



UNIDO ITPO Tokyo

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

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UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



UNIDO ITPO Tokyo

Annual Report 2013

INTRODUCTION



Message by Head of UNIDO ITPO Tokyo

UNIDO ITPO Tokyo is an office operated under a project renewed every three years based on an agreement between UNIDO and the Government of Japan. As 2013 was the last year of the project for 2011 – 2013, an independent evaluation of the office's performance was conducted during the year, which confirmed UNIDO ITPO Tokyo as "an efficiently functioning office" and recommended that "the project should be extended for an additional three years." The UNIDO ITPO Tokyo project was thus renewed accordingly and the new project for 2014 – 2016 has started. Without your support and cooperation, this would not have been possible. On the occasion of publishing this Annual Report, I would like to thank all of you from the bottom of my heart.

One of the major events in 2013 was the Fifth Tokyo International Conference on African Development (TICAD V) held in Yokohama in June. The delegation led by then Director General Kandeh K. Yumkella attended the conference, during which UNIDO ITPO Tokyo cooperated to conduct several important activities, including UNIDO seminars regarding sustainable industrial development in Africa targeting the participants of the conference, and high-level talks with relevant Japanese public and private sector organizations. Through such events, we shared UNIDO's knowledge and experience with our partners and further strengthened the cooperative relationships with them.

The mission of UNIDO ITPO Tokyo is to help developing countries and economies in transition in their efforts to achieve sustainable economic development. To carry out this mission, we have been promoting direct investment and technology transfer from Japan so that job creation and capacity building can be realized in these countries. For this purpose, in 2013, we invited 9 investment/technology promotion delegates and held 35 seminars and more than 300 bilateral business meetings. And during the three-year period from 2011 to 2013, we have contributed to generating 17 operational projects in recipient countries, out of which about 30,000 jobs were created.

In December 2013, the General Conference of UNIDO held under the leadership of the new Director General LI Yong adapted the Lima Declaration which emphasized the importance of Inclusive and Sustainable Industrial Development (ISID) and the role of UNIDO in achieving this goal. As I mentioned, our new three-year project has just started. I would like to continue enhancing our activities together with the staff of UNIDO ITPO Tokyo in order to contribute to ISID.

Takeshi Furutani

UNIDO Director General LI Yong's Working Visit to Japan



Director General LI Yong, who was elected and took over from outgoing Director General Kandeh K. Yumkella in June 2013, visited Japan to meet with government officials and industry leaders from 5 to 6 November 2013. The Director General was accompanied by Taizo Nishikawa, Deputy to the Director General.

At meetings with government officials, Director General LI held separate discussions with Ms. Midori Matsushima, State Minister of Economy, Trade and Industry, Mr. Seiji Kihara, Parliamentary Vice-Minister for Foreign Affairs, and Mr. Mitsuhiro Furusawa, Vice-Minister of Finance for International Affairs. During these discussions, the Director General expressed his appreciation for the long-standing and solid support of the Government of Japan to UNIDO and his wish to deepen cooperation with Japan.

Director General LI also met with Japan's leading industrial institutions such as the Japan Association of Corporate Executives (Keizai Doyukai), and the Japan Business Federation (Keidanren). During the meetings, the Director General expressed his appreciation for the ongoing cooperation of the Japanese private sector with UNIDO, and also briefed about UNIDO's recent cooperation with international private sector leaders, including a partnership with AEON Co., Ltd. of Japan.

Director General LI further attended a meeting with CEOs of five Japanese small and medium-sized enterprises engaged in the promotion of sustainable environmental technologies through UNIDO's technical assistance projects.

What is UNIDO?

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mandate of UNIDO is to promote and accelerate sustainable industrial development in developing countries and

economies in transition. In recent years, UNIDO has assumed an enhanced role in the global development agenda by focusing its activities on poverty reduction, inclusive globalization and environmental sustainability.

UNIDO is recognized as a specialized and efficient provider of key services meeting the

interlinked challenges of reducing poverty through productive activities, integrating developing countries in global trade through trade capacity building, fostering environmental sustainability in industry, and improving access to clean energy.

UNIDO General Conference 2013 and the Lima Declaration

The General Conference of the United Nations Industrial Development Organization, which opened on 2 December 2013 in Lima, Peru, adopted a new Lima Declaration that charts the Organization's development priorities for the coming years and places special emphasis on "Inclusive and Sustainable Industrial Development", or ISID, as the basis for sustained economic growth.



AT A GLANCE

Establishment	1966	UNIDO Network	
Member States (as of 1 Jan 2014)	171	Liaison Offices (Brussels, Geneva and New York)	3
Headquarters	Vienna, Austria	Regional/Country Offices and Desks/ Focal Points/Others	54
Director General	LI Yong (China)	Investment and Technology Promotion Offices (ITPO)	8
Operational Budget (estimated)	€495 million (2014-2015)	UNIDO Headquarters	
Number of Staff	650	Vienna International Centre P.O.Box 300 1400 Vienna, Austria Tel: (+43-1) 26026-0 Fax: (+43-1) 26926-69 E-mail: unido@unido.org	

