



UNIDO ITPO Tokyo

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

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Annual Report 2010



Message by Dr. Taizo Nishikawa Head



With Nigeria Automotive Delegate

As a specialized agency of the United Nations, UNIDO assumes the mandate to promote and accelerate sustainable industrial development in developing countries and economies in transition, and it does its utmost towards improving living conditions in the world's poorest countries by drawing on its combined global resources and expertise. In recent years, the Organization has been recognized as a highly relevant, specialized and efficient provider of key services in support of the interlinked challenges of reducing poverty through productive activities, promoting the integration of developing countries in global trade through trade capacity building, fostering environmental sustainability in industry, and improving access to energy.

As the sole office of UNIDO in Japan, where technology, knowledge and capital that are indispensable for sustainable industrial development are abundant, ITPO Tokyo has been promoting, among others, FDI (Foreign Direct Investment) and technology transfer from Japan in close coordination with UNIDO's worldwide network as well as taking advantage of its close cooperative relationship with Japanese Government, institutions and industries.

As you can see from this report, we have implemented various undertakings, including invitation of government officials as our investment promotion delegates, introduction of industrial technologies from Japan, and organization of seminars, workshops, and site or factory visits, amongst others. You may read further about these in detail on page 3, and throughout the report.

As expectations for technology transfer from Japan to developing countries are growing more than ever, especially in the fields of environment and energy where Japan has been playing a world leading role, ITPO Tokyo has embarked on new initiatives to meet those expectations. To mention just a few, we have begun to disseminate information of environment and energy related technologies owned by Japanese enterprises that are keen to undertake overseas operations. Also, UNIDO as a whole plans to organize a global forum on green industry promotion in Tokyo in 2011 in close cooperation with the government of Japan as well as Japanese industries.

The year 2011 marks the first year of ITPO Tokyo's new triennial project 2011-2013, which has just begun after the endorsement of the government of Japan and UNIDO. Furthermore, this year coincides with the 30th anniversary of ITPO Tokyo, since its inception in March 1981. At the beginning of this commemorative year, I reconfirm my commitment to do my utmost to fulfill all the missions assigned to us through actively seeking synergy with all our stakeholders more than ever.



UNIDO Director-General Dr. Kandeh K. Yumkella's visit to Japan

Director-General Kandeh K. Yumkella visited Japan from 13 to 17 June promoting his message that, in the face of threats and challenges developing countries faced since 2008, UNIDO's response has been to make every effort to encourage the growth of industry in the fight against poverty. For details, please see page 17.



UN Secretary-General Ban Ki-moon's visit to Tokyo

Secretary-General Ban Ki-moon met with the Heads of UN agencies in Japan on 4 August 2010 and discussed about the increased importance of tackling achievement of the MDGs (Millennium Development Goals) ahead of the target date of 2015, noting that the involvement of the private sector in addressing MDGs is also very much needed. The Secretary-General also commented on the importance of team work amongst UN agencies as a basis to allow delivery of programmes and activities as "One UN".

Table of Contents

UNIDO ITPO Tokyo & Network	Page ③
Global Activities in 2010	Page ⑤
Delegate Programme	Page ⑦
Technology Transfer	Page ⑨
Study Tours and Capacity Building	Page ⑪
Seminars and Events	Page ⑬
High Level Visitors	
Seminars and Workshops	
Consultancy Overseas	Page ⑮
Summary Report	Page ⑰
DG's visit to Japan	
Press Clippings	Page ⑱



UNIDO ITPO Tokyo & Network

Annual Report
2010



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:

- To accelerate the inflow of foreign direct investment from Japan to developing countries and economies in transition.
- To introduce new investment opportunities to Japanese enterprises and institutions through promotional activities.
- To provide consultation both to potential Japanese investors and to project sponsors in recipient countries.
- To promote technology transfer with the aim of sustainable development.

UNIDO ITPO Tokyo's undertakings in 2010

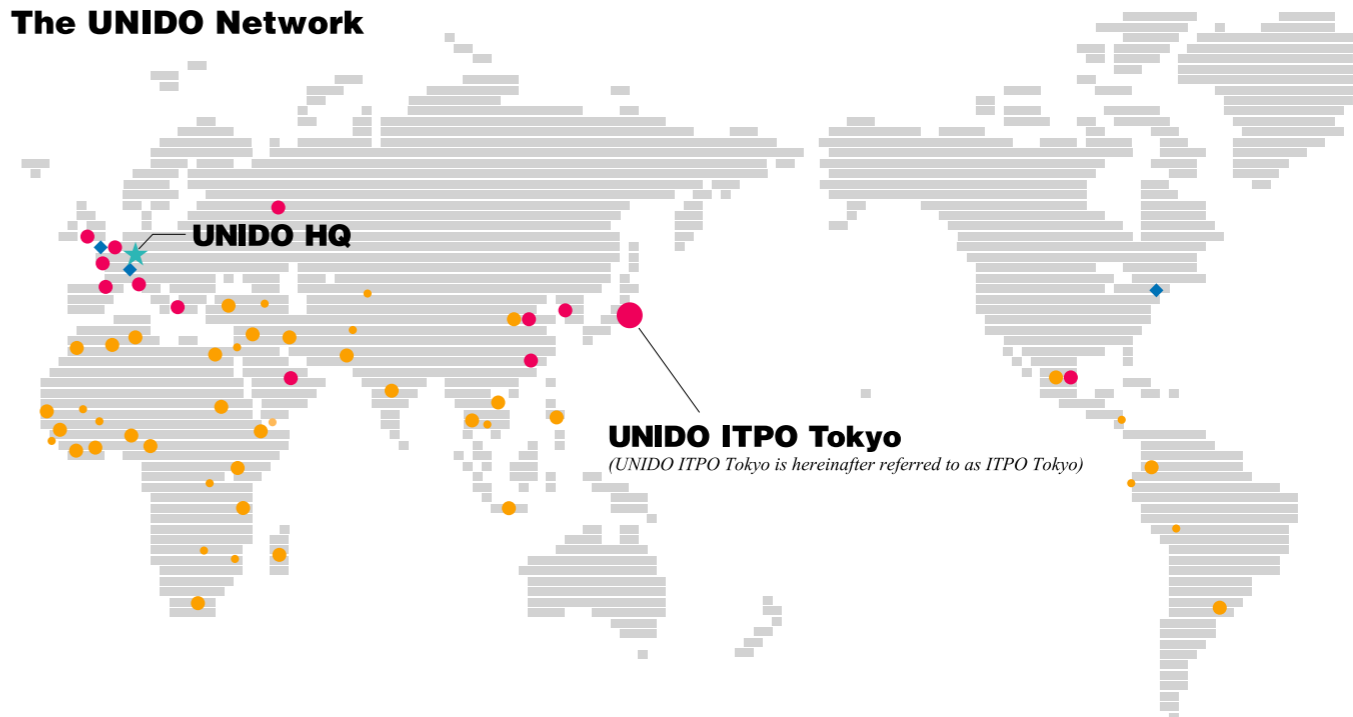
- Invitation of government officials from 9 developing countries to Japan to be engaged in various promotional activities;
- Introduction of industrial technologies, like environment and renewable energy related technologies developed by Japanese companies and assistance for project formulation in developing countries;
- Organization of 11 site visits and/or study tours;
- Organization of or support to 40 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.;
- Dispatching of 19 consultancy missions overseas;
- Publication services such as the "UNIDO Investment News" (34 times) and the "UNI-World" newsletter (3 times).

