



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# Partnerships

—Japanese Private Sectors and UNIDO—

Investment and Technology Promotion Office, Tokyo



**LIBERIA**



**KOMATSU**

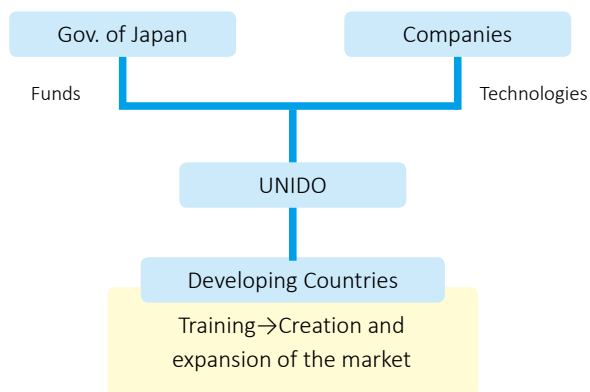
# Training Operators to Rebuild the Country



## UNIDO's successful public-private partnership for development

UNIDO has been implementing technical and vocational training projects to support and promote youth employment in Liberia. In cooperation with UNIDO, Komatsu Ltd. provided practical equipment and a training curriculum, while the government of Japan offered the financial resources that made the project possible. The training courses were held at the Booker-Washington Institute vocational training center, which was established in the first phase of the project (2013–2015).

[Background] Infrastructure in Liberia was destroyed on a large scale, mainly due to the country's civil war that lasted more than 14 years. As a result, the economy deteriorated, and education and training-related systems collapsed, as qualified and highly skilled human resources, such as teachers, evacuated to neighboring countries. Young people lost the opportunity to gain proper vocational training. It is now expected that young people trained through this project will contribute to the rebuilding of the country's infrastructure.



Project Name	Promotion of youth employment by technical and vocational training support in Liberia
Implementation Period	From April 2016 to March 2018
Funds	Ministry of Foreign Affairs of Japan 200 million yen

UNIDO Learning and Knowledge Development Facility (LKDF)  
 The LKDF promotes industrial skills development among young people in emerging economies and supports the establishment and upgrading of local industrial training academies.



**CZECH REPUBLIC**



**TORAY**

# Establishing a Strategic Production Base in Europe



Image Photo

## Over 250 Japanese companies operate with support from CzechInvest

CzechInvest, the investment and business development agency of the Czech Republic, established contacts with many Japanese companies through UNIDO ITPO Tokyo's Delegate Programme from 1995 to 1997. One such company was Toray Industries, Inc. As a result of the continuous follow-up and extensive consultations that CzechInvest provided to Toray's management, the company set up Toray Textiles Central Europe s.r.o (TTCE) in Prostějov City in 1997. In 1999, the company started producing and marketing polyester textiles for the European market.

TTCE expanded the capacity of its existing plant with new investment to manufacture waterless plates for the printing industry in 2012.

### Timeline

1995-97	UNIDO ITPO Tokyo invited CzechInvest to Japan through the Delegate Programme
1997	Toray Textile Central Europe s.r.o (TTCE) was established in the Czech Republic
1999	TTCE started production of polyester textile for Europe
2012	TTCE expanded the plant capacity to manufacture waterless plates

With the support of UNIDO ITPO Tokyo, CzechInvest opened its office in Japan in November 1997, which contributed to the further promotion and acceleration of Japanese investments into the Czech Republic.

Currently, there are some 254 Japanese companies operating in the Czech Republic, employing nearly 47,000 people.

Mr. Josef Lebl, Senior Advisor, CzechInvest UNIDO ITPO Tokyo invited Mr. Josef Lebl, CzechInvest's senior advisor, to come to Japan from 1995 to 1997. Through individual meetings with Japanese companies, including Panasonic, Toyota, Showa Aluminum, and many others, he provided them with important information on the business climate and investment opportunities.



