

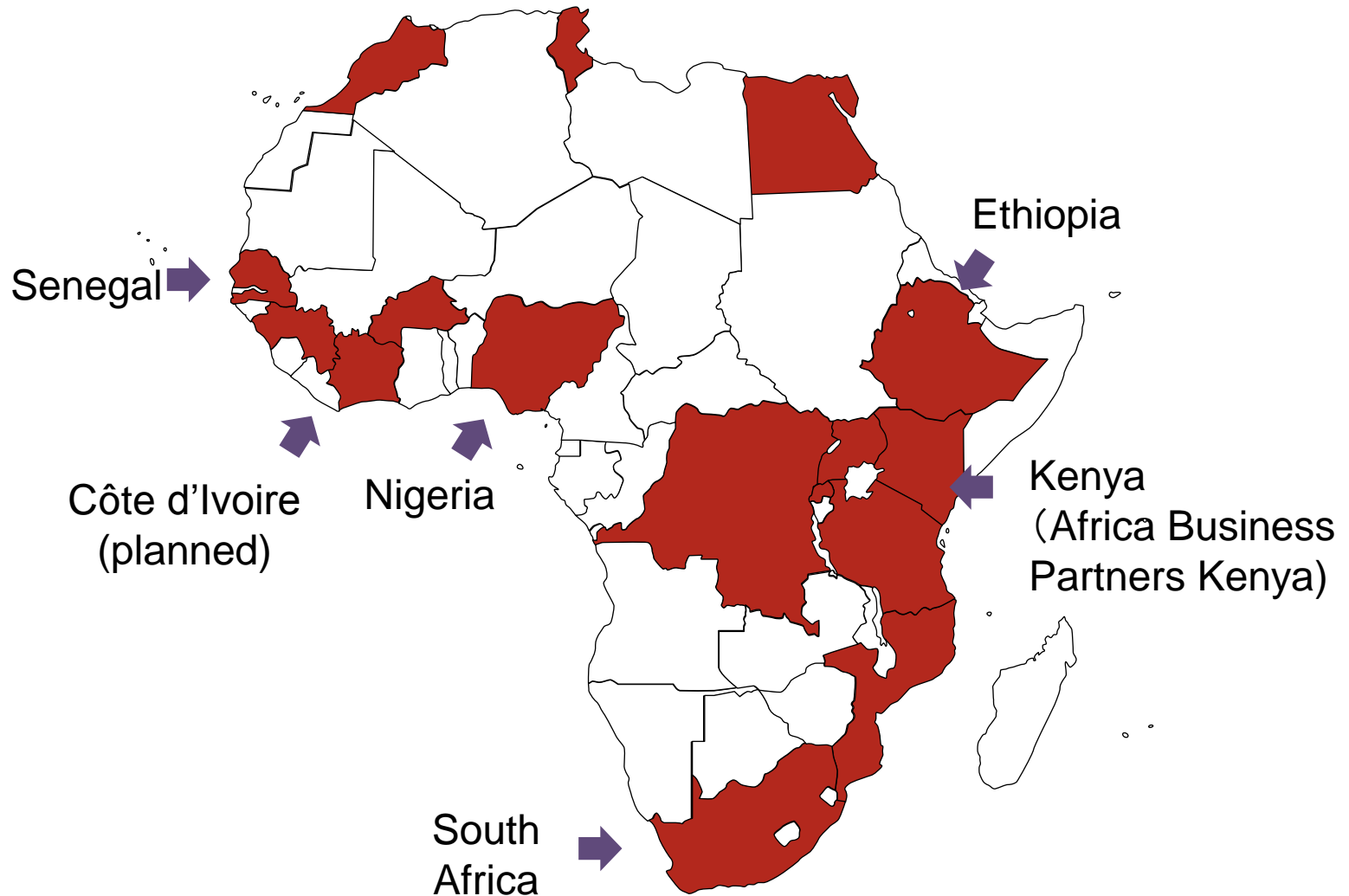
The 1st ECOWAS - JAPAN Business forum 2015