List of staff members at UNIDO ITPO Tokyo

(at January 2011)

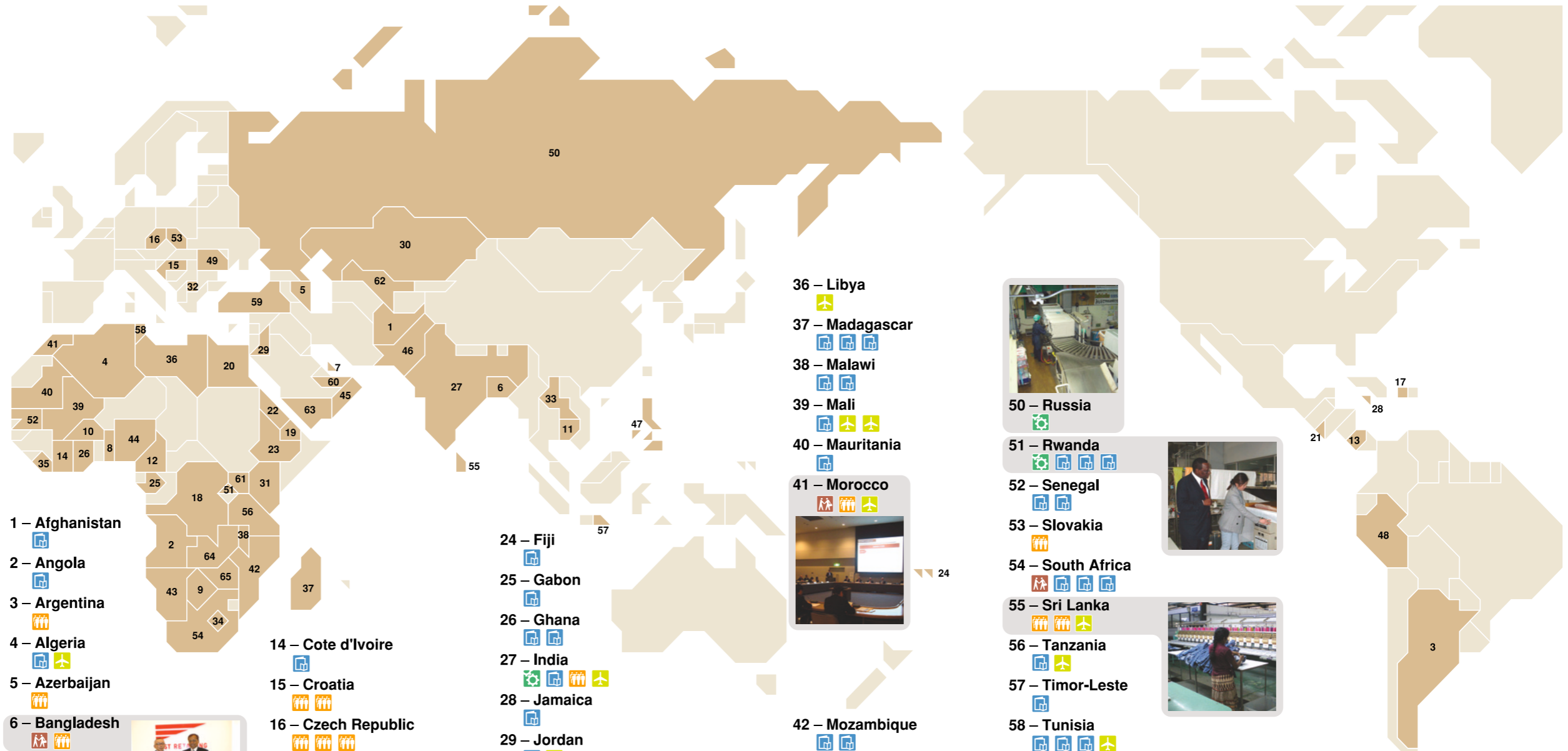
- Dr. NISHIKAWA, Taizo (Head)
- Mr. GELEGEN, Ferda
- Mr. HAGIWARA, Koichi
- Ms. TOSHINAGA, Ikue
- Ms. IMAZU, Maki
- Ms. KUSAKARI, Mieko
- Ms. TAKAHASHI, Taeko
- Ms. OCHIAI, Naomi
- Dr. DAIGO, Ichiro (Consultant)
- Mr. TAKIGUCHI, Shinichiro (Consultant)

The UNIDO Network



★ UNIDO Headquarters — Vienna, Austria				
3 Liaison Offices (◆)	45 UNIDO Regional/Country Offices (●) and Desks (●)		13 UNIDO ITPOs* (●)	
<ul style="list-style-type: none"> ◆ Brussels, Belgium ◆ Geneva, Switzerland ◆ New York, USA 	Europe: <ul style="list-style-type: none"> ● Turkey ● Armenia ● Kyrgyzstan Africa: <ul style="list-style-type: none"> ● Algeria ● Cameroon ● Cote d'Ivoire ● Egypt ● Ethiopia ● Ghana ● Guinea ● Kenya ● Madagascar ● Morocco ● Nigeria ● Senegal ● Sudan 	<ul style="list-style-type: none"> ● South Africa ● Tunisia ● Tanzania ● Burkina Faso ● Eritrea ● Mali ● Mozambique ● Rwanda ● Sierra Leone ● Zimbabwe Latin America: <ul style="list-style-type: none"> ● Colombia ● Mexico ● Uruguay ● Bolivia ● Ecuador ● Nicaragua 	Middle East: <ul style="list-style-type: none"> ● Iran ● Lebanon ● Jordan Asia: <ul style="list-style-type: none"> ● China ● India ● Indonesia ● Pakistan ● Philippines ● Thailand ● Viet Nam ● Afghanistan ● Bangladesh ● Lao PDR 	<ul style="list-style-type: none"> ● Bahrain ● Belgium ● China - Beijing ● China - Shanghai ● France - Paris ● France - Marseille ● Greece ● Italy ● Japan ● Korea ● Mexico ● Russia ● United Kingdom <p>※Investment and Technology Promotion Offices</p>





