

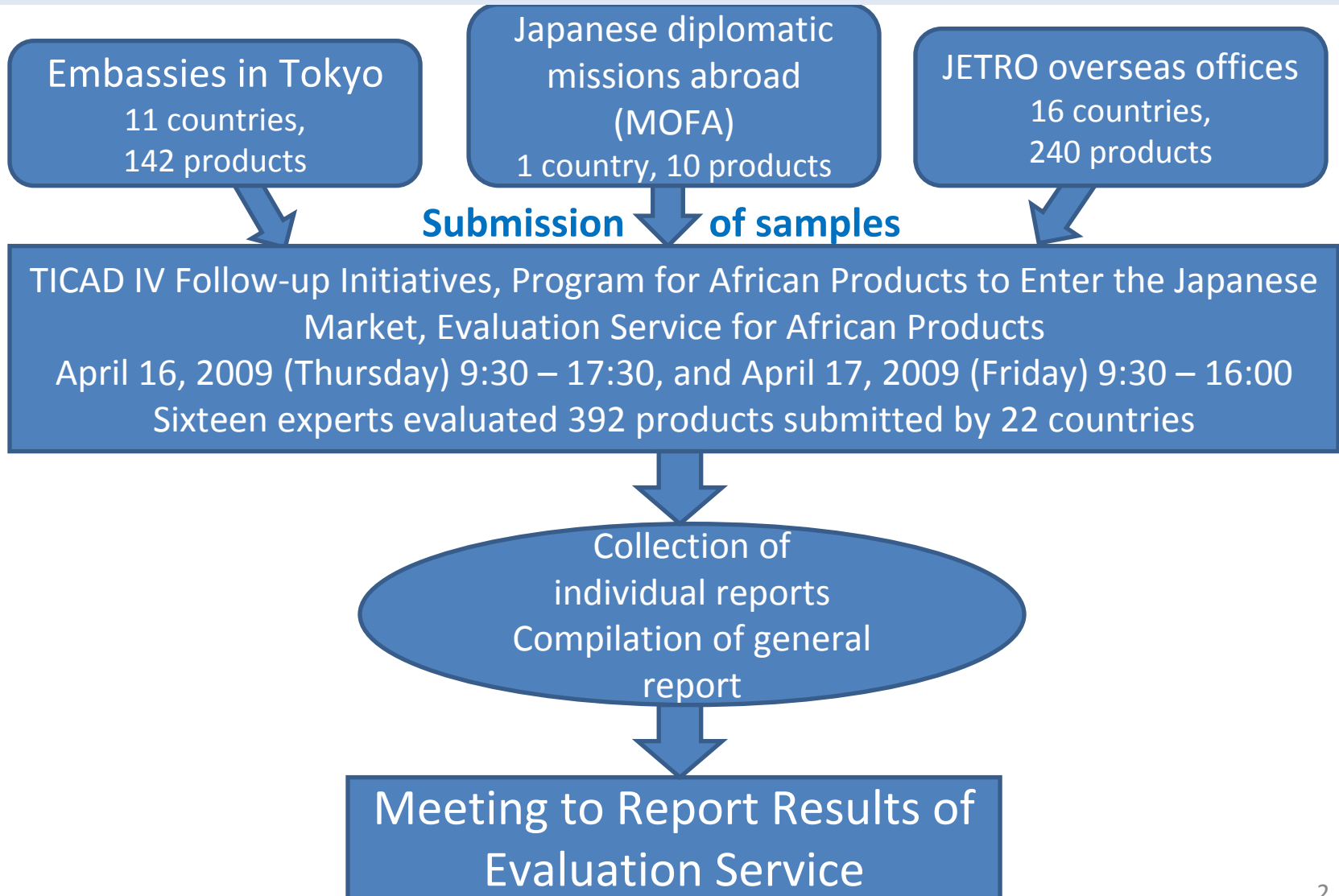
TICAD IV Follow-up Initiatives Program for African Products to Enter the Japanese Market: Results of Evaluation Service for African Products

Development Cooperation Division
Trade and Economic Cooperation
Department

Japan External Trade Organization (JETRO)

The logo for the Japan External Trade Organization (JETRO), featuring the word "JETRO" in a bold, black, serif font on a white rectangular background.

