

# AFICAT Newsletter (Ghana No. 3)

Issued on February 19, 2024

This newsletter presents the activities of the “Africa Field Innovation Center for Agricultural Technology” (AFICAT). In this third and final issue for the AFICAT pilot phase in Ghana, we focus primarily on activities conducted in collaboration with Japanese companies, their Ghanaian distributors, and the Government of Ghana from April to November 2023.

## AFICAT supports Kett's search for local distributors



Kett Electric Laboratory (Kett) has organized two product seminars in Ghana and is currently seeking potential local distributors. In July, the AFICAT team visited several local companies that had expressed interest in Kett's products during previous seminars. The team studied their businesses and arranged online meetings with these companies. During these meetings, the potential distributors discussed the terms of business cooperation with Kett and placed preliminary orders as candidate distributors. One of these companies, RST, has already placed initial and subsequent orders. RST is now actively selling Kett products in the Ghanaian market.

This is the first instance for AFICAT, among all the five target countries, where we have successfully found a local distributor for Kett and established preliminary distributorship within this short pilot period. We are delighted to have facilitated Kett's initial business venture in Ghana. As demonstrated by this case, we aspire to maintain our role as a bridge between Japanese and Ghanaian companies.

- Contact persons at RST Company:  
Mr. Sampson A. Tetteh & Ms. Sahada Tetteh  
[rst.sat17@gmail.com](mailto:rst.sat17@gmail.com)



*An online meeting between RST and Kett. AFICAT team members joined the meeting at RST's office.*

## MoFA, GIDA and Sumitomo meeting on telematics device

### **Sumitomo Corporation**

Sumitomo Corporation (Sumitomo) is among the largest Japanese trading and investment companies, offering a diverse range of products worldwide, including agricultural technologies. One such product is a telematics device manufactured by Tierra S.p.A., an affiliated company of the Japanese optical equipment manufacturer, TOPCON CORPORATION. Tierra's telematics device enables agricultural machinery owners to identify the location of their machinery and track the operational records, among other functionalities.

The AFICAT team has supported Sumitomo in promoting Tierra devices in Tanzania and Nigeria. In Ghana, at Sumitomo's request, the AFICAT team facilitated and conducted a meeting for the Ministry of Food and Agriculture (MoFA), Ghana Irrigation Development Authority (GIDA), and Sumitomo. The aim was to enable Sumitomo to engage potential customers, based on advice from MoFA and GIDA. Following the meeting, GIDA agreed to introduce agricultural machinery owners from two of their irrigation schemes to Sumitomo



and the AFICAT team. This arrangement allowed Sumitomo to seek test users for Tierra's device. If you are interested in Tierra's telematics device, please contact Sumitomo Corporation in Accra for further information.

- Sumitomo Corporation Accra Liaison Office:  
Mr. Patrick Kojo Ampadu  
+233 (0) 302 760 411 / +233 (0) 541 982 822  
[patrick.ampadu@sumitomocorp.com](mailto:patrick.ampadu@sumitomocorp.com)  
<http://www.sumitomocorp.co.jp/english>



*A Sumitomo staff member (standing in the center) and other participants. The meeting was held at the Agricultural Engineering Service Directorate (AESD) of MoFA.*

**Online meeting between Takakita and Ghana University on round baler needs**

**Takakita** Takakita Co., Ltd. (Takakita) specializes in manufacturing round balers, including forage balers and grass balers designed for compressing fodder, maize, and rice straw for animal feed. Since its establishment in 1912, Takakita has adhered to the motto of "being close to the earth and living with the earth," demonstrating a steadfast commitment to the modernization of agriculture.

A grass baler, also known as a hay baler, is an agricultural machine used to compress and bind cut and raked grass, straw, hay, or other forage into compact bales that are easy to handle, transport and store. These bales are commonly used as animal feed, especially for livestock such as cattle,

horses, and sheep. Thus, balers can help provide animal feed during the dry season.



