

【Side event of TICAD7】

**Africa/Japan Startups Pitch**  
**- Innovation & New Partnership for SDGs -**

On Friday, Aug. 30, the Japan International Cooperation Agency (JICA), co-sponsoring with the Japan External Trade Organization (JETRO) and the United Nations Development Programme (UNDP), invited 24 selected startup companies from Africa and Japan to a live pitch event at PACIFICO Yokohama exhibition hall to showcase their business models that use digital technology to innovatively solve social issues.

The event was attended by an audience of approximately 350 people that included media, potential investors, and business partners. The event was filled with excitement and with high expectations for the “New Africa.” Those who were not able to attend the event joined it through a live streaming broadcast on their own devices, allowing countless people to be able to witness the “New Africa.”

The carefully selected startups from approximately 500 applicants from countries throughout Africa were all surprisingly innovative, tackling traditional challenges in the areas of agriculture, health, transportation, and other sectors, utilizing the cloud and smartphones, as well as artificial intelligence (AI) and blockchain technology.

From Japan, startups who are already active in innovative businesses in Africa, or are planning to enter the market, received a lot of attention from many investors and potential partners.

JICA supports these startup companies in various ways to solve social issues through an unconventional approach.

This event was organized in collaboration with JETRO and UNDP, which complements JICA's efforts, to strengthen the ties between Japan and Africa more rationally and innovatively than ever before.

During the networking session after the pitches, the startups and participants appeared to be in negotiations and discussions on collaborations at a level and

pace that exceeded our expectations.

## ■ Participants

[Companies pitching from Africa]

Chefaa (Egypt), Ecodudu (Kenya), Khenz (Rwanda), LifeBank Technology and Logistics Services (Nigeria), Health Direct Global (Ghana), Maibeta (Cameroon), SPIKE-X (Tunisia), and more.

[Companies pitching from Japan]

CourieMate (Uganda), DIVE INTO CODE (Tokyo), Instalimb (Tokyo), Lequio Power Technology (Okinawa), Medmain (Fukuoka), Team AIBOD (Fukuoka), Umitron (Tokyo).

## ■ Photos



■ Related SDGs

