

Track records of Africa Business Partners (as of February 2017)

No	Project name	Year	Client	Category	Services	Country	Project summary
58	Partner selection and negotiation assistance to start selling client's products in West Africa	2017 - Present	Japanese equipment manufacturer	TSE listed company	Partner selection, negotiation assistance	West Africa	ABP picked up potential local partners, researched and evaluated their business and selected the one for a Japanese equipment manufacturer which wanted to sell products in West Africa. ABP also supported negotiation when starting business.
57	Assistance in partner selection to start operating client's business in Ethiopia	2017 - Present	Japanese Industry machinery manufacturer	TSE listed company	Customer research, partner selection	Ethiopia	ABP searched for potential local partners and selected the one for Japanese industry machine manufacturer which already operates in many African countries and expand to Ethiopia.
56	Assistance in setting up business in Ethiopia for Japanese large scale manufacturer	2017 - Present	Japanese manufacturer	Large scale	Business set-up support	Ethiopia	ABP proposed possible ways for business operation with detailed methodology and assisted implementation for large scale manufacturer which supplies African manufacturers and expand to Ethiopia.
55	Staffing of Kenyan sales staff for Japanese company operating business in Kenya	2015 - Present	Japanese service provider	TSE listed company	Staffing	Kenya	For a Japanese service provider doing business in Kenya, ABP provides staffing services of Kenyan salespersons.
54	Strategy setting and operation assistance for Kenyan company	2017 - Present	Kenyan retail company	Startup	Business audit, Strategy setting, Operation assistance	Kenya	ABP supported strategy setting for profit improvement and provided operation assistance for Kenyan retail SME.
53	Research on business opportunities for large scale manufacturer	2016	Japanese manufacturer	TSE listed company	Business opportunity research	Africa	For large scale manufacturer which plans to operate their business in Africa, ABP proposed potential country, industry and business opportunity by taking advantage of client's strength.
52	Consumer goods price research by different marketing channels in Nigeria and Kenya	2016	Japanese raw material manufacturer /supplier	TSE listed company	Price research	Nigeria, Kenya	ABP conducted a price research for a targeted consumer product, by surveying about 200 products including those of clients at modern retail (super market), open-air market, and speciality retail, in Nigeria which observes high rate of inflation.
51	Fact-finding survey and strategy setting for Japanese manufacturer's operation in East Africa	2016	Japanese manufacturer	Large scale	Fact-finding survey on customers, Strategy setting	Kenya, Ethiopia	For a client who already operates in Africa and sets East Africa as next target, ABP provided fact-finding survey on customers by presenting actual status of industry, and proposed strategy by clarifying missed opportunities in current condition, customer's demand and complaint.
50	development for a Japanese manufacturer with end-user research to improve negotiation capability with their current/potential customers in Nigeria	2016	Japanese raw material manufacturer/supplier	TSE listed company	Market research	Nigeria	For a client who provides raw materials to a Nigerian consumer goods company, ABP provided qualitative and quantitative analyses for the end-users' utilization and preference of the products. ABP also supported the assessment of their purchasing behavior for product development and for improvement of their negotiation capability.
49	Industrial research and future prospects of retail, distribution, consumption and financial business in Côte d'Ivoire	2016	Japanese company	TSE listed company	Industrial Research	Côte d'Ivoire	ABP conducted industrial research on retail, distribution, consumption and financial business to understand present status and to see future prospects for investment in Côte d'Ivoire. ABP researched on market, distribution, purchasing behavior and consumer insight and conducted interviews on retail and distribution business.
48	Research on business opportunity of commercial residential products for Japanese manufacturer	2016	Japanese manufacturer	TSE listed company	Industrial research funded by public institution, research on business opportunities	Kenya	For a client looking for a sales opportunity of their residential product in Kenya, ABP provided incentive research for different levels of stakeholders and identified the business domain to focus and target.
47	Research on business opportunity of agricultural material for Japanese manufacturer	2016	Japanese manufacturer	TSE listed company	Market research, research on business opportunities	Kenya	ABP has provided research on potential Kenyan customers including individual farmers and agricultural firms, for agricultural material.
46	Planning and operation support for African business seminar	2016	Africa Development Bank	International Dev't Org	Support for planning and operation	Whole Africa	Cooperation of planning at the large-scale seminars which were held in both 2016 organized by Africa Development Bank. Program development, selection of speakers from Japanese companies and managing the event as a moderator.
