



JAPAN • AFRICA

Business EXPO

日本・アフリカ ビジネスEXPO

Event Stage Seminar Program

JETRO

August 6th, 2019



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I. Africa Lounge Exhibitors' Seminars



ANGOLA (12:30-12:40)

- Seminar title: Business Opportunities in Angola
- PR: Why Should You Invest In Angola? Angola has a fantastic Market potential with 29.3 Million of habitants and now you can count with 300 Million consumers from SADC. Agriculture is one of our potential areas of investments here in the country featured Seed production and the list goes on.
- Speaker: Mr. Cândido Cornélio,
Head of the AIPEx Chairman's Office

BENIN (12:45-12:55)

TBD

GUINEA (13:00-13:10)

- Seminar title: AGRICULTURE POTENTIAL IN GUINEA
- PR: On this agriculture theme, Mr. Namory Camara will be talk about the Guinea huge potential in this field. Our country has over 6 millions ha arable land that are not yet exploited or developed appropriately. That is to say how easy agriculture could be when it is developed accordingly there.
- Speaker: Mr. NAMORY CAMARA,
Managing Director,
Agence De Promotion Des Investissements Privés
(APIP)

COTE D'IVOIRE (13:15-13:25)

- Seminar title: Environment and Business Opportunities in the Agriculture Sector in Côte d'Ivoire
- PR: The objective is to present the business climate and to show how the rate of first or second transformation of agriculture raw materials opens ways to large investment opportunities in the agro-industrial sector.
- Speaker: Mr. Esmel Emmanuel ESSIS,
Secretary of State to the Prime Minister,
in Charge of Private Investment Promotion

MOZAMBIQUE (10:20-10:30)

- Seminar title: Investment Opportunities in Agriculture Sector in Mozambique
- PR: Mozambique's economy is essentially agricultural. The Government essentially engages in creating a favorable environment for the private sector to invest in production, processing and marketing, through infrastructures, incentives, improving the legal framework and providing public services. Public and private investments for areas with high agricultural potential are given priority.
- Speaker: Mr. DANÚBIO JÚLIO LADO, Marketing Officer, Agency for Investment and Export Promotion (APIEX)

ZIMBABWE (10:35-10:45)

- Seminar title: Investment Opportunities in the Agricultural Sector in Zimbabwe and its Value Chain
- PR: The agricultural sector in Zimbabwe produces commodities such as maize, tobacco, cotton, horticulture, beef, fish, sheep, goats, pigs and poultry, among others. The private sectors is invited to actively participate in the development of this sector and its value chain through public private partnerships, joint ventures and contract farming arrangements.
- Speaker: Dr. Washington Mbizvo, Chairman of the One Stop Investment and Services Centre

UGANDA (10:50-11:00)

- Seminar title: Invest in Uganda, the Pearl of Africa
- PR: Come hear about great investment opportunities in Uganda the Pearl of Africa. Uganda's strategic location as well as many natural resources, growing economy and talented young people willing to work gives a unique opportunity for investment. The sectors include Farming, Fisheries, Agro-processing, Rare metal mining, construction, education, tourism, just to name a few.
- Speaker: TBD

MALAWI (11:05-11:15)

- Seminar title: Malawi's Green Belt Authority Infrastructure Investment - A call for private sector participation
- PR: Green Belt Authority (GBA) is mandated to promote Irrigation in Malawi. More projects are at various stages of completion but three have been concluded at feasibility study ready for construction: the Nchalo 3000ha cotton, the 1000ha sugarcane and the 1000ha rice projects. These require US\$45million, US\$30million and US\$15million respectively.
- Speaker: Dr. HENRIE NJOLOMA, Chief Executive Officer, Greenbelt Authority (GBA)

BOTSWANA (11:35-11:45)

- Seminar title: Investment Opportunities in Botswana
- PR: Botswana is open for FDI in these sectors; agriculture, infrastructure, education, energy, ICT, Finance, manufacturing and health. Our primary goal is to aggressively diversify the economy from the mining sector. In fulfilling this, the country is promoting manufacturing sector to reduce the import bill and create employment.
- Speaker: Ms. Malebogo Morakaladi, Executive Director - Investment Promotion, Botswana Investment and Trade Centre (BITC)

ESWATINI (11:50-12:00)

TBD

GABON (12:05-12:15)

