

【Side event of TICAD7】

Japanese Enterprise × Africa × JICA
~Converting Local Issues in Africa to Business~

On Aug. 28, the Japan International Cooperation Agency (JICA) held a seminar at JICA Yokohama mainly for businesses interested in expanding operations in Africa, based on the theme of tackling African social and economic challenges through the power of business. Various interested parties participated, including private enterprises, NGOs, public organizations, and academia, showing the high level of interest in solving social issues in Africa among the private sector.

After JICA provided an introduction on social challenges in Africa, five Japanese companies with experience in conducting business in Africa talked about solving social issues in Africa through business activities.

With expectations that the power of business can help growth and solve social issues in Africa, the companies that participated in the discussion shared their experiences, talking about the market attractiveness in Africa and the process of solving business challenges in collaborating with various institutions. They also discussed essential subjects for conducting business in Africa such as how to adapt to different business environments and forming partnerships with local personnel.

JICA looks forward to continued initiatives in collaborating with the private sector for further exchange and development in Africa and Japan.

■ Participants

[Opening Remarks]

Kazuhiko Koshikawa, Executive Senior Vice President, Japan International Cooperation Agency

[Guest Speech] Takayuki Kobayashi, Member of the House of Representative, Japan African Union Parliamentary Friendship Association

[Presenter] Eiji Kubo, Senior Director,
Private Sector Partnership and Finance Department, JICA

[Panelist]

Motohiko Nishibayashi, International Business and Cooperation Office,
Engineering Department, Hanshin Expressway Co. Ltd

Yasutaka Ohashi, Manager, Planning and Management Department,
International Business Division, KAGOME Co., Ltd.

Tomoki Yokoyama, CEO, TMT Japan Co., Ltd.

Shinji Inoue, director in charge of Africa, OTOWA Electric Co., Ltd

Masaaki Uesugi, COO, TOROMSO Co., Ltd.

[Moderator]

Mikiya Saito, Deputy Director General for planning and partnership, Private
Sector Partnership and Finance Department, JICA

[Closing Remarks]

Mikio Hataeda, Director General, Private Sector Partnership and Finance
Department, JICA

■ Note

1. Presentation by Eiji Kubo, JICA.
2. Panel discussion. From the left side, Mr. Masaaki Uesugi, TOROMSO Co., Ltd, Mr. Shinji Inoue, OTOWA Electric Co., Ltd, Mr. Tomoki Yokoyama, TMT Japan Co., Ltd., Mr. Ohashi Yasutaka, KAGOME Co., Ltd, Mr. Motohiko Nishibayashi, Hanshin Expressway Co. Ltd.
3. Inspection training, applying NINJA-TECH to a bridge in Morocco.
Photo: provided by Hanshin Expressway Co. Ltd.

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