"Pearl of Africa" from Uganda

August 2024

As we reach the middle of August, it begins to rain in Kampala, probably due to the rainy season. Torrential rains earlier this month caused a landslide at a waste disposal site on the outskirts of Kampala, resulting in the death of many residents. We pray for the repose of the souls of the victims, and extend our sympathies to their bereaved families and those involved.

1. Holding the JUST Forum

The first ever Japan-Uganda Science and Technology Forum (JUST Forum) was held on August 1st at the Ambassador's residence. Seven companies participated, including participants from Japan. The purpose of this event is to introduce Japanese companies, including start-up companies, that are striving in Uganda to related parties in Uganda, and to foster interaction with them. Approximately 50 people from the Ugandan side participated. Participating companies are introduced below. (in alphabetical order by company name).

• Ac-Planta Inc.

An agricultural startup originating from the Japanese Research Institute of Physical and Chemical. This is a product based on a new concept that provides acetic acid to plants that activates their genes, rather than fertilizer (product name: Skipon). It has the effect of increasing the tolerance of plants to drought and dry weather, and its effects have been demonstrated in Uganda. Uganda is one of Africa's leading agricultural countries. There was a lot of interest from all the participants, and the booth was very popular.

• cfao (Toyota Tsusho Cooperation)

Toyota Tsusho has set up an African business department in their headquarters in order to put serious effort into African business. The company's motto is "With Africa for Africa". In addition to automobile sales, they are also focusing on infrastructure projects such as power transmission lines, and health care such as pharmaceuticals. At this event, hybrid cars were on display. The Ugandan government and other stakeholders were highly interested. The company has also invested in an electric motorcycle business (ZEMBO), which is expected to contribute to environmental issues.

• Cots Cots Ltd

With the passion to spread first class Japanese cuisine in Africa, they have established related businesses such as Restaurant "Yamasen". In Tanzania, facing the Indian ocean, they directly instruct fishermen and perform tasks such as removing blood and use Japanese techniques such as flash freezing to recreate Japanese tastes. Yamasen also offers Omakase courses of authentic Japanese cuisine. These initiatives have received high praise locally as well.

• CourieMate (Yamaha Motor Co. Ltd.)

A delivery company that undertakes last-mile product delivery with Yamaha Motor as its parent company. They employ a large number of skilled drivers to ensure prompt and accurate delivery. In order to achieve quick and accurate delivery even in areas where address systems are inadequate, They provide a variety of delivery services to all regions in Uganda using a specially developed IT system and a large number of skilled drivers.

• Saraya Co. Ltd.

The company's name, which has a manufacturing base in Jinja, about an hour's drive from Kampala, has become synonymous with hand sanitizer locally. During the COVID-19 pandemic, the company's factory operated 24 hours a day, and the outbreak of infection was contained at an early stage. Currently, in collaboration with Dainihon Jochugiku Co. Ltd., we are working to reduce mosquito-borne diseases such as malaria and developing the world's first drug to treat sand flea disease, which is classified as a neglected tropical disease, and they are currently working on manufacturing in Uganda to develop and sell the drugs to treat the diseases.

• Sunda Technology Global Co., Ltd.

Based on the CEO's experience living in rural Uganda as a JICA Overseas Cooperation Volunteer (formerly known as the Japan Overseas Cooperation Volunteers), Sunda Technology developed a system to efficiently use hand pumps, which can be said to be the lifeblood of communities. After seeing how mobile money is commonly exchanged using mobile phones even in rural areas, the CEO was inspired to develop this into a business. The solar panels and water management system were independently developed. During the JUST Forum, United Nations agencies operating in refugee areas also showed deep interest. First, they are aiming to spread the number of 1,000 units installations in Uganda.

• WASSHA Inc.

Washer means light in Swahili. An inexpensive, high-performance lantern that can also be used to charge a cell phone is available for one night. After more than 10 years since their founding, they now have thousands of cooperative stores (kiosks) in countries such as Tanzania, Uganda, and the Democratic Republic of the Congo. This is truly a network built through sweat and cooperation with local partners. Currently, the company is probably the only Japanese company with such a strong network in Africa.

At the event venue, an initiative was introduced in which the United Nations High Commissioner for Refugees (UNHCR), cfao, Toyota Tsusho, and Toyota collaborate to retain refugee women who have evacuated to Uganda as engineers.

We also received greetings from two women who have already acquired technical skills as engineers. In this way, Japanese companies are enthusiastic about solving social problems by cooperating with United Nations organizations and Ugandan government.



With refugee women who received vocational training

Although this attempt was the first of its kind, the government and embassy intend to continue supporting Japanese companies seeking to expand their businesses into Africa.











2. Farm of Africa visit

Ms. Okano, who had been visiting Uganda frequently as a volunteer, started farming in the suburbs of Kampala about five years ago. After a difficult preparation period, including purchasing land, preparing it, and securing irrigation canals, she is currently cultivating cocoa and vanilla. When I visited, vanilla processing and sorting work were in progress.

I didn't know this either, but vanilla fruits are green and elongated, just like green peas. After boiling, fermentation and drying take place over half a year before turning it into a product. Vanilla from Madagascar boasts an overwhelming share of the global market, but the climate here in Uganda is also suitable for vanilla cultivation, and the company is constantly working to improve its quality. Cocoa is a well-known raw material for chocolate. For Japanese people, when they think of cocoa, they think of Ghana. Farm of Africa was the first Japanese company to start farming and processing cocoa in Uganda.

These so-called cocoa beans are shipped as raw materials for chocolate, and are used by high-end chocolate makers in Japan. In addition, the thin skin on the surface of cocoa beans is removed by hand, which is extremely time-consuming, and the rare unheated cocoa beans themselves are made into products. It can be crushed to make cereals and texture enhancers. It can be eaten as nuts on Valentine's Day etc. It is also shipped as an ingredient in high-quality foods with a thin layer of chocolate coating on the surface. Adding high value to agricultural products is a long-standing challenge for Ugandan agriculture. It can be said that Farm of Africa is truly putting high added value into practice.



Employees at the farm



With Ms. Okano near Cocoa fruit