



**TOGETHER**  
*for a sustainable future*

## OCCASION

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UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

# **UNIDO ITPO Tokyo**

## **Annual Report 2012**



# INTRODUCTION



## Message by Head of UNIDO ITPO Tokyo

I am very pleased to introduce the Annual Report on the activities and achievements of UNIDO ITPO Tokyo in 2012. The year was an eventful one with many important developments in terms of technology transfer promotion, and one in which we have proceeded with promotion of Green Industry taking advantage of Japanese advanced technologies.

In 2012, the United Nations Conference on Sustainable Development (Rio+20) was held in Rio de Janeiro, Brazil, and approximately 50,000 people joined the Conference. We organized UNIDO's participation in the exhibition of the Conference to showcase Japan's advanced environmental and energy-saving technologies which can contribute to promote Green Industry in collaboration with the Government of Japan and relevant private companies. Although the number of technologies exhibited was limited due to time and location constraints, we received many subsequent inquiries from abroad with regard to these technologies, which indicates the high level of interest in developing and emerging countries in useful and efficient environmental solutions.

Our office also participated in the Green Innovation EXPO 2012 held in Tokyo to promote technology transfer and investments in water management. UNIDO ITPO Tokyo and four delegates invited from Cambodia, Russia, Sri Lanka and Viet Nam introduced the outlook of water management in these countries through activities at our booth and seminar, which succeeded in attracting many participants and resulting in various bilateral business meetings between the delegates and private companies.

Ahead of TICAD V, which will be held in June 2013, UNIDO ITPO Tokyo strenuously conducted delegate programmes and seminars aimed at promoting direct investment in Africa, both independently and in cooperation with other organizations. I am delighted that quite a number of companies joined these programmes and have explored possibilities for investments or technology transfer, and that the networks with African countries developed through these programmes have actually contributed to facilitating Japanese companies' activities in Africa.

Finally, I would like to express my sincere appreciation for the support and cooperation of the members of Japan's public and private sector. As we enter a new year, I am convinced that there is great potential for Japanese technologies to contribute to developing countries and economies in transition. I would like to continue enhancing our activities in order to further promote such contributions, together with the staff of UNIDO ITPO Tokyo.

Takeshi Furutani

## UNIDO Director General at Rio+20

### "Sustainable Energy for All initiative to benefit over a billion people worldwide"

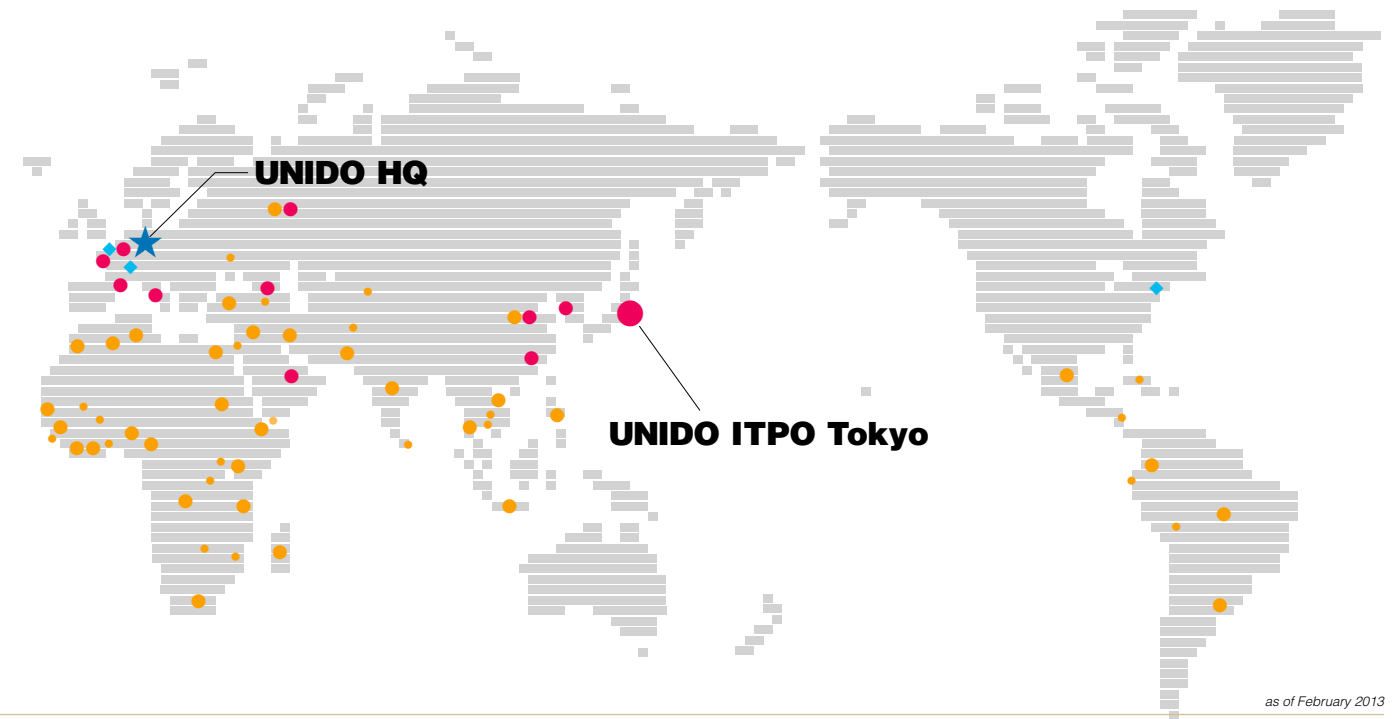


Kandeh K. Yumkella, the Director-General of the United Nations Industrial Development Organization (UNIDO), and head of UN-Energy, attended the Rio+20 World Summit on Sustainable Development to promote the Sustainable Energy for All initiative. "Hundreds of millions of beneficiaries in developing countries will gain improved access to energy through grid extension and off-grid solutions, as well as scaled-up renewable energy sources, increased investment, and improved energy policies," said Yumkella. A high-level group for the Sustainable Energy for All initiative, appointed by Secretary-General Ban Ki-moon, includes distinguished global leaders in business, finance, Governments, and civil society, and is co-chaired by UNIDO Director-General Yumkella and the Chairman of Bank of America, Charles O. Holliday.

