1. Africa striving for self-transformation to attain self-supporting and sustained growth (changes by individual African countries)

- Having achieved rapid growth and political stability, heads of African states are themselves demonstrating the will to lead African development and tackle structural economic reform.
- In 2013, all member states of the African Union adopted the "Agenda 2063" long-term development vision, which positions industrial promotion/diversification and job creation as top-priority issues and aims for sustained growth.
- UN member states also support parallel/simultaneous pursuit of the UN's Sustainable Development Goals (SDGs) and Agenda 2063.

2. Africa also garnering attention from emerging countries as a new frontier

- ASEAN and other emerging countries are Europe as well as the US and China in accelerating their expansion into Africa.
- These countries' products, services and standards will be gaining traction at about the time that Africa's market environment matures, putting Japan at risk of falling further behind.

3. The gains to be had from entering the African market: the views of 30 companies already operating in Africa

- Between February and June 2018, the Africa-Japan Relations Committee interviewed 30 Japanese companies that have expanded to Africa.
- Many of the interviewees from these companies expressed a genuine sense that taking on the challenges of the African market, while fraught with difficulties, also offers significant gains. They pointed out that just jumping in the local market will help give one a better understanding of Africa and accelerate business development.

Now is the time for Japanese companies to expand and accelerate their operations in earnest. This will prompt self-reform and sustained growth in Africa itself and help mature its markets. Sound growth in Africa will itself be a decisive factor for global peace and prosperity in the future.

1. Make the private sector the driving force behind African development

- Japan began addressing African development in earnest in the 1990s. TICAD was established in 1993 at Japan's initiative to help draw the international community's attention toward Africa.
- Today, 25 years later, the private sector's roles, especially those of companies, are rising as a driving force for African development, against the backdrop of a new shift from aid to trade/investment. Given this context, it is imperative that a mechanism be created that involves the private sector as a key player in African development.

TICAD's development

TICAD has grown from a conference of about 1000 participants (primarily heads of state and government officials) to an enormous event bringing in more than 11,000 diverse participants

Year heldBe	Location	Principal agenda items	Notable features	African countries participating*1
1993 TICAD I	Tokyo	①Privatization, governance ②Promotion of future South-South cooperation	Japan started out to help develop Africa and bring it out of its continuing slump	48 countries (5)
1998 TICAD II	Tokyo	①Social/economic development ②Foundations for development	Dialogue session held between African representatives and Japanese private company officials	51 countries (15)
2003 TICAD III	Tokyo	①Peace consolidation ②Human-centric development ③Poverty reduction ④Security	Declining grants-in-aid were substantially increased	50 countries (24)
2008 TICAD IV	Yokohama	①Growth acceleration ②Millennium Development Goals ③Security ④Responses to climate change	"Public-private collaboration" put forth as an important topic	51 countries (41)
2013 TICAD V	Yokohama	①High-quality economic growth ②Public-private collaboration ③Improvement of investment environment ④Peace	Shift in focus from aid to trade/investment made clear. Meeting cycle shortened from 5 years to 3 years. Agreement reached on alternating venues between Japan and Africa	51 countries (39)
2016 TICAD VI	Kenya	①Economic diversification/industrialization ②Public health system promotion ③Social stabilization	First meeting held in Africa	53 countries (35*2)
2019 TICAD 7	Yokohama			

*1 Figures in parentheses indicate the number of heads of state participating
*2 Calculated by DOYUKAI Secretariat