- Seminar title: INVEST IN GABON
- PR: The objective is to diversify and increase our volume of exports with Japan. We are seeking to increase Japan direct investments in Gabon through private and public partnerships. Gabon through ANPI Gabon is providing services to investors for optimizing their prospection and investments projects implementations. This seminar aim to share and to present the different investments opportunities in Gabon. The financing gap on investments projects is an opportunity for Japanese private investors for having stakes at lucrative projects under this plan with eight priority sectors such as fishing, digital, tourism, mining, agriculture, wood, energy and real estate.
- Speaker: Mr. Gabriel NTOUGOU, Chief Executive Officer, Agence Nationale de Promotion des Investissements (ANPI)

SENEGAL (12:20-12:30)

- Seminar title: Infrastructure development in Senegal and investment opportunities
- PR: Infrastructure is a key sector in the Senegalese development strategy. In 2018, Senegal and Japan co-organized in Dakar a Conference on High Quality Infrastructure. Our presentation will focus on major infrastructure projects to be implemented within the Phase II of the Emerging Senegal Plan and investment opportunities resulting from them.
- Speaker: Mr. OUMAR YOUM, Minister For Infrastructure, Land Transportation and Opening-Up

DEMOCRATIC REPUBLIC OF THE CONGO (12:50-13:00)

- Seminar title: Development of Natural Resources In The DRC
- PR: An overview of DR Congo's numerous Natural Resources potentialities, ongoing key projects and initiatives.
- Speaker: Mr. Anthony NKINZO Kamole, Managing Director of The National Investment Promotion Agency (ANAPI)

MAURITIUS (13:05-13:15)

- Seminar title: The Mauritius Regional Centre of Excellence: A Key Enabler for Japanese companies exploring African Opportunities
- PR: Focused on the development of a knowledge-based and innovation driven economy, Mauritius provides capacity building opportunities to nationals from over 80 countries, positioning the country as a leading education hub for Africa. Private sector and Smart city operators are open to consider joint business opportunities for quality resources development for Africa.
- Speaker: Mr. Francois Guibert, Chief Executive Officer, Economic Development Board (EDB)

NIGERIA (13:20-13:30)

- Seminar title: Investment Opportunities and Business Climate.
- PR: TBD
- Speaker: Mr. Adeshina Emmanuel, Director, Investment Promotion, Nigerian Investment Promotion Commission

NAMIBIA (13:35-13:45)

TBD

BURKINA FASO (10:20-10:30)

- Seminar title: Infrastructure Development Policy in Burkina Faso
- PR: H.E.Mr. Roch Marc Christian KABORE, President of Faso, in his program of development named "National Program of Economic and Social Development" . present axis 3 "boost the growth sectors for economics and employment", an essential link of development of infrastructure of transport through the implementation of Road National Program 2016-2020.
- Speaker: Mr. Eric Wendenmanegha BOUGOUMA, Minister of Infrastructure

TOGO (10:50-11:00)

- Seminar title: TOGO: LOGISTICS HUB OF EXCELLENCE SERVING WEST AFRICA
- PR: Togo is positioning itself as a gateway to serve the West African market (300 million inhabitants) and intends to develop structuring projects that contribute to achieving these results. These projects are:
 - 1- Highway of the Unit,
 - 2- Multiservices Logistics Park, 3- Industrial Parks,
 - 4-Agropoles, 5- Skills development, 6- Digital Solutions for the Autonomous Port of Lome
- Speaker: Ms. Zouréatou TCHAKONDO-KASSA-TRAORE, Minister of Infrastructures and Transport

MALI (10:35-10:45)

- Seminar title: NIGER RIVERBANKS DEVELOPMENT : HOW TO HIGHLIGHT THE POTENTIAL OF THE JEWEL OF BAMAKO ?
- PR: Bamako is located on the Niger River, 3rd largest river in Africa which flows throughout the City. Rapid urbanization and weak city infrastructure drive the authorities to consider massive investments in urban planning, riverbanks development etc. to improve the organization of the city and the living conditions of the population.
- Speaker: Mr. Moussa Ismaïla TOURE, General Manager, Agency for the Promotion of Investments in MALI (API-MALI)

DJIBOUTI (11:05-11:15)

- Seminar title: DJIBOUTI INTERNATIONAL FREE TRADE ZONE (DIFTZ)
- PR: The Djibouti Ports provides a world-class logistics platform for trade in and out of the African continent. Companies setting up in the DIFTZ enjoy many benefits, including: 0% corporate tax, 100% foreign ownership, no currency restrictions, flexible labor policy, duty free, and preferential export tariffs to regional trade blocks, EU and the USA.
- Speaker: Mr. ABOUBAKER OMAR HADI, Chairman of DJIBOUTI PORTS & FREE ZONES AUTHORITY

KENYA (11:35-11:45)

TBD

ZAMBIA (11:50-12:00)

TBD

GHANA (12:05-12:15)

- Seminar title: Fortification of Food Supplements for infants and young children, using soy.
- PR: Yedent Agro is a wholly Ghanaian owned company which partners with Ajinomoto Foundation to produce healthy and affordable cereal foods for Ghana and Africa. With the use of modern technology, we offer a wide range of food research for institutions and corporate bodies. With the Ghana Health Service, We produce fortified cereal food products for schools and hospitals.
- Speaker: Mr. Samuel Kwame Ntim Adu, Chief Executive Officer, Yedent Agro Group of Companies Ltd.

