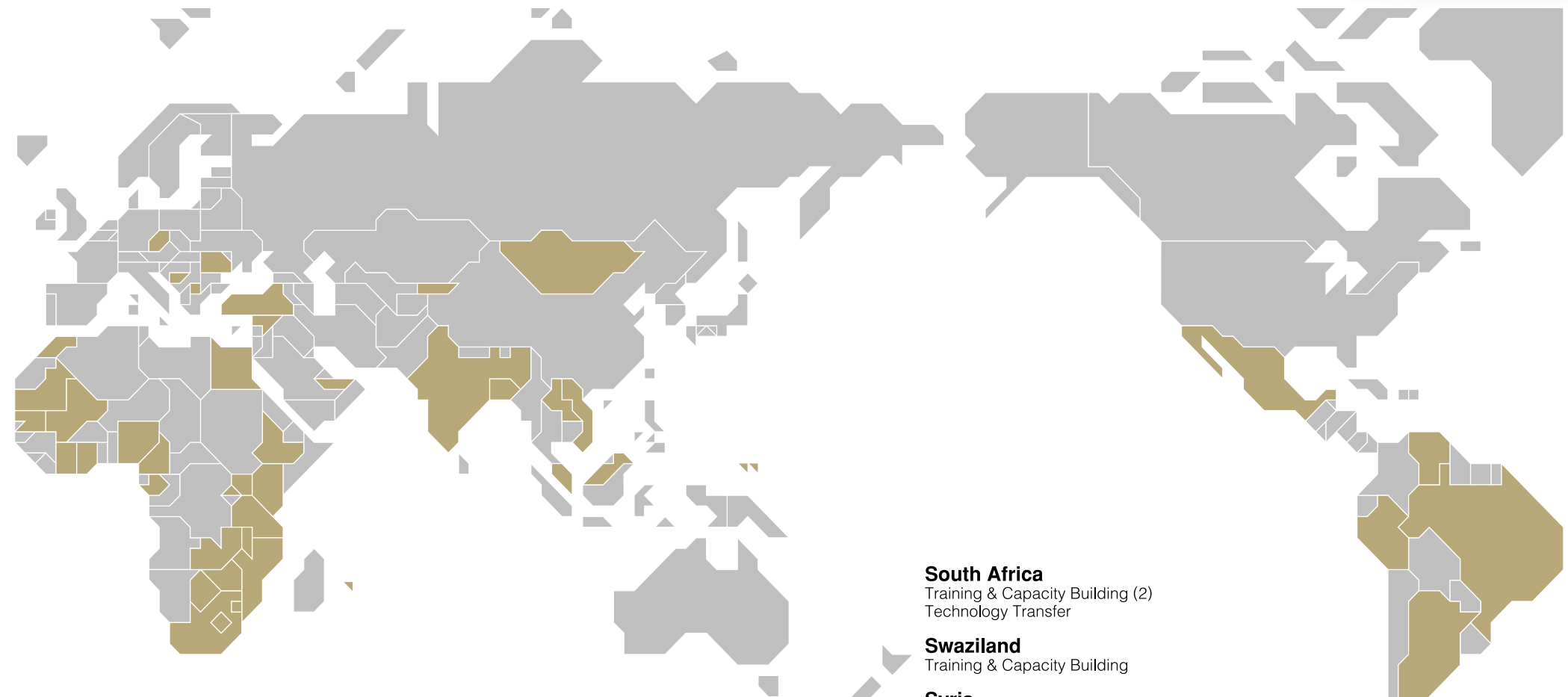


(as of January 2009)

The UNIDO Network



Global Activities in 2008



Argentina
Seminar (2)
Technology Transfer

Bangladesh
Delegate Programme
Seminar (4)
Mission Overseas

Botswana
Training & Capacity Building

Brazil
Training & Capacity Building

Cameroon
Training & Capacity Building

Côte d'Ivoire
Training & Capacity Building

Czech Republic
Seminar

Dubai, UAE
Mission Overseas

Egypt
Seminar (2)
Training & Capacity Building

Ethiopia
Training & Capacity Building

Gabon
Training & Capacity Building

Ghana
Training & Capacity Building (2)
Mission Overseas

India
Seminar (3)

India (Orissa)
Delegate Programme
Seminar
Roundtable
Training & Capacity Building
Mission Overseas (2)

Kenya
Seminar
Training & Capacity Building (2)

Kyrgyzstan
Seminar

Laos
Delegate Programme
Seminar

Lesotho
Training & Capacity Building

Macedonia
Training & Capacity Building

Malawi
Training & Capacity Building (2)