At Rio+20, UNIDO also launched the Green Industry Platform, a global high-level multi-stakeholder partnership intended to act as a forum for catalyzing, mobilizing and mainstreaming action on green industry around the world. "The Green Industry Platform will bring together governmental, business and civil society leaders. Already, it is supported by some 70 organizations, including national governments, businesses and international organizations. An Advisory Board is being established that will comprise of 10-12 senior representatives from governmental, private and civil society sectors. The Platform is set to secure concrete commitments and mobilize action in support of the Green Industry Agenda, encouraging the more efficient use of energy and raw materials in manufacturing process services," said Yumkella.

In addition, Director-General Yumkella took part in several side events, including UNIDO's Japanese Technology Exhibition at the Japan Pavilion. For more information, please see pages 05 and 06.

## The UNIDO Network



as of February 2013

### ★ UNIDO Headquarters — Vienna, Austria

3 Liaison Offices (◆)	11 ITPOs* (●)	54 Regional/Country Offices (●) and Desks/Focal Points/Others (●)			
<ul style="list-style-type: none"> <li>◆ Brussels, Belgium</li> <li>◆ Geneva, Switzerland</li> <li>◆ New York, USA</li> </ul>	<ul style="list-style-type: none"> <li>● Armenia</li> <li>● Bahrain</li> <li>● Belgium</li> <li>● China - Beijing</li> <li>● China - Shanghai</li> <li>● France - Paris</li> <li>● France - Marseille</li> <li>● Italy</li> <li>● Japan</li> <li>● Korea</li> <li>● Russian Federation</li> </ul>	<p><b>Africa:</b></p> <ul style="list-style-type: none"> <li>● Cameroon</li> <li>● Cote d'Ivoire</li> <li>● D. R. Congo</li> <li>● Ethiopia</li> <li>● Ghana</li> <li>● Guinea</li> <li>● Kenya</li> <li>● Madagascar</li> <li>● Nigeria</li> <li>● Senegal</li> <li>● South Africa</li> <li>● Tanzania</li> <li>● Burkina Faso</li> <li>● Eritrea</li> <li>● Mali</li> </ul>	<p><b>Arab:</b></p> <ul style="list-style-type: none"> <li>● Algeria</li> <li>● Egypt</li> <li>● Lebanon</li> <li>● Morocco</li> <li>● Sudan</li> <li>● Tunisia</li> <li>● Jordan</li> </ul>	<p><b>Asia and Pacific:</b></p> <ul style="list-style-type: none"> <li>● Mozambique</li> <li>● Rwanda</li> <li>● Sierra Leone</li> <li>● Togo</li> <li>● Uganda</li> <li>● Zimbabwe</li> <li>● China</li> <li>● India</li> <li>● Indonesia</li> <li>● Iran</li> <li>● Pakistan</li> <li>● Philippines</li> <li>● Thailand</li> <li>● Viet Nam</li> <li>● Afghanistan</li> <li>● Bangladesh</li> <li>● Cambodia</li> <li>● Lao PDR</li> <li>● Sri Lanka</li> </ul>	<p><b>Europe and NIS:</b></p> <ul style="list-style-type: none"> <li>● Armenia</li> <li>● Kyrgyzstan</li> <li>● Russian Federation</li> <li>● Turkey</li> <li>● Ukraine</li> </ul> <p><b>Latin America and the Caribbean:</b></p> <ul style="list-style-type: none"> <li>● Brazil</li> <li>● Colombia</li> <li>● Mexico</li> <li>● Uruguay</li> <li>● Bolivia</li> <li>● Cuba</li> <li>● Ecuador</li> <li>● Nicaragua</li> </ul>
	<p>※Investment and Technology Promotion Offices</p>				



# About UNIDO

UNIDO aspires to reduce poverty through sustainable industrial development. All countries should have the opportunity to grow a flourishing productive sector, to increase their participation in international trade and to safeguard their environment.

## WHAT IS UNIDO?

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mandate of UNIDO is to promote and accelerate sustainable industrial development in developing countries and economies in transition. In recent years, UNIDO has assumed an enhanced role in the global development agenda by focusing its activities on poverty reduction, inclusive globalization and environmental sustainability. UNIDO carries out two core functions: as a global forum, it generates and disseminates industry-related knowledge; as a technical cooperation agency, it provides technical support and implements projects. UNIDO is recognized as a specialized and efficient provider of key services meeting the interlinked challenges of reducing poverty through productive activities, integrating developing countries in global trade through trade capacity building, fostering environmental sustainability in industry, and improving access to energy.

## UNIDO AT A GLANCE

UNIDO was established in 1966 and became a specialized agency of the United Nations in 1985, and 174 States are currently members of UNIDO, headquartered in Vienna, Austria.

### Figures

The total volume of UNIDO operations for the biennium 2010-2011 was 361 million. The value of UNIDO's ongoing technical cooperation programmes and projects totalled \$882 million as of 31 December 2011. The value of technical cooperation delivery in 2011 amounted to \$166.7 million, the highest in the UNIDO's history. UNIDO's core budget, covering staff and running costs, is funded by assessed contributions of

## UNIDO'S THREE THEMATIC AREAS

UNIDO's vision is a world where economic development is sustainable and economic progress is equitable, by focusing on three main thematic areas:

### 1. Poverty reduction through productive activities

UNIDO seeks to enable the poor to earn a living through productive activities, thus to find a path out of poverty. UNIDO provides a comprehensive range of services customized for developing countries and transition economies, ranging from industrial policy advice to entrepreneurship and SME development, and from technology diffusion to sustainable production and the provision of rural energy for productive uses.

### 2. Trade capacity building

Developing countries are benefiting from increasingly participating in the global trading system. Thus, strengthening their capacity to participate in global trade is critical for their future economic growth. Especially after their accession to the WTO, their technical ability to enter into global production and val-

ue chain is key for their successful participation in international trade. UNIDO is one of the largest providers of trade-related development services, offering customer-focused advice and integrated technical assistance in the areas of competitiveness, trade policies, industrial modernization and upgrading compliance with trade standards, testing methods and metrology.