Evaluation Service Implementation Workflow



Breakdown of Submitted Samples by Country (1)

Country name	Submitted product samples	Number of products	Route
Benin	Cassava flour, salt, nuts, soybeans, dried fruits, coconut cereal, coffee, shea butter, cotton, children's clothing	10	E, J
Botswana	Dried fruits, baskets, key chains, accessories, figurines made of ostrich eggshells, candles	10	E
Burkina Faso	Dried fruits, hibiscus, nuts, confectionery (toffee)	7	J
Cameroon	Dried fruits, ginger powder	7	E
Cote d'Ivoire	Liqueurs, chocolate, coffee	9	J
Egypt	Herbal tea, spices, frozen vegetables and fruits, jam, juice, oil, glass crafts, towels, ceramic tiles	68	E, J
Eritrea	Stone materials for construction purposes (marble, granite)	1	E
Ethiopia	Sesame, coffee, shoes	4	E, J
Ghana	Dried fruits, spices (grains of paradise), shea butter products, masks, art pieces, drums, accessories, apparel, cummerbunds, fabrics	47	E, J
Kenya	Jam, spices, oil, black tea, essential oils, shea butter products, soap, skin lotion, accessories	63	J
Malawi	Macadamia nuts, oil, honey, cassava flour, black tea, coffee, soybeans, pigeon beans, rice, soap, handmade paper, canes, baskets	16	E, J

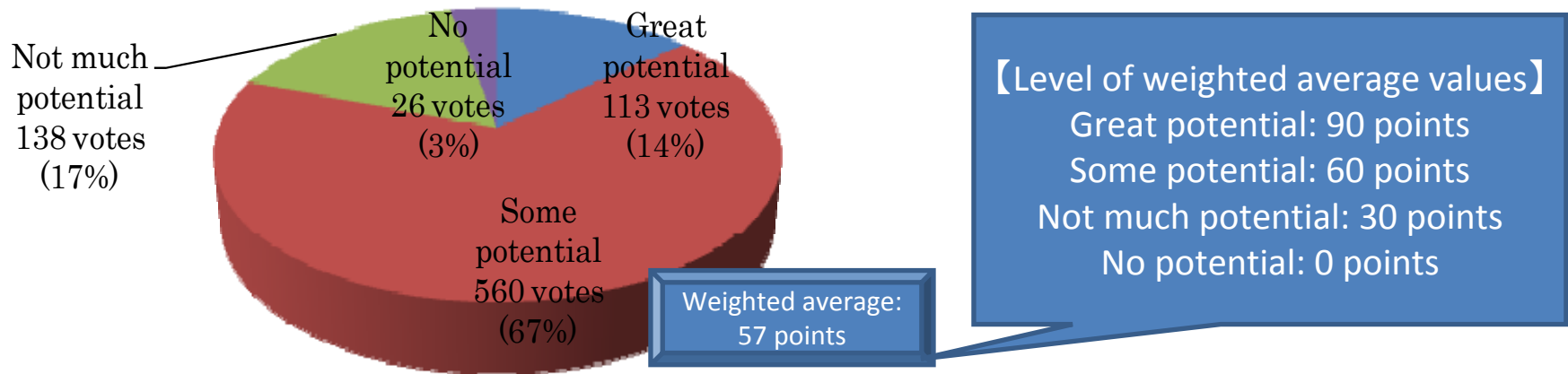
*E: Submitted via Embassy, J: Collected by JETRO overseas office ³

Breakdown of Submitted Samples by Country (2)

Country name	Submitted product samples	Number of products	Route
Mali	Dried fruits (mango), cotton	2	J
Mauritius	Canned tuna fish, curry powder, jam, beauty essence, suits, shirts and other garments	10	E
Namibia	Devil's Claw Root powder	1	J
Nigeria	Cassava flour, shea butter products, indigo dye and other dyes	12	J
Rwanda	Black tea, coffee, baskets, accessories, folk art pieces	13	E
Senegal	Hibiscus, herbal tea, spices, jam, honey, baobab powder, shea butter products, oil, milky lotion, soap, cotton, coffee	49	J
South Africa	Rooibos tea, wine, fruit bars, kigelia products, masks, carved wooden objects	16	E, J
Tanzania	Black tea, spices, herbs, vanilla, cacao, sesame, organic cotton	14	J
Uganda	Dried fruits, vanilla beans, hibiscus oil	24	J
Zambia	Organic honey, bees wax, peanuts	3	J
Zimbabwe	Macadamia nuts, black tea, juice, tomato sauce, batik	6	E