Full-scale involvement of private sector

Change in meeting cycle (5 years→3 years)
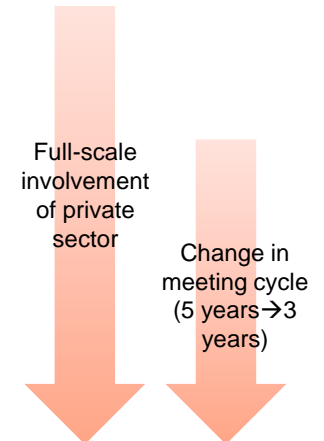
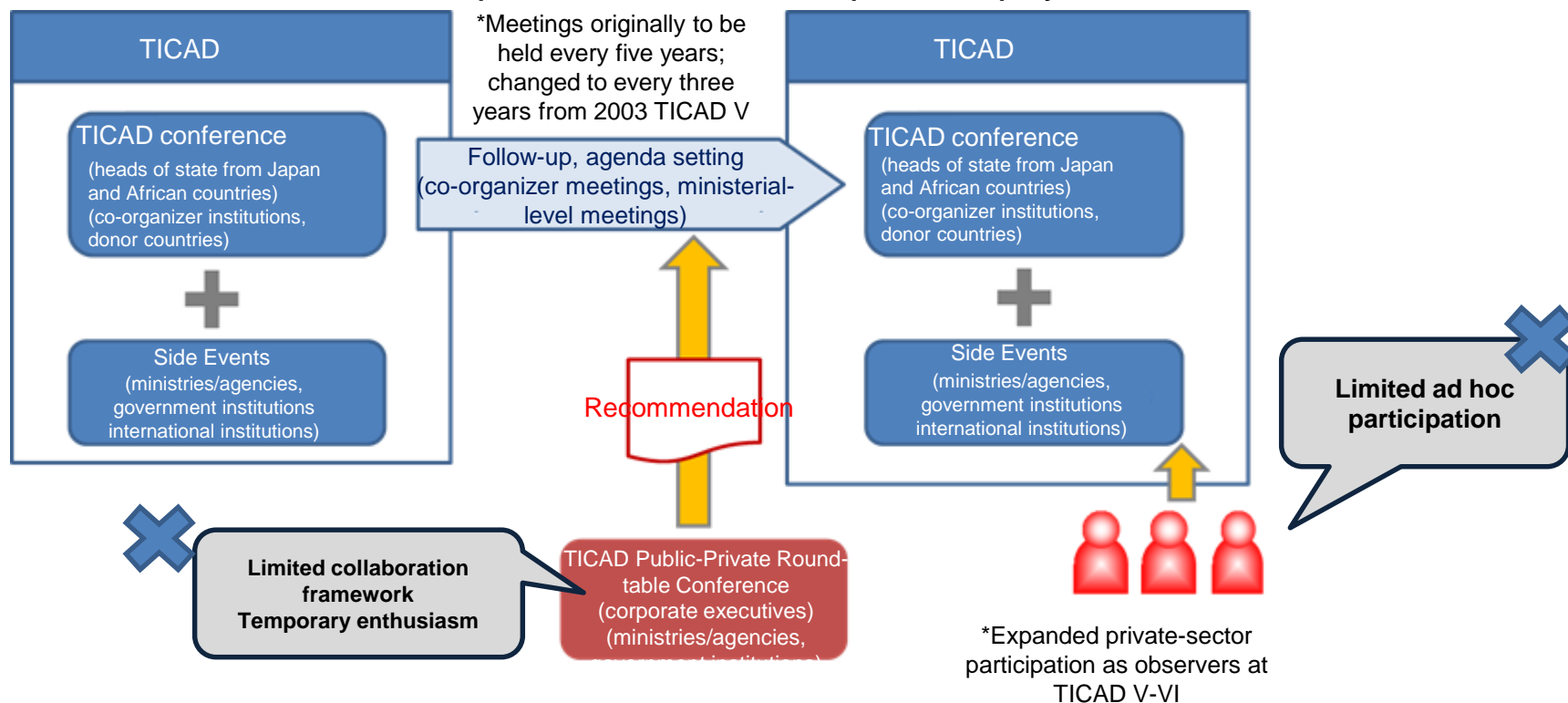# 2. Evolve public-private collaboration to generate results

(1) Limitations of traditional public-private collaboration for TICAD

- **Private-sector involvement in TICAD limited**
  TICAD conference: Ad hoc participation as observers in governmental summit-level meeting
  Preparation process: Temporary involvement and boost in public-private collaboration immediately before and after TICAD
- **Japan's TICAD efforts are scattered**
  In addition to the Ministry of Foreign Affairs, which oversees TICAD, other ministries/agencies are carrying out independent efforts and administering frameworks for public-private collaboration

(2) Evolving private-sector-oriented public-private collaboration

- **Develop private-sector-oriented public-private partnerships**
  → Aim public-private collaboration at encouraging companies
- **Ensure that public-private collaborative efforts are ongoing**
  → Public and private sectors should continually discuss priority issues
- **Consolidate separate efforts to address important issues**
  → Consolidate separate efforts to deal with important development issues
- **Break free of fixation on self-sufficiency and strengthen collaboration with third countries and international institutions**
  → Supplement shortfalls in companies' own resources through international collaboration

