



Japan International Cooperation Agency

JICA's Approach to Private Sector Development

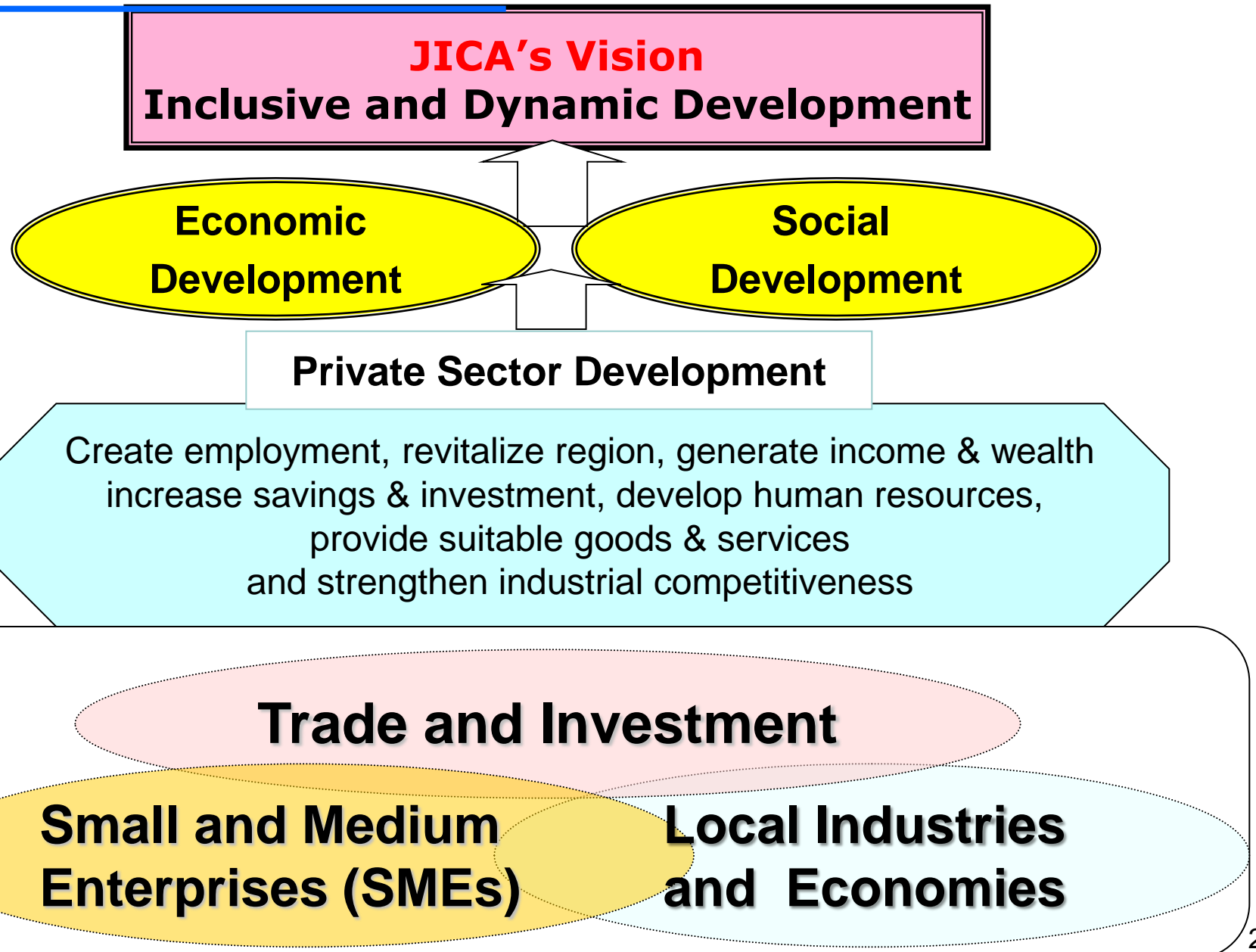
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Advisor, Private Sector Development Division 1

**Private Sector Development and Public Policy Department
JICA**

Private Sector Development for JICA's Vision



Area of JICA's PSD

Overall Policy

Formulation of Industrial Development Policies

- Master plan for industrial development
- Policy Dialogue

Basic Environment

Improvement of Business Environment

- Development of legal system and institutions for industries (laws, judicial system, intellectual property rights, industrial standards and conformity)
- Economic infrastructure (electric power, road, port, etc.)