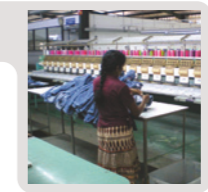
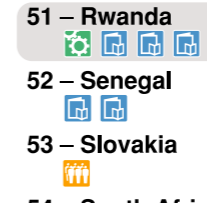
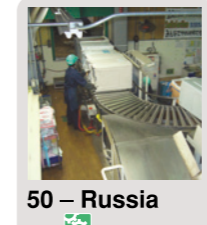
- 1 – Afghanistan
- 2 – Angola
- 3 – Argentina
- 4 – Algeria
- 5 – Azerbaijan
- 6 – Bangladesh
- 7 – Bahrain
- 8 – Benin
- 9 – Botswana
- 10 – Burkina Faso
- 11 – Cambodia
- 12 – Cameroon
- 13 – Costa Rica



- 14 – Cote d'Ivoire
- 15 – Croatia
- 16 – Czech Republic
- 17 – Dominican Republic
- 18 – D.R.Congo
- 19 – Djibouti
- 20 – Egypt
- 21 – El Salvador
- 22 – Eritrea
- 23 – Ethiopia

- 24 – Fiji
- 25 – Gabon
- 26 – Ghana
- 27 – India
- 28 – Jamaica
- 29 – Jordan
- 30 – Kazakhstan
- 31 – Kenya
- 32 – Kosovo
- 33 – Lao PDR
- 34 – Lesotho
- 35 – Liberia

- 36 – Libya
- 37 – Madagascar
- 38 – Malawi
- 39 – Mali
- 40 – Mauritania
- 41 – Morocco
- 42 – Mozambique
- 43 – Namibia
- 44 – Nigeria
- 45 – Oman
- 46 – Pakistan
- 47 – Philippines
- 48 – Peru
- 49 – Romania



50 – Russia

51 – Rwanda

52 – Senegal

53 – Slovakia

54 – South Africa

55 – Sri Lanka

56 – Tanzania

57 – Timor-Leste

58 – Tunisia

59 – Turkey

60 – UAE

61 – Uganda

62 – Uzbekistan

63 – Yemen

64 – Zambia

65 – Zimbabwe

Legend

- Delegate Programme
- Technology Transfer
- Study Tours & Capacity Building
- Seminars & Events
- Consultancy Overseas



Kenya 08 - 14 March

Name: Mr. Isaac P. KALUA
Title: Founder/Chairperson
Green Africa Foundation (GAF)

This programme was a follow-up of the delegate programme held in October 2009. It was a good opportunity for the Green Africa Foundation to

present current developments of the bio-fuel industry in Kenya, especially adoption of *Jatropha Curcas* for bio-fuel production. During the programme I participated in the 'Green Investment in Kenya Seminar' held at the Kenya Embassy as a speaker, together with Mr. Mwalimu Musee from Kenya Investment Authority who articulated the government policy on investment to potential investors. The seminar attracted 45 public and private sector participants.



Lao PDR 14 - 27 March

Name: Mr. Phouthasack SOUVANNASAO
Title: Deputy Director of Investment Promotion Div., Investment Promotion Dept. (IPD) Ministry of Planning and Investment

The delegate programme in Japan provided me with excellent opportunities to meet individually and dis-

cuss specific projects with potential investors. During my 2 weeks stay in Japan, I had 32 business meetings, where I was able to introduce the latest Lao investment climate and business opportunities mainly in the targeted sectors such as energy and agro processing. I found the programme not only very productive and efficient but also highly informative and educational, as I could learn through the meetings Japanese business culture and practices and how we could better present the country towards Japanese businesses.



South Africa Limpopo Province 09 - 29 April

Name: Mr. Sam MALOKA
Title: International Marketing Manager, Trade & Investment Limpopo, South Africa (TIL)

The most outstanding capacity building and trade & investment promotion programme I ever attended. The ITPO Tokyo delegate programme held 09 - 29 April 2010 for 21 days provided excellent exposure and rel-

evant contacts in Japan. My organization, Trade & Investment Limpopo (TIL) commented the impact of the programme, on assessment of my personal and professional development after the period of engagement with ITPO Tokyo. TIL also gained a great deal of benefit by finding valuable trade and investment leads in agro-processing and mining that make Japan one of the lucrative global markets. The attention to detail, professionalism and commitment of ITPO Tokyo's staff is amazing and leave much to desire. This is a strategic programme that I'm privileged to have been part of.



Bangladesh 16 May - 03 June

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

During my programme in 2010, I met with 37 Japanese companies to follow up their investment plans in Bangladesh. Because of intensive efforts from both ITPO Tokyo and Bangladesh BOI, a good number of Japanese companies have recently started

their business operations in Bangladesh, and many others are in different stages of implementing their plans. Historically, ITPO Tokyo has had a very big role in attracting Japanese investment into Bangladesh, with many companies materializing their investments from the late 1980s until now, due to the support of the office. Many developing countries can not always conduct investment promotion activities in Japan on their own, and UNIDO's office benefits such countries through its programmes and support.



Nigeria 04 - 18 September

Name: Mr. Luqman MAMUDU
Title: Director, Policy and Planning National Automotive Council (NAC)

The two week delegate programme gave me the opportunity to share information about the investment environment in Nigeria with a cross section of

Japan's automotive industry and to gain insight into factors likely to encourage flows of investment to Nigeria. I met with fifteen organisations including automotive manufacturers, component parts manufacturers/traders, automotive recycling companies, repair shops, a government trade support agency and the media. As a result, upon return to Nigeria, I have been able to draw up an action plan to pursue programme objectives in 2011.



