

Middle East

Toward Peace and Stability through Inclusive Development that Reaches out to People Directly

The Middle East is a region rich in natural resources and with huge development needs led by its rapid economic growth and expanding population. Japan relies on this region as a stable provider of energy essential for people's lives and economic activities. Besides, for Japanese companies, the Middle East is the next frontier for overseas activities.

On the other hand, as the Middle East forms an important segment of global trade routes, growing political, social, and economic instability in the region threatens the mutually interdependent international society. Japan is expected to continue to work together with the international community to promote peace and stability in the Middle East.

Meanwhile, North African countries, as a part of the Middle East region, are in the position to lead the development of the African continent. Japanese support for their activities to provide assistance to Sub-Saharan Africa is expected to improve the capacity of North African countries themselves as well as to contribute to the TICAD Process.¹

Concrete Initiatives
Region-Specific Activities and Initiatives

Key Aid Strategies

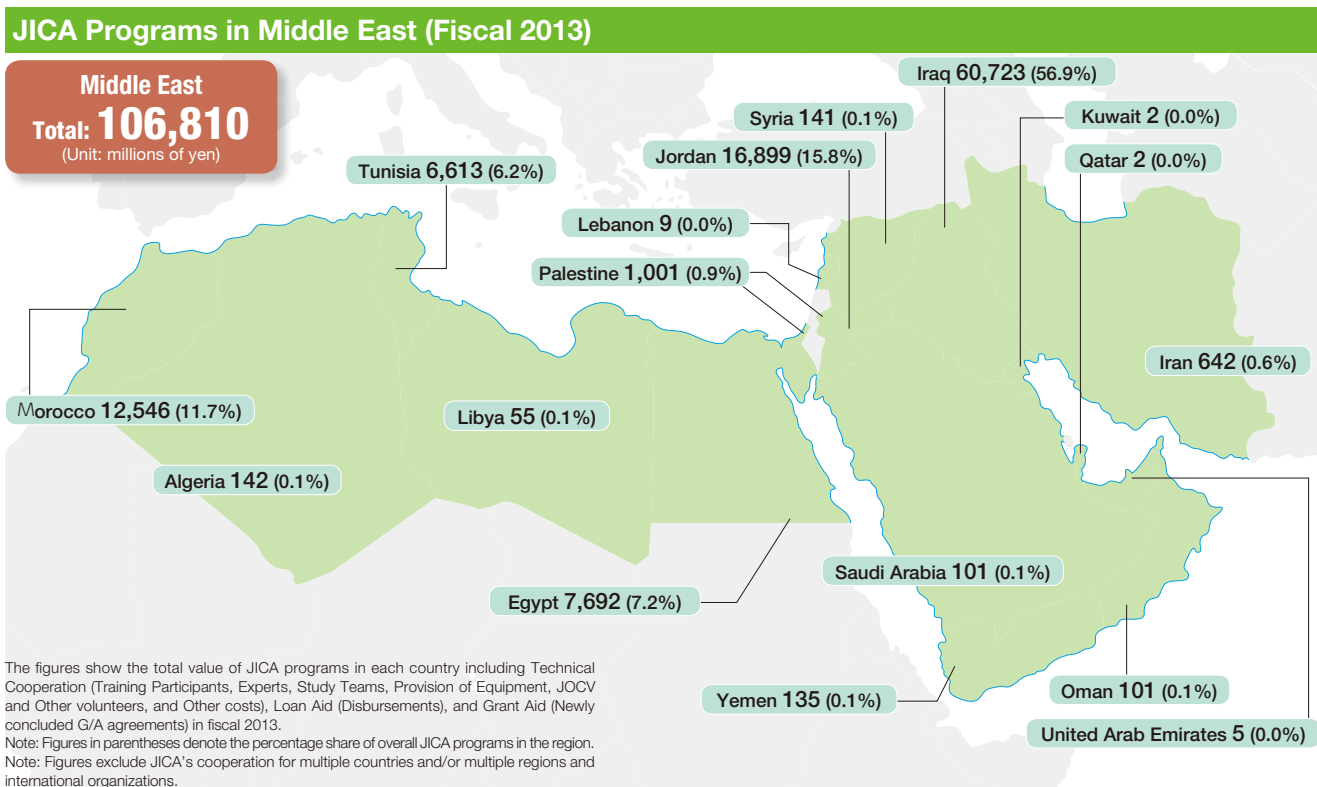
- Promoting stability in countries undergoing political changes
- Promoting human security and peacebuilding
- Supporting Japanese companies' advancement into overseas markets
- Contributing to meeting TICAD goals

● Promoting Stability in the Countries after Political Changes

Problems in city versus regional socioeconomic disparities as well as youth unemployment are part of the cause of political disturbances across the Middle East that began in 2011. JICA is providing support in the region, keeping in mind its Inclusive and Dynamic Development principles — in other words, vibrant development that benefits all people. The main focus of JICA's assistance is: (1) fair political processes and administration, (2) job creation and fostering industry, and (3) human resources development.