*E: Submitted via Embassy, J: Collected by JETRO overseas office ⁴

Overall Evaluation



Strengths

- Materials and ingredients that are unusual in Japan, developed on the basis of a diverse natural environment
- Africa's unique history and appealing product background information

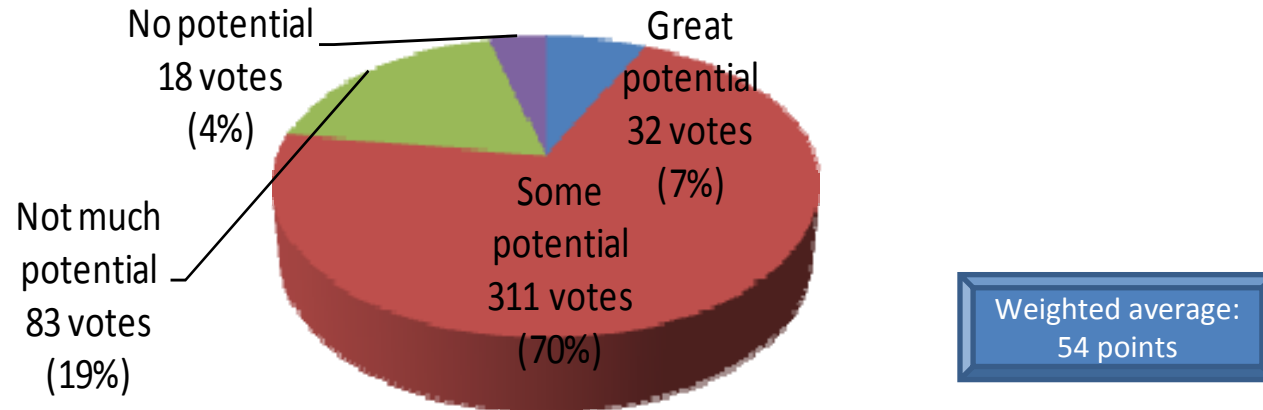
=> Emphasize these features to differentiate African products from products manufactured in other regions

Challenges

- Strengthening of product quality and safety
- The existence of rival products manufactured in other regions

=> Understand the specific characteristics of the Japanese market and improve product competitiveness in both quality and price

Food Sector (219 Products)



【Product aspects that were good】

Novelty

- Ingredients unfamiliar in the Japanese market (baobab, jackfruit, and marula)

Natural ingredients

- Matches the trend towards natural products

【Product aspects that need to be improved】

Safety and reliability

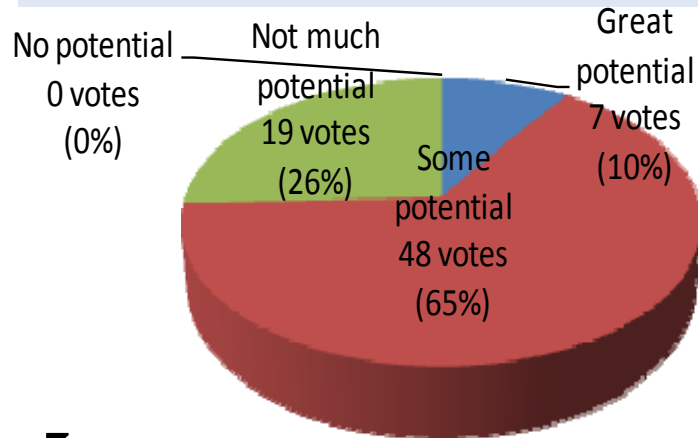
- Component analysis tables and other documents are a must

Rival products

- It is necessary to enhance price competitiveness and differentiate from Asian products

Food Sector

a. Dried Fruits (37 Products)



Weighted average:
55 products



【Potential/Challenge in the Japanese market】

Natural ingredients

- Organic additive-free dried fruits are popular among female consumers

Novelty

- Ingredients indigenous to Africa (jackfruit, marula)

【Product aspects that need to be improved】

Organic certification

- Acquisition of organic certification will improve competitiveness

Size and firmness

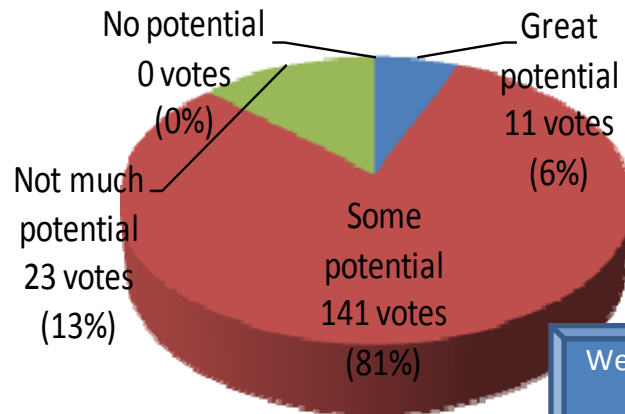
- Emphasis on ease of consumption

Packaging

- Packaging that will preserve fragrance, flavor and texture

Food Sector

b. Herbs, Spices, and Herbal Tea (74 Products)



