

## **Business Seminar B2B round table discussions in Tokyo (Concept note)**

Ethiopian Embassy with all partners and sponsors would like to organize Business Seminar and B2B round table discussions between Ethiopian private sectors who are engaged in agriculture and agribusiness and their Japanese counterparts in Tokyo on 29 May 2014. The events are aimed to make targeted promotion of Ethiopian agricultural products and investment potentials in agri-business and agro-processing in order to enable Japanese business community to fully understand the opportunities. This in turn help them to put Ethiopia as one of possible candidates in their search for oversea business and investment destination. Our program plan is to highlight overall overview of Ethiopia and to introduce business and investment potentials and opportunities Ethiopia can offer to the Japanese Business community. For the seminar, our target is on medium and small scale businesses who eye to do business abroad in general and in Africa in particular.

**Expected numbers of attendants:** we expect to have the attendance of 80 to 100 companies from Japan 15 to 20 companies from Ethiopia.

**Expected outcome:** 80 to 100 companies would have full understanding of Ethiopia's progress in economic growth, its agribusiness potentials and opportunities, its famous products (coffee, Sesame, cut flowers, leather products, etc), potential for doing business and making investment as well as legal requirements and incentives to invest in Ethiopia. **Moreover, partnership, joint Venture, business ties and experience sharing between Japanese businesses and Ethiopian counterparts of the food and agriculture sectors would be established.**

Partners: Japan External Trade Organization, Ministry of Economy, Trade and Industry of Japan, Ministry of agriculture, Forestry and Fisheries of Japan, Japan International Cooperation Agency, UNIDO ITPO Tokyo Office, Flower Importing associations of Japan, and other business associates and organizations in Japan.

### **The program has two parts:**

Part one: General promotional seminar (Plenary)

Part two: B2B meetings, Round table discussion and networking

## **Ethio-Japan Agri-Business Seminar and B2B Program (Tentative)**

Date	29 May 2014 14:00-19:00hrs
Organizers	Japan External Trade Organization(JETRO), Ethiopian Embassy(Tokyo)
Supporters	JICA, METI, MAFF, MOFA, AFDB, AFRECO, UNIDO ITPO Tokyo(TBC)
Venue	JETRO Hall, Fifth Floor (Ark Mori Building, 12-32, Akasaka 1-chome, Minato-ku, Tokyo 107-6006 Japan)
Program	<p>14:00 Welcoming Remarks JETRO H.E Mr. Markos Tekle, Ambassador of Ethiopia to Japan</p> <p>14:10-14:25 Greetings from guests (METI, MAFF and UNIDO ITPO Tokyo)</p> <p>14:25 Opening Speech H.E. Mr. Tefera Derbew, Minister, Ministry of Agriculture, F.D.R. Ethiopia</p> <p>14:35 Presentation Trade and Investment potential in Agriculture and Agro-Processing Sector in Ethiopia Mr. Fitsum Arega, Director General, Ethiopian Investment Agency</p> <p>15:00-15:10 Status of Private sector investment and future trends in Ethiopia Managing Director, Precise consult</p> <p>15:10 Q&amp;A  Moderator: Markos Tekle, Ambassador of Ethiopia to Japan</p> <p>15:30 Summary Speech H.E Mr. Dawano Kedir, State Minister, Ministry of Foreign Affairs of F.D.R Ethiopia</p> <p>15:40 Ethiopian Coffee Break</p> <p>15:55 Round table and B2B meetings on three theme in three syndicate halls  1. Coffee, Sesame and Oil seeds  2. Flower and horticulture  3. General investment and business consultancy</p> <p>17:30 Reception</p> <p>19:00 End of the Program</p>

JICA: Japan International Cooperation Agency  
METI: Ministry of Trade and Industry of Japan  
MAFF: Ministry of Agriculture, Forestry and Fishery of Japan  
MOFA: Ministry of Foreign Affairs of Japan  
JBIC: Japan Bank of International Cooperation