### UNIDO ITPO Tokyo's Delegate Programme

Investment promotion officials are invited to Japan for a short-term stay and supported in meeting and promoting their business opportunities with the Japanese private sector.



PHILIPPINES



HINODE SANGYO

# Technology Transfer for Wastewater Treatment



Image Photo

## Adopted as a JICA project after registration in UNIDO's Environmental Technology Database

Hinode Sangyo Co., Ltd., which is currently registered in UNIDO ITPO Tokyo's Environmental Technology Database with two technologies related to wastewater treatment, was adopted by JICA's First Small and Medium-Sized Enterprise Overseas Development Project—Feasibility Study—in FY 2017. In this project, Hinode Sangyo is conducting a study to introduce sewage treatment improvement technology using a dispersed-microbe treatment system in the Philippines.

### Registered technologies:

Water treatment (wastewater): Elbic Series Solutions for Wastewater Treatment

Water treatment (industrial wastewater): Hinode Microbubble Generator (HMB)

“Our company was able to raise its profile by using UNIDO ITPO Tokyo's Environmental Technology Database. I think that registration in the database increased the chances of our technology being selected for the JICA project.”

Ms. Kaoru Fujita Director, Hinode Sangyo Co., Ltd.

### Timeline

Jun 2017	Adopted for the Feasibility Study
Nov 2017	First field survey in the Philippines; Decision was made to implement the equipment for a pilot study at a private hotel in Cagayan de Oro City, Mindanao Island
Feb 2018	Second field survey in the Philippines; installation of the equipment
Jun-Jul 2018	Training in Japan and workshop in Cagayan de Oro City

### UNIDO ITPO Tokyo Environmental Technology Database

The database is featured on UNIDO ITPO Tokyo's website to introduce Japan's environmental and energy-related technologies that can be transferred to developing countries. Approximately 50 companies, mainly small and medium-sized enterprises, have registered their technologies. The companies are provided with opportunities to participate in exhibitions and with support for promotional video production.



ETHIOPIA



FUJI FILM

# Acquiring the Trust of Medical Institutions



Image Photo

## Creating a business base by utilizing the professional network of an African Advisor

In 2014, Fuji Film Corporation established its office in Ethiopia for high-tech medical equipment, accessories, and consumables, with a view to expanding its operations to eastern Africa.

UNIDO ITPO Tokyo's advisor in Ethiopia, Mr. Tadesse Segni, provided the necessary support to Fuji Film to establish itself in Ethiopia and start business in the country's medical sector. Assistance provided to the company included identifying local partners, including hospitals; establishing a country office; hiring local staff to cover Africa; and handling trade logistics.

Fuji Film has become a preferred supplier of medical devices to both government and private hospitals and to medical

centers located in Ethiopia, including in remote areas, and in the region. Mr. Segni commented that "recently, the company established the Ethiopian Gastro-Intestinal Diagnostic Training Center in collaboration with St. Paul's Millennium Hospital in Addis Ababa and that the hospital management and doctors express satisfaction with Fuji Film's contributions." In addition, Fuji Film is in the process of establishing a regional maintenance service and technical training center in Ethiopia to provide aftercare services, which will go hand-in-hand with the company's exponentially increasing sales in the country and the region.

### UNIDO ITPO Tokyo's Africa Advisors

Professional business consultants are supporting Japanese companies in negotiation with local governments and companies, providing on-site information and setting up business meetings.

### Mr. Tadesse Dadi Segni

He is based in Ethiopia, covering the East African region that includes Uganda, Rwanda, and Burundi.



**SOUTH AFRICA**



**MAYEKAWA**

# Providing Low-Carbon Cooling System



## UNIDO supports the transfer of Japanese environmental technology

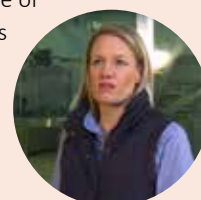
Mayekawa Manufacturing Co., Ltd. is providing an “energy efficient cooling system” to SirFruit Co., Ltd., a South African company.