Kenya 17 October - 03 November

Name: Mr. Guracha ADI
Title: Manager, Investor Services Kenya Investment Authority (KenInvest)

This was a follow-up of the delegate programme held four years ago (2006). During this time I had the opportunity of meeting about 20 Japanese companies

and organizations in an intensive two weeks schedule. Most of the companies met with have expressed their desire to invest or do business with Kenya. It is important to note, some of the companies have already visited Kenya while others have planned exploratory missions to Kenya in early 2011. Meanwhile, there is constant correspondence with most of the contacts established with a view to convincing them to consider investing in Kenya.



Morocco 07 - 21 November

Name: Mr. Driss SEKKATE
Title: Head of Strategic Marketing, Moroccan Agency for Investment Development (AMDI)

The ITPO Tokyo delegate programme is a very efficient scheme to promote investments to Morocco. The programme facilitated 18 targeted business meetings according to the sectors prioritized by the delegate. Through meetings with professionals from the automotive, electronics, renewable energy and investment banking sectors, great interest has been expressed regarding Morocco's investment potential, with many immediate requests emerging from the visits. Cooperation and follow up with organizations

such as JCCME is also of utmost importance to capitalize on the momentum generated. The programme also allowed the delegate to sharpen and broaden his network, and deepen knowledge of the region's changing investment behavior.

Comments by Mr. Mohamed Aref Hassani Marketing & Business Development Director Tanger Med Special Agency (TMSA)

During 10 days of joint promotion with AMDI, I was able to introduce my organization TMSA to Japanese corporations, and explain the advantages that the Tanger Free Zone & Port offers to Japanese companies, especially in the automotive and logistics industries.



Peru 24 November - 15 December

Name: Ms. Rosario IKEDA
Title: Senior Analyst, Private Investment Promotion Agency of Peru (ProInversion)

The ITPO Tokyo delegate programme has been a great opportunity to approach Japanese companies in order to present Peru and its potential. In my experience this programme is the best investment and

trade promotion tool because it is designed according to the country's potential and the companies' interests, establishing a face to face contact with key stakeholders, which is very important to start building a relationship, while learning the real business practices of Japanese companies. During the 3 week intensive programme I was able to have high level contacts with 39 companies, participate as a main speaker in 2 seminars organized by ITPO Tokyo, and hold 3 press interviews.



Nigeria 27 November - 11 December

Name: Ms. Oladunni OKE
Title: Senior Town Planning Officer Lagos Waste Management Authority (LAWMA)

I feel privileged to have participated in the delegate programme of the ITPO Tokyo Office in 2010. Indeed, the programme provided meetings with 14 Japanese agencies which afforded me the opportunity of a synopsis of the Japanese experience, exposure and expertise. I believe that it has enhanced the

collaboration that was earlier initiated between the Nigerian and Japanese Governments as regards 'green initiatives' in economic development. The hard working, unrelenting and goal-oriented nature and nurture of the typical Japanese would never be forgotten. I look forward to a favourable fruition of the investment and technology transfer pursuits.

Ms. O. Oworu, Special Adviser, Lagos State Ministry, and Ms. G. Yahaya, Director, Lagos Environmental Protection Agency (LASEPA), also joined the programme.



Highlight — Promotion of Biofuel by African Delegates

One of the leading Japanese chemical companies started a *Jatropha* pilot plantation project in Tanzania in 2006. In April 2008, ITPO Tokyo invited Mr. John M. Mnali from Tanzania Investment Centre (TIC) as a delegate to further develop the project. Thanks to his efforts, the company has reached the decision to conduct a full-fledged feasibility study together with a local partner identified by TIC to expand its current operation. Meanwhile, the delegate programme succeeded in diversifying the project through the Green Africa Foundation (GAF) in Kenya. GAF is a well experienced NPO in the area of *Jatropha* plantation and extraction of oil, chaired by Mr. Isaac P. Kalua who also joined the delegate programme in 2009 and 2010 in order to consolidate the *Jatropha* project between Tanzania and Kenya. Mr. Guracha Adi, another delegate from Kenya Investment Authority (KenInvest) also supported the project in 2010

by providing regulatory, policy and logistical assistance. Through such project promotion, ITPO Tokyo is able to contribute to the development of each county, together with the relevant IPAs, and also in line with UNIDO's AfriPANet (Africa Investment Promotion Agency Network <http://www.afripanet.org>) initiative.





ITPO Tokyo promotes awareness and 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. The following are some of the technology sectors which were promoted in 2010.

Environment Fairs and Exhibitions

Kawasaki International Eco-Tech Fair 2010

(04-05 February)

Participated in the Fair with a UNIDO booth and introduced 9 diplomats to Japanese technologies exhibited.

Fuel Cell (FC) International Expo 2010

(03-05 March)

Participated in the Expo together with UNIDO-ICHET (International Center for Hydrogen Energy Technologies), followed by bilateral meetings with the private and public sector.

Smart Grid and Auto Next Exhibition 2010

(16-18 June)

Participated in the Exhibition to promote UNIDO's activities to the Japanese private and public sector.

Global Festa 2010

(02-03 October)

Participated in the Festa with a UNIDO booth and promoted SANYO's LED Lamp technology and Tottori Resource Recycling Laboratory's water saving irrigation technology.

Mass-Trans Innovation Japan 2010

(10 November)

Participated in the exhibition to introduce Japanese railway technologies to 29 diplomats through a lecture and exhibit visit.

Agro Related Technologies

Banana Textile Workshop and Exhibition at Tama Art University

(19-31 January)

Tama Art University has extended its technical cooperation in Uganda, Rwanda, Ethiopia, India and the Philippines in the area of Banana Textiles through ITPO Tokyo's assistance.

EDS Feasibility Study in Nigeria

(20 February – 03 March)

EDS is an ecological timber drying system which can turn waste timber such as oil palm to usable building materials. EDS is negotiating a partnership to transfer the technology to Nigeria.

Biofuel Activities

The 'Green Investment in Kenya Seminar' was held at the Kenya Embassy with 45 participants and delegate Mr. Isaac P. Kalua of the Green Africa Foundation as a keynote speaker. (10 March)

The 'African Bio-fuel Seminar' was held during BioJapan 2010 together with the Japan Bioindustry Association and Nikkei BP, attracting 94 participants, including 4 diplomats and featuring Mr. Nam, Head of UNIDO ITPO Seoul as a guest speaker. (01 October)

One of the leading engine manufacturers of Japan donated 3 units of generator sets to Mali for a Jatropha project. The Jatropha oil production is expected to further develop through the assistance of CNESOLER (National Centre of Solar Energy and Renewable Energy), which has been cooperating with ITPO Tokyo through the delegate programme.

