

# UNIDO's AFRICA-JAPAN



# Partnership Promotion



# Our New Partnership with Africa

## UNIDO ITPO Tokyo

Yuko Yasunaga, Head



Africa began to be referred to as the “last frontier” about a decade ago. The number of foreign enterprises going to Africa has been rapidly increasing; these firms are taking advantage of the continent’s growing opportunities while overcoming economic and political challenges. Africa offers a huge economic potential: It boasts rich green fields for agriculture, numerous natural energy resources, and a growing population eager to develop them. At the same time, we should all be aware of Africa’s real needs in order to realize its full potential. Africa is not one homogenous unit; rather, it features a wide variety of cultures and ethnicities. The languages spoken, foods eaten, materials available, and working cultures embraced are significantly diverse. We should always consider the local context when working to make our businesses successful in Africa.

The Tokyo International Conference on Africa’s Development (TICAD) returns to Japan this year, and TICAD7 will be held in Yokohama on August 27–30, 2019. Please come and see the dynamism and different colors of Africa.

UNIDO ITPO Tokyo has been working for Africa’s industrialization and structural transformation through the following four activities:

### (1) Delegate Programme

UNIDO ITPO Tokyo invites delegates from African countries to help them promote investment and technology

transfers from Japan. During their visits, UNIDO ITPO Tokyo organizes promotional events and bilateral business meetings to enable those delegates to have face-to-face discussions with Japanese companies.

### (2) African Advisors

UNIDO ITPO Tokyo’s local advisors stationed in Algeria, Ethiopia, Mozambique, and Senegal can provide Japanese companies with custom-made support for business matching.

### (3) STePP (Sustainable Technology Promotion Platform)

STePP is a platform on which Japanese companies can register their sustainable technologies. It is open to the public and helps technology seekers from developing countries identify the most suitable technology for their business and development needs.

### (4) Capacity Building for African Partners

UNIDO ITPO Tokyo conducts study tours of Japan’s industrial policy to minimize the gap of working culture and knowledge between African partners and Japanese companies.

I hope that we can continue to work closely with our stakeholders in Africa, 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).

## 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, but it has recently increased its focus on Africa and less developed countries on other continents. The office covers a broad range of sectors, including manufacturing industries, agro-based industries, environmental 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: 22

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# AFRICAN ADVISORS

## for Japanese business entities

Long business  
experience with Japan

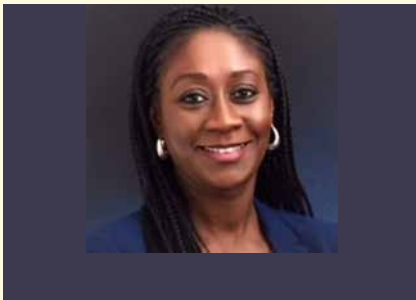
More than 100 results

UNIDO ITPO Tokyo assigns experienced African investment promotion advisors to support Japanese companies interested in starting their businesses on the continent. The advisors provide a variety of services required for doing business in Africa, such as offering consultations to connect with local businesses, arranging meetings with government agencies, matchmaking with local partners, and facilitating site visits to local companies.

### Newly Appointed



#### SENEGAL\*



#### Ms. Aïssatou NDIAYE

- Profile: Executive MBA (Master of Business Administration), IAE Sorbonne University and Paris Dauphine University (France). Ms. Ndiaye is an experienced professional in corporate affairs, with a background in food technology and quality management. Experienced in engaging with relevant stakeholders at various levels, including multinationals, and in advocating and managing Shared Value projects (CSV).

- Languages: French, English, Spanish

- Contact: Tel: +221-33-8596774 E-mail: a.ndiaye@unido.org

\*with coverage of neighboring French-speaking countries in West Africa



#### ETHIOPIA

#### UGANDA



#### RWANDA



#### BURUNDI



#### MOZAMBIQUE



#### ALGERIA



#### Mr. Lies KERRAR

- Profile: MBA (Master of Business Administration) Finance, University of Toronto, Canada. Kerrar is an experienced financial investment advisor who works in Algeria and Canada, and also as Board Director of an Algerian business association (Forum des Chefs d'Entreprises: FCE)

- Languages: French, English, Spanish and Arabic

- Contact: Tel: +213-21-798686  
E-mail: l.kerrar@unido.org



#### Mr. Tadesse Dadi SEGNI

- Profile: MBA (Master of Business Administration), Faculty of Business and Economics, Addis Ababa University. As a country team leader of UNIDO's survey on investors and suppliers in Ethiopia, Segni has wide business network with government agencies and local SMEs.

