



**TOGETHER**  
*for a sustainable future*

## OCCASION

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**TOGETHER**  
*for a sustainable future*

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UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# UNIDO ITPO TOKYO

Photo: Keiichi Ono

Investment and Technology Promotion Office, Tokyo

**UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION**  
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE, TOKYO

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## Annual Report 2014

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# About UNIDO

## What is UNIDO?

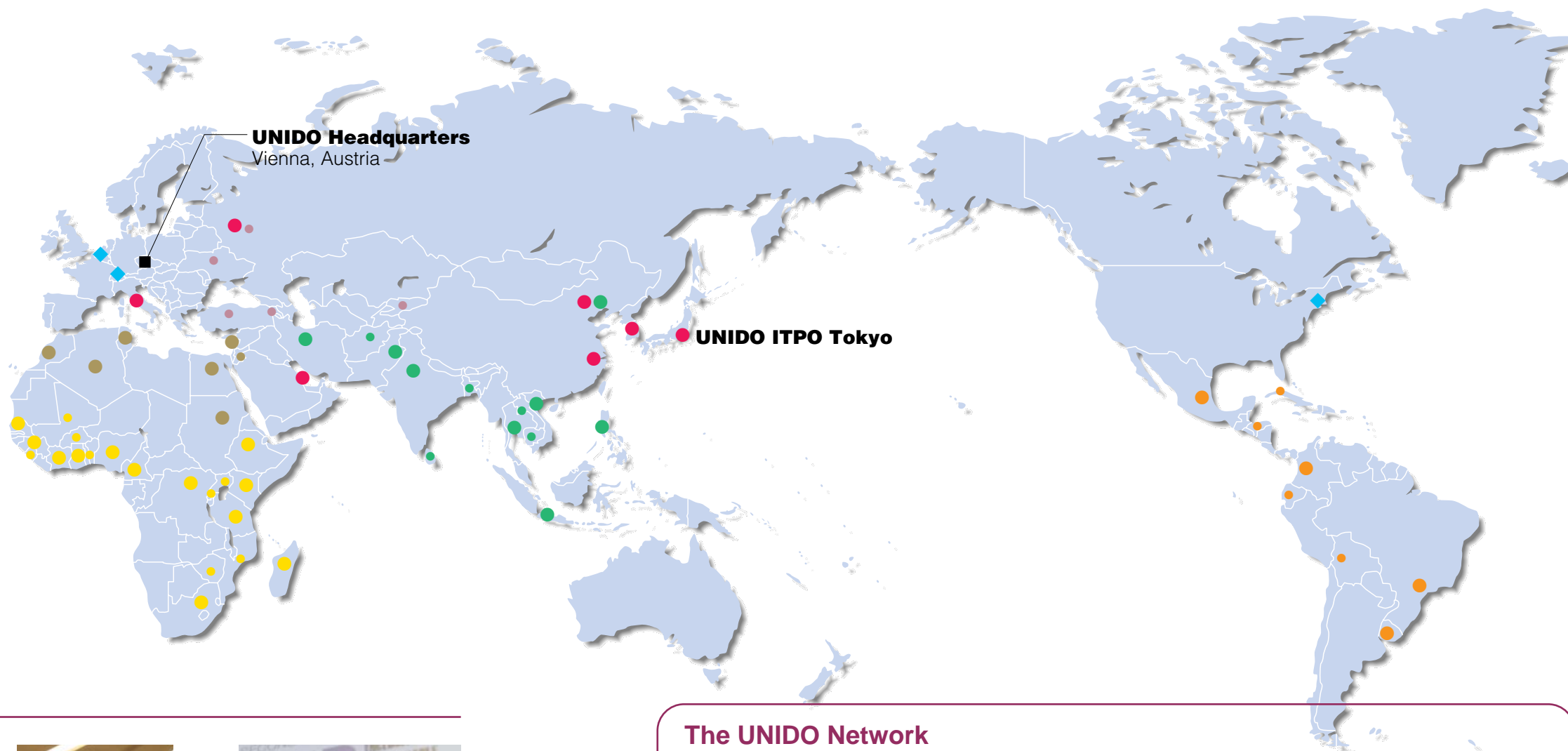
UNIDO is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability

The mandate of the United Nations Industrial Development Organization (UNIDO) is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition.

UNIDO's vision is a world where economic development is inclusive and sustainable and economic progress is equitable. The Organization focuses on three main thematic areas:

- Poverty reduction through productive activities
- Trade capacity-building
- Energy and environment

The Organization 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 clean energy.



## Director General



Li Yong is the Director General of UNIDO, a post to which he was elected in June 2013. The Director General has been a strong advocate of inclusive and sustainable industrial development (ISID), which was endorsed by UNIDO Member States at UNIDO's General Conference in Lima in December 2013.



In light of this new mandate UNIDO organized two ISID Forums in 2014. The first one, held in June, engaged Member States in a dialogue to formulate strategies and policies that promote inclusive and sustainable industrial development. The second forum, held in November, extended the impact and outreach of ISID goals by strengthening the partnership dialogue between UNIDO, recipient governments, development finance institutions, development agencies, the private sector and donors in order to scale up investment for inclusive and sustainable industrial development in developing countries.

## The UNIDO Network

### UNIDO Headquarters

■ Vienna, Austria

### 3 Liaison Offices

- ◆ Brussels, Belgium
- ◆ Geneva, Switzerland
- ◆ New York, USA

### 7 ITPOs\*

- Bahrain
- China - Beijing
- China - Shanghai
- Italy
- Japan
- Korea
- Russian Federation

