

The First Japan-Africa Business Forum

Concept Note and Proposed Program

1. Japan Africa Business Forum 2014

- Dates : June 10 and 11, 2014

June 10: 9:30 – 18:15 * From 19:00: Reception party (by invitation only)

June 11: 9:30 – 18:00

- Event Title: Japan-Africa Business Forum 2014
- Theme: Succeeding In Africa: Unlocking Growth & Opportunities
- Organizers: African Diplomatic Corps, African Development Bank
- Co-organizers: JICA, JETRO
- Supporting Organizations (planned): Ministry of Finance, Ministry of Foreign Affairs, Ministry of Economy, Trade and Industry, Ministry of Agriculture, Forestry and Fisheries, Keidanren, Keizai Doyukai, JOGMEC, JBIC, UNIDO, UNDP, World Bank Group, Africa Society of Japan, Alliance Forum Foundation, Africa Business Promotion Support Network, etc.
- Planning & Operation: Nikkei Business Planning and Editorial Center
- No. of Audience: 400
- Site: Iino Hall, Chiyoda-ku, Tokyo
- Admission Cost: Free of charge

2. Background

- At the Fifth Tokyo International Conference on African Development (TICAD V) in June last year, Japan and the African countries in attendance identified, "promotion of private sector-led economic growth," as a common priority and recognized the importance for Japan of contributing to the growth and development of Africa through business activity. This can be achieved if the Japanese government makes progress with projects to support Africa and injects ODA selectively in individual sectors, such as private sector development, infrastructure, agriculture, environment, health, medicine, nutrition, education and human resources development. At the same time, more Japanese companies are

expected to commit themselves to doing business and investing in Africa actively, thereby enhancing their business partnerships with the continent.

- In January this year, Prime Minister Abe visited Côte d'Ivoire, Mozambique and Ethiopia. Accompanied by many Japanese business leaders, the Prime Minister demonstrated his determination to aggressively reinforce the business partnerships between Japan and Africa. At the headquarters of the African Union (AU), he delivered a policy speech entitled, "Japan's Diplomacy in Africa: Empowering Individuals" in which he stressed that Japanese companies should conduct business in Africa in a manner that would encourage each individual African employee and partner to enhance his/her competence and demonstrate ingenuity. In this way, Japanese companies could serve as a catalyst to help Africa leverage its unique strengths. The Prime Minister also expressed his desire for Africa to have close relationships with Japan and Japanese companies, and at the same time called on Japanese companies to contribute to "robust," "sustainable," "inclusive" and "green" growth in Africa by launching businesses and investing in the region, saying, "I urge you to weave a new tapestry of growth, as you did in Asia over the years, from Africa's vibrant colors of thread. "
- As the change and growth in Africa has been obvious since the beginning of the 21st century, Japanese companies have become increasingly aggressive in their business activities and investments in Africa. Following TICAD V, this trend has gained greater encouragement and support within the context of Japan's policy to support African development and growth.
- To follow up TICAD V and Prime Minister Abe's recent visit to Africa and with the goal of contributing to further enhancement of the business partnerships between Japan and Africa, preparations are being made to hold the First Africa Business Forum in Tokyo in June this year, one year after TICAD V. This event has recently been proposed by the African Diplomatic Corps (ADC).

3. Features of this Forum

The Japan-Africa Business Forum will draw together leaders from the public and private sectors. Africa's and Japan's top business thinkers, innovators, and executives experienced business leaders doing business in Africa.

Featuring a combination of expert keynote addresses, lively panel discussion and in-depth case studies. Speakers will explore debate and consolidate the theme driving and acceleration Africa's growth and profile Africa's growing popularity as an investment destination in the coming years.

The Theme "Succeeding In Africa: Unlocking Growth & Opportunities," shines a spotlight on enterprises operating across the continent in various sectors featuring panels, networking and the business pitch form the regional groupings in Africa. The Forum will move past familiar discussions of whether or why invest in Africa, and dives into explorations of innovation and operation already taking place.

