

# JICA Update

Kenji MISHIMA

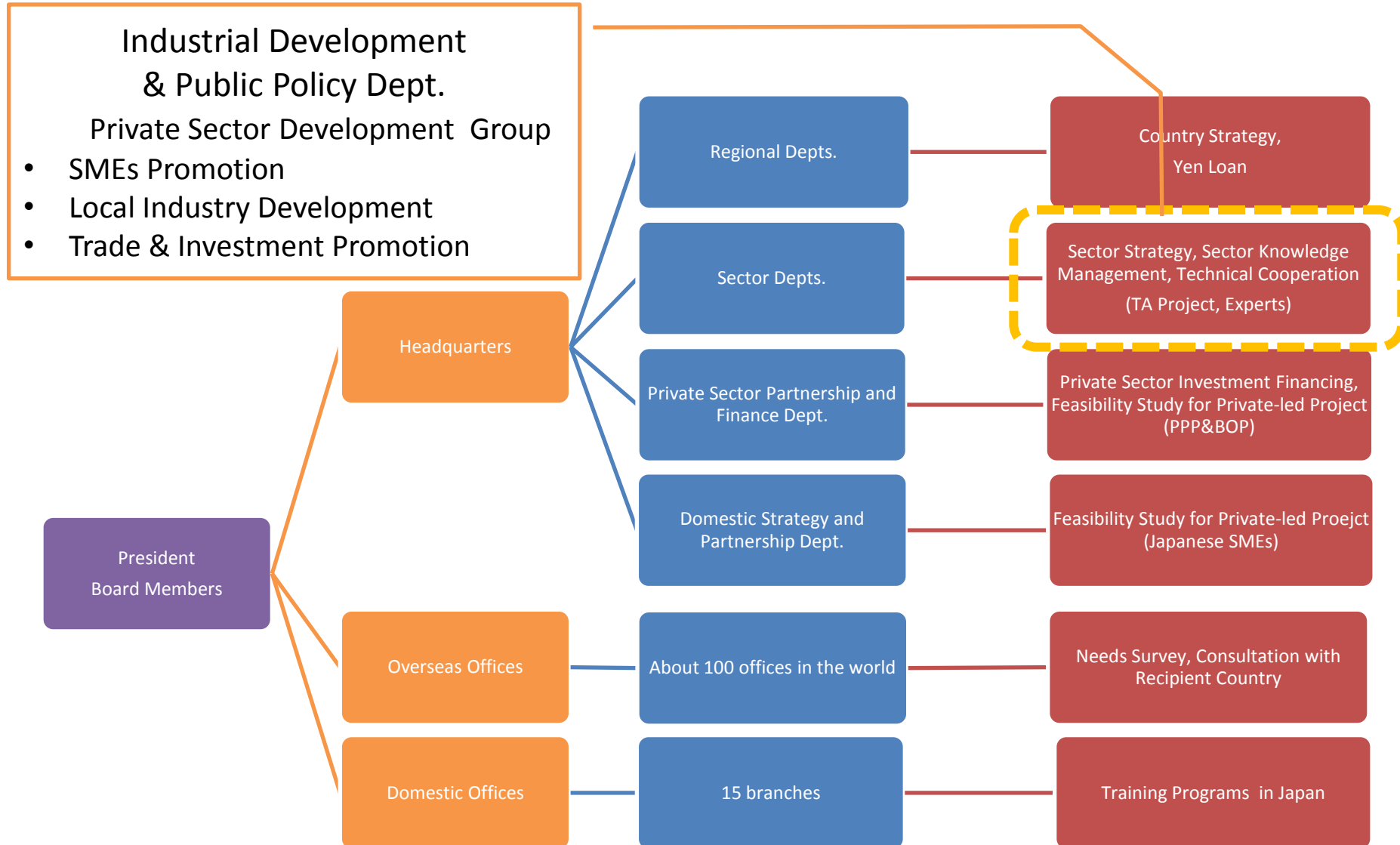
Private Sector Development Group

Industrial Development and Public Policy Department

# Table of Contents

1. JICA 's Organizational Structure for Private Sector Development
2. Priority Umbrella Concept of Private Sector Development in JICA
3. Some Examples