UNIDO ITPO Tokyo and Network

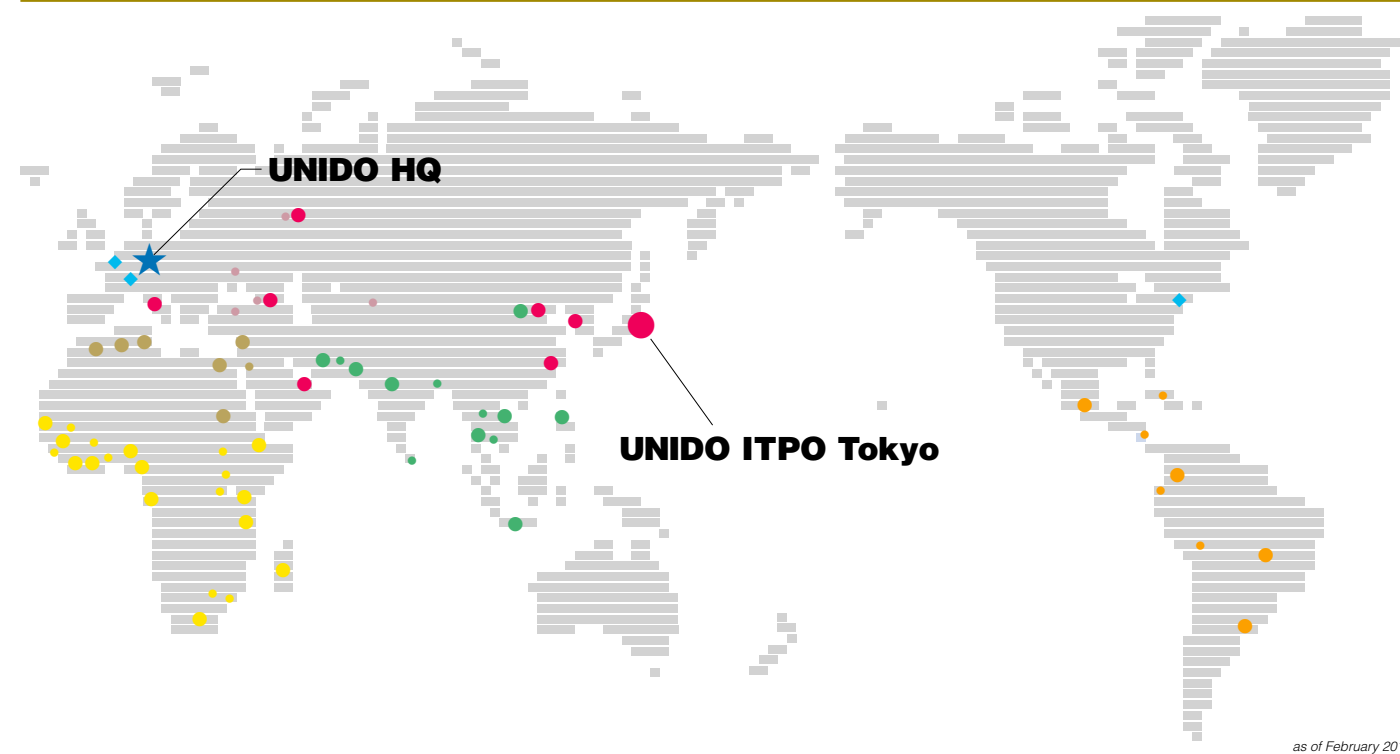
Mission

UNIDO ITPO (Investment and Technology Promotion Office) Tokyo was established in March 1981 in accordance with an agreement concluded between UNIDO and the

Government of Japan. The mission of the office is to help developing countries and economies in transition in their efforts to achieve sustainable economic development

by means of promoting direct investment and technology transfer from Japanese industries.

The UNIDO Network



★ UNIDO Headquarters — Vienna, Austria

3 Liaison Offices (◆)	8 ITPOs* (●)	54 Regional/Country Offices (●) and Desks/Focal Points/Others (●)
<ul style="list-style-type: none"> ◆ Brussels, Belgium ◆ Geneva, Switzerland ◆ New York, USA 	<ul style="list-style-type: none"> ● Armenia ● Bahrain ● China - Beijing ● China - Shanghai ● Italy ● Japan ● Korea ● Russian Federation <p>*Investment and Technology Promotion Offices</p>	<p>Africa:</p> <ul style="list-style-type: none"> ● Cameroon ● Côte d'Ivoire ● D. R. Congo ● Ethiopia ● Ghana ● Guinea ● Kenya ● Madagascar ● Nigeria ● Senegal ● South Africa ● Tanzania ● Burkina Faso ● Mali ● Mozambique <p>Arab:</p> <ul style="list-style-type: none"> ● Algeria ● Egypt ● Lebanon ● Morocco ● Sudan ● Tunisia ● Jordan <p>Asia and Pacific:</p> <ul style="list-style-type: none"> ● Rwanda ● Sierra Leone ● South Sudan ● Togo ● Uganda ● Zimbabwe ● China ● India ● Indonesia ● Iran ● Pakistan ● Philippines ● Thailand ● Viet Nam ● Afghanistan ● Bangladesh ● Cambodia ● Lao PDR ● Sri Lanka <p>Europe and NIS:</p> <ul style="list-style-type: none"> ● Armenia ● Kyrgyzstan ● Russian Federation ● Turkey ● Ukraine <p>Latin America and the Caribbean:</p> <ul style="list-style-type: none"> ● Brazil ● Colombia ● Mexico ● Uruguay ● Bolivia ● Cuba ● Ecuador ● Nicaragua

Activities of UNIDO ITPO Tokyo

Promotion of Foreign Direct Investment and/or Technology Transfer



DELEGATE PROGRAMME
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DELEGATE PROGRAMME



Serbia

10-16 March 2013



Mateja Milenkovic Inumaru

Export Promotion Advisor / Serbia Investment and Export Promotion Agency (SIEPA)

Milenkovic's follow-up programme to 2012 included 8 meetings primarily with Japanese companies in the automobile and auto parts sectors. Milenkovic also made a presentation on business opportunities in Serbia's IT industry to 6 Japanese companies in the IT sector, including SMEs.



Senegal

11-22 March 2013



Adama Ndiaye Gueye

Business Line Manager / Investment Promotion and Major Projects (APIX)

Gueye introduced the investment climate of the country through 21 individual meetings with the private sector and other relevant organizations to promote projects in energy, infrastructure, mineral resources, motorized vehicles and motors, agriculture and irrigation, and water technologies.



Indonesia

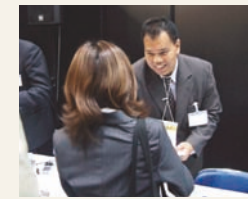
27 October-2 November 2013



Haris Zulkarnain

Head of Planning, Research & Development Bureau / Perum Jasa Tirta II

Zulkarnain introduced the company's business activities and their plan for construction of a water treatment plant and micro hydro power plants by holding 48 meetings with Japanese companies at the UNIDO booth within the "INCHEM TOKYO 2013" exhibition, and at the seminar organized during the exhibition which attracted 168 participants.



