



UNIDO ITPO Tokyo

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

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UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
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Annual Report 2009





**Message by
Dr. Taizo Nishikawa
Head of UNIDO ITPO Tokyo**



Seldom has the world faced so many crises of the kinds which we witnessed in 2009. In the aftermath of the global financial volatility, we observed deceleration of economic growth in many countries, or even contraction of economies in some, including the least developed countries. In addition, in the face of the daunting challenge of climate change, we observed how difficult it was to strike a consensus even on such an urgent and vital matter. I believe that economic growth and the fight against climate change should not just proceed hand in hand; we should explore ways where neither one of the two is compromised for the other, as they are two parts of the same whole. Since the core of UNIDO's mandate is to advance sustainable industrial development in developing countries and economies in transition, no other time than ever has UNIDO been expected to execute its mandate so fervently.

The mission of ITPO Tokyo is to help developing countries and economies in transition in their efforts to achieve sustainable economic development through promotion of investment and technology transfer. We are pleased that we successfully conducted the following in 2009: 1) invitation of government officials from 8 developing countries to Japan to be engaged in various promotional activities; 2) introduction of industrial technologies, like environment and renewable energy related technologies developed by Japanese companies and assistance for project formulation in developing countries; 3) organization of 8 site visits to factories/companies; 4) organization of 35 investment and technology transfer seminars and workshops in different locations of Japan in close collaboration with government offices, industrial/business organizations, municipalities, chambers of commerce and industry, etc.; 5) dispatching 15 consultancy missions overseas; 6) publication services such as the "UNIDO Investment News" (33 times) and the "UNI-World" newsletter (3 times).

In recent years, expectations are growing steadily for technology transfers from Japan to developing countries especially in the fields of environment and energy where Japan could play a leading role. We believe that through the activities of our office we can support sustainable development of developing countries and contribute to their tackling against the global challenges. We also believe that those activities could lead to appreciation of Japan's contribution to the global society and eventually pave the way for our common welfare for some decades to come.

Your kind understanding and cooperation is highly appreciated.



UN Secretary-General (SG) Ban Ki-moon's Visit to Japan

Mr. Ban Ki-moon visited Japan on July 1, 2009, for a meeting with UN Goodwill Ambassadors, including UNIDO Goodwill Ambassador Dr. Reinosuke Hara, and a meeting with Heads and staff of UN agencies in Japan. In the meetings, opinions on UNIDO's activities were exchanged. The SG highlighted the efforts concerning energy issues and climate change talks. The SG further thanked all Goodwill Ambassadors and UN agencies in Japan for promoting the agenda of the UN, including efforts to meet targets of the MDGs.



UN-Energy & UNIDO's Director-General Dr. Kandeh Yumkella

UNIDO's Director-General Dr. Yumkella was elected in 2007 as Chairman of UN-Energy, an interagency-mechanism which brings together all the UN organizations dealing with energy issues. In 2009, UNIDO held several high level international events on energy, including the "Vienna Energy Conference", in June at Vienna; the "International Conference on Green Industry", in September at Manila; and the "Global Renewable Energy Forum" in October at León (Mexico).

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UNIDO ITPO Tokyo & Network

Annual Report
2009



国際連合工業開発機関 (UNIDO)
United Nations Industrial Development Organization

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

- 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 promotional activities.
- 3 [To provide consultations 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 state of the art technologies accessible.

UNIDO's unique network of 13 Investment and Technology Promotion Offices (ITPOs) are present in the following countries: Bahrain, Belgium, China (2)*, France (2)*, Greece, Italy, Japan, Mexico, Republic of Korea, Russia and the U.K.

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



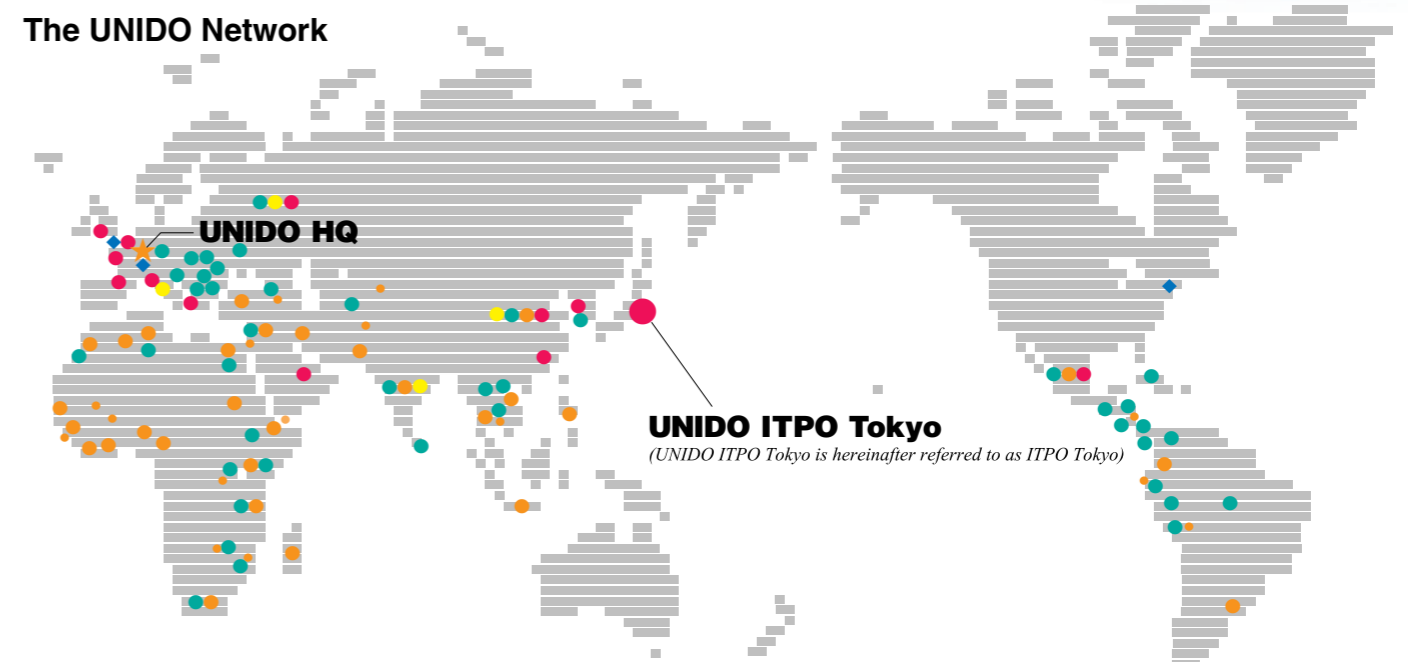
Asian ITPO Network

List of staff members at UNIDO ITPO Tokyo

(as of January 2010)