### 3. Environment and energy

Energy is a prerequisite for poverty reduction. Still, fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. UNIDO therefore promotes sustainable patterns of industrial consumption and production. As a leading provider of services for improved industrial energy efficiency and sustainability, UNIDO assists developing countries and transition economies in implementing multilateral environmental agreements and in simultaneously reaching their economic and environmental goals.

its Member States. Programmes and projects are mainly funded through voluntary contributions from donor countries and institutions, as well as from multilateral funds.

### Governance

UNIDO has two policymaking organs: the General Conference and the Industrial Development Board. As UNIDO's supreme policymaking organ, the General Conference determines the guiding principles and policies of the Organization and approves the budget and work programme by meeting every two years. The Industrial Development Board, which consists of 53 members elected for a four-year term, meets once a year to review the implementation of the work pro-

gramme, the regular and operational budgets and makes recommendations to the Conference on policy matters.

### Staff

UNIDO employs about 700 staff members at headquarters and other established offices. The Director-General of UNIDO, Kandeh K. Yumkella (Sierra Leone), was reappointed by the thirteenth session of the General Conference (7-11 December 2009) for a period of four years.

### Network

UNIDO maintains a field network of regional and country offices around the world, many of which cover more than one country.

## About UNIDO ITPO Tokyo

UNIDO ITPO Tokyo was established in March 1981 in accordance with an agreement concluded between UNIDO and the Government of Japan. The mission of the office is to help developing countries and economies in transition in their efforts to achieve sustainable economic development. To be more concrete, direct investment and technology transfers from Japan are promoted through the following five activities:

### 1. Delegate Programme

Invitation of investment and/or technology promotion delegates (mainly officials from government or semi-government institutions) for a short-term stay (average 2-3 weeks) in Tokyo in order to promote the delegate's country and specific sectors for FDI and technology transfer from Japan.

### 2. Technology Transfer

Promotion of selected sound, productive and environmentally friendly technologies and know-how of Japanese companies seeking partners overseas, in order to assist sustainable development efforts worldwide.

### 3. Seminars & Events

Organization or support of various regional, country specific and/or thematic forums, seminars and workshops, usually in cooperation with other stakeholders in Japan. These events often feature our delegates, but also high level government representatives during official or working visits to Japan.

### 4. Capacity Building

Organization of capacity building activities such as lectures, factory visits and fact-finding meetings for various delegations from developing countries, and also for staff of embassies in Japan. The aim of these activities is to enable participants to learn about networking, technologies and business promotion opportunities in Japan.

### 5. Activities Overseas

Fielding of business and technical expert missions to recipient countries often in coordination with partner institutions in Japan and overseas. Through such missions, Japanese businessmen have a chance to meet with government leaders and business partners, and also Japanese technologies are promoted with a view to transferring them.

Through the above mentioned activities, UNIDO ITPO Tokyo targets supporting the sustainable development of developing and emerging countries, and consequently promoting and fostering the international outreach of Japanese industries.

For More Information  
[www.unido.or.jp](http://www.unido.or.jp)

List of staff members at UNIDO ITPO Tokyo  
*(as of 1 January 2013)*

FURUTANI, Takeshi (Head)  
GELEGEN, Ferda  
MURAKAMI, Hideki  
TOSHINAGA, Ikue  
IMAZU, Maki  
KUSAKARI, Mieko  
TAKAHASHI, Taeko  
OCHIAI, Naomi  
MIYATA, Kayoko  
TAKIGUCHI, Shinichiro (Consultant)  
TAKENOSHITA, Satoko (Consultant)

For More Information  
[www.unido.org](http://www.unido.org)

# SPECIAL ACTIVITY

## UNIDO's Green Technology Exhibition at Rio+20

(13-24 June 2012)

UNIDO exhibited six Japanese "green technologies", mainly by SMEs, as solutions to environmental challenges, at the Rio+20 UN Conference on Sustainable Development, from 13-24 June 2012. The exhibition took place in parallel to the Rio+20 International Conference and within the Japan Pavilion at Athletes' Park.

During this event, the UNIDO booth received 3,099 visitors (out of 18,127 visitors to the Japan Pavilion) and the companies held 342 bilateral meetings, not only from Brazil but also from all over the world, including VIPs from vari-

ous participating countries. Through such meetings, participating companies were able to positively promote their technologies and are following up the business discussions since their return to Japan. UNIDO ITPO Tokyo coordinated the organization of the exhibition together with UNIDO HQ, the Government of Japan, and the Japanese private sector. The six selected Japanese companies which participated in the exhibition are:

### Aquatech, Ltd.

"Jarikko Wastewater Purification System"  
<http://www.aquatech.co.jp/eng/index.html>

### ASADA Corporation

"Mobile ODS Reclamation and Decomposition Unit to Purify and Destroy Refrigerants using Electrostatic and Plasma Technologies"  
<http://www.asada.co.jp/english/index.html>

### Chiyoda Corporation

"Green Chemical Management Technologies for Acetic Acid Production and Sulfur-Free Diesel Production"  
<http://www.chiyoda-corp.com/en/>