\*Investment and Technology Promotion Offices

### 53 Regional/Country Offices (●) and Desks/Focal Points/Others (●)

- |  |   |   |  |
|--|---|---|--|
| <b>Africa:</b><br>● Cameroon<br>● Côte d'Ivoire<br>● D. R. Congo<br>● Ethiopia<br>● Ghana<br>● Guinea<br>● Kenya<br>● Madagascar<br>● Nigeria<br>● Senegal<br>● South Africa<br>● Tanzania<br>● Burkina Faso<br>● Mali | ● Mozambique<br>● Rwanda<br>● Sierra Leone<br>● Togo<br>● Uganda<br>● Zimbabwe<br><br><b>Arab States:</b><br>● Algeria<br>● Egypt<br>● Lebanon<br>● Morocco<br>● Sudan<br>● Tunisia<br>● Jordan | <b>Asia and the Pacific:</b><br>● China<br>● India<br>● Indonesia<br>● Iran<br>● Pakistan<br>● Philippines<br>● Thailand<br>● Viet Nam<br>● Afghanistan<br>● Bangladesh<br>● Cambodia<br>● Lao PDR<br>● Sri Lanka | <b>Europe and Central Asia:</b><br>● Armenia<br>● Kyrgyzstan<br>● Russian Federation<br>● Turkey<br>● Ukraine<br><br><b>Latin America and the Caribbean:</b><br>● Brazil<br>● Colombia<br>● Mexico<br>● Uruguay<br>● Bolivia<br>● Cuba<br>● Ecuador<br>● Nicaragua |
|--|---|---|--|

## At a Glance

<b>Establishment</b>	1966	<b>UNIDO Network</b>		<b>UNIDO Headquarters</b>	
<b>Member States</b> (as of 31 March 2015)	170	Liaison Offices (Brussels, Geneva and New York)	3	Vienna International Centre P.O.Box 300, 1400 Vienna, Austria Tel: (+43-1) 26026-0 Fax: (+43-1) 26926-69 E-mail: unido@unido.org	
<b>Headquarters</b>	Vienna, Austria	Regional/Country Offices and Desks/ Focal Points/Others	53		
<b>Director General</b>	Li Yong	Investment and Technology Promotion Offices (ITPOs)	7		
<b>Number of Staff</b> (as of 31 December 2014)	684				

# About UNIDO ITPO Tokyo



## Message from the Head

Takeshi Furutani

About one year has passed since the General Conference of UNIDO held in Lima in December 2013 adopted the Lima Declaration, which gave UNIDO a new mandate to promote inclusive and sustainable industrial development (ISID).

ISID is described as follows: "Every country achieves a higher level of industrialization in their economies, and benefits from the globalization of markets for industrial goods and services; no one is left behind in benefiting from industrial growth, and prosperity is shared among women and men in all countries; broader economic and social growth is supported within an environmentally sustainable framework; the unique knowledge and resources of all relevant development actors are combined to maximize the development impact of ISID".

In 2014, UNIDO developed activities to implement the mandate to promote ISID including organizing the first and second ISID Forums, held in Vienna. At the same time, UNIDO ITPO Tokyo started implementing its new three-year plan for 2014 – 2016 to increase investment and technology flows from Japan to recipient countries in line with the ISID concept. I am therefore very pleased to introduce the Annual Report on our investment and technology promotion activities of 2014.

In 2014, UNIDO ITPO Tokyo invited 9 investment/technology delegates from recipient countries, who undertook promotional activities to attract foreign direct investment and technology transfer from Japan through seminars, exhibitions and bilateral business meetings. A total of 8,460 people attended the events and 1,367 business meetings were held with Japanese companies. The information they obtained from delegates and the discussions they held encouraged these companies to proceed with their investment activities. We have created a good number of success stories where delegates' support led to actual investments and an increase in employment in recipient countries since we launched the "Delegate Programme."

The "Africa Advisory Programme" is another one of our important activities which many Japanese companies appreciate in terms of practical support to greatly facilitate their investment activities. While the programme was formally launched in 2013, it was accelerated in 2014. We have assigned well qualified UNIDO experts as Advisors in Algeria, Ethiopia and Mozambique, and I believe that they can create successful outcomes.

In September 2014, we launched a new user-friendly website so that you can easily access the latest information on our activities. As described in this Annual Report, we are providing you with a wide variety of opportunities ranging from obtaining useful and practical information to networking with potential business partners, to getting assistance when promoting and negotiating investment projects in recipient countries. I believe that the website as well as this Annual Report can increase your chances to utilize these opportunities for your activities.

## Mission

The mission of UNIDO ITPO Tokyo is to help developing countries and economies in transition in their efforts to achieve inclusive and sustainable industrial development by promoting foreign direct investment (FDI) and technology transfer from Japan through various activities (see page 4).

The office was established in March 1981 under an agreement concluded between UNIDO and the Government of Japan, and is one of 7 ITPO offices worldwide.

The geographical coverage of the office extends to the whole developing world, and recently focus has been increased on Africa and the least developed countries in other continents. Sector wise, the coverage is also wide, including manufacturing industries, agro-based industries, environment and energy related industries, as well as promotion of small and medium enterprises (SMEs).

## At a Glance

<b>Establishment</b>	1981	<b>Address</b>	UNU HQs Bldg. 8F, 5-53-70, Jingumae, Shibuya-Ku, Tokyo 150-0001
<b>Head</b>	Takeshi Furutani		Tel: +81-3-6433-5520 Fax: +81-3-6433-5530
<b>Number of Staff</b>	14 (incl. consultants)		

## UNIDO ITPO Tokyo's Activities

### Promotion of Foreign Direct Investment and Technology Transfer



<b>Networking &amp; Matching Phase</b>	<b>Negotiation Phase</b>	<b>Implementation Phase</b>
<b>Delegate Programme</b> Invitation of investment and/or technology promotion delegates (mainly officials from government or semi-government institutions) for a short-term stay (average 2 weeks) in Tokyo in order to promote the delegate's country, and specific sectors and projects to attract Foreign Direct Investment (FDI) and technology transfer from Japan.	Developing Countries ↓ <b>Delegate Visit</b> ↓ Japan	 Page 5 - 8
<b>Technology Transfer</b> 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.	Developing Countries ↑ <b>Technology Information</b> ↑ Japan	 Page 9 - 10
<b>Seminars &amp; Events</b> 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.	Developing Countries ↔ <b>Seminar &amp; Event</b> ↔ Japan	 Page 11 - 12
<b>Capacity Building</b> 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.	Developing Countries ↓ <b>Site Visit</b> ↓ Japan	 Page 13 - 14
<b>Activities Overseas</b> Fielding of business and technical expert missions to recipient countries often in coordination with partner institutions in Japan and overseas. Through such missions, Japanese businesspeople have a chance to meet with government leaders and business partners overseas, and also to promote Japanese technologies.	Developing Countries ↑ <b>Visit Overseas</b> ↑ Japan	 Page 15 - 16

# DELEGATE PROGRAMME



## ABSTRACT

UNIDO ITPO Tokyo promotes investment and technology from Japan to developing and emerging countries, by inviting officials from these countries to Japan and organizing tailor-made programmes, including promotion events and business meetings in Japan.