MADAGASCAR (12:50-13:00)

- Seminar title: Madagascar, an emerging economy : Agribusiness, ICT, Infrastructure and Energy, Textile, Mining , Tourism
- PR: The topic of this presentation is to promote : 1. Madagascar's attractiveness particularly in the most important sectors as Agribusiness, ICT, Infrastructure and Energy, Textile, Mining, Tourism; 2. investment, economic and trade relations between Madagascar and Japan as well as with the other African countries.
- Speaker: Ms. Hasimboahangy ANDRIANAINARIVELO, President of AEMAJA, Madagascar Japan Economic Association

RWANDA (13:20-13:30)

- Seminar title: Innovate Rwanda
- PR: Rwanda has put ICT and innovation at the forefront of its agenda to become a knowledge-based economy. A key pillar of this vision is the Kigali Innovation City (KIC), a flagship project that brings together world-class universities, tech oriented companies and startups to foster co-creation, collaboration and enterprise. KIC and the broader innovation ecosystem will position Rwanda as a testing ground for innovators looking to test, launch and scale solutions. This discussion will explore opportunities for co-operation in accelerating Rwanda's innovation ecosystem to create economic opportunities and address development challenges.
- Speaker: Ms. Tesi Rusagara, Head of Kigali Innovation City

MOROCCO (13:05-13:15)

TBD

SEYCHELLES (13:35-13:45)

- Seminar title: Invest in Seychelles
- PR: Seychelles is championing the “Blue Economy” as its future sustainable development model. With an EEZ of 1.37 million square kilometers, 455 kilometers of land, its strategic location outside of the cyclonic belt of the Indian Ocean and pristine environment; Seychelles presents a premier choice for investments in prime real estate.
- Speaker: Ms. Cindy Vidot, Chief Executive Officer, Seychelles Investment Board (SIB)

ETHIOPIA (14:05-14:15)

- Seminar title: Business Opportunities In Ethiopia
- PR: Ethiopia's business and investment opportunities mainly with regards to agriculture and agro processing will be presented.
- Speaker: MR. ABEBE ABEBAYEHU, Commissioner, Ethiopian Investment Commission

REPUBLIC OF SOUTH AFRICA (14:20-14:30)

- Seminar title: Agriculture in South Africa
- PR: The presentation will provide an overview of South African agricultural production and trade. Potential traders and investors will gain some insights on business opportunities that can be explored in the South African agriculture and agro-food sectors. Information on South African agricultural exports to Japan as well as current market access negotiations will be shared.
- Speaker: MR. Sitembele Kelembe, Counsellor of Agriculture, Land Reform and Rural Development, Embassy of the Republic of South Africa

SIERRA LEONE (14:35-14:45)

- Seminar title: Investment Opportunities in The Agricultural Sector In Sierra Leone
- PR: The Sierra Leone Investment and Export Promotion Agency (SLIEPA) an Agency of the Government of Sierra Leone established by the Investment and Export Promotion Act 2007 to carry out a number of functions, including • Promoting Investment opportunities and Facilitating export development and diversification etc.. The Team seminar topic will be focus on Investment opportunities in the Agricultural sector in Sierra Leone
- Speaker: MR. SHEKU LEXMOND KOROMA, Chief Executive Officer, Sierra Leone Investment & Export Promotion Agency (SLIEPA)

LESOTHO (14:50-15:00)

- Seminar title: Importance of Agriculture in Lesotho's growth.
- PR: The focus will be on the Shift in Agriculture due to climate change and how Lesotho is adapting. The challenges that are faced and how best to address them. The investment opportunities in Agriculture in Lesotho will also be included.
- Speaker: MR. Lesego Makgothi, Minister of Foreign Affairs

NIGER (15:20-15:30)

- Seminar title: KWT JAPAN, Your ideal partner for investing in Niger
- PR: Our goal is to accompany Japanese companies in their administrative procedures before and after arriving in Niger, we offer assistance to organize and different formalities to perform. We also make institutional lobbying for companies in order to enable them to establish sustainable public/private agreements or partnerships in the economic field.
- Speaker: Mr. ILLO KAZA IBRAHIM, President of KAZA WORLDWIDE TRADING JAPAN, ANJ, Association of Nigerien people in Japan (Association des Nigériens au Japon)