### Kinsei Sangyo Co., Ltd.

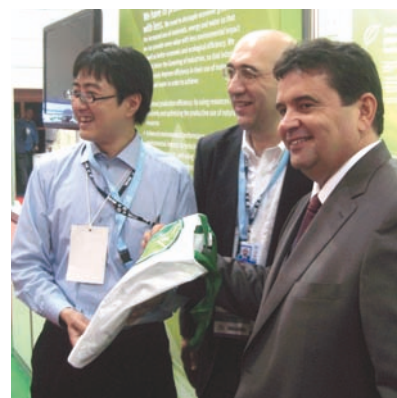
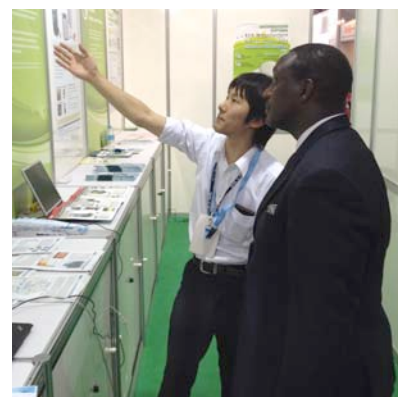
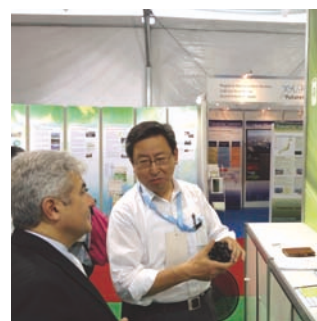
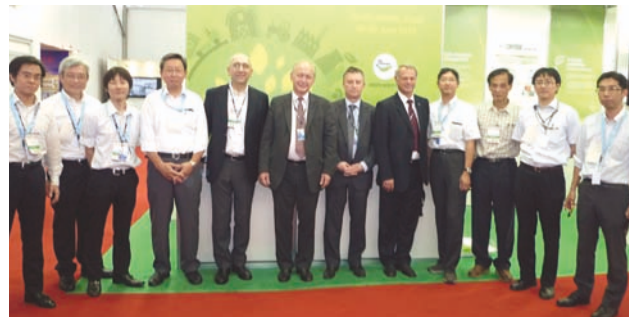
"Gasification Power Generation"  
<http://www.kinsei-s.co.jp/english>

### Totetsu MFG., Ltd.

"Rainwater Storage and Usage System"  
<http://www.totetu.com>

### VPEC Inc.

"Smart Grid Engineering Power Router for an Electricity Cluster Oriented Network"  
[http://www.vpec.co.jp/index\\_e.html](http://www.vpec.co.jp/index_e.html)



## UNIDO Events@Rio+20

(13-24 June 2012)

UNIDO organized a total of nine side events at Rio+20. The flagship event, led by UNIDO Director-General Kandeh Yumkella, was the "Launch of Green Industry Platform", organized with UNEP and UNGC to help mainstream environmental, climate and social considerations into the operations of enterprises around the world (see page 01). UNIDO also co-organized and took part in Japan's flagship event "Future Cities We Want" where Heinz Leuenberger, Director of the Environmental Management Branch, took part in a panel discussion and outlined UNIDO's vision of Green Industry for future cities.



# DELEGATE PROGRAMME



**Mozambique**  
13 – 24 February 2012



**Muando Khemwattie**  
Economist  
Investment Promotion Centre of Mozambique (CPI)

Khemwattie promoted Mozambique's opportunities in mining, infrastructure, agri-business and aqua-culture through 22 business meetings in Tokyo, Osaka and Matsuyama, and the Mozambique Investment Seminar in Tokyo which attracted 95 participants.



**Tanzania**  
14 – 25 May 2012



**Phina Jerome Lyimo**  
Senior Investment Promotion Officer  
Tanzania Investment Centre (TIC)

Lyimo promoted Tanzania's opportunities in infrastructure and energy through 22 business meetings in Tokyo, Hamamatsu and Iwata, and the Tanzania Investment Seminar in Tokyo which attracted 90 participants.



**Cambodia**  
11 – 17 November 2012

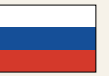


**Long Naro**  
Deputy General Director  
Water Supply and Sanitation Branch  
Phnom Penh Water Supply Authority (PPWSA)

Naro collected information through 34 business meetings and a visit to the Yokohama water purification plant on water supply technologies that can be applicable in the country. He discussed about rural water supply projects with interested Japanese companies.



**Russia**  
11 – 17 November 2012



**Boris Melnichuk**\*  
National Project Coordinator  
UNIDO Centre for International Industrial Cooperation, Moscow (UNIDO CIIC Moscow)

Melnichuk promoted UNIDO's TEST methodology as applied in environmental hot spots on the Volga River. He had business meetings with 26 Japanese technology providers on Russia's needs for water sanitation, tap water and sewage technologies.



\* Melnichuk participated as a UNIDO staff.



**India (Gujarat State)**  
20 – 26 May 2012



**M. V. Patel**  
Environmental Engineer  
Gujarat Pollution Control Board

Patel visited Kitakyushu City to attend the Seminar for Eco-Town Managers (SETM), and to visit several waste management companies and factories in Kitakyushu Eco-Town. During SETM, he took part in an exercise to simulate the establishment of an e-waste Eco-Town in Gujarat State.



**Serbia**  
21 May – 1 June 2012



**Mateja Milenkovic**  
Export Promotion Advisor, Serbia Investment and Export Promotion Agency (SIEPA)

Milenkovic promoted Serbia's opportunities in automotive through 20 business meetings in Tokyo, Nagoya and Osaka, and through the Serbia Investment Seminar in Tokyo attracting 80 participants, and a roundtable meeting in Osaka.



**Sri Lanka**  
11 – 17 November 2012



**Karunasena Hettiarachchi**  
Chairman  
National Water Supply and Drainage Board (NWSDB)

Hettiarachchi introduced investment opportunities on water supply and drainage projects in the country through 45 business meetings in Tokyo, and also in Nagoya, where he observed the Nagoya water purification plant.



**Viet Nam**  
11 – 17 November 2012



**Trinh Kim Giang**  
Deputy General Director  
Hanoi Water Limited Company

Giang discussed with Japanese companies and municipalities on Viet Nam's requirement for water supply, treatment and management, including new technologies and human resource development. He held 50 business meetings.



**Zambia**  
17 – 27 July 2012



**Moses Mwanakatwe**  
Investment Promotion Officer  
**Mervis Bbuku**  
Investment Promotion Officer  
Zambia Development Agency (ZDA)

Bbuku and Mwanakatwe promoted Zambia through 19 business meetings in Tokyo, Osaka and Kobe, and the Zambia Investment Seminars held in Tokyo and Osaka, attracting 150 and 30 participants respectively. The programme was held in cooperation with JICA.