Myanmar

27 October-2 November 2013



Aung San Win

Head of Coordination Department / Yangon City Development Committee (YCDC)

Aung San Win introduced YCDC's activities in water supply and sewage management, future plans for upgrading/replacement of existing facilities and construction of new ones, through meetings with 59 Japanese companies at the UNIDO booth in the "INCHEM TOKYO 2013" exhibition and also at the seminar organized during the exhibition which attracted 168 participants.



Egypt

1-12 April 2013



Ehab Farouk

Director of Planning Department / New and Renewable Energy Authority (NREA)

Farouk introduced business opportunities in the area of new and renewable energy in Egypt, especially solar and wind power projects, through 15 individual meetings and a seminar in Tokyo which attracted 81 participants. Farouk also undertook 2 site visits to renewable energy companies in Tsukuba and Kyoto.



Mozambique

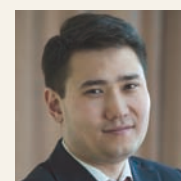
8-19 April 2013



Khemwattie Muando

Project Officer / Investment Promotion Centre of Mozambique (CPI)

As a follow-up to her programme in 2012, Muando promoted the investment climate of the country through 25 individual meetings with the private sector and other relevant organizations. Muando also participated in the Mozambique Investment Seminar in Tokyo, which attracted 214 participants.



Kazakhstan

27 October-2 November 2013



Kairat Karmanov

Deputy Chairman of the Executive Board / National Export and Investment Agency (KAZNEX Invest)

Karmanov introduced Kazakhstan as a new investment destination and outlined the attractive incentives for investment, as well as information on water supply industry and projects to 30 Japanese companies at the "INCHEM TOKYO 2013", UNIDO Booth, and also at the seminar organized during the exhibition which attracted 168 participants.



Lao PDR

27 August-11 September 2013



Phonethavong Singhalath

Director, International Investment Cooperation Division / Investment Promotion Department (IPD), Ministry of Planning and Investment (MPI)

Phonethavong met individually with 26 companies and institutions interested in doing business in Lao PDR, especially in energy/mining, food processing, logistics, IT. Phonethavong also held a Lao PDR seminar in Yokohama which attracted 62 participants. Phonethavong was also interviewed by 4 media companies.



Ethiopia

25 November-10 December 2013



Aklilu Woldemariam Habte

Director, Information and Investment Promotion Directorate / Ethiopian Investment Agency (EIA)

Aklilu introduced the investment climate of Ethiopia through 26 individual meetings and participated in the "Ethiopia Business and Investment Seminar" in Osaka and Nagoya, attracting 75 participants. Projects in leather, metal, energy, waste recycling, water, agro-processing, pharmaceutical and healthcare industries were promoted. UNIDO ITPO Tokyo's advisor in Addis Ababa, Mr. Segni, also joined the programme.



Special Programme on Water Management at INCHEM Tokyo 2013

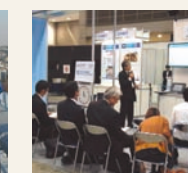
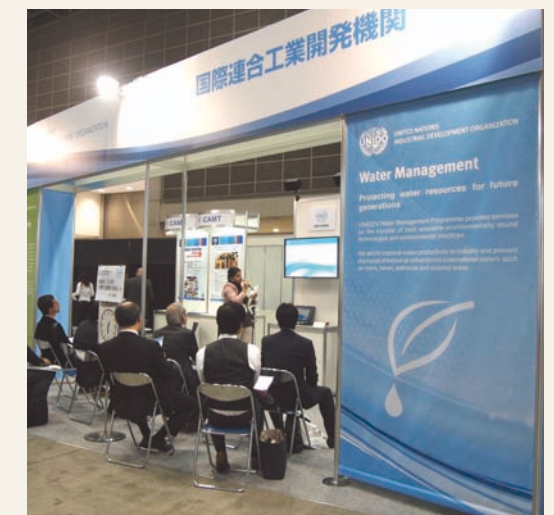
UNIDO ITPO Tokyo, in cooperation with the Japan Management Association (JMA), invited delegates in charge of water management from Indonesia, Kazakhstan and Myanmar from 27 October to 2 November 2013. The delegates participated in the UNIDO Booth at Water Innovation Corner of the "INCHEM Tokyo 2013" Exhibition held at Tokyo Big Sight from 30 October to 1 November. The exhibition attracted a total of 27,924 people during 3 days, out of which about 650 visited the UNIDO Booth.

The delegates displayed panels and brochures, and introduced the situation of water management in their countries at the UNIDO Booth. A total of 158 business meetings were held individually between interested companies and the delegates. In addition, the Booth featured the UNIDO International Center for Advancement of Manufacturing Technology (UNIDO ICAMT) to promote their activities.

On 30 October, a seminar titled "Water Business and Management – Opportunities in

Indonesia, Kazakhstan and Myanmar" was organized, where the 3 delegates presented the current conditions of water supply and sewage in each country. The seminar also invited representatives from the business community and discussed with the delegates challenges as well as business opportunities for Japanese companies. The seminar, which was co-sponsored by JMA, attracted 168 participants.

Besides the above-mentioned activities, the delegates had a site visit to the Nishiya Water Purification Plant in Yokohama. They were briefed about the plant operations and observed how water is treated and supplied to the City of Yokohama.



1 What is the Delegate Programme?

UNIDO ITPO Tokyo invites investment and/or technology promotion delegates for a short-term stay (average 2-3 weeks) in Tokyo, in order to promote the delegate's country as a possible destination for Japanese investments or technology transfer. Promotional activities are mainly carried out through country presentation seminars and individual business meetings, where potential investment, joint venture, and/or technology transfer projects from the delegate's country are presented.

2 What does UNIDO ITPO Tokyo provide?

Assistance for the programme includes promotion of projects; identification of potential business partners; arrangement of meetings and visits; organization of seminars/roundtable meetings; assistance for business communication/negotiation; provision of temporary office facilities.

