

Official side event of the 7th Tokyo International Conference of African Development

JAPAN • AFRICA
Business Forum & EXPO
日本・アフリカ ビジネスフォーラム & EXPO



This is the logo of the Japan-Africa Business Forum & Expo of TICAD7.

April 2019

Context



JETRO

The Tokyo International Conference on African Development (TICAD), launched in 1993 and initially focused on development issues, is now transforming its concept.

More attention has come to be paid toward economic issues, especially private companies' investment, as a key to sustainable growth and development for African countries.

As a Japanese government-related organization, the Japan External Trade Organization (JETRO) is mandated to boost trade and investment between Japan and the rest of the world, including African countries.

JETRO is now expected to play more important roles, responding to TICAD's transformation to a more economy-oriented platform.

JETRO is organizing the Japan-Africa Business Forum & Expo at the forthcoming TICAD 7, as an official side event, to provide a wider range of business opportunities.



Outline – Business Forum



Photos: (clockwise from top) President Ramaphosa delivering keynote speech at Japan-Africa Public-Private Economic Forum/ Panel discussion at TICAD VI business conference/ Panel discussion at Japan-Africa Public-Private Economic Forum.

Inspiring guests with exciting visions of African business front-runners

- Date: August 29, 2019 13:00 – 18:00 (tentative)
- Venue: Queens Grand Ballroom, Yokohama Bay Hotel Tokyu
- Program (tentative):

Opening Session

Important messages from prominent political/business figures of Japan and African countries

Thematic Session 1 – African Innovation & Start-ups

Overview of African tech innovation and related business opportunities

Thematic Session 2 – Multilateral Business Partnership

How can an international business consortium committed to African economic growth be built?

Thematic Session 3* – Japanese SME Showcase

Series of presentations of Japanese SMEs on their unique products and services.

**Thematic Session 3 will take place separately on August 30 in Pacifico Yokohama Exhibition Hall B.*



Outline – Business Expo



Photo: Pacifico Yokohama

Photos: (Clockwise from top) Pacifico Yokohama/ Japan Fair at TICAD VI, 2016 at Nairobi/
Japan Fair at Japan-Africa Public-Private Economic Forum, 2018 at Johannesburg

Showcasing the excellence of Japanese companies and business opportunities in African countries

- Date: August 28-30, 2019
- Venue: Pacifico Yokohama Exhibition hall D
- Zoning (tbc):
 - 1) **Japan Fair** – Leading Japanese companies will be exhibiting their unique products and services for African countries.
 - 2) **Africa Lounge** – Consists of the following:
 - a) *National Booth:*
Space dedicated for African countries where the business opportunities and investment climate of each country will be showcased.
 - b) *B2B meeting space :*
For exhibitors and visitors.
 - 3) **Event Stage** - Various thematic presentations are planned.