- Dr. NISHIKAWA, Taizo (Head)
- Mr. GELEGEN, Ferda
- Mr. HAGIWARA, Koichi
- Ms. TOSHINAGA, Ikue
- Ms. IMAZU, Maki
- Ms. KUSAKARI, Mieko
- Ms. TAKAHASHI, Taeko
- Ms. OCHIALI, Naomi
- Mr. AIHARA, Masakazu (Consultant)

The UNIDO Network



Liaison Offices

- ◆ Brussels, Belgium
- ◆ Geneva, Switzerland
- ◆ New York, USA

UNIDO Regional/ Country Offices UNIDO Desks

- Europe:**
- Turkey
 - Armenia
 - Kyrgyzstan

Africa:

- Algeria
- Cameroon
- Cote d'Ivoire
- Egypt
- Ethiopia
- Ghana
- Guinea
- Kenya
- Madagascar
- Morocco
- Nigeria
- Senegal
- Sudan
- South Africa
- Tunisia
- Tanzania
- Burkina Faso
- Eritrea
- Mali
- Mozambique
- Rwanda
- Sierra Leone
- Zimbabwe

Latin America:

- Colombia
- Mexico
- Uruguay
- Bolivia
- Ecuador
- Nicaragua

Middle East:

- Iran
- Lebanon
- Jordan

Asia:

- China
- India
- Indonesia
- Pakistan
- Philippines
- Thailand
- Viet Nam
- Afghanistan
- Lao PDR

Investment and Technology Promotion Offices

- Bahrain
- Belgium
- China (2)
- France (2)
- Greece
- Italy
- Japan
- Korea
- Mexico
- Russia
- United Kingdom

International Technology Centres

- China (4)
- India
- Italy
- Russia
- Turkey

National Cleaner Production Centres

- Europe:**
- Armenia
 - Bulgaria
 - Croatia
 - Czech Republic
 - Hungary
 - Macedonia
 - Romania
 - Russia (2)
 - Serbia
 - Slovak
 - Ukraine

Africa:

- Egypt
- Ethiopia
- Kenya
- Morocco
- Mozambique
- South Africa (2)
- Tanzania
- Tunisia
- Uganda
- Zimbabwe

Latin America:

- Bolivia
- Brazil
- Colombia
- Costa Rica
- Cuba (4)
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Peru

Middle East:

- Lebanon

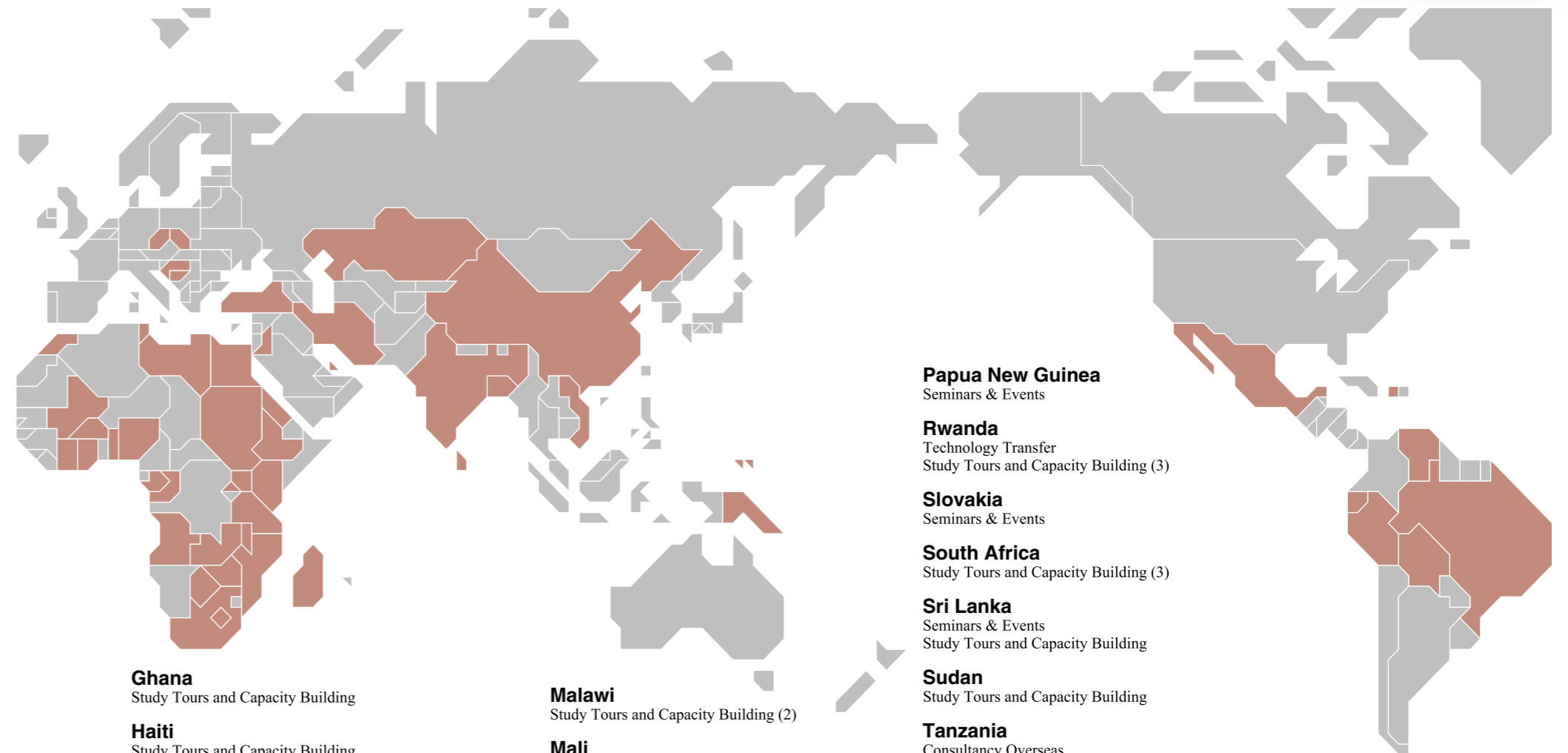
Asia:

- Cambodia
- China (2)
- India (2)
- Korea
- Lao PDR
- Sri Lanka
- Uzbekistan
- Vietnam (2)



Global Activities in 2009

Annual Report
2009



Angola
Study Tours and Capacity Building (2)

Bangladesh
Delegate Programme
Seminars & Events (3)
Consultancy Overseas

Bahrain
Consultancy Overseas

Benin
Study Tours and Capacity Building

Bolivia
Consultancy Overseas

Bosnia & Herzegovina
Study Tours and Capacity Building (2)

Botswana
Delegate Programme
Study Tours and Capacity Building
Consultancy Overseas

Burkina Faso
Study Tours and Capacity Building

Brazil
Study Tours and Capacity Building (2)
Consultancy Overseas

China
Seminars & Events

Congo
Study Tours and Capacity Building

Cote d'Ivoire
Study Tours and Capacity Building

Croatia
Delegate Programme
Seminars & Events (3)

Czech Republic
Seminars & Events

Ecuador
Consultancy Overseas

Egypt
Delegate Programme
Seminars & Events (3)
Technology Transfer
Study Tours and Capacity Building (3)
Consultancy Overseas

Eritrea
Study Tours and Capacity Building

Ethiopia
Study Tours and Capacity Building

Gabon
Study Tours and Capacity Building

Ghana
Study Tours and Capacity Building

Haiti
Study Tours and Capacity Building

India
Study Tours and Capacity Building
Consultancy Overseas

Iran
Seminars & Events

Jordan
Delegate Programme
Seminars & Events

Kenya
Delegate Programme
Seminars & Events
Technology Transfer
Study Tours and Capacity Building (3)
Consultancy Overseas

Lesotho
Study Tours and Capacity Building (2)

Libya
Study Tours and Capacity Building

Madagascar
Study Tours and Capacity Building (2)

Malawi
Study Tours and Capacity Building (2)

Mali
Technology Transfer

Mexico
Study Tours and Capacity Building

Micronesia
Seminars & Events

Mongolia
Study Tours and Capacity Building

Morocco
Study Tours and Capacity Building (2)
Consultancy Overseas

Mozambique
Study Tours and Capacity Building
Consultancy Overseas

Nigeria
Delegate Programme
Study Tours and Capacity Building

Peru
Delegate Programme
Study Tours and Capacity Building (2)
Consultancy Overseas

Papua New Guinea
Seminars & Events

Rwanda
Technology Transfer
Study Tours and Capacity Building (3)

Slovakia
Seminars & Events

South Africa
Study Tours and Capacity Building (3)

Sri Lanka
Seminars & Events
Study Tours and Capacity Building

Sudan
Study Tours and Capacity Building

Tanzania
Consultancy Overseas

Tunisia
Consultancy Overseas

Turkey
Seminars & Events (2)
Consultancy Overseas

Uganda
Technology Transfer
Study Tours and Capacity Building
Consultancy Overseas

Venezuela
Seminars & Events
Technology Transfer
Study Tours and Capacity Building (2)

Vietnam
Seminars & Events
Consultancy Overseas

Zambia
Study Tours and Capacity Building (2)

Zimbabwe
Study Tours and Capacity Building (2)





Peru 15 - 24 February

Name: Mr. Ricardo Diaz
Title: National Coordinator
ProInversion - Private Investment
Promotion Agency

Thanks to UNIDO's delegate programme, we could promote several food-related projects in Japan. Although the financial crisis had taken effect during the programme,

I found much interest to continue promoting existing and potential new businesses between Japan and Peru. In particular, there is a great potential in algae cultivation (nori), dehydrated fruits and squid based products. In addition, considering the existing Japanese know-how, regional approaches on biomass can be promoted like Latin-American sugar cane or East Asian rice to be converted into energy, biogas or bio-plastics.



Croatia 5 - 25 April

Name: Mr. Marko Jurcic
Title: Director, Strategic Planning
Division, Trade and Investment
Promotion Agency (APIU)

In the three weeks that I was in the ITPO Tokyo office I experienced what I think is the best model of technical assistance. I didn't only receive training and assistance in soft

skills, but also received instructions on current Japanese economy, and ways to approach and how to handle a meeting according to the unique Japanese business culture. I got the chance to hold 40 different meetings with private companies in only 15 working days, and I still feel the effects of this programme - both through high quality contacts which I made with Japanese businesses, and through increased knowledge, love and respect towards Japanese people in general.



Bangladesh 2 - 13 June

Name: Mr. Jalalul Hai
Title: Director (Foreign Investment)
Board of Investment (BOI)

In follow-up of the delegate programme of 2008, I had the opportunity to meet with 5 Japanese companies who were in different stages of project implementation in Bangladesh. In addition, I met with a good

number of new companies who have shown interest for investment in Bangladesh. Furthermore, 3 business seminars were held in Osaka, Nagoya and Tokyo. In the Tokyo seminar alone, 117 participants attended. After return, I received the interests of many Japanese companies for investment in Bangladesh, mainly in the areas of garments & apparels, textiles and leather products. Further follow-up of these activities are expected.



Nigeria 14 - 28 June

Name: Ms. Hajjagana Wakil Mustapha
Title: Assistant Director, Investment Pro-
motion Office, Nigerian Investment
Promotion Commission (NIPC)

Name: Mr. Latifu Gbadebowale Salami
Title: Deputy Director (Industrial), Federal
Ministry of Commerce and Indus-
try (FMCI)

The UNIDO delegate programme in Japan for us was an opportunity to provide first-hand

information on Nigeria's current conducive business climate and tremendous investment opportunities due to its enormous natural resources and huge population. The delegate programme provided the vehicle to meet several Japanese companies especially those seeking for avenues to invest in West Africa. This was in addition to participating in the 2nd Nigeria-Japan Business Forum that was attended by over 150 Nigerian and Japanese participants. We have recorded follow up visits with the likely result of a Japanese company setting up a factory in Nigeria in partnership with local businessmen.