3 Who can apply?

Government, semi-government, or non-government organizations are welcome to submit candidates with the following qualifications:

- Age between 30-45 with management experience
- Perfect command of spoken/written English
- Strong negotiation and presentation skills
- Ample knowledge of local industry
- Report writing and computer skills

4 Who covers the costs?

UNIDO ITPO Tokyo covers most of the costs of the programme, except for the delegate's round-trip airfare, which is the minimum contribution required from the delegate's organization.



TECHNOLOGY TRANSFER

Promotion of Japanese green technologies aims to assist developing and emerging countries with solutions to deal with environmental problems.

Environment Technology Database

Energy Conservation

- A-Wing International Co., Ltd.
(Micro Wind Generator)
- FUMIN Co., Ltd.
(Coating for Ultraviolet and Infrared Ray Shielding)
- Hitachi Metals, Ltd.
(Amorphous Energy Efficiency Distribution Transformer)
- Hishiishouji Company Ltd.
(Solar Cooker Panthaka)
- Netafim Japan Co., Ltd.
(Simple Drip Irrigation System)
- Panasonic Corporation
(Rechargeable LED Lantern)
- Seabell International Co., Ltd.
(Micro Hydropower System -Ultra-Low Head)
- Totetsu MFG Co., Ltd.
(Rainwater Harvesting and Underground Storage)

- Toyo Engineering Corporation
(Urea Fertilizer Production Plant)
- VPEC, Inc.
(Power Router for ECONETWORK)

Prevention and Destruction of Pollution

- Aquatech Co., Ltd.
(Activated Sludge Method JRK-SYSTEM)
- EcoCycle Corporation
(EcoClean and GreenClean Series for Bioremediation)
- Kawatoku Co., Ltd.
(Removal of Heavy Metals in Drinking Water)
- Microtech Inc.
(Drinking Water Quality Analysis Technology)
- Nihon Genryo Co., Ltd.
(Saito Tank)

- Nihon Genryo Co., Ltd.
(Movable Self-Cleaning Water Treatment Facilities)
- Nippon Basic Co., Ltd.
(Bicycle-Powered Water Purifying Equipment)
- Nippon Basic Co., Ltd.
(Desalination of Seawater for Drinking)
- Sekisui Aqua Systems Co., Ltd.
(Rotating Biological Contactor and ESROTAE)
- SO-EN Co., Ltd.
(Water Treatment with Carbon Fiber)
- Tottori Resource Recycling Laboratory Co., Ltd.
(Porous System)

Waste Treatment and Management

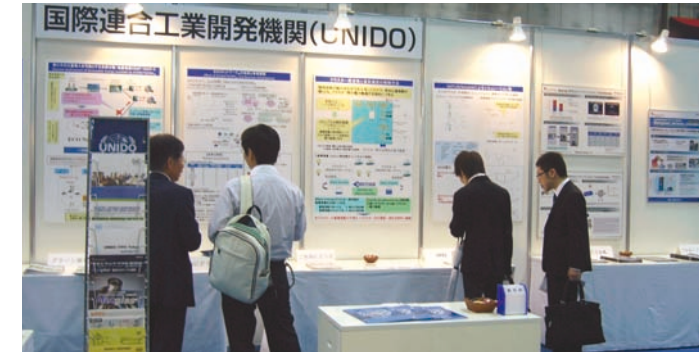
- OSTRAND Corp.
(C-POWER Plant, SH Dryer-SHD)

Advanced environment technologies of the above Japanese companies are available at: www.unido.or.jp/technology-e

Environment Related Exhibitions

UNIDO ITPO Tokyo participates in special exhibitions in Japan and overseas, to promote Japanese green technologies. In 2013, a total of 1,500 persons visited the UNIDO booth at the following events, where business meetings between technology holders and exhibition visitors were assisted.

- Kawasaki International Eco-Tech Fair 2013
Kawasaki, 1-2 February 2013
- 2013 China Technology Fair
Shanghai, 8-11 May 2013
- Smart Community Japan 2013
Tokyo, 29-31 May 2013
- INCHEM Tokyo 2013 (Water Innovation 2013)
Tokyo, 30 October-1 November 2013



Highlights

Environment Technology Dialogue

During his visit to Japan, Director General LI Yong had a dialogue with representatives of selected Japanese small and medium-sized enterprises (SMEs) boasting green technologies, which have also been promoted at the United Nations Conference on Sustainable Development (Rio+20) in 2012. CEOs and leaders of Aquatech Co., Ltd., Asada Corporation, Kaiho Sangyo Co., Ltd., Kinsei Sangyo Co., Ltd., and VPEC Inc. presented their projects in waste water management, destruction of fluorocarbons and refrigerants, end of life vehicle recycling, gasification power generation and smart grid engineering. The possibilities to support the promotion of SMEs' advanced environment technologies were discussed.



Mercury Contamination Disposal and Recycling Technology

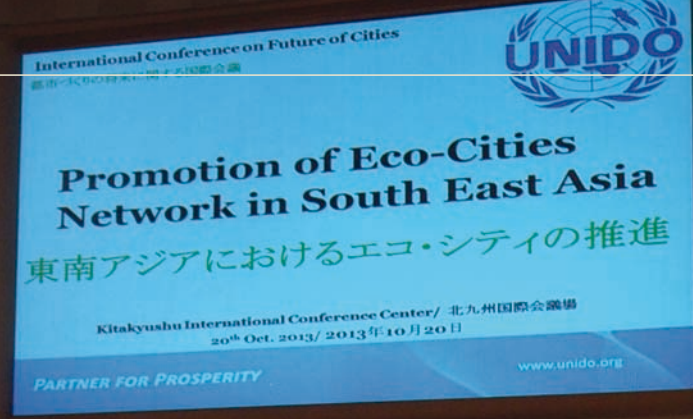
After four years of intense negotiations, a global binding treaty on mercury has been adopted at The Conference of Plenipotentiaries on the "Minamata Convention on Mercury" which was held in Minamata and Kumamoto, Japan, from 9 to 11 October 2013. UNIDO took part in the Conference and organized a side event titled "Management of Mercury Industrial Applications" during which international experts made presentations on several topics such as: Chlor alkali sector; Vinyl chloride monomer production sector; Mercury waste sector; and Contamination remediation sector.