In Egypt, following the revolution of February 2011, JICA has provided support to establish the National Development Master Plan, which forms the basis for the country's nation-building policies. The three-year Technical Cooperation project was initiated in the summer of 2014 after efforts were temporarily suspended due to the political turmoil in July 2013. Additionally, in the field of job creation and fostering industry, experts in investment promotion will be dispatched to Morocco, and

1. TICAD, the Tokyo International Conference on African Development, is cosponsored by Japan and the United Nations. Since the first meeting in 1993, it has been held every five years and has been established as a process that represents Japan's ongoing commitment to support African countries.



requirements for private-sector development will be assessed to consider the implementation of Technical Cooperation utilizing Japan's expertise. JICA is also supporting human resources development in the area of science and technology through the establishment of the Egypt-Japan University of Science and Technology (E-JUST) and Borj Cedria Science and Technology Park in Tunisia.

Meanwhile, the political disturbances of 2011 have not been limited to Egypt and Tunisia and have led to civil wars and the collapse of political power in many countries.

In 2012, JICA has resumed Technical Cooperation after suspending assistance to Yemen and Libya due to decreased public order. To assist in new nation-building in Yemen, human resources development, including election management training, was conducted. Also for Libya, training courses conducted in Japan in economic and industrial development began in 2013 in addition to the Prosthetic Arm and Prosthetic Leg Management training program, which began in 2012 to support disabled victims of the civil war.

● Promoting Human Security and Peacebuilding

In Palestine, which holds the key to the Middle East's peace process, JICA is engaged in the development of the Jericho Agro-Industrial Park (JAIP), the core project under the Corridor

for Peace and Prosperity initiative proposed by the Japanese government to support construction of the future Palestinian state. Additionally, since 2011, Japan working as a mediator has been organizing the collaboration of Southeast Asian countries in a new initiative to apply lessons learned from the experiences of the growth of Asian countries toward the development of Palestine. As part of these efforts, in 2013, with the support of the Islamic Development Bank, a trust fund was established with the aim of further expanding support to Palestine. Participation in the support project by Southeast Asian countries has been made easier with the use of the trust fund, and therefore, qualitative and quantitative improvement of support in Palestine due to the increase in partnership is anticipated. In Syria, where civil war continues today, Japan provided support in health services, education, and water supply in host communities of neighboring Jordan and Turkey, where the influx of refugees continues. Additionally, in March 2014, ODA Loans were provided to assist in the macroeconomics of Jordan as part of refugee support [→ see the Case Study on page 70]. In Syria, operations to satisfy humanitarian demands, such as water supply, health care, and agricultural support, have been offered in collaboration with foreign aid agencies.

Ten years after the outbreak of the Iraq War, people are still forced to live under harsh conditions due to the lack

Case Study Tunisia: Project for Strengthening the Capacity for Tourism Promotion

Boosting Tourism Development in the Southern Region

JICA is assisting in the development of tourism in two prefectures in southern Tunisia where, despite having appealing tourism resources, the number of foreign tourists is small compared to Mediterranean coastal areas.

Tourism is one of the key industries in Tunisia. Until the revolution of January 2011, nearly 7 million foreign tourists visited Tunisia each year. After the revolution, the number of tourists declined temporarily, but it has recovered to 90% of the pre-revolution figures as of 2013.

The project launched in 2012 with a particular focus on Tozeur and Kebili prefectures in southern Tunisia. Abundant tourism resources such as the Sahara Desert, North Africa's largest salt lake, and mountain oases are available in these areas, but tourism development is

delayed compared to Mediterranean coastal resorts, and the economic effects of tourism is also limited.

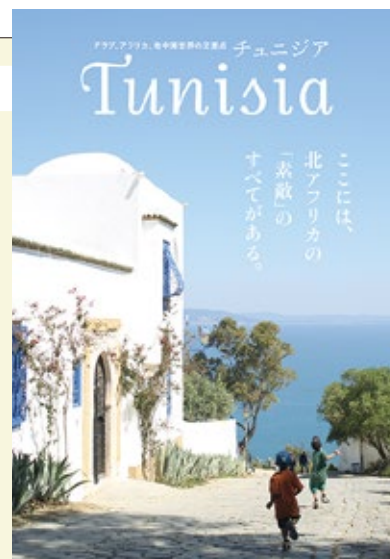
This project aims to improve marketing and promotion capability through the cooperation of tourism-related organizations, including government agencies. Additionally, the project aims to promote tourism development in these regions by providing support to attract Japanese tourists.

Learning the Spirit of "Omotenashi": Hospitality from Japan

In September 2013, officials were invited to Japan for a training program. Objectives of the program included providing information regarding the travel industry, presentations for travel agents in Japan, the spirit of "Omotenashi" hospitality or the importance of the "customer first" mentality. The participants were greatly impressed by the topics on preparing to receive Japanese tourists, the



Having firsthand experience of "omotenashi" at a Japanese restaurant.