Egypt 25 July - 8 August

Name: Mr. Hatem Ali, Ph.D.
Title: Deputy Director, Water Quality
Management Unit, Ministry of Water
Resources and Irrigation (MWRI)

The delegate programme gave my ministry a very promising start of Japan - Egypt cooperation in the field of water quality management. With ITPO Tokyo's help, I was able to hold 18 meet-

ings, 1 seminar and 2 roundtable meetings with Japanese counterparts. I am looking forward to further promoting the water quality management unit as a focal point to facilitate and follow-up water related technology transfer opportunities in Egypt with Japanese entities. As a result of the programme, a recent mission by a Japanese company has been organized to experiment one of the recommended project profiles. This will pave the way and kick start to increase the attention and interest for more cooperation with Japanese companies.



Kenya 5 - 10 October

Name: Mr. Isaac P. Kalua
Title: Founder/Chairperson
Green Africa Foundation

The delegate programme provided Green Africa Foundation the chance to present current developments of the bio-fuel industry in Kenya, especially adoption of Jatropha Curcas for bio-fuel production. It was also an opportunity to promote Kenya, and present investment opportunities in renewable

energy to Japanese investors. Creating awareness of climate change effects in Africa, and the challenges that African governments face in seeking adaptive and mitigation solutions, contributed to highlighting opportunities for technology transfer and investment from Japan. The unwavering support by ITPO Tokyo has been instrumental to Green Africa Foundation, in terms of exposure and networking with various stakeholders in Japan's Green Business. These efforts will be further followed-up in 2010.



Jordan 8 - 22 November

Name: Ms. Muna Gammoh
Title: Country/Sector Promoter
Jordan Investment Board (JIB)

It has been a pleasure working with the ITPO Tokyo team. I am very grateful for the opportunity to participate in this important programme. It is great exposure for investment promotion in Japan, and attracting

foreign capital from Japan to Jordan. The programme is important in establishing a base for Jordan in Japan. It assists in formulating new partnerships and provides a platform for communication between both countries. Japan is a very strong partner in the socio-economic development of Jordan, and through this programme, the opportunities of networking with business leaders from different sectors, particularly energy, infrastructure, and IT, are invaluable.



Botswana 14 - 27 November

Name: Ms. Reitumetse Aphiri
Title: Manager, International Markets
Botswana Export Development &
Investment Authority (BEDIA)

The aim of the programme was to introduce the Botswana delegate to Japanese private sector companies and to establish contact and create a network between BEDIA and

specific companies. The delegate had targeted meetings with the companies to ascertain their interest in Botswana and to introduce ongoing projects in the energy and infrastructure development sectors. The companies have indicated an interest to visit Botswana by March 2010. The delegate is optimistic that some of the companies met will invest in Botswana between 2010 and 2011. A follow up visit to the companies will be made in due course to Japan during 2010.



ITPO TOKYO SUCCESS STORIES - 2009

Project Promotion in Mozambique

23 February - 2 March / 29 June - 4 July

Name: Mr. Antonio Luis Macamo
Title: Director of the Linkage Division Investment Promotion Center (CPI)

The delegate programme for Mozambique was held in June/July 2007 with a staff member of CPI, identifying 8 potential projects promoted to Japanese investors. Since then, the same delegate frequently traveled to Japan, and in 2009 negotiated a project on clam processing between investors in Mozambique and Japan.

This project is expected to yield more than 250 job opportunities for local people. A Japanese investor has visited Mozambique several times and selected a location to install equipment to process clams to be exported to Japan. It is expected that a Letter of Agreement will be signed in January 2010. Also, there are three very promising projects, i.e. power

generation, coal mining and bio-fuel, which have been scrutinized by one of the leading Japanese trading houses with the strong support of the delegate. Further developments are expected in 2010.





ITPO Tokyo has been promoting transfer of Japanese technologies to developing countries in order to assist them with viable and sustainable solutions for promoting employment, dealing with environmental problems, and offering alternative business models for industrial applications.

As achieving transfer of technologies is a long process, ITPO Tokyo approaches the issue by organizing (1) awareness-raising and capacity building activities in Japan and overseas in the form of study tours to companies or exhibitions and seminars; (2) delegate programmes focusing specifically on one sector/technology; and (3) dispatching experts to developing countries to undertake studies on their needs and applicability of technologies.

While conventional sectors and industries such as agro, automotive parts, electronics, or other types of machinery, amongst others, have been of interest to developing countries in the past, recently the focus has been moving rapidly towards technologies for environmental solutions, including water, renewables, energy efficiency, alternative energies, 3Rs (Reduce, Reuse, Recycle), etc. Some of these technologies are sponsored by large Japanese companies, but the majority are with small and medium sized enterprises (SMEs).

ITPO Tokyo will continue to promote technology transfer, including strengthening its environment related knowledge and database, with a view to providing swift and applicable solutions to technology transfer needs of recipient countries.

Hereunder is a list of technology transfer activities undertaken by ITPO Tokyo in 2009. (Note: Some of these activities may be cross referenced in other parts of this report).

Rwanda and Uganda Banana Textile Study Mission

(January and July 2009)

ITPO Tokyo organized seminars/workshops on banana textile in Rwanda and Uganda in October 2008, and as a result, a technical team from Rwanda and Uganda visited Japan in January and in July 2009 respectively to learn the basic technologies and equipments for the future commercial production in both countries. As an outset of the long-term process, both countries have agreed to set up a Banana Textile R&D, which may initiate further collaborations with Japan, for instance through JICA assistance.



Water Technology Promotion

(March, July, August 2009)

ITPO Tokyo has been promoting sustainable water technologies to assist developing countries demands for clean and safe water. The office promoted various Japanese SMEs technologies in waste water recycling and purification to several countries. As a result, a mission of Japanese SMEs plans to visit Venezuela in 2010. In Egypt, waste water and instream water purification technologies have been promoted through the delegate programme. As a result, a demonstration project for instream purification was activated in Egypt, and discussions are ongoing to render the project sustainable through a business model.