【Potential/Challenge in the Japanese market】

Market expansion

- The market for herbal tea is expanding each year

【Product aspects that need to be improved】

Organic certification

- Obtaining organic certification will secure traceability and provide additional value

Packaging

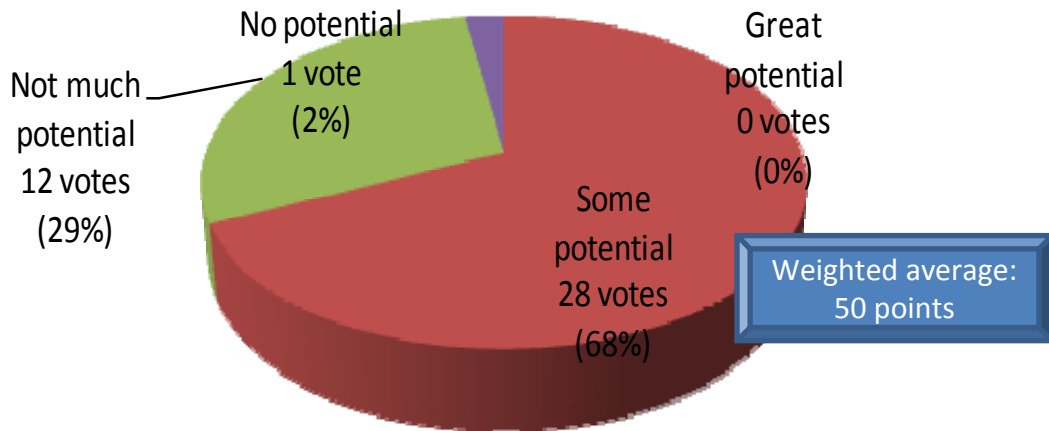
- Packaging that preserves fragrance and prevents tea leaves from spilling

Level of recognition

- Highlight products' indications and effects and provide interesting product stories

Food Sector

c. Jam (23 Products)



【Potential/Challenge in the Japanese market】

Novelty

- Many ingredients are novel to Japanese consumers

【Product aspects that need to be improved】

Flavor

- Jam products with low sugar content prevail in the Japanese market
- It is necessary to adjust the pectin content and acidity

Packaging

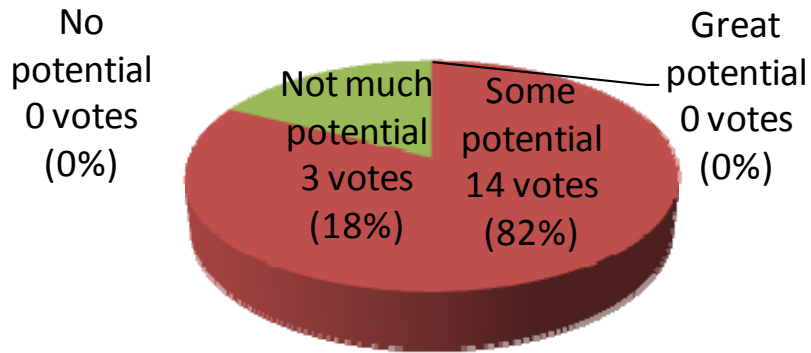
- Should reflect the palatability and characteristics of products

Level of recognition

- Introduction of ingredients and examples of how the product may be eaten

Food Sector

d. Nuts (11 Products)