Individual Measures

GLOBAL

International Competitiveness, Benefits from Global Market

LOCAL

Regional Gap Correction, Poverty Reduction

Trade and Investment Promotion

- Strengthening organizations of trade/investment promotion
- Formulation of trade/investment policies and institutions

SME Development

- Improvement of quality and productivity
- Strengthening SME Development organizations
- Formulation of SME development policies

Local Economy Development

- Local enterprises/ community development (One Village One Product movement, Cluster development)
- Tourism development (utilizing local resources)

New Partnerships that Support Economic Growth

Public Private Partnership

- Study for PPP Infrastructure Projects
- Study and Pilot Project for Disseminating SME's Technologies
- Study for BOP Business Promotion, SME Partnership Promotion Survey

Recent Highlights

<Industrial Development Policies>

1. Policy Dialogue of Industrial Development in Ethiopia
2. Industrial Policy Advisors

<Improvement of Business Environment>

3. OSBP in Africa
4. Intellectual Property Rights in Indonesia

<Trade and Investment Promotion>

5. Investment Promotion Advisors
6. SEZ Development in Myanmar and Kenya

<SME Development>

9. Productivity Improvement (KAIZEN) Project in Ethiopia and Africa
10. Automobile Industry in Mexico (Value Chain Development of FDI and Local SME)

<Local Economy Development>

10. One Village One Product Project in Kenya
11. Tourism Development Project in Dominica Republic

Policy Dialogue on Industrial Development in Ethiopia

(1st Phase: 2009.6-2011.5 & 2nd Phase: 2011.11-2015.10)



Ethiopia

Three Layers

Prime Minister

**Ministers
State Ministers**

Operational Level

**Mol, MoFED, MoARD,
MoE, MoUDC, etc.**

Policy Dialogue Themes

1. Policy Visions

Democratic Developmentalism, Agriculture Dev.-led Industrialization (ADLI), Light Manufacturing

2. Five Year Development Plans

GTP (10/11-14/15), GTP2 (15/16-19/20)

3. Sector Policies/Strategies

- Basic Metal & Engineering Industry
- Industrial Development Strategy

4. Thematic Issues (Phase 2)

- Export Promotion / Champion Product Approach
- FDI Promotion / FDI-linked Technology Transfer
- Handholding (Enterprise support) Program

5. Cross-cutting Issues

- MSE Development Strategy
- Policy Making Process and Organizations
- National Movement of Productivity

Japan

EOJ

GRIPS

JICA

Source: JICA (2013) modified by author.

Mol - MPDC

**Mol - Kaizen
Unit & EKI**

Taskforce Team

**Supplementary Firm-Level Study of Basic
Metal and Engineering Industry (2010)**

KAIZEN Project Phase1 (2009-11) & 2 (2011-14)

