

# Case studies of trilateral business cooperation between Africa, the EU and Japan



**EU-Japan Centre**  
for Industrial Cooperation  
日欧産業協力センター

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## **Disclaimer**

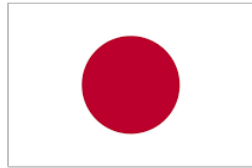
The information about business case studies presented in the following slides were taken from public sources provided for each case study. The aim of this document is to provide information about existing business partnerships between African, EU and Japanese companies for joint projects in Africa.

While utmost care was taken to check, translate and summarise all information used in these slides, the EU-Japan Centre for Industrial Cooperation may not be held responsible for any errors that might appear.

# Transportation



# Case 1: Construction of two flyovers in Ivory Coast



**DAIHO  
CORPORATION**  
(large company)

+



**RAZEL-BEC**  
(large company)



## About the project:

- For this project, two flyovers were built on the outskirts of the neighbourhoods of Marcory and Treichville in Ivory Coast.
- This interchange was necessary due to an increased traffic in the area.
- The companies had to adapt and learn how to work together with designs and standards that were different from France and/or Japan.

## Financing:

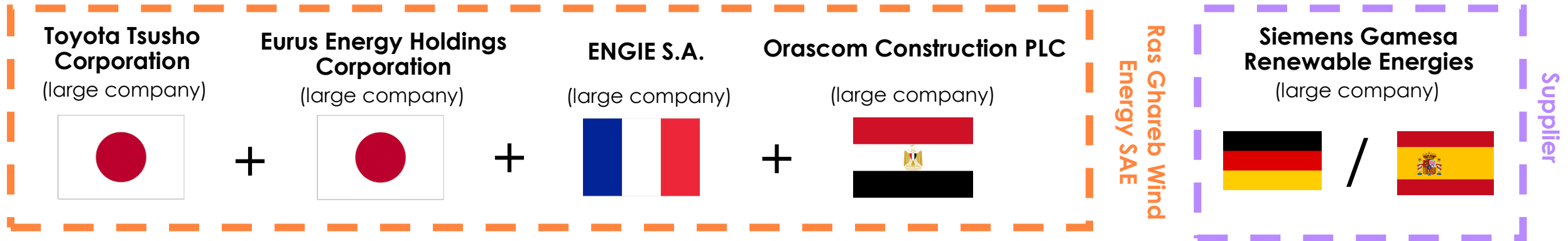
- The project was financed by the Japan International Cooperation Agency (JICA)

Source: <https://fayat.com/en/references/solibra-junction>

# Energy



## Case 2: Wind farm in Egypt



### About the project:



- The project is part of the strategy of the Egyptian Ministry of Electricity and Renewable Energy to involve private investors in the country's energy sector.
- The four partners created the Egyptian company Ras Ghareb Wind Energy SAE in 2017 to build, own and operate the wind farm.
- Siemens Gamesa Renewable Energies supplied 125 wind turbines for this project.
- The wind farm aims to contribute to Egypt's introduction and expansion of renewable energy through green, low-cost wind power.
- The electricity purchaser is the Egyptian Electricity Transmission Company.
- The wind farm reached commercial operation in 2019, 1.5 months ahead of schedule.

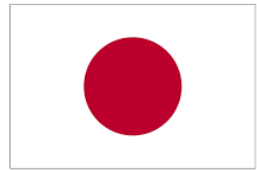
### Financing:

- The total investment in the project is estimated at \$400 million. About 60% of this amount was funded by loans from the Japan Bank for International Cooperation (JBIC). The remaining 40% were loans provided by Sumitomo Mitsui Banking and Société Générale (Tokyo branch). The Nippon Export and Investment Insurance (NEXI) provided overseas untied loan insurance.

