

Date and hours: Wednesday 28th August from 16:00 to 18:00

Location: Kamome Room at the JICA Yokohama International Center

## Japanese Enterprises x Africa x JICA

### - Converting Local Issues in Africa to Business

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#### Background

Six out of the 12 countries that achieved the fastest economic growth in the world between 2014 and 2017 are African countries. Also, it is expected that one out of four of the world's population will be African by 2050. As described, Africa is an attractive growing market, but there are still many issues to solve in its economy and society.

Now, these issues can provide great opportunities for Japanese enterprises to develop their business in Africa, by taking advantage of their technologies and know-how. This event targets business people aiming to jump into the African market with plenty of needs.

#### Objectives

To share the voices of front-runners through a panel discussion by Japanese enterprises, which are developing business in Africa with JICA's support, and to present local social needs in Africa and JICA business supporting programs.

#### Key Questions

- ▶ What are the social issues to be solved in Africa and turned into business chances?
- ▶ What are the challenges and key measures to develop business in Africa (from the point of view of Japanese enterprises)?
- ▶ What business supporting programs does JICA provide?

#### Speakers

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./Kazuhiko Koshikawa, Vice President, JICA