

**REMARKS BY H.E. KIYOSHI KOINUMA,  
AMBASSADOR OF JAPAN TO THE REPUBLIC OF ZAMBIA  
ON THE OCCASION OF THE CEREMONY FOR THE FIRST COFFEE  
SHIPMENT TO JAPAN  
KASAMA, 19<sup>th</sup> AUGUST, 2015.**

His Majesty, Paramount Chief Chitimukulu Kanyanta Manga II

Hon. Given Lubinda, MP, Minister of Agriculture and Livestock

Hon. Freedom Sikazwe, MP, Minister of Northern Province

Hon. Maxus N'gonga, MP, Deputy Minister of Agriculture and Livestock

Distinguished Guests,

Ladies and Gentlemen,

It is my pleasure to be here today at the Commemoration of the First Shipment of  
Zambian Coffee to Japan. I would like to give special thanks to Hon. Given  
Lubinda, Minister of Agriculture and Livestock, officials from the Ministry of  
Agriculture and Livestock, and members of the press for participating in this event.

This is a celebration to commemorate the first shipment of Zambian coffee beans  
from the exporter, Olam Zambia Ltd, Olam based on Singapore, is a global  
integrated supply manager, processor and trader of soft commodities supplying  
products across worldwide, after three years of growing period in Kasama to the

importer, UCC Ueshima Coffee Co., Ltd., Japan's largest company in the coffee industry.

UCC Ueshima Coffee Co., Ltd. procures coffee beans from South America, Asia and Africa. In Africa, Ethiopia, Tanzania, and Uganda, already have trade with UCC. Zambian coffee will be newly used as raw material for UCC's products from this year. The climate and altitude of Kasama is suitable for growing the Arabica bean, which makes the quality of products better and preferable for Japanese people. Olam Ltd, deals with the cultivation and purification of coffee beans in various places in the world, which guarantees the quality as well.

Distinguished Guests,  
Ladies and Gentlemen,

Coffee industry in Zambia was at its peak about 10 years ago, and regrettably it has been falling into decline. This is because the production of coffee requires irrigation facilities and its high cost makes management difficult. It is hoped that this new business will boost the re-development of the coffee industry in Zambia.

Agriculture in Zambia has very high potential. In order to develop agriculture, it is important not only to increase the production of crops, but also to establish the value chain by adding value to products and distributing them efficiently. It is a welcome development that UCC Ueshima Coffee Co., Ltd. had decided to use Zambian coffee beans as their raw materials, and it indeed creates the value chain. There are still many Japanese companies which are interested in Zambian

agriculture, and I hope that by taking this opportunity, the establishment of the value chain between Zambian agricultural products and Japanese companies will be further advanced.

Distinguished Guests,  
Ladies and Gentlemen,

The Government of Japan has been actively contributing to the development of Africa through TICAD focusing on the increase of investment from the private sector. Next year, TICAD VI will be held in Africa for the first time, and more private investment is expected to be brought into Africa. In Zambia also, Japan facilitates private investment at the same time of implementing ODA.

In closing, I would like to express my sincere optimism that the cordial relationship in economic sector between Zambia and Japan will be further strengthened. I also hope that Japan will continuously contribute to the development of the Zambian economy.

Thank you for your attention.

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