Recycling Technologies

Steel Waste Recycling Technology in India

(08-12 March)

An expert on 'steel slag processing' visited New Delhi and Orissa, India to search for partners to transfer the technology to India.

RUM Alliance End of Life Vehicle (ELV)

(August)

RUM (Re-Use Motorization) Alliance carried out a fact finding mission in Nigeria and Kenya, and ITPO Tokyo conducted delegate programmes for both countries towards the materialization of ELV recycling projects.



Water & Energy Technologies

"Nano-Bubble"

Water Purification Demonstration in Egypt

(January)

A Japanese technology to purify polluted irrigation waters off the Nile River was demonstrated in Egypt, in cooperation with the Ministry of Water and Irrigation of Egypt.

Energy & Environment Technology Database

A new platform was launched on the ITPO Tokyo website to promote Japanese energy and environment related technologies and solutions towards developing countries. Below is the initial list of companies featured in 2010:

A-Wing International Co., Ltd.
Nihon Genryo Co., Ltd.
Sekisui Aqua Systems Co., Ltd.
Tottori Resource Recycling Laboratory Co., Ltd.
Toyo Engineering Corporation
Kyoto Energy-Environmental Research Association
Ostrand Corporation
Kawatoku Co., Ltd.
SANYO Electric Co., Ltd.

(For further information, www.unido.or.jp)

Highlight — Promotion of POPs and Waste Treatment Technologies

Persistent Organic Pollutants (POPs) are chemical substances that persist in the environment, bio-accumulate through the food web, and pose a risk of causing adverse effects to human health and the environment. Since 2008, ITPO Tokyo has supported UNIDO's activities in Japan under the Stockholm Convention and waste management programmes, by helping to identify leading Japanese technologies to help elimination of Persistent Organic Pollutants (POPs) in countries such as India, Nigeria, and the Philippines (i.e. Polychlorinated biphenyls – PCB-PCBs oil treatment in soil), and also help to deal with waste management, such as tackling e-waste in Russia (i.e. disposal of PCs and electronic equipment), and plastics waste recycling in India and introduction of bio-degradable plastics technology. Another area of activity concerns the promotion of industrial Eco-town management know-how, based on the rich experience of Japanese Eco-towns such as in Kitakyushu and Kawasaki cities. As a result of bilateral contacts and discussions held since 2008, UNIDO was able to sign an MOU with the City of Kitakyushu in June 2010 to further accelerate investment promotion of such technologies through training, site visits, and

delegate programme of UNIDO.

Several Japanese private sector companies and experts are now actively negotiating projects in the countries mentioned above, with technology transfer targeted in the years 2011-2012.





Embassy Programme

Kawasaki International Eco-Tech Fair

(04-05 February)

ITPO Tokyo cooperated with the Kawasaki Eco-town and took part in the Fair at Todoroki Arena, Kawasaki together with an invited group of 9 embassy officials stationed in Japan from Kazakhstan, Lao PDR, Madagascar, Uganda, Burkina Faso, who had the opportunity to see Japanese environment technologies first hand and hold discussions with exhibitors.

Joint Workshop for the African Diplomatic Corps (ADC) by UNIDO/JICA/Bank of Tokyo-Mitsubishi UFJ

(09-10 February)

A joint seminar on Japanese ODA policy and renewable energy technologies for Africa was held at JICA Yokohama, which was followed by a site visit to Re-Tem Corporation's factory in Tokyo, where metal recycling technologies could be observed, by 62 African diplomats representing Algeria, Angola, Benin, Botswana, Burkina Faso, Cameroon, Cote d'Ivoire, D.R.Congo, Djibouti, Egypt, Eritrea, Ethiopia, Gabon, Ghana, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Rwanda, Senegal, South Africa, Tanzania, Tunisia, Uganda, Zambia, and Zimbabwe.

The events resulted in promoting the ADC's greater understanding of Japan, and strengthening of economic ties between Japan and Africa.



Water and Energy Technology Site Visit and Meeting in Hiroshima

(05 August)

In cooperation with the Chugoku Bureau of the Ministry of Economy, Trade and Industry, ITPO Tokyo organized the 2nd environment related tour and meeting, with 13 diplomats participating from Egypt, Ghana, India, Kenya, Malawi, Rwanda, Senegal, South Africa, Tunisia, and Yemen. Participants were able to witness water purification plant technologies and also engage in 20 bilateral business discussions with 6 companies from the region.



Round Table Meeting on "Energy Saving Railways Technologies" and visit to the 1st Exhibition on "Mass-Trans Innovation Japan 2010"

(10 November)

27 diplomats representing Afghanistan, Bahrain, Benin, Botswana, Cambodia, Costa Rica, Dominican Republic, Egypt, El Salvador, Fiji, Jamaica, Jordan, Kenya, Kosovo, Lao PDR, Madagascar, Mozambique, Namibia, Oman, Rwanda, South Africa, Timor-Leste, Tunisia, Uzbekistan, Zambia, and Zimbabwe, took part in the workshop and exhibition to learn about "energy efficient railway technologies" promoted by Japan in emerging and developing countries, and to witness first hand technologies displayed at the exhibition.

Incoming Mission

Programme	Date	Place	Subject
JICA/UNIDO Roundtable Meeting on SMEs Promotion for Africa	26 February	Tokyo	ITPO Tokyo welcomed 10 participants from 7 countries in Africa for lectures on investment promotion and SME development.
Hydrogen Technologies Mission to Japan (UNIDO-ICHET Mission)	03-05 March	Tokyo	UNIDO-ICHET's Managing Director Mr. M. Hatipoglu and two officers took part in FC Expo 2010 in Tokyo and met with the private and public sector.
Seminar for Eco-Town Managers	12-17 April	Kitakyushu	12 participants from China, India, Nigeria, the Philippines and Viet Nam were invited to attend a week long training by Kitakyushu City and UNIDO HQ, which ITPO Tokyo supported.
Nigeria Environment Delegation to Japan	12-19 June	Kitakyushu Tokyo	7 Nigerian officials from the Federal Ministry of Environment, Lagos State Ministry of Environment, Ecological Funds Office, and UNIDO Nigeria visited Japan to study environment related technologies.
Rwanda Banana Textile Training at Tama Art University	14-23 July	Tokyo	3 officials fielded by the Workforce Development Authority of Rwanda (WDA) visited Japan for training on banana textile techniques and design.
E-Waste Recycle Mission from Russia to Japan	06-10 September	Kitakyushu Kawasaki	A mission composed of UNIDO Russia, UNIDO HQ and a member of the Russian parliament visited to study electronics waste recycling technologies.
UNIDO Missions			
PTC/EMB Mr. R. Berkel & Mr. D. Gielen	05-09 April	Tokyo	Green industry conference 2011& cooperation with Japan.
Deputy Director General, Mr. Y. Uramoto	19-21 May	Tokyo Kitakyushu	UNIDO-Government of Japan cooperation and preparation for DG's visit to Japan.
Director-General, Dr. K. Yumkella	13-17 June	Sakai, Kitakyushu, Tokyo	Official visit.
Asia Regional ITPO Heads Meeting	07-08 October	Tokyo	UNIDO HQ's Mr. L. Dhaoui and Mr. M. Kulur representing BIT/ITU joined the Heads of ITPOs Beijing, Shanghai, Korea and Tokyo.
Deputy Director General, Mr. Y. Uramoto	21-22 December	Tokyo	Green industry conference 2011& cooperation with Japan