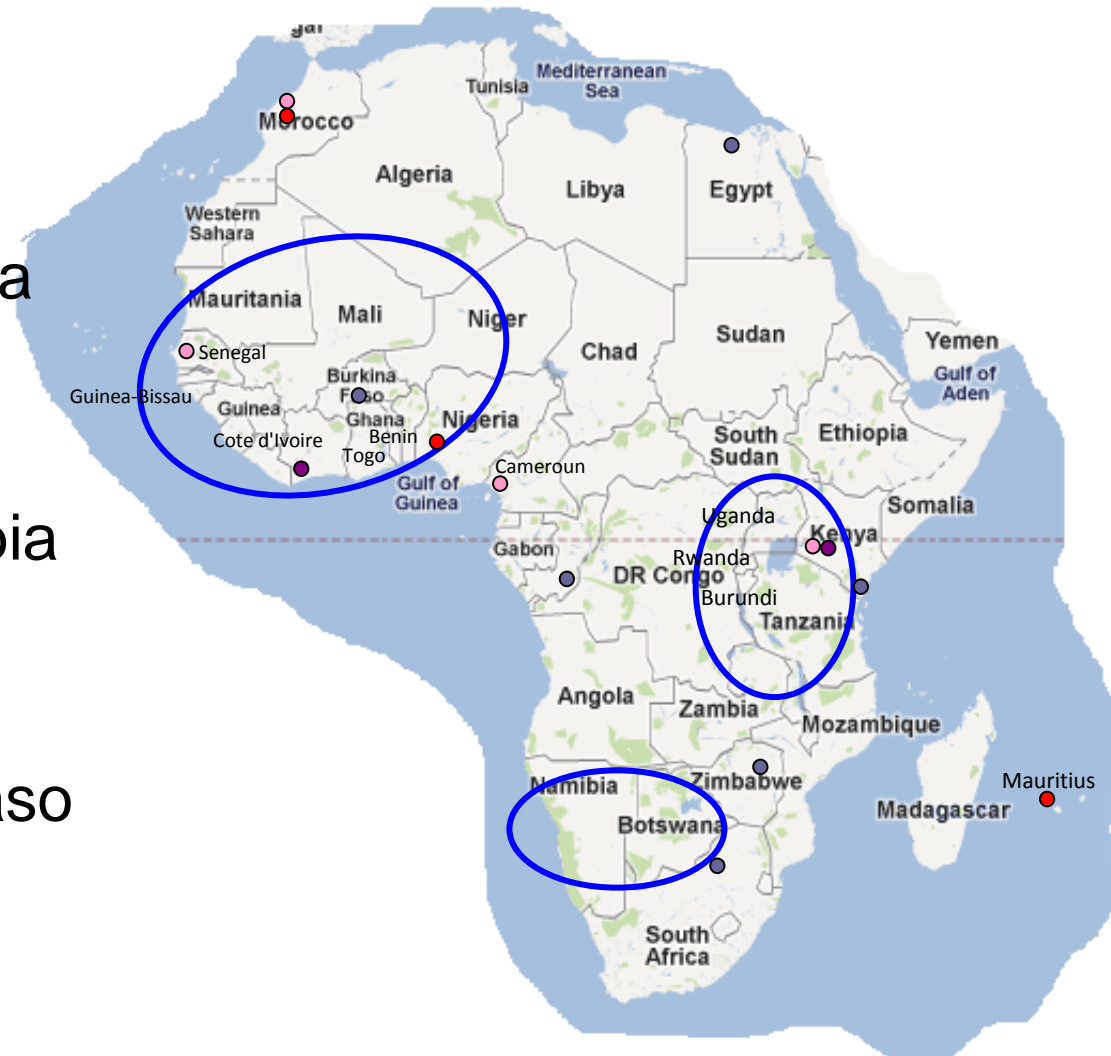
Champion Product Approach (2012-)

JICA

Business Environment

One Stop Border Post in Africa

- Eastern
Kenya - Tanzania
Rwanda - Tanzania
- Southern (new)
Botswana - Namibia
- Western
Togo – Burkina Faso



Project for Strengthening Intellectual Property Rights (IPR) Protection in Indonesia (2011.4-2015.4)



■ Project Purpose:

Intellectual Property Rights protection and utilization mainly by Directorate General of Intellectual Property Rights(DGIPR) is strengthened.

■ Outputs:

1. Function of the IPR enforcement in relevant institutions are strengthened.

Injunction at Border

IPR Investigation

Examination & Court Judgement of IPR Cases

2. Examination capacity of DGIPR is improved.

**HRD
Planning & System**

**Capacity of
Examination**

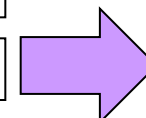
**Access to
IPR Information**

3. Utilization and dissemination of IPR at higher educational institutions is improved.

Encouraging Creation

Intellectual Property Management

Intellectual Property Utilization



**Higher Educational
Institutions**

Series of Infrastructure Development in Cambodia



GA : Grant Aid
YL: Yen Loan
TC: Technical Cooperation



• Improvement of National Road No. 6 (Siem Reap Section)
(GA: \$ 13.53 mil. '00)