## What is the Delegate Programme?

Investment or technology promotion delegates are invited for a short-term stay (average 2 weeks) in Japan, to promote the delegate's country as a possible destination for Japanese investments or technology transfer. Promotional activities include country presentation seminars and business meetings, where projects from the delegate's country are presented.

### Support by UNIDO ITPO Tokyo

Assistance 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.

### Application

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

### Financial Conditions

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



**Tunisia**  
16 – 27 April 2014

### Mokhtar Chouari

International Marketing Director  
Foreign Investment Promotion Agency (FIPA-Tunisia)

Mokhtar Chouari introduced the investment climate of Tunisia through 16 individual meetings with various private sector companies and governmental institutions. He also participated in the "Tunisia Investment Seminar in Tokyo" organized by JETRO, JCCME and UNIDO ITPO Tokyo and supported by the Embassy of Tunisia (FIPA Bureau), which attracted 96 participants.



**Lesotho**  
18 – 27 May 2014

### Marina Bizabani

Foreign Investment Promotion Manager  
Lesotho National Development Corporation  
(LNDC-Lesotho)

Marina Bizabani introduced the investment climate of Lesotho through 11 individual meetings focusing on agriculture, dairy farming, agro-products processing, horticulture, textiles, IT, and natural energy resources. She also presented the latest economic conditions and business investment environment of the country at the "Lesotho Business Seminar" in Tokyo.



**Myanmar**  
4 – 19 June 2014

### Yi Yi Htwe

Deputy Director  
Directorate of Investment and Company Administration  
(DICA)

Yi Yi Htwe introduced Myanmar's investment climate and promoted business opportunities through meetings with 30 Japanese companies in Tokyo and 5 local cities. Additionally, she participated in two Myanmar Roundtable meetings with the private sector in Yokohama and Osaka.



**Lao PDR**  
18 – 28 August 2014

### Phanomkone Dararassamy

Director of Investment Promotion and Legal Affairs  
Division  
Savan-SENO Special Economic Zone Authority  
(SEZA)

Phanomkone Dararassamy introduced the investment climate of Lao PDR and provided updated information on investment opportunities in the country with a focus on the Special Economic Zone in Savannakhet, through bilateral meetings with 24 potential investors. He also participated in a Roundtable meeting with companies in Fukuoka.



**Zambia**  
18 – 25 October 2014

### Francis Chalwe Chikonde

Business Development Specialist  
Zambia Development Agency

Francis Chalwe Chikonde held both bilateral and roundtable meetings with 16 companies and institutions to promote investment from Japan to Zambia. During the meetings, the delegate provided information about the 6th Revised National Development Plan, and gave a briefing on the investment climate and support available in the country. Sectors promoted included agri-food, fisheries, manufacturing, construction and energy.



# DELEGATE PROGRAMME



**Bangladesh**

9 – 15 November 2014

**Ratan Kumar Sarker**

Deputy Managing Director, Engineering  
Chittagong Water Supply & Sewerage Authority  
(CWASA)

Ratan Kumar Sarker introduced CWASA's activities in water supply and sewage management, and ongoing projects and future plans on water supply and sanitation improvement in Chittagong. He held 44 individual meetings with Japanese companies at UNIDO's booth in "GIE 2014". He also gave a presentation on Urban Water Supply in Chittagong, at a seminar held during GIE 2014.



**Myanmar**

9 – 15 November 2014

**Tint Lwin**

Head, Building and Storage Department  
Mandalay City Development Committee

Tint Lwin introduced existing water supply systems and future plans for water supply projects in Mandalay City, including foreign aid and partnerships. He held 32 meetings with Japanese companies at the UNIDO booth in "GIE 2014". He also explained future plans on the water supply system in Mandalay City during the related seminar.



**South Africa**

9 – 15 November 2014

**Tshepo Makhene**

Managing Director  
Afrolink Enterprises (PTY) Ltd.

Tshepo Makhene introduced challenges and opportunities in South Africa on water management and technologies. Makhene held 26 business meetings with private companies and other relevant organizations at the UNIDO booth. She also gave a presentation to introduce water business opportunities in South Africa.



**Côte d'Ivoire**

25 November –  
5 December 2014

**Solange M. F. Amichia**

Deputy Chief Executive Officer  
Investment Promotion Agency, Côte d'Ivoire  
(CEPICI)

Solange M. F. Amichia promoted opportunities of investment and partnership between Côte d'Ivoire and Japanese companies through 21 appointments with various private sector companies. The investment promotion discussions focused on private and public sector projects, including PPP. She also attended a seminar in Osaka where she presented reasons to invest in Côte d'Ivoire.



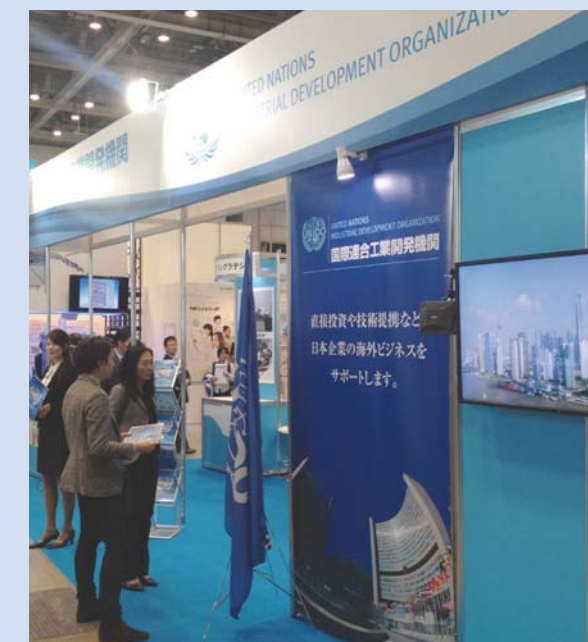
## HIGHLIGHTS

### UNIDO Booth at Green Innovation Expo 2014 (GIE 2014)

UNIDO ITPO Tokyo cooperated with the Japan Management Association and the Society of Chemical Engineers, Japan to organize a UNIDO booth on the theme of "Innovation in Water Management" at the GIE 2014 held at Tokyo Big Sight from November 12th - 14th, 2014.