Weighted average:
55 points



【Potential/Challenge in the Japanese market】

Natural ingredients

- Match the trend towards healthy and natural foods

Quality

- Texture and size are just right

【Product aspects that need to be improved】

Packaging

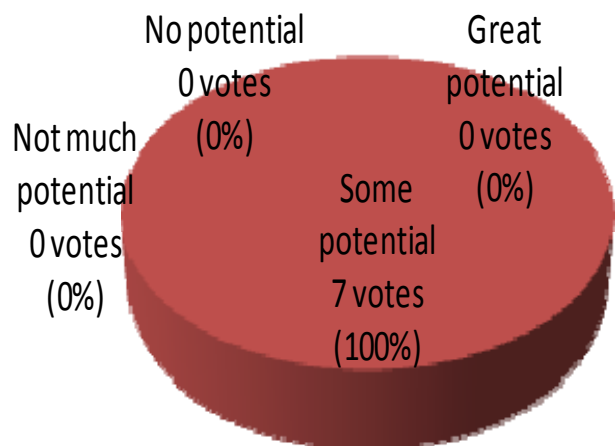
- Improvement of design

Organic certification

- Obtaining of organic certification and JAS Organic Certification would differentiate the product from rival products

Food Sector

e. Honey (5 Products)



【Potential /Challenge in the Japanese market】

Rival products

- Chinese products are inexpensive and their quality has improved

Novelty

- Ingredients that are rare in Japan (mangrove etc.)

【Product aspects that need to be improved】

Safety and reliability

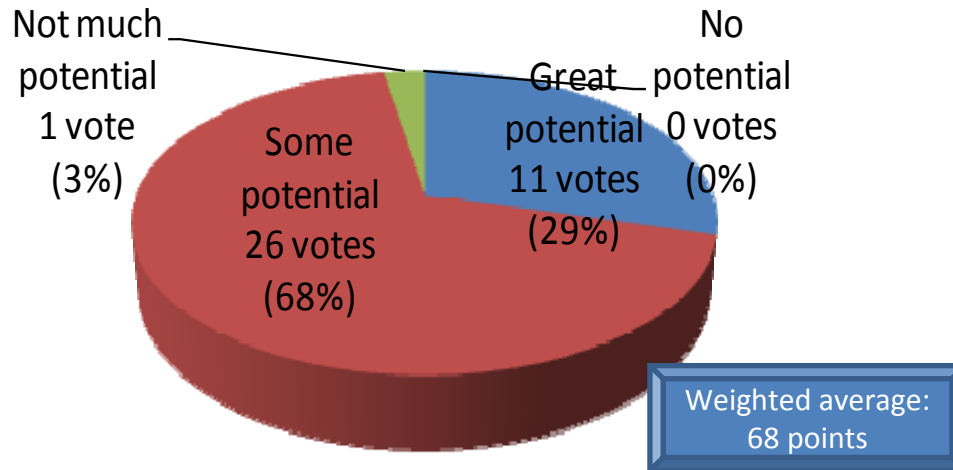
- Removal of residual antibiotics
- Airtight bottles/jars

Packaging

- Design that makes the product stand out against rival products on the same shelf

Food Sector

f. Frozen Vegetables, Fruits and Juices (19 Products)



【Potential/Challenge in the Japanese market】

Rival products

- Intense competition among both domestic and imported products

【Product aspects that need to be improved】

Safety and reliability

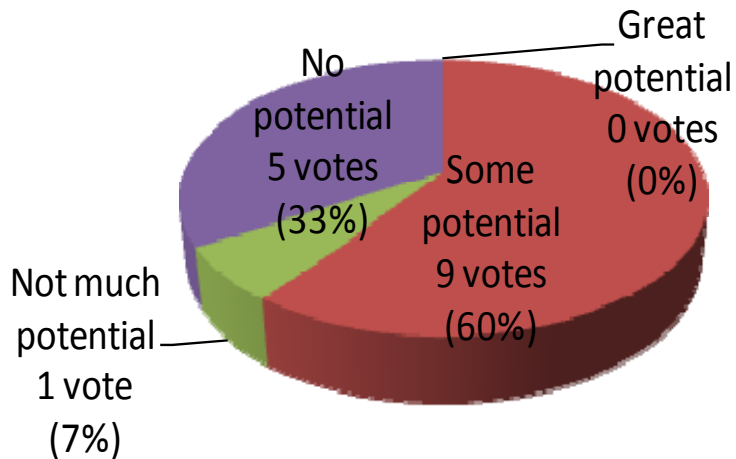
- Compliance with safety standards for removal of residual pesticides and foreign matter

Size and shape

- Adjust the size and thickness of slices of frozen vegetables and fruits to meet Japanese standards

Food Sector

g. Chocolate Candy and Cacao (7 Products)



Weighted average:
38 points



【Potential/Challenge in the Japanese market】

Rival products

- Chocolate: major Japanese confectionary companies practically monopolize the market; popular brands dominate the imported products sector
- Cacao: distribution channels from South America are already established