# 1. JICA's Organizational Structure for Private Sector Development



## 2. Priority Umbrella Concept of Private Sector Development of JICA

### LINKAGE

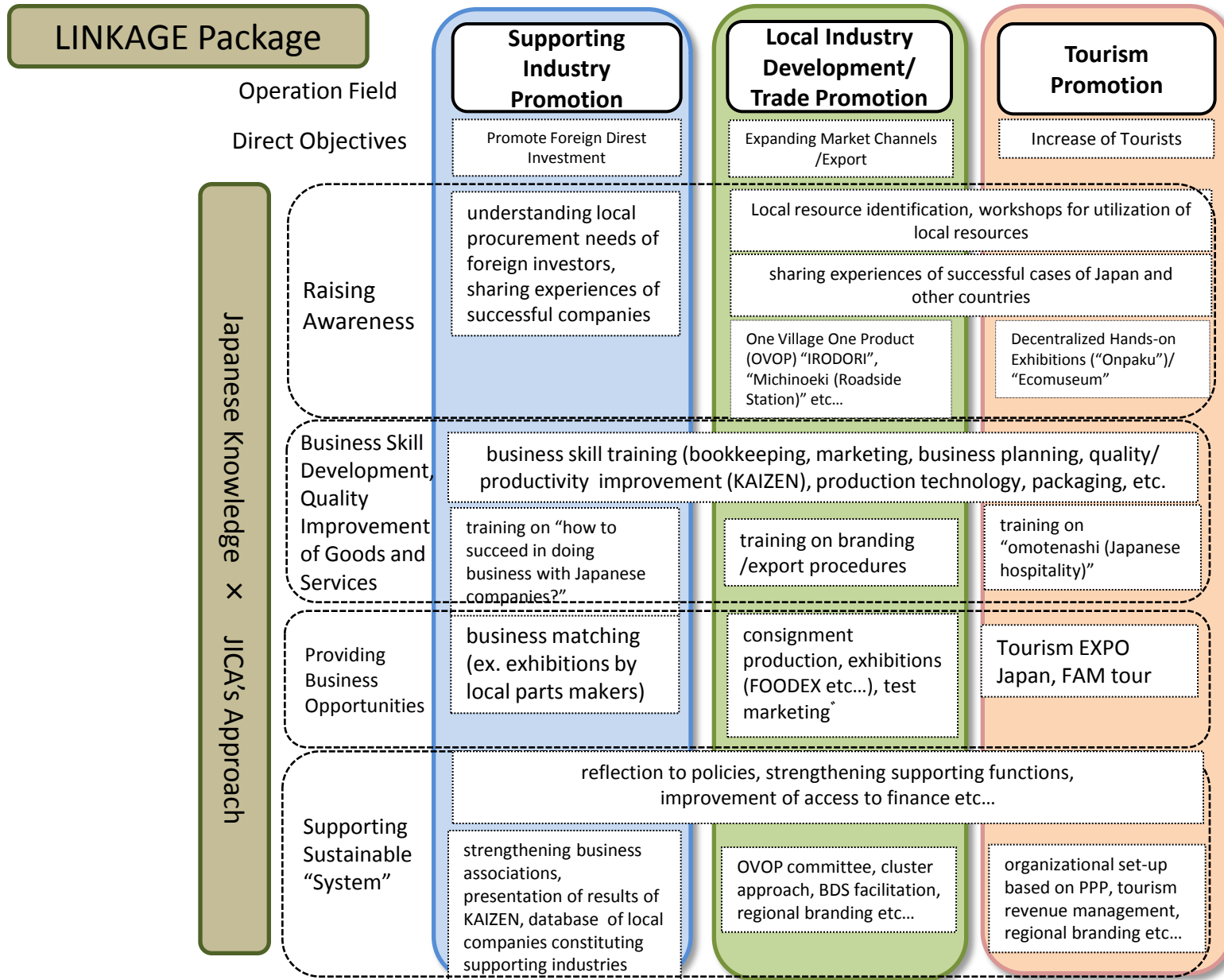
Local **IN**novation

through **K**nowledge **A**ssimilation and **G**lobal **E**xposure

- Realizing industrial promotion focusing on the strengthening of “**linkages**” between “local businesses”\* and their business partners and consumers, to induce 1) improvement of business skills, disciplines and motivation, 2) development and production of high quality goods and services and its sales promotion.
- In particular, partnering with Japanese companies and consumers, interested in developing countries, but require high standards in terms of cost and quality and safety (giving a hint for marketable products).
- Raising awareness/strengthening capacities of “local businesses”\* to make use of their own regional resource potentials by referring to cases of Japanese good practices and nurturing self-reliance and creativity.

