

JETRO Project to Support African Development

-Creating a Vibrant Africa through Increased Trade with Japan-

As part of the "Yokohama Action Plan" adopted at TICAD IV, JETRO launched a comprehensive scheme aimed at boosting African exports to Japan, called "Access Japan!—Program for African Products to Enter the Japanese Market." The scheme, which aims to add to the efforts of African countries to achieve sustainable growth, begins with first identifying African products with strong potential in the Japanese market, then working with producers to improve product quality/marketing. Next, firms are given a full range of support to enter the Japanese market.



Access Japan!

-Program for African Products to Enter the Japanese Market -

1. Assess potential of African products in the Japanese market



- Conduct feasibility studies
- Offer product consultation/evaluation
- Provide expert assessments

2. Provide guidance on product improvement and marketing



- Dispatch experts to African countries
- Provide one-on-one consultation
- Hold seminars and workshops

Use experience for new projects

Pilot Demonstration Project for Development and-Import Schemes
(for Japanese companies)*

4. Compile and communicate results



- Hold seminars together with African governments/companies
- Prepare reports on successful attempts to enter Japanese market
- Share suggestions of Japanese firms with African governments/companies

3. Support African firms in entering the Japanese market



- Help participation in Japanese trade fairs
- Utilize JETRO network to connect African producers with Japanese firms
- Invite companies to Japan for training

* At any time during the program, a Japanese company may come in under the **Pilot Demonstration Project for Development and Import Scheme**, in which a Japanese company works with an African producer to develop and introduce a product into the Japanese market.