

In Uganda, the rainy season and dry season alternate every two to three months. We are currently in the middle of the rainy season and during this time, the greenery becomes deeper and new buds appear from the trees. In Japan, flowers bloom from early spring to summer. There are also flowers that bloom in autumn.

Beautiful flowers bloom throughout Uganda twice a year during the rainy season and crops are also grown. This cycle occurs twice a year, so it feels like spring and summer happening twice. There is no autumn or winter so it's no wonder Uganda is called Africa's breadbasket, the fruit basket.

This month we have been fortunate to have a number of visits from Japanese companies including major ones and startups. I will introduce them below.

### **1. Path being, Jun Ito CEO**

About 10 years ago, Mr. Ito left his job at a major consulting company and came to Uganda to solve social issues through business. This is Mr. Ito's consistent belief which is not easy in any social environment. Over time, he has put this into practice here in Uganda, Africa while encountering various difficulties. After many ups and downs, Mr. Ito's efforts came to fruition as a motorcycle delivery company. Acquisition of business skills, observance of discipline and teamwork can help develop Ugandan human resources. As a result, a cash-on-delivery courier company, which is rare in Africa, was established. Later on, Mr. Ito sold this company (CourieMate) to Yamaha Motor Co., Ltd., one of the leading motorcycle manufacturing companies.

Mr. Ito recently visited Uganda again to extend business related to biochar utilization and carbon credits, after being away for a while. During his brief stay, I was able to spend some valuable time with him, and I heard his valuable stories, including a comparison of the business environment with what it was 10 years ago and his outlook for the future. I look forward to his continued success.



CEO Ito, Ms. Iwamura of the  
road construction (NGO) on the left

## **2. Fujifilm**

Fujifilm is one of Japan's leading global companies, but its sales in Africa still seem to be a small percentage. However, the company has been steadily building its business network in Africa. For example, in the medical field, although the level of medical care in Africa is still not high, there is a large population and a huge demand for medical services. Kampala is no exception with its many large hospitals where Fujifilm has already served a number of medical equipment and machinery. This time, the director of the endoscope business from the head office visited the site along with members of the company's overseas sales force, which operates in the Middle East and Africa.

Overseas sales are mainly overseen by foreign staffs. We talked about Africa's business environment and potential, and one of the challenges is the development of human resources that require advanced technology. We hope that leading companies like Fujifilm will learn more about the current state of the African market, expand their sales channels, and consider local assembly and manufacturing in the future.



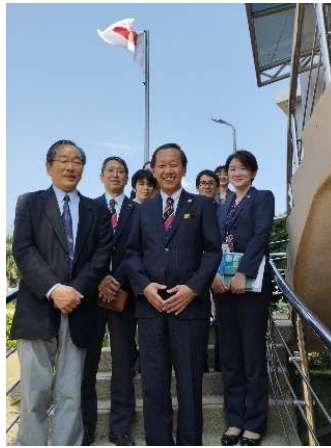
With five people from Fujifilm and  
affiliated companies

### **3. Saraya, Dainihon Jochugiku Co., Ltd. (KINCHO)**

I introduced the efforts of Saraya and Dainihon Jochugiku Co., Ltd. in my August column. Kincho's one-push spray insecticide has been already test-marketed at retails in Uganda. This time, they also visited the site for a field test using JICA's private sector partnership scheme.

The insecticide effect in a typical Ugandan house was verified, and a report meeting was held for the Uganda government, medical personnel and others. It seemed that the field experiment produced useful results and the presentation at the report meeting ended in great success. In addition, one of the purposes of this trip was to conduct consumer research. When they explained the product at a shopping mall in Kampala, it led to unexpected sales so they were unable to fully confirm the needs. In the future, they would like to consider introducing products that can be used outdoors.

Saraya is also preparing to exhibit a pavilion at the Osaka Expo 2025 next April with themes such as blue economy. I am really looking forward to the opening.



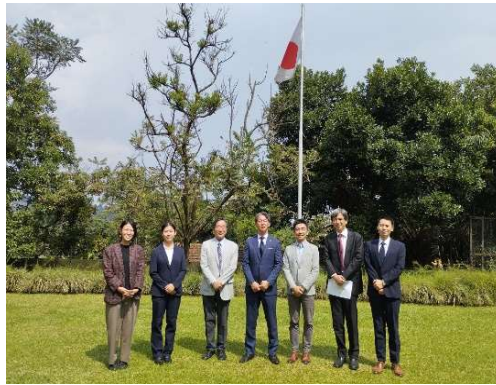
The party of Saraya and Dainihon Jochugiku Co., Ltd.

#### **4. Terao Litech**

The company is headquartered in Echizen City, Fukui Prefecture. It started out as a plumbing company, and has expanded into a wide range of businesses, including electrical equipment construction, housing renovation, and lifestyle business such as apparel, education, and welfare. The National Pride Project is being developed internationally and is working to develop sustainable water cycle management systems. The company's efforts were reported by Fukui Shimbun, the top local newspaper. We had the pleasure of welcoming CEO, Shinobu Terao.

In Uganda, the population is concentrated in the capital, Kampala, and the problems associated with urbanization have recently become apparent, water issues being one of them. Currently, the sewage connection rate is extremely low. Therefore, they began their research with the aim of developing a sustainable water treatment system for domestic use by developing a business that installs and maintains a simple but high-quality Japanese-style septic tank. Additionally, the project aims to improve local life not only through sewage treatment but also through the development of infrastructure that allows access to safe water. They are considering allocating expatriate staff next year.

The Embassy, in cooperation with JICA Uganda office and the Japanese Chamber of Commerce, will provide as much support as possible, including connecting people with water-related government agencies, international organizations, and related industries.



CEO Terao (center) and  
a staff from Terao Litech on the second left