Japanese companies in ECOWAS



October 28th, 2015
Africa Business Partners
http://abp.co.jp/about_e.html

Track record of Africa Business Partners



AFRICA BUSINESS PARTNERS

Japanese companies in ECOWAS: Nigeria

HONDA



HONDA

NISSAN



YAMAHA



Japanese companies in ECOWAS: Nigeria

AJINOMOTO
(West African Seasoning)



TOYO SUISAN



SANYO FOODS



Japanese companies in ECOWAS: Ghana

HITACHI
Construction Machinery

Kawasho Foods

HITACHI

Reliable solutions



Japanese companies in ECOWAS: Côte d'Ivoire

Mitsubishi corporation

Marubeni

Itochu corporation



ITOCHU Corporation

Japanese companies in ECOWAS: Côte d'Ivoire

AJINOMOTO
(West African Seasoning)



JAPAN BLUE
(MOMOTARO Jeans)



Japanese companies in ECOWAS: Senegal

KOMATSU

The logo for Komatsu, featuring the word "KOMATSU" in a bold, blue, sans-serif font with a white outline, set against a light blue background.

KAGOME



Japanese companies in ECOWAS: Burkina Faso

UNITED ARROWS



BMC International



Japanese companies in ECOWAS: Liberia

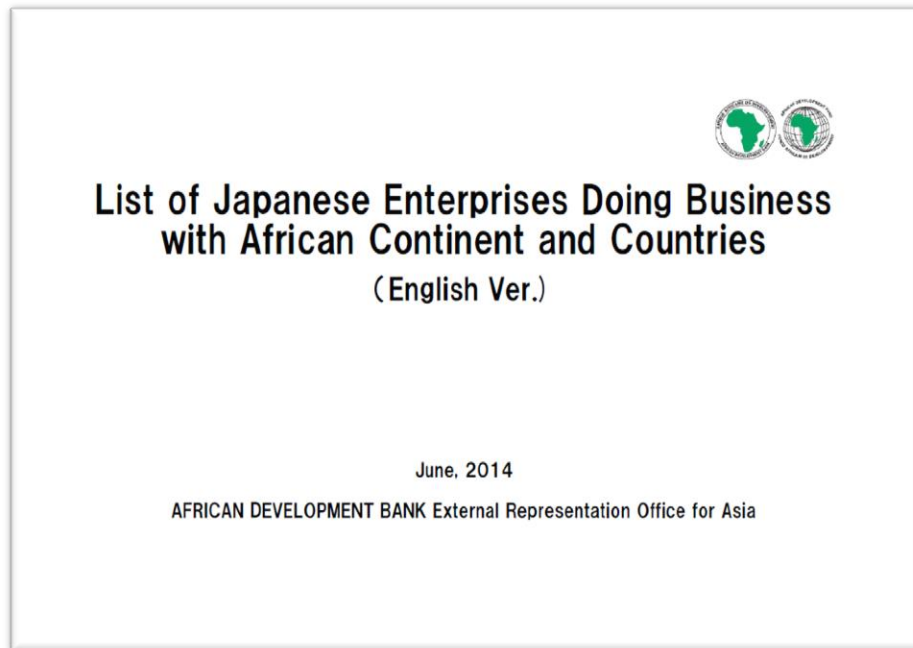
BRIDGESTONE



Publication: : List of Japanese Enterprises Doing Business with African Continent and Countries (in English)

~The only document which describes Japanese companies' activities in Africa~

- ▶ Base on the request by African Development Bank, we research Japanese companies' activities in Africa, publishing the list of them every six months



- The only document you can understand which Japanese company does what in which African country
- The latest version published in Jun 2014 lists up 424 Japanese companies which has subsidiary, branch or representative office in Africa and/or has business relationship with Africa

- ▶ This list can be downloaded from our website. http://abp.co.jp/about_e.html
We can also provide paper version. Please contact us from info@abp.co.jp.
- ▶ **The 2015 ver. will be published and uploaded at our website in December.**