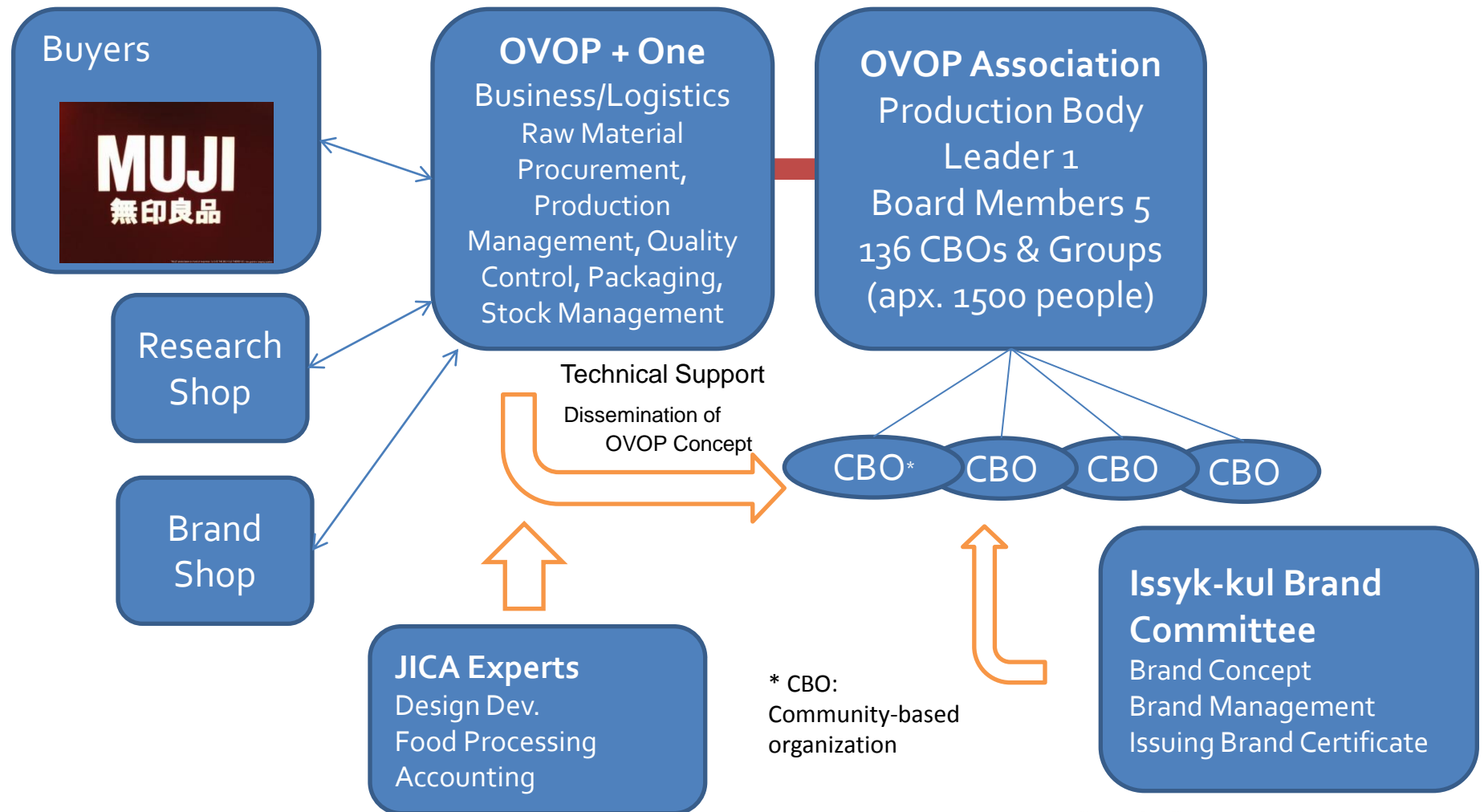
\* Local businesses means those who engages in business including individual producers, communities, farmers, SMEs, cooperatives, associations etc...