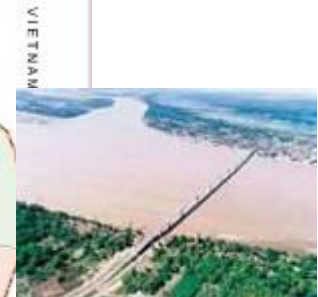
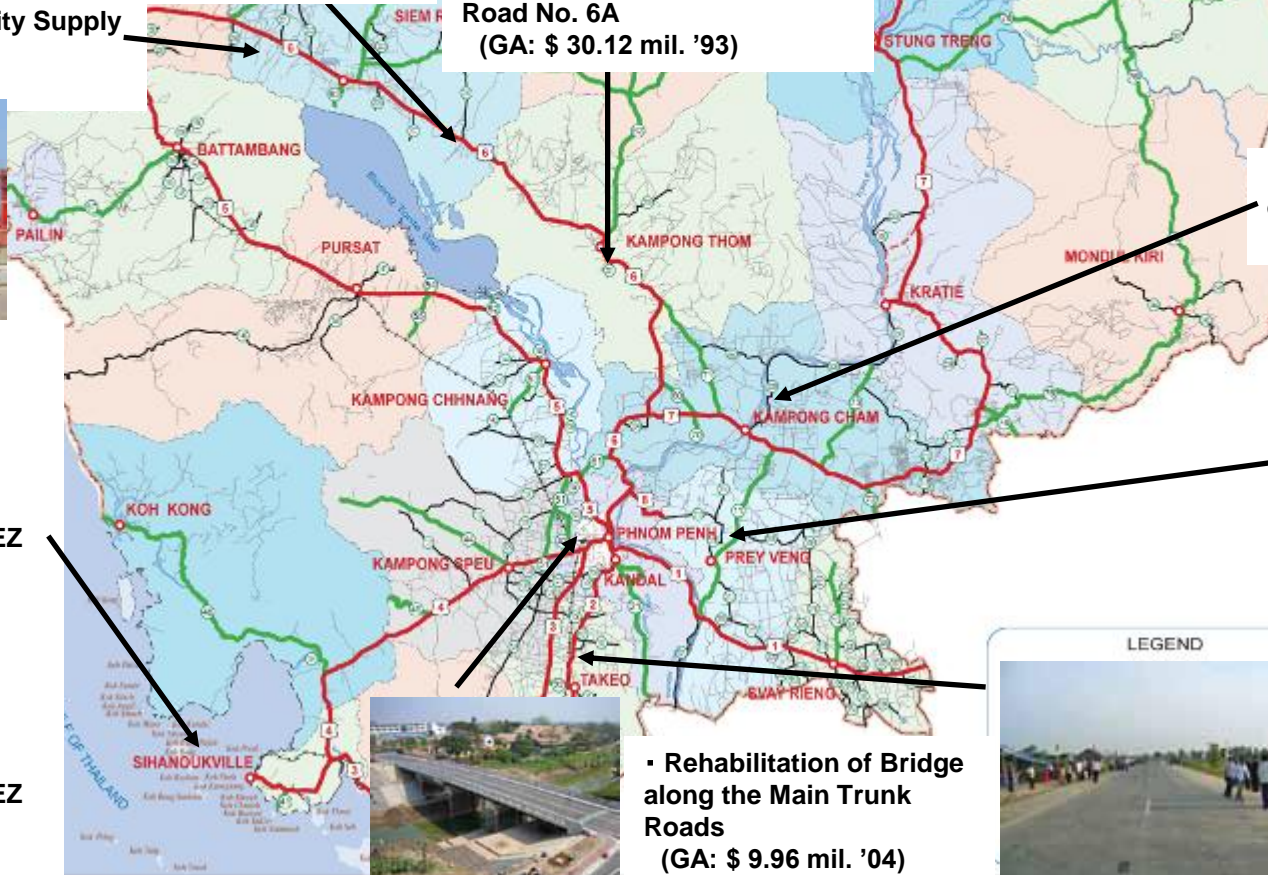
• Expansion of Electricity Supply Facilities in Siem Reap
(GA: \$ 21.31 mil. '02)



• Sihanoukville Port Urgent Rehabilitation
(YL:\$41.42mil.'99)
• Sihanoukville Port Urgent Expansion
(YL:\$43.13mil.'04)
• Sihanoukville Port SEZ Development (E/S)
(YL:\$3.18mil.'06)
• Improvement of Security Facilities & Equipment in Main International Port
(GA: \$ 9.27 mil. '06)
• Sihanoukville Port SEZ Development Project
(YL:\$36.51mil.'08)



• Improvement of the Bridge On National Road No. 6A
(GA: \$ 13.59 mil. '00)
• Rehabilitation of the National Road No. 6A
(GA: \$ 30.12 mil. '93)



• Construction of a Bridge over the Mekong River
(GA: \$ 65.07 mil. '97)



• Improvement of the National Road No.1
(GA: \$ 55.32 mil. '05)



• Rehabilitation of Bridge along the Main Trunk Roads
(GA: \$ 9.96 mil. '04)



