

The logo for JETRO, featuring the word "JETRO" in a large, black, serif font. The letters are bold and have a classic, slightly ornate appearance. The background is white with blue geometric shapes on the left and right sides.

Japan External Trade Organization

1 | Introduction of JETRO: Activities

- Government-related organization for promoting mutual trade and investment between Japan and the rest of the world
- Overseas offices: 76 (in 55 countries)
- Japan offices: JETRO HQ in Tokyo and Osaka, 48 regional offices and Institute of Developing Economies (IDE-JETRO)
- Employees: 1,888 (1,180 in Japan and 708 overseas)

1 Facilitating innovation through FDI in Japan, and supporting overseas expansion of startups



- J-Startup
- J-Bridge
- Global Acceleration Hub

2 Supporting exports of Japanese agricultural, forestry and fishery products and food



- The certification program of Japanese Food and Ingredient Supporter Stores Overseas

3 Assisting Japanese companies with their overseas business



- Business-matching event
- Business mission

4 Contributing to activities of Japanese companies through surveys/research



- Business seminar/ Forum
- Survey
- IDEAS program

2 | Introduction of JETRO: Network in Africa

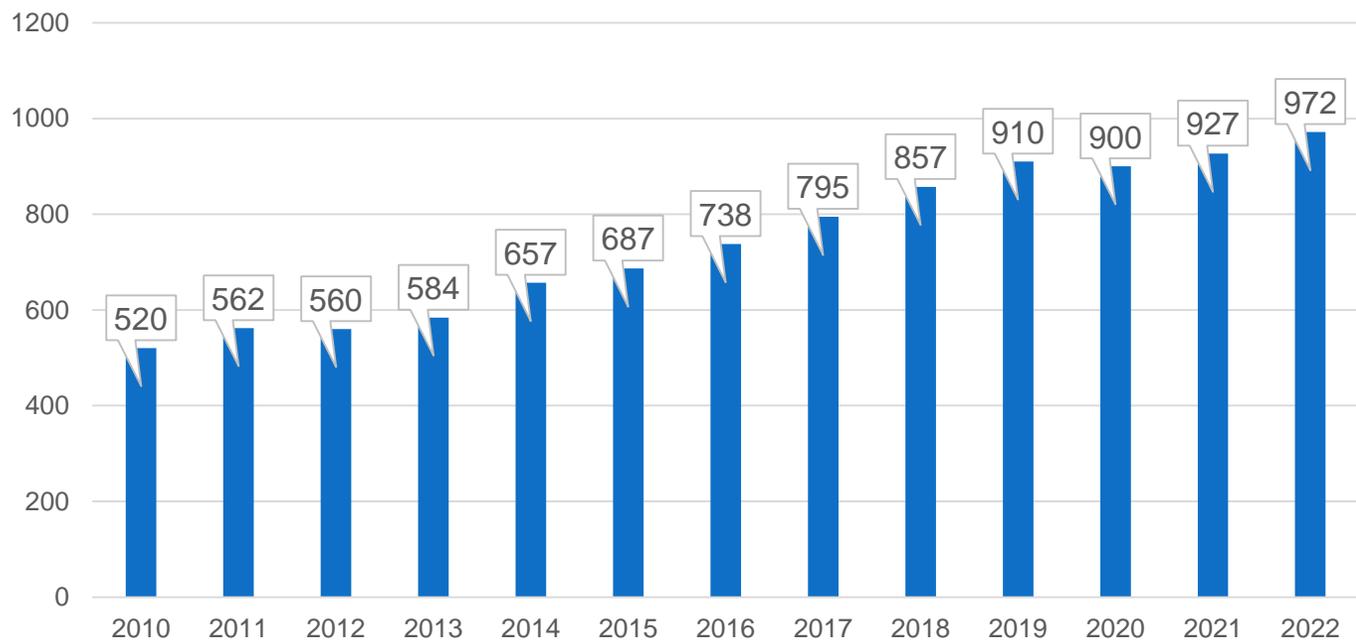
- JETRO has nine offices in Africa which cover the entire African region.
- The Africa regional headquarters is in Johannesburg.
- While JETRO Accra as just established last year in 2020, JETRO Cairo has been actively working since 1955.