Sources: [https://www.toyota-tsusho.com/english/press/detail/171204\\_004069.html](https://www.toyota-tsusho.com/english/press/detail/171204_004069.html)  
<https://www.egypttoday.com/Article/3/37339/Orascom-Engie-Toyota-seal-financial-closure-for-250MW-wind-farm>  
<https://www.linkedin.com/company/rasgharebwind/>



## Case 3: Investment platform for renewables in Africa



**Mitsubishi Corporation**  
(large company)

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**EDF**  
(large company)

+



**Zola Electricité**  
(large company)

Zola Electricité Côte d'Ivoire (ZECI)

Shareholders of NEoT Offgrid Africa

### About the project:

- NEoT Offgrid Africa (NOA) is an investment platform supporting energy transition in Africa. Mitsubishi Corporation and EDF are two of the main shareholders. The platform aims at providing financial solutions for projects related to energy access and low-carbon mobility.
- Through their joint venture Zola Electricité Côte d'Ivoire (ZECI), EDF and Zola Electricité aim to expand energy access in Ivory Coast through the existing NOA platform.
- The aim of ZECI's initiative with NOA is to provide a new financing mechanism to facilitate energy access in rural Ivory Coast with off-grid energy solutions.



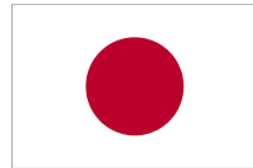
Source:

<https://www.nsenergybusiness.com/news/mitsubishi-to-invest-in-distributed-renewable-energy-projects-developer-noa-in-africa>  
<https://www.neotcapital.com/neot-offgrid-africa-lance-le-premier-programme-de-titrisation-de-creances-dans-le-financement-de-projets-denergies-renouvelables-en-afrique/>  
<https://www.mitsubishicorp.com/jp/en/pr/archive/2018/html/0000035685.html>

## Case 4: Pay-as-you-go solar energy solutions in Sub-Saharan Africa

**Marubeni Corporation**

(large company)



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**Azuri Technologies**

(Small and medium-sized enterprise - SME)

### About the project:

- Through this partnership, Marubeni and Azuri are delivering affordable and clean energy solutions across sub-Saharan Africa.
- Both companies share a long-term vision for renewable energy and its role in providing cleaner solutions that are affordable to low-income rural households in Africa.
- Azuri and Marubeni were awarded Best UK-Japan Partnership for 2019 at the British Business Award for showing through their partnership how established businesses and smaller tech companies can collaborate to accelerate growth.



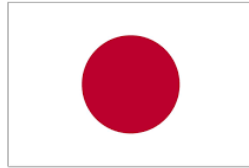
Sources: <https://bccjapan.com/news/2019-bba-winner-profile-uk-japan-partnership/>  
<https://www.prnewswire.com/news-releases/uk-japan-energy-partnership-of-azuri-and-marubeni-wins-at-british-business-awards-300957451.html>



## Case 5: Hydroelectric and geothermal plants in South Africa

**Toshiba Energy Systems & Solutions Corporation**

(large company)



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**VINCI Construction**

(large company)



### About the project:

- Both companies concluded “a memorandum of understanding (MoU) on exploring together opportunities to develop cooperation for the construction of hydro and geothermal plants in Africa, including collaboration on design, engineering, manufacturing and consultancy”.
- The aim of combining Toshiba's expertise and know-how in hydropower and geothermal power, and VINCI's global experience in construction is to bring stable and clean energy supply to Africa.

Source: [https://www.toshiba-energy.com/en/info/info2018\\_0503\\_02.htm](https://www.toshiba-energy.com/en/info/info2018_0503_02.htm)

## Case 6: Pay-as-you-go solar energy solutions and other services in Sub-Saharan Africa

**Mitsubishi Corporation**

(large company)



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**BBOXX Limited**

(large company)

### About the project:

- In 2019, Mitsubishi Corporation announced its decision to invest in BBOXX Limited. The Japanese company aims to add value to the British company by leveraging its global network and synergy with NEoT Offgrid Africa (NOA).
- BBOXX provides energy access in Africa with innovative solutions for solar home systems and various home appliances on a pay-as-you-go basis. The company also plans to provide other key utilities such as gas and water as well as financial and insurance services.

