

# JAPANESE ENTERPRISES PROPOSING PROGRAM



**OPERATION AND ACTIVITIES  
IN VIETNAM**

# Overview of Japan's Assistance

## 1) Outline

In 2012, JICA launched a new scheme of Japanese Enterprises Proposing Program (JEPP) in the context of the Japanese government policy to support the overseas businesses of Japanese private enterprises, mainly Small and Medium Enterprises (SMEs). JEPP aims at achieving mutually beneficial (WIN-WIN) business coordination in-between the developing countries and the Japanese private enterprises located in various regions of Japan and have unique technology and know-how. In this program, JICA calls for the proposals of sustainable business in the developing countries from Japanese private enterprises and organizations in order to fully take

advantage of their know-hows and new ideas.

There are variety of the technologies and know-hows held by Japanese SMEs which are potentially able to be effectively utilized to resolve the development issues. JICA believes that, on the top of other types of technical and financial cooperation, facilitation and dissemination of such technologies and know-hows to each of the developing countries will help them to achieve the Sustainable Development Goals (SDGs) and contribute to the private sector development.

## 2) Support Programs

JEPP offers 5 different types of support programs, ranging from information collection and development of the business plans to the implementation of the dissemination and verification activities to demonstrate the effectiveness of the specific technology and know-how proposed by the Japanese private enterprises. Also, the eligibility of the proposing enterprises is

different according to the programs. ([see the below table for details of each program.](#))

To ensure smooth implementation of individual JEPP projects and enhance the benefit of the program activities, understanding and cooperation from the relevant departments of the central and local governments are essential <sup>(1)</sup>.

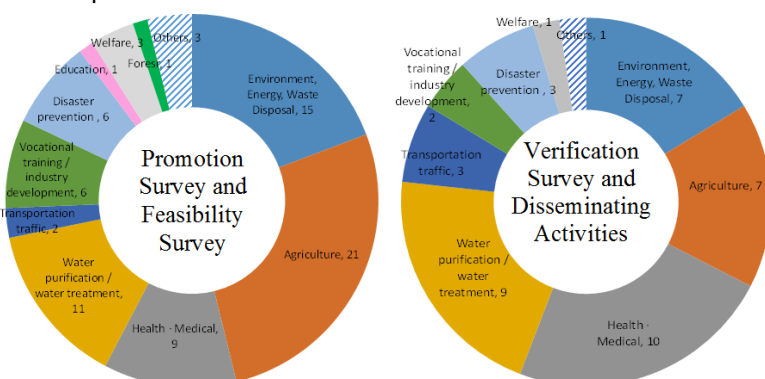
|                                 | Promotion Survey   | Feasibility Survey   | Verification Survey and Disseminating Activities  |
|---------------------------------|--|--|---|
|                                 | To gather basic information about social and economic issues, investment environment, and market demand in Vietnam | To inspect the possibility of utilizing Japanese technologies, create relationship with Vietnamese public sector | To verify the effectiveness and the ability to spread Japanese technologies through demonstration activities at Survey site |
| SMEs                            | 8,500,000 yen, 1 year  | 30,000,000 yen, 1 year   | 100,000,000 yen, 1-3 year   |
| SDGs Business (other than SMEs) |  | 8,500,000 yen, 1 year  | 50,000,000 yen, 1-3 year  |

## 3) Record in Vietnam and Collaboration with other JICA programs

As of January 2018, since the start of the program, total 126 projects have been selected for implementation in Vietnam. This is the largest number in the world (876 projects), and it proves strong interests by the Japanese private enterprises toward expanding business opportunities in Vietnam.

Reflecting the country's diversifying opportunities, wide-range of projects have been selected and implemented. However, approximately 75% of the JEPP projects in Vietnam have been focused on 4 major sectors: namely, "Environment, Energy and Waste Management", "Agriculture", "Health and Medical" and "Water Purification", which have close collaboration with other JICA's support programs.

The impact and effectiveness of the project activities under JEPP can be maximized by taking advantages of the successful achievement under the past or ongoing JICA assistance. JICA expects that formulation of good JEPP projects in collaboration with both JICA and Vietnamese partners will contribute to the sustainable business development of the private sector as well as addressing the development bottleneck for Vietnam.



(1) JEPP programs in Vietnam consisting verification survey and disseminating activities are implemented by receiving official acknowledgments from the Government of Vietnam pursuant to the Decree no.93/2009 /ND-CP issued on 22 October, 2009 on the management and utilization of aid from international non-governmental organizations.

