

The Challenges of COVID-19 and *Kaizen* Strategy to Reach out MSMEs

Africa Kaizen Annual Conference 2020

Breakout Session 1

2 September 2020

Major discussion points in three levels

- 1) how people are practicing and responding to COVID-19 in order to prevent infection and maintain their business in **firm level**,
- 2) how the ***Kaizen* promoting / BDS providing institution/unit** can support business activities of firms, especially MSMEs and,
- 3) What kind of strategies of **the government** we need to cope/live with corona, (as a message to AU).

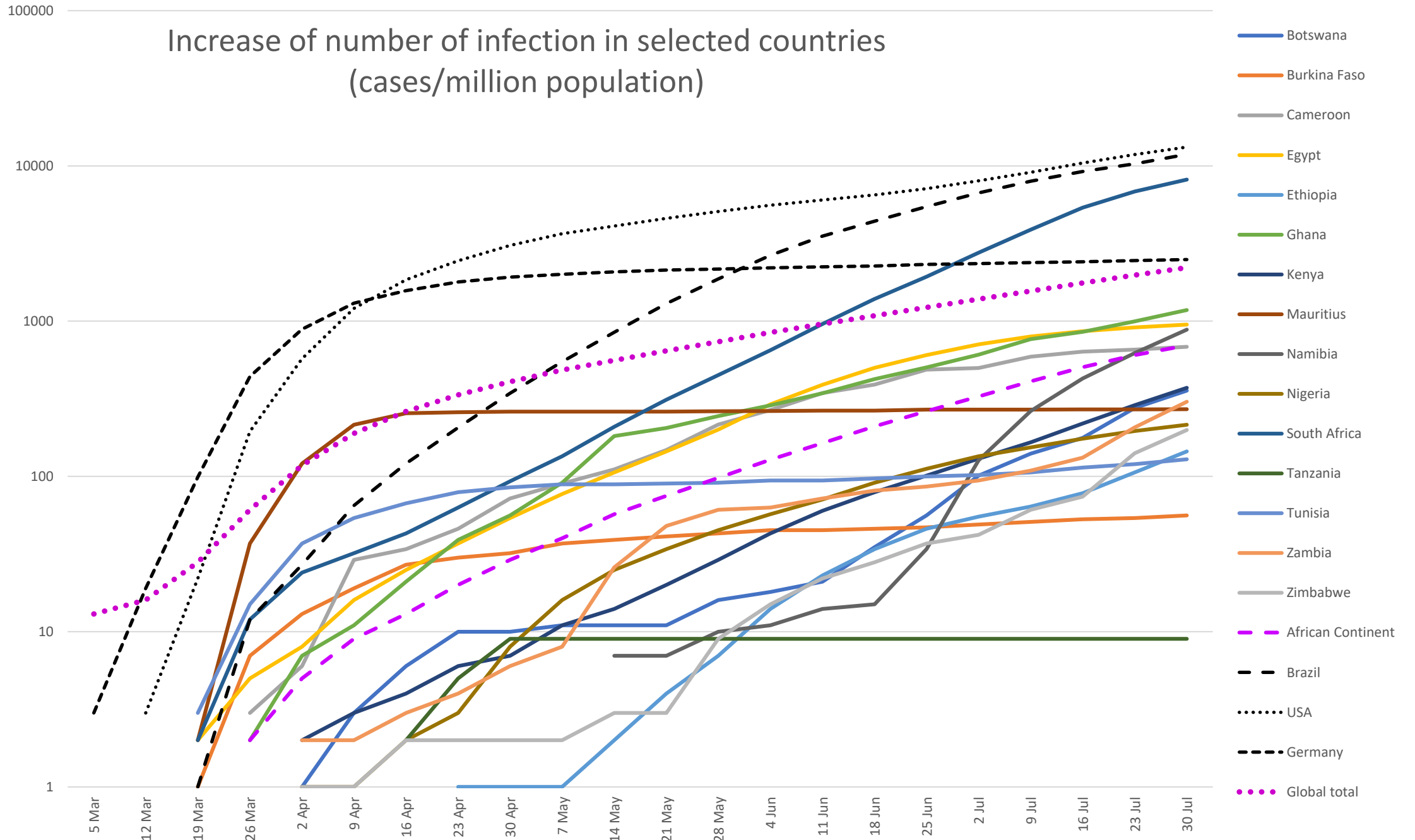
Moderator

- Mr. Kimiaki Jin, Department of Industrialization / Ogata Research Institute, JICA

