



Project Purpose: Promote Investment for Job and Wealth Creation

Civil Service
Efficiency &
Integrity

Private Sector
Dynamism &
Integrity

HOPE

Political Will & Integrity

**Triangle of Hope (ZIPP-ToH)
Strategic Action Initiative
for Economic Development**



Zambia Investment Promotion Project -Triangle of Hope-(ZIPP-ToH)

Background

In January 2005, President Mwanawasa asked JICA for support in the area of investment promotion. Accordingly, JICA engaged the services of a Malaysian international consultant with much hands-on experience in promoting investments. The consultant conducted a few seminars to raise awareness of three important forces (eg members of parliament, senior civil servants and private sector) to work together in reducing poverty through job and wealth creation. These form three sides of the triangle.

The President appointed 12 task forces such as Agriculture, Education, Health, Tourism and Multi-Facility Economic zones, composed of members from the civil service and private sector to prepare recommendations for cabinet consideration. In January 2006, the 12 task forces reported to the President and his cabinet and relevant line ministries made action agenda on the basis of those recommendations.

The Triangle of Hope, Strategic Action Initiative for Economic Development (ToHSAIED) was implemented by the Japanese government from July 2006 to March 2009. The project was successfully through the improvement of investment environment and creation of actual investment, such as mobile assembling factory in Lusaka. Zambia Investment Promotion Project-Triangle of Hope- (ZIPP-ToH)) was approved by the Japanese Government in March 2009, with more focus on capacity development of Zambia Development Agency in investment promotion.

Super Goal

To make Zambia a model for investment promotion that other African counties can emulate



for a better tomorrow for all



for a better tomorrow for all

Overall Goal

To increase Foreign Direct Investment (FDI) to Zambia and domestic investment

Project Purpose

Zambia to attain friendly environment for investors

Expected Outputs

- Capacity enhancement for ZDA
- Expanded information in ZDA
- Systematic collaboration with private sector
- Improved policy framework for investment

Core Activities

- Develop management and operation capacity in investment of ZDA and its staff
- Accumulate information, knowledge and know-how on Investment Promotion
- Collaborate effectively in investment activities among MCTI, ZDA other relevant government organizations and private sector.
- Advisory service for policies

Target group

Staff of Zambia Development Agency (ZDA) and related officials in relevant organization of GRZ

Target Area

Throughout Zambia



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Implementing Agency
Ministry of Commerce Trade and Industry (MCTI) and
Zambia Development Agency (ZDA)

Period of Cooperation
August, 2009 – August 2012

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