**Myanmar**  
4 – 19 December 2012



**Mie Mie Aung**  
Assistant Director, Directorate of Investment and Company Administration (DICA), Ministry of National Planning and Economic Development of Myanmar

Aung promoted Myanmar's new investment law and opportunities in Special Economic Zones through 49 business meetings in Tokyo, Nagoya, Osaka and Okayama, and through the Myanmar Investment Seminars in Nagoya and Osaka which attracted 60 and 50 participants respectively.



## Special Programme on Water Technologies at the Green Innovation Expo (GIE) 2012

Delegates in charge of water management from Cambodia, Russia, Sri Lanka and Viet Nam participated in a UNIDO booth on the theme of "Green Industry and Water Management" at the Green Innovation EXPO 2012 held at Tokyo Big Sight on 14-16 November 2012. The event attracted a total of 24,532 visitors during three days, out of which 945 came to UNIDO booth. Delegates displayed panels showing the situation of water management in their countries, held a total of 155 business meetings at the booth and also participated in UNIDO's seminar on water business and management on 14 November to promote investment opportunities in their countries. The seminar was attended by 120 Japanese companies and institutions. Other events included an exhibition within the UNIDO booth by three Japanese companies, Aquatech Ltd., Totetsu MFG., Ltd., and Tottori Resource Recycling

Laboratory Co., Ltd., who displayed their water treatment devices, and exhibitions and presentations by UN agencies such as the UNU, UNEP-IETC and UNIDO. Delegates also attended networking events organized by the Japan Management Association (JMA) and the Japan Water Forum (JWF). GIE 2012 was organized by the Japan Management Association (JMA) and the Society of Chemical Engineers, Japan (SCEJ).



### 1 What is the Delegate Programme?

UNIDO ITPO Tokyo invites investment and/or technology promotion delegates for a short-term stay (average 2-3 weeks) in Tokyo, in order to promote the delegate's country as a possible destination for Japanese investments or technology transfer. Promotional activities are mainly carried out through country presentation seminars and individual business meetings, where potential investment, joint venture, and/or technology transfer projects from the delegate's country are presented.

### 2 What does UNIDO ITPO Tokyo provide?

Assistance for the programme includes promotion of projects; identification of potential business partners; arrangement of meetings and visits; organization of seminars/roundtable meetings; assistance for business communication/negotiation; provision of temporary office facilities (a desk, telephone, PC, etc.)

### 3 Who can apply?

Government, semi-government, or non-government organizations are welcome to submit candidates with the following qualifications:

- Age between 30-45 with management experience
- Perfect command of spoken/written English
- Strong negotiation and presentation skills
- Ample knowledge of local industry
- Report writing and computer skills

### 4 Who covers the costs?

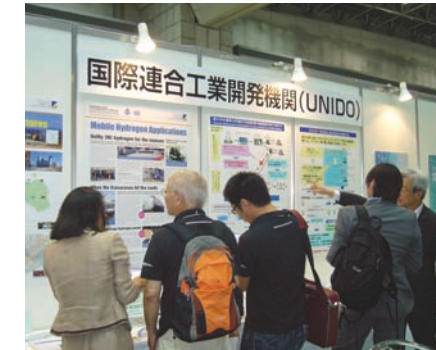
UNIDO ITPO Tokyo covers most of the costs of the programme, except for the delegate's round-trip airfare, which is the minimum contribution required from the delegate's organization.



## Environment Related Exhibitions

In 2012, Japanese green technologies were promoted at special exhibitions in Japan and overseas. Participation in these events resulted in approximately 550 business meetings between technology holders and exhibition visitors.

- Kawasaki International Eco-Tech Fair 2012  
Kawasaki, February 2012
- Smart Grid Exhibition 2012  
Tokyo, May/June 2012
- Rio+20 Green Technology Exhibition 2012 (Japan Pavilion)  
Rio de Janeiro, June 2012
- Green Innovation Expo 2012  
Tokyo, November 2012



# TECHNOLOGY TRANSFER

Promotion of Japanese green technologies aims to assist developing and emerging countries with viable and sustainable solutions to deal with environmental problems, and fostering employment.

## Environment Technology Database

### Energy Conservation

- A-Wing International Co., Ltd.  
(Micro Wind Generator)
- FUMIN Co., Ltd.  
(Coating for Ultraviolet and Infrared Ray Shielding)
- Hitachi Metals, Ltd.  
(Amorphous Energy Efficiency Distribution Transformer)
- Kyoto Energy-Environmental Research Association  
(Solar Cooker Panthaka)
- Netafim Japan Co., Ltd.  
(Simple Drip Irrigation System)
- Panasonic Corporation  
(Rechargeable LED Lantern)
- Seabell International Co., Ltd.  
(Micro Hydropower System -Ultra-Low Head)

- Totetsu MFG Co., Ltd.  
(Rainwater Harvesting and Underground Storage)
- Toyo Engineering Corporation  
(Urea Fertilizer Production Plant)
- VPEC, Inc.  
(Power Router for ECONETWORK)

### Prevention and Destruction of Pollution

- Aquatech Co., Ltd.  
(Activated Sludge Method JRK-SYSTEM)
- EcoCycle Corporation  
(EcoClean and GreenClean Series for Bioremediation)
- Kawatoku Co., Ltd.  
(Remove Heavy Metals in Drinking Water)
- Microtech Inc.  
(Drinking Water Quality Analysis Technology)
- Nihon Genryo Co., Ltd.  
(Saito Tank)

- Nihon Genryo Co., Ltd.  
(Movable Self-Cleaning Water Treatment Facilities)
- Nippon Basic Co., Ltd.  
(Bicycle-Powered Water Purifying Equipment)
- Nippon Basic Co., Ltd.  
(Desalination of Seawater for Drinking)
- Sekisui Aqua Systems Co., Ltd.  
(Rotating Biological Contactor and ESROTAE)
- SO-EN Co., Ltd.  
(Water Treatment with Carbon Fiber)
- Tottori Resource Recycling Laboratory Co., Ltd.  
(Porous System)

### Waste Treatment and Management

- OSTRAND Corp.  
(C-POWER Plant, SH Dryer-SHD)

For further information:  
[www.unido.or.jp/technology-e](http://www.unido.or.jp/technology-e)

## Project Highlights

### End of Life Vehicle (ELV) Technology

Kaiho Sangyo Co., Ltd. has been promoting a technology to recycle used vehicles in Nigeria as well as Ghana, and the company established joint ventures in both countries, with the assistance of UNIDO. In Nigeria, a feasibility study (F/S) on used vehicles in Abuja was approved and undertaken under the BOP (Base of the Pyramid) scheme of JICA. The company plans to start construction of a factory with a capacity of recycling 2,000 used vehicles in 2013.

