



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

# To Unlock the Africa's Potential for Industrial Development



Yuko Yasunaga, Head, UNIDO ITPO Tokyo, Sep. 2018  
for “Pre-TICAD7 Knowledge Event – Human Capital and  
**Industrial Development in Africa –**  
INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT



# 1. What is UNIDO ?

- ✓ UNIDO is the **UN specialized agency** that promotes **industrial development** for poverty reduction, inclusive globalization and environmental sustainability.
- ✓ Established In 1966, HQs in Vienna; 170 Member States (as of Sep. 2018)
- ✓ 53 Regional/Country/Desk offices + 9 Investment and Technology Promotion Offices (ITPO)



Director General LI Yong



UNIDO HQs in Vienna, Austria

## 2. UNIDO's Mission and Priorities

### ○ Mission:

Towards **Inclusive and Sustainable Industrial Development (ISID)**

~ Particularly, UNIDO's mandate is recognized in **SDG-9** *“Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”*. ~

### ○ Thematic Priorities:

- (1) Creating shared prosperity
- (2) Advancing economic competitiveness
- (3) Safeguarding the environment



## 3. UNIDO's Initiatives for Africa = IDDA3 (Third Industrial Development Decade for Africa 2016-2025)



### ○ 6 Pillars of the IDDA III Roadmap

- (1) Outreach and global forums
- (2) Development/management of industrial policy development
- (3) Technical cooperation
- (4) Cooperation with the African Union Commission and the African regional Economic Communities
- (5) Partnerships and resource mobilization
- (6) Communication and advocacy

## 4. UNIDO's Activity : (1) Delegate Programme

Officials in charge of investment promotion in developing and emerging countries are invited to Japan (average 2 weeks) and tailor-made programmes including promotion events and business meetings are organized.



*Senegal Morocco Tunisia*



*Cote d'Ivoire Ghana*



*Zambia South Africa Nigeria*



*Egypt Ethiopia Kenya*



*EABC Uganda Rwanda*



*Mozambique Lesotho*

***Delegates invited from Africa in 2013-2018***

## 5. UNIDO's Activity (2) : Investment Promotion Seminar

Often under Delegate Programme, country-highlighted investment and business promotion seminars are organized in collaboration with Japanese bilateral organizations such as JETRO and JICA, aiming at Japanese business people interested in the business in the target country.



***SADC-Japan Business Forum***



***Lesotho Business Seminar***



***ECOWAS-Japan Business Forum***



***Ghana Investment Forum***



***Uganda Business Roundtable***

## 6. UNIDO's Activity (3) : Africa Advisory Programme

Since 2013, local investment promotion advisors have been posted at UNIDO field offices residing in Algeria, Ethiopia covering Uganda, Rwanda and Burundi and Mozambique. The advisors provide Japanese companies with **custom-made support** such as local business info, meeting arrangements with government agencies, match-making with local enterprises and escort with Japanese investors during their visit to the country.



**Mr. Kerrar**  
**Advisor in Algeria**



**Mr. Tadesse**  
**Advisor in Ethiopia**  
**+ Uganda, Rwanda,**  
**and Burundi**



**Mr. Durao**  
**Advisor in Mozambique**



## What we did in the Past

- ✓ Provided **specified services; investment and business consultancy services** free of charge for more than 150 Japanese companies Ethiopia, Rwanda and Uganda.
- ✓ Provided **match-making** services with local partners.
- ✓ **Supported and closely facilitated** Japanese companies who **established their investment and business in Ethiopia.**
- ✓ Organized, participated in a variety of forums in the region and abroad and provided investment and business potentials of the countries in focus.



- ✓ Arranged and accompanied Japanese companies in their meeting with local government offices and private companies and institutions.
- ✓ Followed up and facilitated actual investment and business activities of Japanese companies who are operating in Ethiopia.

## Success stories of the Advisory Program:

### a. **Hiroki Addis Leather Garment Manufacturing**

Invested in Ethiopia and the company is expanding its activities in Ethiopia. Its line of products and export volume is continually increasing.  
(100% export to Japan)

### b. **Atelier Andu Amet Leather Garment Manufacturing**

Established itself in Ethiopia and is also expanding its activities and its export volumes is increasing time to time. (100% export to Japan)

## 7. Challenges and Lessons from Our Experiences

### 【Example 1】 **Solar Power** Generation

- There are many good locations for solar power generation in terms of hours/intensity of sunlight.
- Japanese solar cells have better performance in “conversion efficiency” and durability, however, we found that the crucial condition for solar cell is “not to be stolen”.
- On the other hand, ICT enabled micro-payment with smartphones, which is the key to penetration.

### 【Example 2】 Securing **Drinking Water**

- Japanese technologies for purifying river water are excellent.
- Problem is that “people do not understand why they need to PAY for the water, since river/pond are free to use.”

### 【Example 3】 **Waste** Management and Recycling

- There are an enormous amount of wastes in Africa with high economic/population growth rate in urban areas.
- Japanese waste burning furnaces are quite high-performance, but people need “social framework” for regular waste collection schemes.

### 【Example 4】 Prevention/elimination of **Malaria** and other Infectious Diseases

- People needs more “easy-to-operate”/“work-everywhere(battery-operated)”/“quick-and-accurate” diagnosis equipment.

## 8. Next Steps : How to Overcome the Situation through Innovation ?

- Let's define “tasks” and “gaps” toward solutions.
- Mobilize human capitals for technologies and business models, across sectors with different disciplines.
  - >> One renaissance man cannot solve today's problems. Leaders, producers and integrators are crucial.
  - >> We need to combine “**applicable technologies**” under “**easily-accessible infrastructure**”, to provide the solution at “affordable price” and in “**sustainable business model**”.
- There is **NO “one-size-fits-all” type of solution** under the variety of boundary conditions. Those are big challenges for **scientists/engineers/business persons/governments**.



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# Thank you

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