

## **ZAMBIA AT JAPAN-AFRICA BUSINESS FORUM**

Zambia participated in the inaugural Japan-Africa Business Forum which started on 10<sup>th</sup> June 2014 and officially ended on 11<sup>th</sup> June 2014. The Zambian delegation was led by the Minister of Commerce, Trade and Industry, Hon. Robert Sichinga, MP. The delegation included the Board Chairman of the Zambia Development Agency Mr. Songowaya Zyambo, The Acting Director General of the Zambia Development Agency Mrs. Florence Mumba and the Manager for Investment Promotion at Zambia Development Agency Mrs. Jessica Mwiinga Chombo. Other members of the delegation were the Director General for the Citizens Economic Empowerment Commission (CEEC) Mr. Likando Mukumbuta, an Economist from the Ministry of Commerce, Trade and Industry Mr. Amos Mumba and the Minister's Assistant and Economist Mr. Mukela Munalula. Diplomatic Staff at the Zambian Embassy in Tokyo also attended the Forum.

## **ABOUT THE FORUM**

The Japan-Africa Business Forum carried the theme: Succeeding in Africa: Unlocking Growth & Opportunities. It was organized by the African Diplomatic Corps in Tokyo in conjunction with the African Development Bank. Other co-organizers were Japan International Cooperation Agency (JICA), Japan External Trade Organization (JETRO), Africa Society of Japan and the Nikkei Business Planning and Editorial Center. The Forum had support from the Ministry of Foreign Affairs, Ministry of Finance, Ministry of Economy, Trade and Industry of Japan, Japan Oil, Gas and Metals National Corporation (JOGMEC), Japan Bank for International Cooperation (JBIC) United Nations Industrial Development Organization (UNIDO), United Nations Development Organization (UNDP), Keidanren, Committee on Africa-Japan

Relations - Keizai doyukai, Alliance Forum Foundation, Africa Business Promotion Support Network and World Bank Group.

The Forum attracted about 600 participants comprising Government Officials from African Countries and Japan and Private and Public Business Executives from African and Japan.

## **Background**

At the Fifth Tokyo International Conference on African Development (TICAD V) in June 2013, 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 Overseas Development Assistance (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 various stakeholders reckoned it fit to hold the First Africa Business Forum in Tokyo this year, one year after TICAD V. The event was also proposed by the African Diplomatic Corps in Tokyo.

The Japan-Africa Business Forum drew together leaders from the public and private sectors. Africa's and Japan's top business consultants, executives and experienced business leaders doing business in Africa. Featuring a combination of expert keynote addresses, lively panel discussion and in-depth case studies. Speakers explored and debated on various themes evolving around driving and acceleration of 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," highlighted enterprises operating across the

continent in various sectors featuring panels, networking and the business pitch from the regional groupings in Africa.

The Agenda of the Forum had well thought themes on developments and investment opportunities in Africa's Energy and Power sector, Infrastructure – Transportation, Water, Social Infrastructures, Africa's Rising Entrepreneurs & Innovators and introduction of promising African entrepreneurs. The Forum further discussed Agribusiness in Africa and how Japanese enterprises can contribute to Africa's move to more advanced industrial structure. Other sessions were on Health, Risk Management as well as Finance: Investment Value and Raising Funds. Business opportunities in individual regions of Africa were presented and discussed.

The Forum was planned and organized 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 were invited. Representatives of Japanese companies already investing or are already engaged in business in Africa or which plan to do so were also invited, as well as Japanese officials engaged in supporting business and investment in Africa.
- (2) African participants gave presentations on recent business trends and business opportunities in sectors and regions in which active entry by Japan is expected. Japanese participants gave presentations on their current activities and future visions for Japanese companies actively doing business in Africa.
- (3) Discussions focused on various topics, such as challenges perceived and experienced by business organizations and potential Japanese investors in Africa and solutions to the

same as well as creative ideas on how to further enhance the business partnerships between Africa and Japan.