Malaysia
Delegate Programme
Techninar
Technology Transfer

Mali
Delegate Programme
Mission Overseas

Mauritania
Seminar

Mauritius
Training & Capacity Building

Mexico
Delegate Programme
Technology Transfer

Micronesia
Seminar

Mongolia
Seminar
Training & Capacity Building

Montenegro
Training & Capacity Building

Morocco
Delegate Programme
Seminar (2)
Technology Transfer

Mozambique
Delegate Programme

Nigeria
Training & Capacity Building
Mission Overseas

Peru
Training & Capacity Building

Romania
Seminar

Rwanda
Seminar
Workshop
Technology Transfer
Mission Overseas

Senegal
Training & Capacity Building
Mission Overseas

South Africa
Training & Capacity Building (2)
Technology Transfer

Swaziland
Training & Capacity Building

Syria
Training & Capacity Building

Tanzania
Delegate Programme
Training & Capacity Building

Turkey
Seminar
Workshop
Mission Overseas

Uganda
Delegate Programme
Seminar
Workshop
Training & Capacity Building
Technology Transfer
Mission Overseas

Venezuela
Training & Capacity Building

Vietnam
Seminar

Zambia
Training & Capacity Building (2)

Zimbabwe
Training & Capacity Building



Delegate Programme

Annual Report
2008



Laos

10 – 21 March

Name: Mr. Manothong Vongsay
Title: Deputy Director General, Investment Promotion Department
Organization: Ministry of Planning and Investment (MPI)
Meetings: 24 (5 public, 19 private: energy, services, mining, etc.)
Seminars: Business seminar (Osaka: 72 participants)

"The programme provided me with the greatest and unprecedented opportunity to meet and discuss with Japanese potential investors who have interests in investing in Laos. I could promote various projects in energy, mining and service industries. Through follow-up activities, we continue our proactive investment promotion to invite and convince as many Japanese investors as we can to invest in Laos."



Tanzania

30 March – 12 April

Name: Mr. John Mathew Mnali
Title: Investment Promotion Manager
Organization: Tanzania Investment Centre (TIC)
Meetings: 27 (6 public, 21 private: foods, infrastructure, mining, etc.)
Result: 10 companies to follow up

"The programme provided an opportunity to market my country to Japanese potential investors and helped to strengthen our relations with companies already in Tanzania doing pilot projects in Jatropha and eucalyptus tree farming, respectively. The remaining challenge is to continue following up the companies which showed interest to visit and explore further investment opportunities available in Tanzania."



Orissa, India (Follow-up programme from 2007)

6 – 12 April

Name: Ashok K. Meena
Title: Managing Director
Organization: Industrial Promotion & Investment Corporation of Orissa Limited (IPICOL)
Meetings: 13 (6 public, 7 private: iron, steel, trading, etc.)
Roundtables: 3 (Tokyo, Osaka, Kitakyushu)

"The well tailored programme suited Government of Orissa requirements and served as a platform to take forward the initiatives taken so far for introducing Orissa to Japanese companies as a preferred investment destination in the present liberalized and globalized economic environment."
Dr. Ashish Kumar, Investment Promotion Officer of OIEPO-UNIDO, New Delhi accompanied Mr. Ashok Meena throughout the programme.



Mozambique (Follow-up programme from 2007)

27 April – 3 May

Name: Mr. António Luís Macamo
Title: Director
Organization: Investment Promotion Center (CPI)
Meetings: 11 (3 public, 8 private)
Projects: 5 (power generation, mining, oil and gas, forest, aluminium production)

"As a result of promotional efforts of the Investment Promotion Centre (CPI) of Mozambique initiated in 2007 through the delegate programme, Japanese companies are increasing their interest in expanding their business to Mozambique in the sectors of manufacturing, fisheries, forest, mining and oil & gas. So far 4 companies have concluded ventures, of which 2 have their investment projects approved by the Mozambique Government."



Mali

6 – 12 July

Name: Mr. Alhousseini Issa Maiga
Title: Chief of Project
Organization: National Centre for Solar and Renewable Energy (CNESOLER), Ministry of Energy, Mines and Water
Meetings: 13 (3 public, 10 private: universities, trading, diesel engine)
Seminar: Bio-fuel forum (86 participants)
Result: Bio-fuel project identification in Japan (1 major company)

"The aim of the programme was to promote Mali in Japan, and find suitable biofuel technologies to match needs in Mali, especially using Jatropha as a raw material. After 13 business meetings in Hiroshima, Tokyo and Yokohama, and participation in the "BioFuelsWorld 2008" exhibition and "4th Africa Biofuel Forum", we could meet major counterparts in biofuel projects. It is expected that several companies will visit Mali as a result of the promotion, and engage in tie-ups."



Bangladesh

13 – 30 July

Name: Mr. M. Jalalul Hai
Title: Director
Organization: Board of Investment (BOI)
Meetings: 22 (2 public, 20 private: apparel, fisheries, foods, etc.)
Seminars: Business seminars (Yokohama: 80 participants, Osaka: 31 participants)
Projects: 14 (textile, leather goods, frozen foods, etc.)

"The programme was successful, providing a unique opportunity to interact with Japanese investors, and to inform about the latest business atmosphere in Bangladesh. A good number of Japanese companies showed interest for business in Bangladesh. As a result, a leading Japanese company has set-up office for subcontracting consumer goods, particularly garments and apparels from Bangladesh. The delegate also received interest of Japanese investors for power generation, water treatment, textile chemicals, etc."