*An example of TAKAKITA's products. Variable Diameter Round Baler; Bale Size:φ70-115cm.*

Takakita has expanded its business to various regions, including Europe and China, and is now exploring opportunities in African markets. To facilitate this initiative, the AFICAT team organized an online meeting between Takakita and the Livestock and Poultry Research Center (LIPREC) of the University of Ghana. The objective was for Takakita to gain insights into the Ghanaian livestock sector, especially regarding the local requirements for balers. Presently, balers are utilized by only a few private companies in Ghana.

Through this meeting, Takakita discovered the importance of conducting demonstrations to raise awareness about round balers and the necessity of obtaining policy information from the Ghanaian government, which supports the modernization of the livestock sector. Takakita continues to conduct market research and endeavors to meet global demand. For further information, you can directly contact a Takakita representative using the contact details provided below.

- Takakita Co., Ltd.:  
Mr. Akio Aburada  
[a-aburada@takakita-net.co.jp](mailto:a-aburada@takakita-net.co.jp)  
<https://www.takakita-net.co.jp/english/>  
<https://www.youtube.com/user/takakitaweb>



## Online meeting between SPEC & GIDA



SPEC Company Limited (SPEC) specializes in manufacturing STEIN, a high-quality inorganic soil hardening agent known for its environmental friendliness. Developed in 1975, STEIN has been utilized in numerous public work projects, including road and irrigation facility construction, at over 1,500 locations in Japan. The product has also found application in foreign markets such as Taiwan, Malaysia, Indonesia, and the United States. SPEC has already established a local partnership in Ghana to undertake construction projects. Notably, the SPEC team had the opportunity to make a courtesy call to Mr. Mahamudu Bawumia, the Vice President of Ghana, during a mission organized by the Japan External Trade Organization (JETRO), where they introduced their product to him. SPEC now aims to expand its business into the Ghanaian agricultural sector.

In August 2023, SPEC conducted its first online meeting with GIDA to introduce STEIN. GIDA members expressed interest in STEIN and asked numerous questions, for instance, regarding its durability against water flow. They indicated potential future applications of STEIN in facilities such as earth dams. In October, SPEC held a follow-up meeting with GIDA, in which they discussed technical matters such as soil testing and the trial construction of water channels using STEIN. Both parties agreed to maintain ongoing communication for potential collaborations in the future.

- SPEC Company Limited  
Ms. Shiyo Kamibayashi:  
[kamibayashi@spec-env.jp](mailto:kamibayashi@spec-env.jp)  
<http://spec-env.jp/>
- E.B.UNITY Company Ltd  
Mr. Emmanuel Boateng  
[ebunitycomltd@yahoo.com](mailto:ebunitycomltd@yahoo.com)  
+233-3220-29-269

### 【Road before & after using STEIN】



STEIN, renowned for its application in road construction, boasts remarkable durability unaffected by heat and can withstand loads up to 4 times the load of vehicles. Maintaining good road conditions is essential for transporting crops to markets and maneuvering large agricultural machinery like tractors. Additionally, STEIN aids in reducing water leakage in water irrigation canal systems, offering significant advantages:

- Low-cost construction:  
STEIN enables initial cost reductions of 40 to 60% compared to asphalt and concrete.
- Environmental burden-free:  
STEIN elements are inorganic material and use soil as aggregate.
- Reduced CO2 emissions:  
STEIN reduces CO2 emissions by 90% compared to concrete.



*Water ways constructed in Sri Lanka*



*A water pond constructed in Kenya*

### Invitation program participants report their insights from their visit to Japan

Mr. Patrick Ohene Aboagye, Deputy Director of the Agricultural Engineering Service Directorate of the MoFA, and Ms. Sahada Tetteh, Operations Manager of RST Company, represented the public and private sectors and participated in the Japan Invitation Program in May 2023 (for details, please refer to Newsletter All Countries No. 1). In June 2023, following their return from Japan, a debriefing session for the program was convened, in which the two invitees shared insights and knowledge acquired during their visit to Japan with MoFA officials and other stakeholders in the Ghanaian agricultural sector.