### **Zambia's Participation**

The delegation leader, Honorable Sichinga was one of the panelists for the session on Risk Management. During the session, Honorable Sichinga opened the floor and presented on actual risks and perceived risks in Africa. The Minister took this time to present Zambia's case highlighting what measures Zambia has put in place to mitigate the perceived risks. In all, the Minister delivered the point that Zambia is one of the most stable countries on the continent, politically and has instituted legal provisions such as the ZDA Investment Act that ensure protection of foreign investments. The Minister further highlighted the attractiveness of the Tax incentives that Zambia offers to foreign investors.

### **Zambia Session**

Side events and meetings such as exclusive country sessions to facilitate interaction between Japanese and African business persons as well as Government officials were organized.

During Zambia's country session, the Zambian team showcased to Japanese Business Executives and Entrepreneurs the investment opportunities that the country has. The Minister of Commerce, Trade and Industry, Hon. Robert Sichinga, MP urged Japanese Business Entrepreneurs to urgently extend their investments to the resource-rich Zambia.

Hon. Sichinga explained that the Zambian Government was interested and looking for mutually beneficial partnerships with foreign investors to harness and add value to Zambia's vast natural resources. The Honorable Minister added that Zambia is

endowed with various and vast natural resources such as water, arable and unused land, minerals including Manganese, uranium, nickel, precious stones and large deposits of Copper.

The Minister assured potential Japanese investors that their investments in Zambia would be protected through the various pieces of legislation such as the Zambia Development Act and the Investment Promotion and Protection Agreement (IPPA) that the Zambian Government signs with Foreign Investors.

Speaking at the same session, Zambia Development Agency Board Chairman Mr. Songowayo Zyambo said Zambia has mitigated most of the investment risks that exist in Africa. Mr. Zyambo explained that Zambia is one of the most politically and economically stable countries in Africa having witnessed peaceful transitions of power and change of leadership. He said because of such, foreign and local investors are assured of security of their investments and businesses.

The ZDA Board Chairman further said that Zambia is regarded well as one of the countries in Africa in terms of dialogue between the Private Sector and Government.

Mr. Zyambo also told the Japanese Business Executives that Zambia has strict Law Enforcement that guarantees protection of Foreign Investments.

## **EXCLUSIVE EVENTS ORGANIZED BY THE EMBASSY**

### **Meeting with Tokyo Rotary Club**

Honorable Sichinga, flanked by the team from the Zambia Development Agency met 36 Japanese Business Executives at the Tokyo Rotary Club and discussed business opportunities in Zambia.

The meeting provided an opportunity for more business matching meetings for Honorable Sichinga and his delegation. The delegation had an hour to present to the Rotarians various business and investment opportunities in Zambia.



### **Meeting with Japan Oil, Gas and Metals National Corporation JOGMEC**

During this visit to Tokyo, Honorable Sichinga also met the President of Japan Oil, Gas and Metals National Corporation (JOGMEC) Mr. Hiro Bumi Kawano.

During this meeting, it was revealed that JOGMEC had made several visits to Zambia and met Government officials including the former Minister of Mines, Hon. Dr. Kalombo Mwansa and former Minister of Commerce and Trade, Hon. Felix Mutati. JOGMEC indicated that these interactions had culminated into the firm signing, with the Zambian Government, a Memorandum

of Understanding whose provisions have not been implemented or actualized.