The UNIDO project for low-carbon and climate-resilient industrial development in Africa (Egypt, Kenya, Senegal, and South Africa), funded by the Japanese Ministry of Foreign Affairs, was seeking low-carbon technologies from Japan and brought a study tour from the four countries to Japan in 2017. During the visit, the African companies had a chance to meet Japanese technology providers, facilitated by UNIDO ITPO Tokyo’s environmental technology database, its local business network, and trade fairs.

During the visit in Japan, SirFruit Co., Ltd. of South Africa had a chance to meet with Mayekawa Mfg. Co., Ltd. and negotiated the necessary technology to improve the efficiency of the cooling systems currently used by the company in South

Africa in its “SirJuice” brand juice production. After detailed discussions and open competitive bidding, Mayekawa Mfg. Co., Ltd. was selected to provide its technology. Cooperation among various stakeholders from UNIDO, experts in the field in Africa and in Japan, together with the private sector in both countries, made this project successful.

“Mayekawa’s technology will help cool our products with less energy consumption and a reduced use of gases, which is more efficient and harmless to the environment. The technology also incorporates a heat-recovery system that will provide hot water for our factory and allow us to get rid of our existing energy-consuming boilers.” Ms. Katinka Condes, Head of Quality, SirFruit Co., Ltd.



**"Partnerships with UNIDO are very positive for business activities in developing countries."**

Mr. Tatsuya Narahara, Executive Officer, Mayekawa Manufacturing Co., Ltd.

Project Name	Low carbon and climate change-robust industrial development funds in Africa (Egypt, Kenya, Senegal, South Africa)
Funds	Ministry of Foreign Affairs of Japan



**TURKEY**



**PIGEON**

## Establishment of a Feeding Bottle Factory in a Free Zone



Image Photo

### Continuous investment promotion of the Izmir region results in investment

Pigeon Corporation established Lansinoh Laboratories Medical Devices Design Industry and Commerce Co., Ltd. in Izmir in 2010 through its consolidated subsidiary company, Lansinoh Laboratories, Inc., in order to expand its sales in North America, Europe, and Turkey. Then it decided to set up a new factory as the first Japanese company in ESBAŞ (the Aegean Free Zone) in Izmir. Construction started in October 2015 and the factory began operations in January 2017.

In order to promote investment from Japan into Turkey, UNIDO ITPO Tokyo has been holding seminars and arranging business meetings with IZKA (Izmir Development Agency) and ESBAŞ since 2013.

#### Timeline

2013	Turkey (Izmir) investment seminar Individual business meeting (Osaka, Tokyo)
2015	Turkey (Izmir) investment seminar, Individual business meeting (Tokyo, Osaka)
2017	Turkey (Izmir) investment seminar, Individual Business Meeting (Tokyo, Kyoto)

Local Subsidiary	Lansinoh Laboratories Medical Devices Design Industry and Commerce Co., Ltd.
Location	Izmir-Aegean Free Zone
Start of operation	January 2017
Site area	9,000 m <sup>2</sup>
Annual production capacity (estimate for the fiscal year ended January 2020)	<ol style="list-style-type: none"> <li>Basting machine 450,000 or more (in case of electric only) / 1.81 million or more (for manual only)</li> <li>Nipples 5.3 million or more Breast bottle 3 million or more</li> </ol>

Officers who came to Japan from IZKA and ESBAŞ



MOROCCO



YAZAKI

# Major Wire Harness Supplier's Investment



Image Photo

## An investment officer's perseverance brings investor to Morocco

UNIDO ITPO Tokyo's delegate in Morocco, Mr. Mohamed Aref Hassani, has guided and supported Yazaki Corporation in investing in the country since the year 2000. Assistance provided to the company included facilitating bilateral discussions with government counterparts, finding suitable locations, obtaining licenses, hiring staff, and handling logistics. Yazaki ended up investing in Morocco, with three plants in Tanger, Kenitra, and Meknes employing over 10,000 and contributing to the country's inclusive and sustainable development and wealth creation.