The event attracted a total of 26,574 visitors from Japanese private and public institutions during three days, out of which approximately 800 came to the UNIDO booth to learn about UNIDO's activities in general, and water related projects in particular.

Three delegates in charge of water management from Bangladesh, Myanmar and South Africa were invited to participate in the event to meet with Japanese companies. As a result, a total of 102 bilateral business meetings were held between Japanese companies and the delegates at the booth.



### Seminar on Water Business and Management

On the sidelines of the GIE 2014, UNIDO ITPO Tokyo and JMA organized a seminar on water business and management on November 13th, 2014, highlighting business and investment opportunities in Bangladesh, Myanmar and South Africa.

The seminar was attended by 176 Japanese companies and institutions, and included presentations by each country and a panel discussion session between the delegates and Japanese experts on water management, focusing on the need for water technologies, and possibilities as well as means to transfer such technologies by Japanese companies.



DELEGATE PROGRAMME

TECHNOLOGY TRANSFER

SEMINARS & EVENTS

CAPACITY BUILDING

ACTIVITIES OVERSEAS

# TECHNOLOGY TRANSFER



## ABSTRACT

UNIDO ITPO Tokyo promotes selected, sound, productive and environmental friendly technologies and know-how of Japanese companies seeking partners overseas, in order to assist inclusive and sustainable development efforts worldwide.

Environmental  
Technology  
Database



35

Companies

41

Technologies

## Environmental Technology Database

UNIDO ITPO Tokyo's Environmental Technology Database provides networking and business opportunities between enterprises in developing and emerging countries and Japanese companies that have leading environmental technologies.

The database is available online for any enterprises and individuals to access data on Japanese technologies. As of March 2015, 35 Japanese companies have registered 41 technologies in the database.



### Category List

All technologies listed in the database are classified into 3 categories and 21 sub-categories as listed below;

#### Low carbon and energy conservation

Technologies to reduce CO<sub>2</sub> emissions or improve energy efficiency in industries and households.

- Agriculture, fishery, and forestry
- Industry
- Buildings and households
- Energy efficiency
- Renewable energy
- Cogeneration

#### Prevention and destruction of pollution

Technologies to prevent and remove pollution of environment such as air, water or soil.

- Ozone-depletion substances (ODS)
- Air pollution
- Industrial waste
- Sewage
- Land water
- Ocean
- Soil and underground water
- Urban and living environment

#### Waste treatment and management

Technologies that contribute to waste treatment or waste management, including 3Rs. (reduce, reuse, recycle).

- Recycling of plastics
- Recycling of glass
- ELV (end-of-life vehicles)
- Production process
- Municipal solid waste
- Industrial waste
- Medical waste

### New Companies Registered in 2014



■ **BGCT JAPAN K.K.**  
(Solid Recovered Fuel 'Green Coal' - RPPWF™)



■ **Biomaterial in Tokyo Co., Ltd.**  
(Ethanol Production through Yeast Fermentation)



■ **Donico Inter Co.,Ltd.**  
(Micro-Sizer: Glass cullet production equipment)  
(Efficient glass interlayer separation equipment)



■ **GS Yuasa Corporation**  
(Solar Street Light)  
(AKARi Solar Lighting System)



■ **HINODE SANGYO Co., Ltd.**  
(Elbic Series Solutions for Wastewater Treatment)



■ **Hitachi Metals, Ltd.**  
(Amorphous Energy Efficiency Distribution Transformer)



■ **Japan Electric Power Co., Ltd.**  
(Floating Solar Power Generation System)



■ **KINSEI SANGYO CO., LTD.**  
(Waste Incinerator of Gasification System)



■ **Kokusaikan Corporation Japan**  
(Nanotechnology & Industrial Coatings for Various Functions & Applications)



■ **KOMAI HALTEC Inc.**  
(Mid-Size Wind Turbine "KWT300")



■ **Kumamoto Seissha Co.,Ltd.**  
(Bio Plaza: Food Waste Recycling Facility)



■ **Nihon Pure Water, Inc.**  
(Waste Water Recycling System)  
(Bottled Water System)



■ **Nippon Biodiesel Fuel Co.,Ltd.**  
(Rural Energy Supply with Jatropa)



■ **Shinko Tecnos Co.,Ltd.**  
(Plastic Changing to Oil Machine (5000N))



■ **Wind Engineering Center**  
(Power Router for ECONEWORK)



■ **Yamaha Motor Co., Ltd.**  
(Rural Electric Water Sanitary Station)

## Low Carbon Low Emission Clean Energy Technology (LCET) Transfer Programme

LCETs have emerged as potential solutions that can simultaneously address three key global challenges of energy poverty, job creation and climate change.

UNIDO and the Ministry of Economy, Trade and Industry of Japan (METI) are implementing a collaborative global programme to promote the rapid deployment and dissemination of LCETs through demonstration projects, capacity building and knowledge management.

Under the programme, UNIDO is aiming to showcase Japanese technologies on micro hydropower, solar energy and waste-to-energy technologies in Africa. Ultimately, these projects are expected to create new job opportunities and generate income to local communities.



Stakeholders' Workshop in Kenya



Micro Hydro Candidate Site in Ethiopia



Training in Japan

# SEMINARS AND EVENTS



## ABSTRACT

UNIDO ITPO Tokyo organizes and supports seminars, workshops & forums and participates in various exhibitions and events, to promote UNIDO's activities and developing and emerging countries in Japan. For a full list, please see pages 21 - 22 (Appendix).



## UNIDO Seminar “Partner for Prosperity” in Tokyo

UNIDO organized the high-level seminar on March 18th, 2014 in Tokyo, in cooperation with the Institute of Developing Economies (IDE-JETRO) and the United Nations University (UNU). More than 150 participants attended the event, including representatives of the diplomatic corps, the Japanese government and the private sector.

