



## Taste the heart and soul of Japan

On 31 August 2015, Africa-Japan Business Investment Forum 2015 commenced with an inaugural address by H.E. Hailemariam Desalegn, Prime Minister of the Federal Democratic Republic of Ethiopia.

The aim of the forum is to help strengthen ties among Africa-Japan business networks and to share best practices and opportunities between Japan and African countries. The Forum will highlight new opportunities for trade and investment partnerships in key sectors including finance, agriculture, energy, manufacturing, healthcare and technology.

At the beginning of 2014, H.E. Shinzo Abe, Prime Minister of Japan, visited Africa, including Ethiopia, which made Japanese companies more interested in doing business in Africa. In July 2015, Japan and Ethiopia co-hosted a side event, 'FfD and the Promotion of Quality Infrastructure Investment', on the occasion of the Third International Conference on Financing for Development in Addis Ababa.

Against this backdrop, the forum is expected to activate business-to-business interactions, thereby enhancing mutual understanding and strengthening relations between Japan and Africa.

At the inaugural ceremony of the forum, the Embassy of Japan in Ethiopia promoted and served authentic Japanese cuisine ("washoku"). Prime Minister H.E. Ato Hailemariam, high-level dignitaries, and other African VIPs enjoyed a rich variety of Japanese plates such as sushi and tempura. Food is a tool for improving communications among countries. We believe that food serves as a catalyst to further strengthen the already friendly relations between Ethiopia and Japan, as well as between Africa and Japan.

Nikkei Business Publications, a group company of Nikkei Inc, and IC Publications are jointly hosting the forum from 31 August to 2 September 2015 at Sheraton Addis. The forum is co-hosted by the Government of Ethiopia.

### 31 August 2015 Embassy of Japan Addis Ababa



Japanese chef (left) explaining Japanese cuisine to PM Hailemariam (right). Parliamentary Vice-Minister for Foreign Affairs Nakane (center) promoting it to PM.



PM Hailemariam (right) and Parliamentary Vice-Minister for Foreign Affairs Nakane (center) enjoying Japanese food. Amb. Suzuki (left) promoting Japanese cuisine to PM.