

To the Readers

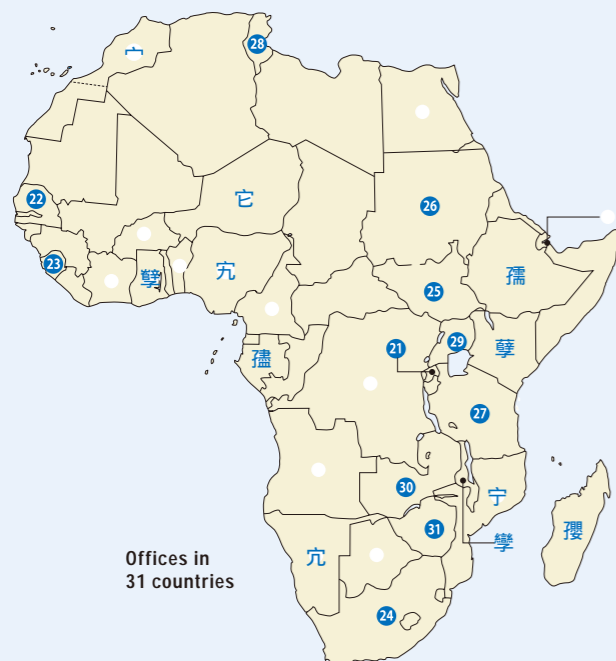
For more than 60 years, Japan's ODA (official development assistance) has steadily maintained a philosophy on development: For any country, its ultimate goal in development must be the country's economic take-off, and, that, in turn, must be supported by sound development of the private sector. Thus, one of the operational principles of Japan's ODA has been to promote the activities of the private sector in its partner country, and especially in such a way that it can forge a WIN-WIN relationship with the private sector of Japan.

In line with this principle, JICA has been putting a lot of resources on two areas of activities. The first is a range of activities that will broadly contribute to improving the business environment of Africa. And the second area has to do with such activities that can directly encourage the activities of the private sector of Japan in Africa. The idea behind such emphasis – especially in recent years – is that Japanese firms, big and small, have the potential to generate business activities in Africa that are conducive for the continent's inclusive, resilient and sustainable development, with their advanced technologies, work ethics, environmental considerations and strong emphasis on the capacity development of their employees.

Take a moment to leaf through this booklet, and you will have an overview of JICA's activities for Africa's private sector development, and particularly those intended to encourage Japanese private sector activities in Africa.

Japan International Cooperation Agency (JICA)

JICA Country Offices in Africa



Offices in 31 countries

- Angola Office
- Benin Office
- Botswana Office
- Burkina Faso Office
- Cameroon Office
- Cote d'Ivoire Office
- Democratic Republic of the Congo Office
- Djibouti Office
- Egypt Office
- Ethiopia Office
- Gabon Office
- Ghana Office
- Kenya Office
- Madagascar Office
- Malawi Office
- Morocco Office
- Mozambique Office
- Namibia Office
- Niger Office
- Nigeria Office
- Rwanda Office
- Senegal Office
- Sierra Leone Office
- South Africa Office
- South Sudan Office
- Sudan Office
- Tanzania Office
- Tunisia Office
- Uganda Office
- Zambia Office
- Zimbabwe Office

Disclaimer: This map is for illustrative purposes and does not imply the expression of any opinion on the part of JICA, concerning the legal status of any country or territory or concerning the delimitation of frontiers or boundaries.

For details of JICA's activities in Africa, visit the following websites

JICA's activities in Africa by country

<http://www.jica.go.jp/english/countries/africa/index.html>

Public-Private Partnerships

http://www.jica.go.jp/english/our_work/types_of_assistance/partnership/index.html

ABE Initiative

<http://education-japan.org/africa/index.html>

Japan International Cooperation Agency Africa Department
 Nibancho Center Building, 5-25 Niban-cho, Chiyoda-ku, Tokyo 102-8012
 Tel.: 81-3-5226-6660(6661, 6662 and 6663) (main line) Website: <http://www.jica.go.jp/english/index.html>



© JICA/Shinichi Kuno

JICA's Activities for Private Sector Development in Africa and the Role of Japanese Private Sector



Why not become a “Navigator” for African business?



© JICA/Shinichi Kuno

Participants in ABE Initiative program are expected to learn Japanese-style business and work as “Navigators” who assist Japanese companies in doing business in Africa. Japanese companies have shown strong interest in the program and, a growing number of them make use of this program in one way or another. There are some companies which use this program as a means of capacity development of their employees at their local subsidiaries in Africa, develop human network to find potential business partners, or gather local business information to expand their business in Africa.



Kenya: Private sector personnel
+ Shirai Eco Center Co., Ltd.