- Languages: Amharic and English

- Contact: Tel: +(251-11)544-4490  
Mobile: +(251-91)124-7424  
E-mail: t.segni@unido.org



#### Mr. Nándio DURÃO

- Profile: MBA (Master of Business Administration), University of Tsukuba. Durão has rich business experience with designing and implementing company strategies, market research, project management, and financial consultancy services.

- Languages: Portuguese, English, Japanese, and Spanish

- Contact: Tel: +258-21487108  
Mobile: +258-823089478  
E-mail: n.durao@unido.org

### Activities of African Advisors

The cost of advisory services is covered by UNIDO ITPO Tokyo.

Market  
Information

Business Partner  
Matching

Government  
Relations

Investment  
Project  
Information

Site Visits

# DELEGATE PROGRAMME

## Inviting key persons from Africa

Delegates from developing countries are invited for a short-term stay in Japan (for an average of two weeks) to promote investment and technology transfers from Japanese private enterprises. UNIDO ITPO Tokyo plays a role as a liaison between the delegates and Japanese investors. It organizes tailor-made programmes, such as promotion events, as well as facilitates business meetings in order to provide those delegates various opportunities to connect with Japanese companies.

### ■ Delegate from Africa in recent years



**Kenya (2009, '10, '16, '19)**



**Mauritius (2019)**



**Algeria (2019)**



**Uganda (2011, 2017, 2018)**



**Ethiopia (2013, 2018)**



**Mozambique (2012, '13, '15, '18)**



**Morocco (2010, 2018)**



**Egypt (2009, 2013, 2017)**



**Nigeria (2009, 2010, 2017)**



**Rwanda (2016)**



**Ghana (2015)**



**Lesotho (2014)**



**Côte d'Ivoire (2014)**



**Zambia (2012, 2014)**



**Tunisia (2014)**



**Senegal (2013)**



**Tanzania (2012)**



**Botswana (2009, 2011)**



**South Africa (2010, 2011)**



# BUSINESS SEMINARS

Updating the latest investment climate in Africa



Provide the latest information about political and economic developments, and business climates including foreign direct investment (FDI) -related incentives for foreign enterprises.

# BUSINESS MATCHINGS

Expanding opportunities and persuing outcomes

Bilateral meetings for face-to-face communication are set up between the private and public sectors from Africa and Japanese companies that are planning

investment or technology transfer. UNIDO ITPO Tokyo also organizes mission of Japanese companies to Africa.



# CAPACITY BUILDING

To foster mutual understanding



Industrial policy workshop for ADC in Tokyo (January 10-11, 2019)

*Kaizen* Workshop for ADC in Tokyo (September 21, 2017)



Site visit to Matsuo Neutralization Plant for acid mine drainage (January 18, 2019)



# TECHNOLOGY TRANSFER

For sustainable industrial development in Africa

UNIDO ITPO Tokyo's **Sustainable Technology Promotion Platform (STePP)** is designed to share information on Japanese technologies that contribute to inclusive and sustainable industrial development.



## Concept

UNIDO ITPO Tokyo promotes selected sound and productive Japanese technologies in order to accelerate the transfer of such technologies to developing and emerging countries.

Technologies registered on STePP tackle many issues and challenges faced by economies striving for inclusive and sustainable industrial development. These technologies encompass the energy, environmental, agribusiness, and human health sectors, all of which are provided by Japanese companies seeking to implement their technologies in developing and emerging countries.

STePP aims to become a platform on which Japanese technology providers and governments/companies in developing and emerging countries can find partners to achieve effective and sustainable technology transfers.

## Criteria for Registration

The technologies are evaluated for registration on STePP by the UNIDO STePP Evaluation Committee, based on the following 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

The categories of technologies promoted are listed on the next page. Foreign direct investment (FDI), joint ventures (JV), and licensing are some of the ways in which the technologies can be transferred.

Any organizations in developing and emerging countries, such as governmental organizations, private enterprises, institutions, or NGOs, are welcome to approach the technology providers on STePP through the contact person listed below each technology.

