

# ABE International Seminar 2016



**April 12 and 13, 2016**

Room C501, Natural Science Building C  
University of Tsukuba

**April 14, 2016**

Tokyo

 *University of Tsukuba*

African Business Education Initiative for Youth (ABE Initiative) Program  
Master's Program in Environmental Sciences  
Graduate School of Life and Environmental Sciences  
University of Tsukuba



# PROGRAM

April 12th, 2016

Room C501

13:50 *Opening Remarks (SUSTEP Committee Chair, Dr. Kenichi Matsui)*

14:00-16:00 *Special Lecture (Introduction: Mr. Hesborn Ondiba)*

**Mr. Kenji Aizono**

Kenya Office Project Formulation Advisor/ Managing Director, Aizono and Associates Ltd

“Unlocking the Entry Barriers to the African Market”

April 13th, 2016

Room C501

10:30-11:00 *Presentation by ABE Fellows (Moderator: Dr. Zhongfang Lei)*

1. **Mr. Hesborn Ondiba (Kenya)**

“The State of Solidwaste Management in Kenya”

11:00-11:30

2. **Mr. Goodfriday Yamungo Chikwezga (Malawi)**

“Climate Change and Small-holder Farming in Malawi: The Way Forward”

11:30-12:00

3. **Mr. Amon Kabango (Malawi)**

“An Energy Crisis in Malawi: A Solution for the Booming Charcoal Industry and Massive Deforestation”

12:00-13:30 *Lunch*

13:30-15:30 *Discussion with Mr. Aizono (Moderator: Dr. Zhongfang Lei)*

April 14th, 2016

Tokyo

10:00-12:00

*Company Visit I: NaRiKa Corporation*

Narika Corporation's Science Education Products and its Business Style

13:30-15:00

*Company Visit II: Wellthy Corporation*

Wellthy Corporation Overview of Activities and its Business Model



## Special Lecture on April 12th

# Unlocking the Entry Barriers to the African Market

## Mr. Kenji Aizono

Aizono and Associates Ltd, Managing Director  
JICA Kenya Office, Project Formulation Advisor



### Lecture Contents

1. The current state Japanese corporations in Kenya/Africa
2. Localizing management support for Japanese businesses in Africa
3. Purposes of the ABE Initiative Project
4. Images of human resources sought under the Abe Initiative Project

### Profile

Mr. AIZONO has extensive experience in Africa. He has worked in Malawi and Kenya for about ten years. He has been instrumental in promoting the One Village One Product (OVOP) Program in Africa with JICA support. With passion and ever increasing commitment to the Program, Mr. AIZONO has made many landmark achievements, for example, in setting up institutional and regulatory frameworks to facilitate the smooth OVOP implementation in more than ten African countries.

He is currently based at the JICA Kenya Office, primarily supporting the Japanese private sector to venture into investing in Africa. Such is his love for Africa that in February 2013 he had his company incorporated (Aizono and Associates Ltd) in Nairobi. The Company serves as a platform for empowering the African region through business promotion. Mr. Aizono claims to be “an icon for fostering deeper business ties between Africa and Japan.”



## **ABE International Seminar Field Trip**

**April 14, 2016**

### **ABE Fellow visited the NARIKA Corporation headquarters in Tokyo (10:00-12:00)**

**ABE Fellows at the Master's Program in Environmental Sciences, the University of Tsukuba, visited the NARIKA Corporation with JICA personnel, JICE personnel, and a faculty member of the University of Tsukuba. The students participated in NARIKA's product introduction workshop. The main purpose for our students to participate in this workshop was to better understand the needs and potential of Japanese companies that are interested in expanding business opportunities in Africa.**

**Our host, the NARIKA Corporation, was founded in Tokyo about 100 years ago, and recently has shown interests in providing science education tools to Kenyan school children. Ms Yuka Nakamura, President of the Corporation, visited some Kenyan schools with her employees to spread Japanese science education kits as part of a JICA funded project. Mr Kenji Aizono, JICA representative in Kenya, helped this NARIKA visit in Kenya, and also took our students to NARIKA headquarters this time.**



### **ABE Fellow visited the Wellthy Corporation headquarters in Tokyo (13:30-15:00)**



**Our ABE Fellow, JICA personnel, and University of Tsukuba professor met with Wellthy Corporation president and staff. The staff briefed about this company's mission, business outlines, and water treatment projects in Kenya. The main purpose of our students to meet with the Wellthy staff was to better understand some promising aid-related businesses in Africa by Japanese initiatives. The Wellthy Corporation also clarified some salient aspects of human resource capacity building that is necessary for better and more expansive business collaboration in Africa. This company has been providing safe drinking water and disaster risk reduction partnership programs to remote communities, including ones in Kenya in collaboration with the UNDP.**