UNIDO ITPO Tokyo's Strategy and Activities for Investment and Technology Promotion

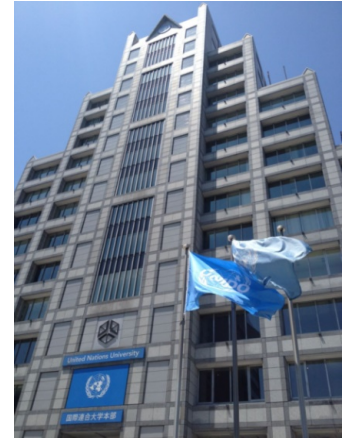Yuko Yasunaga, Head, ITPO Tokyo, UNIDO
2 July, 2021

UNIDO ITPO Tokyo
- Investment and Technology Promotion Office, Tokyo -

➤ Established in 1981

➤ Mandate: Promotion of **foreign direct investment (FDI)** and **technology transfer** from Japan to developing/emerging countries

  * Donor: Government of Japan (METI)

➤ Activities
  - Delegate Programme
  - Technology Transfer(STePP)
  - Seminars & Events
  - Capacity Building
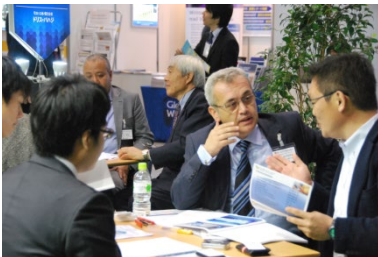 - African Advisory Programme

Business matching

Local support for Japanese industry

Delegate Programme

➢ **Promotion of investment and technology** from Japan to developing and emerging countries, by inviting officials from these countries to Japan and organizing tailor-made programmes, including promotion events and business meetings (B2B) in Japan. Conducted online in 2020/2021.

➢Advantages for stakeholders
- Establish human networks with key persons of the countries
- Collect information on the latest business climate and technology needs
- Facilitate business missions when Japanese investors visit the countries

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GOALS

STePP (Sustainable Technology Promotion Platform)

➢ **Sustainable Technology Promotion Platform (STePP)**:
Japanese technologies in the fields of Energy, Environment, Agribusiness, and
Public Health are registered, open to the public via UNIDO ITPO Tokyo's website.
(121 technologies are registered as of July 1.)

= Easy to identify Japanese technologies to address local challenges
= Provide platform for technology seekers and technology providers
= Support technology promotion activities

UNIDO ITPO Tokyo's
STePP
Sustainable Technology Promotion Platform

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Goals of "STePP"

➢ To promote **technology transfer** from Japan to developing/emerging countries
- ITPO Tokyo believes that such technology transfer can form a sound basis for industrial development in developing/emerging countries.

➢ To achieve sustainable industrial development with Japanese innovative technology

➢ To promote networking between Japanese companies and their counterparts in developing/emerging countries

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Category and Evaluation of "STePP"

➤ STePP covers 4 technology areas to achieve SDGs
- **Energy** technologies
- **Environmental** technologies
- **Agribusiness** technologies
- **Public Health** technologies

➤ Evaluation by experts' committee through 5 main criteria
1) Applicability in developing and emerging countries
2) Competitive advantage
3) Conformity with UNIDO's Mandate of industrial development
4) Contribution to sustainability
5) Technical maturity

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Contents of "STePP"

➢ Number of registered technologies
- 121 technologies registered (104 companies)

➢ Contents
- General presentation
- Ongoing projects and business opportunities
- Technical descriptions
- Companies' contacts

➢ Direct contact

- Companies can be directly contacted by email/phone
  http://www.unido.or.jp/en/activities/technology_transfer/technology_db/

Multi-functional TiO2 material: Photocatalyst Titanystar

Yield Co., Ltd.

Stable and Regenerable Ti-based TiO2 Photocatalyst of Multiple Application for Environment

Yield Co., Ltd. has developed a multi-functional material "Titanystar" which cleans undrinkable water into safe drinkable water and decompose harmful organic compounds by the photocatalytic technology. This photocatalytic reaction derives from a uniform layer of titanium dioxide (TiO2) generated upon metal titanium by the special technology of surface oxidation.

The photocatalytic mechanism was invented in Japan has been an excellent environmental purification method which decomposes and removes most of harmful substances simply by receiving ultraviolet rays. (See Fig. 2) As photocatalyst has been getting more excellent abilities to decompose and remove almost all harmful substances, disinfectant for water such as chlorine and ozone becomes unnecessary in water treatment process. Therefore, chemical-free and clean drinking water can be provided.
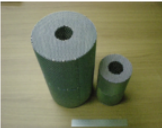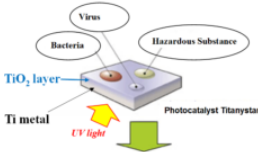
Fig. 1 Photocatalyst Titanystar

Decomposition and sterilization of bacteria, viruses, harmful substances

Render it harmless

STePP-Demo Project

"Strengthening the capacity of developing countries to mitigate the impacts of the COVID-19 pandemic through appropriate technology transfer from Japan"

➢ Objective
  To support developing and emerging countries to improve health, sanitary and hygiene environment to fight against COVID-19 and other infectious diseases through technology demonstration and transfer from Japan

➢ Donor
  Government of Japan (MOFA)

➢ Project duration
  June 2020 – December 2021

13 STePP technologies were selected and the technology demonstration/transfer is being implemented in 12 countries.

Company	Technology	Country
AGC Inc.	Disinfectant	Vietnam
KINSEI SANGYO CO., ltd.	Incineration of medical waste	Kenya
Saraya Co., Ltd.	Hand disinfectant	Uganda
JTOP Co., Ltd.	Water purification	India
CHUWA INDUSTRIAL CO., LTD.	Incineration of medical waste	Senegal/Madagascar
TSP TAIYO INC.	Infectious disease inspecting apparatus	Kenya
Techno Medica Co., Ltd.	Monitoring and diagnosis	Nigeria
Terios Tech Co., Ltd.	Disinfectant	Senegal
Tromso Co., Ltd.	Water purification	Vietnam
Solar Wind Technology	Disinfectant	Indonesia
HINODE SANGYO Co., Ltd.	Water purification	Morocco
MARUSHO SANGYO CO., LTD.	Photocatalytic coating with antibacterial effect	Kenya/Mongolia/Nepal
Mitsubishi Chemical Aqua Solutions Co., Ltd.	Water purification	Myanmar

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Senegal
Incinerator installed in Senegal

Uganda
Hand hygiene workshop to food sector

Kenya
Training on PCR test in the mobile inspection vehicle

Kenya
On-site assembly and installation of a medical waste incinerator

Viet Nam
Equipment check of disinfectant production apparatus before shipment

Mongolia
Application of photocatalyst coating at the hospital

13 STePP technologies were selected and the technology demonstration/transfer is being implemented in 12 countries.

Africa Advisory Programme

➢ **Africa Advisory Programme**:
- Since 2013, experienced African investment promotion advisors have been posted to support Japanese companies interested in doing their businesses in Africa (Algeria, Burundi, Ethiopia, Mozambique, Rwanda, Senegal and Uganda)

➢ Advantages for stakeholders
- Provide the latest investment info and business consultations with investors
- Facilitate business matching between Japanese investors and local enterprises
- Arrange meetings and site visits during the visit of Japanese investors

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ITPO Tokyo with its African Advisors

THANK YOU!