## Good Practice (1)

### Verification Survey with the Private Sector for Disseminating Japanese Technologies for Energy Saving Analysis and Improvement by Simplified Energy Measurement in Vietnam (2015~2017)

**Japanese Enterprise** Osumi Co., Ltd. (Kanagawa Prefecture)

#### Project Outline

The Survey aimed at verifying the effectiveness of the technology of simplified energy measurement, through the activities to support Da Nang City's plan to become an environment-friendly city.

The main activities under the Survey are as follows:

(i) implementation of energy saving monitoring for local companies, (ii) development of roadmaps on the energy saving promotion for the selected companies, and (iii) preparation of a manual on energy saving management.

#### Project Outcome

20 companies (16 domestic and 4 Japanese companies) participated in the Survey activity and all of them reported the positive result of the energy savings such as reduction of using electric power and fuel, improvement of AC control. The energy saving roadmaps were prepared for 4 companies, which are now under implementation. The manual on energy saving management was prepared in Vietnamese, Japanese and English, and submitted to Da Nang City in order to help the city government to instruct appropriate methods of energy saving. Also, 100 booklets were made and provided to the city for distribution.



#### Future Prospect

The Survey is expected to contribute not only to the energy conservation management of Da Nang City but also to become a good practice for various local provinces in the context of implementation of the Energy Conservation Act.

After the completion of the Survey, Osumi opened its representative office in Da Nang in April 2018, and started its business of energy saving diagnosis and consultation services. OSUMI plans to expand its business in Vietnam, thereby continuing its support to promote the energy saving efforts all over Vietnam.

## Good Practice (2)

### Verification Survey with the Private Sector for Disseminating Japanese Technologies for Sustainable Development of the Primary Industry by Resolving Environmental Issues Caused by Fishery Wastes Utilizing "Uchishiro" Soil-bacteria (2015~2017)

**Japanese Enterprise** Syudensya Co., Ltd. (Miyazaki Prefecture)

#### Project Outline

The Survey aimed at demonstrating the bio-recycling system to produce organic feeds and fertilizers from fisheries wastes and residues by utilizing the special bacteria ("Uchishiro" bacteria), and establish a safe production system of agriculture and aquaculture industry with reduction of chemical fertilizer and antibiotics.

#### Project Outcome

The effectiveness of the proposed system to use "Uchishiro" bacteria was confirmed through the experiment using the mechanical unit of fermentation and decomposition treatment as follows:

- Agriculture: after testing "Uchishiro" bacteria bio-fertilizers on 4 different vegetables i.e., peanut, Chinese broccoli, eggplant, and lettuce, these yields increased by an average of 14 to 30 points compared to the plot using chemical fertilizers, and the taste was also reported to have improved.



- Aquaculture: the average weight of fish fed with "Uchishiro" bacteria probiotics was about 10 points higher than normal fish, and the profit was estimated to have increased by 11 points.

#### Future Prospect

After the Survey, in November 2017, Syudensya signed a MOU with a local company to disseminate the use of "Uchishiro" bacteria in Vietnam and Laos. It is expected that their proposed technology will not only address the environmental issues of fishery residues but also enhance organic agricultural and aquaculture industry of Vietnam and other ASEAN countries.

## Good Practice (3)

### Verification Survey with the Private Sector for Disseminating Japanese Technologies for “Realizing Medical Information System for Quality Medical Service in Vietnam” (2015~2016)

**Japanese Enterprise** Techno Project Japan Co. (Shimane Prefecture)

#### Project Outline

The Survey aimed at improving medical service quality and eliminating the gap of the health care services among the regions in Vietnam by utilizing the medical information exchange network.

The main activities of the Survey are as follows:

(i) construction of the medical information exchange network in Nghe An (called “Mame-NET”), (ii) performing the groundwork for the doctors and other medical staff of local hospitals and health centers to help them to use Mame-NET, and (iii) the preparation of the business strategy for expanded use of Mame-NET and drafting their guidelines for the hospitals and supervisory authorities.

#### Project Outcome:

During the Survey, a data center equipped with Mame-NET connecting the Department of Health of Nghe An province and the local hospitals was established and started its operation. Trainings for using Mame-NET were also conducted to about 400 doctors and staff.



As a result of the above introduction of Mame-NET, doctors and staff of the local hospitals became able to register medical information, such as patient and treatment information, and share such information among the connected local hospitals.

#### Future Prospects:

Mame-NET is expected to be introduced in other provinces all over Vietnam with the support of Ministry of Health of the Vietnamese Government. It is hoped the dissemination of Mame-NET will help promote more efficient information exchange among the hospitals, thereby contribute to improving the quality of operation and management of the medical sector in Vietnam.

