

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

- | | |
|---|------------------------|
| 1 Angola Office | 17 Mozambique Office |
| 2 Benin Office | 18 Namibia Office |
| 3 Botswana Office | 19 Niger Office |
| 4 Burkina Faso Office | 20 Nigeria Office |
| 5 Cameroon Office | 21 Rwanda Office |
| 6 Cote d'Ivoire Office | 22 Senegal Office |
| 7 Democratic Republic of the Congo Office | 23 Sierra Leone Office |
| 8 Djibouti Office | 24 South Africa Office |
| 9 Egypt Office | 25 South Sudan Office |
| 10 Ethiopia Office | 26 Sudan Office |
| 11 Gabon Office | 27 Tanzania Office |
| 12 Ghana Office | 28 Tunisia Office |
| 13 Kenya Office | 29 Uganda Office |
| 14 Madagascar Office | 30 Zambia Office |
| 15 Malawi Office | 31 Zimbabwe Office |
| 16 Morocco 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

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Tel.: +81-3-5226-6660(6661, 6662 and 6663) (main line) Website: <http://www.jica.go.jp/english/index.html>



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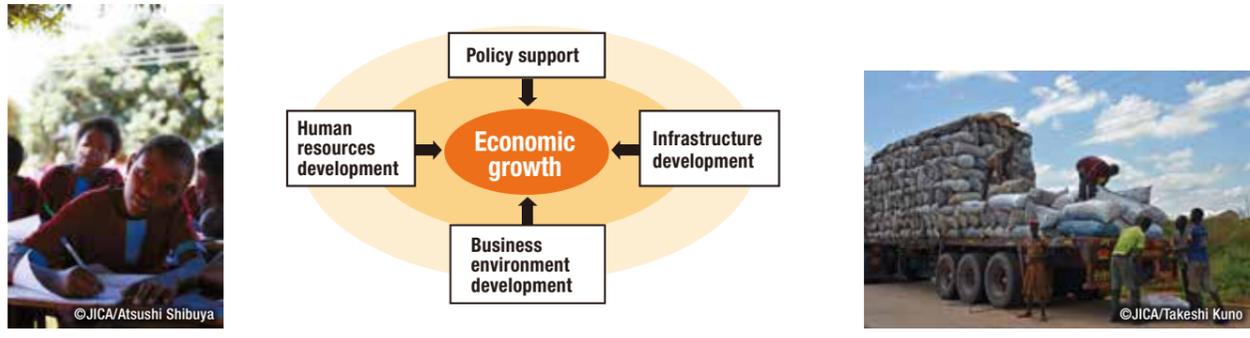
JICA's Activities for Private Sector Development in Africa and the Role of Japanese Private Sector



JICA's activities for private sector-led economic growth in Africa

"Promoting private sector-led growth in Africa" was one of the priorities highlighted at the previous TICAD conference held in Yokohama in 2013. Three years has passed since then, and today, the need for such private sector-led growth is even greater, and especially for one that is driven by the broad-based manufacturing, service, and agro-related industry sectors. To that end, JICA has been working together with its partners in providing comprehensive support for the development of the private sector in Africa. JICA's support can broadly be categorized into four domains as illustrated below.

Comprehensive Approaches for Africa's Economic Growth



Policy support to promote trade, investment, and industrial development

Policy advisory on investment promotion

JICA has provided a number of policy advisors for those governments that wish to develop the capacity of their staff, develop investment promotion policies, and to promote investment and trade relations with the Japanese private sector.

Business environment development

Facilitation of logistics and trade through One Stop Border Posts (OSBPs)

JICA has been active in facilitating transport logistics and trade. Its flagship approach has been the promotion of One Stop Border Posts (OSBP), proven instrumental in shortening border crossing time; its achievements were enabled by the combination of development of legal systems, facilities and equipment, and human resources.

Enhanced Private Sector Assistance for Africa (EPSA)

EPSA is an initiative jointly announced by the Japanese government and the African Development Bank. At the AU Headquarters in 2014, Japan's Prime Minister Shinzo Abe pledged two billion dollars in ODA loans to EPSA over five years. Such ODA loans are aimed at improving the investment environment, strengthening the financial sector, improving socioeconomic infrastructure, supporting small and medium-size enterprises (SMEs), and facilitating trade and direct investment.