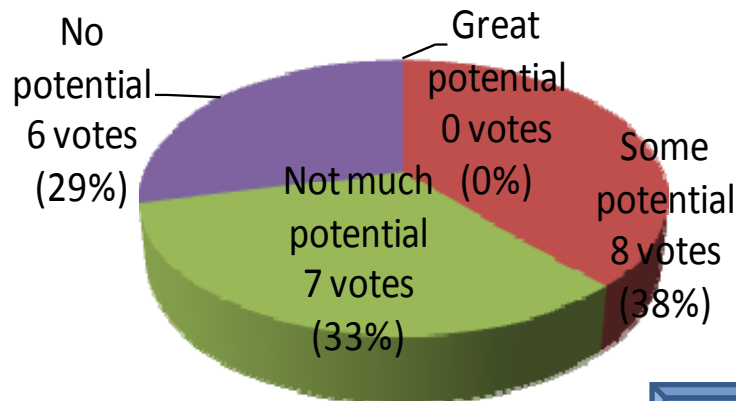
【Product aspects that need to be improved】

Safety and reliability

- Compliance check against the Food Sanitation Act

Food Sector

h. Cassava (8 Products)



Weighted average:
33 points



【Potential/ Challenge in the Japanese market】

Rival products

- Cassava imported from Thailand accounts for 90% of the supply and has good quality

【Product aspects that need to be improved】

Safety and reliability

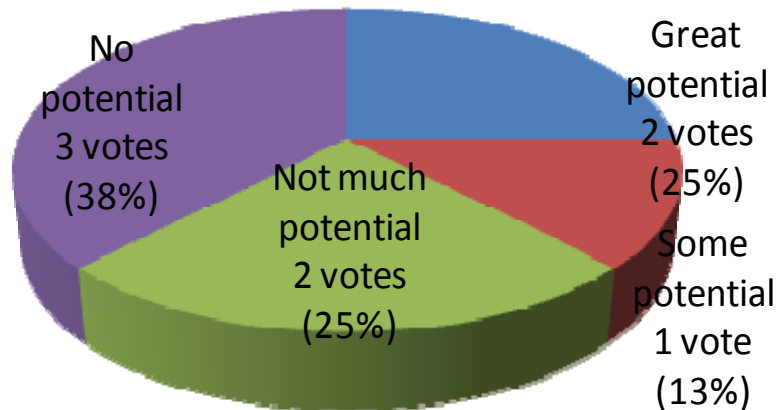
- Prevention of residual hydrogen cyanide and SO₂

Market selection

- Re-examination of target markets

Food Sector

i. Coffee (8 Products)



Weighted average:
38 points

【Potential/Challenge in the Japanese market】

Level of recognition

- Mocha produced in Ethiopia

Novelty

- Bourbon variety produced in Rwanda

【Product aspects that need to be improved】

Marketing

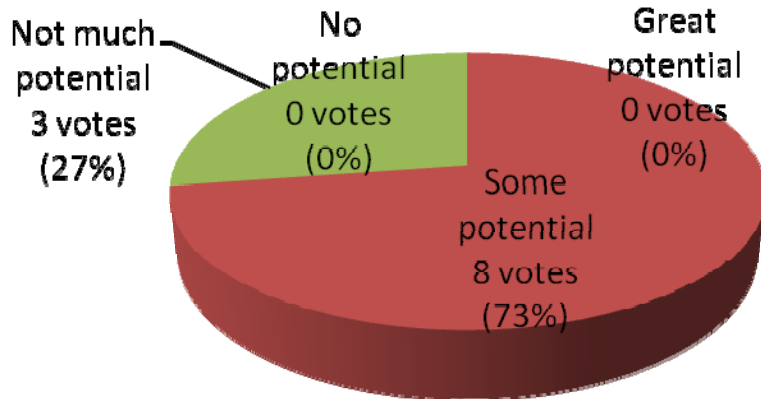
- For the two products above: African producers should find partners who will carry out the roasting process in Japan, and export green coffee beans

Flavor and fragrance

- Other: re-examination of ingredients and measures for freshness control

Food Sector

j. Black Tea (6 products)



Weighted average:
52 points



【Potential/Challenge in the Japanese market】

Rival products

- Well-known producing countries: India, Sri Lanka, and China
- Well-known processing country: the UK