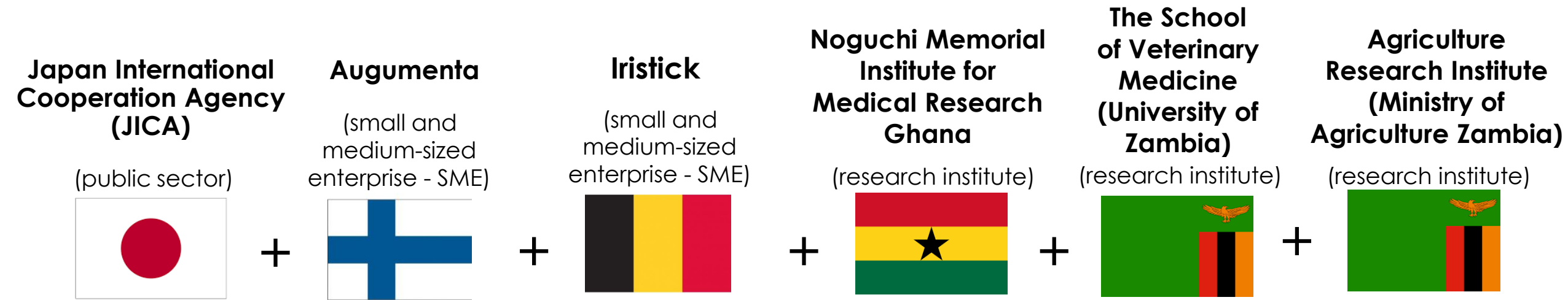


Source: <https://www.mitsubishicorp.com/jp/en/pr/archive/2019/html/0000038211.html>

# Information and Communication Technologies (ICT)



## Case 7: Smart glasses for remote technical training in Ghana & Zambia



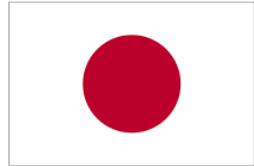
### About the project:

- Due to the COVID-19 pandemic, JICA was looking for solutions enabling remote technical training in the medical and agricultural fields with partners in Africa.
- Thanks to the combination of Augumenta's augmented reality solutions and Iristick's smart glasses, field workers in Africa can connect with JICA's experts in Japan who can view the local scene, provide instructions and support them in real-time.
- Initially developed for industrial clients to address remote collaboration challenges, Augumenta's solutions have been successfully applied to the field of international cooperation.

### Sources:

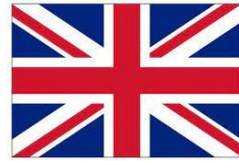
<https://www.augumenta.com/how-smarteyes-enables-remote-learning/>  
[https://www.augumenta.com/wp-content/uploads/2021/04/20210419-Augumenta\\_JICA\\_press\\_release.pdf](https://www.augumenta.com/wp-content/uploads/2021/04/20210419-Augumenta_JICA_press_release.pdf)  
<https://iristick.com/resources/smart-glasses-help-jica-remote-learning-collaboration-to-developing-countries>

## Case 8: Smart healthcare in Tanzania



**NEC Corporation**  
(large company)

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**Simprints Technology**  
(Small and medium-sized  
enterprise - SME)

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**GAVI**  
**The Vaccine Alliance**  
(international organisation)

### About the project:

- The Japanese and British companies work together with Gavi, the Vaccine Alliance, to improve immunization coverage among children in Tanzania.
- This new project combines Simprints' biometric fingerprint technology and NEC's reinforced authentication engine to help create digital identities for children 1-5 years of age.
- The project aims at linking children's digital identity with their vaccination record, to help health practitioners in tracking children who need to be vaccinated.



Sources: [https://www.nec.com/en/press/201906/global\\_20190606\\_01.html](https://www.nec.com/en/press/201906/global_20190606_01.html)  
<https://www.gavi.org/news/media-room/gavi-nec-and-simprints-deploy-worlds-first-scalable-child-fingerprint>



## Case 9: Road infrastructure hardware in Uganda

**Shimizu Corporation**

(large company)



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**Gaist**

(Small and medium-sized enterprise - SME)



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**Kampala Capital City Authority**

(public sector)



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**Uganda National Roads Authority**

(public sector)