Investment promotion in Africa through assistance to Japanese private sector

In recent years, JICA has intensified its support for Japanese private companies in investing and doing business in Africa through provision of financial assistance at various stages of project implementation. Such as supporting the Japanese companies to conduct information gathering and feasibility studies through JICA's Proposal-Based Programs with the Private Sector. Under its Private-Sector Partnership Volunteer Program, JICA sends employees of Japanese private companies to Africa in order to provide them with the opportunity to learn local business practices, assess market conditions, and gain global skills.

Infrastructure development

Formulating strategic master plans (M/Ps) on economic corridor development, geothermal development, regional power network, etc.

JICA has been supporting Africa in developing 10 strategic M/Ps for urban planning, transportation networks, and infrastructure development to support medium- to long-term development policies at national and regional levels. JICA also supports infrastructure development designed to improve the business environment, such as, ensuring stable supply of electric power, alleviating traffic jams, and improving logistics.

Human resource development for business and industry

Supporting TICAD Human Resource Development Centers for business and industry

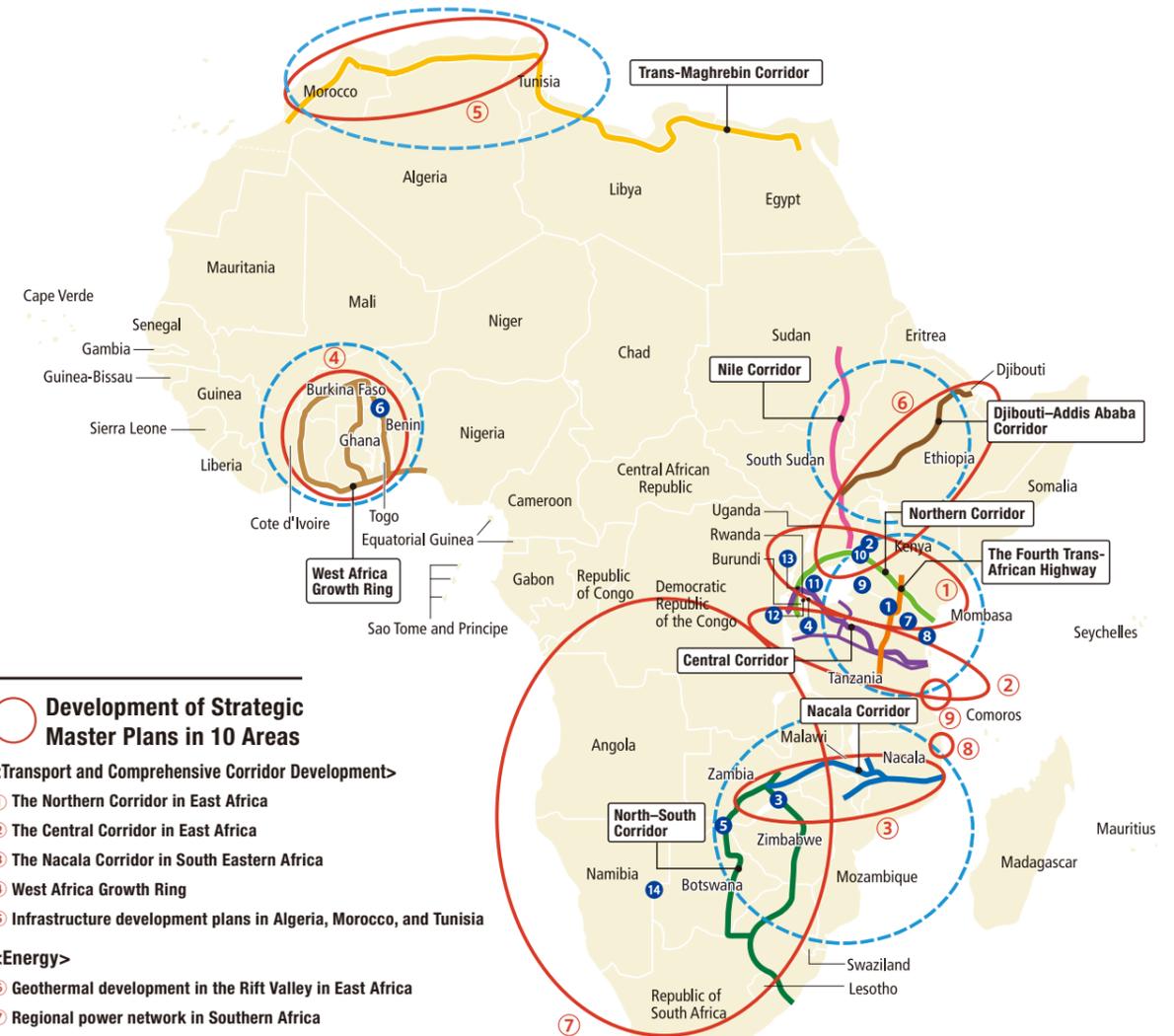
Nurturing capable and employable human resources is of great importance in view of the expected huge influx of youth into the labor market in Africa. Centering on the concept of Kaizen, JICA has been active in implementing projects that lead to employable human resource development, including those based at universities and vocational training institutes.