In addition, Kaiho Sangyo exhibited its technology at Rio+20 in June 2012 at the invitation of JICA and organized a sub-event to present their ELV recycling technology to the wider public. The company also welcomed a group of 10 ELV recycling technicians from Nigeria in 2012 under the framework of JICA group training and provided technical training at the company's premises in Japan.



### Nano Coating Material Technology

Kokusaikan Corporation Japan in partnership with Japan Nano Coat Co., Ltd. and Miyako Roller Industrial Co., Ltd. is promoting a technology transfer project in Turkey since 2011 which reached initial agreement with a Turkish company at the end of 2012. The project entails transfer of know-how and technology relating to "anti-static and low refraction nano-coating materials" for application in building paint & surfaces, and also on solar panels, to enhance energy efficiency. Pilot testing has started in Turkey in 2012, and the Japanese partners are preparing to carry out training and further tests in 2013 both in Japan and in Turkey, in order to start actual implementation of the business. UNIDO ITPO Tokyo has been cooperating with Kokusaikan Corporation Japan and its partners to introduce potential foreign compa-

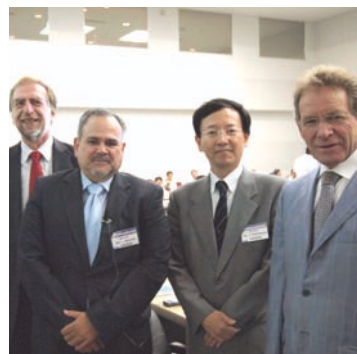
nies for their technology through seminars, incoming missions and business meeting arrangements, and also in way of advisory services on the business plan of the project.





# SEMINARS & EVENTS

## UNIDO Delegation Visit to Japan on 27-31 August 2012



UNIDO Deputy to the Director-General, Taizo Nishikawa, led a UNIDO delegation to Japan to hold a UNIDO Seminar in Tokyo, and also bilateral meetings with the Government of Japan and public and private sector stakeholders, with the objective of promoting UNIDO, as well as strengthening collaboration and exploring complimentary activities.

The UNIDO Seminar "Partner for Prosperity" was organized on 28 August 2012 at the United Nations University (UNU) and supported by the UNU, the Ministry of Foreign Affairs (MOFA), and the Ministry of Economy, Trade and Industry (METI).

The seminar was attended by 150 persons and featured addresses by Nishikawa, and the Rector of the UNU and Undersecretary General of the UN, Konrad Osterwalder, as well as presentations by senior officers of UNIDO, and a panel discussion including representatives of Japan's private sector. On 29 and 30 August, Nishikawa led meetings at MOFA and METI, as well as bilateral discussions with various Japanese stakeholders including the New Energy and Industrial Technology Development Organization (NEDO), the Japan International Cooperation Agency (JICA), the Japan Bank for International Cooperation (JBIC), and the Japan Association of Corporate Executives (Keizai Doyukai).



## Seminars and Workshops

1	Banana Textile Forum	Jan. 20	Tokyo (258 pax)
2	Lecture on Investment Climate of Asia	Jan. 20	Tokyo (70)
3	Mozambique Investment Seminar	Feb. 14	Tokyo (95)
4	Turkey Investment Seminar	Feb. 20	Tokyo (235)
5	COMFAR Workshop	Feb. 21	Tokyo (4)
6	Sri Lanka Individual Business Meetings	Mar. 12-14	Tokyo (35)
7	SADC Infrastructure Seminar	Mar. 14	Tokyo (240)
8	Turkey Business Meetings	Apr. 10	Tokyo (62)
9	Tamil Nadu, India Business Seminar	May 14	Tokyo (100)
10	India - CII Business Meetings	May 21	Tokyo (80)
11	Tanzania Investment Seminar	May 21	Tokyo (96)
12	Serbia Business Seminar	May 22	Tokyo (80)
13	Serbia Business Seminar	May 29	Osaka (11)
14	Turkey Business Forum	May 30	Tokyo (200)
15	COMFAR Workshop	Jun. 19	Tokyo (3)
16	Rio+20 Japan Pavilion Networking Session	Jun. 13-24	Rio de Janeiro (50)
17	Disaster Management in Tohoku and Exhibition	Jul. 3-4	Sendai (120)
18	Turkey Trade and Investment Seminar	Jul. 19	Tokyo (307)
19	Zambia Investment Seminar	Jul. 24	Tokyo (139)
20	Zambia Investment Seminar	Jul. 25	Osaka (35)
21	UNIDO Seminar "Partner for Prosperity"	Aug. 28	Tokyo (150)
22	Turkey Investment Seminar	Sep. 24	Tokyo (220)
23	Nigeria Economic Briefing / Investment Forum	Oct. 11	Tokyo (202)
24	Lecture on UNIDO	Oct. 23	Tokyo (30)
25	Nigeria Agriculture Business Forum	Oct. 30	Tokyo (130)
26	Smart City Technologies Workshop	Oct. 31	Yokohama (50)
27	Seminar on Water Business and Management	Nov. 14	Tokyo (106)
28	Water Supply Technologies Workshop	Nov. 21	Yokohama (12)
29	Myanmar Business Seminar	Dec. 11	Osaka (50)
30	Myanmar Investment Seminar	Dec. 13	Nagoya (60)
31	Kingdom of Morocco Investment Seminar	Dec. 20	Tokyo (215)

## Exhibitions

1	Kawasaki International Eco-Tech Fair 2012	Feb. 10-11	Kawasaki
2	Smart Grid Exhibition 2012	May 30-Jun. 1	Tokyo
3	Rio+20 Japanese Technology Exhibition	Jun. 13-24	Rio de Janeiro
4	Global Festa 2012	Oct. 6-7	Tokyo
5	Green Innovation EXPO 2012	Nov. 14-16	Tokyo