The two invitees seemed to have deepened their understanding of Japanese products and recognized the importance of fostering public-private partnerships. Following their presentations, the debriefing session participants from the MoFA and private sector engaged in discussions on the future development of AFICAT. Participants suggested that AFICAT should leverage the local private sector network to introduce Japanese products effectively. Additionally, they recommended introducing operation and maintenance training for Japanese machines at MoFA's training facilities. Participants also suggested establishing an industry association of agricultural machinery dealers to facilitate information sharing and stakeholder involvement in introducing Japanese machines, thereby enhancing agricultural mechanization in cooperation with AFICAT.

### 【Comments from the two invitees on the business expansion of Japanese companies】

Mr. Patrick Ohene Aboagye / MoFA

- The shortage of spare parts is a common problem in Africa. Japanese companies should establish after-sales service systems, including improved ordering and payment systems, to prevent spare parts shortages after entering the African market.
- Chinese and Indian companies are venturing into Ghana. Japanese companies should actively participate and compete with them.
- Japanese companies should strengthen their physical presence in Ghana, for example, by attending local exhibition events through AFICAT.

Ms. Sahada Tetteh / RST (Private agricultural machinery dealer)

- Japanese companies have extensive experience and knowledge in engineering. In response, Ghana should establish an agricultural machinery engineering training center aimed at training technical personnel and promoting awareness about Japanese machines. Furthermore, it could serve as a platform for Japanese companies to provide technical guidance.
- Japanese products are better than other countries' products, but buyers of agricultural machinery are concerned about costs. Thus, Japanese companies should conduct demonstrations to show the difference in performance to convince buyers.

This debriefing session provided an opportunity for the invitees and participants to acknowledge the superior quality of Japanese technologies and products, fostering a desire to deepen cooperation in the future. These sentiments were conveyed to Japanese companies through Japanese versions of the AFICAT newsletters. The AFICAT team



remains committed to strengthening the relationship between the Ghanaian and Japanese agricultural sectors, supporting Japanese companies in entering the Ghanaian market.



*The debriefing session in the MoFA meeting room*

### AFICAT pilot phase wrap-up seminar

The pilot phase of AFICAT in Ghana, initiated in June 2022, concluded in November 2023. On November 27, the AFICAT team organized a wrap-up seminar to present the results and outcomes of our activities over the past 1.5 years.

The seminar was held at Lancaster Hotel in Accra and approximately 30 AFICAT stakeholders from both public and private sectors participated. The participants represented organizations such as MoFA, GIDA, the Council for Scientific and Industrial Research (CSIR), the Competitive African Rice Platform, Credit Union Associations, the University of Ghana, agricultural machinery dealers like RST and Overseas Union (Honda product distributor), Japanese companies like Sumitomo and Degas, among many others.

Following the AFICAT team's presentation, Mr. Amatus K. B. Deyang, Director of the AESD at MoFA, delivered remarks expressing appreciation for AFICAT's efforts in facilitating access to and adoption of Japanese technologies within the Ghanaian agricultural sector. Similarly, CSIR and the University of Ghana welcomed AFICAT and expressed interest in participating in AFICAT activities and conducting evaluations of Japanese technologies in the next phase. Notably, one of AFICAT's significant achievements in Ghana was RST's purchase and initiation of sales of Kett

products in Ghana. RST shared valuable insights from the private sector with the audience, drawing from their experiences with AFICAT.

The AFICAT team extends sincere gratitude to our main implementation partners, namely MoFA and GIDA, who assigned focal persons who jointly collaborated with Japanese consultants to facilitate the introduction of Japanese technologies to Ghana. Without their invaluable contributions, the successful completion of the pilot phase would not have been possible. With the shared goal of the betterment of the Ghanaian agricultural sector, we look forward to deepening our partnership in the next phase, aiming to attract more Japanese companies to Ghana.