African Business Education for Youth "ABE Initiative"

This program is to provide 1,000 young people from Africa with opportunities to obtain a master's degree at Japanese universities and to participate in internships at Japanese companies. The idea is to develop capacities of African youth who support Japanese companies in doing business in Africa and become the bridge between Africa and Japan.

Transportation Infrastructure for Regional Integration

Economic Corridor Development and Priority Corridors in 5 Areas



Development of Strategic Master Plans in 10 Areas

<Transport and Comprehensive Corridor Development>

- ① The Northern Corridor in East Africa
- ② The Central Corridor in East Africa
- ③ The Nacala Corridor in South Eastern Africa
- ④ West Africa Growth Ring
- ⑤ Infrastructure development plans in Algeria, Morocco, and Tunisia

<Energy>

- ⑥ Geothermal development in the Rift Valley in East Africa
- ⑦ Regional power network in Southern Africa

<Natural Gas>

- ⑧ Natural Gas Value Chain in Northern Mozambique
- ⑨ Gas Utilization around the Mtwara Port Region in Tanzania

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OSBP (One Stop Border Post)

Provision of support for 14 locations

- | | | |
|--------------------------------------|---|---|
| ① Namanga (Kenya-Tanzania border) | ⑥ Sankanse (Burkina Faso-Togo border) | ⑪ Mutukula (Uganda-Tanzania border) |
| ② Malaba (Uganda-Kenya border) | ⑦ Taveta / Holili (Kenya-Tanzania border) | ⑫ Nemba (Burundi-Rwanda border) |
| ③ Chirundu (Zambia-Zimbabwe border) | ⑧ Lungulunga / Holoholo (Kenya-Tanzania border) | ⑬ Gatuna / Katuna (Kenya-Tanzania border) |
| ④ Rusumo (Rwanda-Tanzania border) | ⑨ Isebania / Sirari (Kenya-Tanzania border) | ⑭ Namanga (Kenya-Tanzania border) |
| ⑤ Kazungula (Zambia-Botswana border) | ⑩ Busia (Uganda-Kenya border) | |

Promoting Japanese business activities in Africa for inclusive and sustainable development

Private sector activities can generally be considered conducive to society's development. However, some business activities are more conducive to development than others, like the ones that can provide appropriate technology to the market, are non-exploitative, are environmentally-friendly, are active in job creation, and are effective in capacity development of the employees. Thus, the idea of JICA is to encourage such private sector companies who are capable of doing such development-oriented business in Africa. There are, indeed, a number of firms who can play significant roles with their advanced and/or appropriate technologies, yet have not had a chance to realize the potential that Africa has to offer them.