### Timeline

1997-98	First contacts with Yazaki Corporation
2000	Established Yazaki Morocco S.A., Tanger
2010	Established Yazaki Kenitra S.A., Kenitra
2014	Established Yazaki Meknes S.A., Meknes

### UNIDO ITPO Tokyo's Delegate Programme

Investment promotion officials are invited to Japan for a short-term stay and supported in meeting and promoting their business opportunities with the Japanese private sector.

Mr. M. A. Hassani, Investments Department & Tangier Free Zone

"Yazaki started modestly at first but expanded quickly, taking advantage of Morocco's labor and its strategic location, with its proximity to major markets and clients in the EU. The assistance of UNIDO ITPO Tokyo was essential in promoting Morocco's potential to the company," commented Mr. Hassani, adding that "the investment by Yazaki helped increase exports and develop the industrial supply chain, and it was also followed by many other Japanese investors, making a positive contribution to Morocco."



Mr. M. A. Hassani and Mr. D. Sekkat





BANGLADESH



FAST RETAILING

# Establishing UNIQLO's Production Base



Image Photo

## Accurate local information pushed prompt business development

In July 2008, Mr. Jalalul Hai, the investment promotion officer of the Bangladesh Investment Authority (BOI), was invited by UNIDO ITPO Tokyo to meet with the founder of UNIQLO, Mr. Tadashi Yanai, the chairman, president and CEO of FAST RETAILING Co., Ltd. in Tokyo. Mr. Hai offered advice on various aspects of business development in the country. With support from BOI, the company established a production management office in Dhaka in December 2008.

In addition to the production management of casual wear for export, in July 2013, the company opened the first Grameen UNIQLO store in the capital of Dhaka to manufacture and sell low-cost clothing for domestic use in Bangladesh, and it now has 14 stores.

Following UNIQLO, other apparel companies accelerated business development in the country. UNIDO ITPO Tokyo invited Mr. Hai to Japan four times between 2008 and 2011, helping many Japanese companies advance their plans in Bangladesh.

### Timeline

Jul 2008	Investment Promotion Officer from the Investment Bureau of Bangladesh met with Mr. Yanai of FAST RETAILING
Dec 2008	Established office in Bangladesh
Jul 2013	Started production and sales for domestic market

### Mr. Jalalul Hai

From 2008 to 2011, as Deputy Director of Investment Promotion in the Bangladesh Investment Authority, Mr. Hai came to Japan as a delegate of UNIDO ITPO Tokyo. After that, he served as an economic cooperation advisor to the Japanese Embassy in Bangladesh. Currently he is a consultant and supports Japanese companies entering Bangladesh. In April 2016, he was awarded the Order of the Rising Sun, Gold Rays with Rosette.



# About UNIDO ITPO Tokyo

## Message from the Head

Dear Stakeholder,

It is my privilege and pleasure to greet you as the Head of UNIDO ITPO Tokyo, since my appointment in August 2017.

In 2017 UNIDO ITPO Tokyo focused on key programmes such as the investment promotion delegate programme, environmental technology promotion and advisory programme in Africa, amongst others. We have continued to work closely with our stakeholders both in developing and emerging countries, as well as the private and public sectors in Japan in order to promote inclusive and sustainable industrial development (ISID) worldwide and help contribute to the Sustainable Development Goals (SDGs). We have received 14 delegates to Japan, held 42 seminars and exhibitions attracting 5,321 participants, and expanded our environmental technology database to 54 technologies representing 47 companies.

As UNIDO ITPO Tokyo's strength is business matching between needs of our recipient countries and seeds of the private sector in Japan, we worked with a cross range of Japanese companies representing various sectors and sizes, paying particular attention to small and medium enterprises (SMEs) with unique technologies and business models. As a result of our activities, we were able to organize more than 750 business matching meetings between Japanese companies and recipient countries representatives.

