AFICAT Newsletter (Tanzania No. 3)

Issued on February 19, 2024

This newsletter highlights the activities of the “Africa Field Innovation Center for Agricultural Technology” (AFICAT). In this third and final issue, we provide insights into the activities conducted by the Tanzanian government and Japanese companies in collaboration with the AFICAT team from April 2023 to December 2023 in Tanzania.

Durability test of Bando belts in the Mombo Irrigation Scheme

Bando Chemical Industries (Bando) is a Japanese company that produces and sells automotive/industrial belts such as power transmission belts and conveyor belts, as well as rubber rolls used in rice huskers, in more than a dozen countries globally.

Bando power transmission belts are widely utilized by the majority of Japanese agricultural machinery manufacturers as original parts. Specifically, in combine harvesters, multiple belts play crucial roles in transmitting power due to their diverse functions. Farmers recognize the durability of these belts, which are considered consumable parts and are among the most critical spare parts for ensuring continuous and efficient harvesting operations. In February 2023, Bando sent a set of power transmission belts for combine harvesters, including the W800 model, to the AFICAT team inTanzania.

Subsequently, in June 2023, the AFICAT team initiated an investigation in collaboration with a farmers’ cooperative in the Mombo Irrigation Scheme in the Tanga Region. The belts were installed on a Kubota DC70 combine harvester and their durability was compared with locally available belts. The AFICAT team has been diligently monitoring the durability test in cooperation with the farmers’ cooperative.

Farmers replacing the combine harvester belts sent from Bando.

The Six Bando Belts used in the investigation.

Bando rubber rolls

Company Name: Bando Chemical Industries, Ltd.	
Website Address: https://www.bandogrp.com/eng/index.html	
Website	YouTube

Contact Person (Kenya): Abednego Kiseli Mtua
Bando Singapore Pte Ltd Nairobi Branch
Email: Kiseli@bando.com.sg

Business model verification for “Honda Power Products” in Mombo IS

Since April 2022, Honda Motor Co., Ltd. (Honda), Honda Motor Southern Africa (Pty.) Ltd. (HSAF), and the AFICAT team have collaborated on seminars, field demonstrations, and performance tests of Honda Power Products primarily at the Kilimanjaro Agricultural Training Centre (KATC), the base of AFICAT's activities. From May to the end of November 2023, four Honda power products—tiller, backpack power sprayer, brush-cutter, and water pump—were lent to the farmers' cooperative in Mombo to assess their suitability for cooperative activities and their potential for use in a viable farming contract business.

In May 2023, AFICAT, along with technicians from Afritool, the official dealer of Honda products in Tanzania, conducted a 2-day training session on the operation and maintenance of the products for representatives from the cooperative. Previously, cooperative members had been using hand tools such as slashers to cut grass along irrigation canals and manually operated backpack sprayers. Thus, they appreciated the higher work capacity offered by the brush cutter and power sprayer.

Subsequently, the cooperative members established service charges for the use of the machines based on their previous manual work service charges and gradually began contracting services for their farming activities within the irrigation scheme.

Tiller (FQ650) working inter-tillage in maize fields.

Mowing along the irrigation canals with the brush-cutter (UMK450T).

Spraying with the backpack power sprayer (WJR2525T1).

After completing the business model verification, the results revealed that the brush cutter and power sprayer were utilized more frequently, leading to higher income from contracted work.

Of particular significance, there were no breakdowns or damage to the machines throughout the seven-month period. This outcome underscores the high durability of Honda products and the diligent daily management and maintenance carried out by cooperative members. The AFICAT team will report the activities and findings to Honda and will continue to support Honda in promoting mechanization among small farmers and expanding its activities.

Power Products used in this test.

Company: Honda Motor Southern Africa (Pty.) Ltd.

Website (Power Products):
https://global.honda/en/powerproducts/?from=navi_header_drawer_global_en

Website	YouTube

Dealer (Tanzania)
Name: Afritool
Address: Afritool (T) Ltd, Kunduchi Mtongani Area, Approx. 200 meters off Bagamoyo road to Bahari beach, P.O. Box 4910, Dar Es Salaam, Tanzania
Tel: +255 22 265 0437/ 265 0438 or +255 754 291 964
E-mail: info@afritool.co.tz
Website: https://www.afritool.com/products/tanzania-products/tanzania-products-p-products

Website	

Demonstration of Satake optical sorters in Dar es Salaam

The AFICAT team participated in the demonstration of the optical sorter (FMS-2000) by Satake Corporation (Satake) in Dar es Salaam from June 13 to 15, 2023. This demonstration was part of the JICA Private Sector Partnership Project titled "Feasibility Study on the Introduction of Optical Sorting Machines to Improve the Rice Value Chain." The event drew approximately 40 participants, including government officials from the Ministry of Agriculture, rice millers from across the country, representatives from the coffee industry, banks, and agricultural machinery dealers/distributors.