LIBYA (15:35-15:45)

TBD

EGYPT (15:50-16:00)

- Seminar title: Trilateral cooperation Japanese-Egyptian African towards prosperity
- PR: To introduce the developments on infrastructure cooperation between Egypt-Japan and African Countries
- Speaker: TBD

CAMEROON (16:05-16:15)

- Seminar title: Strategic Investments in Agriculture and Infrastructures in Cameroon
- PR: (1) Investing in infrastructures for agricultural development in Cameroon, (2) Cameroon agricultural potential and investment opportunities
- Speaker: TBD



II. Lessons from Japanese Business Pioneers in Africa



Presentations by Platinum sponsors

Lessons from Japanese Business Pioneers in Africa

(Part 1) Aug 28, 13:40-15:00

FUJIFILM Corporation (13:45-14:00)

- **Seminar title:** FUJIFILM Healthcare Business in Africa
FUJIFILM is focusing Healthcare business in Africa and providing human skill development program through "FUJIFILM academy" along with each government. Utilizing cutting edge technology, we are providing "Artificial intelligence Machine" to help developing countries to stabilize quality of healthcare service.
- **Speaker: Mr. Masaharu Morita,**
Global marketing / New business manager,
Modality solution, Medical Division

Marubeni Corporation (14:05-14:20)

- **Seminar title:** Marubeni Corporation, solving economic and social issues in Africa
Marubeni Corporation has contributed to African development through our business activities such as power business, construction of industrial plants and trading of various products. It is Marubeni's strong intention to contribute to solving economic and social issues in Africa.
- **Speaker: Mr. Takashi Yao (TBC),**
Regional CEO for Africa

Yamaha Motor Co., Ltd. (14:25-14:40)

- **Seminar title:** REVS AFRICA! YOUR PASSION, OUR PASSION
Why it is important to combine commercial business approach in considering sustainable solutions for the social agendas in Africa. In case of YAMAHA MOTOR: Products, Network, Experience, knowledge, Education, History, Our Passion, and New Proposal.
- **Speaker: Ms. Kumiko Imai,**
General Manager,
Overseas Market Development Operation Business Unit, Business Promotion Division

MUFG Bank, Ltd. (14:45-15:00)

- **Seminar title:** MUFG – Bridging the gap between Africa and Japan –
As the biggest Japanese bank, MUFG continuously contributes to Africa's economic development by providing high quality financial products in Project Finance, ECA finance and Trade Finance. With one of the strongest balance sheets in the banking world, we at MUFG work to build sustainable, lasting relationships with our clients, creating value to share.
- **Speaker: Mr. Takanori Sazaki,**
Managing Executive Officer & Regional Executive for EMEA

Lessons from Japanese Business Pioneers in Africa (Part 2) Aug 29, 14:00-15:20

KANEKA CORPORATION (14:05-14:20)

- **Seminar title:** Kaneka's business activities in Africa
KANEKA thinks "Wellness First". Kaneka brings the environment to its ideal state, develops its business in a "wellness-first" direction, energizes people, adds vibrancy to business, and helps build a happier society.
- **Speaker: Mr. Ryuichi Maruyama,**
General Manager,
Performance Fibers Solutions Vehicle

NEC Corporation (14:25-14:40)

- **Seminar title:** Digital transformation in Africa
NEC is a leading ICT company that is focused on establishing social infrastructure around the world. Since 1963, we have been committed to the African market, supplying products and services to more than 50 countries throughout the continent.
- **Speaker:**
Mr. Nobuaki Nachi,
Sales, Marketing Development Division
– Africa Business Development Office
Mr. Lompo Miyieba,
Internship, Marketing Development Division
– Africa Business Development Office

Sumitomo Corporation (14:45-15:00)

- **Seminar title:** Human resource development through business activities in Africa
Sumitomo Corporation has been engaged in various businesses in Africa for about 60 years. Through our businesses in the fields of electricity, resources, construction, and automobiles etc., we are delivering technologies and skills to Africans and working to develop the human resources necessary for industrialization in Africa.
- **Speaker: Mr. Kazuyuki Takahashi,**
General Manager for Africa

Sumitomo Mitsui Banking Corporation (15:05-15:20)

- **Seminar title:** Our Activities in Africa
Supporting Sustainable Growth in Africa
- **Speaker: Mr. Masakazu Hasegawa,**
General Manager,
Global Trade Finance Department