At the event, UNIDO announced a new vision for Inclusive and Sustainable Industrial Development (ISID) towards the Post 2015 Development Agenda, introduced UNIDO's activities in cooperation with Japan, and also urged Japanese companies to cooperate for further investment and technology transfer overseas, through various programmes and support offered by UNIDO ITPO Tokyo.

UNIDO also presented the publication of the “Industrial Development Report 2013” (IDR 2013). Key findings stressed that manufacturing is still one of the most essential sources of employment for most countries, yet the structure is different among developing and developed countries.



## Japan-Africa Business Forum 2014 in Tokyo

UNIDO supported the “Japan-Africa Business Forum 2014”, hosted by the African Diplomatic Corps (ADC) and the African Development Bank (AfDB), on June 10th - 11th, 2014, in Tokyo. The two-day forum was organized as a follow-up event of TICAD V and Prime Minister Abe's visit to Africa in January 2014.

The Forum included presentations by various government and business leaders from Africa and Japan. The event attracted 1,221 participants, including 225 from Africa. UNIDO's advisors from Algeria, Ethiopia and Mozambique attended the Forum and networked with participants.

On this occasion, a side event seminar titled the “East African Community (EAC) Business Seminar – Experiences and Strategies of Businessmen” was also held on June 12th, 2014, attracting 116 participants. The event provided information on business opportunities in East Africa for Japanese private sector companies with a target to create stronger relationships and understanding between the two business communities. Presentations and a panel discussion were provided by representatives from UNIDO and five executives from the East African Business Council (EABC).



## Green Technology Forum in Tokyo

UNIDO hosted the “Green Technology Forum” on November 12th, 2014 in Tokyo, in cooperation with the Japan Management Association (JMA) on the sidelines of the Green Innovation Expo 2014. The seminar attracted 135 participants from Japanese companies, the public sector, and various embassies in Japan.

The forum highlighted UNIDO's initiatives to promote green technologies for Inclusive and Sustainable Industrial Development (ISID) through public-private partnerships. The seminar was composed of two thematic technical sessions on “Waste Management” and “Low Carbon” technologies.

Keynote speeches provided by Kazuhiko Hombu of the University of Tokyo, and Wilson Songu, Principal Secretary of the Ministry of Industrialization and Enterprise Development of the Republic of Kenya, focused on low carbon initiatives in Japan and promotion of energy projects in Kenya. Technical sessions focusing on Waste Management and Low Carbon highlighted contributions by Japanese companies to infrastructure projects in developing countries and emerging markets.



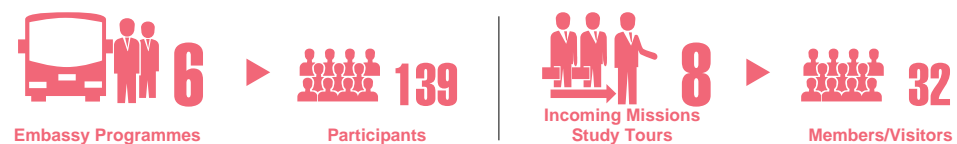


# CAPACITY BUILDING



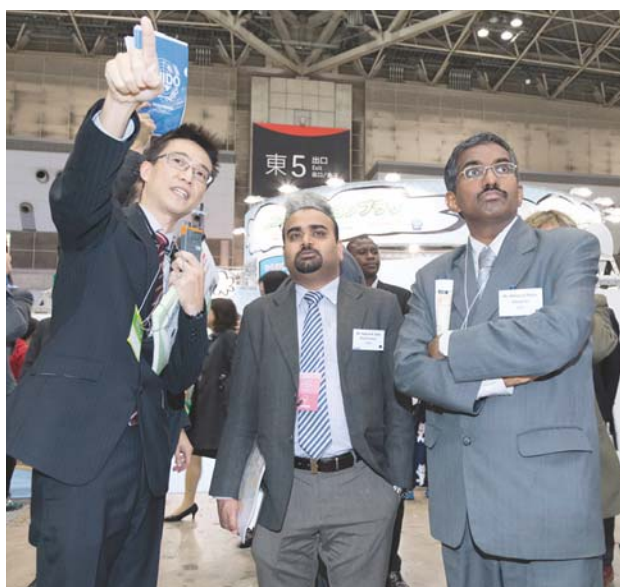
## ABSTRACT

UNIDO ITPO Tokyo organizes capacity building activities such as lectures, visits to factories and exhibitions, and fact-finding meetings for various delegations from developing countries as well as embassy officials in Japan.



## Embassy Programmes

UNIDO ITPO Tokyo organizes programmes for embassies in Tokyo by holding workshops, tours to exhibitions and business meetings to introduce the latest Japanese manufacturing and environment related technologies. In 2014, a total of 139 diplomats in Tokyo participated in such events.



Eco Products 2014



Factory Visit Yokohama



Smart Community 2014

## Study Tours

UNIDO ITPO Tokyo facilitates missions and study tours from developing and emerging countries to Japan to discuss investment and technology promotion issues, and also to organize seminars, business meetings, as well as visits to industrial sites and exhibitions.



Kenyan participants for LCET Training



Seminar for Eco-Town Managers, Africa (in Kitakyushu)



## Incoming Missions

UNIDO ITPO Tokyo welcomed officials from various countries and facilitated the organization of bilateral discussions, business meetings and/or seminars.



Peru Congressional Delegation



GAFI, Egypt Delegation

DELEGATE PROGRAMME  
TECHNOLOGY TRANSFER  
SEMINARS & EVENTS  
CAPACITY BUILDING  
ACTIVITIES OVERSEAS

# ACTIVITIES OVERSEAS



## ABSTRACT

UNIDO ITPO Tokyo facilitates the business activities of Japanese companies overseas, through a network of UNIDO, government and private sector contacts in developing and emerging countries, and also through the Africa Advisory Programme.



## Africa Advisory Programme

Since 2013, UNIDO ITPO Tokyo has supported Japanese companies interested in starting their businesses in Algeria, Ethiopia and Mozambique.

This programme is aimed to provide Japanese enterprises with consultancy services, by way of information dissemination, arrangement of meetings with government agencies, support for match-making with local partners, and facilitation of visits to local companies.

Three advisors assigned at the selected countries work hand-in-hand with potential Japanese and local partner companies in order to attract investment, partnerships, and technology transfer to each country. In 2014, the advisors supported 43 Japanese companies through this project.