3 | Records and Memories with Africa

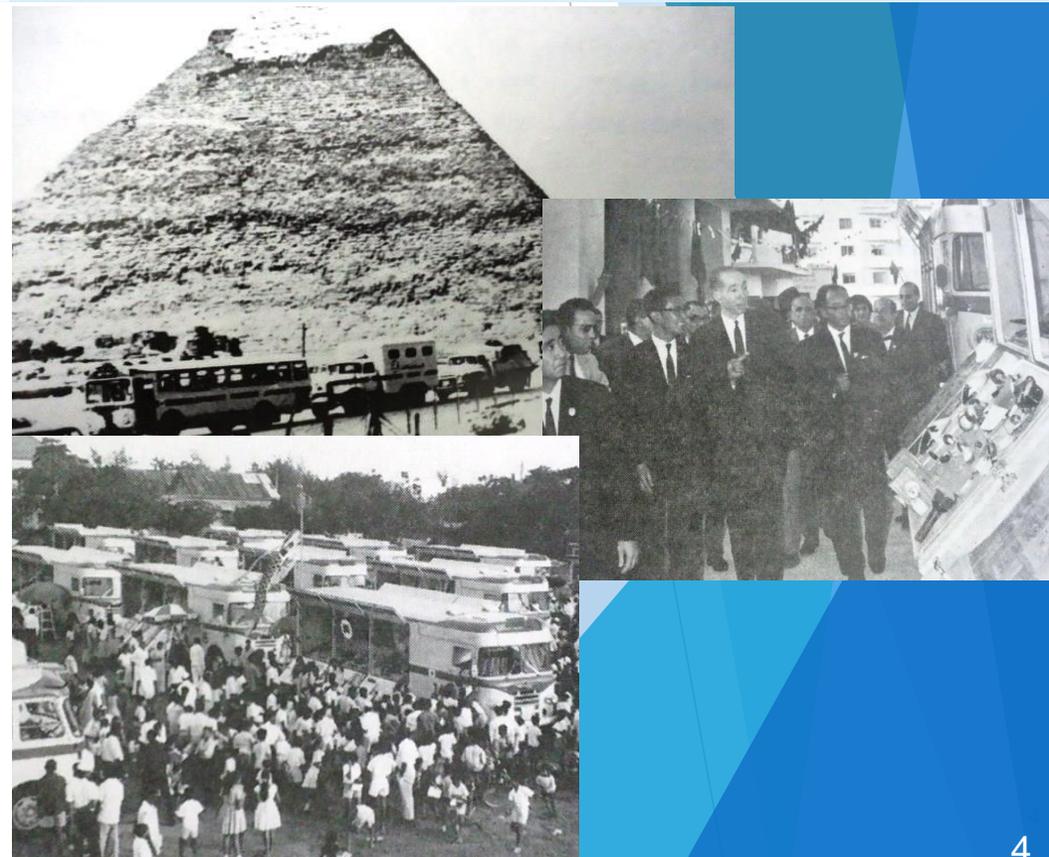
- Japan has succeeded in a miraculous development, high growth and industrialization. In the 60s and 70s, made-in-Japan products became very popular and well-known all over the world.
- JETRO organized about 30 exhibition trucks full of Japanese products and toured villages in Africa in the promotional campaign called “Africa Caravan.”
- Many businesses left Africa in the 80s and 90s due to political instability and the rise of the Asian market.
- The number of Japanese companies based in Africa is increasing in recent years.

Japanese companies based in Africa



Source: MOFA

Copyright (C) 2023 JETRO. All rights reserved.



4 | TICAD8 and JETRO, Records and Memories with Africa

- TICAD 8 was held in Tunisia on August 27-28, 2022. The Business Forum was held under the restrictions of the Corona Disaster.
- JETRO's involvement in TICAD IV has become even stronger than before since the announcement of support for a doubling of private investment. At JETRO events, business promotion is always at the center of our activities.

Business Forum

- While face-to-face events were limited due to Corona measures, JETRO was permitted to organize the business forum as an official event.
- A total of over **500 people** attended the two-day event. As speakers a total of **80 Ministers and Business Leaders** from both Japan and Africa took the stage to discuss strengthening business ties between Japan and Africa.
- The Exhibition corner was set up to showcase Japanese products and technologies that contribute to sustainable growth in Africa. A total of **24 companies** introduced their products and initiatives.



Panel discussion
between African and
Japanese companies



the Business Forum



The Exhibition area