Traditional TICAD process and involvement of Japanese company officials

TICAD

TICAD conference
(heads of state from Japan and African countries)
(co-organizer institutions, donor countries)

+

Side Events
(ministries/agencies, government institutions international institutions)

*Meetings originally to be held every five years; changed to every three years from 2003 TICAD V

Follow-up, agenda setting (co-organizer meetings, ministerial-level meetings)

Recommendation

TICAD

TICAD conference
(heads of state from Japan and African countries)
(co-organizer institutions, donor countries)

+

Side Events
(ministries/agencies, government institutions international institutions)

Limited ad hoc participation

**Limited collaboration framework
Temporary enthusiasm**

TICAD Public-Private Round-table Conference
(corporate executives)
(ministries/agencies,

*Expanded private-sector participation as observers at TICAD V-VI

<Key recommendation>
Evolve public-private partnerships utilizing private-sector strengths

"Model change" for TICAD process

- Future African development will rely on trade, investment and business development in Africa by private companies

- Full-scale public-private partnerships that involve the private sector in international discussions on African development and in the formulation of Africa strategies in Japan

Prioritizing basic guidelines for Africa strategy

- Future Africa strategies and basic guidelines for public-private collaboration should encourage private companies
- This will require:
  1）Prioritizing/narrowly focusing efforts (breaking free of a please-everyone policy)
  2）Utilizing partnerships (breaking free of a fixation on self-sufficiency)
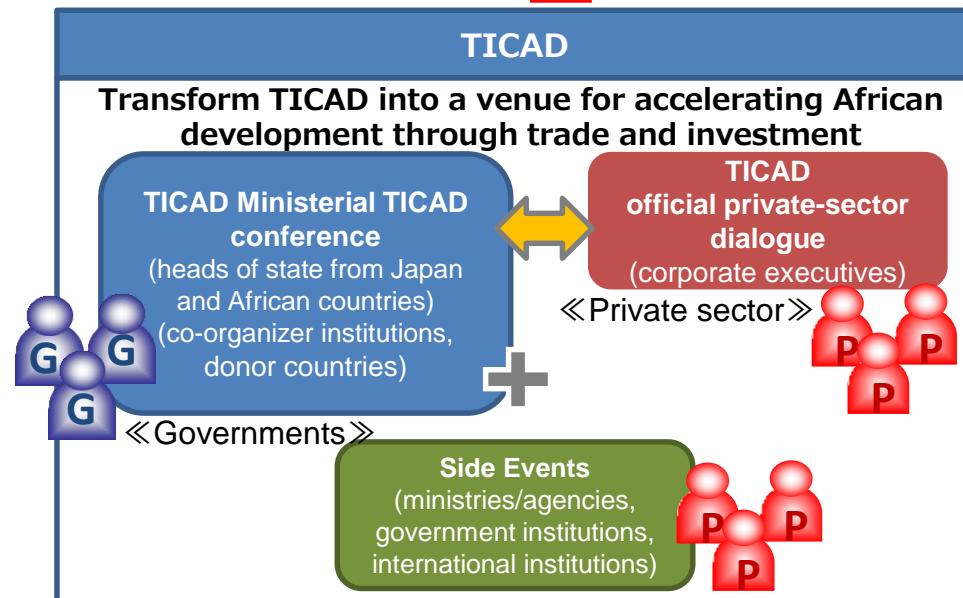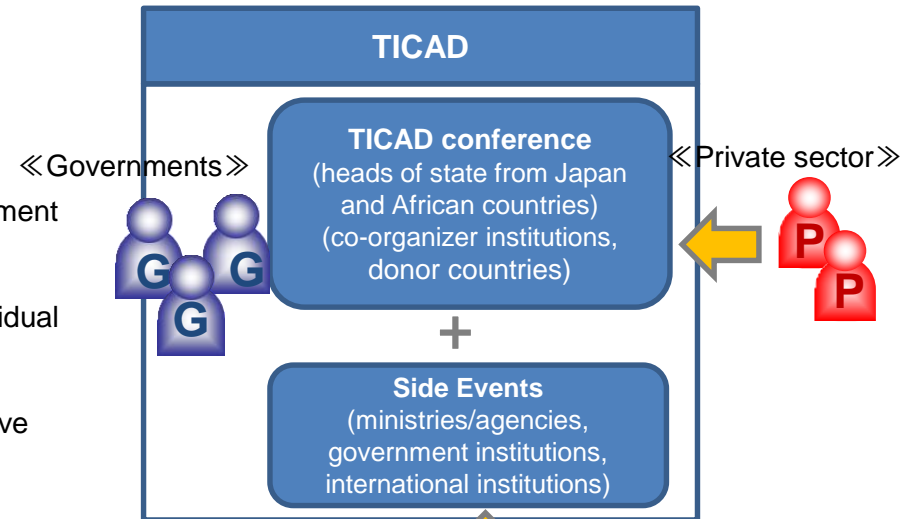 3）Pursuing growth/reform in Africa through cooperation with Japan