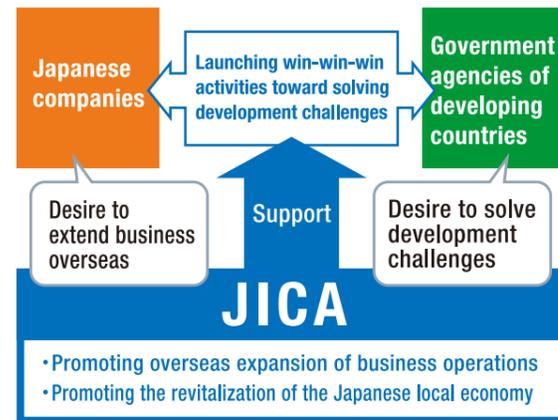
JICA will strengthen partnerships with Japanese companies that have such advanced and/or appropriate technologies and work with them to address the challenges Africa is facing. The idea is to make the relationship among African countries, Japanese companies, and ODA a win-win-win relationship.



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2030 Agenda for Sustainable Development

In 2015, the world leaders adopted the 2030 Agenda for Sustainable Development at the United Nations Sustainable Development Summit, which includes a set of Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030.

To achieve the SDGs, the participation of all stakeholders is essential. The technologies and expertise of Japanese companies have great potential for helping solve such development challenges.



Menu of JICA's Partnership with the Japanese Private Sector

JICA offers an extensive assistance menu for Japanese companies wishing to expand their business operations in Africa. The idea is to take advantage of the strengths of Japanese companies to solve some of the development challenges that African countries are facing.

*For SMEs only.

For Japanese companies interested in African market:

Small and Medium-Sized Enterprise Partnership Promotion Survey*

This program is designed for Japanese companies that have selected potential partner countries but have not gathered adequate information there. It assists these companies in gathering basic information necessary for their business expansion in developing countries and formulating business plans for that purpose.

Maximum cost and duration for each project: 8.5 million yen, one year

Feasibility Survey for the Private Sector for Utilizing Japanese Technologies in ODA Project*

This program is designed for Japanese companies that want to participate in ODA programs to expand their business operations overseas with their products or technologies and have already gathered adequate information in their target countries. It assists these companies in formulating a relevant business plan and building local networks with related parties.

Maximum cost and duration for each project: 30 or 50 million yen (in case the survey requires some machinery to be brought from Japan), one year

Preparatory Survey for BOP Business Promotion

This program is designed for Japanese companies that want to conduct business for the poor or the base of the pyramid in developing countries (BOP business). It assists these companies in developing a business model or business plan.

Maximum cost and duration for each project: 50 million yen, three years

For Japanese companies having specific products or technologies they want to promote in Africa:

Verification Survey with the Private Sector for Disseminating Japanese Technologies*

This program is designed for Japanese companies that plan to demonstrate the validity of their technologies or products in developing countries and promote them there, and that have gathered adequate information in their target countries. It assists these companies in conducting such verification and promotional activities for government agencies of developing countries.

Maximum cost and duration for each project: 100 million yen, one to three years

Collaboration Program with the Private Sector for Disseminating Japanese Technology

This program is designed for Japanese companies that have products, technology, or infrastructure useful for the development of their target countries and want to actively promote them there. It assists these companies in inviting government officials and others from developing countries to Japan for on-site inspection or technical guidance and in organizing seminars in these countries.

Maximum cost and duration for each project: 20 million yen, two years

For Japanese companies wishing to have competent staff and partners for their African business:

Private-Sector Partnership Volunteer

This program is designed for Japanese companies that want to develop capacities of their employees to acquire global-mindedness through volunteer activities in developing countries and build personal and corporate networks there. It customizes the recipient country, occupation type, and assignment duration for JICA volunteers to suit the needs of each country.

ABE Initiative

This program offers opportunities to the youth of Africa to study and obtain a master's degree at Japanese universities and to participate in internships at Japanese companies. Japanese companies that have registered in this program will have access to the profiles of program participants from Africa and can contact them directly to exchange information and views.