During the demonstration, Satake representatives provided detailed explanations of the various functions of the optical sorting machine, addressing questions from participants. They highlighted that despite incorporating precision equipment, the machine is compact and portable, with adjustable sorting settings that can be easily operated via a touch screen interface.

Following the explanation, participants engaged in a trial session with the optical sorting machine using white rice and green coffee beans. Satake representatives demonstrated the machine's high sorting capacity and accuracy, instantly rejecting foreign materials. This demonstration generated anticipation for further improvements in the quality of rice and coffee in the Tanzanian market, with many participants rating the performance of the product highly.

In Tanzania, some rice millers have already adopted the optical sorters showcased in this demonstration, while others expressed interest in purchasing the machines. Some participants even requested estimates, indicating a strong level of interest among stakeholders that is expected to drive widespread adoption in the future.

Satake optical sorter FMS-2000.

Participants sorted the rice they brought in using an optical sorter.

Green coffee beans being sorted by optical sorting machine.

Company: Satake Corporation	
Website: https://www.satake-group.com/index.html	
Website	YouTube
Distributor (Tanzania)	
Name: EPC LINKAGE AFRICA(T) LIMITED	

Address: Opp. SAUT College, Along Makao Mapya Rd, P.O. Box 14164-Meru, Arusha, Tanzania	
Tel: +255 739 666 671/ +255 754 436 449	
E-mail: tradeepctz@linkage-africa.com	
Website: https://linkage-africa.com/	
Website	

Observation of international trade fairs (Saba Saba)

The 47th Dar es Salaam International Trade Fair, commonly known as Saba Saba,[1] took place in Dar es Salaam from June 28 to July 13, 2023. The event featured participation from various companies, organizations, and government agencies involved in agricultural equipment and machinery manufacturing, local agents, as well as representatives from the tourism, food, and beverage sectors, among others. Exhibitors showcased a diverse array of products and activities. During the fair, the AFICAT team visited agricultural machinery booths primarily to explore the displayed products. The following is information on some of the products observed at the booths. The AFICAT team intends to leverage this information to identify potential business partners for Japanese companies.

【Exhibitor Information】

①Poly Machinery Co., Ltd.

・Products: Mostly Chinese products, rice milling machines, seeders, threshers, and various corresponding spare parts.

[1] The Swahili word for seven is 'Saba'. It is known locally as Saba Saba because the 'International Fair' is held annually around 7 July, which celebrates the founding of the Tanganyika African National Union, which was responsible for the Tanzanian independence movement.

Name/Model:
Rice milling plant /TSMJ-20 (1,200kg/h)

②METL Agro Tractors and Implements Ltd.
・Products: Tractor (Massey Ferguson, TAFE), Attachments including Disc Plows.

Name/Model:
Tractor(TAFE)/TAFE7502(75HP/4WD)

③Kanu Equipment Agriculture Ltd.
・Products: Tractor (CASE), Combine Harvester (CASE), Attachments including Disc Plows.

Name/Model:
Tractor (CASE)/JXT75T(75HP/2WD)

④SUMA JKT
Products: Tractor (New Holland), Attachments including Disc Plows.

Name/Model:
Tractor (NewHolland)/TT75(75PS/4WD)

⑤Agricom Africa Limited.
Products: Tractor (Kubota, Swaraj), Combine Harvester (Kubota), Power Tiller (Kubota), Attachments including Disc Plows.

Name/Model：
Tractor (Kubota)/EK4-751PRO (75HP/4WD)

⑥ Tanzania China Trade & Tourism Development Ltd.
Products: Tractor (China), Attachments including Disc Plows.

Name/Model :
Tractor(China)/MD704(70HP/4WD)

⑦Afritool (Distributor of Honda products)
Products: Tiller, Brush cutter, Water pumps, Backpack powers prayer, Multi-Purpose Gasoline Engines, Generators, etc.