Regarding "contamination remediation" a Japanese company, Nomura Kohsan Co., Ltd. boasts one of the leading technologies

for mercury recycling worldwide. The company's representative provided examples during the side event of their mercury recycling processes, including processing of used fluorescent lamps, dry-cell batteries and sludge, in addition to other wastes containing mercury and mercury compounds. Through the company's technology, the extracted mercury is further refined to purity, and marketed as a product of Nomura. The company is now discussing with UNIDO about the possibility to increase use of its technology in developing countries.

UNIDO aims to find technological solutions which would eventually permit the permanent removal of mercury from the market.





SEMINARS & EVENTS

Special Event - Promotion of Eco-Cities Network in South East Asia



The International Conference on Future of Cities was co-organized by UNIDO, the Ministry of Foreign Affairs (MOFA), OECD and the City of Kitakyushu at the Kitakyushu International Conference Center on 20 October 2013. UNIDO organized an international forum titled "Promotion of Eco-Cities Network in South East Asia" during the conference.

UNIDO Deputy to the Director General, Taizo Nishikawa, MOFA Director-General for Global Issues, Takehiro Kagawa, and Mayor of Kitakyushu, Kenji Kitahashi, stressed the importance of roles played by cities as well as companies in order to create an environmentally-friendly city. In the panel discussion, 12 representatives from cities (Yokohama, Kitakyushu, 5 South-East Asian cities, Vienna and Amsterdam) and Kitakyushu based companies discussed different topics, such as the conditions of an Eco-City, the roles of industry in an Eco-City, and the administrative support to foster technology development for CO₂ reduction.

The panelists actively discussed how a city can optimally balance sustainable development and environmental protection, and it was recognized that a mutually supplementary relationship between a city's eco-friendly measures and the private sector's technological innovations needs to be further enhanced. The forum was attended by more than 200 participants from 20 countries.



Seminars and Workshops

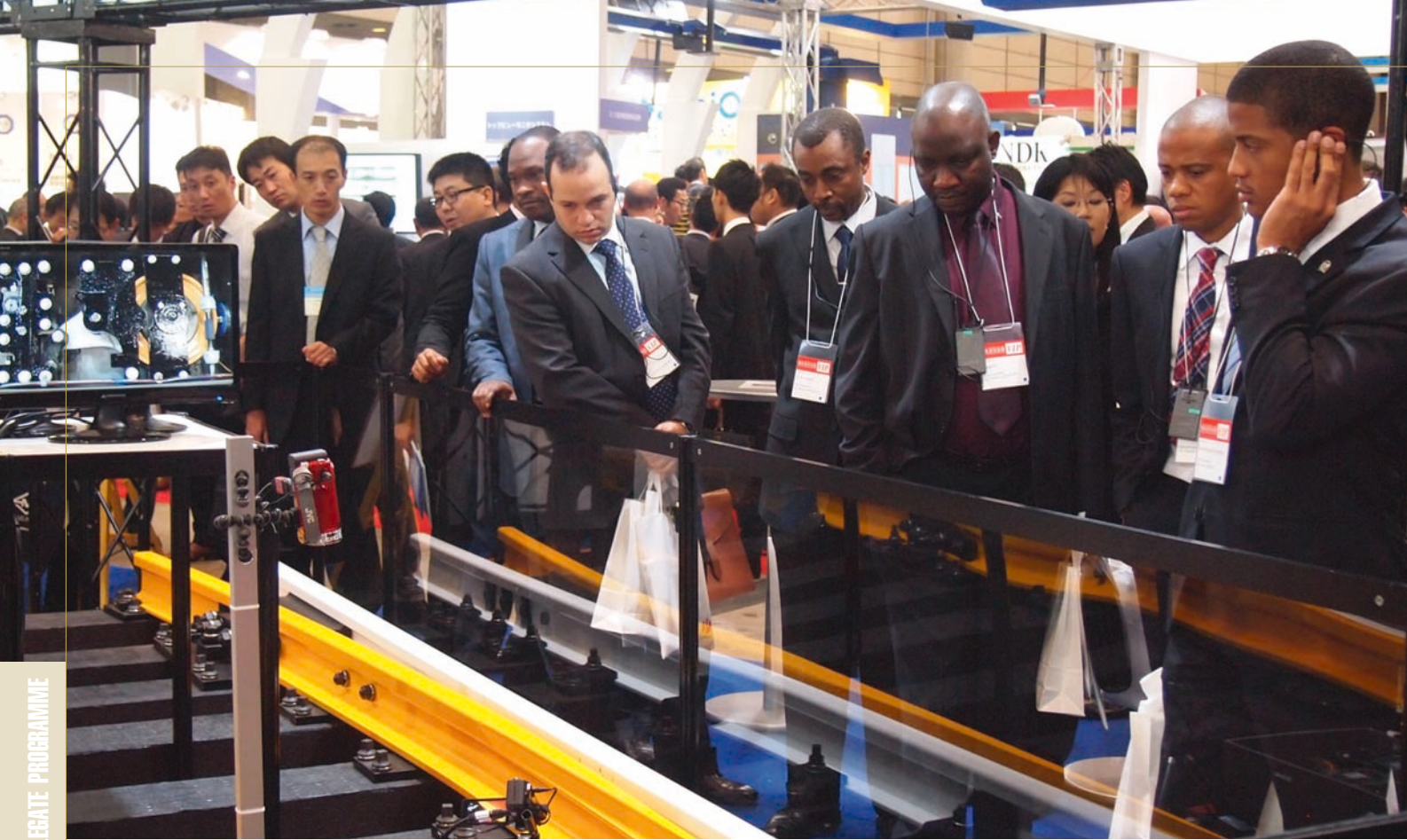
UNIDO ITPO Tokyo organizes or supports various regional, country specific and/or thematic forums, seminars and workshops.