Uganda

7 – 20 September

Name: Mr. Issa Mukasa
Title: Director, Investment Promotion Division
Organization: Uganda Investment Authority (UIA)
Meetings: 19 (3 public, 16 private: power houses, mining, tea, tourism, general trading, etc.)
Projects: 26 (food processing, textile, mining resources, etc.)
Result: Banana textile project

"Though this was the first time delegate from Uganda participated in this programme at the ITPO Tokyo office, it was such an immeasurable experience. Two weeks looked like two days. I would not hesitate to recommend other professionals from Uganda to undertake this exciting programme at this office in future. Thank you and keep it up."



ITPO TOKYO SUCCESS STORIES – 2008

Bangladesh: Delegate programme Counterpart: BOI Bangladesh

«Situation Before»

Until quite recently Bangladesh was little known as a business destination among the Japanese business community. Due to the increasing production costs in countries including China, Thailand and Vietnam, the garment industry in Japan has started to look at Bangladesh as a possible location for their business. However, access to information on the investment climate and business opportunities of Bangladesh was still limited due to absence of investment promotion activities in Japan.

«Situation After»

The delegate programme for Bangladesh which took place in July 2008 was instrumental in disseminating information on the country's business outlook among potential Japanese investors to Bangladesh. The programme was also successful in providing interested Japanese entrepreneurs with concrete and practical information on how to do business in Bangladesh and convincing them to pay a visit to Bangladesh and study the possibility of developing business in the country.

«Concrete Results»

- Bangladesh Business Seminar in Yokohama attracted 80 participants.
- Bangladesh Business Seminar organized in Osaka attracted 31 participants.
- The delegate had 22 bilateral meetings with Japanese private and public sectors.
- 2 projects have been concluded after completion of the delegate programme, several other projects are on pipeline.
- Over 10 Japanese companies visited Bangladesh and met with local companies to develop business partnerships.
- Follow-up delegate programme is under discussion for implementation in 2009.

(For APPS '08 Delegates, please see page 10)



Biofuel Symposium

Co-organized with MOFA
(15 February)

The Ministry of Foreign Affairs of Japan and UNIDO organized a major Biofuel Symposium targeting a wide audience of businessmen, policy makers, ambassadors and other diplomats as well as academics, in order to discuss the virtues and possibility to promotion of technologies leading to the production of Biofuel from non-edible plants in developing countries. The event attracted 337 participants.



Biofuel Seminar

4th Meeting in Yokohama
(11 July)

The seminar, part of a series and as a follow-up of the Biofuel Symposium in February 2008, was held in Yokohama and discussed the potential of actual project promotion, especially focusing on African countries. Japanese technologies were presented to 86 participants.

Banana Fiber Technology for Rwanda & Uganda

(1-2 July)

H.E. Dr. Emile Rwamasirabo, the Ambassador of Rwanda, and H.E. Mr. Wasswa Biriggwa, the Ambassador of Uganda together with ITPO Tokyo officers visited Tama Art University to meet with professors and students working on the Banana Fiber Project and to learn about the potential to transfer these technologies to their countries. The visits were the basis for the arrangement of further seminars and training activities in the countries from 7-16 October (please see success story on page 10).



Kanazawa (RUM Alliance)

Auto Parts Recycling
(7-8 February)

The Head of the office visited the conference in Kanazawa to discuss environmental friendly "auto parts recycling" technology promotion for developing countries. Disposal of auto parts and recycling are part of the eco-friendly 3Rs (Reduce, Reuse, Recycle) concept promoted by Japan. New programmes in this area will be planned in 2009.



The Stockholm Convention

Identifying POPs Reduction Technologies
(30 June & 14 November)

Mr. Mohamed Eisa, UNIDO HQ officer in charge of programmes concerning the reduction of persistent organic pollutants (POPs) visited Japan twice in 2008. In cooperation with ITPO Tokyo, Mr. Eisa also held meetings with Japanese companies and government institutions. As a result, a 3rd mission to Japan to visit particular companies and installations (in Eco-towns) is planned in 2009, in order to help promote Japanese technologies in this field.

APPS 2008

Promotion of the Automotive Parts Sector of Developing and Emerging Countries
(18-21 June)

Delegates from Argentina, Malaysia, Mexico, Morocco, and South Africa joined the Automotive Parts Product Solution Fair 2008 held in cooperation with Nikkan Kogyo Shimbun (Business & Technology Daily News) and discussed the potential of their countries' automotive and auto parts sectors. The delegates held a total of 25 bilateral meetings discussing investment and technology transfer, and also presented their countries in the Global Auto Parts Business Seminar held on the occasion, which was attended by 170 businessmen. Several Japanese companies visited the delegates in their countries after the programme, and Argentina, Mexico, Morocco and South Africa also held follow-up meetings and seminars in 2008 in Japan as a result of the activity.