Highlight — Capacity Building on Japanese Railways Technologies (Embassy Programme)

The 'Mass-Trans Innovation Japan 2010' was held on 10-12 November in Makuhari Messe, Chiba, Japan. ITPO Tokyo in cooperation with the organizer Fuji Sankei Business i., and the Japan Railway Construction, Transport and Technology Agency (JRRT) invited 26 embassies of developing countries in Japan to attend a special roundtable meeting on "Energy Saving Railways Technologies" on 10 November. During the roundtable meeting, diplomats were able to listen to presentations highlighting the Japanese experience and technologies in this field. Recognizing the importance of the role of large scale infrastructure projects such as the Bullet Train (Shinkansen) and mass transit systems in the development of Japan from the 1950s through 1980s, participants engaged in discussion with Japanese experts about the ways and means to promote similar projects in their countries. A common theme emerging was the need to scale down or adapt projects to the technical and financial capabilities of each country. Recognizing this important challenge, Japanese experts expressed the Japanese public and private sector's commitment in helping developing countries identifying viable options for the introduction of train technologies, and also showed examples of recent projects undertaken, for example, a commuter train system in Dubai, UAE, and a metro train system

in Hong Kong. The presenters further welcomed individual approaches by developing countries interested in Japan's technologies. After the roundtable and discussion session, participants were led on a guided tour of the exhibition to see first hand the technologies on display.





High Level Visitors

ITPO Tokyo welcomed and/or met with several high level government and private sector officials from recipient countries in 2010, as outlined below (chronological per date):

- Mr. Zubair Motiwala, Adviser on Investment to Chief Minister Sindh, Pakistan (February 19)
- M. Abdul Aziz ndc, Cabinet Secretary, Bangladesh (April 21)
- Mr. Shivan de Silva, Executive Director, BOI Sri Lanka (May 21)
- Dr. Titi Anibaba, Permanent Secretary, Lagos State Ministry of the Environment, Nigeria (June 18)
- Mr. Habir Rahman, Vice Chairman, Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) (October 15)



Seminars and Workshops

(Organizer or supporter status)

	Title of event	Place	Date (Date/Month/Year)	Venue	No. of audience
1	Bangladesh Fashion Seminar	Tokyo	14/01/10	Tokyo Big Sight	90
2	Argentine Economic Seminar	Tokyo	15/01/10	The Tokyo Chamber of Commerce and Industry	200
3	Turkish Investment Seminar (Energy)	Tokyo	27/01/10	Japan External Trade Organization	110
4	BOP Seminar	Tokyo	29/01/10	United Nations University	120
5	Joint Workshop for the African Development Corps	Yokohama	09/02/10	JICA Yokohama International Centre	93
6	Pakistan Economic Seminar	Tokyo	19/02/10	The Tokyo Chamber of Commerce and Industry	75
7	Roundtable Meeting on Micro, Small & Medium Enterprises Promotion for African Countries	Tokyo	26/02/10	Le Port Kojimachi	19
8	International Women's Day 2010 Symposium	Tokyo	08/03/10	Nikkei Hall & Conference Room	424
9	Green Investment in Kenya Seminar	Tokyo	10/03/10	Embassy of the Republic of Kenya	45
10	Romania Economic Forum	Tokyo	10/03/10	Imperial Hotel	220
11	COMFAR Workshop	Tokyo	25/03/10	UNIDO ITPO Tokyo	3
12	Neem Association Seminar	Tokyo	08/04/10	Shibuya Ward Labour Hall	60
13	Uzbekistan Investment Conference	Tokyo	22/04/10	The New Otani	165
14	Africa Empowerment Forum	Tokyo	25/04/10	The University of Tokyo	150

	Title of event	Place	Date (Date/Month/Year)	Venue	No. of audience
15	Sri Lanka Investment Seminar	Tokyo	13/05/10	Japan Bank for International Cooperation	102
16	Azerbaijan Economic Seminar	Tokyo	17/05/10	Japan Bank for International Cooperation	150
17	Cambodia Investment Seminar	Osaka	24/05/10	Osaka Kokusai Koryu Center	120
18	Czech Technology Seminar	Tokyo	25/05/10	Japan External Trade Organization	181
19	Cambodia Investment Seminar	Tokyo	26/05/10	The Prince Park Tower Tokyo	100
20	Croatia Business Seminar	Tokyo	26/05/10	Japan Bank for International Cooperation	34
21	Turkish Investment Seminar (Food & Agriculture)	Tokyo	10/06/10	The Prince Park Tower Tokyo	185
22	African Seminar "Potential and Business Opportunity in Africa"	Tokyo	15/06/10	United Nations University	350
23	Press Conference "Launching the AGECC Report"	Tokyo	16/06/10	The Foreign Correspondents' Club	50
24	DG's Meeting with Keizai Doyukai	Tokyo	16/06/10	Keizai Doyukai (Japan Association of Corporate Executives)	100
25	Czech Bio Sector Seminar	Yokohama	05/07/10	Yokohama Industrial Development Corporation	29
26	Sri Lanka Business Seminar	Tokyo	28/07/10	The Tokyo Chamber of Commerce and Industry	81
27	COMFAR Workshop	Tokyo	28/07/10	UNIDO ITPO Tokyo	3
28	Water and Energy Technology Seminar	Hiroshima	05/08/10	METI Chugoku	45
29	Croatia Economic Forum	Tokyo	09/09/10	The Tokyo Chamber of Commerce and Industry	82
30	African Biofuel Seminar	Yokohama	01/10/10	Pacifico Yokohama	94
31	Turkish Investment Seminar (Logistics)	Tokyo	07/10/10	The Tokyo Chamber of Commerce and Industry	230
32	Czech IT Forum	Tokyo	20/10/20	The Tokyo Chamber of Commerce and Industry	80
33	UN Day 2010	Tokyo	22/10/10	United Nations University	250
34	Roundtable Meeting on "Energy Saving Railways Technologies" for Embassies	Makuhari, Chiba	10/11/10	Makuhari Messe	37
35	Morocco Investment Seminar	Tokyo	18/11/10	United Nations University	101
36	Slovakia Investment Seminar	Tokyo	24/11/10	The Tokyo Chamber of Commerce and Industry	40
37	Bangladesh Business Seminar (※)	Tokyo	29/11/10	The Tokyo Chamber of Commerce and Industry	285
38	Peru Business Seminar	Osaka	03/12/10	Osaka Chamber of Commerce and Industry	34
39	Tamil Nadu Investment Seminar	Tokyo	03/12/10	The Tokyo Chamber of Commerce and Industry	80
40	Peru Business Seminar	Tokyo	08/12/10	Inter-American Development Bank	86

