



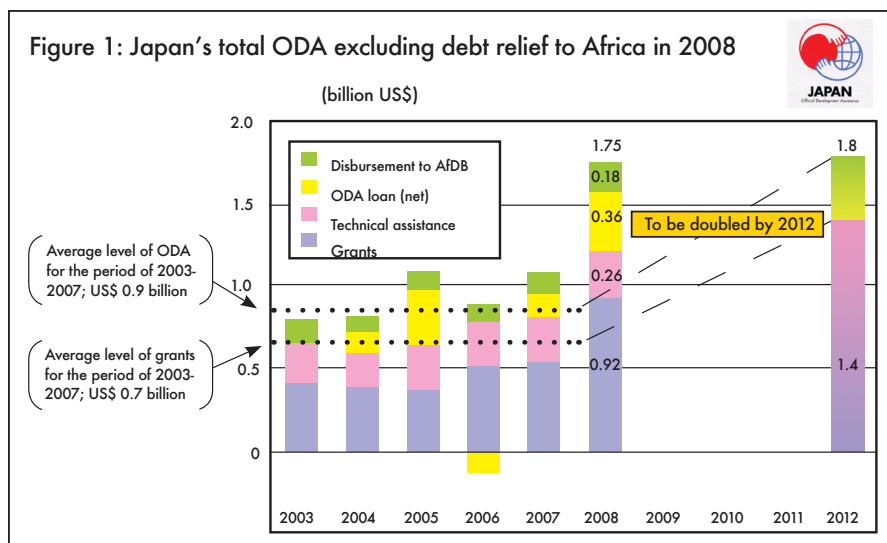
# Follow-up to the Fourth Tokyo International Conference on African Development (TICAD IV)

## Keeping the promises made at the Fourth Tokyo International Conference on African Development (TICAD IV)

Sub-Saharan Africa has made substantial progress towards achieving the Millennium Development Goals (MDGs). However, major advances registered in the past few years in such development sectors as health and education have begun to slow or even reverse as a result of the global economic and financial crises, which culminated into reduction in aid flows from donor nations. Many analytical reports indicate that without additional efforts from donor countries to keep their commitments and stronger political will from the African leaders, some of the MDGs are likely to be missed in many countries. To address these challenges and fast track progress towards the implementation of the Yokohama Action Plan, African Ministers, TICAD co-organizers, namely the Government of Japan, the UN Office of the Special Adviser on Africa (UN-OSAA), UNDP, and the World Bank, are gathering from May 2 to 3 in Arusha, Tanzania, for the second TICAD Follow-up Ministerial Meeting.

## Background

The second TICAD Follow-Up Ministerial Meeting is a follow-up to TICAD IV, one of the largest international conferences on African development held in May 2008. Organized under the theme “Towards a vibrant Africa: A continent of hope and opportunity”, it issued the “Yokohama Declaration”, outlining principles for advancing African development among TICAD stakeholders, as well as the “Yokohama Action Plan” and the “TICAD IV Follow-up Mechanism”, laying out a road map for action-oriented initiatives centered around four main pillars, namely accelerating growth, achieving the MDGs, consolidating peace, and addressing environmental and climate change issues. TICAD IV was attended by representatives from 51 African countries, including 41 of heads of State and government, and more than 3,000 participants.