## Missions Overseas

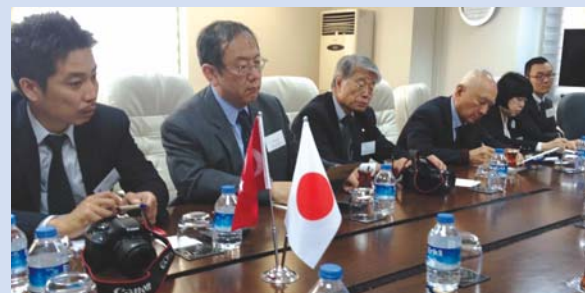
UNIDO ITPO Tokyo assists and organizes Japanese business missions to selected destinations overseas, including

arrangement of business meetings with the private and public sector, and participation in international events.

### Business Mission to Turkey

UNIDO ITPO Tokyo co-organized a 13 member Japanese business mission from Kansai and Yokohama to Turkey from November 1st - 7th, 2014, in cooperation with JAFTA (Japan Foreign Traders Association).

The mission visited Istanbul and Izmir and met with Turkish as well as Japanese organizations and companies. Mission members held 15 bilateral meetings in Istanbul and 2 bilateral meetings in Izmir. Potential partnership projects are being followed-up.



## Africa Advisors' Activities

### Algeria

Lies Kerrar



- Supported Japanese companies through briefings, meeting arrangements, and market research in the health, automotive, steel, household appliances, and financial services sectors.
- Set up business meetings with potential local partners.
- Held regular meetings with the Algerian Investment Promotion Agency (ANDI) to discuss Algerian investment regulations with a view to improve the investment environment for Japanese companies.
- Visited Japan to take part in the Japan-Africa Business

Forum held in Tokyo in June 2014, and to hold bilateral meetings with the private and public sector.



### Ethiopia

Tadesse Dadi Segni



- Supported Japanese companies through briefings on the investment climate of Ethiopia to Japanese major companies in the medical equipment, pharmaceuticals, energy, finance, trading, and infrastructure sectors.
- Arranged business meetings with potential partners and public authorities, in addition to holding individual briefing sessions.
- Attended a business seminar in Dubai in September 2014 to promote investment and business opportunities in Ethiopia; Visited Japan to take part in the Japan-Africa Business Forum held in Tokyo in June 2014, and

in December 2014, to hold bilateral meetings with Japanese companies and institutions.



### Mozambique

Nandio Durao



- Supported Japanese companies through information dissemination and arrangement of meetings with government authorities in the forestry, fishery, healthcare, engineering, construction and energy sectors.
- Undertook close communication with related Japanese and Mozambican governmental organizations such as the Investment Promotion Center (CPI), Embassy of Japan, JETRO and JICA to exchange information on Japanese companies interested in investing in Mozambique.
- Visited Japan to take part in the Japan-Africa Business

Forum held in Tokyo in June 2014, and to hold bilateral meetings with the private and public sector.



DELEGATE PROGRAMME

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# 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

### Zambia

**Francis Chalwe Chikonde**  
Business Development Specialist  
Zambia Development Agency

The delegate programme created a platform to build contacts with Japanese companies looking to expand and partner with Zambia. The programme also helped to disseminate investment opportunities to Japanese companies, and also to gain feedback on challenges and business operations of companies already operating in Zambia.



### Tunisia

**Mokhtar Chouari**  
International Marketing Director  
Foreign Investment Promotion  
Agency (FIPA-Tunisia)

Highly rich and carefully managed, the programme was of real interest to FIPA Tunisia. The mix between meetings with potential investors and already established ones is highly appreciated. Discussions with companies already established in Tunisia gave us feedback on their investments, while meetings with potential companies enriched our experience of Japanese expectations vis-à-vis the Tunisian business environment.



### Myanmar

**Yi Yi Htwe**  
Deputy Director  
Directorate of Investment and  
Company Administration (DICA)

The delegate programme gave great and effective opportunities for increasing Japanese investment in Myanmar. The programme was successful in providing Japanese businesses with concrete and practical information on business in Myanmar. The programme was organized in a timely manner when Japanese companies are seeking alternative destinations for their investments in labor-intensive manufacturing industries.



## Technology Transfer

### GS Yuasa International Ltd.

**Harry Yamada**  
General Manager

By participating in UNIDO's technology transfer activities, we could actively promote our technology on small solar home systems powered by our battery in developing countries. In particular, the presentation at the UNIDO booth during the Smart Community Japan 2014 exhibition was a great opportunity to communicate with diplomats from embassies in Tokyo and expand the possibilities of business partnerships in emerging markets. We are grateful for UNIDO's continuous support and do hope to further deepen the cooperation with UNIDO.



### Nomura Kohsan Co., Ltd.

**Yutaka Ichihashi**  
Executive Director

The collaboration with UNIDO gave us a number of opportunities to expand our overseas business in the field of mercury waste management. In April 2014, our company signed an MOU with UNIDO on the development of mercury waste projects and technical assistance to developing countries. We also appreciate the opportunity to present our mercury recycling technology at UNIDO Green Technology Forum. We believe that the partnership with UNIDO will further strengthen our business activities and contribute to the promotion of waste recycling in the world.



## Seminars and Events

### East Africa Community (EAC) Business Seminar

**Masayuki Tamagawa**  
Head, External Representation  
Office for Asia  
The African Development Bank

We appreciate UNIDO's contribution to the Japan-Africa Business Forum 2014. The forum created a sense of growing momentum of business between Japan and Africa. We also would like to congratulate you on the success of the "East Africa Community (EAC) Business Seminar". We sincerely hope that this effort will continue to grow and flourish towards the next TICAD meeting.



### Seminar on Water Business and Management

**Ratan Kumar Sarker**  
Deputy Managing Director,  
Engineering  
Chittagong Water Supply &  
Sewerage Authority (CWASA)

UNIDO ITPO Tokyo's contribution for organizing a seminar on Water Business and Management at GIE 2014 provided us with new a network between our organization and Japanese business firms. I was grateful for the opportunity to introduce the urban water supply management in Chittagong City to 200 participants at the seminar. I believe the interactive communication I had in Japan will help promote business in Bangladesh.



