

African Fair Zones and Features

1) National Exhibition Booths

A total of 41 African nations will exhibit a range of unique and attractive products under the theme, “Vibrant Africa—a Continent of Business Opportunities.” Spot sales of select products will be available on May 31st and June 1st.

2) Japanese Company Zone

Several leading Japanese firms will introduce their projects in Africa using panels and product displays

Participating firms:

- ◆ Kyocera Corporation (solar modules)
- ◆ Komatsu Ltd. (demining machine)
- ◆ Sharp Corporation (solar plant units)
- ◆ Sumitomo Chemical Co., Ltd. (insecticide treated bed nets: “Olyset Nets”)
- ◆ Sumitomo Corp.
- ◆ JGC Corporation
- ◆ Nippon Koei Co., Ltd.
- ◆ Hitachi Construction Machinery Co., Ltd. (demining machine)
- ◆ Hitachi, Ltd.
- ◆ Mitsubishi Corp.
- ◆ Momo Alliance Co., Ltd. (LED lights)

3) JETRO Zone

Introduces several African products (shea butter, cut flowers, etc.) that are making inroads into the Japan market and have been supported by JETRO programs. Also features a Consultation Corner, where exhibitors can seek advice from experts on introducing their products in Japan, as well as a Seminar Corner, where various talks and demonstrations will be held.

4) “style AFRICA” (African Model Room Exhibition)

African products displayed in a model room setting, showing how they can match Japanese lifestyles. Produced by a leading Japanese interior stylist, Ms. Mitsuko Kuroda.

5) Organization Booths

- ◆ East African Community (EAC) and Economic Community of Central African States (ECCAS)
- ◆ International Tropical Timber Organization
- ◆ “One Village One Product” campaigns (by METI, JETRO, Japan International Cooperation Agency (JICA), Oita OVOP International Exchange Promotion Committee)
- ◆ The Association for Overseas Technical Scholarship (AOTS)
- ◆ *Nihon Chukinto African Fujinkai*
- ◆ African Development Bank, Standard Charter Bank, Bank of Tokyo-Mitsubishi UFJ

6) Event Stage

Various events and seminars aimed at introducing some of Africa’s attractive features

- Flower arrangement show by flower designer, Mr. Fumihiko Muramatsu
- Talk by adventure cyclist, Mr. Tatsu Sakamoto and actress, Ms. Takami Yoshimoto
- Live music performance by African groups/singers

7) Food Court/Travel Corner

- ◆ Food Court: visitors can enjoy various African cuisine at food stands (Open May 29th-June 1st)
- ◆ Travel Corner: visitors can obtain Africa-related travel and tourist information