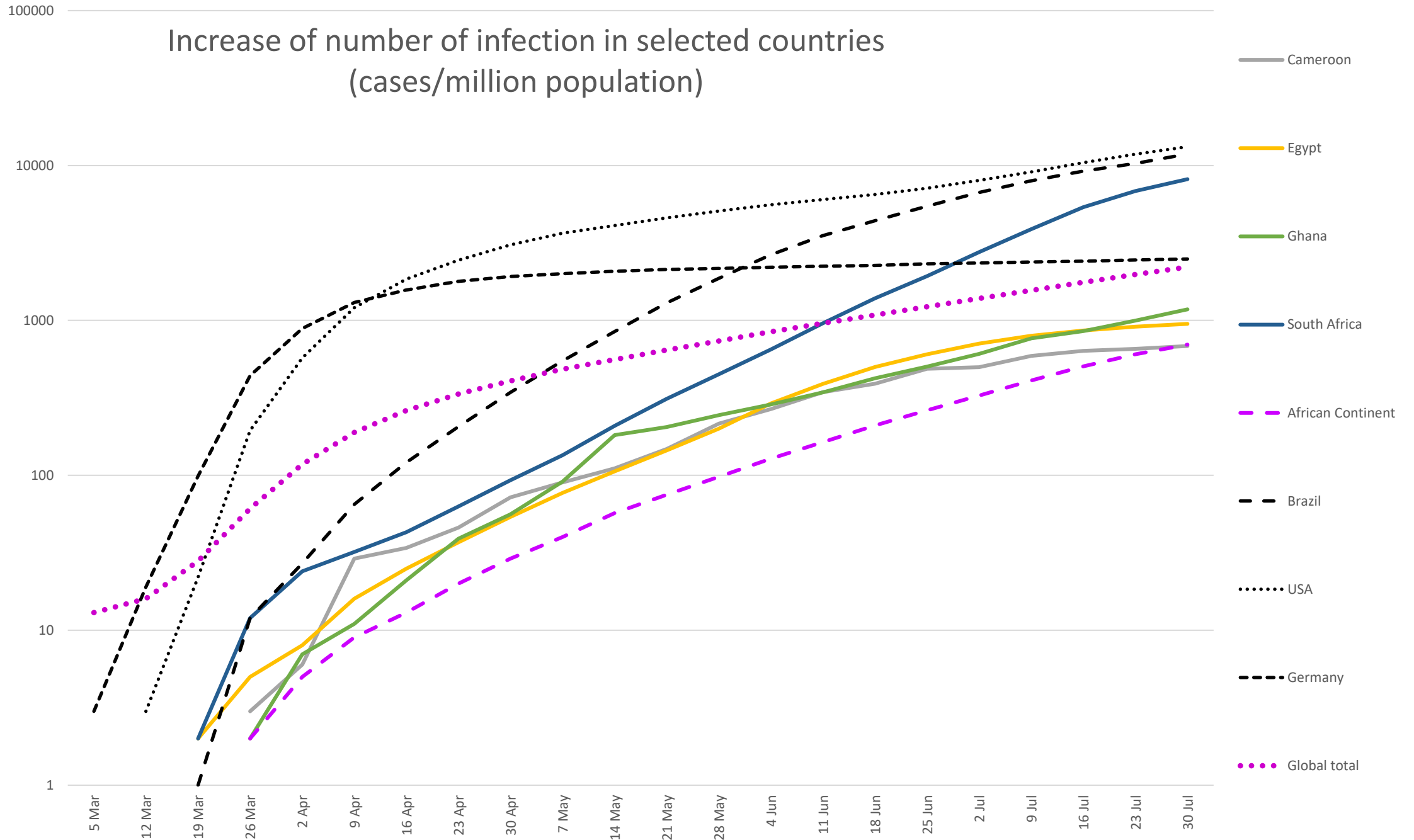
Panel members (alphabetical order of country)

- Mr. Josué Bikoun, Chief of Division, SME Promotion Agency (APME), Cameroon,
- Mr. Ayman Aly Azzab Deghaidy, Managing Director, Productivity and Quality Improvement Center (Kaizen center), Egypt
- Mr. Michael Asare Yeboah, CEO, McKenzie GH, Ghana
- Mr. Lance Schultz, CEO, Automotive Industry Development Center (AIDC), South Africa