**1. The TICAD process is due for a model change
  (approaches and issues heretofore)**

- Highlighting the track record and progress of the Japanese government as well as announcing new commitments have been the primary accomplishments (no commitments on the African side)
- Private-sector participation in meetings has been ad hoc on a individual company basis
- Although TICAD functions and opportunities for private-sector participation have expanded through side events, the outcomes have not been reflected in the TICAD conference

TICAD

≪Governments≫ ≪Private sector≫

TICAD conference
(heads of state from Japan and African countries)
(co-organizer institutions, donor countries)

+

Side Events
(ministries/agencies, government institutions, international institutions)

≪Private sector≫

**2. Create a framework for official private-sector dialogue
  that works in parallel with TICAD
(approaches to future private-sector participation in TICAD)**

- Africa, Japan, and other stakeholders will establish targets they should respectively achieve and will demonstrate commitment to these
- An official framework will be established for private-sector dialogue that constitutes a parallel approach to the summit-level meeting, and the opinions of business people very familiar with Africa's issues will be systematically and continually disseminated to the respective heads of state to bring about reforms in Africa
(during the TICAD agenda-setting process + during the TICAD conference, etc.)

TICAD

Transform TICAD into a venue for accelerating African development through trade and investment

TICAD Ministerial TICAD conference
(heads of state from Japan and African countries)
(co-organizer institutions, donor countries)

TICAD official private-sector dialogue
(corporate executives)

≪Private sector≫

≪Governments≫

Side Events
(ministries/agencies, government institutions, international institutions)

3. Put in place a system for devising private sector-oriented Africa strategies in Japan (a system for public-private collaboration in Japan to support a new TICAD framework)
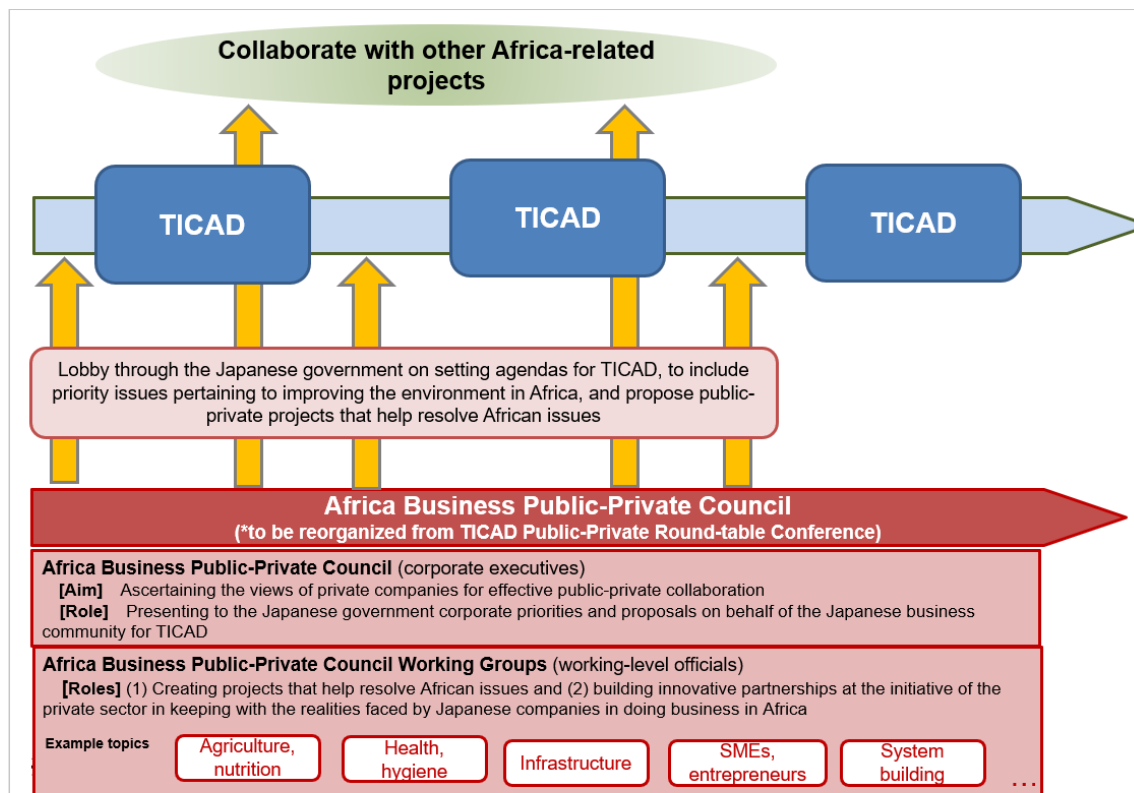
(1) Create a new Africa Business Public-Private Council centered on Japanese corporate executives