Name/Model: Tiller/FQ650(6PS)

Participation in exhibition (Nane Nane)

From August 1-8, 2023, the Agricultural Festival, commonly known as Nane Nane, took place across eight venues in Tanzania. As in the previous year, the AFICAT team participated in the event at the Arusha venue, showcasing products at the Ministry of Agriculture booth. Additionally, two AFICAT focal persons from the Ministry of Agriculture joined the event. Together with the Japanese AFICAT team members, a total of four individuals presented the products offered by Japanese companies.

As depicted in the photos below, the AFICAT team showcased videos of products provided by Japanese companies. Additionally, they distributed brochures and leaflets to visitors.

Building upon last years' experience, the AFICAT team augmented the number of actual equipment displays through collaboration with various companies. Consequently, the exhibition enjoyed remarkable success, with over 550 visitors signing the visitors' book.

The AFICAT stand at the Arusha venue (1)

The AFICAT stand at the Arusha venue (2)

The AFICAT stand at the Arusha venue (3)

This year, the Uyole Center of the Tanzania Agricultural Research Institute (TARI), responsible for agricultural mechanization within TARI, reached out to the AFICAT team for collaboration. Having previously introduced TARI Uyole to AFICAT and Japanese technologies and products at KATC, the AFICAT team made a lasting impression. TARI Uyole expressed their willingness to showcase AFICAT and Japanese products at the Nane Nane Mbeya venue, prompting the AFICAT team to provide exhibition materials. Thanks to the collaboration with TARI Uyole, we successfully introduced AFICAT and

Japanese products at the Mbeya venue too.

TARI staff presenting AFICAT at the TARI stand at the Mbeya venue.

The introduction and recognition of Japanese companies and products in Tanzania remain relatively low. The AFICAT team aspires to contribute to the development of the agriculture sector in Tanzania by persisting in our efforts. Our goal is to enhance awareness and introduce Japanese products and technologies across the country.

AFICAT Showroom opens

The AFICAT showroom officially opened at KATC at the end of September 2023. Currently, 16 Japanese companies are showcasing a variety of materials including brochures, flyers, product samples, photos, and promotional videos. These materials encompass not only the AFICAT pilot activities of each company but also highlight their respective offerings.

The AFICAT showroom exterior (red frame in the photo)

The showroom also features the Pico Pica 10, an ultra-compact hydropower generator provided by Suminoseisakusho Ltd., with the support of the Embassy of Japan in Tanzania. Introduced as part of the Ministry of Foreign Affairs' Japan Brand Promotion Program, the Pico Pica 10 generates electricity from hydropower and is primarily utilized for environmental education purposes in Tanzania.

Pico Pica 10 provided by Suminoseisakusho Ltd.

KATC, being a government training institute, typically does not receive visits from the public. However, since the opening of the AFICAT showroom at the end of September, there has been a notable increase in visitors. Among them are Tanzanian government officials, representatives from JICA, KATC students, youths engaged in the Building a Better Tomorrow, Youth Initiative for Agribusiness (BBT-YIA) program, government officials from 10 African countries participating in JICA training, and representatives from Japanese companies. The AFICAT team remains committed to inviting more Japanese companies to expand the range of exhibits and further enhance engagement.

Ministry of Agriculture officials attending a meeting of the JICA technical cooperation project on rice (TANRICE3) visited the showroom (Oct 3, 2023).


KATC staff presenting and demonstrating Japanese products to students (October 26, 2023).

Government officials from East and West African countries (13 from 10 countries) visiting KATC for a JICA training program (November 27, 2023).

Sumitomo Corporation visited KATC (December 5, 2023).

Matsuyama Drive Harrow activities

From June to August 2023, KATC undertook paddy field preparation utilizing a drive harrow (rotary developed for puddling work) from Matsuyama Plow MFG Co., Ltd. (Matsuyama). Typically, in the paddy fields surrounding KATC, contractors and others employ rotary with 70-75 hp tractors for paddy field preparation. However, during this period, KATC opted for a 58 hp tractor, which falls within the horsepower range suitable for the drive harrow, for their paddy field preparation work.

Comparison of results per number of operations.

Compared to rotary used in paddy fields around KATC, the drive harrow offers a wider working width and can efficiently perform paddy field preparation. The conditions of the fields between Japan and Tanzania are different, such as the hardness of the fields and the length of the residue. Therefore, these verifications are very important.

In this endeavor, the AFICAT team will continue collaborating with KATC on local fields, documenting work progress and results, and conducting assessments while receiving various insights from Matsuyama staff.