Highlight — Bangladesh and ITPO Tokyo's Cooperation (※)

On 29 November, ITPO Tokyo co-hosted the "Bangladesh Business Seminar" with the Japan - Bangladesh Committee for Commercial and Economic Cooperation and JETRO, inviting the Honorable Prime Minister Sheikh Hasina as a key-note speaker. The event attracted 285 participants. ITPO Tokyo has almost 20 years of history of working with BOI Bangladesh ever since a BOI official was accommodated as a delegate in 1992. ITPO Tokyo and BOI Bangladesh, in close coordination with the Embassy of Bangladesh in Tokyo, have maintained strong cooperative ties through activities including organization of 6 delegate programmes for BOI officials, organization of 14 Bangladesh business seminars in several cities in Japan, and dispatch of a Japanese business mission in November 2009 comprising of 18 business people and 3 journalists. Such intensive and continuous efforts of ITPO Tokyo and BOI

Bangladesh have resulted in the conclusion of 13 Japanese investment projects in Bangladesh between 2008 and 2010.





Asia

India – Steel Slag Processing (08-12 March)

An expert from Kitakyushu Techno Research (KTR) visited New Delhi and Bhubaneswar in Orissa State to discuss business opportunities in steel slag recycling technologies.

Sri Lanka – Business Mission (12-20 September)

An ITPO Tokyo officer visited Sri Lanka to prepare for and lead a 10 member business mission to Sri Lanka representing the textiles, mining, banking, and securities sectors for business meetings and factory visits, organized in collaboration with BOI Sri Lanka, and UNIDO Sri Lanka.

Africa

Nigeria – Feasibility Study Mission (19-27 February)

Experts from EDS (Ecology, Diversity, Synergy) Company visited Nigeria to negotiate an F/S on timber drying technology.

Kenya and Tanzania – Fact Finding Mission (17-26 April)

An ITPO Tokyo officer visited Kenya and Tanzania to follow-up on wind power and biofuel projects, as well as to negotiate delegate programmes for the countries.

Kenya – Biofuel Technology Mission (10-13 May)

One of the leading chemical companies sent an expert to Kenya to negotiate a Jatropha seeds project with Green Africa Foundation.

Mali – Biofuel Technology Mission (1) (12-21 June)

One of the leading engine manufacturers fielded 2 experts to Mali to follow-up the operations of the Jatropha generators which they donated to the country in 2009.

Botswana – Wild Silk Production (26 June – 16 July)

An independent expert on 'wild silk' production was fielded to Botswana as a follow-up of the delegate programme to study the possibility for cultivation using know-how from Japan and other Asian countries.

Algeria and Morocco – Fact Finding Mission (27 June – 07 July)

3 experts from the Japan Cooperation Center for the Middle East (JCCME) visited Algeria and Morocco, for which meeting coordination was arranged with the assistance of UNIDO Algeria and TMSA (through ITPO Tokyo's former delegate).

Mali – Biofuel Technology Mission (2) (23 August – 02 September)

2 experts of a leading engine manufacturer re-visited Mali to finalize and settle the Jatropha generator project.

Nigeria and Kenya – Automobile Recycling (August)

Experts from the RUM Alliance based in Kanazawa visited the countries to promote Japanese automobile recycling technologies and know-how.



Libya - EU-Africa Business Forum (26-27 November)

An ITPO Tokyo officer attended the Forum in Tripoli, alongside other ITPOs and UNIDO HQ, as well as AfrIPANet related IPAs with a view to promoting new delegate programmes.

Latin America

Peru – Business Mission (11-18 April)

An ITPO Tokyo officer joined a business mission organized by the Japan Chamber of Commerce and Industry (JCCI) and lectured in a workshop on ITPO Tokyo's activities, and also met with several stakeholders to identify a counterpart organization for the delegate programme.

Middle East

Jordan – Business Mission (29 June-02 July)

ITPO Tokyo, the Jordan Investment Board and the Embassy of Jordan supported a mission of 9 participants in the precision metals, testing, electrical appliances sectors organized by the City of Kitakyushu/JETRO Kitakyushu, as a follow-up of the 2009 delegate programme for Jordan.

Turkey – Business Mission (05-07 August)

ITPO Tokyo supported JCCME with a mission comprised of 9 participants in the construction, oil and banking sectors, and facilitated business meetings with two leading holding companies in Turkey.

Abu Dhabi, UAE – Middle East Conference (08-11 August)

An ITPO Tokyo officer attended the annual conference organized by JCCME, and took the opportunity to meet with representatives of the Department of Economic Development to promote ITPO Tokyo's programmes.

HQs

UNIDO HQ (Austria) – Working Visit (15-19 March)

An ITPO Tokyo officer visited UNIDO HQ to plan for the office's evaluation, programmes, etc.

UNIDO HQ (Austria) – Working Visit (22-26 June)

The Head of ITPO Tokyo visited UNIDO HQ to attend the 'ITPO Heads Meeting' and to discuss ongoing programmes and official matters.

UNIDO HQ (Austria) – Working Visit (03-07 November)

The Head of ITPO Tokyo visited UNIDO HQ to discuss the proposal of Green Industry Conference and to discuss ongoing programmes and official matters.

UNIDO HQ (Austria) – Working Visit (28-29 November)

An ITPO Tokyo officer visited UNIDO HQ to discuss ongoing programmes, especially AfrIPANet.