Introduction of Africa Business Partners

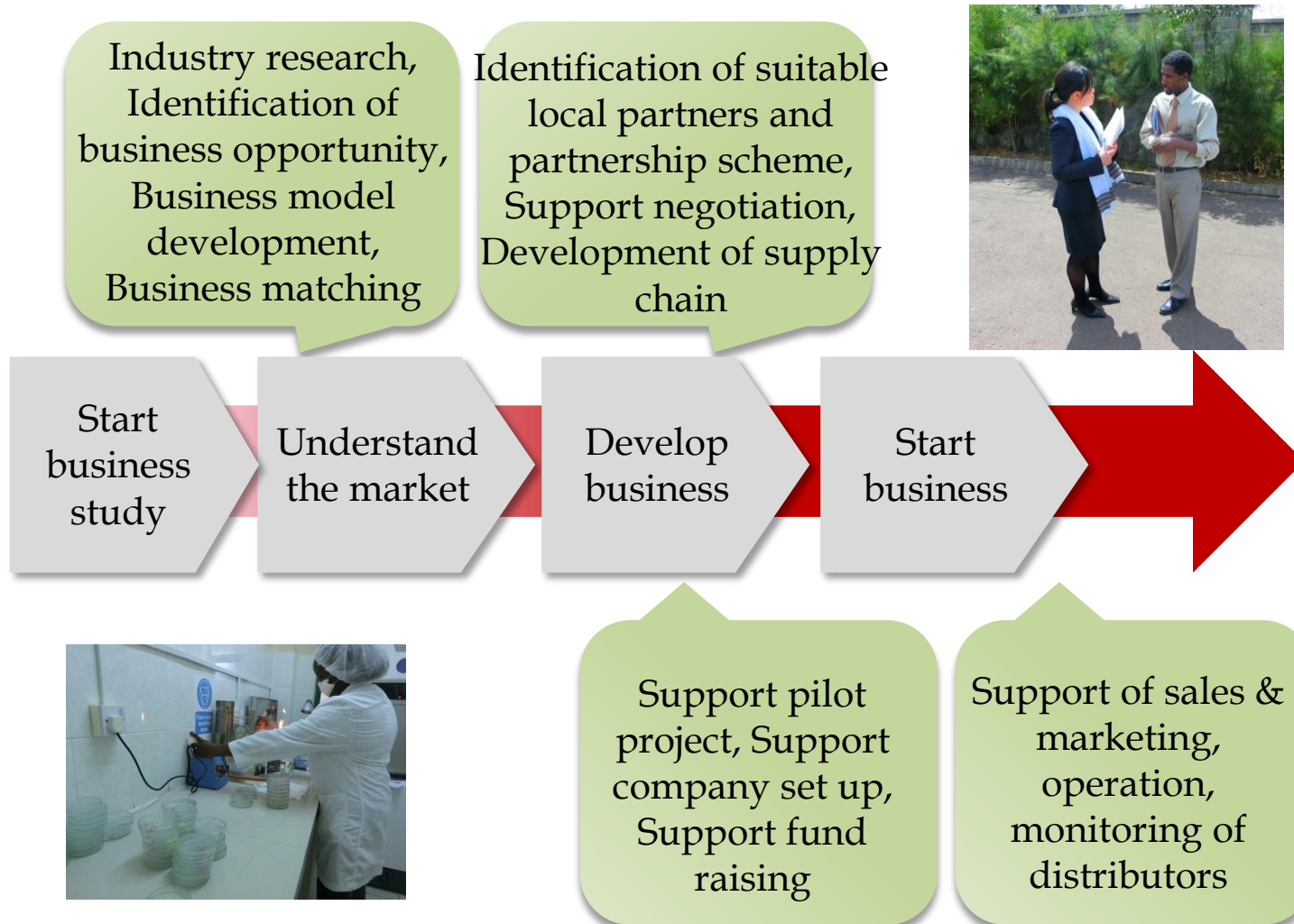


Africa Business Partners LLC
http://abp.co.jp/about_e.html

Corporate Profile

- ▶ Company Name: Africa Business Partners LLC
- ▶ Established: July 2012
- ▶ Offices
 - Headquarter: Tokyo, Japan
 - Subsidiary: Africa Business Partners Kenya (Nairobi, Kenya)
 - Office: Johannesburg (South Africa), Lagos (Nigeria), Addis Ababa (Ethiopia) and Dakar(Senegal). Côte d'Ivoire office is to be opened.
- ▶ Board members
 - Managing Director & Partner: Yukari Umemoto
 - Partner: Shigeomi Sato
- ▶ Collaborations
 - The Kenya National Chamber of Commerce and Industry
 - The Industrial Group of the Lagos Chamber of Commerce and Industry
 - Ethiopian Chamber of Commerce and Sectoral Associations