Ms. Sandra Winkler Director, Economic and Commercial Section, Embassy of Argentina
Mr. Phang Yew Fook Director, Transport and Metal Industries Division, Malaysian Industrial Development Authority (MIDA)
Mr. Ricardo Vidal Valles Secretary of the Directors Council, National Auto Parts Industry, Civil Association (INA), Mexico
Mr. Larbi Belarbi Chairman, Moroccan Association for Automotive Trade and Industry
Mr. Greg Munnyai Counsellor (Economic), Embassy of South Africa

ITPO TOKYO SUCCESS STORIES – 2008

Rwanda and Uganda: Banana Fiber Technology Promotion (Green Technology)
Counterparts: Tama Art University; KIST & WDA (Rwanda); Ministry of Industry (Uganda)

«Situation Before»

Banana tree stems are usually discarded after they bear fruits at end of their useful life. This results in both unwanted waste, as well as environmental degradation in developing countries and LDCs. In Rwanda and Uganda, countries with abundant banana plantations, the opportunity to use wasted banana tree stems to extract and process the contained fibers with a Japanese technology developed by Tama Art University can lead to the creation of new industries. In compliance with the request of the Presidents of Rwanda and Uganda, the Banana Textile Team composed of three faculties from Tama Art University, one weaving expert from the Tokyo Metropolitan Industrial Technology Research Institute, four students, and two staff members from ITPO Tokyo, were fielded to the two countries to organize seminars and workshops to introduce the concerned technology,

and some selected products.

«Situation After»

The meeting in each country involved a seminar attracting 80 participants each, as well as a banana plantation tour, and a dedicated workshop attracting 70 participants in Rwanda, 60 in Uganda, for hands-on experience to make products out of banana fiber, such as paper, woven cloth, etc. After the seminars and workshops, participants' awareness was raised to the possibility of creating simple but income enabling industries using wasted raw materials. As the technology and know-how to extract the fibers are not of high-tech nature, the processes and opportunities could be easily understood by all participants, nurturing hope and aspirations for job creation and sustainable living. Further to these activities, the team was able to discuss their findings with

the President and other high level officials of each country, on how best programmes could be designed to benefit from the technology. As a result, a follow-up mission comprised of 8 members of KIST and WDA, is intended to visit Japan to further engage the project in order to transfer this technology through establishment of pilot plants.

«Concrete Results»

- 2 Seminars and 2 workshops attracting a total of 290 participants.
- 130 participants trained on hands-on practices.
- 1 follow-up technical mission visit planned from Rwanda in Jan. 2009.
- 1 MOU signing proposed between KIST, WDA and ITPO Tokyo
- 1 follow-up group training mission from Uganda in 2009, sponsored by JICA.



SME Promotion for Africa in Japan

(16-29 January)

UNIDO-AOTS (The Association for Overseas Technical Scholarship) joint training programme; 27 Participants from 11 countries (Uganda, Ethiopia, Ghana, Cameroon, Kenya, Côte d'Ivoire, Zambia, Senegal, Tanzania, Malawi and South Africa) were trained on SMEs.

Ghana & SADC Training Programme on SMEs

(27 February)

Joint programme with JICA; Roundtable meeting organized; 13 participants from 7 countries (Ghana, Zimbabwe, Lesotho, Malawi, Mauritius, Swaziland, Zambia) learned about SME policies and business promotion, as well as technology transfer from Japan. A discussion on actual hurdles in promotion were discussed with the involvement of diplomats from the countries based in Japan.



Training on Investment Promotion for Southeast Europe

(29 September-11 October)

Joint programme with JICA; 2 participants from Montenegro and 2 from Macedonia held 17 bilateral meetings for investment promotion in Tokyo, Nagoya and Osaka, and also were trained regarding Japanese business practices and COMFAR.

Japanese Descendant Training Programme

(13 November-9 December)

Joint programme with JICA; 2 participants from Peru & Brazil were trained on investment promotion skills and held 38 bilateral meetings in Tokyo, Hiroshima, and Oita.

Special Programme for Embassies Networking in Japan

(17 December)

9 Diplomats from Benin, Botswana, Egypt, Gabon, Kenya, Mongolia and Syria participated for training and discussion on practical know-how for business networking in Japan. Follow-up meetings and factory visits are planned.



Venezuela Business Executives

Fact Finding Mission to Japan
(29 September - 6 October)

19 Executives taking part in an advanced management class at the IESA Business School and 1 faculty member of the school visited a waste processing plant in Tokyo and automotive engine manufacturing plant in Yokohama for fact finding and awareness raising on Japanese ecology and business methods.

Nigeria Mission

Fact Finding on Environment Protection Technologies
(16-24 August)

Joint programme by UNIDO Nigeria and ITPO Tokyo; A 19-member mission made up of high level government lawmakers and members of the National Environmental Standards and Regulations Enforcement Agency (NESREA) held 20 meetings and factory/site visits relating to environment preservation technologies. As a result, a follow-up delegate programme for environment technologies from Nigeria is considered for 2009.



Orissa, India

SME Policy and Promotion in Steel Industry
(14-22 October)

A technical consultant on steel industry from Kyushu Techno Research was dispatched to Orissa State, India in cooperation with HQ; As a result, a follow-up policy recommendation report was completed, and "Eco-town" and steel slag processing projects are being planned.