Activities of Japanese companies in collaboration with their African partners

Ajinomoto Co.,Inc. based in Tokyo, Japan

Working with the Ministry of Health in Ghana

(BOP Business Promotion)

Related SDGs



Development challenge	The local staple meal, a traditional porridge of fermented corn, is insufficient in energy, proteins, and micronutrients, causing a major problem of infant malnutrition. One of the particularly serious problems is growth retardation (stunting, low weight) resulting from under-nutrition during the weaning period of 6 to 24 months after birth.
The company's technology and proposal	This project takes advantage of the company's expertise and technologies in food and amino acids to develop food products that can contribute to nutrition improvement for infants, launch their local production, and create a business model for delivering the products to the people living in poverty.
Expected outputs	<ul style="list-style-type: none"> Improvement in growth retardation of children, most notably low weight and stunting, in the target area, as well as contribution to a better life of the people living in poverty. Agricultural promotion, capacity development of local companies, and job creation through local production that uses locally grown soybeans and other ingredients.



Porridge mixed with KOKO Plus, a product developed by Ajinomoto.

Saraya Co.,Inc. based in Osaka, Japan

Working with the Ministry of Health in Uganda

(BOP Business Promotion/Verification Survey)

Related SDGs



Development challenge	Under-five mortality is caused by infectious diseases in many cases, and this is the reason why infection control measures is important and why it is urgent to improve health service delivery. Unsanitary medical equipment, inadequate water supply infrastructure, and poor hand hygiene in some areas have resulted in many reported cases of death associated with hospital infection.
The company's technology and proposal	<ul style="list-style-type: none"> By Local production and distribution of affordable alcohol hand disinfectants which is effective for various viruses and germs, contribute to reduce the case of hospital infection. By working hand in hand with Japan Overseas Cooperation Volunteers (JOCVs) who is working on 5S (Sort, Set, Shine Standardize, Sustain), and by introducing the system of hand hygiene instructors, promote the alcohol hand disinfectants. By implementing experimental project to introduce fully automatic machines for cleaning and disinfecting medical devices at pilot hospitals to prevent hospital infection.
Expected outputs	The idea is to help to reduce under-five mortality and improve maternal health through proper hand hygiene as well as the cleaning and disinfection of medical devices.



A hand disinfectant in use.



The full-automatic medical device cleaner/disinfector.



Wago Co.,Inc. based in Chiba, Japan

Working with Jomo Kenyatta University of Agriculture and Technology in Kenya

(Feasibility Survey/Verification Survey)

Related SDGs



Development challenge	In Kenya, the agriculture sector accounts for 30% of its GDP and 70% of the working age population. A major problem with this sector is the inadequate income of local horticultural farmers because their crops are unstable in quality and supply and earn low prices due to the lack of efforts to add value.
The company's technology and proposal	In order to cultivate high-value-added agricultural crops that better meet market needs, this project introduces a few concepts—including ensuring quality control through the establishment of traceability with simple soil analysis and production history recording, and increasing added value by disseminating protected cultivation and product development—to local horticultural farmers in Kenya, so that they can become more self-reliant.
Expected outputs	It is expected that the product development process for high-value-added fruits and vegetables applicable to the local horticulture sector, as well as expertise in managing the protected cultivation of such fruits and vegetables, will be presented to and shared among local officials and horticultural farmers' groups.



An expert from a group firm of the company inspects cultivation management.



A workshop with a local farmers' group.

Nitto Construction Inc., based in Hokkaido, Japan

Working with the Ministry of Works in Nigeria

(Verification Survey)

Related SDGs



Development challenge	Although over 90% of domestic transport depends on road transport, most roads are in bad condition with 30% of paved roads and 70% of unpaved roads under poor maintenance. This highlights the need for proper road maintenance.
The company's technology and proposal	The company's nondestructive device for assessing the compressive strength of a concrete structure, known as Concrete Tester and Surveyor (CTS), measures and analyzes the time waveform of the striking force that is generated when a concrete structure is hit by a hammer. It is capable both of simple diagnosis of surface degeneration and of high-precision measurement of compressive strength. This project works with engineers at the Ministry of Works to inspect roads and bridges in Abuja using CTS, draws up maintenance plans based on the inspection results, and organizes seminars for local civil engineers on how to better maintain roads and bridges.
Expected outputs	It is expected that engineers at the Ministry of Works will improve their skills in road and bridge inspection using CTS, develop their capacity to draw up maintenance plans, and actually conduct more appropriate and systematic maintenance of roads and bridges.



Inspection practice with engineers at the Ministry of Works.