UNIDO-JICA Joint Programme for Renewable Energy

(30 November)

ITPO Tokyo facilitated JICA's interest in a UNIDO pilot project in Kenya, namely the "Energy Kiosk", a small energy supply station powered by hybrid renewable energy technologies such as

micro hydro, anaerobic digestion, solar, vegetable oil fuel, to provide power for lighting and production activities. A Letter of Understanding was signed between UNIDO, JICA and Government of Kenya/Jomo Kenyatta University of Agriculture and Technology in December 2009 in Nairobi.

ELV (End of Life Vehicle) Recycling System in East Africa and in China

RUM Alliance is a private entity composed of some 20 medium sized automobile recycling companies in Japan. RUM Alliance possesses cutting edge technology to recycle every part of used automobiles, under the concept of Zero Emissions. A pilot unit featuring this technology was established in Nairobi in 2009, which is hoped to expand to other locations in East Africa through a business model. RUM Alliance organized an ELV Recycling Seminar in Dalian, China where the Deputy Head of UNIDO Beijing delivered opening remarks.

Steel Slag Processing in India

(March 2009)

Two experts on steel slag processing from Kitakyushu visited Orissa State in India for fact finding on availability of steel slag from steel industries prominent in the state, and to continue discussions on technology transfer to process steel slag. These visits were a follow-up to an earlier visit in 2008. The experts are now looking to activate business channels to promote a joint venture between Japanese and Indian companies for the transfer of the technology. A third mission to India is expected in 2010.

ITPO TOKYO SUCCESS STORIES – 2009 Biofuel Project Promotion

ITPO Tokyo has been promoting the development of bio-fuel technology, focusing on Africa. One of the leading engine manufacturers of Japan, which joined ITPO Tokyo's fact finding mission to Mali in June 2008, has analyzed refined Jatropha oil samples in Mali based on the agreement with CNESOLER (National Centre of Solar Energy and Renewable Energy) and the subject company. Accordingly, the company has selected a suitable diesel engine after durability & confirmation testing at the company's R&D center in Malaysia. This diesel engine analysis was presented at the fifth meeting of Africa Bio-fuel Forum organized by ITPO Tokyo in October 2009, in which ITPO Tokyo's bio-fuel delegate from Kenya also made a presentation about recent Jatropha development in Kenya.

In 2009 another trilateral agreement between the company, CNESOLER and UNIDO was initiated to donate to Mali 3

units of generator sets to further promote the Jatropha project. Accordingly, the subject equipment will arrive in Bamako in February 2010. The UNIDO Mali office has played a very important role to realize this project.





Rwanda & Uganda Banana Textile Study Mission

(17-25 January & 10 July)

ITPO Tokyo organized seminars/workshops on banana textile in Rwanda and Uganda in October 2008, and as a result, a technical team from Rwanda and Uganda visited Japan in 2009 to investigate technology transfer possibilities. Please see page 9 for details.



Workshop on Investment Promotion and Development

(18-25 February)

ITPO Tokyo officers lectured at two workshops on best practices for development, investment promotion and technology transfer, targeting Japanese professionals interested in the development field. Through the workshops, awareness raising and information dissemination on UNIDO's tools and methodologies was realized to about 30 professionals.



JICA Roundtable Meeting on African SMEs

(2 March)

The roundtable meeting was organized with JICA; 11 participants from 8 countries (Ghana, Kenya, Madagascar, Malawi, Mozambique, Nigeria, South Africa, Zambia) learned about SME policies and business promotion, as well as technology transfer from Japan. A discussion on actual hurdles in promotion was carried with the involvement of diplomats from the participants' countries based in Japan.

Venezuela Study Tour to Shinagawa Recycling Center and Shinagawa Incineration Plant

(28 May)

Nineteen executives taking part in an advanced management class at the IESA Business School and 1 faculty member of the school visited a waste processing and incineration plant in Tokyo for fact finding and awareness-raising of Japanese ecology technologies and business applications. This was the second time such a visit took place from Venezuela since 2008.

Study Tour to Kawasaki Eco-Town for African Embassies

(29 July)

Twenty one Diplomats from 20 African embassies took part in a technical visit to Kawasaki Eco-town, near Tokyo, to learn first hand Japanese ecology technologies, including pet bottle and paper recycling, and to see some other applications, such as a bicycle driven water purification device. The activity was a pre-event to the Kawasaki International Eco-tech Fair 2010, for which ITPO Tokyo will continue its cooperation.

Study Tour/Meeting with Water Technology Companies in Hiroshima for Embassies

(5 August)

ITPO Tokyo and the METI Chugoku Bureau organized a 1 day event in Hiroshima to promote Japanese water technologies, including waste water treatment, water purification and desalination, to 18 diplomats, including 6 ambassadors, from 14 embassies in Japan. A visit to a waste water recycling plant at Kuga Park, Yamaguchi Prefecture, was followed by 8 Japanese companies' presentations, and 30 bilateral meetings, which have since been followed-up for project discussions. A follow-up event was organized in September 2009 upon the request of the Minister of Tourism of Venezuela, H.E. Mr. Mr. Pedro Fritz Morejón Carrillo, on water technology needs of Venezuela.



JICA / SEE Investment Promotion

(28 September - 9 October)

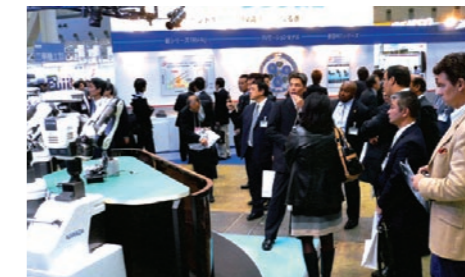
ITPO Tokyo organized the programme for 2 weeks in September and October in cooperation with JICA, inviting a representative from the City of Mostar in Bosnia & Herzegovina. The schedule included 16 bilateral meetings with Japanese companies and institutions to discuss opportunities in tourism and aluminium sectors in Tokyo and Osaka, and also training regarding Japanese business practices and COMFAR.



Group Tour for Embassies: International Robot Exhibition 2009

(25 November)

ITPO Tokyo organized a group tour on the occasion of the International Robot Exhibition 2009 (iREX 2009) organized by the Nikkan Kogyo Shimbun and the Japan Robot Association (JARA) in November 2009. 11 Diplomats from Brazil, Egypt, India, Mexico, Mongolia, Morocco, South Africa and Sri Lanka joined the tour, including visits to Kawada Industries, Inc. (for humanoid industrial robots) and Fanuc Ltd. (for industrial robots), and university R&D and NEDO corners. A majority of participants joined the official reception following the exhibition and had a chance to meet with organizers and industry specialists to exchange views.