1	Joint Workshop 2013 for African Diplomatic Corps in Japan	30	January	Tokyo	113 Pax
2	Turkey Investment Seminar	12	February	Osaka	116
3	Turkey Investment Seminar	13	February	Nagoya	64
4	Turkey Investment Seminar	14	February	Tokyo	345
5	Seminar on Sustainable Cities in Tohoku	28	February	Tokyo	100
6	Sri Lanka Investment Meeting	6-8	March	Tokyo	25
7	Serbia IT Outsourcing Meeting	14	March	Tokyo	15
8	Philippines Investment Seminar	14	March	Tokyo	300
9	Egypt Renewable Energy Seminar	4	April	Tokyo	81
10	Senegal Investment Seminar	9	April	Tokyo	130
11	Mozambique Investment Seminar	16	April	Tokyo	159
12	Nigeria Power and Energy Forum	25	April	Tokyo	100
13	Forum on East Asia Knowledge Platform for Low Carbon Growth	17	May	Tokyo	180
14	TICAD V Side Event: Clean Technology for Sustainable Industrial Development of Africa	1	June	Yokohama	198
15	TICAD V Side Event: Investment and Technology Promotion in Africa - Case Studies	2	June	Yokohama	159
16	TICAD V Side Event: Seminar on Diffusion of Green Productivity from Asia to Africa	2	June	Yokohama	56
17	TICAD V Side Event: Linking the World through Human Resource Development	2	June	Yokohama	84
18	Turkey Investment Seminar - Opportunities in Izmir Region	25	June	Osaka	27
19	Turkey Investment Seminar - Opportunities in Izmir Region	28	June	Tokyo	162
20	Bangladesh Seminar on Textile and Apparel	17	July	Tokyo	120
21	Bangladesh Press Meeting on Textile and Apparel	18	July	Tokyo	25
22	Middle East Business Seminar	25	July	Sapporo	120
23	Turkey Investment Seminar	29	August	Tokyo	355
24	Laos Investment Seminar	3	September	Yokohama	62
25	UNEP-IETC Workshop on Strategy Paper to Promote Eco Town Approach	12	September	Kawasaki	80
26	Symposium on Supply Chain Management to Comply with Food Safety Regulations	19	September	Tokyo	80
27	Seminar on Management of Mercury Industrial Applications	7	October	Kumamoto	48
28	Seminar on Promotion of Eco-Cities Network in South East Asia	20	October	Kitakyushu	210
29	Seminar on Water Business Opportunities in Indonesia, Kazakhstan and Myanmar	30	October	Tokyo	163
30	Lecture on UNIDO	19	November	Tokyo	16
31	Ethiopia Business and Investment Seminar	29	November	Kagawa	13
32	UNIDO General Conference Side Event: Industrial Cooperation and SMEs	3	December	Lima	100
33	Ethiopia Business and Investment Seminar	5	December	Osaka	75
34	Ethiopia Business and Investment Seminar	6	December	Nagoya	75
35	Morocco Investment Seminar	18	December	Tokyo	175

Exhibitions

1	Kawasaki International Eco-Tech Fair 2013	1-2 February	Kawasaki
2	2013 China International Technology Fair	8-11 May	Shanghai
3	Smart Community Japan 2013	29-31 May	Tokyo
4	TICAD V / Yokohama	31 May-3 June	Yokohama
5	Global Festa 2013	5-6 October	Tokyo
6	INCHEM Tokyo 2013 (Water Innovation 2013)	30 October-1 November	Tokyo





Study Tours

UNIDO ITPO Tokyo facilitates missions from developing and emerging countries to expose them to Japanese advanced technologies in the form of study tours. The following events were organized in 2013, together with municipal governments.

- Seminar for Eco-Town Managers 2013 (SETM 2013), in cooperation with Kitakyushu City 27 May-1 June, 6 participants from Africa
- Seminar for Eco-Town Managers 2013 (SETM 2013), in cooperation with Kitakyushu City 15-18 October, 7 participants from Asia
- Eco-City site visit, in cooperation with Yokohama City and Kitakyushu City 16-18 October, 10 participants from Asia
- Eco-Town visit of Xuwei New Area officials, in cooperation with Kawasaki City 25 November, 4 participants from China



CAPACITY BUILDING

Embassy Programmes

UNIDO ITPO Tokyo organizes programmes for embassy diplomats in Tokyo in the form of workshops, tours to exhibitions and business meetings to introduce the latest Japanese manufacturing and environment related technologies.

- Joint Workshop 2013 for African Diplomatic Corps in Japan Tokyo, 30 January, 40 participants (31 countries)
- Guided tour at Kawasaki International Eco-Tech Fair 2013 Kawasaki, 1 February, 19 participants (17 countries)
- Roundtable luncheon on Japan Analytical Scientific Instruments Show (JASIS) 2013 Tokyo, 13 February, 10 participants (5 countries)
- Guided tour at 5th Private Label Trade Show Japan Tokyo, 21 February, 10 participants (7 countries)
- Dialogue between UNIDO Delegation and ADC Committee Chairs Tokyo, 16 April, 8 participants (8 countries)
- Company and factory visit to Tokyo Electron Ltd. in Tsukuba on solar panel technology Tsukuba, 24 July, 6 participants (6 countries)
- Company and factory visit to Mitsubishi Fuso Truck and Bus Corporation at Kawasaki Plant Kawasaki, 27 September, 36 participants (27 countries)
- Workshop and guided tour on "Key Solutions for Smart City Development" at Smart City Week 2013 Yokohama, 23 October, 42 participants (24 countries)
- Roundtable meeting and guided tour at 3rd Mass-Trans Innovation Japan 2013 Chiba, 8 November, 28 participants (22 countries)



Incoming Missions

UNIDO ITPO Tokyo welcomed officials from various countries and facilitated the organization of bilateral discussions, business meetings and/or seminars.