In and around KATC, the Japan International Research Center for Agricultural Sciences (JIRCAS) conducts research on irrigation and other related areas with funding from its own sources and grants from the Ministry of Agriculture, Forestry, and Fisheries of Japan (MAFF). It was agreed among Matsuyama, JIRCAS, the AFICAT team, and KATC that JIRCAS would utilize Matsuyama's drive harrow for further workability verification in Tanzania.

KATC staff using the Drive Harrow.

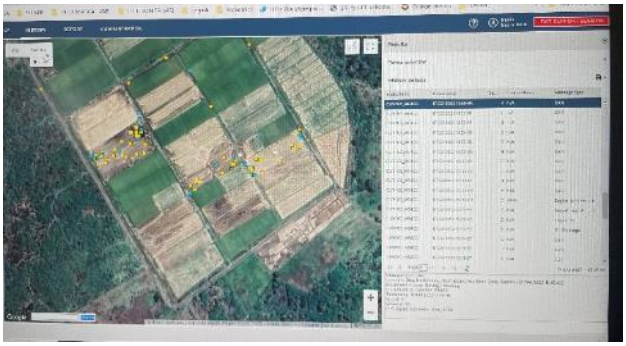
Company Name: Matsuyama Plow MFG. Co., Ltd	
Website Address: https://www.niplo.co.jp/en/	
Website	YouTube

Tierra telematics solutions training

The AFICAT team supported Tierra's telematics solution in Tanzania through an introduction from Sumitomo Corporation Middle East. The telematics devices were installed on one tractor owned by KATC and another tractor owned by farmers in the vicinity of KATC. These devices have the capability to gather extensive information, including the machine's current location, work history, engine running hours, electronic equipment issues, and warnings when the machine operates outside specified areas. Moreover, the information can be customized to meet the user's requirements and can be remotely managed and viewed using a PC and/or smartphone.

Following the installation, Tierra staff explained the devices and how to monitor the tractors to KATC staff and farmers. Monitoring of the tractors is currently ongoing. While many advantages of such a system might appear to primarily benefit the machine owner, Tierra staff emphasized that it also benefits the operator. The operator can ensure that the machine is operating efficiently and effectively through real-time monitoring.

Installation of the device on tractors and conducting training.



On-site Work history in the fields can be viewed on a PC screen.

Company Name: Tierra S.p.A.	
Website Address: https://www.tierratelematics.com/	
E-mail: info@tierratelematics.com	
Website	Movie(vimeo)

JICA's training course "Promotion of Agricultural Mechanization for Africa" held in December 2023

JICA Tsukuba Center initiated a training course called "Promotion of Agricultural Mechanization for Africa (PAMA)" on October 16, 2023. The course attracted participants from six English-speaking countries (Ethiopia, Ghana, Kenya, Nigeria, Sierra Leone, Tanzania) and four French-speaking countries (Benin, Guinea, Madagascar, Senegal). A total of 13 government officials from 10 countries participated in this training. All 10 countries are part of the 32 nations in the Coalition for African Rice Development (CARD), which receives support from the Japanese government. This training is organized as part of JICA's agricultural mechanization cooperation to enhance the capacity of government officials responsible for agricultural policy in African countries. Participants from each country will develop a roadmap for promoting agricultural mechanization in their respective nations through this program.

This year's program commenced online, before participants travelled to Japan from Sunday, October 22, to Friday, November 24. During their stay they visited Japanese agricultural machinery manufacturers, engaged with farmers in Saitama Prefecture, visited research institutions, received training at JICA Tsukuba Center, and attended lectures by Japanese private companies. Upon completing the Japan-based training, the overseas supplementary training took place in Tanzania from Saturday, November 25, until December 15. In Tanzania, participants attended lectures by the Tanzanian Ministry of Agriculture, the acting principal of KATC, and Japanese private companies (conducted online) at KATC, the base of AFICAT's activities, as done in the previous year.

Following the lectures at KATC, participants visited farmers' cooperatives, irrigation schemes, and JICA's Tanzania office. They then summarized and presented their roadmap based on the knowledge acquired during the training course.