JICA Nikkei Training Programme

(16 November - 10 December)

ITPO Tokyo organized a 3 week joint programme for Japanese descendants with JICA from November to December 2009; 4 participants from Brazil (2) and Peru (2) were trained on investment promotion skills and held 33 bilateral meetings and 12 lectures in Tokyo and Oita.

Seminars and Events

apan 2009
Business Forum
"Green Bio (Environment)", "Food",
"Venture" - will take place.



ITPO Tokyo organized or supported 35 investment and technology seminars, forums or workshops in 2009. For the complete list please see page 14.

High level visitors

ITPO Tokyo welcomed and/or met with several high level government and private sector officials from recipient countries in 2009, as outlined below:

- Mr. Satya Prakash, Principal Secretary, Government of Madhya Pradesh, Department of Commerce, Industries & Employment and Public Undertakings, India (February 2009)
- H.E. Mr. Ngyuen T. V., Vice Minister of Commerce and Industry of Vietnam (Vietnam Investment Seminar-April 2009)
- Dr. Mohammad Agha Nahavandian, President, Iran Chamber of Commerce, Industries and Mines (Iran Business Seminar-May 2009)
- H.E. Mr. Emanuel Manny Mori, President of Micronesia (Micronesia Investment Seminar-May 2009)
- H.E. Mr. Pedro Fritz Morejon Carrillo, Minister of Tourism of Venezuela (Venezuela Water Technology Roundtable-September 2009)
- Ms. Neelkamal Darbari, Joint Secretary, Department of Chemicals & Petrochemicals, Ministry of Chemicals and Fertilizers, India (October 2009)
- Mr. Charles Ugwuh, Former Minister of Industry and Commerce of Nigeria (October 2009)
- Dr. Maen Nsour, Chief Executive Officer of the Jordan Investment Board (Jordan-Japan Business Forum-November 2009)
- Dr. Mahmoud Abu-Zeid, Chairman of the Arab Water Council / Former Minister of Irrigation and Water Resources, Egypt (Japan-Arab Economic Forum-December 2009)
- Mr. Fathallah Sijilmassi, Director of the Moroccan Agency for the Development of Investments (Japan-Arab Economic Forum-December 2009)

COMFAR Promotion

ITPO Tokyo organized COMFAR workshops and lectures in Tokyo upon the demand of existing and potential COMFAR users, as listed below. COMFAR continues to be of interest to both the Japanese and developing countries business community as a tool for business potential estimation and calculation.

	Title of event	Place	Date (D/M/Y)	Venue	No. of audience
1	COMFAR Workshop 1	Tokyo	05/03/09	ITPO Tokyo	13
2	COMFAR Workshop 2	Tokyo	08/05/09	ITPO Tokyo	5
3	COMFAR Lecture for JICA/SEE	Tokyo	01/10/09	ITPO Tokyo	1
4	COMFAR Lecture for JICA/Nikkei	Tokyo	08/12/09	ITPO Tokyo	4

"Global Festa" International Cooperation Festival, Tokyo

(3-4 October)

ITPO Tokyo joined the annual event "Global Festa" in Tokyo to promote UNIDO's activities to the general public over a 2-day period. Upwards of 200 visitors, including professionals, students and diplomats, expressed interest in UNIDO's activities on industrial development and international cooperation. ITPO Tokyo promoted examples of its environment related activities, including water technology and agro-industry programmes in developing countries, and also disseminated UNIDO's IDR 2009 report.

Seminars and Workshops

(Organizer or supporter status)

	Title of event	Place	Date (Date/Month/Year)	Venue	No. of audience
1	Workshop on investment promotion and development	Tokyo	18-25 03/09	Ability Garden	30
2	African Countries Roundtable Meeting on Micro, Small & Medium Enterprises Promotion	Tokyo	02/03/09	JICA Tokyo International Center	21
3	Middle East Investment Promotion Forum 2009	Tokyo	03/03/09	ANA Intercontinental	600
4	South Asian Countries Neem Seminar	Tokyo	26/03/09	Shibuya Ward Labour Hall	60
5	COMFAR Workshop	Tokyo	05/03/09	ITPO Tokyo	13
6	UNIDO Industrial Development Report 2009 Symposium	Tokyo	14/04/09	United Nations University	131
7	COMFAR Workshop	Tokyo	08/05/09	ITPO Tokyo	5
8	Croatia Business Seminar	Tokyo	15/04/09	Japan Bank for International Cooperation	53
9	Croatia Business Seminar	Osaka	16/04/09	Osaka Entrepreneurial Museum	24
10	Croatia Business Roundtable	Kyoto	17/04/09	Kyoto Industrial Association	16
11	Vietnam Industrial Investment Seminar	Tokyo	24/04/09	Tokyo Chamber of Commerce and Industry	223
12	Papua New Guinea Seminar	Tokyo	20/05/09	JETRO	126
13	Micronesia Investment Seminar	Tokyo	26/05/09	United Nations University	200
14	Iran Business Seminar	Tokyo	28/05/09	Tokyo Chamber of Commerce and Industry	110
15	Turkey ICT/R&D Seminar	Tokyo	03/06/09	JETRO	80
16	Bangladesh Business Seminar	Osaka	04/06/09	Osaka Chamber of Commerce and Industry	33
17	Bangladesh Business Seminar	Nagoya	08/06/09	JETRO Nagoya	44
18	Bangladesh Business Seminar	Tokyo	10/06/09	JICA Research Institute	108
19	Egypt Water Technology Seminar	Tokyo	03/08/09	Egypt Embassy	70
20	Egypt Water Technology Roundtable	Tokyo	04/08/09	Toyo Engineering Corporation	22
21	Hiroshima Water Tech. Workshop for Embassies	Hiroshima	05/08/09	METI Chugoku	30
22	Venezuela-Japan Water Tech. Roundtable	Tokyo	18/09/09	Nikko Tokyo	20
23	Bio-fuel Seminar (featuring Kenya)	Yokohama	07/10/09	Pacifico Yokohama	126
24	Sri Lanka Business Seminar	Osaka	19/10/09	Osaka Chamber of Commerce and Industry	36
25	Corporate Efforts Toward Achievement of MDGs	Tokyo	20/10/09	United Nations University	130
26	China RUM Alliance International Recycle Conference	Dalian, China	22/10/09	Dalian Institute of Industry	200
27	AOTS 50th Anniversary/ Success Story Convention	Tokyo	27/10/09	United Nations University	300
28	Turkey Investment Seminar	Tokyo	27/10/09	Japan Bank for International Cooperation	100
29	Czech Investment Seminar	Osaka	05/11/09	Osaka Chamber of Commerce and Industry	63
30	South Asian Countries Neem Seminar	Tokyo	05/11/09	Shibuya Ward Labour Hall	50
31	Jordan-Japan Business Forum	Tokyo	18/11/09	JETRO	120
32	Botswana Wild Silk Roundtable	Tokyo	24/11/09	ITPO Tokyo	9
33	Slovakia R&D Investment Seminar	Tokyo	25/11/09	Tokyo Chamber of Commerce and Industry	58
34	Egypt Investment Seminar	Tokyo	09/12/09	Tokyo Chamber of Commerce and Industry	130
35	Africa DAPAD Symposium	Tokyo	14/12/09	United Nations University	120



