

The launching Ceremony for the ITOCHU-UNFPA Joint Project

On 12 March 2024, the Embassy of Japan in Ethiopia held a launching ceremony for the ITOCHU-UNFPA Joint Project, which ITOCHU Corporation commits to providing a sales-based contribution to UNFPA, supporting the implementation of a project on women and girls' empowerment through menstrual health, hygiene, and livelihood improvement.

The aims of this project are; 1) women and girls' empowerment through income generating activities on sewing reusable sanitary pads or shorts and imparting business skills; 2) awareness raising on menstrual health, hygiene, family planning, and SRHR; and 3) community empowerment through capacity building training of peer educators to disseminate health information and training of trainers on sewing skills. At the ceremony, a MoU was signed by Ms. Akiko Shinoda, Director General of Itochu Addis Ababa Office, and Mr. Koffi Kouame, UNFPA Representative, in the presence of H.E. Mr. Shibata Hironori, Ambassador of Japan to Ethiopia and Dr. Ramiz Alakbarov, Resident and Humanitarian Coordinator in Ethiopia.

During the ceremony, H.E. Mr. Shibata Hironori, Ambassador of Japan to Ethiopia addressed that For the Government of Japan, women's empowerment is one of the highest priority issues guiding our development cooperation. To realise women's empowerment, a co-creation among governments, international organisations, and private sectors is extremely important. I strongly hope that this project will become one of the model cases where different sectors work together towards a common goal.



Signing of the Agreement



Group Photo