



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



SUSTAINABLE DEVELOPMENT GOAL 9
INDUSTRY, INNOVATION AND INFRASTRUCTURE

UNIDO's activities to match partners

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Japan-Africa Public-Private Economic Forum in Johannesburg

Thematic Session IV

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UNIDO Investment and Technology Promotion Office (ITPO) in Tokyo



About UNIDO

Overview

- UNIDO is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability.
- UNIDO is mandated to promote and accelerate **inclusive and sustainable industrial development (ISID)** in developing countries and economies in transition

At a glance

- Establishment: 1966
- Member States (as of January 2018): 167
- Headquarters: Vienna, Austria
- Director General: LI Yong
- Number of Staff (as of January 2018): approx. 650



UNIDO ITPO Tokyo

Investment and **T**echnology **P**romotion **O**ffice in Tokyo established in 1981

Promotion of Foreign Direct Investment/Technology Transfer from Japan

Networking

Negotiation

Implementation



UNU HQs Building, Tokyo



Business matching



Investment seminar



Local support for Japanese industry

UNIDO is a unique UN agency working closely with private sector

UNIDO ITPO Tokyo: Activities Overseas

- **Africa Advisory Programme**: since 2013, experienced African investment promotion advisors have been posted to support Japanese companies interested in doing their businesses in Africa. The advisors are based at UNIDO field offices residing in [Algeria](#), [Ethiopia](#) and [Mozambique](#).

Advantages for Japanese investors

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



UNIDO ITPO Tokyo: African Advisors

- UNIDO ITPO Tokyo Advisors cover 6 countries: Algeria, Burundi, Ethiopia, Mozambique, Uganda and Rwanda
- Tailor-made assistance has been provided to more than 120 Japanese companies, which succeeded in concluding business agreements and establishing liaison offices.
- UNIDO ITPO Tokyo will assign **one new advisor in West Africa in 2018.**



Mr. Kerrar
Advisor in Algeria



Mr. Tadesse
Advisor in Ethiopia



Mr. Durão
Advisor in Mozambique



Partnership case (1): Ethiopia

- **Fujifilm**'s first African office was opened in Addis Ababa in 2014, with the support of UNIDO ITPO Tokyo's advisor Mr. Tadesse.
- Mr. Tadesse: 1) facilitated matching between **Fujifilm** and **St. Paul's Millennium Hospital**,
2) provided coordination with various counterparts, and
3) supported for local personnel recruitment.
- In 2017, **Fujifilm** established the Ethiopian Gastro-Intestinal Diagnostic Training Center with endoscopic equipment in collaboration with **St. Paul's Millennium Hospital** with the funds from the Government of Japan, and now dominates the market with more than 70% share.



Partnership case (2): South Africa

- **Mayekawa** concluded business deal with **Sir Fruit** in South Africa to provide high-efficiency and low-carbon refrigeration system with heat recovery, under the UNIDO's "Low Carbon and Climate Resilient (LCCR) Industrial Development in Africa" project, based on the funds of Government of Japan.
- UNIDO ITPO Tokyo facilitated the technology matching service between **Mayekawa** and **Sir Fruit**.



Partnership case (3): Liberia

- **Komatsu** concluded partnership agreement with UNIDO to promote youth employment by supporting technical and vocational education, through the provision of heavy-duty construction equipment and training curriculum for unskilled operators, based on [the funds of Government of Japan](#).
- The training is provided at the vocational center of **Booker Washington Institute** (Liberia's organization for human resource development) established under the UNIDO project.



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Thank you!

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