Highlight — Japanese Business Mission to Sri Lanka

In response to requests from the Japanese private sector, ITPO Tokyo, in cooperation with BOI Sri Lanka, fielded a 10 member business mission to Colombo during 15-17 September 2010, in order to observe the business climate and investment opportunities of the country. The mission members represented the textile/apparel, mining, banking and securities business sectors. One journalist also joined the mission. The mission met and discussed with high level officials of BOI Sri Lanka for possible ways of establishing a new business in the country, and visited Katunayake Export Processing Zone, Colombo Port, and 5 factories in the textile and electronics sectors. The mission also met with 30 existing Japanese investors, who shared their experiences in doing business in the country. The mission, which was coordinated with and supported by UNIDO Delhi and UNIDO Colombo, provided the participating members with a better understanding of the business potential of Sri Lanka as well as with an excellent opportunity to establish networks for

their future business in the country. As a result, some mission members are now considering projects in the country.





UNIDO Director-General Kandeh K. Yumkella's Visit to Japan

(13-17 June 2010)

UNIDO Director-General, Kandeh K. Yumkella started a three day visit to Japan on 13 June 2010, at Sakai City in Osaka Prefecture, where he toured SHARP Corporation's "Green Front Sakai" complex and met with SHARP management to discuss technologies in photovoltaic cells and possibilities for collaboration in developing countries.

In Kitakyushu City in Fukuoka Prefecture, renowned for its advanced industrial and Eco-town complexes and technologies, Director-General Yumkella was briefed on efforts to promote Kitakyushu technologies in developing countries, particularly initiatives of the Kitakyushu Asian Center for Low Carbon Society. Later Director-General Yumkella met with Mayor Kenji Kitahashi, and officials of the city and discussed ongoing and future activities with UNIDO. A Memorandum of Understanding (MOU) was signed between UNIDO and Kitakyushu targeting promotion and sharing the experience of Kitakyushu in areas of environmental technology and waste recycling services with developing countries, including Eco-town management and treatment of Persistent Organic Pollutants (POPs). Director-General Yumkella also met with a delegation on environment technologies from Nigeria, led by Mrs. Ibukun Odusote, Permanent Secretary, Ecological Fund Office, who was taking part in one of the initial programmes covered by the agreement.

Director-General Yumkella hosted a major seminar on Africa on the subject of "Potential and Business Opportunity in Africa" at the United Nations University (UNU). The seminar attracted about 350 participants from the public and private sector, as well as academia in Japan. The Director-General delivered a keynote speech titled "Self-sustainability of African Economy from Industrial Perspective". The seminar also included other keynote speeches, and a high level panel discussion on ways to increase business opportunity in Africa.



The Director-General's third and final day in Japan on 15 June comprised of several important meetings, highlighted by a breakfast meeting with Japanese public and private sector representatives, hosted by UNIDO's Goodwill Ambassador in Japan, Reinosuke Hara; a Press luncheon at the Foreign Correspondents' Club of Japan, attended by 50 press and invited members, where the AGECC report "Energy for a Sustainable Future", was presented by the Director-General; a meeting and speech at the Japan Association of Corporate Executives (Keizai Doyukai). The Director-General also visited ITPO Tokyo and met with the office's Head and staff, and attended a dinner hosted by Ambassador Sugiyama, Director General for Global Issues of the Ministry of Foreign Affairs. The Director-General departed Japan on 17 June.



On 14 June, Director-General Yumkella held meetings in Tokyo, with Tadahi Matsushita, Senior Vice Minister of the Ministry of Economy, Trade and Industry (METI); Nobumori Otani, Parliamentary Secretary of the Environment at the Ministry of Environment (MOE); and Osamu Fujimura, State Secretary for Foreign Affairs (MOFA).

In the meetings, topics of mutual interest were discussed, such as the Japan-UNIDO cooperation on environment and energy projects in developing countries, including Sub-Saharan Africa; cooperation on global environment issues; and findings of the UN Advisory Group on Energy and Climate Change (AGECC) chaired by the Director-General. On the same day,



Nissan sells 4,000 vehicles in Nigeria yearly, says official

THE NATIONAL AGENT, Monday, September 13, 2010

According to a fact sheet on Japan's auto industry, Nissan Motor Co. Ltd. sold 4,000 vehicles in Nigeria last year, according to a report by the Nigerian Automobile Council (NAC). The report, which is the first of its kind, was released by the NAC's Director-General, Mr. Lagan Mamo, at a press conference in Lagos on Monday.

Auto council urges Japanese investors to build plants in Nigeria

THE NATIONAL AGENT, Monday, September 13, 2010

The National Automobile Council (NAC) has urged Japanese investors to build plants in Nigeria. The council, which is the regulatory body for the automotive industry in Nigeria, said that the country has a large potential for the automotive industry and that Japanese investors should take advantage of this potential.

Council to partner Japanese firm on old vehicles' recycling

THE NATIONAL AGENT, Friday, September 17, 2010

The National Automobile Council (NAC) has decided to partner with a Japanese firm on old vehicles' recycling. The council, which is the regulatory body for the automotive industry in Nigeria, said that the country has a large potential for the automotive industry and that Japanese investors should take advantage of this potential.

CEO recommends tyre retreading technology for Nigeria

THE NATIONAL AGENT, Monday, September 13, 2010

The CEO of a tyre company has recommended the use of tyre retreading technology in Nigeria. He said that this technology is not only cost-effective but also environmentally friendly. He also said that the Nigerian government should encourage the use of this technology to reduce the number of old tyres in the country.

Japan's investors task Nigeria on business climate

THE NATIONAL AGENT, Monday, September 13, 2010

Japan's investors have expressed concerns about the business climate in Nigeria. They said that the Nigerian government should improve the business environment to attract more Japanese investment. They also said that the Nigerian government should reduce the number of bureaucratic procedures and improve the efficiency of the government services.

Auto industry in Nigeria

THE NATIONAL AGENT, Monday, September 13, 2010

The auto industry in Nigeria is growing rapidly. The number of vehicles sold in the country has increased significantly in recent years. This is due to the increasing demand for vehicles in the country and the growing number of manufacturers in the country.

Japan's investors task Nigeria on business climate

THE NATIONAL AGENT, Monday, September 13, 2010

Japan's investors have expressed concerns about the business climate in Nigeria. They said that the Nigerian government should improve the business environment to attract more Japanese investment. They also said that the Nigerian government should reduce the number of bureaucratic procedures and improve the efficiency of the government services.