## Good Practice (4)

### Verification Survey with the Private Sector for Disseminating Japanese Technologies for “CHEMILES” Technology- Groundwater Treatment System without Chemical to Improve Water Quality (2016~2017)

**Japanese Enterprise** Nagaoka Co., Ltd. (Osaka Prefecture)

#### Project Outline

The Survey aimed at verifying the advantages and effectiveness of the technology of water purification system, called CHEMILES, through its actual application at Tuong Mai Water Treatment Plant (WTP) in Hanoi with the cooperation of Hanoi Water Limited Company (HAWACOM). WTPs adopting CHEMILES are operated without using chemical products; hence it is an environment-friendly technology.

The main activities of the Survey are as follows:

(i) installation of CHEMILES treatment system for ground-water at Tuong Mai WTP, (ii) establishment of an operation and management system of CHEMILES, (iii) identifying the problems of applying CHEMILES technology to the ground-water in Vietnam, and (iv) proposing a business development plan of CHEMILES in the Vietnamese market.

#### Project Outcome

CHEMILES was successfully operated to remove the polluting substances, such as iron, manganese, ammonia and nitrogen, to the level satisfying Japan’s water quality regulation without any use of chemical products. Technical conformity with water in Hanoi was also confirmed.

Furthermore, technical know-how of operation,



monitoring, and maintenance of CHEMILES was transferred to HAWACOM to establish the sustainable operation of the WTPs based on CHEMILES.

Moreover, technical conformity with water in Hanoi was also confirmed. Technologies of operation, monitoring, and maintenance of CHEMILES plant was transferred to HAWACOM to establish the sustainable operation system use of CHEMILES plant.

#### Future Prospects:

Nagaoka plans that CHEMILES will be introduced to Tuong Mai and other WTPs by HAWACOM and it will eventually be adopted in other provinces and cities in Vietnam. Through further dissemination of CHEMILES, the proposed system and transferred know-how is expected to contribute to improving water quality in various cities in Vietnam while preserving the environment.

# PROJECTS IN VIETNAM – Verification Survey and Disseminating Activity

## Hoa Binh province

- Electrifying Non/weakly Electrified Rural Villages by Micro Hydropower / Seabell International Co., Ltd.
- Proper Prevention and Management of Hyperbilirubemia in Newborn Infants/ Apelle Co.Ltd.

## Hung Yen province

- Domestic Wastewater Treatment through Introducing Johkasou/ Kankyo Bunseki Kenkyusho Co.,Ltd.

## Ninh Binh province

- Specialty Construction Skills Training/ Mukai Co.,Ltd.

## Nghe An province

- Regional Healthcare Information Network System to Improve Quality of Healthcare Service/ Techno Project Japan Co.
- The Extension of Cultivation Technologies of Safe Agricultural Products with "Safe and Secure Farming System (IC-MOCS)" / Inoue Calcium Corporation

## Ha Tinh province

- Small-scale Safe Water Supply Project Using New Natural Inorganic Flocculant in Rural Areas / HALVO, Ltd.

## Thua Thien Hue province

- Introduction of Improving Water Quality in Dam Reservoir/ Marusima Aqua System Corp.
- Rehabilitation of Municipal Solid Waste Landfills/ Actree Co., Ltd.

## Binh Duong province

- Business to Expedite Transfer of Business Operation Knowledge and Spread Technology in order to Pursue Developed Nation Standard of ICT Environment in the Ministry of Binh Duong/ TOKYU CORPORATION

## Ho Chi Minh City

- Robot Manufacturing System based on Saigon Hi-tech Park Training Center in Vietnam/ Toyooka Co.,Ltd
- Industrial Waste Water Treatment Facility which can Realize the Energy Conservation and Improvement of Waste Water Treatment Capacity/ Aience Co., Ltd.
- Linen Supply Service for improving Hygienic Environment in Public Hospitals/ Watakuyu Seimoa Corporation
- Trenchless Pipe Rehabilitation Technology / Sekisui Chemical Co., Ltd
- Ho Chi Minh City Public Transport Bus ICT System/ NEC Corporation
- Program for SPD System in Vietnam/ Alfresa Medical Service Corporation
- Program for Installation Technology of Water Supply Equipment/ TBC Tabuchi Corp.