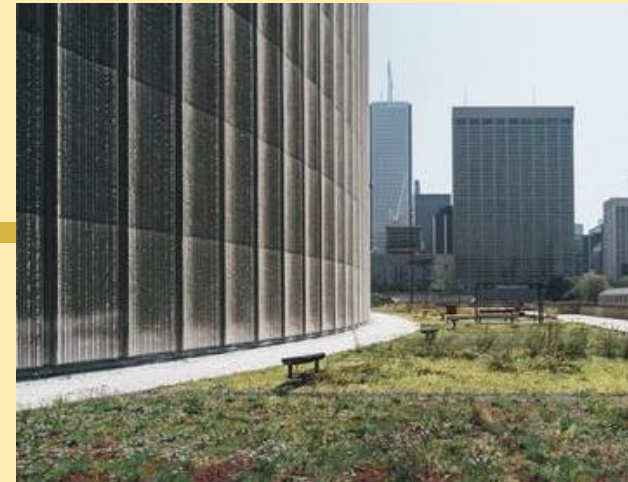
### About the project:

- The project is carried out in cooperation with the Kampala Capital City Authority and the Uganda National Roads Authority to develop their highways asset management capabilities and enhance their transport infrastructure.
- The Japanese and British companies were already working together on effective road management projects before this joint project in Africa.
- The project aims at mapping every detail of the country's network (21,000km of national roads; 17,000km of district roads; 2,800km of urban roads and about 30,000km of community roads).





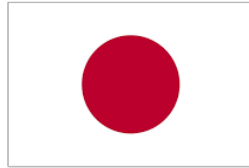
# Water & Waste Management



## Case 10: Sustainable city and water supply in Africa

**Mitsubishi Corporation**

(large company)



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**Egis International**

(large company)

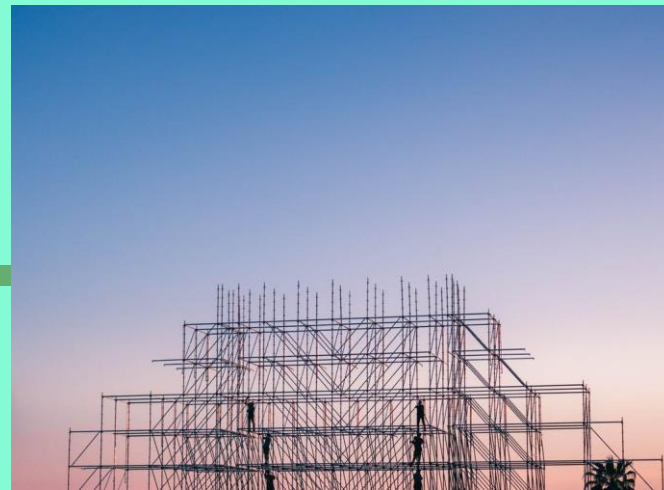
### About the project:

- In 2016, the Japanese and French companies signed two agreements about their plan to work together in Africa.
- The first agreement aims at cooperation for the development of sustainable city, road, water, energy and construction in the entire African continent.
- The second agreement aims at the development of water supply in Ivory Coast.
- These agreements were signed during an event dedicated to French-Japanese cooperation in Africa in the framework of the Tokyo International Conference on African Development (TICAD) in 2016.



Source: <https://www.egis-group.com/action/news/egis-and-mitsubishi-corporation-sign-two-agreements-development-joint-projects>

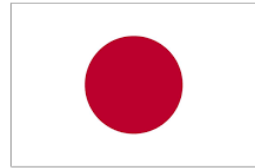
# Construction



# Case 11: Construction projects in Africa

**Azusa Sekkei Co., Ltd.**

(large company)



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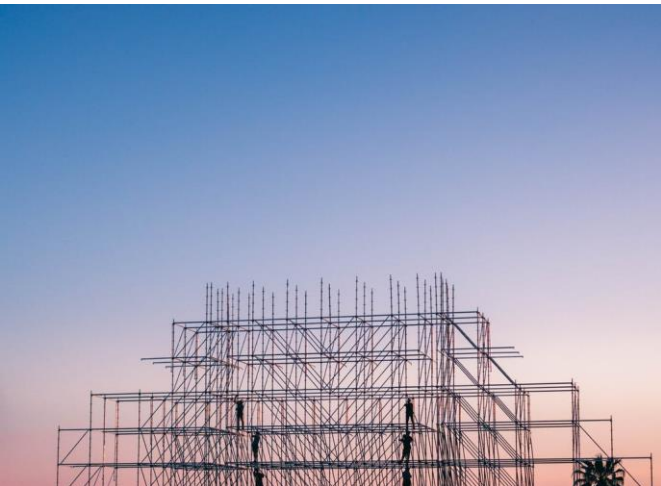