This Forum will be planned and organized and will proceed in the following manner.

- (1) Leading African business persons interested in building business partnerships with Japan as well as African officials engaged in private sector-led development and industrial and investment promotion will be invited. Representatives of Japanese companies which have already invested or are already engaged in business in Africa or which plan to do so will also be invited, as will Japanese officials engaged in supporting business and investment in Africa.
- (2) African participants will give presentations on recent business trends and business opportunities in sectors and regions in which active entry by Japan is expected. Japanese participants will give presentations on their current activities and future visions for Japanese companies actively doing business in Africa.
- (3) Discussions will also be held in connection with various topics, such as challenges experienced in more actively doing business and investing in Africa and solutions to the same, and creative ideas on how to further enhance the business partnerships between Africa and Japan.
- (4) This Forum is expected to give rise to creative ideas and specific advice on means of creating new business partnerships between Japan and Africa, thereby promoting international business collaboration. With the cooperation of Keidanren (Japan Business Federation), Keizai Doyukai (Japan Association of Corporate Executives) and other related organizations, efforts will be made to arrange workshops and events as well to facilitate meetings between Japanese and African business

persons.

4. Programs

Day 1: June 10 (Tue.)

8:30: Door opening

(1) 9:00- 9:30: Opening Session

(2) 9:30- 10:00: Setting the Stage

(3) 10:00-12:30: Plenary Session 1: Energy and Infrastructure

Theme A: “Lighting Africa- Investing in Energy and Power

Theme B: Infrastructure – Transportation, Water, Social Infrastructures

(4) 12:30-13:30: Networking lunch reception

The African Lions –Africa’s Rising Entrepreneurs & Innovators

Introduction to promising African entrepreneurs

(5) 13:45- 14:55: Plenary Session 2: Agribusiness – Reap what you show in Africa

(6) 15:00-15:30: Presentation by METI and Representative of Japan Enterprises (1)

“How Japanese enterprises can contribute to Africa’s move to more advanced industrial structure”

(7) 15:45-16:55: Plenary Session 3: Healthy Africa

(8) 17:00-18:10: Plenary Session 4: Risk Management

Day 2: June 11 (Wed.)

9:00: Door Opens

(1) 9:30-10:00: Presentation by Representative of Japanese Enterprises (2)

(2) 10:30-11:30: Plenary Session 5: Finance: Investment Value and Raising Funds

(3) 11:30-12:00: Plenary Session Closing & Closing Speeches

(4) 13:00-18:00: Business opportunities in individual regions of Africa

(Representatives from 5 regions in Africa will discuss business opportunities)

West Africa (13:00-14:00)

Northern Africa (14:00-15:00)

Central Africa (15:00-16:00)

Southern Africa (16:00-17:00)

East Africa (17:00-18:00)

(5) Parallel Events in the afternoon:

1. Business Partnerships Seminar (12:30-18:00)

-Presentation by Japanese companies (about 30 minutes each)

-Presentation by African companies and governments (about 30 minutes each)

2. Setting up the place for business matching

5. Sub Events

- Reception party (Invitation Only)

Time: June 10 19:00-21:30

Site: Imperial Hotel

- Breakfast for Partnership with Japanese Business Community

Time: June 11 7:30:-9:00

Site : Imperial Hotel

Collaborator: Keizai Doyukai (Japan Association of Corporate Executives)

-Reception hosted by The Africa Society of Japan

Time: June 11 19:00-

Site : TBA

- East Africa Community (EAC) Business Seminar

Time: June 12 (Thu) 09:15-11:45

Site: Kokukaikan 501-502 room

Organizers: United Nations Industrial Development Organization (UNIDO), African Development Bank (AfDB)

- Special Seminar on (Japanese) BOP and Inclusive Business in Africa

Time: June 12 13:30:-17:30

Site: UN University Hall

Organizer : UNDP Tokyo Office , AfDB(ASRO), JICA