## Capacity Building

### Embassy Programme (Mitsubishi Fuso)

**Ahmed Arita Ali**  
Ambassador Extraordinary and  
Plenipotentiary  
Embassy of the Republic of Djibouti

I was pleased to see a Japanese automobile manufacturing plant with high productivity and world leading green technologies through UNIDO's Embassy Programme. In particular, the coexistence of traditional and modern technologies was marvelous. It is my dream to attract investment on such automobile assembling factories to my country in the future.



## Activities Overseas

### JAFTA Mission to Turkey

**Noritada Ito**  
President  
Japan Foreign Traders Association,  
Inc. (JAFTA)

I am extremely thankful to UNIDO ITPO Tokyo for co-organizing JAFTA's mission to Turkey. Our eight-day mission was full of new inspiration from fruitful meetings and visits including ISPAT, IZKA, other business and governmental organizations, and company visits in various sectors. I am honored to receive great feedback from mission members, and I hope the mission has broadened their insights leading to good relations with Turkey.



# APPENDIX

## Delegate Programme

Country	Date	Name	Title	Organization
1 Tunisia	16 – 27 April	Mokhtar Chouari	International Marketing Director	Foreign Investment Promotion Agency (FIPA-Tunisia)
2 Lesotho	18 – 27 May	Marina Bizabani	Foreign Investment Promotion Manager	Lesotho National Development Corporation (LNDC-Lesotho)
3 Myanmar	4 – 19 June	Yi Yi Htwe	Deputy Director	Directorate of Investment and Company Administration (DICA)
4 Lao PDR	18 – 28 August	Phanomkone Dararassamy	Director of Investment Promotion and Legal Affairs Division	Savan-SENO Special Economic Zone Authority (SEZA)
5 Zambia	18 – 25 October	Francis Chalwe Chikonde	Business Development Specialist	Zambia Development Agency
6 Bangladesh	9 – 15 November	Ratan Kumar Sarker	Deputy Managing Director, Engineering	Chittagong Water Supply & Sewerage Authority (CWASA)
7 Myanmar	9 – 15 November	Tint Lwin	Head, Building and Storage Department	Mandalay City Development Committee (MCDC)
8 South Africa	9 – 15 November	Tshepo Makhene	Managing Director	Afrolink Enterprises (PTY) Ltd.
9 Côte d'Ivoire	25 November – 5 December	Solange M. F. Amichia	Deputy Chief Executive Officer	Investment Promotion Agency, Côte d'Ivoire (CEPIC)



## Technology Transfer

### Environmental Technology Database

Company	Technology	Registered Categories		
		Low carbon and energy conservation	Prevention and destruction of pollution	Waste treatment and management
1 Aquatech, Co., Ltd.	Activated Sludge Method JRK-SYSTEM		X	
2 A-Wing International Co., Ltd.	Micro Wind Generator	X		
3 BGCT JAPAN K.K.	Solid Recovered Fuel 'Green Coal' - RPPWF™	X		X
4 Biomaterial in Tokyo Co., Ltd. (BITS)	Ethanol Production through Yeast Fermentation	X		
5 Donico Inter Co., Ltd.	Micro-Sizer: glass cullet production equipment Efficient glass interlayer separation equipment			X X
6 EcoCycle Corporation	EcoClean and GreenClean Series for Bioremediation		X	
7 FUMIN Co., Ltd.	Coating for ultraviolet and infrared ray shielding	X		
8 GS Yuasa Corporation	Solar Street Light AKARi Solar Lighting System	X X		
9 HINO DE SANGYO Co., Ltd.	Elbic Series Solutions for Wastewater Treatment		X	
10 Hishiishouji Company Ltd.	Solar Cooker Panthaka	X		
11 Hitachi Metals, Ltd.	Amorphous Energy Efficiency Distribution Transformer	X		
12 Japan Electric Power Co., Ltd. (JEPCO)	Floating Solar Power Generation System	X		
13 KAWATOKU CO., LTD	Remove heavy metals in drinking water		X	
14 KINSEI SANGYO CO., LTD.	Waste incinerator of gasification system	X	X	X
15 Kokusaikan Corporation Japan	Nanotechnology & Industrial Coatings for Various Functions & Applications	X	X	
16 KOMAI HALTEC Inc.	Mid-Size Wind Turbine "KWT300" (300kW)	X		
17 Kumamoto Seisoshu Co., Ltd.	Bio Plaza: Food Waste Recycling Facility	X		X
18 Microtech Inc.	Drinking Water Quality Analysis Technology		X	
19 Netafim Japan Co., Ltd.	Simple Drip Irrigation System	X		
20 Nihon Genryo Co., Ltd.	Eco-friendly Non-Electric Sand Filtration Device Eco-friendly Mobile Sand Filtration Device Eco-friendly Sand Filtration Device		X X X	
21 Nihon Pure Water, Inc.	Waste Water Recycling System Bottled Water System		X X	
22 Nippon Basic Co., Ltd.	Bicycle-powered water purifying equipment Desalination of seawater for drinking		X X	X
23 Nippon Biodiesel Fuel Co., Ltd. (NBF)	Rural Energy Supply with Jatropa	X		X
24 Nomura Kohsan Co., Ltd.	Mercury Waste Recycling Technology			X
25 OSTRAND Corporation	C-POWER Plant, SH Dryer (SHD)	X		X
26 Panasonic Corporation	Rechargeable Solar LED Lantern	X		
27 Seabell International Co., Ltd.	Micro hydropower system (ultra-low head)	X		
28 Sekisui Aqua Systems Co., Ltd.	Rotating Biological Contactor and ESROTAE		X	
29 Shinko Tecnos Co., Ltd.	Plastic changing to oil machine (BP-2000N/5000N)	X		X
30 SO-EN CO., LTD.	Water treatment with Carbon Fiber		X	
31 TOTETSU MFG. CO., LTD.	Rainwater Harvesting and Underground Storage	X	X	
32 Tottori Resource Recycling Laboratory Inc.	Porous System		X	
33 Toyo Engineering Corporation	Urea Fertilizer Production Plant	X		
34 Wind Engineering Center (Former VPEC Inc.)	Power Router for ECONETWORK	X		
35 Yamaha Motor Co., Ltd.	Rural Electric Water Sanitary Station	X	X	