Kitakyushu Steel Slag Processing Mission to India

(1-5 March)

Two experts on steel slag processing visited Orissa State in India for fact finding on availability of steel slag from steel industries prominent in the state, and to continue discussions on technology transfer to process steel slag.

Sokeizai Mission to Vietnam

(15-22 March)

ITPO Tokyo fielded an officer with a Sokeizai mission of 28 members to Vietnam as secretariat, in cooperation with UNIDO Hanoi. Sokeizai sectors include: casting, stamping, die/mold making, forging and heat treatment. The mission visited Sokeizai companies in Hanoi and Ho Chi Minh City to investigate business potentials in Vietnam.



5th World Water Forum in Turkey

(14-24 March)

ITPO Tokyo fielded an officer to the 5th World Water Forum (5th WWF) held in Turkey (UNIDO Booth and Japan Pavilion) to promote Japanese water technologies. The 5th WWF attracted 25,000 participants, out of which around 400 visited the ITPO Tokyo exhibits. The Japan Pavilion was visited by H.I.H. the Crown Prince of Japan and other dignitaries.



Provided
by Japan Water Forum

Machine Tool Builders' Visit to Morocco, Algeria, Tunisia, Egypt and Ethiopia

(May-June)

Two experts from the Japan Machine Tool Builders' Association (JMTBA) visited the subject countries for fact finding on the potential of Japanese companies' business opportunities and technology dissemination in the region.

Fact Finding Mission to Brazil, Peru, Bolivia and Ecuador

(18 April – 8 May)

The Head of office visited the countries to check potential to promote programmes with Japan. Brazil was attended together with UNIDO HQ and other ITPO officers. As a result, a delegate programme for Ecuador is expected in 2010.

UNIDO's Green Industry Conference in the Philippines

(8-12 September)

ITPO Tokyo fielded an officer to join UNIDO's flagship conference in Manila on "green industry". Japanese technology solutions were discussed with recipient country representatives from Asia.

Bio-fuel Mission to Kenya and Uganda

(November)

ITPO Tokyo extended its cooperation to one of the leading Japanese trading houses which fielded several experts on bio-fuel to Kenya and Uganda. Our delegate in 2009, Mr. Kalua from Green Africa Foundation, was in charge to receive the team in Kenya.

Bangladesh Business Mission

(1-8 November)

ITPO Tokyo fielded an officer to lead a Japanese 21 member business mission, including 3 journalists, to the country focusing on the textile sector. The mission was supported by JETRO Dhaka and UNIDO Delhi. Several investment opportunities will be followed up in 2010.

ITPO TOKYO SUCCESS STORIES – 2009 Project Promotion in Bangladesh

The Bangladesh delegate programme undertaken in Japan in July 2008 & June 2009 with the participation of a senior officer from the Board of Investment (BOI) has resulted in the conclusion of 4 projects in the textile/garment, transportation, and business inspection/verification services sectors. Several more projects are in the pipeline and expected to be finalized in 2010. In response to a growing interest in doing business in Bangladesh by Japanese entrepreneurs especially in the textile/apparel and leather sectors, ITPO Tokyo in cooperation with JETRO Dhaka fielded a Japanese business mission to the country in November 2009, in which 18 businessmen and 3 journalists joined. The mission met with the Industry Minister, BOI Executive Chairman, Executive Chairman of Bangladesh Export Processing Zones Authority (BEPZA) and the top executives of 3 influential business associations in textile/apparel sectors. They also visited

Wild Silk Experts' Fact Finding Mission to Botswana

(December)

ITPO Tokyo facilitated fielding of two wild silk experts to Botswana. Our delegate in 2009, Ms. Aphiri from the Botswana Export Development and Investment Authority (BEDIA), was in charge to receive them in Botswana. A follow-up mission financed by BEDIA will be expected in 2010.

Japan Consulting Institute (JCI) Jatropha Mission to Tanzania and Mozambique

(December)

ITPO Tokyo facilitated fielding of a 3 member team in cooperation with JCI's CDM programme based on bio-fuel. ITPO Tokyo's counterparts, TIC in Tanzania, and CPI in Mozambique prepared logistic arrangements for the team.

Missions to UNIDO HQ and Field Offices

Technology Mission to ITPO Bahrain and IPU Egypt

(31 January – 13 February)

Programming Mission to UNIDO HQ and CICC Russian Federation

(18-29 June)

Mission to UNIDO HQ and JCCME Conference in Vienna

(23-29 August)

ITPO Regional Heads' Meeting in Shanghai

(10-12 September)

UNIDO General Conference & ITPO Heads' Meeting at HQ

(6-12 December)

2 (garment and knitwear) trade fairs and 3 garment and 1 textile accessory factories. The mission was supported by UNIDO Delhi, which covers the country. Follow-up activities are expected in 2010.