The training in Tanzania provided valuable insights into how the country became one of the leading rice-producing nations in Africa. Participants learned that the development of land consolidation, irrigation and water management, and mechanization planning are essential factors for increasing rice production and improving its quality. The Mombo Irrigation Scheme in the Tanga Region served as a particularly instructive example, where farmer cooperatives have established their own mechanized rice farming systems. Furthermore, the farmers expressed a strong desire to expand their businesses as service providers. These experiences offer valuable lessons for future mechanization plans in the participants' respective countries.

Looking ahead, the JICA Tsukuba Center plans to conduct the PAMA training in Tanzania in the next fiscal year. Given the establishment of the showroom at KATC by the AFICAT team, there is an expectation that Japanese products and technologies can be showcased to the PAMA training participants during their visit to KATC's showroom in Tanzania. The AFICAT team will continue to collaborate with the JICA Tsukuba Center to refine and implement this plan.

Lecture conducted by Kubota at JICA Tsukuba Center

Visiting paddy fields in Mombo irrigation scheme in Tanzania

Participants from African countries who presented their action plans.

Japan Conservation Engineers' Field tests at KATC

Japan Conservation Engineers & Co., Ltd. (Japan Conservation Engineers) is a consulting firm specializing in disaster prevention and environmental conservation.

As part of its environmental efforts, the company produces FUJIMIN, a high purity fulvic acid solution. Fulvic acid, extracted from humic soil found in forests, aids in fertilizer absorption by plants and enhances soil conditions. While it occurs naturally in trace amounts in terrestrial soil and water bodies, Japan Conservation Engineers have developed mass production technology for fulvic acid, sourcing timber from forest thinning for FUJIMIN production. The company aims to introduce FUJIMIN globally, including in Tanzania.

In collaboration with the AFICAT team, Japan Conservation Engineers conducted an online seminar on FUJIMIN for KATC staff in March 2023. Subsequently, trial plans were formulated by KATC staff, and field tests were carried out on horticultural crops such as watermelons, maize, and tomatoes. These activities were integrated into classes under KATC's BBT-YIA. Results showed increased maize yields in FUJIMIN-sprayed plots, while watermelon yield nearly doubled compared to untreated plots.

FUJIMIN, high concentrate fulvic acid solution by Japan Conservation Engineers

KATC staff introduces FUJIMIN to BBT-YIA students.

Comparison of watermelon yields (FUJIMIN-sprayed area on the right)

Harvesting of maize

Company Name: Japan Conservation Engineers & Co., Ltd.	
Website Address: https://www.jce.co.jp/en/	
Website	YouTube

Pulsar International's Field tests at KATC

Pulsar International Corporation (Pulsar) specializes in fertilizers, notably ORGAMIN, a foliar bio-stimulant containing fermented fish extract, molasses (sugarcane), and other nutrients like magnesium sulphate, manganese sulphate, and boric acid. The fermentation extract comprises various organic materials such as amino acids, vitamins, sugars, and nucleic acids. ORGAMIN is known to enhance sugar content, accelerate root system development, increase yield, and boost disease resistance.

In May 2023, Pulsar collaborated with the AFICAT team to conduct an online seminar on ORGAMIN for KATC staff. Following the seminar, KATC staff developed trial plans, and field tests, including yield comparisons, were carried out on maize and rice.

The KATC and AFICAT teams applied ORGAMIN to maize and rice plots during various growth stages and conducted yield comparisons. The sprayed areas produced higher yields compared to the non-treated areas, with maize showing significant root elongation in the sprayed plots. The results of the spraying and yield comparisons are showcased in the KATC showroom.

ORGAMIN DA, foliar fertilizer by Pulsar International

Spraying ORGAMIN to maize

Comparison of root elongation of maize (ORGAMIN-sprayed area on the left)

Company Name: Pulsar International Corporation	
Website Address: https://orgamin.com/	
Website	YouTube
Contact Person (Japan): Mr. Rinpei Inoue Email: inoue@pulsar.co.jp	

Kett: Seminar for the Private sector

On May 19, 2023, Kett Electric Laboratory Co. Ltd. (Kett), in collaboration with the Tanzania Private Sector Foundation (TPSF), comprising chambers of commerce and private companies in Tanzania, hosted an online seminar. The aim was to introduce grain moisture testers and other products, primarily targeting TPSF member companies. Approximately 10 participants from TPSF member companies and the Tanzanian Ministry of Agriculture attended the seminar.

During the Q&A session following Kett's product presentation, participants not only asked specific questions about the company's sales performance in Africa but also emphasized the importance of reasonable pricing and product durability. They also expressed keen interest in moisture meters made in Japan known for their high measurement accuracy. For further information about Kett's products, please contact the designated contact person below.