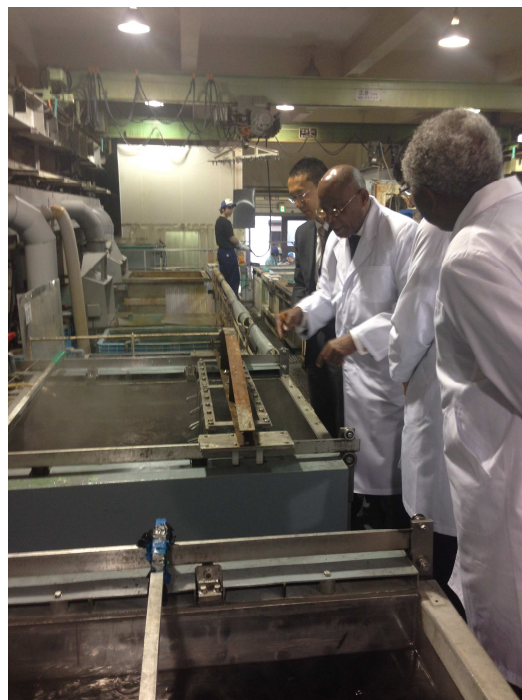
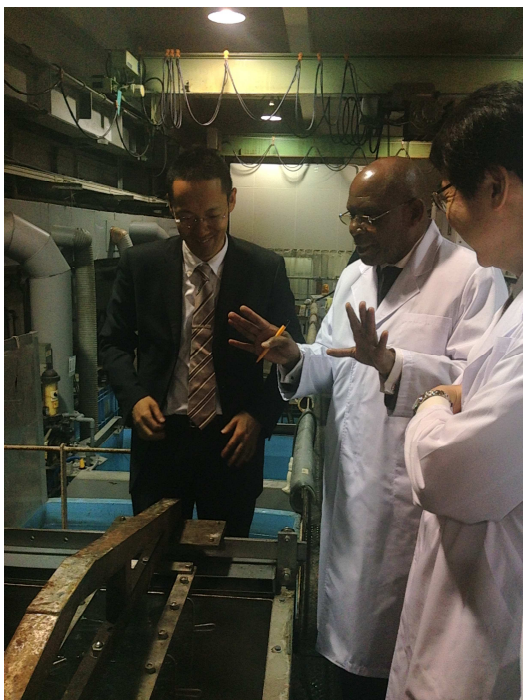
Hon. Sichinga promised JOGMEC that he would follow up the matter and emphasized that he would ensure that the MoU is revisited and implemented. The Minister promised to approach the Ministry of Mines as well as ZCCM-IH over the matter to accelerate engagements of JOGMEC as the organization's services for explorations are very much needed and important to Zambia. The Minister assured JOGMEC that if ZCCM-IH was not ready to work with JOGMEC, his Ministry would find alternatives. He further promised to facilitate fruitful meetings between JOGMEC and the Zambian Government and other interested stakeholders, adding that the President of the Republic of Zambia, H. E. Mr. Michael Sata and his Government were keen to actualize and accelerate business engagements between Japan and Zambia as opposed to the dependence on Overseas Development Assistance (ODA), a matter he said was highlighted by H. E. President Michael Sata when he attended the TICAD V in 2013.

The Minister further assured JOGMEC that Zambia would allocate an economic zone (MFEZ) for Japanese investors and business firms to operate.

### **Meeting with Prof. Tetsushi Sonobe National Graduate Institute for Policy Studies (GRIPS)**

The Hon. Minister also met Professor Tetsushi Sonobe from National Graduate Institute for Policy Studies (GRIPS) and discussed matters relating to Industrial Clusters and how they can be remolded and implemented in Zambia. This is a bid to boost Zambia's Small and Medium Enterprises and the youths involved in the informal sector businesses such as welding and carpentry.

### **Meeting with Mr. Yu Imada, President of the Metal Coating Laboratory and Manufacturing Company in Tokyo**



With the help and introduction by Prof. Sonobe of GRIPS, Honorable Sichinga had a meeting with Mr. Yu Imada President of the Metal Coating Laboratory and Manufacturing Company in Tokyo. The Minister invited Mr. Imada to extend his business and operate from Zambia. The firm is specialized in manufacturing metal-coated and polished products / machine parts for use by other firms as part of the production chain. The Honorable Minister had a guided tour of the manufacturing plant. The Minister said the tour gave more insight to what Zambia needed in order to establish industrial clusters.