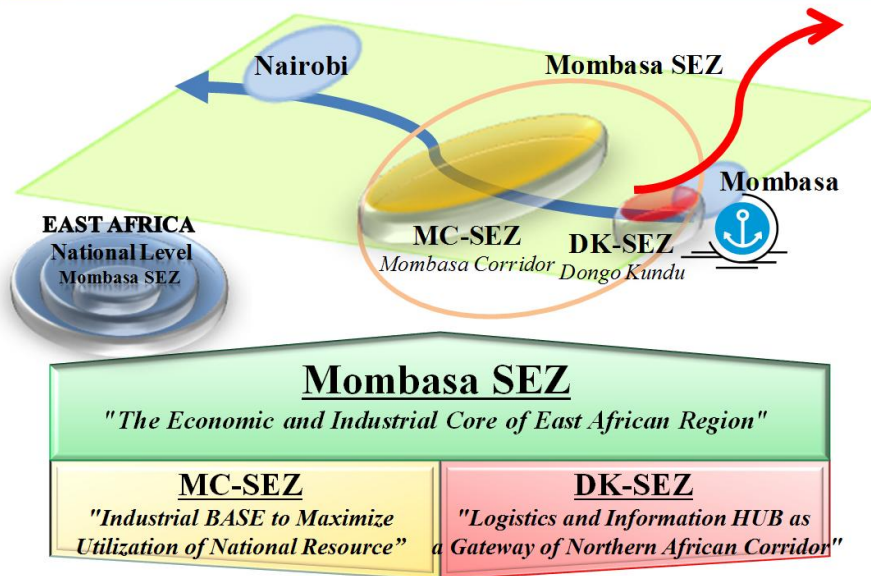
• Improvement of the National Road No.2 (Takeo Section)
(GA: \$ 55.32 mil. '05)

SEZ, Strategic Development to Attract FDI

Mombasa - Kenya (2014)

3. Development Vision of Mombasa SEZ

Development Images



Thilawa - Myanmar (2013)

5. Implementation Scenario

Development Image in 2015

Class A Area