SEE

Cleaner Production Promotion Visit & Roundtable
(2 December)

8 Participants from Albania, Bosnia-Herzegovina, Moldova, and Serbia visited ITPO Tokyo and discussed about investment promotion programmes in Japan as well as environment related programmes and technologies. A staff of the NCPD Serbia was also part of the delegation. The delegate programme as a tool for promotion in Japan was explained.

South Africa

COEGA Fact Finding Visit and Roundtable
(28 November)

A 7-member mission representing the COEGA Industrial Development Zone in South Africa visited ITPO Tokyo to discuss the potential of identifying Japanese institutions to lend HRD and industrial/operational training assistance to the zone, which is under construction and development. As a result, the possibility to invite a delegate from COEGA to Japan is being considered.

ITPO TOKYO SUCCESS STORIES - 2008

India (Orissa State): UNIDO and IPICOL cooperation to promote investment and technology from Japan
Counterparts: DFID (UK); UNIDO HQ; IPICOL

«Situation Before»

The state of Orissa, situated on the east coast of India, boasting natural resources of iron ore and a promising steel industry, had been little promoted and less known in Japan. In 2006, the state institution IPICOL (Industrial Promotion and Investment Corporation of Orissa, Ltd.), and UNIDO, in cooperation with DFID, engaged the state in a series of capacity building and promotion programmes with various countries, including Japan. ITPO Tokyo started the project in November 2006 by fielding a fact finding visit to Orissa and to prepare implementation of the first promotion programme for Orissa in Japan. All activities were coordinated with UNIDO HQ, and UNIDO Delhi as well as respective embassies and organizations in Japan and India.

«Situation After»

Through the Orissa delegate programme, which

started in 2007, several Japanese companies in the steel and climate change (CDM) industries visited Orissa for surveys and bilateral business discussions through IPICOL, with a few project MoUs signed. In 2008 further activities included networking efforts by Orissa amongst Japanese business circles in India; a visit by a steel business mission from Japan to Orissa; the signing of a comprehensive MoU between IPICOL and JETRO for further promotion of ties; a follow-up delegates' visit from IPICOL to Japan; an assignment and visit of a Japanese steel/SME expert to a UNIDO project to survey SME downstream industries in Orissa. Through these activities, Orissa transformed its image in Japan, from a non-business and almost non-existent one, to a business friendly destination for Japanese companies.

«Concrete Results»

• 40 bilateral meetings with Japanese private

and public sector held through 2 delegate programmes.

- 1 Orissa investment seminar in Tokyo attracted 90 participants; 4 roundtable meetings in Tokyo, Osaka, and Kitakyushu attracted a total of 60 participants.
- 20 project profiles were promoted in Japan. 1 major investment project on pig iron production has been signed with a Japanese trading & investment company.
- 60 Japanese businessmen and officials have visited Orissa since the start of activities.
- Orissa established official ties with Japanese business organizations such as JETRO (MOU signed in 2008), JCCI, JOI, Japanese Business Association in Delhi, and KITA, KTR, to name a few.
- Extensive press coverage yielded 5 major articles on Orissa in Japanese newspapers, and several articles in the local press in Orissa.



Forums, Seminars, Workshops

ITPO Tokyo organized or supported 40 regional, country and/or thematic forums, seminars and workshops in 2008. For a complete list please see page 15. These events often feature the participation of high level government representatives, including presidents and ministers, and also our delegates, and allow the dissemination of the latest information about countries, specific sectors, and other topics of interest to the Japanese business community, providing recipient countries with an important tool for investment promotion. A key event, The Fourth Tokyo International Conference for African Development (TICAD IV) took place from 28-30 May. Please see page 16 for a summary.

In 2008, interaction with state level guests at ITPO Tokyo organized or supported events included (by date):

- H.E. Dr. Mahmoud Mohieldin, Minister of Investment of the Arab Republic of Egypt (February 2008)
- H.E. Mr. Mwai Kibaki, President of the Republic of Kenya (May 2008)
- H.E. Mr. Yoweri Kaguta Museveni, President of the Republic of Uganda (May 2008)
- H.E. Mr. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania (May 2008)
- H.E. Mr. Paul Kagame, President of the Republic of Rwanda (May 2008)
- H.E. Mr. Charles Ugwu, Minister of Commerce and Industry of the Republic of Nigeria (May 2008)
- H.E. Mr. Pierre Nkurunziza, President of the Republic of Burundi (May 2008)
- H.E. Mr. Ernest Bai Koroma, President of the Republic of Sierra Leone (May 2008)
- H.E. Mr. Abdullah Gül, President of the Republic of Turkey (June 2008)
- Members of Parliament of the Federal Republic of Nigeria (August 2008):
Hon. Mr. Samuel Duro Faseyi, Hon. Mr. Oluwole Olakunde,
Hon. Mr. Ahmed Idris, Hon. Mr. Gbenga Elegbeleye
Hon. Mr. Igwe Nwagu Paulinus
- H.E. Mr. Ahmed Chami, Minister of Industry, Trade, and New Technologies of the Kingdom of Morocco (October 2008)



COMFAR Promotion

ITPO Tokyo organized 6 COMFAR workshops in Tokyo upon the demand of either existing Japanese COMFAR users, or potential users, including some from developing countries. The nature of these workshops is described below. COMFAR continues to be of interest to the Japanese business community as a tool for business potential estimation and calculation.