45	Support of new garment production in Ethiopia by Japanese apparel company	2015-present	Japanese apparel company	Large scale	Local partner identification, Negotiation and operation assistance and advisory services	Ethiopia	To start the first production of garments for the Japanese market in Ethiopia, ABP identified a local partner and assisted a series of procedures from negotiation to operation. This is the first production and exportation of garments in Ethiopia by a Japanese company. ABP enabled the realization and implementation.
44	B2B product development for Japanese large scale manufacturer; End-user research to improve negotiation capability	2015	Japanese manufacturer	TSE listed company	Market research	Kenya	For a client who provides raw materials to a Kenyan consumer goods company, ABP provided qualitative and quantitative analyses for the end-users' utilization and preference of the products. ABP also supported the assessment of their purchasing behavior for product development and for improvement of their negotiation capability.
43	Quantitative research of consumers to determine the potential of product sales in Kenya	2015	Japanese manufacturer	TSE listed company	Market research	Kenya	In Kenya's rural, low income areas, ABP provided quantitative utilization research for a product which our client planned to sell and analyzed the potential for consumer acceptance, competitive environment and product sales.
42	Basic research for the potential of global expansion planning	2015	Japanese manufacturer	TSE listed company	Market research	Nigeria Ethiopia	ABP offered basic research to enable our client to know its position in Africa for its global future planning.
41	Monitoring of appointed distributors and support for recruitment for business development	2015	Japanese manufacturer	TSE listed company	Monitoring of distributors, Support for recruitment	Nigeria	ABP monitors client's distributors and supports their negotiations. ABP also supports the recruitment of local human resources for the client.
40	Research on the potential of a product in DRC	2015	Japanese manufacturer	TSE listed company	Market research, industrial research and local partner identification	DRC	ABP provided the market and industry research of the client's product and identified potential partners in DRC.
39	The development path of the client's product	2015	Japanese manufacturer	TSE listed company	Industrial research, assistance for networking	Western Africa	ABP undertook industrial research for a company in the healthcare division which was seeking to start business in West Africa.

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38	Planning and conducting the business tour of Ethiopian manufacturing organisations during the Africa-Japan Business Investment 2015	2015	Nikkei Business Publications	Large scale	Planning the tour, selecting and making appointments of visited local companies and tour attending	Ethiopia	ABP selected the local companies to be visited, arranged appointments and provided the tour to the attendants.
37	Negotiation support and advice for a Japanese manufacturer which is in the process of transferring and setting up a local manufacturing base	2015	Japanese manufacturer	Large scale	Negotiation assistance and advisory services	Ethiopia	ABP has supported the client from the first stage of research. ABP is providing communication support with the client's local partner and provides advisory service to enable the business to move forward.
36	Writing a business plan for agricultural business in Kenya	2015	Japanese manufacturer	TSE listed company	Industry and market research, strategic planning, business model extraction	Kenya	ABP offered potential field and business models based on the client's resources and strength and also did research for clients seeking to start conducting agricultural business in Kenya.
35	Negotiation support in supply chain development and support in human resource selection	2015	Japanese manufacturer	TSE listed company	Strategy development support, negotiation support and human resource support	Kenya, Nigeria	ABP has assisted and continues to assist in negotiations with local distributors, the marketing activities and human resource management so as to monitor the client's product flows smoothly and create increasing demand in each African country.
34	Assistance of the business development for a Japanese entrepreneur	2015	Kenyan company	Startup	Industrial research, market research, hands-on support	Kenya	For a Japanese entrepreneur who started business in Kenya, ABP provided and continues to provide hands-on business development support.
33	Industrial research for a Japanese company developing business in Kenya	2015	Japanese company	SME	Industry research	Kenya	The research conducted provided information on the players in the industry and supply chain systems of the products and services in Kenya.
32	Industrial research for a Japanese company developing agricultural business in Kenya	2015	Japanese manufacturer	TSE listed company	Industry research, competitor research and market research	Kenya	The research conducted involved the understanding and assessment of the new business potential and future profitability, grasping the business environment and regulation, understanding the competitor's operations, profitability and distribution systems. Research was also conducted on potential customers, their usage behaviour and preferences.
31	Creation of Africa business strategies and distributor identification/selection for major Japanese manufacturer	2015	Japanese manufacturer	TSE listed company	Market research and industry research, strategic planning, partner identification/selection	Kenya, Tanzania, Ethiopia, Nigeria, Egypt	Selecting priority countries, products, target segments, and rebuild their entire strategy for business such as investment scale. In addition ABP also supported the rebuilding of the distributor particularly with regards to the re-configuration and restructure of management methods.