- ✓ Fast track setup and marketing
- ✓ High quality infrastructure
- ✓ International competitive manufacturers
Automobile, Electronic Component, Office Appliance

Class B Area

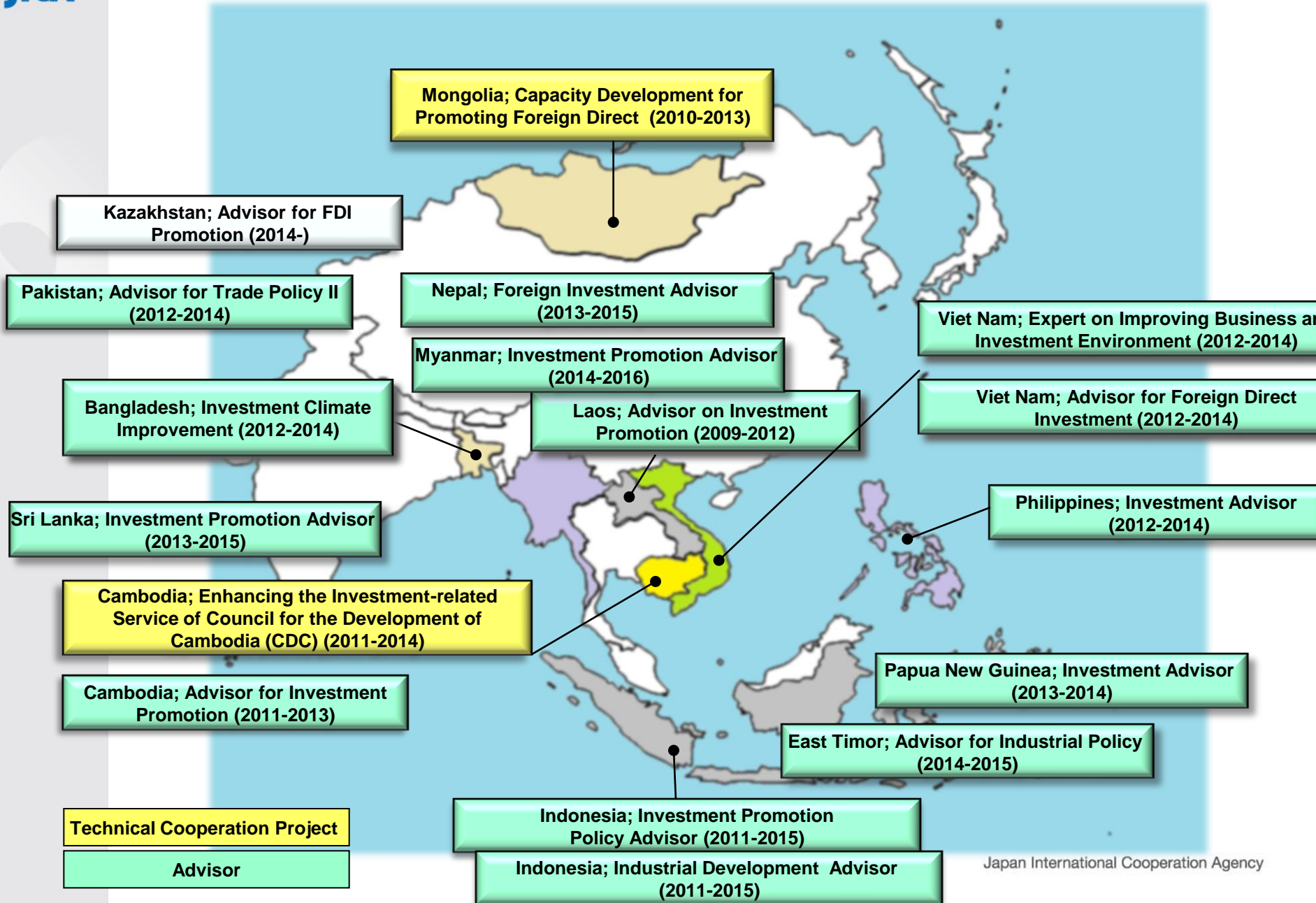
- ✓ Key infrastructure setup (main road, flood control, drainage)
- ✓ Labor intensive industries
Garment, Food, Wire Harness