*The seminar at Lancaster Hotel*



*RST members (left & center) brought Kett products to the seminar hall and talked to participants who showed interest*



### Results of the AFICAT pilot phase in five countries shared in a webinar in Japan

On December 19, the 5<sup>th</sup> subcommittee meeting for African agriculture of the JICA Platform for Food and Agriculture (JiPFA) was convened online. The AFICAT team presented the results of AFICAT pilot activities over the past 2 years to approximately 100 participants from Japanese companies and other stakeholders.

At the beginning of the meeting, representatives from JICA headquarters and JICA Tsukuba Center highlighted that AFICAT successfully collaborated with numerous Japanese companies through its pilot activities. They emphasized JICA’s commitment to further promoting AFICAT by synergizing with other JICA schemes such as the “Agriculture Co-Creation Hub” at JICA Tsukuba.

Subsequently, the AFICAT team presented the results of their engagements with over 30 Japanese companies across the five countries, along with the lessons learned and their implications. Based on these insights, the AFICAT team proposed the establishment of an AFICAT committee in each of the five countries, composed of representatives from the local public and private sectors, tasked with fielding inquiries from Japanese companies. These committees are expected to facilitate the sustainable implementation of AFICAT initiatives.

Representing Japanese AFICAT partner companies, Kett and Honda Motor Co., Ltd. (Honda) delivered their remarks. Kett expressed gratitude, stating, “Thanks to AFICAT, we received new orders from Ghana where we had no prior business establishment”. Honda remarked, “We now have a deeper understanding of the realities of agricultural machinery in Africa, previously unknown to us. Agricultural machinery has become a core business for our African subsidiaries”. Their statements underscore the significant contribution of AFICAT support to their business expansion across various fronts.

Five AFICAT advisors, representing the private sector, academia, and media, shared their positive feedback regarding the AFICAT pilot phase and offered suggestions for the next phase. Their

valuable recommendations included: “Consider viewing several neighboring countries as one big regional market”; “Promote personnel exchanges to enhance the capacity of engineers, researchers and AFICAT focal persons”; “Increase efforts in PR activities to enhance the visibility of Japanese technologies in African markets. For example, Japanese companies should participate in local exhibition events and JICA should organize Japanese company missions to Africa.”; and many others.

In his closing remarks, Mr. Osamu Kubota, JICA Vice President, highlighted the food security challenges in Africa, driven by population growth and the emergence of a significant market. He emphasized that introducing Japanese technologies on a commercial basis in Africa could enhance agricultural productivity and address food security concerns. To conclude the meeting, he reaffirmed JICA’s commitment to collaborating with Japanese companies through AFICAT to tackle Africa’s food challenges.

- Agriculture Co-Creation Hub: [https://www.jica.go.jp/Resource/tsukuba/english/office/activities/activities\\_11.html](https://www.jica.go.jp/Resource/tsukuba/english/office/activities/activities_11.html)

(2) AFICATパイロット活動の実績 ③本邦企業の概要

30社以上の本邦企業と連携（下表はニュースレターで紹介した企業のみ企業名を掲載）

農機メーカー (20社)		etc.
資材 (6社)		etc.
技術/システム (4社)		etc.
その他 (4社)		etc.

The AFICAT team’s slide in Japanese. More than 30 Japanese companies benefitted from AFICAT support



## Editors' postscript

We thank you for your consistent support and for reading our three newsletters for AFICAT in Ghana during the pilot phase. JICA plans to commence the next phase in 2024. We sincerely hope for your patience and anticipation as we prepare for AFICAT and Japanese companies to return to Ghana. We believe that Japanese technologies will continue to contribute to the mechanization and improvement of agricultural activities for Ghanaian farmers and companies. Thank you so much!

---

Editing/Inquiries

Kaihatsu Management Consulting, Inc.

Mr. Satoru KOBAYAKAWA

Mr. Kodai YUGETA

Tel: +81-3-5791-5083

Mail: [aficat.team@kmcinc.co.jp](mailto:aficat.team@kmcinc.co.jp)

AFICAT HP (only in Japanese):

<https://www.jica.go.jp/activities/issues/agricul/aficat/index.html>

\*Please send your name, affiliation, and e-mail address via the above contact details if you wish to subscribe or unsubscribe from our newsletter.