The brochure cover is exactly an "Invitation to the Tunisian Blue."

presentation of tourism resources, and ideas to improve tourist satisfaction. Ideas and plans that would be implemented after they return to Tunisia were discussed even while they were traveling.

After they returned from Japan, learning materials of the training program was shared widely among tourism officials, and there was a great impact on the spread of project outcomes. Additionally, the Tunisian National Tourist Office launched a Japanese website¹ in April 2014, where downloadable brochures are available. I hope that you can visit Tunisia one day.

1. <http://gotunisia.jp/>

of electricity and clean water caused by the destruction of socioeconomic infrastructure. On the other hand, Iraq has one of the world's largest oil reserves, creating an enormous demand for infrastructure to keep up with its rapid economic growth rate. In order to meet these demands, it is also important to create a better business environment for private companies inside and outside Iraq. To address diverse needs for reconstruction, JICA is providing support focusing on (1) strengthening the foundation for economic growth, (2) revitalizing the private sector, (3) improving the quality of life, and (4) strengthening governance. In 2012, JICA began four ODA Loan projects and implemented training programs for human resources development in Japan, Jordan, and other neighboring countries.

In fiscal 2013, in addition to the signing of the ODA Loan agreement for the Port Sector Rehabilitation Project II, human resources development training programs were conducted in Japan and neighboring countries such as Jordan. Furthermore, in 2014, with the scheduled completion of the Port Sector Rehabilitation Project and Samawah Bridge and Road Construction Projects showing the tangible results of the support provided, further social and economic development is expected.

● Supporting Japanese Companies to Start Operations in the Region

The Middle East is an attractive market for infrastructure businesses as well as an important partner for Japan as a provider of oil. However, in comparison to Southeast Asia, where Japan has long historical ties and rich business experience, the Middle East has been a relatively difficult partner to deal with due to differences in culture and customs as well as its longstanding economic ties with Europe. To bridge the difference, JICA started the Greater Cairo Metro Line No. 4 Phase 1 Project in Egypt, applying the Special Terms for Economic Partnership (STEP)

for the first time. This created a breakthrough for Japanese companies to enter Egypt's underground railroad construction market, which was previously monopolized by European companies. In Iraq, JICA opened an office in Baghdad in 2011 and is working closely with the Iraqi government to provide more opportunities for Japanese companies to operate in the country. At the same time, since private-sector development is one of the most important developmental issues in Iraq, JICA is considering providing support to improve the business environment in order to encourage Japanese and other private-sector companies to enter the market.

Meanwhile, Technical Cooperation to ODA-graduate Gulf nations has been expanded. In 2013, a demand survey in five Gulf nations was conducted, and preparation to receive training participants and dispatch experts in Cost-sharing Technical Cooperation (in which partnering governments bear the majority of expenses) has begun.

● Contribution to the TICAD Process

JICA is supporting the North African countries of Egypt, Tunisia, and Morocco in providing South-South cooperation to Sub-Saharan African countries in order to effectively utilize the human resources formerly trained by Japanese Technical Cooperation. A memorandum was signed in Morocco with the Moroccan Agency for International Cooperation (AMCI) to implement support for capacity development of the agency. In 2013, a total of 21 training courses intended for Africa were held in Egypt, Tunisia, and Morocco. Also in December 2013, an ODA Loan agreement with Morocco, for the Basic Education Sector Support Project, was signed. Contributions to achieving goals set at the Tokyo International Conference on African Development (TICAD) will continue by making improvements in the education sector with respect to quality, access, and governance.

Case Study Palestine: Follow-up Cooperation for JICA Training Participants

Solar Power Bringing Light to People

In response to the proposal to bring solar power generators to the West Bank by former training participants, JICA has arranged a follow-up cooperation project.

Capitalizing on Knowledge from Training Programs in Japan

JICA provides follow-up cooperation supporting the activities of former training program participants [→ see page 136]. Mr. Najjar Osama (pictured) is an ex-participant from Gaza. Support for his proposal to install solar power generators to power an ICU unit at a hospital is a part of the follow-up cooperation. This has made it possible to supplement partial power during a power failure.

The Palestinian Authority faces a number of complex issues, such as disputes with Israel and internal Palestinian political turmoil. Mr. Osama spent his childhood in a refugee camp in Gaza under the Palestinian Authority. At

the Palestinian Energy and Natural Resources Authority where he works, the introduction of renewable energy is being strongly considered.

Since Gaza relies on Israel for much of its electric power and power failures occur frequently as well, establishing its own energy supply is an urgent issue. In the Planning Support for Introduction of Solar Power Generation Training Program that he participated in, he learned that solar power would be an optimal generation method to provide power supply in case of power outage in Gaza, with its abundance of daylight. "[From a political standpoint] my position is often misunderstood. But I studied technology and systems of solar power in Japan and also



Mr. Osama striving to implement solar power.

learned the principle of not giving up." After his return from Japan, he has shared details of his training with his coworkers and is striving to implement the solar power system.

JICA will continue to support his efforts in improving peoples' life in Gaza.