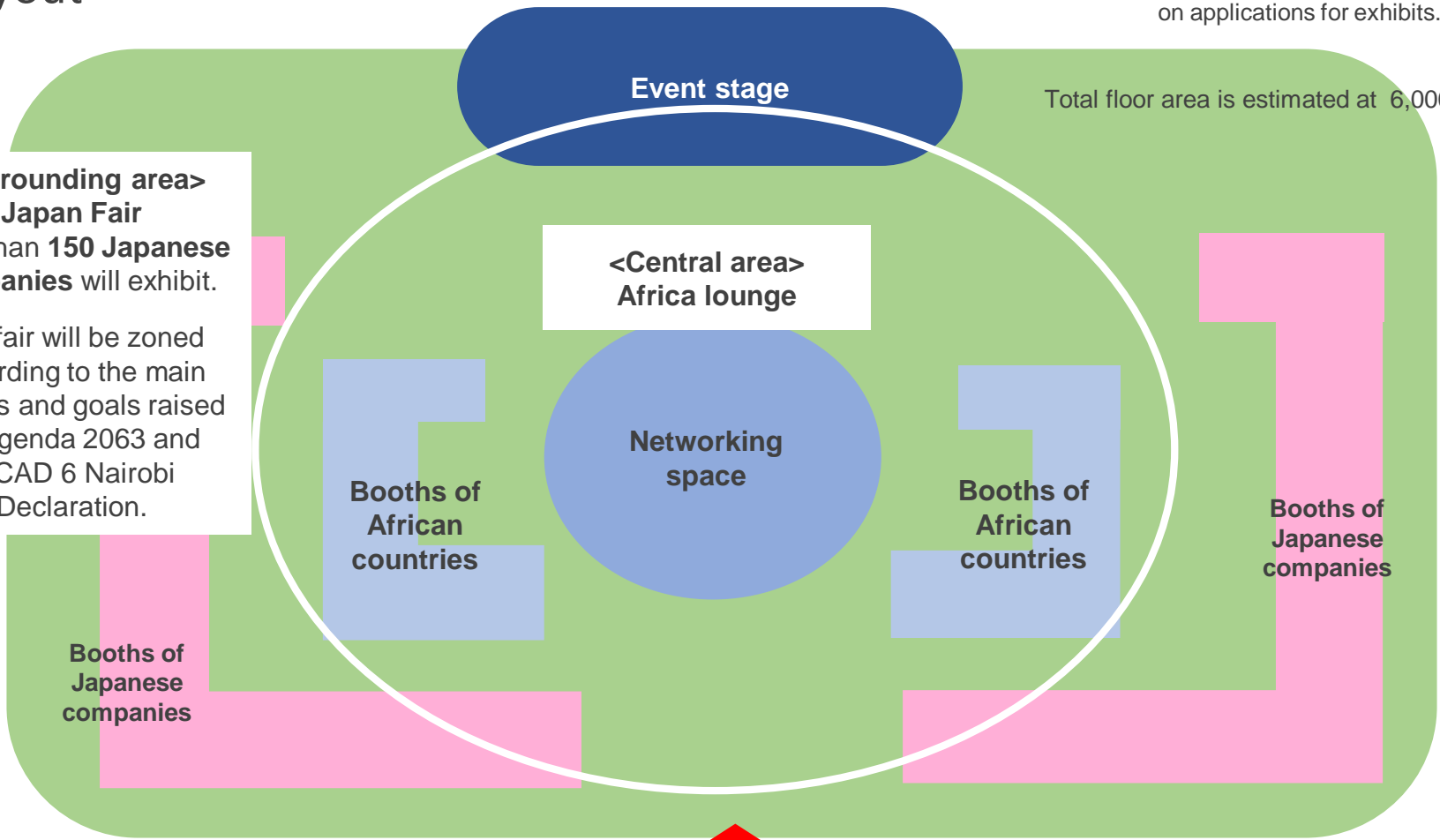
Layout

*The layout may change depending on applications for exhibits.

Total floor area is estimated at 6,000 m²

**<Surrounding area>
Japan Fair**
More than **150 Japanese companies** will exhibit.

The fair will be zoned according to the main themes and goals raised by Agenda 2063 and TICAD 6 Nairobi Declaration.



Entrance



Japan Fair

- **Over 150 companies and organizations will exhibit** to contribute to the continuous growth of Africa.
- They will introduce their various technology/products and services to look for African business partners.
- **In addition to major companies, many of SMEs will participate with their superb technology, products and services.**
- The fair will be zoned according to the main themes and goals raised by Agenda 2063 and TICAD 6 Nairobi Declaration.

Africa Lounge

- **Africa Lounge is for all the delegate from Africa.**
- **African countries exhibits their latest business environment to introduce for Japanese participants.**
- **Networking space is also available at Africa Lounge.** There can be a meeting point for the delegations and a space for networking with Japanese corporations.
- Plenty of African government officials and business delegates are expected and welcome by Japanese business people in this event.



Conditions – Africa Lounge

We will set up "Africa Lounge" comprising uniformly decorated booths for each country under the following conditions:

- Each country receives a booth of 6m² (one space) for free to introduce its own investment environments to visitors.
- Free services included with a booth are basic decorations, carpet, a country name-plate, a reception/display counter, 2 chairs, a catalogue stand, a trash can, 3 spotlights, a single-phase outlet and a certain amount of the electricity.
- Visitors are limited to business people, so we may not allow general consumer-focused product displays.
- All sales and solicitation activities are prohibited at the Business EXPO.
- At least one person must be present at its own booth at all times during the exhibition.
- Each country is free to use the networking space for business networking at the center of the Africa lounge.
- Information of each country is published in official catalog.



Image (tbc): illustrative purposes only





Schedule of Africa Lounge

April

- ◆ To brief the outline of the JETRO's event to the ADC in Tokyo (11 April)
- ◆ Setting up secretariat for the event
- ◆ To basically circulate participation questionnaires to each of the embassies in Tokyo

June

- ◆ Floor plan / Booth layout drafting
- ◆ Press announcements

August

- ◆ Completion of catalog

< Session 8/28-30 >



Event stage – Thematic Seminars



Photos: Pacifico Yokohama/ Afrinca Fair 2013 at TICAD V

Time to time various thematic seminars and presentations will be held on the stage over the three days with a focus on African investment environment and so on.

e.g. Infrastructure,
Resource development,
Healthcare,
Consumer market
Agriculture

※Event stage are allocated preferentially to those who brings business delegations.



Why participate?



Discover and experience outstanding Japanese products

Exceptional Japanese companies, from big corporations to SMEs, will be participating.

It is the best opportunity to discover the perspective of Japanese industry.



Network with important business executives and ranking government officials

The forum and expo are unique platforms to meet and have discussions with key decision makers of Japan and African countries both in business and politics.

Visiting both events would maximize opportunities for your business and expand your network.



Update your African business strategy

Learn about the latest economic and business trends and leverage them for the growth of your business in Africa.

How to visit

A registration website will be available from June.

Registration is free. Prior registration is required.

We look forward to seeing African government officials and corporations
at Japan-Africa Business Forum & EXPO in TICAD 7 !!

Inquiries

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