Presentation slides by Kett (extracts)

【Kett's core competence】

One of Kett's key strengths lies in its ability to establish a comprehensive traceability system for moisture measurement instruments. The concept of traceability is crucial for all types of measuring instruments, including grain moisture testers. However, not all instrument manufacturers have the capability to develop such a system. Kett's expertise in this area is the result of over 70 years of experience and knowledge as a leading manufacturer of measuring instruments in Japan and other Asian countries.

Company Name: Kett Electric Laboratory Co. Ltd.	
Website Address: https://www.kett.co.jp/english/	
Website	YouTube
Contact Person (Japan): Mr. Ryosuke Takahashi Email : ry-takahashi@kett.co.jp	

AFICAT's Participation in the Africa Food System Forum 2023(AGRF 2023)

The Africa Food System Forum 2023 (AGRF 2023) took place in Dar es Salaam from September 5-8, 2023. Since its inception in 2010, the Africa Food System Forum (formerly African Green Revolution Forum) has served as a platform for bringing together business leaders, donors, NGOs, opinion leaders, farmers, youth, and other stakeholders, including heads of government and ministers from African and Western countries. They convene annually in different regions of Africa to discuss Africa's development and economic growth agenda. This year, the event attracted more than 5,400 delegates from 90 countries, according to the official website.

In collaboration with the JICA Tanzania Office and the CARD Secretariat, the AFICAT team set up a booth to showcase the products and technologies of Japanese companies. The attendees, consisting mainly of government officials, large local and multinational companies, large farmers, and international NGOs, demonstrated significant interest in Japanese products and technologies. The AFICAT team remains committed to facilitating activities that enable Japanese companies to establish a presence in African countries.

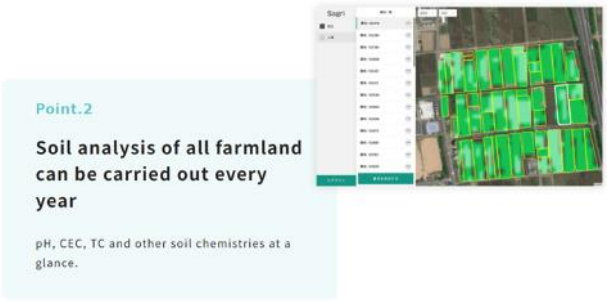
The AFICAT booth at AGRF 2023

At the Seminar venue

Sagri: Satellite information based land analysis service

Sagri Co., Ltd (Sagri) is a Japanese tech company specializing in analyzing soil conditions and monitoring agricultural product growth using satellite data. Sagri's service eliminates the necessity of laboratory chemical analysis for soil condition analysis, thus reducing the need for fertilizers, which in turn leads to a reduction in greenhouse gas emissions and potential carbon credit generation. Sagri is currently seeking business opportunities in Tanzania.

In July 2023, the AFICAT team facilitated meetings between Sagri and Tanzanian stakeholders, including KATC, farmers in Moshi, TARI, banks, and farmers' associations, to explore future collaboration and business opportunities. Sagri has commenced pilot activities with Tanzanian stakeholders. For those interested in collaborating with Sagri, please refer to the contact information provided below.



From Sagri website

Company Name: Sagri Co., Ltd
Website Address: https://sagri.tokyo/en/
Website
Contact Person: Mr. Satoshi Nagata Email: nagata-satoshi@sagri.tokyo

Photo with TARI team in Arusha, taken by Sagri

Discussion between the Ministry of Agriculture and AFICAT

The pilot phase of AFICAT in Tanzania, which commenced in March 2022, concluded in December 2023.

Tanzania stands out among the five target countries of AFICAT due to its popularity among Japanese companies. Situated in East Africa and recognized as a rice-producing and exporting nation, Tanzania attracts significant interest from Japanese enterprises. Over the course of the pilot phase, the AFICAT team engaged in a variety of activities including seminars, demonstrations, product and business model verifications, establishment of KATC showrooms, and participation in local and international exhibitions. These efforts aimed to facilitate the entry of Japanese companies into the Tanzanian market, as highlighted in the series of AFICAT newsletters.

On December 7, 2023, the AFICAT team convened with the Deputy Permanent Secretary of the Ministry of Agriculture, the Assistant Director of Agricultural Mechanization and Value Addition Division, AFICAT focal persons, and other officials. During this meeting, the team presented the outcomes of AFICAT's pilot activities in Tanzania and discussed future initiatives.