**33** Verification Survey

**16** Disseminating Activities

**Total: 49 projects (2012~2018)**

## <Multiple provinces>

- SF Double Shell Tank to Avoid Leakage of Hazardous Objects (Ha Noi, Ho Chi Minh city) / Tamada Industries, Inc.
- A Solution for Fisheries Wastes by Using the Practical Effective Microorganisms, "Uchishiro soil-bacteria," and the Sustainable "Recycle-based Primary Industries" Modeled by the Bio Products Made from Fisheries Wastes (Ha Noi, Ho Chi Minh city, An Giang province) Syudensya Co., Ltd.
- The Japanese Advanced water treatment method using Up-ward Biological Contact Filtration (U-BCF) (Hai Phong city, Quang Ninh province, Nam Dinh province, Phu Tho province, Ho Chi Minh city, Tien Giang province) / Uni Elex Co.,Ltd.
- Soil Improvement Technology for Mekong Delta Waterway Revetment Construction (Ho Chi Minh, Mekong delta) / Murakami Juuki Co.,Ltd.
- ICT Education Center Aim to Improve Empowerment for Persons with Disabilities/ Nippon Telesoft
- Improvement of Parturient Women's Service Satisfaction in Governmental Hospital through Introduction of Disposable Delivery Kits (Dong Nai province, Tien Giang province) / Daiei Co.,Ltd.
- Simple water monitoring equipment to strengthen the capacity of water environmental management (Thai Nguyen, Bac Giang, Bac Ninh, Hung Yen, Bac Kan) / OPTEX CO., LTD
- Sustainable Disaster-prevention with ICT (Da Nang city, Binh Dinh province) / Hitachi, Ltd.
- Safe and Efficient Power Distribution Work including Hot Line Method (Ha Noi, Da Dang, Ho Chi Minh city) / Sumitomo Corporation
- Energy Saving Glass Windows for Buildings (Hanoi, Ho Chi Minh) / Asahi Glass Co.,Ltd.
- Program for Disseminating the Water Purification and Dialysis Technique for the Region of ASEAN in the Dialysis Training Center Development Plan/ Medikit Co., Ltd.

## Ha Noi city

- Telemedicine Cooperation using Information and Communication Technologies (ICT) / ViewSend ICT Co.,Ltd.
- The Projects Related to Not Use Chemicals "Kemiresu" Groundwater Treatment System for Water Quality Improvement/ Nagaoka Co.,Ltd.
- National Nutritionist Qualification System / Ajinomoto Co., Inc.
- Program for Deployment of Methodology and System on Distribution Planning towards Improved Supply Reliability and Optimal Investment/ Tokyo Electric Power company, Inc.
- Program for the Audiology Center Promote Business in the Hard of Hearing Relief Technology Network Development/ Rion Co., Ltd.
- Airport Environment Preservation and Aircraft Noise Monitoring / Rion Co., Ltd.
- Managing and Operating Bus Operators in Hanoi, Vietnam/ Michinori Holdings, Inc.

## Quang Ninh province

- Improve Environment by " Vaio toilet" and " Water purifying New System"/ Seiwa Electric Co.,Ltd.
- Ground Anchor Construction Method for Disaster Prevention of Road Slope / SE-CORP
- Improving Agricultural Processing Capacity through Inter-city Collaboration between Asahikawa City and Quang Ninh Province/ Fe system work Corporation.

## Hai Phong city

- Medical Waste Disposal System/ Irisan Kizai Inc.
- Vehicle Detecting by Weigh in Motion System/ Tanaka Scale Work Co., Ltd.
- Advanced Waste Water Treatment System Suited for High BOD /JFISL

## Da Nang city

- Saving Analysis and Improvement by Simplified Environment Measurement/ Osumi Co.,Ltd.