Safety and reliability

- Low use of pesticides is a strong selling point

Flavor and fragrance

- The CTC (“crush, tear, curl”) method results in consistent flavor, which is also a strong selling point

【Product aspects that need to be improved】

Organic certification

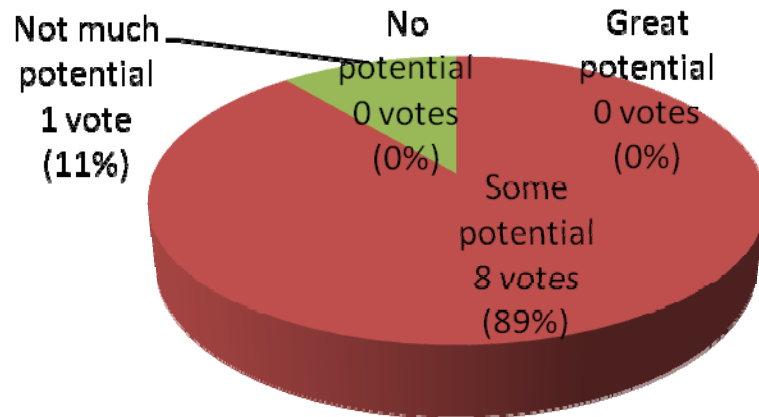
- Acquisition of the JAS Organic Certification would serve as a powerful marketing tool

Packaging

- Improve print quality, paper quality and wrapping, so that the contents do not spill out

Food Sector

k. Sesame and Soybeans (5 products)



Weighted average:
57 points



【Potential/Challenge in the Japanese market】

Excessive weight on imports

- Dependence on imports
- Soybeans: Japanese trading companies control trade routes

【Product aspects that need to be improved】

Preparation of documents

- It is necessary to prepare quality control tables, component analysis results for residual pesticides, etc.

Organic certification

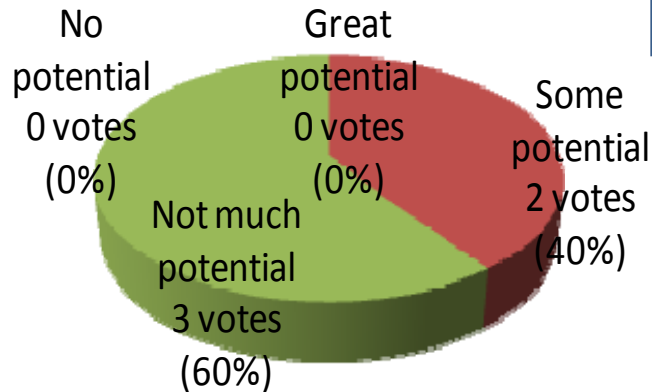
- Products can be differentiated by obtaining organic certification

Packaging

- It is necessary to improve packaging and labeling even for products intended for bulk export

Food Sector

I. Alcoholic Beverages (5 Products)



Weighted average:
42 points



【 Potential/Challenge in the Japanese market 】

Market scale

- The liqueur market is small, and African brands are not recognized

Rival products

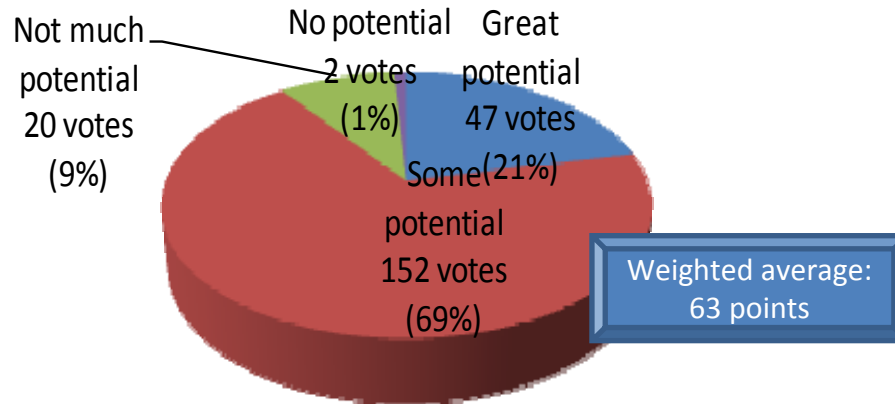
- Wine: competition is intense, and prices are collapsing

【 Product aspects that need to be improved 】

Marketing

- Narrow down on the targets
- Establish business relations with Japanese importers/distributors with good marketing skills

Cosmetic Products of Plant Origin (88 Products)



【Potential/Challenge in the Japanese market】

Natural ingredients

- Ingredients that make use of Africa's natural conditions (shea butter, etc.)