The Tanzanian Government has outlined ambitious goals for agricultural GDP growth, targeting a 10% annual increase by 2030 under "Agenda 10/30." Recognizing the importance of agricultural mechanization and public-private partnerships in realizing these objectives, the Deputy Permanent Secretary expressed expectations for future AFICAT activities and the involvement of Japanese companies in Tanzania.

The AFICAT team extends sincere appreciation for the invaluable support received from the Ministry of Agriculture and other stakeholders in Tanzania. Moving forward, AFICAT remains committed to promoting the agricultural sector in Tanzania by fostering collaboration between Tanzanian and Japanese stakeholders.

Results of the AFICAT pilot phase in five countries shared in a webinar in Japan

On December 19, the 5th subcommittee meeting for African agriculture of the JICA Platform for Food and Agriculture (JiPFA) was convened online. The AFICAT team presented the results of AFICAT pilot activities over the past 2 years to approximately 100 participants from Japanese companies and other stakeholders.

At the beginning of the meeting, representatives from JICA headquarters and JICA Tsukuba Center highlighted that AFICAT successfully collaborated with numerous Japanese companies through its pilot activities. They emphasized JICA's commitment to further promoting AFICAT by synergizing with other JICA schemes such as the "Agriculture Co-Creation Hub" at JICA Tsukuba.

Subsequently, the AFICAT team presented the results of their engagements with over 30 Japanese companies across the five countries, along with the lessons learned and their implications. Based on these insights, the AFICAT team proposed the establishment of an AFICAT committee in each of the five countries, composed of representatives from the local public and private sectors, tasked with fielding inquiries from Japanese companies. These committees are expected to facilitate the sustainable implementation of AFICAT initiatives.

Representing Japanese AFICAT partner companies, Kett and Honda Motor Co., Ltd. (Honda) delivered their remarks. Kett expressed gratitude, stating, "Thanks to AFICAT, we received new orders from Ghana where we had no prior business establishment". Honda remarked, "We now have a deeper understanding of the realities of agricultural machinery in Africa, previously unknown to us. Agricultural machinery has become a core business for our African subsidiaries". Their statements underscore the significant contribution of AFICAT support to their business expansion across various fronts.

Five AFICAT advisors, representing the private sector, academia, and media, shared their positive

feedback regarding the AFICAT pilot phase and offered suggestions for the next phase. Their valuable recommendations included: “Consider viewing several neighboring countries as one big regional market”; “Promote personnel exchanges to enhance the capacity of engineers, researchers and AFICAT focal persons”; “Increase efforts in PR activities to enhance the visibility of Japanese technologies in African markets. For example, Japanese companies should participate in local exhibition events and JICA should organize Japanese company missions to Africa.”; and many others.

In his closing remarks, Mr. Osamu Kubota, JICA Vice President, highlighted the food security challenges in Africa, driven by population growth and the emergence of a significant market. He emphasized that introducing Japanese technologies on a commercial basis in Africa could enhance agricultural productivity and address food security concerns. To conclude the meeting, he reaffirmed JICA’s commitment to collaborating with Japanese companies through AFICAT to tackle Africa’s food challenges.

- Agriculture Co-Creation Hub: https://www.jica.go.jp/Resource/tsukuba/english/office/activities/activities_11.html

The AFICAT team’s slide in Japanese. More than 30 Japanese companies benefitted from AFICAT support

Editors’ postscript

We deeply appreciate your ongoing support and interest in AFICAT activities in Tanzania. JICA is preparing to launch the next phase of AFICAT in 2024, and we hope to maintain your interest and involvement in AFICAT and Japanese products and technologies in Tanzania. We firmly believe that Japanese technologies and products have the potential to significantly contribute to agricultural mechanization and the overall development of the agricultural sector in Tanzania. Thank you once again for your dedication and enthusiasm!

Editing/Enquiries
Kaihatsu Management Consulting, Inc.
Mr. Uozumi, Ms. Takeda, and Ms. Ikegaya
Tel: +81-3-5791-5083/Mail: aficat.team@kmcinc.co.jp
AFICAT HP (only in Japanese):
(https://www.jica.go.jp/activities/issues/agricul/aficat/index.html)
*Please send your name, affiliation, and e-mail address to the above e-mail address if you wish to subscribe to or unsubscribe from our newsletter.