	Title of event	Place	Date	Venue	No. of audience
1	COMFAR Seminar for Ability Garden	Tokyo	18/02/08	Ability Garden	30
2	COMFAR Seminar for Ability Garden	Tokyo	26/08/08	Ability Garden	30
3	COMFAR Workshop	Tokyo	01/10/08	ITPO Tokyo	8
4	COMFAR Workshop	Tokyo	21/10/08	ITPO Tokyo	2
5	COMFAR Workshop	Tokyo	25/11/08	ITPO Tokyo	9
6	COMFAR Workshop	Tokyo	28/11/08	ITPO Tokyo	6

PR Events

UN International Womens' Day 2008, held at UNU (10 March)

The public forum and exhibition highlighted the subject of "Investing in Women and Girls". Accordingly ITPO Tokyo featured its activities in banana fiber and textile production, promoting womens' entrepreneurship programmes, and also promoted several UNIDO HQ publications.



"Global Festa" International Cooperation Festival, held at Hibiya Park, Tokyo (4-5 October)

A yearly outdoor happening spread over a weekend, this event attracts a large number of the general public to learn about international cooperation and activities of international organizations, NGOs, embassies, Japanese government agencies, etc.

ITPO Tokyo promoted examples of its environment technology oriented programmes, in agro, water, and renewable technologies. Upwards of 300 people stopped by ITPO Tokyo's booth to collect information and discuss about UNIDO in general.

UN Day 2008 "Climate Change-What We Can Do" (24 October)

This yearly event is held in parallel to UN Day celebrations worldwide. The theme for celebrations in Japan, climate change, was selected in consideration of global concerns and attention of the Japanese government and public to the topic, and environmental matters in general.

ITPO Tokyo manned an outdoor stall to exhibit UNIDO's activities. The event took place at the UNU facilities in Tokyo. Despite unfavorable weather, the event attracted interested passersby.



ASEAN-METI Sokeizai Meeting

ITPO Tokyo is appointed and operates as a secretariat of the ASEAN-METI (Ministry of Economy, Trade and Industry) Sokeizai Meeting. The Meeting is aimed at exchanging information and promoting business partnerships between Japan and ASEAN countries in the field of Sokeizai industries. Sokeizai industries include sub-sectors such as casting, stamping, die/mold making, forging and heat treatment.

The first Sokeizai Meeting took place on 31 October 2008 in Japan at METI, in which representatives from Thailand,

Malaysia, Indonesia, Vietnam and METI officials participated. This initiative is expected to be continued in coming years, and contribute to regional cooperation.

As one of the activities under the initiative, ITPO Tokyo will facilitate a Sokeizai fact-finding mission to Vietnam scheduled for March 2009, expecting 28 participants mainly from the Japanese private sector, along with a few government representatives. The mission will organize visits with Japanese companies already invested

in Vietnam, as well as local companies for business matching. It is expected that through this process, Japanese participants may find some business opportunities in Vietnam.





List of Seminars and Workshops

(Organizer or supporter status)