IDR 2009

Industrial Development Report 2009 Symposium in Tokyo
(14 April)

UNIDO organized the IDR 2009 Symposium at the United Nations University in Tokyo. The event served as a platform for the launch in Japan of the latest version of the yearly report entitled "Breaking In and Moving Up: New Industrial Challenges for the Bottom Billion and the Middle Income Countries". The 2009 report was prepared under the overall guidance of Dr. Kandeh Yumkella, the Director-General of UNIDO, authored by Dr. Paul Collier of Oxford University and Dr. John Page of the Brookings Institution, and cooperated by an in-house team at UNIDO led by Dr. Jebamalai Vinanchiarachi, Principal Advisor to the Director-General of UNIDO. The Symposium in Tokyo was led by the Deputy to the Director General of UNIDO, Mr. Yoshiteru Uramoto, and

featured Dr. John Page and Dr. Jebamalai Vinanchiarachi as keynote speakers, amongst others. The event gathered 131 participants and allowed stakeholders from business, government, and academia to hear first hand on the report's findings from those involved directly. Participants reached an understanding on the key points of the report, and as a result the event contributed to increasing UNIDO's visibility in Japan. As the development challenges faced by the Bottom Billion countries around the world have become a focus area of Japan's assistance as well, UNIDO is looking forward to designing programmes and activities in cooperation with Japan corresponding to assisting the Bottom Billion and middle-income countries.



UNIDO HQ Green Industry Mission

(4-16 April)

Coinciding with the launch of the UNIDO IDR 2009 (see above), UNIDO organized a technical mission to Japan focusing on Environment & Energy technologies, led by UNIDO Deputy to the Director-General Mr. Yoshiteru Uramoto. The major purpose of the mission was to explore Japanese technologies and evaluate their applicability to UNIDO projects through meetings with Japanese ministries, companies and institutions and site visits. The UNIDO team composed of 10 members from various Environment and Energy sections within UNIDO called on more than 20 Japanese companies and institutions. Site visits in Tokyo, Kawasaki, Osaka, Karuizawa, Nara, and Kanazawa helped improve the team's understanding of the comparative advantages of Japanese technologies. UNIDO and ITPO Tokyo are now discussing the best ways to promote both, low-tech and low-cost, as well as high-tech environment technologies in developing countries. Several new programmes in energy efficiency, renewable

energy, and 3Rs (Reduce, Reuse, Recycle) are expected to be designed from 2010.



(東京工コ)を国連工業開発機関(UNIDO)の幹部が視察

4月14日、(東京工コ)を国連工業開発機関(UNIDO)の視察団が訪問した。

UNIDOは開発途上国や中所得移行段階の経済力の強化と産業のための工業基礎の整備を支援し、「生産活動を通じて資源の節約」、「貿易能力向上」、「環境とエネルギー」を重点的に取り組んでいる国連専門機関です。

Japan keen to invest in RMG sector

BSS, Dhaka: A visiting Japanese delegation yesterday showed interest in investing in ready-made garments (RMG), environment friendly power production, communication infrastructure development, water treatment and other sectors. The members of the delegation expressed their interest while they called on Minister for Industries Dilip Barua at his ministry's office here yesterday, an official hand-out said.

Japanese team to invest in RMG sector

A visiting Japanese delegation on Thursday showed interest in investing in readymade garments (RMG), environment friendly power production, communication infrastructure development, water treatment and other sectors, reports BSS.

The members of the delegation expressed their interest while they called on Minister for Industries Dilip Barua at his ministry's office here today, an official hand-out said.

"At present an excellent investment environment is prevailing in Bangladesh and we are interested to invest in various sectors," the delegation told Barua.

Industries Secretary Dewan Zakir Hossain, members of the delegation Ikuo Teshinaga, Tomohiro Kinomoto and Kiyoshi Omori and Jalalul Hafi of investment Board and other concerned high officials were present in the meeting.



Visiting Japanese business team led by Kiyoshi Omori paid a courtesy call on Minister for Industries Dilip Barua at his office in the city Thursday. Also present among others, Representative of JETRO in Bangladesh Tomohiro Kinomoto and Industrial Development Officer of UNIDO in Japan Ikuo Teshinaga.

New industrial policy soon to attract local and foreign investors: Dilip

Looking for business and investment prospects, called on the Industries Minister at his office Thursday. Mentioning the business agreement Bangladesh and Japan, signed in 1998, the minister said the government was going to announce a new industrial policy to attract local and foreign investors as invest their capital in the country. We can ensure that all facilities will be provided to the Japanese companies," he said while exchanging views with a Japanese business delegation led by Kiyoshi Omori, who are here

ビジネスレポート

現地に見た最新のバングラデシュ投資環境

人口1億6千万、チャイナ+1(チャイナプラスワン)の対準国としても注目度が増すバングラデシュを視察した。人口成長率1、同時期2位の韓国の前人口密度になっている首都ダッカは人があふれていた。同国のメインの繊維産業で、欧米の有名ブランド品を生産する工場では「品質などの厳格な基準がないよう」ワンストップで製造し、中国などでは多量生産が得意と、バングラデシュでは製造する衣服の部品(パーツ)を運ぶだけの人、目録の者は機械に絡め込んで縫製だけ、といったワークシェアリングも導入されている。

バングラデシュ投資を UNIDOと現地事情を説明

国際連合工業開発機関(UNIDO)東京事務所長(兼)技術移転促進官の2名の22日、バングラデシュに到着し、ダッカ、コックスバザール、ミナトガヤ、ネパール、ミナトガヤ、ネパール、ミナトガヤ、ネパールの各都府市庁舎などを視察した。バングラデシュの投資環境について説明を受けた。

UNIDO東京事務所長(兼)技術移転促進官の2名の22日、バングラデシュに到着し、ダッカ、コックスバザール、ミナトガヤ、ネパールの各都府市庁舎などを視察した。バングラデシュの投資環境について説明を受けた。

日本の環境技術者が工場見学 アフリカ関係者が工場見学 タウン



日本の環境技術者が工場見学 アフリカ関係者が工場見学 タウン

Ban Ki-Moon meets Goodwill ambassadors



United Nations Secretary General Ban Ki-Moon (front C) poses in a photo session with UN Goodwill ambassadors and UN supporters at the UN University in Tokyo on July 1. Ban is here on a three-day visit as a guest of Japanese Prime Minister Yukio Hatoyama.



リサイクルの仕組みについて説明を受ける参加者

リサイクルの仕組みについて説明を受ける参加者

日本の技術移転に期待

日本の技術移転に期待