We have also continued to undertake activities in Japan to raise the visibility of UNIDO and reach out to our partners, exemplified by the 4th visit to Japan of our Director General, Li Yong, stakeholders meetings with Japanese



counterparts, participation in trade fairs, and interactions with the diplomatic corps in Japan.

We firmly believe that Japan's experience in industrialization from the 1950s to present day, including best practices such as KAIZEN, provides an excellent role model for recipient countries to develop their own industries and thus achieve adequate welfare. In addition, we are firmly convinced that a new approach of Japanese way of innovation such as "Society 5.0" will give opportunities to all of our stakeholders. This quest is embodied in UNIDO's mission and in the SDGs Goal #9, which is "Industry, Innovation and Infrastructure".

In this annual report, you will be able to read details of our results in 2017, which we believe would be useful for your activities. We thank you for your continued support, and invite you to contact us with any inquiries.

Yuko Yasunaga, Head

## Mission

Our mission is to help developing and emerging countries in their efforts to achieve inclusive and sustainable industrial development by promoting foreign direct investment (FDI) and technology transfer from Japan through various activities.

The office was established in March 1981 under an agreement concluded between UNIDO and the Government of Japan and is one of eight ITPO offices worldwide. The geographical coverage of the office extends to the whole developing world and has recently increased focus on Africa and less developed countries on other continents. Sector-wise, the coverage is also wide, including manufacturing industries, agro-based industries, environment and energy related industries, and the promotion of small and medium sized enterprises (SMEs).

## At a Glance



Establishment: 1981

Head: Yuko Yasunaga

Number of Staff: 19

Address: UNU HQs Bldg. 8F, 5-53-70, Jingumae, Shibuya-Ku, Tokyo 150-0001, Japan

Tel: +81-3-6433-5520 Fax: +81-3-6433-5530

## ITPO Network Activities



ITPO Korea visited Tokyo



ITPO Tokyo briefing at HQ



ITPO Bonn's opening



ITPO Heads meeting in Bahrain

## Activities & Results

### Delegate Programme

Invitation of investment and/or technology promotion delegates (mainly officials from government or semi-government institutions) for a short-term stay (average 2 weeks) in Japan in order to promote the delegate's country, and specific sectors and projects to attract foreign direct investment (FDI) and technology transfer from Japan.

**14** Delegates  
**212** Business meetings by delegates

### Technology Transfer

Promotion of selected sound, productive and environmentally friendly technologies and know-how of Japanese companies seeking partners overseas, in order to assist sustainable development efforts worldwide.

**8** New Technologies

### Activities Overseas

Fielding of business and technical expert missions to recipient countries often in coordination with partner institutions in Japan and overseas. Through such missions, Japanese businesspeople have a chance to meet with government leaders and business partners overseas, and also to promote Japanese technologies.

**45**  
Advisor Services in Africa

### Capacity Building

Organization of capacity building activities such as lectures, factory visits and fact-finding meetings for various delegations from developing countries, and also for staff of embassies in Japan. The aim of these activities is to enable participants to learn about networking, technologies and business promotion opportunities in Japan.

## 2017 Results by Region

Region	Delegates	Business meetings by delegates with Japanese companies	Promotion and training seminars	Study tours/ Incoming missions
Africa	3	30	18	2
Asia	4	129	13	2
Latin America	5	40	6	1
Europe/CIS	0	0	3	2
MENA Region	2	13	2	1
<b>TOTAL</b>	<b>14</b>	<b>212</b>	<b>42</b>	<b>8</b>



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

**Investment and Technology Promotion Office (ITPO), Tokyo**

UNU HQs Bldg. 8F, 5-53-70, Jingumae, Shibuya-Ku, Tokyo 150-0001, Japan  
Tel: +81-3-6433-5520 Fax: +81-3-6433-5530  
[www.unido.or.jp](http://www.unido.or.jp)