Sri Lanka BOI Mission	Two Board of Investment (BOI) officials visited Tokyo in March and held 13 business meetings with Japanese companies interested in investment in Sri Lanka.
Kenya Investment Mission	The Managing Director of Kenya Investment Authority (KenInvest) visited Yokohama in June to present investment opportunities at the TICAD V side event.
Morocco Investment Mission	The Managing Director of MidParc Casablanca Free Zone presented the country's business potentials at the TICAD V side event and had 6 business meetings in Tokyo.
Turkey Izmir Investment Mission	Two officials from Izmir Development Agency (İZKA) and a representative of a private law firm visited Japan in June and held seminars in Osaka and Tokyo, as well as a total of 20 business meetings.
Lesotho Technology Mission	The Minister of Communications, Science and Technology, Tseliso Mokhosi, visited Tokyo in October to discuss possibilities for cooperation.
China Green Silk Road Mission	Nine officials from UNIDO Beijing and governmental agencies visited Tokyo and Kitakyushu in October to exchange views on the development of green industry.
Turkey Tigris Investment Mission	The Secretary General of Tigris Development Agency (DiKA) visited Tokyo in November to discuss possibilities for cooperation.
Algeria Investment Mission	An official from the National Agency of Investment Development (ANDI) presented the investment climate of Algeria and had 9 business meetings in Tokyo.



الوكالة الوطنية لتطوير الإستثمار Agence Nationale de Développement de l'Investissement



المديرية العامة Direction Générale

ACTIVITIES OVERSEAS

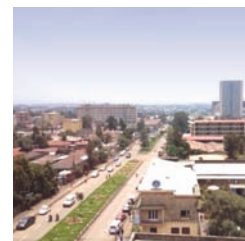
Africa Advisory Programme



In 2013, UNIDO ITPO Tokyo started the "Africa Advisory Programme", a new initiative which aims to support the business activities of Japanese companies and enhance the flow of investment and technology from Japan to the target African countries of Algeria, Ethiopia and Mozambique, by assigning UNIDO experts as Advisors. The Advisors who sit at UNIDO field offices provide Japanese enterprises with consultancy services, by way of information dissemination, arrangements of meetings with government agencies, support for match-making with local partners, and facilitation of local company visits.

Activities planned in 2014 are as follows:

- Business/investment seminars in Japan and/or in target countries
- Business meetings by inviting Advisors to Japan
- Business missions of potential Japanese companies to target countries
- Support to create investment promotion publications/materials



Missions Overseas

UNIDO ITPO Tokyo facilitates business activities of Japanese companies overseas.

Asia

Bangladesh

(June)

A finance company visited Dhaka to learn more about the investment environment and related regulations in Bangladesh.

China

(May)

A technology company joined the UNIDO Booth at the China International Technology Fair in Shanghai and promoted their waste management technology.

Indonesia

(September)

The Japan Management Association visited Indonesia to discuss details of a seminar with UNIDO Indonesia and local engineering/chemical companies.

Myanmar

(May)

A food processing company visited several cities in Myanmar to study the business climate and possibility of growing plants in the country.

(December)

A sensor/gauge manufacturer visited Yangon to discuss potential business with the city authorities.

Viet Nam

(June)

An equipment maker visited Hanoi and UNIDO Viet Nam to learn about the solar business potential in Viet Nam.

Europe

Serbia

(April)

An automobile parts company visited Serbia with their Italian partner to study the possibility of setting up a factory in the country.



Africa

Ethiopia

(September)

UNIDO's Representative Office in Addis Ababa facilitated the mission and meetings of an E-waste recycling company, aiming to develop business in the country.

(November, December)

Logistical support was provided by a local advisor in order for a Japanese renewable energy machinery manufacturer to conduct a feasibility study.

(December)

Support for duty free clearance of cargo was provided to a Japanese leather company by a former delegate and a local advisor.

Mozambique

(July)

A former delegate assisted a Japanese interior company to explore their new business.

(July)

A Japanese seafood company started their business with a local company introduced by former delegates.

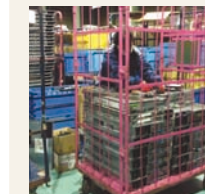
(November, December)

A local advisor assisted a Japanese engineering company in setting up a branch office.

Tanzania

(July)

Tokyo Suido Services Co., Ltd. visited Dar es Salaam to promote its water technology through the contacts introduced by UNIDO ITPO Tokyo.



Latin America

Peru

(December)

A green technology company visited Peru to discuss their waste management project in the country. The company also participated in UNIDO's General Conference held in Lima.



Middle East & North Africa

Bahrain

(February)

A landscaping company attended the Bahrain International Gardening Exhibition 2013 (BIGS 2013).

Morocco

(December)

A technical mission under JICA visiting Rabat, Casablanca and Tangiers to study the country's industrial development scenario was facilitated by UNIDO ITPO Tokyo's past delegates and the UNIDO Representative Office.

Turkey

(October)

A technical mission fielded by JCCME to Turkey was facilitated to discuss partnership with Turkish companies and institutions for business prospects in Iraq.



SPECIAL ACTIVITIES

Fifth Tokyo International Conference on African Development (TICAD V)

(1-3 June 2013)

For the last two decades, UNIDO has been actively involved in the Tokyo International Conference on African Development (TICAD). A UNIDO delegation, headed by former Director General, Kandeh K. Yumkella, took part in the conference, and organized several events.

UNIDO-AU official side event at TICAD V

UNIDO organized an official side event titled "Clean Technologies for Africa's Sustainable Industrial Development" together with the African Union (AU). This seminar was held to foster policy dialogue and actions on the need for, and development opportunities of, economically, socially and ecologically sustainable industrial development in Africa, including investments in low-carbon, resource efficient and cleaner production technology. The event attracted about 200 participants.



UNIDO/ITPO Tokyo side event at TICAD V

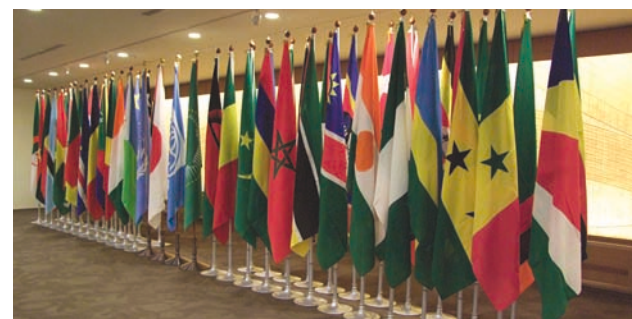
UNIDO organized a side event titled "Investment and Technology Promotion in Africa: Case Studies". This side event provided an opportunity to hear from experts in Africa, Japan, and UNIDO about cases of successful FDI and technology promotion from Japan to Africa, and to have a discussion on the subject during a panel. The event attracted about 160 participants from the public and private sector.