## Categories of UNIDO ITPO Tokyo's STePP

### Energy Technologies

- Renewable energy (for example: solar, wind, geothermal, small hydro, biomass)
- Energy saving and energy storage (co-generation, storage batteries, energy saving)
- Utilization of unused resources (high-efficiency and low-emission fossil fuel utilization)

### Environmental Technologies

- Pollution prevention and control (for example: pollution prevention of air, water and soil)
- Waste treatment and management (industrial and municipal waste treatment)
- Circular economy (3R—reduce, reuse, recycle—and related technologies)

### Agribusiness Technologies

- Food value chain\*<sup>1</sup> (ex: processing and quality control of food and drinks)
- Production enhancement (ex: soil conditioner)
- Adaptation to climate change (ex: drip irrigation system)
- Water resource management (ex: desalination, fresh water storage)

### Human Health Technologies\*<sup>2</sup>

- Public health (for example: drinking water supply, prevention of infection, toilets)
- Monitoring and diagnostic equipment (simple equipment for health monitoring in remote areas)

\*1: Processing, transportation, preservation or quality control, etc., except for real foods and drinks (beverages).

\*2: It excludes pharmaceuticals, highly invasive medical devices for the human bodies, and folk remedies, etc.

## Example

## More than 80 technologies applicable for Africa

### Mebiol Inc.

Category: Agribusiness Technologies (Production enhancement; Adaptation to climate change)

### Sustainable Agriculture through Film Farming

#### Agriculture

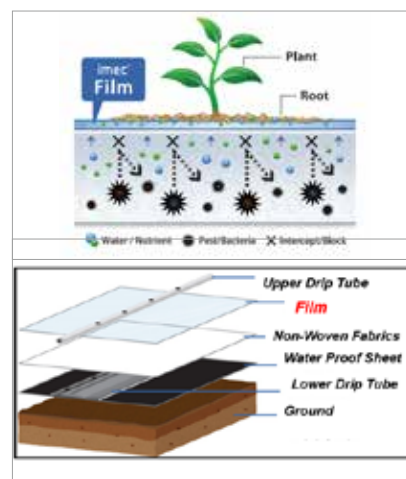
“Imec” is a film made of hydrogel for growing vegetables with less water. Using this method, agriculture can be done virtually anywhere—even in the desert or on concrete. The film eliminates soil contamination that can negatively impact crop productivity and quality.

Imec was introduced for the first time in Japan in 2008. Over 330,000m<sup>2</sup> of Imec are in use and still expanding. Imec is allowing people to produce high-quality tomatoes in difficult environments such as areas devastated by the tsunami in Japan; in the suburbs of Shanghai, where concerns about soil contamination exist; and in Dubai’s desert areas.

[www.mebiol.co.jp/en/](http://www.mebiol.co.jp/en/)

Dr. Hiroshi YOSHIOKA

[yoshioka@mebiol.co.jp](mailto:yoshioka@mebiol.co.jp)



For the detailed information please go to:

[www.unido.or.jp/en/activities/technology\\_transfer/technology\\_db/](http://www.unido.or.jp/en/activities/technology_transfer/technology_db/)

**Disclaimer** UNIDO ITPO Tokyo’s STePP is provided “as is” without any guarantees of any kind regarding the technologies and information featured. UNIDO ITPO Tokyo does not accept any liability, whether direct or indirect, arising from any person(s) relying, whether wholly or partially, upon any of the information, product or services contained or linked from STePP.

**FUJI FILM**



**ETHIOPIA**

# 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 to start its 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


centres located in Ethiopia, including in remote areas, and throughout the region. Mr. Segni commented that “recently, the company established the Ethiopian Gastro-Intestinal Diagnostic Training Centre 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 centre 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, UNIDO

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







**HIROKI**



**ETHIOPIA**

## Big Challenge of a Small Company



Photo: Hiroki

### A pioneer inspires the Ethiopian leather industry

Hiroki is a Japan-based small enterprise that produces jackets and coats with Ethiopian sheep skin leather and sell them at its store in Yokohama for over 15 years. The company appreciated the high quality leather imported from Ethiopia and decided to start local production.

The delegate from the Ethiopia Investment Committee (formerly known as Ethiopian Investment Agency), invited by UNIDO ITPO and UNIDO ITPO Tokyo's African Advisor in Ethiopia, supported Hiroki in establishing its factory, including arranging for business permission, customs clearance of factory equipment, administrative documentation, the latest legal information, financial processing, and negotiations with industrial park organizers.

In 2013, Hiroki started the preparation for establishment of its own factory in Oromia, Ethiopia, and started exporting its locally made leather jackets to Japan in 2014. It is now planning to export other leather products, such as garments, bags, and wallets to the Japanese market as well. As the first Japanese company to commence local production in Ethiopia, it is seeking to relocate its factory and expand its business with the support of UNIDO's local advisor.

Mr. Satoshi Saito, Manager of Overseas Operation and Planning Division, Hiroki Co., Ltd.