As the only Japanese consulting firm specialized in African business, we support client's business to move forward in Africa, based on the exceptional field experience



AFRICA BUSINESS PARTNERS

Track records

▶ Industries

- Manufacturing
 - Heavy electricity
 - Construction equipment
 - Construction material
 - Agriculture, Agricultural material
 - Environmental material
 - Chemical manufacturer
 - Textile and garment
 - Home & Electronics appliance manufacturer
 - Office equipment manufacturer
 - Food processing
 - toiletry
- Service
 - Agriculture
 - IT, Software, Education service
 - Finance
 - Human resource
 - Advertisement agency
- Trading house
- Public institution
 - International organizations
 - Japanese governmental organizations (JICA, Ministry of Economy, Trade and Industry)
 - African development bank (AfDB)

▶ Countries

- East Africa
 - Kenya
 - Ethiopia
 - Tanzania
 - Uganda
 - Rwanda
- West Africa
 - Nigeria
 - Senegal
 - Cote d'Ivoire
 - Burkina Faso
 - Guinea
- Southern Africa
 - South Africa
 - Mozambique
- Central Africa
 - Democratic Republic of Congo
- North Africa
 - Egypt
 - Tunisia
 - Morocco

Part of our track records (1)

	Projects	Timing	Client	Size	Services	Countries	Project summary
41	Monitoring of appointed distributors and support for recruitment for business development	2015 - present	Japanese manufacturer	Large scale	Monitoring of distributors, Support for recruitment	Nigeria	For a client who is developing Nigerian business, ABP monitors of their distributors and supports for negotiation. Also ABP supports for recruitment of local human resources for the client.
40	Research on the potential of a product in DRC	2015 - present	Japanese manufacturer	Large scale	Market research, industrial research and local partner identification	DRC	ABP provided the result of the market and industry research for the client's product and identified potential partners in DRC such as Blue-Orcean Market.
39	The development path for the client's product	2015	Japanese manufacturer	Large scale	Industrial research, assistance for networking	Western Africa	ABP provided industrial research to a company seeking to start business with their product in the health care division.
38	Planning and conducting the business tour on Ethiopian manufacturing related with Africa-Japan Business Investment 2015	2015	Nikkei Business Publications	Large scale	Planning the tour, selecting and making appointments of visited local companies and tour attending	Ethiopia	Selecting a local company that has experience with the network of ABP in Ethiopia. In the manufacturing industry, ABP selected the garment/textile industry as well as the FMCG industry. We arranged appointments and provided the tour to the attendants.

Part of our track records (2)

	Projects	Timing	Client	Size	Services	Countries	Project summary
37	Negotiation support and advisory for Japanese manufacturer which are on the process of transferring and setting up of local manufacturing base	2015 - present	Japanese manufacturer	Large scale	Negotiation assistance and advisory services	Ethiopia	ABP has supported the client from the first stage of research. This time round, ABP provided communication support with the client's local partner (selected in the previous research) and provided constant and comprehensive advisory service to enable the business to move forward.
36	Creation of a business plan for agricultural business in Kenya	2015 - present	Japanese manufacturer	Large scale	Industry research (competitor research), market research, strategic planning, potential business model extraction	Kenya	ABP offered potential field and business models based on the client's resources and strength as well as evaluated research for clients seeking to start conducting agricultural business in Kenya.
35	Negotiation support in supply chain development and support in human resource selection	2015 - present	Japanese manufacturer	Large scale	Strategy development support, negotiation support and human resource support	Kenya, Nigeria	ABP has assisted and continues to assist in negotiations with local distributors, the marketing activities and human resource management so as to monitor the client's product flows smoothly and create increasing demand in each African country.
34	Assistance for the business development for the Japanese entrepreneur	2015 - present	Japanese company	Startup	Industrial research, market research, hands-on support	Kenya	The client is a Japanese entrepreneur who started conducting business in Kenya. ABP has provided and continues to provide hands-on (active and participative) business development support.

