

ABE Special Lecture, No. 2

To Distribute the Commercial Resources of Least Developed Countries in the Japanese Market: A Case of Malawi Honey Business

This lecture will discuss strategies for distributing products from least developed countries to Japan by using a case on importing and selling Malawi Republic honey.

*This ABE Special Lecture is funded by the Japan International Cooperation Agency. The ABE Fellowship aims to educate young talented Africans who have potential to be future commercial liaison between Africa and Japan.

Office 5 Talents Inc.
President
Yukio Mizuno



Date: March 2, 2016

Time: 14:00-16:00

**Place: Natural Science Building B107,
The University of Tsukuba**



In 1999, Mr Mizuno started his business for selling cosmetics. In 2008, this business plateaued, and he was looking for other commercial resources. At the 4th Tokyo International Conference on African Development, he learned about honey from the Republic of Malawi. In the beginning he imported five kilograms of honey to Japan for sale. The amount soon increased to several tons. The number of honey producers in a Malawi village doubled, villagers' income increased, and more children entered schools. When the 2015 floods severely affected southern Malawi, Mr Mizuno collected 530,000 yen for donation. Along with the money, he sent 50 beehives. This news was widely broadcast by TV and newspapers in Malawi.