## Study Tours

**UNIDO ITPO Tokyo facilitates missions from developing and emerging countries for fact finding and capacity building at various events in Japan. In 2012, the following missions were assisted.**

- Seminar for Eco-Town Managers 2012 (SETM 2012), in cooperation with Kitakyushu City. 14 participants (*May*)
- Technical Environment Mission from India to Kitakyushu in cooperation with Kitakyushu City. 14 participants (*October*)
- Visit to Nishiya Water Purification Plant in Yokohama, in cooperation with Yokohama City. 4 participants (*November*)

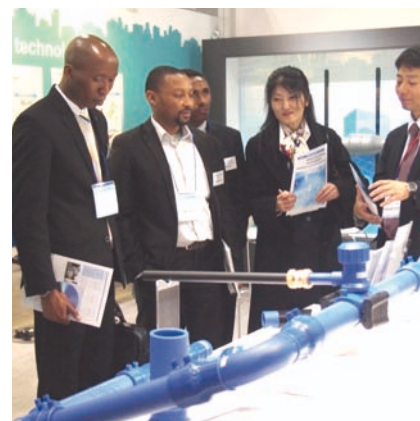


# CAPACITY BUILDING

## Embassy Programmes

**UNIDO ITPO Tokyo organizes programmes for embassies in Tokyo in the form of workshops, tours to exhibitions and business meetings to introduce the latest Japanese manufacturing and environment related technologies. In 2012, a total of 38 diplomats in Tokyo were invited to such events.**

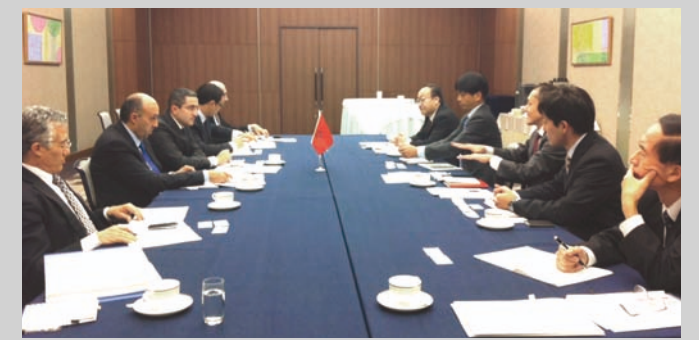
- JASIS 2012 – Japan Analytical Scientific Instruments Show in Chiba City, organized with Fuji Sankei Business i. (*September*)
- Smart City Week 2012 Exhibition in Yokohama City, in cooperation with Nikkei BP and Yokohama City (*October*)
- Water Yokohama 2012 Exhibition in Yokohama City, in cooperation with Yokohama City (*November*)



## Incoming Missions

**In 2012, UNIDO ITPO Tokyo welcomed officials from various countries and held bilateral discussions, business meetings and/or seminars.**

<b>Sri Lanka BOI Mission</b>	A BOI official visited Tokyo in March and conducted 12 meetings with the Japanese private sector.
<b>Nigeria ELV Missions</b>	Two missions visited Tokyo and Kanazawa in March and May for training on End of Life Vehicle (ELV) technology.
<b>Turkey Business Mission</b>	Eleven Turkish companies led by DEIK visited Tokyo in April and held 80 business meetings.
<b>Kenya Soybean Mission</b>	Ten trainees from Kenya visited Tokyo and Yamanashi in May under a UNIDO HQ led project to receive training on soybean processing know-how and technologies.
<b>Dominican Republic Agriculture Mission</b>	The Minister of Agriculture of the Dominican Republic, Salvador Jiménez A., visited Tokyo in July to discuss possibilities for cooperation.
<b>Nigeria Investment Mission</b>	50 high level officials from the private and public sector in Nigeria visited Tokyo in October to organize the Nigeria Economic Briefing Investment Seminar and business networking meetings.
<b>Morocco Investment Mission</b>	Three officials from TMSA and AMDI visited Tokyo in December and held 20 meetings with Japanese companies, as well as an investment seminar.





# ACTIVITIES OVERSEAS



**UNIDO ITPO Tokyo supported and/or undertook various types of activities overseas in 2012, including missions, in close cooperation with UNIDO offices and Investment Promotion Agencies (IPAs), mainly to provide consultancy and guidance to assist Japanese companies and institutions in overseas markets.**

**Such activities covered fact finding, market research, technology promotion, feasibility study, business matching, project negotiation and company establishment. In addition, the office also took part in several UNIDO conferences and meetings overseas.**

## UNIDO ITPO Tokyo Missions

- Serbia, to prepare for the delegate programme  
5-8 February
- Cambodia, to prepare for a business mission  
24-28 April
- Addis Ababa, Ethiopia, to participate in the AU-UNIDO Conference on Economic Diversification and Manufacturing in Africa  
4-5 June
- Rio de Janeiro, Brazil, to participate in the Rio+20 UN Conference on Sustainable Development  
10-23 June
- Viet Nam, Sri Lanka and Myanmar, to prepare for the delegate programmes  
25 September-3 October
- Moscow, the Russian Federation, to take part in the UNIDO ITPO Heads Meeting 2012  
4-5 October

## Asia

### India

(March)

A Japanese plastic manufacturer visited India with UNIDO's assistance to present their technology converting plastic into oil at the PLASTINDIA 2012 exhibition held in Delhi.

### Sri Lanka

(April)

Experts from a Japanese auto parts company visited Sri Lanka to check the feasibility for auto parts manufacturing business.

### Cambodia

(July)

An ITPO officer organized a business mission of 10 Japanese companies. The participants visited 5 Special Economic Zones in 3 different areas to exchange views with some Japanese companies which already started business operations.

### Indonesia

(November)

Japan Management Association (JMA) visited UNIDO Indonesia to discuss potential cooperation for the exhibition in 2013.

### Viet Nam

(December)

A Japanese engineering company visited UNIDO Viet Nam to discuss future cooperation and potential projects.