Part of our track records (3)

	Projects	Timing	Client	Size	Services	Countries	Project summary
33	Industrial research for a Japanese company developing business in Kenya	2015	Japanese company	SME	Industry research	Kenya	The research conducted provided information on the players in the industry and supply chain systems of the products and services in Kenya.
32	Industrial research for a Japanese company developing agricultural business in Kenya	2015	Japanese manufacturer	Large scale	Industry research, competitor research and market research	Kenya	The research conducted involved the understanding and assesment of the new business potential and future profitability, grasping the business environment and regulation, understanding the competitor's operations, profitability and distribution systems. Research was also conducted on potential customers, their usage behaviour and preferences.
31	Creation of Africa business strategies and distributor identification/selection for major Japanese manufacturing	2015 - Present	Japanese manufacturer	Large scale	Market research and industry research, strategic planning, partner identification/selection	Kenya, Tanzania, Ethiopia, Nigeria, Egypt	Selecting priority countries, products, target segments, and rebuild their entire strategy for business such as investment scale. In addition ABP also supported the rebuilding of the distributor particularly with regards to the re-configuration and restructure of management methods.
30	Negotiation support for Japanese manufacturer's business development in Africa	2014-- Present	Japanese manufacturer	Large scale	Industry research, selection countries, local partner search, negotiation support	Ethiopia	For the client who wants to set up production base in Africa after in Asia, ABP supports not only to identify the local partner, but also the negotiation to steady take-off of client's business.

Part of our track records (4)

	Projects	Timing	Client	Size	Services	Countries	Project summary
29	Sales support for large scale Japanese companies in eastern African countries	2015	Japanese company	Large scale	Customer identification, sales support	Kenya, Tanzania, Ethiopia, Uganda, Rwanda	ABP identifies local customer and conduct sales activities on behalf of the client who aims to extend their customer base in east Africa.
28	Search for new business development for major Japanese companies	2015	Japanese manufacturer	Large scale	Industry research and information provision	Nigeria	Provision of information to companies doing new business development in Nigeria, and provide essential business-related information to their business development.
27	Support to Japanese company's documentation to promote Africa business in their company	2015	Japanese company	Large scale	Industry research and information provision	Whole Africa	Research and provision of information on local companies, production data of a specific industry. Such information and its related business has generally not been published and is thus difficult to obtain production and consumption information.
26	Search for new business development for major Japanese manufacturing industry companies	2015	Japanese manufacturer	Large scale	Market research	Kenya	Research for the customer conducting new business development in the niche area in Kenya, and conducted a field customer research to contribute to business enhancement.
25	Provide information about the African Human Resources situation	2015	Japanese company	Large scale	Provision of information on organizations and personnel	South Africa, Kenya	Provision of information on South African and Kenyan local human resources personnel.

Part of our track records (5)

	Projects	Timing	Client	Size	Services	Countries	Project summary
24	Planning and organizing the business forum on BOP business in Africa	2014	Africa Development Bank	International Development Organization	Planning the theme of the forum and selecting companies as presenters and moderators for the forum	Whole Africa	At the BOP Inclusive Business Forum, we conducted the planning of the theme, selected 8 companies involved in BOP business in Africa and moderated the forum. In addition, we assisted in the improvement of understanding BOP business by introducing and making networks.
23	Customer and distributor support for Japanese B2B manufacturer	2014	Japanese manufacturer	Large scale	Information provision	South Africa	Taking advantage of our local presence, ABP developed list of potential customers and distributors for Japanese B2B manufacturer who had difficulties to do so due to the nature of B2B business.
22	Provision of assistance to Japanese company exhibitors in an Ethiopia International Exhibition	2014	4 Japanese companies	SMEs and Large scale	Exhibition support	Ethiopia	At Ethiopia's international exhibition held in November 2014, we conducted a booth placement and provided exhibition support to Japanese companies as their official exhibition agent. We, as the Japanese companies' booth collected the highest number of visitors at the venue.
21	Partner search for distribution and manufacturing for Japanese manufacturer	2014	Japanese manufacturer	Large scale	Partner search	Senegal	ABP provided list of potential partners for distribution and manufacturing in Senegal for the client who consider to sell their product and, in long term, to have production base in Senegal.
20	Strategy development support in East Africa Business for a large scale Japanese Company	2014	Japanese company	Large scale	Strategy development support, Business development support	Kenya, Tanzania, Uganda, Rwanda, Ethiopia	For a large scale Japanese company which had decided to expand to African market, ABP supports business strategy development based on business opportunities and company strength.