Mr. Mutembei KARIUKI worked as a local manager for the field survey that Shirai Eco Center Co., Ltd. conducted in Kenya under JICA's Partnership with the Japanese Private Sector program. He participated in this program with the recommendation by the company. He entered the Kobe Institute of Computing, Graduate School of Information Technology in Japan to develop systems that will help to solve the problems his country faces.

After returning home, he is expected to work as a project advisor at the Shirai Eco Center's local subsidiary in Kenya, which has high expectations for him.



Mr. Mutembei KARIUKI
Kobe Institute of Computing /
Graduate School of Information
Technology / Global ICT Course



Mozambique: Government official
+ Mitsui & Co., Ltd.

As an official at Mozambique's oil company, PETROMOC, Ms. ASSUMANE Agira Amelia Paulo participated in this program with the recommendation by Mitsui & Co., Ltd., which engages in natural resources development in Mozambique. At Doshisha University in Japan, she involved herself in the activity of the network of Japanese and African students, actively interacting with other students.

After returning home, she will regain her post at PETROMOC, showing her enthusiasm for supporting projects of Mitsui & Co., Ltd. and other Japanese companies in Mozambique.



Ms. ASSUMANE Agira
Amelia Paulo
Doshisha University /
Graduate School of Business



Cote d'Ivoire: Private sector personnel
+ Oriental Consultants Co., Ltd.

Ms. DIABY Korotoum worked with Oriental Consultants Co., Ltd. in a development study that JICA conducted in Cote d'Ivoire. She participated in this program with the recommendation by the company, which highly evaluated her performance in the project. In addition to an internship at the company, she participated in a summer internship at a trading company in Japan. Before returning home, she will work as an intern at Oriental Consultants Co., Ltd., which has high expectations for her as a “work-ready” staff member. She is also looking forward to working with Japanese companies that do business in Africa.



Ms. DIABY Korotoum
International University
of Japan / Graduate School
of International Management



Rwanda : Private sector personnel
+ Rexvirt Communications Inc.

Mr. MUTABAZI CHARLES B. participated in this program with the recommendation by Rexvirt Communications Inc. He participated in both summer and after-graduation internships at the company. In a joint project of software development between Japan and Rwanda, he engaged in project management operations in Japan, acquiring practical skills. After returning home, he plans to work for the local subsidiary of Rexvirt Communications Inc. He is expected to work as a local project leader, controlling quality levels equivalent to those in Japan, and become a bridge of joint projects between Japan and Rwanda.



Mr. MUTABAZI CHARLES B
Kobe Institute of Computing /
Graduate School of Information
Technology / Global ICT Course

<Activities of Kobe City in Rwanda>

Rwanda priorities promotion of ICT as one of the important national policy, and is implementing various initiatives such as ICT infrastructure development and human resource development. JICA dispatched an expert on ICT policy to Rwanda in order to support the government's initiative, and is assisting in its industrial development using ICT, such as supporting the establishment of business incubation hub of ICT developers and so on.

Kobe City signed a partnership declaration with the City of Kigali, to promote business, academic and cultural collaboration between the two cities, with the special focus on ICT. In addition, Kobe Institute of Computing, Graduate School of Information Technology (KIC), in collaboration with Kobe City, accepts a lot of participants of ABE initiative from Rwanda to develop capacity of the students to use ICT knowledge to solve the social problem in Rwanda and promote business between Rwanda and its local companies in Kobe City.

Kobe City's approach is one of the good practices where the local government takes the initiative to support industrial development of Africa with collaboration with their local private sector and universities.



ABE Initiative participants from Rwanda enrolling in KIC.

Private-Sector Partnership Volunteer Program

This program is designed for Japanese companies to develop capacities of their employees to gain global skills. Under the program, JICA sends employees of the participating companies to Africa as Japan Overseas Cooperation Volunteer (JOCV), so that they will develop human network, learn local business practices, and gather business-related information through volunteer activities there.

Ghana + Kaiho Sangyo Co., Ltd., based in Ishikawa, Japan

Kaiho Sangyo Co., Ltd. sends its employee, Ms. Mika Yamaguchi, to Ghana under the Private-Sector Partnership Volunteer Program.

- **Lines of business:** Automobile recycling, export and sale of used auto parts.
- **Objective to use this program:** To train talent who can contribute to the world.
- **Activities of Ms. Mika Yamaguchi in Ghana:**

As a JOCV in community development, Ms. Yamaguchi is now working at the Ministry of Food and Agriculture's office in Ashanti Region, Ghana. She is in charge of making and selling jam buns using oranges and other fruits that are usually discarded in large quantities. She is helping to create job opportunities for women and run a business designed to improve the diet of Ghanaians, whose physical condition tends to deteriorate due to vitamin deficiencies.



Ms. Yamaguchi working in the community.