- Council members should primarily be corporate executives from companies expanding their businesses into Africa ***Standing**
- The Council will present corporate priorities and proposals to the government with an eye toward TICAD

(2) Organize working groups that will facilitate the creation of partnerships

- Working group members should primarily be working-level business managers ***Standing**
- These working groups will propose meaningful issues/projects for public-private collaboration on the basis of the knowledge of working-level government officials and private-sector officials

[Framework for public-private collaboration in Japan for TICAD process (envisioned]

Collaborate with other Africa-related projects

TICAD   TICAD   TICAD

Lobby through the Japanese government on setting agendas for TICAD, to include priority issues pertaining to improving the environment in Africa, and propose public-private projects that help resolve African issues

Africa Business Public-Private Council
(*to be reorganized from TICAD Public-Private Round-table Conference)

Africa Business Public-Private Council (corporate executives)
[Aim] Ascertaining the views of private companies for effective public-private collaboration
[Role] Presenting to the Japanese government corporate priorities and proposals on behalf of the Japanese business community for TICAD

Africa Business Public-Private Council Working Groups (working-level officials)
[Roles] (1) Creating projects that help resolve African issues and (2) building innovative partnerships at the initiative of the private sector in keeping with the realities faced by Japanese companies in doing business in Africa

Example topics   Agriculture, nutrition   Health, hygiene   Infrastructure   SMEs, entrepreneurs   System building   …

*The public-private collaborative frameworks launched by individual ministries/agencies will be consolidated into the Public-Private Council and the Working Groups.

IV. Public-private collaboration to encourage private companies

Expectations of the roles of governments and priority issues

1. Prioritize support to produce successful front runners (break free of please-everyone policy)

Prioritize governmental support for the private sector; abandon a please-everyone policy and enhance support for small and medium-sized enterprises (SMEs) that are willing and flexible but lack resources
→ Improve public funding schemes tailored to the needs of SMEs and startup companies and to actual business conditions

2. Accelerate expansion into Africa utilizing a diversity of partnerships (break free of fixation on self-sufficiency)

1) Support the formation of partnerships with third countries and local companies
  → Help companies discover potential partners through collaboration with government institutions, develop a funding scheme premised on collaboration with third countries
2) Support the formation of partnerships with TICAD co-organizers, international institutions, and local African institutions

3. Work to resolve specific issues in areas in which public-private collaboration can be utilized

1) Human resource development in Africa: bolster efforts by African governments, cooperate in companies' human resource development efforts
2) Governance reform in African countries: encourage reform through all available channels

V. Conclusion

[To the Japanese government]
- Address changing expectations in TICAD; utilize the opportunity presented by TICAD7 to demonstrate Japan's commitment to changing the TICAD model and accelerating African development through trade and investment

[To companies and business managers]
- Boldly move forward in expanding your presence in Africa
- Aim to level up as a global player through Africa business