30	Negotiation support for Japanese manufacturer's business development in Africa	2014-2015	Japanese manufacturer	Large scale	Industry research, country selection, local partner search, negotiation support	Ethiopia	For a client who wants to set up production base in Africa, ABP supported the identification of the local partner, the negotiations to take-off of client's business successfully.
29	Sales support for large scale Japanese companies in eastern African countries	2015	Japanese trading house	TSE listed company	Customer identification, sales support	Kenya, Tanzania, Ethiopia, Uganda, Rwanda	ABP identifies local customers and conduct sales activities on behalf of the client who aims to extend their customer base in east Africa.
28	Search for new business development for major Japanese companies	2015	Japanese manufacturer	TSE listed company	Industry research and information provision	Nigeria	Provision of information to companies doing new business development in Nigeria, and provision of essential business-related information to enhance their business development.
27	Support of preparation of a Japanese company's documentation to promote Africa business in their company	2015	Japanese manufacturer	TSE listed company	Industry research and information provision	Whole Africa	Research and provision of information on local companies and production data of a specific industry. Such information and its related business has generally not been published and it is difficult to obtain production and consumption information.
26	Search for new business development for major Japanese manufacturing industry companies	2015	Japanese manufacturer	TSE listed company	Market research	Kenya	Research for the customer conducting new business development in the niche area in Kenya. Also conducted a field customer research to contribute to business enhancement.
25	Provide information about the African Human Resources situation	2015	Japanese company	Large scale	Provision of information on organizations and personnel	South Africa, Kenya	Provision of information on South African and Kenyan local human resources personnel.
24	Planning and organizing the business forum on BOP business in Africa	2014	Africa Development Bank	International Dev't Org	Planning the theme of the forum and selecting companies as presenters and moderators	Whole Africa	At the BOP Inclusive Business Forum, ABP conducted the planning of the theme, selected 8 companies involved in BOP business in Africa and moderated the forum. In addition, we assisted in the improvement of understanding BOP business by introduction and making networks.
23	Customer and distributor support for Japanese B2B manufacturer	2014	Japanese manufacturer	TSE listed company	Information provision	South Africa	ABP developed a list of potential customers and distributors for a Japanese B2B manufacturer who had difficulties doing so due to the nature of B2B business.
22	Provision of assistance to Japanese company exhibitors in an Ethiopia Int'l Exhibition	2014	Panasonic, Oji Paper Company, Brother etc.	TSE listed companies and SME	Exhibition support	Ethiopia	At Ethiopia's international exhibition held in November 2014, ABP conducted a booth placement and provided exhibition support to Japanese companies as their official exhibition agent working with Ethiopian Chamber of Commerce and Sectoral Associations.
21	Search for distribution and manufacturing partner for Japanese manufacturer	2014	Japanese manufacturer	Large scale	Partner search	Senegal	ABP provided list of potential partners for distribution and manufacturing in Senegal for the client who consider to sell their product and, in the long run, to have a production base in Senegal.
20	Strategy development support in East Africa Business for a large scale Japanese Company	2014	Japanese Company	TSE listed company	Strategy development support, Business development support	Kenya, Tanzania, Uganda, Rwanda, Ethiopia	For a company which decided to expand to African market, ABP supported its business development strategy.
19	Support for Setting up Production Base of Japanese Company	2014	Japanese manufacturer	Large scale	Information provision, Local Partner search, Market research	East Africa	For a company which considered to set up a production base in East Africa. ABP supports the selection of local partners.
18	Potential Customer Identification for Japanese Company to Enter African Market	2014	Japanese Company	Large scale	Information provision, Local Partner search, Customer identification	South Africa	Client has been considering selling their products in South Africa. ABP serves in market research, local partner search and potential customer identification.

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17	Search for Raw Material Supplier for Taiwanese trading company	2014	Taiwanese trading company	Large scale	Research on the Raw Material Supplier	Cote d'Ivoire, Burkina Faso	For a company which considered the possibility of having an African supplier. ABP provides research on target countries and suppliers.
16	Market and Potential Customer Research for Japanese manufacturer to enter market	2014-2015	Japanese manufacturer	SME	Market and Potential Customer research, Pilot Project Support	Senegal, Morocco	ABP provided market research, potential customer identification and support for pilot project execution with potential distributor and customers.
15	Sales Support for large Japanese Manufacturer	2013-2014	Japanese manufacturer	TSE listed company	Sales support	East Africa	For a client which had been already in Africa, ABP provided sales support to potential customers.