- ✓ The number of investors (occupancy rate) depends on market demand
- ✓ The SEZ's attractiveness and competitiveness to be enhanced to accelerate the development
- ✓ Wide range of industries from the world to be invited
- ✓ Appropriate partners of the zone-developer to be considered
- ✓ The joint venture, the Government of the Republic of the Union of Myanmar and the Government of Japan take initiative

Note: The location of Class A area shall be fixed soon. Detailed plan to be developed by the joint venture.

Investment Promotion Advisors in Asia



Investment Promotion Advisors in Africa

Morocco (2013-2014)
Business Development Advisor

Sudan (2013-2014)
Trade Promotion Advisor

Cote d'Ivoire (2014-)*
Advisor for Foreign Investment Promotion

Ghana (2014-)*
Investment Promotion Advisor

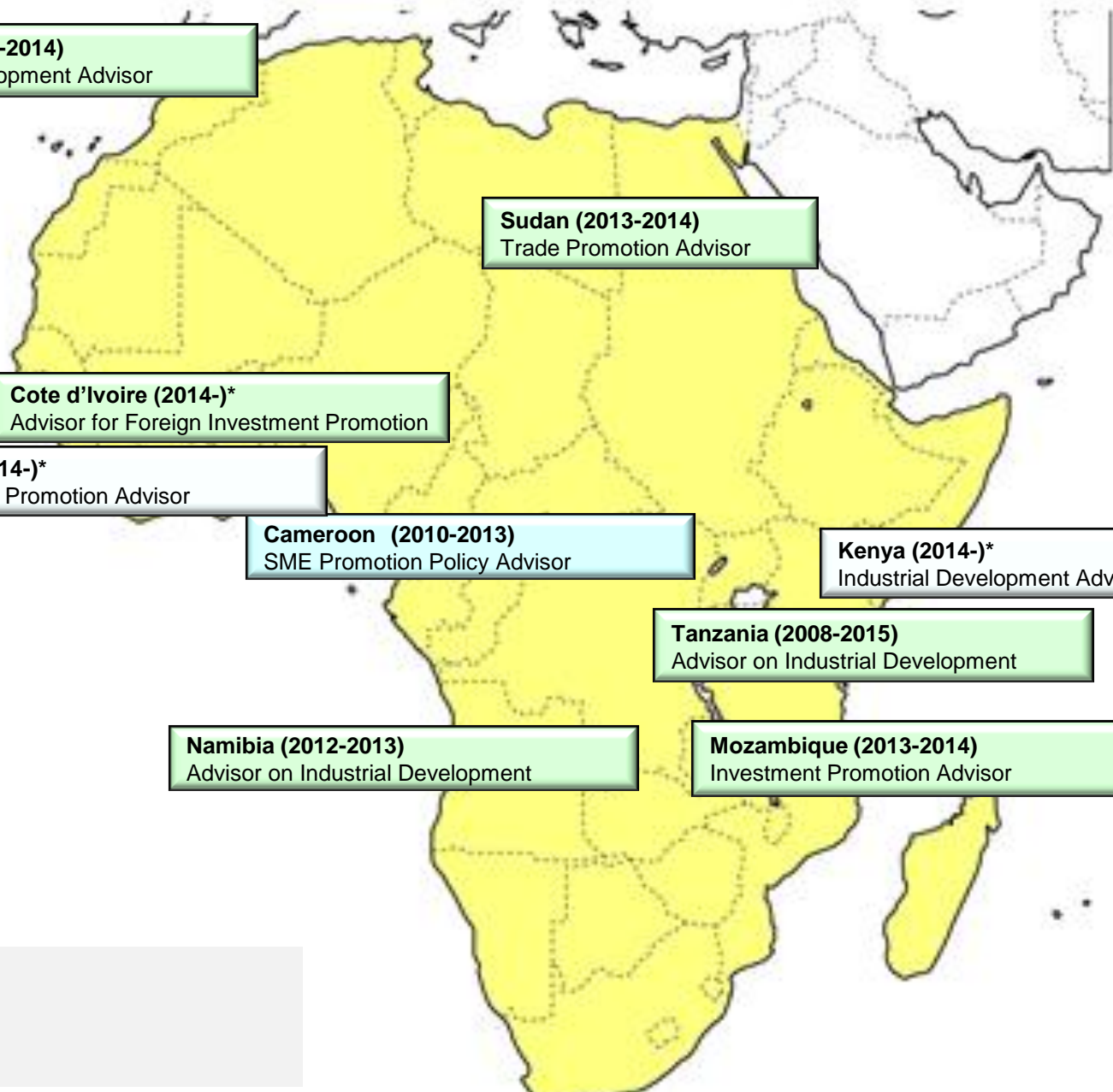
Cameroon (2010-2013)
SME Promotion Policy Advisor

Kenya (2014-)*
Industrial Development Advisor

Tanzania (2008-2015)
Advisor on Industrial Development

Namibia (2012-2013)
Advisor on Industrial Development

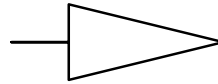
Mozambique (2013-2014)
Investment Promotion Advisor



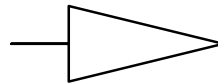
KAIZEN Projects in Africa

Ethiopia KAIZEN Project

Sort, Set-in-order & Shine (3S) are implemented to standardize the inventory stock



In-process stock is repositioned to avoid **Muda of transportation**



Before Kaizen

After Kaizen

JICA's KAIZEN Projects in Africa

Tunisia (2009-2013)

Project on Quality/Productivity Improvement

Egypt (2009-2013)

Productivity and Quality Improvement Center

Ethiopia (2011-2014)

KAIZEN Dissemination Project (Phase2)

Ghana (2012-2015)

Project for Formulating a Model for KAIZEN through Strengthening BDS for MSEs

African Union Commission(2014-2016)

The Project on Capacity Development for KAIZEN Generation on AU

Cameroon

KAIZEN Project

Kenya (2012-2014)