# 2. Priority Umbrella Concept of Private Sector Development in JICA



### 3. Some Examples

## Kyrgyz One Village One Product



# 3. Some Examples



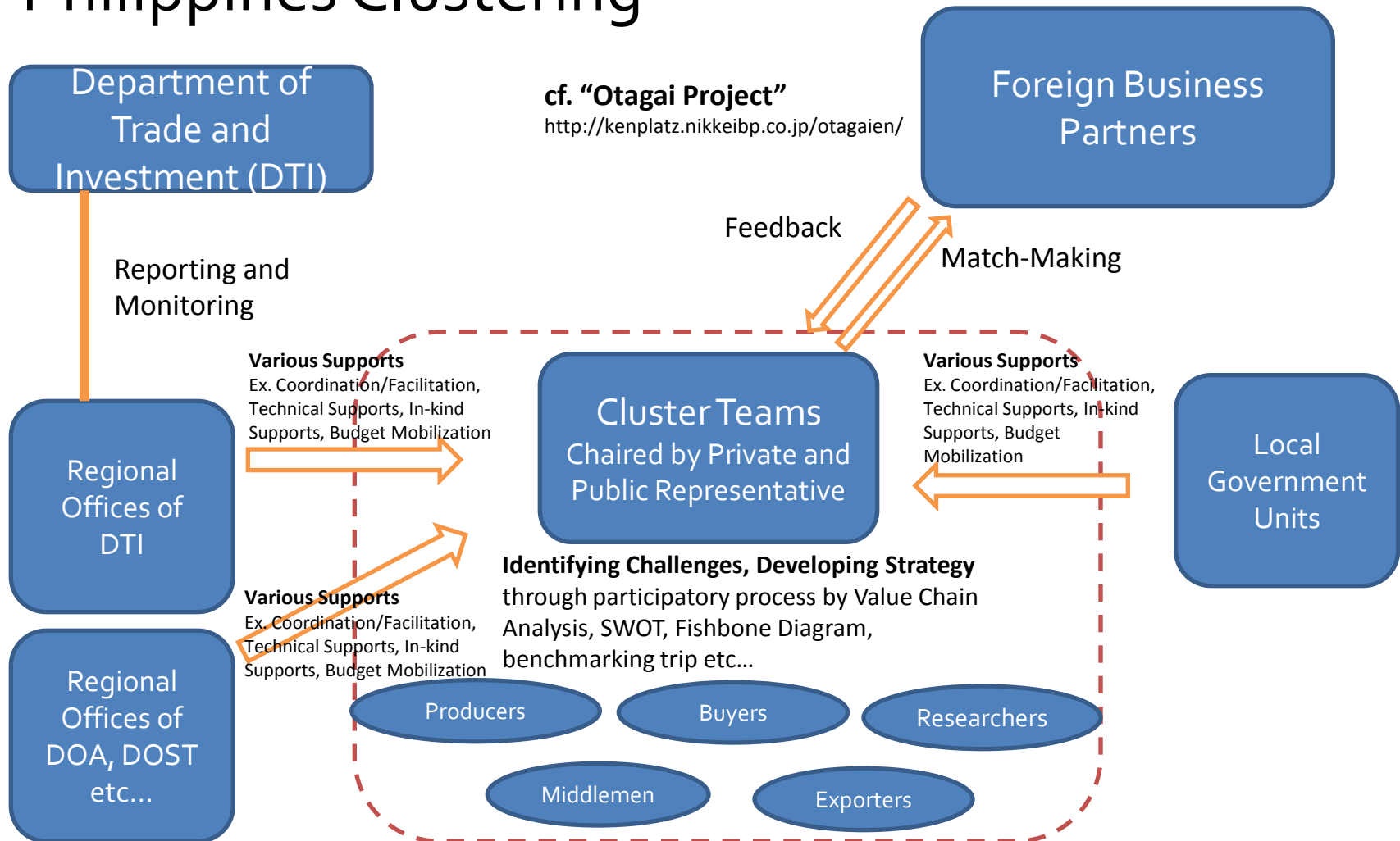
“OVOP+One” provides technical support and processed materials to producers ↑→

← Need to measure weight of items at mg level for Japanese Companies.



# 3. Examples of Best Practices

## Philippines Clustering





# “Champion Product Approach” in Ethiopia (Phase 2)

Export promotion and country image improvement by the branding of  
“Champion Products”: unique and high quality products which represent the history and culture of the country

## *Going to Global Market with Brand Promise!*



## 1. National Re-branding

“CREATIVITY in MOTION”



VTR of “CREATIVITY in MOTION” (Image)

## 2. Branding for Ethiopian sheep leather

“HIGHLAND LEATHER”



Leaflet (Image)



Logo Mark (Image)

### Example of Country Brand - Spain



Various campaigns are conducted for leveraging tourism industry under the Slogan of “Everything Under the Sun”.

### Example of Group Branding - Harris Tweed



“Harris Tweed” is the homespun made by the people in Harris & Lewis Island, Scotland. Finished products are sold through the Harris Tweed Authority with the brand name “Harris Tweed”.