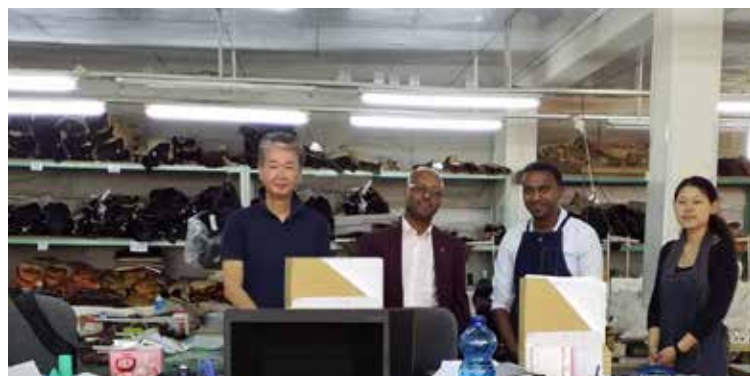
"Thanks to UNIDO's African Advisor programme, we are able to proceed our activities safely."

#### Timeline

2013	Started procedure of factory establishment. The Delegate from EIA and African Advisor visited Japan and met with Hiroki.
2014	Support for business permission
2015	Support for changing article of incorporation
2016	Support for relocation and expansion of the factory



Mr. Aschalow Tadesse, EIC (right) and Mr. Tadesse Segni, African Advisor, UNIDO



**KOMATSU**



**LIBERIA**

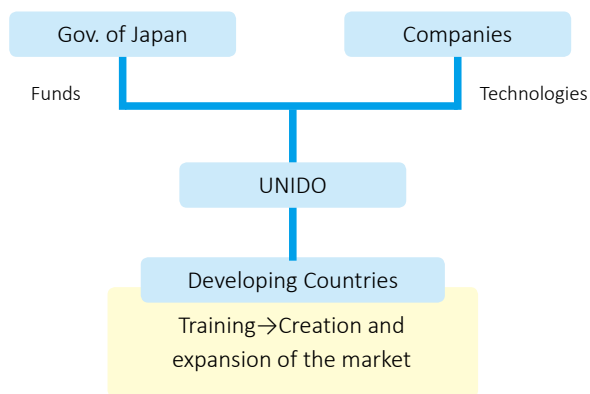
# Training Operators to Rebuild the Country



## 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, like 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.



LIXIL



ETHIOPIA

# Local Support for Improved Sanitation



Image Photo

## UNIDO ITPO Tokyo supports innovative and affordable toilets

UNIDO ITPO Tokyo supported LIXIL, a Japanese leading company of pioneering water and housing products in exploring the possibility of starting business in Ethiopia. At the time, LIXIL was initiating a shared value partnership with UNICEF, “Make a Splash! Toilets for All” to provide their innovative and affordable SATO toilets designed to improve sanitation for rural and peri-urban areas.

In 2018 UNIDO ITPO Tokyo’s African Advisor in Ethiopia visited Japan with a delegate from the Ethiopian Investment Committee and learned about the project. Since then, the

African Advisor has provided continuous support, utilizing his local network, in legal, logistical and financial issues in order to see the project sustain.

To this day, LIXIL has shipped SATO toilets to more than 25 developing countries, mainly Asia and Africa, targeting to improve access to basic sanitation for 100 million people by 2020.



Mr. Aschalow Tadesse, EIC (right) and Mr. Tadesse Segni, African Advisor, UNIDO

### Timeline

2017	LIXIL contacted UNIDO ITPO Tokyo's African Advisor in Ethiopia
2018/Jan	The African Advisor visited Japan and discussed further details
2018/Apr	The African Advisor shared the results of their research with LIXIL
2019	The African Advisor continues to support LIXIL with his local network



Photo: LIXIL

**MAYEKAWA**



**SOUTH AFRICA**

# Providing Low-Carbon Cooling System



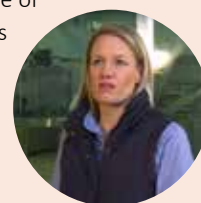
## UNIDO supports the transfer of Japanese environmental technology

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, representatives of 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 to 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



TAIYO



KENYA

# Energy Saving for Tea Production



## Japanese drying technology introduced by UNIDO ITPO Tokyo

UNIDO ITPO Tokyo helped the KIAMOKAMA tea factory in Kenya find the most suitable business partner. Representatives from KIAMOKAMA visited Japan as a part of UNIDO’s project, “Low Carbon and Climate Resilient Industrial Development,” in June 2017. During their visit, they attended a business-matching event organized by UNIDO ITPO Tokyo, looking for a more efficient and environmentally friendly tea-leaf drying and withering method for its tea factory. From several candidates, it found Taiyo Electric Co., Ltd., which had the most suitable eco-friendly drying and withering technique, and the two companies agreed to work together.