Project on Productivity Improvement

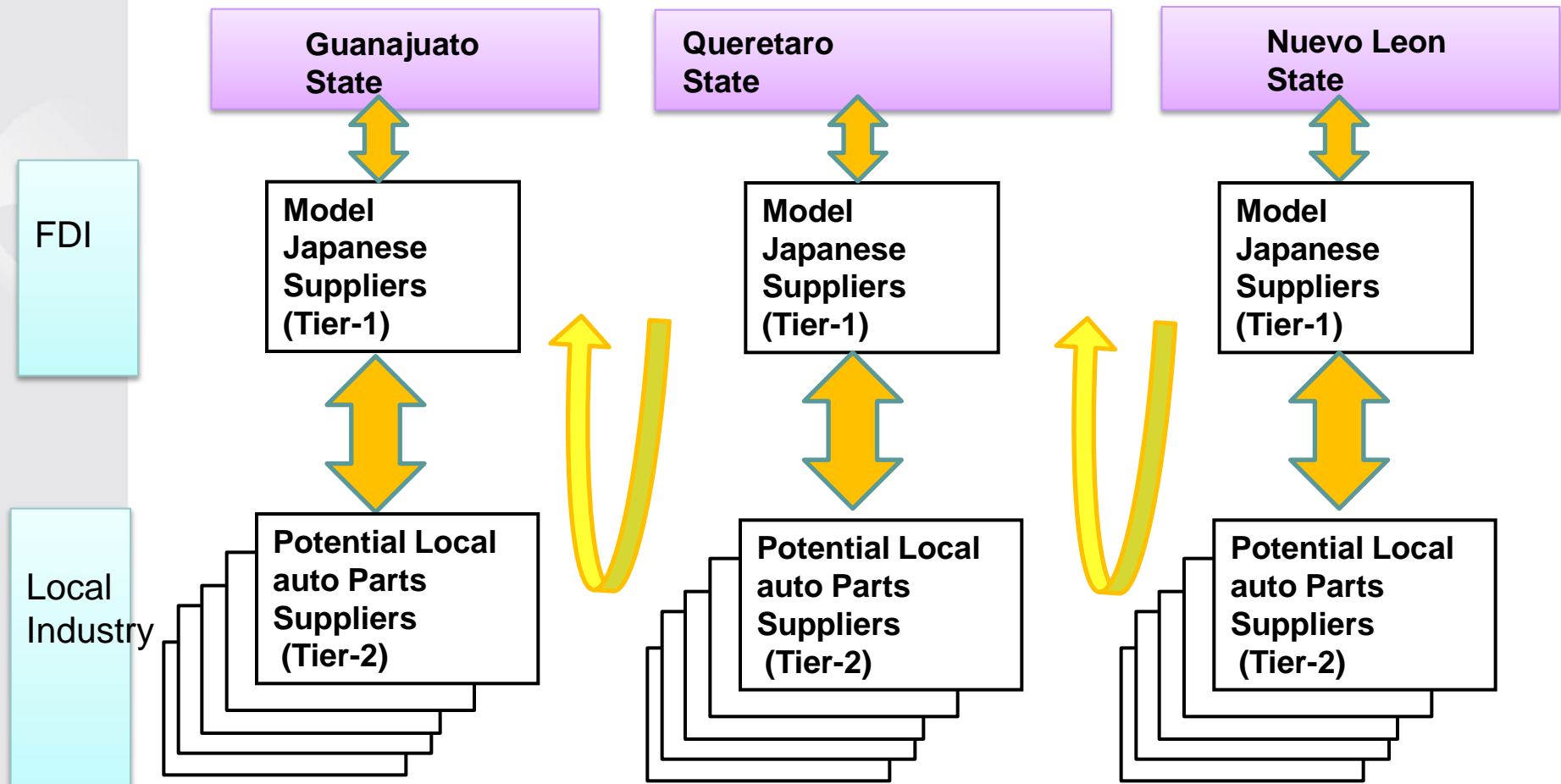
Tanzania (2012-2015)

Project on Strengthening Manufacturing Enterprises through KAIZEN

Zambia (2014-2016)

National KAIZEN Project

Project for Automotive Supply Chain Development in Mexico



6 Model Japanese Suppliers (Tier-1) and
30 Potential Local auto Parts Suppliers (Tier-2)

OVOP in Kenya



Aloe products



Nettle leaves
herbal products



Yogurt



Banana chips



Soapstone
products



Mushroom
flour



Flour & dried
fruits



Hone products



Tourism Development in Dominica Republic



Map of Municipality Brands of Puerto Plata

Supporting women entrepreneurs

- Part of Japan's Initiative regarding Women's Empowerment and Gender Equality
- Japan-Africa Business Women Exchange Program (2013-)
 - A follow-up to Tokyo International Conference on African Development (TICAD V)
- Economic empowerment of rural women)
 - Women-specific: Project on Gender Mainstreaming (Cambodia)
 - Smallholder Horticulture Empowerment and Promotion Unit Project (Kenya)



New Partnerships that Support Economic Growth

- Private Sector Investment Finance
- Preparatory Survey for PPP Infrastructure Projects
- Preparatory Surveys for BOP Business Promotion
- Small and Medium-Sized Enterprise Partnership Promotion Survey (F/S Assistance)
- Assisting Japanese SMEs' Business Development Overseas Using ODA