14	Information provision to Japanese financial institution's publication for customers	2014-Present	Japanese financial institution	TSE listed company	Information provision	18 African countries	ABP provides information on the market trends and the business environment in Africa to a Japanese financial institution to be used for their customer news.
13	Market research for a Japanese food manufacturer to enter the African market	2014	Japanese beverage manufacturer	Large scale	Market research	Senegal	ABP researched on the market, customers' preferences and competitors in Senegal for the Japanese food manufacturer's business expansion into Africa.
12	Event planning support and business consultation desk service at African Fair, an event in TICAD V	2013	METI (Ministry of Economy, Trade and Industry to Japan) and Dentsu	Gov't body and TSE listed company	Event planning support, Business consultation desk	Whole Africa	In African Fair 2013, a government-hosted event held in The Fifth Tokyo International Conference on African Development (TICAD V), ABP supported the selection of Japanese companies to participate and the evaluation of the event. ABP had a business consultation desk.
11	Support for job advertisement service related to Africa for a Japanese recruiting agency	2013 - 2014	Recruit Career	Large scale	Planning support, Selecting Japanese companies	Whole Africa	ABP provided planning support to the first-ever service of job advertisement related to Africa.
10	Strategy development support, Sales support and monitoring for Japanese service provider	2013 - 2014	Japanese service provider	SME	Market research, Support for pilot projet, Financial support	Senegal	ABP provided sales planning support, partner search, development of CSR project and financial support.
9	Market research and partner search for Japanese food manufacturer	2013	Japanese food manufacturer	SME	Market research, Partner research	Kenya, DRC	The customer considered selling food products in Africa. ABP provided marketing research and partner research aimed at starting business.
8	Support for Japanese company's business expansion into Africa, supported by JICA	2013 - 2014	JICA (Japan International Corporation Agency)	Gov't body	Market research, Partner search, Customer identification, Pilot project support	Senegal	ABP provided its support for the sale of agricultural materials of Tottori Resource Recycling Inc. in Senegal, including market research of agricultural materials, the local distributor search, customer identification, contract negotiation and pilot project support.
7	Feasibility Study with Toray Industries, Inc. about Climate Change Adaptation Technology funded by Japanese gov't	2013 - 2014	METI (Ministry of Economy, Trade and Industry) and Toray	Gov't body and TSE listed company	Market Research, Potential Customer Identification, Pilot Project Support	South Africa	In a feasibility study about Climate Change Adaptation Technology, ABP conducted a market research, potential customer identification, pilot project support in mines and farms with Toray Industries, Inc.
6	Study of current business status of Japanese companies in Africa	2013 - 2014	Africa Development Bank	International Dev't Org	Japanese companies research, Edition and publication a booklet	Whole Africa	ABP surveyed business status of Japanese companies doing business in Africa, edited and published a booklet "List of Japanese Enterprises Doing Business with African Continent and Countries "
5	Planning and operation support for African business forum	2013 - 2014	Africa Development Bank	International Dev't Org	Support for planning and operation	Whole Africa	Cooperation of planning at the large-scale seminars which were held in both 2013 and 2014 organized by Africa Development Bank. Program development, selection of speakers from Japanese companies and managing the event as a moderator.
4	Market Research and Potential Customer Identification for Japanese Manufacturer	2013 - 2014	Japanese manufacturer	TSE listed company	Market research, Partner search	South Africa, Ethiopia	ABP examined the client's feasibility of their business in Africa, selected South Africa and Ethiopia as target countries, and supported partner selection.
3	Holding internal workshop on African business for a Japanese company	2012	Japanese manufacturer	TSE listed company	Information provision	Main African countries	Planning and managing of a workshop for a client who had started considering doing business in Africa. Also provision of knowledge and interpretation of African business.
2	Selection of local partner for pilot projet for Japanese ICT start up	2012 - 2014	Japanese ICT start up	Startup	Partner search, Sales support, negotiation support for pilot project	Kenya, Senegal	The client considered expansion into Africa by providing a mobile learning platform with the company. ABP selected the local partner, developed customers and supported the execution of the pilot project.
1	Policy development of investment promotion to Africa for Japanese companies, for a Japanese governmental agency	2012 - 2013	METI (Ministry of Economy, Trade and Industry)	Gov't body	Market research, Partner search	Egypt, Tunisia, Morocco, Senegal, Nigeria, Ethiopia, Kenya, Mozambique, South Africa	As a part of the private investment promotion policy of Japanese companies in Africa, ABP was requested to select target countries, consider the utilization of scenario of the policy by the interviews for local financial institutions, development banks, private equity funds.