	Title of event	Place	Date	Venue	No. of audience
1	Japanese (Kitakyushu) Steel Business Seminar in Orissa, India	Bhubaneswar, Orissa, India	15/01/08	Swosti Hotel	60
2	Bangladesh Business Seminar	Tokyo	30/01/08	City Club of Tokyo	50
3	International Recycle Conference Kanazawa '08 for the Car	Kanazawa	08/02/08	Ishikawa Ongaku-do Hall	200
4	Environment & Bio-diesel for Sustainable Development in Africa	Tokyo	15/02/08	Mita Kyoyo Kaigisho	357
5	India Investment Seminar	Tokyo	18/02/08	Tokyo Kaikan	200
6	Egypt Investment Seminar	Tokyo	20/02/08	JBIC	150
7	Water & Sanitation Symposium, International Year of Sanitation-A Platform for Action in Africa and Asia	Tokyo	22/02/08	U Thant Hall, UNU	309
8	JICA SADC and Ghana Programme on SMEs	Tokyo	27/02/08	JICA Ichigaya	20
9	Middle East Investment Promotion Forum 2008	Tokyo	05/03/08	ANA Hotel	400
10	Laos Business Seminar	Osaka	14/03/08	OCCI	72
11	Vietnam Investment & Trade Seminar	Tokyo	21/03/08	JCCI	77
12	Orissa State, India Business Roundtable	Osaka	07/04/08	Indian Consulate General, Osaka	15
13	India Business Seminar	Tokyo	09/04/08	JCCI	210
14	Egypt Business Seminar	Tokyo	23/04/08	JCCI	150
15	Kyrgyz Rare Metals Seminar	Tokyo	23/04/08	Grand Arc Hanzomon	42
16	Bangladesh Investment Seminar	Tokyo	13/05/08	JCCI	100
17	Argentina Seminar	Tokyo	13/05/08	ANA Hotel	100
18	Banana Textile Seminar	Tokyo	14/05/08	U Thant Hall, UNU	194
19	TICAD IV Side Event: Diffusion of Productivity Movement from Asia to Africa	Yokohama	29/05/08	Pan Pacific Hotel, Yokohama	80
20	Kenya Tea & Coffee Seminar	Yokohama	29/05/08	Hama-Gin Hall	419
21	Mauritania Business Seminar	Tokyo	30/05/08	ANA Hotel	142
22	Turkey Electronics Workshop	Tokyo	05/06/08	Imperial Hotel	20
23	Turkey Business Forum (Seminar)	Tokyo	05/06/08	Imperial Hotel	500
24	Romania Seminar	Tokyo	02/06/08	JCCI	66
25	APPS 2008 Global Auto-parts Business Seminar	Tokyo	20/06/08	Big Sight	170
26	Bio-fuel Business Forum	Yokohama	11/07/08	Pacifico Yokohama	86
27	Bangladesh Business Seminar	Yokohama	11/07/08	Kanagawa SME Center	80
28	Bangladesh Business Seminar	Osaka	24/07/08	Osaka Entrepreneurial Museum	31
29	India Seminar	Tokyo	30/07/08	The Business and Technology Daily News (Nikkan Kogyo Shimbun)	40
30	Micronesia Investment Seminar	Tokyo	01/10/08	JETRO	171
31	Morocco Investment Seminar	Tokyo	09/10/08	Toranomon Pastoral Hotel	90
32	Banana Textile Seminar	Kigali, Rwanda	10/10/08	Kigali Institute of Science and Technology (KIST)	80
33	Banana Textile Workshop	Kigali, Rwanda	11/10/08	Kigali Institute of Science and Technology (KIST)	70
34	Banana Textile Seminar	Kampala, Uganda	13/10/08	Hotel Africana	80
35	Banana Textile Workshop	Kampala, Uganda	14/10/08	Hotel Africana	60
36	Argentina Business Seminar	Osaka	24/10/08	My Dome Osaka (OCCI)	25
37	Mongolia Food Seminar	Osaka	14/11/08	IBPC Osaka	125
38	Czech Investment Seminar	Tokyo	20/11/08	JBIC	117
39	JICA South East Europe CP Promotion Workshop	Tokyo	02/12/08	ITPO Tokyo	16
40	Special Programme for Embassies - Workshop on Networking in Japan	Tokyo	17/02/08	ITPO Tokyo	8

TICAD IV

The 4th Tokyo International Conference on African Development (28-30 May)

TICAD IV took place in Yokohama from 28 to 30 May 2008, gathering the Heads of States and Governments, and delegations of 51 African countries, together with the representatives of many other countries, international and regional organizations, private sectors, academic institutions and civil society organizations both from Africa and Asia.

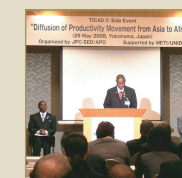
The participants noted with sincere appreciation the continuing commitment of the Government of Japan, pertinent TICAD co-organizers and the international community to promote a "Vibrant Africa."

Boosting Economic Growth was one of the pillars of TICAD IV, and UNIDO vigorously participated in the Conference to contribute in the area of trade, investment, tourism and agriculture. The Director-General of UNIDO, Dr. Kandeh Yumkella, together with Mr. Yoshiteru Uramoto, Deputy Director-General, and Mr. Seiji Oshima, Head of ITPO Tokyo, tirelessly joined the Plenary Session and Side Events, including the following:

- Addressing Environmental Issues/Climate Change, Mitigation, Improving Energy Access
- Innovative Approaches to PSD for Achieving the MDGs in Africa co-hosted by UNDP/UNIDO/UNCTAD
- Technical Cooperation on Productivity Improvement in Africa by JPC/METI
- Breakfast meeting jointly hosted by UNIDO and JGC, inviting 200 persons amongst which the Presidents of Sierra Leone and Burundi attended.



TICAD IV also provided ITPO Tokyo with a golden opportunity to introduce one of its technology transfer programmes, i.e. Banana Textile. The students of the Banana Textile Unit of Tama Art University in Japan produced 10 traditional Happi Coats out of banana fiber, some from Africa. The coats were presented to the Presidents of Kenya, Tanzania, Rwanda, and Uganda. The national leaders were quite impressed with the quality of the textile, and urged ITPO Tokyo to promote the technology in Africa. Consequently, the Banana Textile Team visited Rwanda and Uganda to introduce the technology and products through seminars and workshops (see success story on page 10).



Major Missions Overseas in 2008



Orissa, India ~ Steel Business Mission from Kitakyushu, Japan

(12-19 January)

ITPO Tokyo fielded two officers and co-organized the mission comprising 18 members from 9 companies/organizations. The mission held 23 bilateral meetings and 3 factory visits in Orissa, West Bengal and Jharkand.