## Seminars & Events

### Seminars/Workshops

	Name of Seminar	Date	City	Participants
1	India - Haryana State Seminar	3 Feb	Tokyo	200
2	Joint Workshop 2014 for ADC by UNIDO/JICA/BTMU	25 Feb	Tokyo	117
3	Turkey Investment Seminar	25 Feb	Osaka	72
4	Turkey Investment Seminar	26 Feb	Nagoya	38
5	Turkey Investment Seminar	27 Feb	Tokyo	409
6	India Seminar on "New Company Act"	27 Feb	Tokyo	153
7	UNIDO & IDR Seminar "Partner for Prosperity"	18 Mar	Tokyo	154
8	World Water Day	21 Mar	Tokyo	418
9	Uganda Networking Meeting	27 Mar	Tokyo	32
10	EAC Seminar	28 Mar	Tokyo	80
11	Tunisia Investment Seminar	22 Apr	Tokyo	96
12	Orientation of UNIDO - METI Demonstration Projects	12 May	Tokyo	36
13	Investment Promotion Workshop	12 - 16 May	Lahore	25
14	Lesotho Business Community	21 May	Shizuoka	28
15	Lesotho Business Seminar	23 May	Tokyo	87
16	Serbia IT Seminar	27 May	Tokyo	31
17	Ethiopia Agribusiness Seminar	29 May	Tokyo	100
18	Myanmar Business Roundtable	9 Jun	Yokohama	19
19	Japan-Africa Business Forum	10 - 11 Jun	Tokyo	1221
20	Myanmar Business Roundtable	12 Jun	Osaka	10
21	East African Community (EAC) Business Seminar	12 Jun	Tokyo	116
22	Rwanda Investment Seminar	12 Jun	Tokyo	120
23	Rwanda Investment Seminar	13 Jun	Kobe	60
24	Turkey Investment Seminar (Medical)	20 Jun	Tokyo	125
25	Tajikistan Investment Seminar	24 Jul	Tokyo	50
26	Bangladesh Human Resources Seminar	25 Jul	Tokyo	100
27	Laos Investment Roundtable	20 Aug	Fukuoka	10
28	Ethiopia Trade and Investment Seminar	25 Aug	Addis Ababa	80
29	East Africa Business Seminar	3 Sep	Dubai	67
30	UNIDO Lecture at JICA Kansai Training "Capacity Building for Export and Investment Promotion"	18 Sep	Tokyo	13
31	Turkey Investment Seminar	24 Sep	Tokyo	200
32	Azerbaijan Sumgait Chemical Industrial Park Presentation	30 Sep	Tokyo	38
33	Serbia Investment Seminar	2 Oct	Tokyo	74
34	SADC Trade, Investment and Tourism Seminar	7 Oct	Osaka	80
35	Oman Investment Forum	23 - 24 Oct	Tokyo	220
36	Pereira (Colombia) Business Roundtable Meeting	28 Oct	Tokyo	16
37	Ethiopia Business Forum	10 Nov	Addis Ababa	50
38	Czech Investment Seminar	12 Nov	Tokyo	129
39	UNIDO Green Technology Forum	12 Nov	Tokyo	135
40	UNIDO Seminar on Water Business and Management - Opportunities in Bangladesh, Myanmar & South Africa - (at Global Innovation Expo 2014)	13 Nov	Tokyo	176
41	Côte d'Ivoire Business Opportunity Seminar	27 Nov	Osaka	32
42	Turkey Investment Seminar	28 Nov	Osaka	83

### Exhibitions

		Date	City	Booth Visitors
1	Kawasaki International Eco-Tech Fair 2014	14 - 15 February	Kawasaki	50
2	Smart Community Japan 2014	18 - 20 June	Tokyo	500
3	SME Business Matching Fair 2014	5 - 6 August	Tokyo	200
4	Global Festa Japan 2014	4 - 5 October	Tokyo	300
5	Green Innovation Expo 2014	12 - 14 November	Tokyo	650

## CAPACITY BUILDING

### Embassy Programmes

		Date	Venue	Participants	Countries
1	Joint Workshop for "African Diplomatic Corps 2014" by UNIDO/JICA/BTMU	25 February	Tokyo	47	33
2	Half - day Yokohama Site and Factory Visit	20 March	Yokohama	20	15
3	Workshop and Guided Tour at "Smart Community Japan 2014"	18 June	Tokyo	15	13
4	Company and Factory Visit to Daimler in Japan: Mitsubishi Fuso Truck & Bus Corporation	25 September	Kawasaki	23	18
5	Guided Tour at "Key Solutions for Smart City Development"	29 October	Yokohama	14	11
6	Guided Tour at "Eco - Products 2014"	12 December	Tokyo	21	18

### Incoming Missions / Study Tours

		Date	Cooperated by	Participants
1	Incoming Business Mission from EAC	27 - 29 March	MOFA UNIDO HQ	5 Businessmen and officials from Kenya, Uganda, Tanzania, EABC, UNIDO
2	Peru Congressional Delegation	11 - 12 April	Embassy of Peru	4 Congressmen from Peru
3	East African Business Council (EABC) Mission	9 - 12 June	UNIDO HQ	6 Members from Kenya, Uganda, Tanzania, Rwanda, Burundi, UNIDO
4	BOI Sri Lanka Visit	16 September	JICA	2 Visitors from Sri Lanka
5	Serbia Investment & Export Promotion Agency (SIEPA) Visit	30 September	Embassy of Serbia	3 Visitors from Serbia
6	General Authority for Investments and Free Zones, Egypt (GAFI) Visit	2 October	Embassy of Egypt	3 Visitors from Egypt
7	Governor of Zonguldak Province, Turkey & Western Black Sea Development Agency, Turkey (BAKKA) Visit	21 October	Embassy of Turkey	5 Visitors from Turkey
8	Ministry of Industrialization and Enterprise Development, Kenya; Principal Secretary's Visit	10 - 12 November	Embassy of Kenya, UNIDO HQ	1 Visitor from Kenya
9	Seminar for Eco-town Managers (Africa & Asia)	Africa: 23 - 28 June Asia: 14 - 17 October	Kitakyushu City UNIDO HQ	Africa: 6 Members Asia: 8 Members