During the Taiyo representatives’ visit to Kenya, they observed the potential implementation challenges and discussed the introduction procedure with local engineers. Four units of a fan motor and inverter panels with a speed control system were introduced to the KIAMOKAMA tea factory in Kenya for the first time in September 2018 in a

pilot project, resulting in savings of 30% in energy usage. This enables KIAMOKAMA to cut significantly its production expenditures and CO2 emissions. An additional 80 units will be installed in this factory.

### Timeline

May 2017	KIAMOKAMA tea factory business trip to Japan as part of the “Low-carbon and Climate-resilient Industrial Development” UNIDO project
Oct 2017	Taiyo was selected as a partner company by bidding for the project.
Feb 2018	Taiyo visited Kenya to finalize the implementation procedure.
Jul 2018	Technical training for KIAMOKAMA technicians given by Taiyo at Gifu Prefecture in Japan.



**TROMSO**



**MADAGASCAR, TANZANIA  
and NIGERIA**

## Rice Husks as an Alternative Fuel



Image Photo

### Malagasy company found the solution by STePP's website

A Malagasy company became very excited when it found a unique solution for recycling rice husks as fuel briquettes on UNIDO ITPO Tokyo's website. "Grind Mill," a machine that transforms useless but readily available rice husks into a precious organic fuel, was invented by Tromso Co., Ltd. in Hiroshima, Japan. Grind Mill compresses rice husks to yield solid fuel that can maintain its shape and quality for a long period of time. It can be used in case of emergency as well as in daily cooking. Since 2012, the company had been searching for opportunities to transfer its technology to African countries. In August 2016, the company registered their technology on UNIDO ITPO Tokyo's technology database that is now called the Sustainable Technology Promotion Platform (STePP).

After the registration, one unit of Grind Mill was introduced to Tanzania in 2016. AS PRO SAVA Association, a company producing essential oils in northern Madagascar, was looking for renewable energy sources, because deforestation is a great threat to the country's unique eco-system.

Local farmers in Madagascar cannot afford charcoal to make fires; thus, they cut trees down every day to collect firewood, unaware of the consequences to their rich natural setting. Rice husks are available in all regions in Madagascar, because the Malagasy people eat more rice than the Japanese do, though rice husks are usually seen as just agricultural waste. AS PRO SAVA Association reached out to Tromso's technology through UNIDO ITPO Tokyo's STePP. Three units of Grind Mill were installed in a factory in Madagascar in 2018. In 2019, Tromso and the Nigerian government reached an agreement to introduce seven units of Grind Mill to governmental organizations in Nigeria.

#### Timeline

2014-15	Nine units of "Grind Mill" were introduced in Tanzania, including eight units by JICA's ODA project
2015	One unit was installed in Nigeria
2018-19	Three units were installed in Madagascar
2019	Seven units were purchased in Nigeria



**YAZAKI**



**MOROCCO**

# Major Wire Harness Supplier's Investment



Image Photo

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

UNIDO ITPO Tokyo's former 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 Tangier, 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., Tangier
2010	Established Yazaki Kenitra S.A., Kenitra
2014	Established Yazaki Meknes S.A., Meknes

UNIDO ITPO Tokyo's Delegate Programme

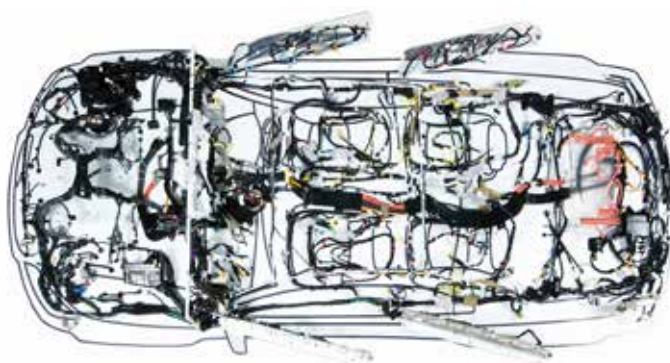
Investment promotion officials are invited to Japan for a short-term stay and supported in meeting and promoting their business opportunities with the Japanese private sector.

Mr. M. A. Hassani, Managing Director of Mid Parc Casablanca (formerly Investments Department & Tangier Free Zone)

"Yazaki Corporation studied Morocco's investment climate and adopted early an investment strategy to take advantage of Morocco's labor force and strategic location close to major EU markets and customers. 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





UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO ITPO Tokyo covers various industrial sectors. Please contact us for further information.



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