## Africa

### Botswana

(May)

The opening of a branch office of a Japanese trading company was assisted by a former delegate.

### Mozambique

(June)

A Japanese seafood company visited Mozambique to promote their seafood business, for which a former delegate introduced several local producers.

### Zambia

(August)

Former delegates supported local arrangements of a business mission which was organized by the Alliance Forum Foundation.

### Kenya

(September)

Former delegates assisted a Japanese motorcycle manufacturer in setting up a branch office.

### South Africa

(October)

Logistical support was provided in order for a Japanese machine manufacturer to set up a new sales branch office.

### South Africa

(November)

Logistical support was provided on the occasion of a business mission organized by the Committee on Africa-Japan Relations of Keizai Doyukai (Japan Association of Corporate Executives).



## Latin America

### Brazil

(June)

Six Japanese companies joined the exhibition of Rio+20 Japan Pavilion and introduced their green technologies in cooperation with the Japan Management Association (JMA).

## Middle East & North Africa

### Morocco

(June)

A business mission was co-organized with the Japan Cooperation Center for the Middle East (JCCME) by leading 14 Japanese companies. The participants visited production lines of several factories and more than 30 business meetings were held in Casablanca.

### Turkey

(August)

A pharmaceutical company visited Turkey with UNIDO's assistance to set up a joint venture with a local company.

### Bahrain

(October)

A landscape design company visited UNIDO ITPO Bahrain to discuss their participation in the Bahrain International Garden Show scheduled to be held in 2013.

### Morocco

(October)

A former delegate supported logistical arrangements on the occasion of a business mission organized by the Japan Research Industries and Industrial Technology Association (JRIA).

### Oman

(November)

Three experts from the Japan Cooperation Center for the Middle East (JCCME) visited Oman for the preparation of a business mission and seminars expected to take place in 2013. The mission was supported by a delegate who had been invited by UNIDO ITPO Tokyo as well as The Public Authority for Investment Promotion & Export Development (PAIPED).

### Bahrain

(November)

A Japanese pharmaceutical company visited Bahrain to attend, "Invest in Bahrain", an event organized by UNIDO ITPO Bahrain.

# TESTIMONIALS

UNIDO ITPO Tokyo collaborates with various stakeholders from public and private sector organizations in both developing and emerging countries, and in Japan.

We are grateful for the cooperation extended by each and every recipient, participant, sponsor and supporter of our activities.

A few selected comments from such stakeholders can be found below.

## Delegate Programme

### Laurenço Sambo

General Director  
Investment Promotion Centre  
(CPI), Mozambique

I would sincerely like to thank UNIDO ITPO Tokyo for the sponsorship provided for the Delegate Programme for Mozambique, 14-25 February. The final report that was presented clearly demonstrates that we were able to raise awareness and interest among businessmen from Japan about investment climate and business opportunities in Mozambique.



### Mie Mie Aung

Assistant Director  
Directorate of Investment and  
Company Administration (DICA),  
Ministry of National Planning  
and Economic Development of  
Myanmar

The delegate programme targeting investment promotion can be considered as one of the most effective investment promotion activities, as specific issues can be individually raised by Japanese business people to the delegate. This approach was very fruitful, allowing the delegate to undertake cordial discussions. The programme provides great and effective opportunities for Japanese investors and Myanmar.



## Technology Transfer

### Satoshi Nagata

CEO, VPEC Inc.

I appreciate UNIDO ITPO Tokyo for giving VPEC the opportunity to demonstrate our unique "The Smart GRID Technology", ECO Network®, to world wide visitors at Smart Grid Exhibition 2012 in Tokyo, and at the Rio+20 UNIDO Green Technology Exhibition booth in Rio de Janeiro. Your support including the communication with the countries interested in our technology & VTR has led to the global recognition of ECO Network® more in depth.



### Aladdin Timur

Chairman  
Kokusaikan Corporation Japan

Since the 1973 oil crisis, our company has been participating in efforts to develop industries and improve lives in Asia and Africa. We are convinced that nothing works better than providing the ways and means that is technologies to achieve a decent life. We have been most fortunate for UNIDO ITPO Tokyo's collaboration to assist with our efforts in searching potential partner companies from overseas, through arrangements of seminars and business meetings.



## Seminars and Events

### Samir Arour

Ambassador of the Kingdom of  
Morocco to Japan

I would like to express my appreciation to UNIDO ITPO Tokyo for assisting the Kingdom of Morocco in facilitating the visit of an investment delegation to Tokyo in 2012 and in organizing an investment seminar and business meetings in cooperation with other relevant institutions in Japan. The success of the collaborative events and activities undoubtedly gives impetus and enhances the excellent bilateral relations between Japan and the Kingdom of Morocco.



### Trinh Kim Giang

Deputy General Director  
Hanoi Water Limited Company

Participating in the "Green Innovation Expo 2012" was a chance for us to access the new technologies for water treatment and metering equipments, and also to expand the relationship and understanding between the Water Sector in Hanoi and Japanese partner participants. I appreciate UNIDO's sponsorship and facilitation of the exhibition and workshop.



## Capacity Building

### Toru Hashimoto

Manager for International  
Technical Cooperation  
City of Yokohama

Collaboration with UNIDO ITPO Tokyo definitely enhanced our outreach and human resource development for the City of Yokohama. UNIDO ITPO Tokyo kindly set up technical tours to which key embassy staff participated on the occasion such as 2nd Smart City Week and 9th International Symposium on Water Supply and Technology. We look forward to further collaboration in the area of human resource development as well as dissemination of information and endowment of firms in Yokohama to developing countries.



## Activities Overseas

### Noboru Tsujimoto

President, Tiplan Co., Ltd  
(Member of Business  
Mission to Cambodia)

Overall, I found the business mission to Cambodia very informative and educational. The scheduling was perfect. The most positive experience was that I could observe the operations of Japanese and foreign companies who have already invested in Special Economic Zones and listen to their stories. I also enjoyed interactions with other mission members, which were both useful and enlightening.



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

**PARTNER FOR PROSPERITY**



# GREEN INDUSTRY



## **UNIDO ITPO Tokyo**

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