

## <INDEX>

1. What is JETRO?
2. Support for overseas expansion of Japanese companies.
3. Official request for the establishment of JETRO Addis Ababa to the H.E. Prime Minister Mr. Abe by H.E. Prime Minister Mr. Hailemariam.
4. What you can expect after the establishment of JETRO Addis Ababa.

## 1. What is JETRO?

- JETRO is a non-profit government organization basing its operations on the “Law Concerning the Japan External Trade Organization as an Incorporated Administrative Agency”.
- Originally established in 1958 by the Japanese government as an organization for **trade and investment promotion**.
- Headquarters (Tokyo, Osaka)
- 42 domestic offices
- 76 overseas offices in 57 countries



## Global Network

For contact information please visit <http://www.jetro.go.jp/en/jetro/worldwide>

### Offices in Africa:

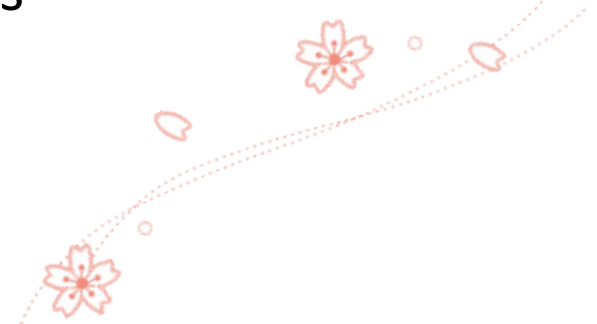
Johannesburg, Nairobi, Lagos, Abidjan, Cairo, Rabat



## 2. Support for overseas expansion of Japanese companies

### JETRO's Achievements

- ◆ There are around 33,000 Japanese companies engaged in export.  
⇒ Among them, 15,200 companies, or **46%**, make use of JETRO services.
- ◆ There are around 4,500 Japanese companies with a corporate presence overseas.  
⇒ Among them, about 3,650 companies, or **81%**, utilize JETRO services.



### 3. Official request for the establishment of JETRO Addis Ababa to the H.E. Prime Minister Mr. Abe by H.E. Prime Minister Mr. Hailemariam

- ◆ When H.E. Prime Minister Mr. Abe visited Ethiopia in 2014, we had the honor to have request for the establishment of JETRO Addis Ababa by H.E. Prime Minister Mr. Hailemariam.



(Source: Ministry of Foreign Affairs, Japan)

## 4. What you can expect after the establishment of JETRO Addis Ababa

- ◆ JETRO's extensive experience in attracting Japanese companies to industrial zones of India, Bangladesh and Myanmar will be an excellent contribution to your industrial policy.
- ◆ JETRO will be able to achieve JETRO's Action Plan for Africa named **"Four Wheels"**.
- ◆ JETRO will also be able to conduct various projects for Ethiopia.
  - ex) - Holding Ethiopia Investment Symposium
  - Dispatching Japanese business delegation to Ethiopia
  - Participating international exhibition in Ethiopia through organizing Japan Pavilion
  - Dispatching Experts on product improvement for promoting export of Ethiopian products to Japanese market

# JETRO's Action Plan for Africa **“Four Wheels”**

**1. Facilitating investment in Africa by Japanese companies**

**2. Two-way trade promotion  
(From Africa to Japan and from Japan to Africa)**

**3. Supporting African infrastructure development by  
Japanese companies**

**4. Contributing to local industries and human resource  
development**

## 1. Facilitating investment in Africa by Japanese companies

### ◆ African Investment Promotion Forum (AIPF):

#### Outline of AIPF (2014)

- Date: Sept 29th – Oct 1st, 2014
- Program:
  1. Conference (CEO-level meeting) among Forum Members
  2. African Investment Seminar
  3. Company Visit and Study Tour
- Venue: Tokyo, Japan
- Objective:

AIPF started from 2014, aimed at TICAD 5's action plan, "Acceleration of Investment of Japanese Enterprises in to Africa. Its main objective is to deepen the relationship between investment promotion agencies and Japan.

#### Participants of AIPF (2014)

- Trade and Investment South Africa, Department of Trade and Industry (TISA-DTI)
- Kenya Investment Authority (KIA)
- Nigerian Investment Promotion Commission (NIPC)
- General Authority for Investment and Free Zones (GAFI)
- Centre de Promotion des Investissements en Cote d'voire (CEPICI)
- Agence Marocaine de Development des Investissements (AMDI)
- Tanzania Investment Center (TIC)
- Japan External Trade Organization (JETRO)





## 1. Facilitating investment in Africa by Japanese companies

### ◆ Holding business seminars:

- ex) Ethiopia Business & Investment Seminar (April, 2015)
- Mozambique Business Seminar (March, 2015)
- Ethio-Japan Agri-Business Seminar & B 2 B (May, 2014)

### ◆ Dispatching business missions:

- ex) Business Mission to South Africa in the field of Energy Saving (November, 2014)
- Business Mission to Tanzania (February, 2014)

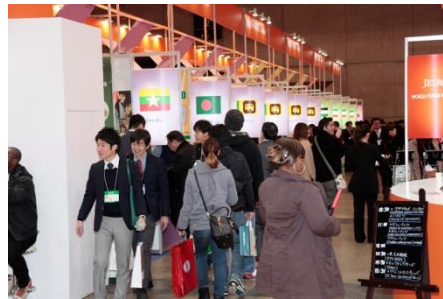
### ◆ Consultation services on trade and investment:



## 2. Two-way trade promotion (From Africa to Japan and from Japan to Africa)

### ◆ Promoting exports of African products:

ex) 1. FOOD EX JAPAN



### 2. Supporting Coffee Industry of Ethiopia through...

- trade fairs
- business matching
- experts consultation



## 2. Two-way trade promotion (From Africa to Japan and from Japan to Africa)

### ◆ Demonstration Program for Develop and Import Formulas:

ex) successful cases;

1. Dried Fruits (Uganda)
2. Baskets (Rwanda)



### ◆ Promoting Japanese products to Ethiopian market:

ex) Dispatching Business Delegation  
from Japan to Ethiopia  
for Inclusive Business



## 3. Supporting African infrastructure development by Japanese companies

◆ Hosting seminars in Japan and abroad:

◆ Creating “Infrastructure Maps”:

◆ Assigning infrastructure coordinators:

◆ Inviting VIPs to Japan:

- ex) VIP invitations from Tunisia in the field of “Desalination “ (November, 2014)
- VIP invitations from South Africa in the field of “Railways” (January, 2013)





## 4. Contributing to local industries and human resource development

### ◆ Promoting exports of African products through dispatching Japanese experts and developing African products

ex) Dispatching experts to Egyptian handmade-glass companies to provide advice for product development aimed at the Japanese market.