Increase of number of infection in selected countries (cases/million population)



Increase of number of infection in selected countries (cases/million population)



Online Lecture

“How to cope with COVID-19 by utilizing Kaizen”



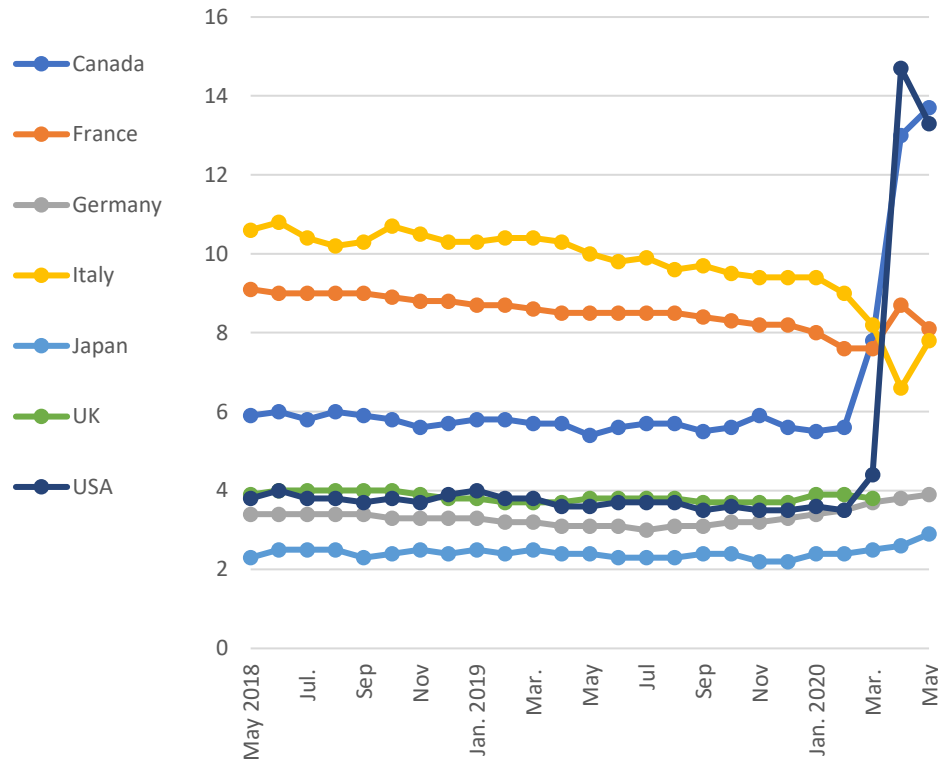
Key Messages

- 1) secure safety of employee, 2) study own strength of company and market opportunity, and 3) promote Business Continuity Plan (BCP)-conscious workstyle reform and digital transformation (DX)
- **Productivity improvement** without big investment but with waste elimination (7 Waste and ECRS (eliminate, combine, rearrange, simplify)) can **reduce fixed cost** of operation even **without severe cut of HR cost**.
- A strategy to grow the company can be created and implemented through **visualizing market story** and **properly proceeding it with verification**.
- “Adversity is the best school and opportunity.”

For details, please visit the following youtube link,

<https://www.youtube.com/watch?v=pBWXNggetN8&list=PLtYEPXEZg2EGzrCJkmcvTZLSuxMJ3LgP5>

Monthly Unemployment Rate (%) in G7 Countries during last two years



(Source: prepared based on OECD data (unemployment-rate), data of the UK is not available at the site f 1 August.)

Short-time work (German: *Kurzarbeit*)

Federal Ministry of Labour and Social Affairs, Germany

The employment agency (*Agentur für Arbeit*) pays the short-time work allowance as partial compensation for a loss of earnings caused by a temporary cut in working hours. This reduces the costs faced by employers in the context of employing workers, and enables companies to continue to employ their workforce even in the event of a loss of orders. In other words, the short-time work allowance helps to prevent job losses.

https://www.bmas.de/SharedDocs/Downloads/DE/kug-faq-kurzarbeit-und-qualifizierung-englisch.pdf?__blob=publicationFile&v=5