Part of our track records (6)

	Projects	Timing	Client	Size	Services	Countries	Project summary
19	Support for Setting up Production Base of Japanese Company	2014	Japanese manufacturer	Large scale	Information provision, Local Partner search, Market research	East Africa	While foreign competitors entering African market, the client has been considering setting up production base in East Africa. ABP supports the selection of local partners.
18	Potential Customer Identification for Japanese Company to Enter African Market	2014	Japanese Company	Large scale	Information provision, Local Partner search, Customer identification	South Africa	Client has been considering selling their products in South Africa. ABP serves in market research, local partner search and potential customer identification.
17	Raw Material Supplier search for Taiwanese trading company	2014	Taiwanese trading company	Large scale	Research on the Raw Material Supplier	Cote d'Ivoire, Burkina Faso	On diversifying supplier globally, client has been considering the possibility to have African supplier. ABP provides research on target countries and suppliers in them.
16	Market Research and Potential Customer Identification of Japanese Manufacturer to Enter African Market	2014-Present	Japanese manufacturer	SMEs	Market research, Potential Customer Identification, Pilot Project Support	Senegal, Morocco	ABP has provided market research, potential customer identification and support for pilot project execution with potential distributor and customers.
15	Sales Support of Japanese Major Manufacturer	2014-Present	Japanese manufacturer	Large scale	Sales support	East Africa	For the client which had been already in Africa, ABP has provided sales support to potential customers.
14	Information provision to Japanese financial institution's publication for customers	2014-Present	Japanese financial institution	Large scale	Information provision	18 African countries	Once in a month, ABP provides information on the market trends and the business environment of African countries to a Japanese financial institution who use that information for their business news publication to their customers.

Part of our track records (7)

	Projects	Timing	Client	Size	Services	Countries	Project summary
13	Market research for the Japanese food manufacturer to enter the African market	2014	Japanese manufacturer	Large scale	Market research	Senegal	ABP researches on market, customer's preference, and competitors in Senegal for the Japanese food manufacturer's business expansion into Africa.
12	Event planning support and business consultation desk service at African Fair, an government-hosted event in TICAD V	2013	Advertisement Agency	Large sale	Event planning support, Business consultation desk	Whole Africa	In African Fair 2013, an government-hosted event held in The Fifth Tokyo International Conference on African Development (TICAD V), ABP supported the selection of Japanese companies to participate and the evaluation of the event. Besides, ABP opened a business consultation desk in the event.
11	Support for job advertisement service related to Africa for a Japanese recruiting agency	2013 - 2014	Recruit Career	Large scale	Planning support, Selecting Japanese companies	Whole Africa	ABP provided planning support to the first-ever service of job advertisement related to Africa from Jan. 2014 for Recruit Career Co., Ltd, one of the biggest Japanese recruiting Agency.
10	Strategy development support, Sales support and monitoring for Japanese service provider	2013 - 2014	Japanese service provider	SME	Market research, Support for pilot project, Financial support	Senegal	ABP provided sales planning support, partner search, development for CSR project and financial support.
9	Market research and partner search for Japanese food manufacturer	2013	Japanese manufacturer	SME	Market research, Partner research	Kenya, DRC	The customer consider to sell food product in Africa. ABP provides marketing research and partner research aiming starting business.
8	Support for Japanese company's business expansion into Africa, supported by JICA, Japanese aid agency	2013 - 2014	Japan International Corporation Agency (JICA)	Governmental body	Market research, Partner search, Customer identification, Pilot project support	Senegal	ABP provided its support on the sales of agricultural materials of Tottori Resource Recycling Inc. in Senegal, including market research of agricultural materials, the local distributor search, customer identification, contract negotiation and pilot project support.

