

Japanese Chamber of Commerce and Industry (CCIJ)-Zambia
Business Mission
Ambassador's Speech on the Occasion of the Japan-Zambia
Business Forum
(Lusaka, March 4th, 2015)

Ms. Cathy Mkala, Director of office of the President,
Mr. Patrick Chisanga, Director General, Zambia Development
Agency,
Mr. Yoshiki Takizawa, CCIJ Chairman,

Distinguished guests;
Ladies and Gentlemen;

It is my great pleasure and honor to host this important event.
As a follow-up to the "Zambia-Japan Trade and Investment
Promotion Forum" which took place in January last year, the
Embassy of Japan, together with Japanese Chamber of
Commerce and Industries (CCIJ) in South Africa and Japan
External Trade Organization (JETRO) are hosting the Zambia
Business Mission started from yesterday.

I very much appreciate the many Japanese companies'
participating in this occasion. I also thank JETRO for their great
support. We have 23 participants from 14 Japanese companies for
today's occasion. Many leading players from the Government of
Zambia are also participating here today. I would also like to
thank ZDA for the focal role that they are paying in ensuring the
success of this occasion.

(Introduction of participant companies)

Japanese companies participating here are;

- Mitsui & Co., is one of the largest Trading Companies in Japan.
Toyota Tsusho, a trading company, has a branch office in
Zambia and its subsidiary is Toyota Zambia. Mitsubishi
Corporation, Marubeni Corporation and ITOCHU Corporation
are also international trading and investment firms.

- Pentel South Africa is a company which imports and distributes a wide range of high quality stationery. Komatsu Africa Holding is operating in the southern part of Africa in the Mining and Construction Sector. NEC Africa is a well-known ICT Company. Shimizu Corporation is also a well-known construction company in Japan as well as in Zambia. Africalink is a consulting company based in Zambia.
- Bank of Tokyo-Mitsubishi UFJ, Mizuho Bank and Mitsui Sumitomo Bank are the largest banking companies in Japan, which provide various financial services.

(Background of the Business Mission)

Ladies and gentlemen,

The objective of this business mission is to enable investors to grasp specific business opportunities. Today's program is an extremely important forum which gives opportunities for participants to obtain information on economic policies and investment promotion strategies, to comprehend Zambia's investment climate and grasp opportunities directly from the Government of Zambia. I sincerely hope that fruitful deliberations will be held, with a constructive outcome.

(Economy in Zambia)

Zambia's annual economic development rate has been maintained at a high 6%. Many growth sectors, mainly the Mining sector, are pushing and maintaining Zambian economy to be catapulted to greater heights. At the last AU General Assembly, H.E. Mr. Edgar C. Lungu said to the Japanese Deputy Foreign Minister that Zambia is willing to attract Japanese investors to the Energy, Agriculture and Mining Sectors. Auspiciously, these are the very sectors that Japanese companies take great interest in and also the sectors with great potentiality.

Zambian markets are expanding and developing, but there are many greenfields as well. I believe that Japanese companies here today get valuable information from the Zambian Government.

(Japan's Policy on African Development)

Ladies and Gentlemen,

During TICAD V, Japan promised to support Africa's development by private-public partnership amounting to 32 billion US dollars for 5 years from 2013. This mission is part of Japan's approach contributing to trade investment. To boost African development through promotion of public-private trade investment, the Government of Japan will support the wide range of infrastructure developments including the Nacara Corridor and North-South Corridor.

(Conclusion)

Lastly, we are proud to announce the program structure of the business mission places its focus on the interest of Japanese companies. We therefore believe that promising discussions will be held amongst the participants to contribute to the progression of their future businesses. The Government of Japan is offering its unwavering support to Zambia in taking positive strides in the country's economic element. Japan, together with Japanese investors, will fully support Zambia's economic development. In conclusion, we are confident that the lives of Zambian citizens will be uplifted and the prosperity of the country will be strengthened through the exchange of ideas of a tangible new business approach from Japanese companies.

Thank you very much for your attention.