Dhaka, Bangladesh ~ Arsenic Removal Project & Delegate Programme

(8-12 February)

ITPO Tokyo fielded an officer to follow-up 2007's "water arsenic removal" meetings at government level, and discuss preparations for the Bangladesh delegate programme, which was implemented as a result.

Mali and Ghana ~ Biofuel Project Promotion

(15-22 March)

The Head of office visited the countries to check potential to promote biofuel technologies based on the Jatropha plant. As a result, a delegate programme from Mali was implemented.

UNIDO HQ, Vienna ~ Administrative Training

(13-19 April)

An officer was fielded to take part in administrative controls training. As a result, administrative procedures are confirmed and closely coordinated with HQ.

Dubai, UAE ~ Middle East Cooperation Conference

(25-30 August)

The Head of office attended the policy dialogue meeting organized by JCCME, a Japanese regional assistance organization. ITPO Tokyo's activities on water technologies were promoted.

Orissa, India ~ Programme Review Mission

(5-8 July)

An officer was fielded to take part in a review meeting of ITPO Tokyo's collaborative project with IPICOL, UNIDO HQ, and DFID. Follow-up programmes for 2009 were discussed.

West Africa (Abuja, Accra, Dakar) & ITPO Heads' Meeting

(13-28 September)

The Head of office took part in the TICAD IV follow-up mission to West Africa and identified several delegate programmes for 2009, and further attended the ITPO Heads' meeting at UNIDO HQ.

Rwanda & Uganda ~ Mission with Tama Art University (TAU)

(7-16 October)

An officer and staff were fielded to lead a mission from TAU comprising 10 members. The mission co-organized 2 seminars and 2 workshops to promote banana stem fiber technology from Japan.

Turkey ~ Steel Industry Business Mission

(1-11 November)

An officer was fielded to co-lead a 17 member business mission from Kita Kyushu with JETRO and JCCME. As a result 3 meetings and 2 factory visits were held and follow-up on clean steel technologies are expected.

Press Clippings

Annual Report
2008



バナナから服
多摩美大生 ケニア大統領に贈る

ケニア大統領に贈るバナナ繊維製の服。多摩美術大学学生が、ケニア大統領に贈るバナナ繊維製の服。ケニア大統領は、バナナ繊維製の服を気に入り、多摩美術大学に感謝状を送った。

Japan trade wing inks MoU with IPICOL
Bhubaneswar, Jan 15: In a move likely to open the floodgates for Japanese investment into the State, the Japan External Trade Organisation (JETRO) inked an MoU with IPICOL here today for exploring investment opportunities, joint ventures and technology transfers in key sectors here. The MoU was signed between director-general of Jetro, New Delhi, Nagayoshi Noguichi and managing director of IPICOL, Ashok Meena. It will be in vogue for the next two years. Areas which are likely to benefit are steel, transport, auto components and ancillary and down stream industries. The organisation would also support each other by initiating trade missions to and from Japan. Earlier, a 20-member delegation comprising corporate representatives from Kitakyushu region, the steel hub of Japan, along with officials from Jetro and United Nations Industrial Development Organisation (UNIDO) visited some of the upcoming industrial hubs in the State at the invitation of Team Orissa.

アフリカ首脳に陣羽織
多摩美大生 バナナ繊維製

ケニア大統領に贈るバナナ繊維製の服。多摩美術大学学生が、ケニア大統領に贈るバナナ繊維製の服。ケニア大統領は、バナナ繊維製の服を気に入り、多摩美術大学に感謝状を送った。

バナナから服
バナナの茎を再生

バナナの茎を再生して繊維製の服を作る。多摩美術大学学生が、バナナの茎を再生して繊維製の服を作る。バナナの茎を再生して繊維製の服を作る。バナナの茎を再生して繊維製の服を作る。

State alliance with Japanese agency to woo investors

State alliance with Japanese agency to woo investors. The alliance aims to attract Japanese investment into the state's industrial hubs. The alliance will support Japanese investment into the state's industrial hubs. The alliance will support Japanese investment into the state's industrial hubs.

バナナから布
日清紡、綿の「代役」期待

バナナから布。日清紡、綿の「代役」期待。バナナから布。日清紡、綿の「代役」期待。バナナから布。日清紡、綿の「代役」期待。

Minister admires fibre fabric

Minister admires fibre fabric. The minister expressed his admiration for the banana stem fiber fabric. The minister expressed his admiration for the banana stem fiber fabric. The minister expressed his admiration for the banana stem fiber fabric.

投資環境アピール
車部品事業でセミナー

投資環境アピール。車部品事業でセミナー。投資環境アピール。車部品事業でセミナー。投資環境アピール。車部品事業でセミナー。

鉄鋼産業を訪ねて
日本の最新技術に期待

鉄鋼産業を訪ねて。日本の最新技術に期待。鉄鋼産業を訪ねて。日本の最新技術に期待。鉄鋼産業を訪ねて。日本の最新技術に期待。