## Binh Dinh province

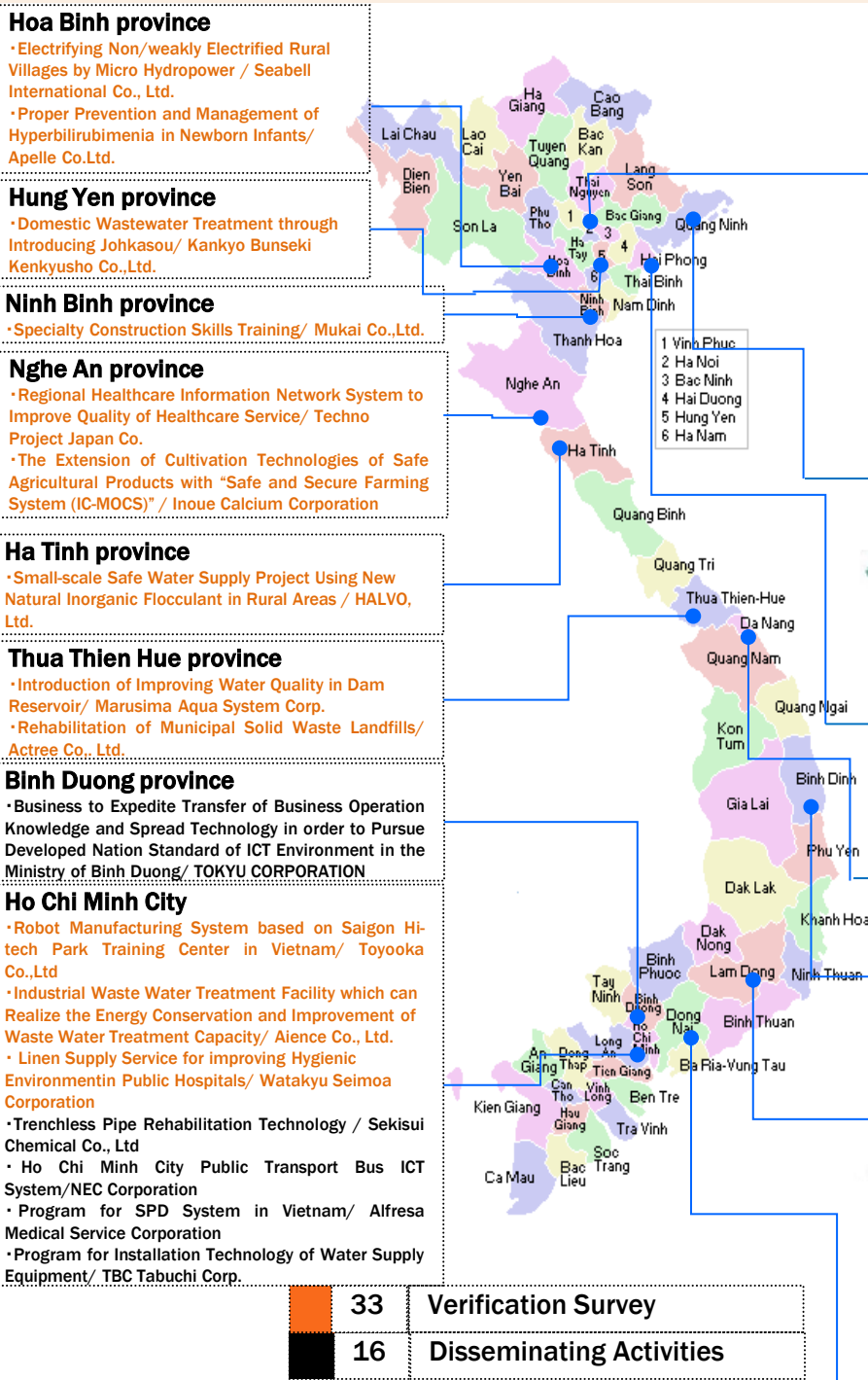
- Modernization of Tuna Catching Technology and Tool/ Kato Hitoshi General Office Co.,Ltd.

## Lam Dong province

- Applying Japanese Method of Fruit Selection and Marketing Know-how in order to Implement Post Harvest Center/ Nikko Foods Co.,Ltd.
- Advanced Horticulture in Dalat/ Salad Bowl Co.,Ltd.
- Development of High-quality Flower Production Areas through Modernization of Nursery and Production / Himeji Flowers Auction Co., Ltd.
- Value Added Cut Flower/ Naniwa Flower Auction co.,Ltd.
- Establish a Flower Auction Market and Improve the Distribution of Flowers / OTA Floriculture Auction Co., Ltd.

## Dong Nai province

- Promoting Technology to Management Water for Industrial use/ Aichi Tokei Denki Co.,Ltd.



# JICA's New Vision from 2017

## Mission

JICA, in accordance with the Development Cooperation Charter, will work on human security and quality growth.

## Vision

### Leading the world with trust

JICA, with its partners, will take the lead in forging bonds of trust across the world, aspiring for a free, peaceful and prosperous world where people can hope for a better future and explore their diverse potentials.

## Actions

### 1. Comments:

Commit ourselves with pride and passion to achieving our mission and vision.

### 2. Gemba:

Dive into the field (“genba”) and work together with the people.

### 3. Strategy:

Think and act strategically with broad and long-term perspectives.

### 4. Co-creation:

Bring together diverse wisdom and resources.

### 5. Innovation:

Innovate to bring about unprecedented impacts.

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