**Ingérop**

(large company)

## About the project:

- The two companies plan to collaborate on various projects in Africa while exchanging human resources such as structural designers and architects.
- Ingérop has already been cooperating with several Japanese companies and is increasing its network for joint cooperation outside of Europe.



Source: <https://www.azusasekai.co.jp/information/news/view/191>

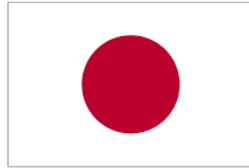
# Wholesale & Retail trade



## Case 12: Distribution of vehicles in Mauritius

**Suzuki Motor Corporation**

(large company)



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**CFAO Motors**

(large company)

### About the project:

- CFAO Motors has been distributing Mercedes Benz, Volkswagen, Fuso and Motul for several years in Mauritius.
- Thanks to the partnership with the Japanese company, it has expanded its offering by adding Suzuki to its brand portfolio.
- The partnership widens the range of vehicles sold in Mauritius.



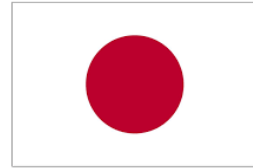
Source: <https://www.cfaogroup.com/en/suzuki-brand-launch-in-mauritius/>



## Case 13: Distribution of vehicles in Africa

**Toyota Tsusho Corporation**

(large company)



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**CFAO SA**

(large company)

### About the project:

- The partnership between CFAO and Toyota Alliance was made to expand the presence of both companies in Africa.
- Toyota Tsusho's public tender offer for the large French trading company CFAO S.A closed in 2012. At the closing of the tender offer, Toyota Tsusho had secured 97,81% of CFAO's shares.

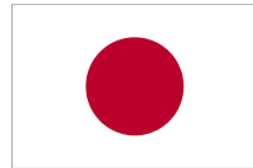


Source: [https://www.toyota-tsusho.com/english/press/detail/121224\\_001825.html](https://www.toyota-tsusho.com/english/press/detail/121224_001825.html)

# Case 14: Vehicle logistics in Kenya & Egypt

**Toyota Tsusho Corporation**

(large company)



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**Bolloré**

(large company)



## About the project:

- Toyota Tsusho and Bolloré entered an agreement in 2016 to launch a joint vehicle logistic service in Kenya. With this partnership, vehicle import growth in East Africa was expected thanks to Kenya's role as a gateway port.
- In addition, both companies entered an "agreement with the General Authority for the Suez Canal Economic Zone in 2020 to set up and operate a dedicated automotive terminal at East Port Said in Egypt".

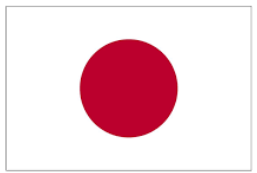
Sources: [https://www.nyk.com/english/news/2020/20200128\\_01.html](https://www.nyk.com/english/news/2020/20200128_01.html)  
[https://www.toyota-tsusho.com/english/press/detail/161018\\_003848.html](https://www.toyota-tsusho.com/english/press/detail/161018_003848.html)

# Insurance



# Case 15: Insurance for Japanese businesses in Africa

**Mitsui Sumitomo  
Insurance Corporation**  
(large company)



+



**AXA**  
(large company)



## About the project:

- The Japanese company is providing insurance in 16 African countries through a partnership with the French company AXA.
- The partnership aims at providing liability insurance and coverage for on-the-job accidents for Japanese companies working on projects such as factory construction or resource development in Africa.

Source: <https://asia.nikkei.com/Business/Mitsui-Sumitomo-Insurance-teaming-up-with-European-peers>