The seminar was held as a part of a one-day TICAD V side event symposium called "Possibilities for Africa" organized jointly by UNIDO, the Japan Productivity Center (JPC) and the Overseas Human Resources and Industry Development Association (HIDA).



UNIDO Booth

During three days, the UNIDO Booth received 380 visitors and UNIDO's activities were introduced widely.



Activities on the sidelines of TICAD V

(3-4 June 2013)

Several cooperation agreements were signed by the former Director General of UNIDO, Kandeh K. Yumkella, on the sidelines of TICAD V.

Joint Statement with Yokohama City

Signed with Fumiko Hayashi, Mayor, the Joint Statement focuses on mutual cooperation to contribute to sustainable growth in developing countries. The Joint Statement envisages enhancement of the exchange of knowledge, experiences and expertise possessed by both organizations and fosters collaboration between UNIDO and Yokohama-based industries and SMEs.



Joint Declaration with AEON Co., Ltd.

Signed with Motoya Okada, President and CEO of AEON Co., Ltd. the Joint Declaration emphasizes the need to contribute to food and safety requirements by assisting SMEs in developing and emerging countries. The project is part of UNIDO's Sustainable Supplier Development Programme, and partners are the Government of Malaysia and SMEs in Malaysia where AEON has operations.



MOU with NEDO

Signed with Kazuo Furukawa, Chairman of the New Energy and Industrial Technology Development Organization (NEDO), the Memorandum of Understanding (MOU) focuses on establishing a framework for cooperation with UNIDO, with a view to promoting NEDO's activities and dissemination of Japanese energy and environmental technologies in developing countries, through UNIDO's network and counterparts.



TESTIMONIALS

UNIDO ITPO Tokyo collaborates with various stakeholders from public and private sector organizations in both developing and emerging countries, and in Japan. We are grateful for the cooperation extended by each and every recipient, participant, sponsor and supporter of our activities. A few selected comments from such stakeholders can be found below.

Delegate Programme

Phonethavong Singhalath
Director, International Investment Cooperation Division, Investment Promotion Department, Ministry of Planning and Investment (MPI)
Lao PDR

The delegate programme has given me a good chance to meet and discuss directly with many private companies and government organizations in Japan. The programme was well prepared and completed with high achievements in sharing the experiences and new ideas on various aspects of investment in Lao PDR among the Japanese business community. I also learned specific features of Japanese businesses through interactions with the companies met individually.



Adama Ndiaye Gueye
Business Line Manager,
Investment Promotion and Major Projects (APIX)
Senegal

The delegate programme was a good opportunity to target sectors with great potential for Japanese companies and help them to develop business in Senegal. The delegate was successful in introducing Senegal as a promising investment destination through meetings held in Tokyo and Osaka. APIX will maintain contact with UNIDO ITPO Tokyo and extend support and assistance to Japanese companies interested in establishing a business in Senegal.



Technology Transfer

Keiichi Kaneko
Managing Director
Kinsei Sangyo Co., Ltd.
Japan

Our waste management technology has been actively promoted through our participation in various UNIDO's technology related events such as exhibitions, conferences and business meetings, which include Rio+20 Japan Pavilion in Brazil, China International Technology Fair in Shanghai and UNIDO General Conference in Peru. We are grateful for UNIDO's continuous support to introduce green technologies of Japanese SMEs, which expands the possibility of business partnerships in emerging markets.



Shunji Eto
President
Aquatech Ltd.
Japan

I appreciate UNIDO ITPO Tokyo for providing us the opportunity to join the UNIDO Green Technology Booth at Rio +20 and for producing a video to introduce our waste water purification technology. The video has proven to be very useful to promote our technology worldwide, resulting in the increase of serious inquiries we receive. In addition to the on-going project in Vietnam, we are currently discussing possible partnership with countries including China, India, Malaysia and Korea.



Seminars and Events

Markos Tekle Rike
Ambassador Extraordinary and Plenipotentiary
Embassy of the Federal Democratic Republic of Ethiopia

It was a vision of the Embassy to organize a seminar which can provide information about the country's business and investment environment to the Japanese business community. UNIDO ITPO Tokyo helped make the vision a reality by offering numerous contributions. The Embassy believes that our collaboration will continue and result in a strong trade and investment relationship between Ethiopia and Japan.



Djordje Makic
Counsellor, Economic Affairs
Embassy of the Republic of Serbia

UNIDO ITPO Tokyo has created great impetus to our joint efforts to promote Serbia, its potentials and extend our reach to Japanese investments (that are sometimes not so easy to attract). UNIDO ITPO Tokyo provided us with valuable opportunities to contact Japanese companies directly, as well as many other opportunities to exchange information, learn about specific industries, extend network of contacts and promote the country within Japanese corporate sector in a very real, tangible and personal manner. UNIDO ITPO Tokyo's support is of tremendous importance in our work.



Capacity Building

Tomoki Hatakeyama
International Economic Affairs Office, Economic and Labor Affairs Bureau, City of Kawasaki
Japan

The City of Kawasaki organizes the "Kawasaki International Eco-Tech Fair" every year to introduce green technologies of Kawasaki companies and to provide opportunities for business matching domestically as well as globally. In February 2013, UNIDO ITPO Tokyo organized a visit to the Fair by 19 diplomats from 17 embassies in Japan. It is our hope that such exchange of information will promote transfer of Japanese technologies, contributing to the sustainable development of emerging countries.



Activities Overseas

Takashi Ikari
President and CEO
Anchor Network Service, Inc.
Japan

With the assistance of UNIDO ITPO Tokyo, we carried out a preliminary study for PC refurbishing in Ethiopia and are currently investigating the possibility of establishing such business in the country with a local partner. As we do not have much business experience in developing countries so far, we very much appreciate the support of UNIDO ITPO Tokyo in various aspects and steps in developing new business in emerging markets.