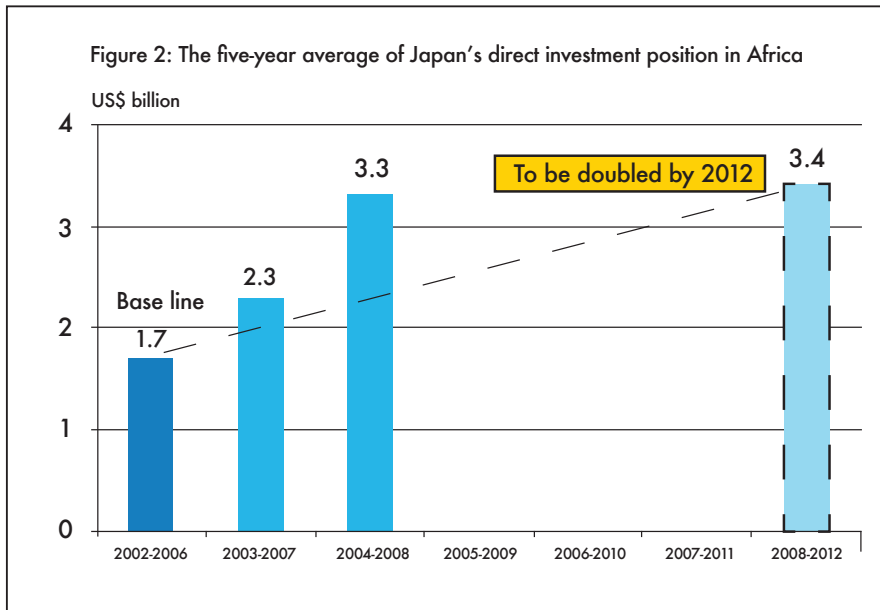


## Support from the Government of Japan

It is worth noting that despite the global financial and economic crises and the change of the government, the host Government of Japan has kept the level of pledges made at Yokohama to double its official development assistance (ODA) to Africa in four years by already approaching the target amount of US \$1.8 billion in 2008 through disbursement of US \$1.75 billion excluding debt relief. The Government of Japan continues its efforts to secure a sufficient ODA to Africa.

## Support in the area of trade, investment and tourism

Efforts made by Japan through Public-Private Partnerships (PPP) are yielding important joint ventures. In order to achieve tangible results toward the goal of doubling Japan's direct investment to Africa by 2012, various initiatives were undertaken in 2009. For example, the Government of Japan has stepped up its efforts on “Public-Private Partnerships for Boosting Economic Growth” by proactively disseminating investment related information on Africa, and strengthening measures to support Japanese corporations business with Africa. In this context, at least 15 investment missions have been fielded to Africa between January 2009 and March 2010.



### ● Base/Bottom of the Pyramid (BoP)

In 2009, the Government of Japan initiated public support for the promotion of BoP, a sustainable business model targeting the poorer segments of the society which will contribute to the social and development agenda. Development of support mechanisms for BoP by the Japan International Cooperation Agency (JICA) and the Japan External Trade Organization (JETRO) is under way. It is also recognized that in order to sustain BoP business, a value chain approach to incorporate those at the base as market, consumers and producers etc. is essential. In this context, the “One Village, One Product” (OVOP) approach is being pursued by JICA and JETRO, and the “One Village Industrial Cluster” (OVIC) approach by UNIDO.

### ● Efforts by UNDP and other TICAD co-organizers

Organized by UNDP under the theme of “Forging Business Linkages for Sustainable Tourism Development in Africa”, and funded by the Government of Japan, the fifth Africa-Asia Business Forum (AABF V), held in June 2009 in Kampala, Uganda, yielded 28 MoUs and partnership arrangements for a total value of \$245.45 million, breaking the value recorded in a single AABF in the past. The Forum attracted over 349 participants from 35 countries in Africa and Asia, representing business, government, international organizations, civil society and the media. UNDP launched the report on Growing Inclusive Markets (GIM) and presented the Growing Sustainable Business (GSB) initiative. The South-South Global Assets and Technology Exchange (SS-GATE) System was introduced as a platform that facilitates market-driven and transparent exchange of technology, assets, services and financial resources among private and public sectors, and civil society organizations.

African counties are striving to improve their business climate. According to the World Bank's 2010 “Doing Business” report, 18 African countries have improved their rankings compared to the 2009 report.

### ● Promotion of tourism

A study on tourism “Overview of Tourism to Africa: with reference to the Asian and Japanese outbound markets” published by UNDP in cooperation with UNWTO in the framework of follow-up to AABF V underscores the benefit of pro-poor tourism on the continent. It was launched in September 2009 in Tokyo during the annual World Travel Fair organized by Japan Association of Travel Agents. The report was disseminated extensively at the Pan-African Tourism Investment Summit held from February 15 to 17, 2010, in Harare, Zimbabwe. Policy recommendations at AABF V were: (i) the importance of holistic public-private partnerships, (ii) the need for targeted marketing strategy based on trends and profile analysis, (iii) tourism development should be environmentally sustainable and pro-poor, (iv) Africa's image should be improved through strategic public relations campaigns, and (v) effective utilization of the various support measures offered by the TICAD Partners.

## The way forward

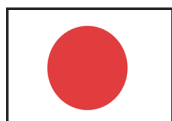
TICAD co-organizers are keen to keep the promises made at the historic TICAD IV including the areas of trade, investment and tourism. Identifying effective roles that private-public partnerships can play, including exploring new frontiers in BoP and Corporate Social Responsibility (CSR), is essential to move the TICAD IV agenda forward.

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You may also access TICAD Annual Progress Report at <http://www.mofa.go.jp/region/africa/ticad/ticadfollow-up/report/index.html>



Japan



UN-OSAA



UNDP



World Bank