Device demonstration at a seminar for local civil engineers.

Tottori Resource Recycling Inc., based in Tottori, Japan

Working with the Regional Office of Agricultural Development of Souss-Massa (ORMVASM) in Morocco
(Verification Survey)

Related SDGs



Development challenge	Due to the decline of the groundwater level caused by persistent water shortage, the escalating agricultural water cost and the risk of depletion of water resource are critical challenges. Though drip irrigation is being disseminated, further water-saving technology is still needed.
The company's technology and proposal	This technology aims to improve the water retention capacity of the soil and dramatically decrease the required irrigation water by using porous materials for soil amendment made from glass waste. The company verifies the water-saving effects and environmental safety of this technology, and disseminate it.
Expected outputs	It is expected to reduce agricultural water costs which are escalating due to the persistent water shortage in Morocco, at the same time, to increase income from improved yield and to create sustainable agriculture for areas suffered from low precipitation caused by climate changes.



Test tomato cultivation in an ORMVASM field.



Acceptance of counterparts in Japan at the Arid Land Research Center, Tottori University.

CFP Corporation, based in Hiroshima, Japan

Working with the City of Cape Town's Utility Services Directorate in South Africa
(Verification Survey)

Related SDGs



Development challenge	Economic development has not only made people's lives more affluent but also increased waste dumping. Discarded waste plastic, in particular, does not decompose naturally but remains in the environment for generations, constituting a cause of environmental degradation. The recycling rate of waste plastic is as low as 18%, underlining the urgent need for action.
The company's technology and proposal	This company has a waste plastic-to-oil production system that can efficiently convert dirty waste plastics into oil without sorting them into PE, PP, and PS. In conventional technology, cracked oil begins to solidify at around 10 degrees Celsius. However, this particular technology, for which the company has already applied for a patent, can produce cracked oil that does not solidify even below 0 degree Celsius. The oil thus produced can be used for fuel for diesel power generators and boilers.
Expected outputs	It is expected that this project will help to reduce the amount of waste plastics that are directly dumped at waste disposal sites, improve their recycling rate, and reduce the consumption of fuel oil.



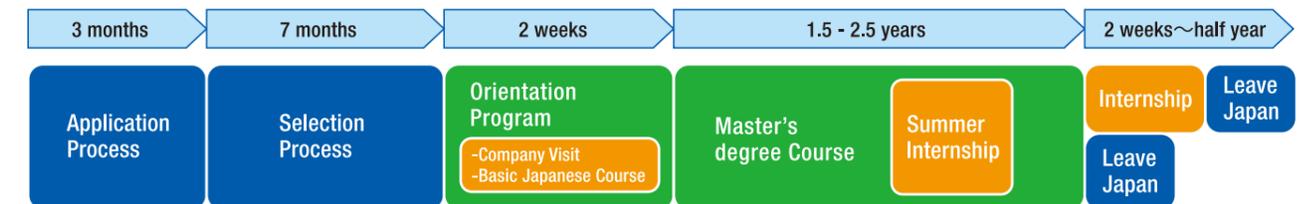
Extracting oil from waste plastic.

African Business Education Initiative for Youth (ABE Initiative)

ABE initiative invites young people from Africa to Japan and provides opportunities to study and obtain master's degree at Japanese universities and to participate in internship at Japanese companies. The objective is to develop industrial human resources in Africa and develop capacities as "Navigators" who will support Japanese companies to expand business in Africa.

Objective

- **African human resource development for business and industry** which is a key element for economic growth in Africa
- **Strengthen network between Japanese private sector and African human resource** who can be a "Navigator" for Japanese companies to conduct business in Africa



Approach

- **Combination of master's course and internship under collaboration of Japanese universities and companies**
- **Development of African human resource who have practical knowledge & skills as well as deep understanding on Japanese society and working culture**

54 African Countries

- Private sector personnel
- Government official
- Academic personnel



Opportunities of master's course and internship



Support Japanese companies to start business in Africa



Networking Fair with Japanese companies.



Internship at Japanese companies.



University

- Over 70 Universities and 148 courses

Company

- Entry by 300 companies

Why not become a “Navigator” for African business?



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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.