Part of our track records (8)

	Projects	Timing	Client	Size	Services	Countries	Project summary
7	Feasibility Study with Toray Industries, Inc. about Climate Change Adaptation Technology funded by Japanese government	2013 - 2014	Ministry of Economy, Trade and Industry (METI)	Governmental body	Market Research, Potential Customer Identification, Pilot Project Support	South Africa	In a feasibility study about Climate Change Adaptation Technology funded by the Japanese Ministry of Economy, Trade and Industry, ABP conducted a market research, potential customer identification, pilot project support in mines and farms with Toray Industries, Inc.
6	Study of current business status of Japanese companies in Africa	2013, 2014	Africa Development Bank	International Development Organization	Japanese companies research, Edition and publication a booklet	Whole Africa	Surveyed on current business status of Japanese companies in African and edited and published a booklet titled "List of Japanese Enterprises Doing Business with African Continent and Countries "
5	Planning and operation support for African business form organized by AfDB	2013, 2014	Africa Development Bank	International Development Organization	Support for planning and operation	Whole Africa	Planning cooperation to the large-scale seminars which were held in both 2013 and 2014. Program development, selection of speakers from Japanese companies and managing the event as a moderator.
4	Market Research and Potential Customer Identification of Japanese Manufacturer to Enter African Market	2013 - 2014	Japanese manufacturer	Large scale	Market research, Partner search	South Africa, Ethiopia	Customer companies, in light of the entry into competitors of Africa in the global, requested ABP in order to examine the possibility of Africa business. ABP, while also utilizing local consulting firm, was screened African countries 10 countries. Then selecting the target countries to South Africa and Ethiopia, and supporting partner selection.

Part of our track records (9)

	Projects	Timing	Client	Size	Services	Countries	Project summary
3	Holding internal workshop on African business for Japanese company	2012	Japanese manufacturer	Large scale	Information provision	Main African countries	Planning and managing of workshop for the customer who started consideration of their African Business and provision knowledge and the point of view of Africa business.
2	Selection of local partner for pilot project for Japanese ICT start up	2012 - 2014	Japanese ICT start up	SME	Partner search, Sales support, negotiation support for pilot project	Kenya, Senegal	The customer contemplated and challenges that are missing provide capacity of education in African countries, focusing on the rapid spread of mobile phone, the expansion into Africa of mobile learning platform with the company. ABP selected the local partner, developed customers and supported the execution of the pilot project.
1	Policy development of investment promotion to Africa for Japanese companies, for Japanese governmental agency	2012 - 2013	Ministry of Economy, Trade and Industry (METI)	Governmental body	Market research, Partner search	Egypt, Tunisia, Morocco, Senegal, Nigeria, Ethiopia, Kenya, Mozambique, South Africa	Japanese government agency is a customer, as a part of the private investment promotion policy of Japanese companies in Africa, in order to aim the application of the African market of existing private sector support policies, requested a survey in whole Africa. ABP selected target countries, considered the utilization of scenario of the policy by the interviews for local financial institutions, development banks, private equity funds (small and medium-sized business investment, agricultural investment) and so on.

Managing Director and Chief Consultant: Yukari Umemoto



- ▶ After worked at a marketing research company and a consulting firm, founded Africa Business Partners. Experienced projects for business development, - business matching, selecting local partners, assistance for negotiation, marketing research, industry research and development business model in whole African countries.
- ▶ Founded music label business AMP MUSIC for musicians in Kenya and Senegal in 2011. Master of development studies. Currently during studying in the field of Industrial development, labor market, Vocational training in Africa in Ph.D. program.
- ▶ Articles:
 - The Fashion Belt on the African continent - A potential fashion industry based on the West African culture to spend a lot on clothes - (2014)
 - “Amazon in Nigeria” - African online retailing platform opened Has e-commerce finally taken off (2013)

Contacts

- ▶ Missions, Services of Our company
http://abp.co.jp/vision_e.html
- ▶ About Us
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- ▶ Inquiries / Contacts
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