Level of recognition

- Shea butter products have a high level of recognition

Novelty

- Ingredients that are rarely seen in the Japanese market (kigelia, etc.)

【Product aspects that need to be improved】

Level of recognition

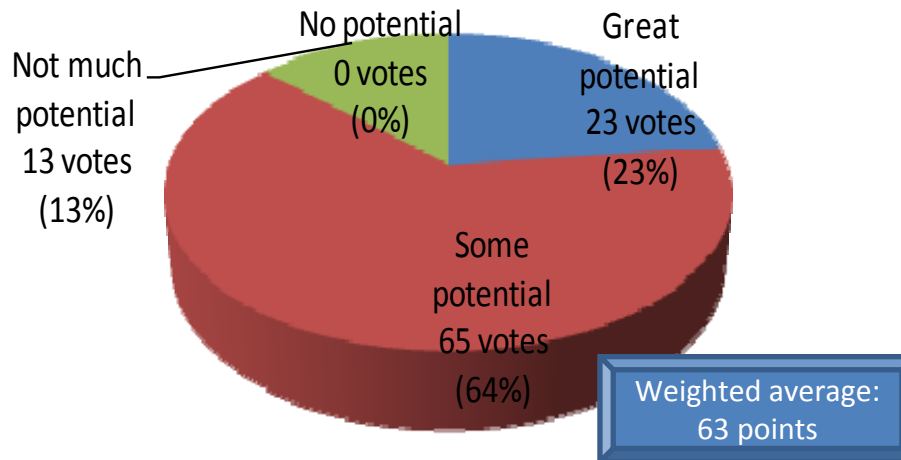
- Ingredients other than shea butter have a low level of recognition

Packaging

- It is necessary to use bags and containers with high protective properties

Cosmetic Products of Plant Origin

a. Oils and Aromatherapy Products (41 Products)



【Potential/Challenge in the Japanese market】

Natural ingredients

- Growing demand for natural oils of plant origin

Versatility

- A wide range of applications: body care items, soap, aromatherapy oils, candles, etc.

【Product aspects that need to be improved】

Marketing

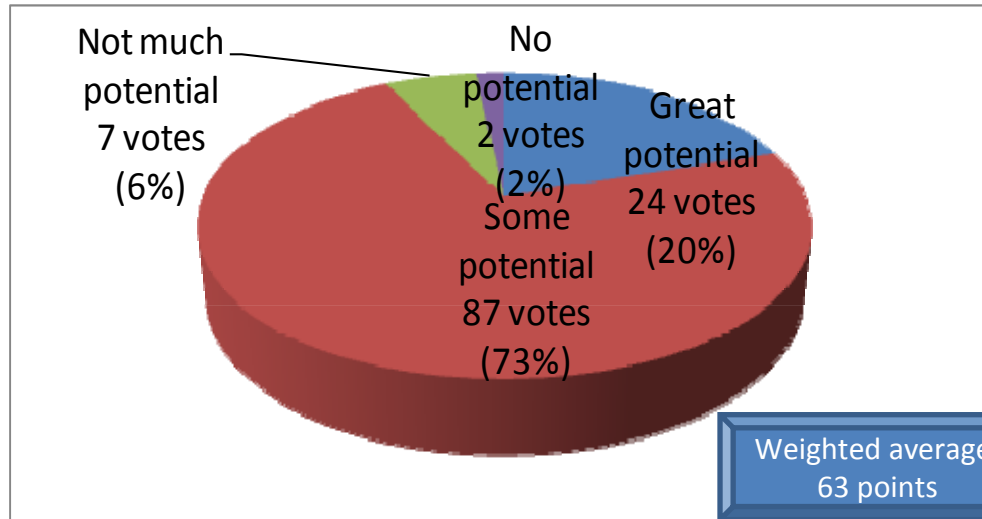
- Sell to specialized companies as ingredients for bulk use

Level of recognition

- Highlight products' indications and effects and provide interesting product stories

Cosmetic Products of Plant Origin

b. Shea Butter Products, Soap, and Skin Lotion (47 Products)



【Potential /Challenge in the Japanese market】

Level of recognition

- Soap and skin lotion products containing shea butter have a potential for export

Rival products

- Competition with imported products manufactured in Europe

【Product aspects that need to be improved】

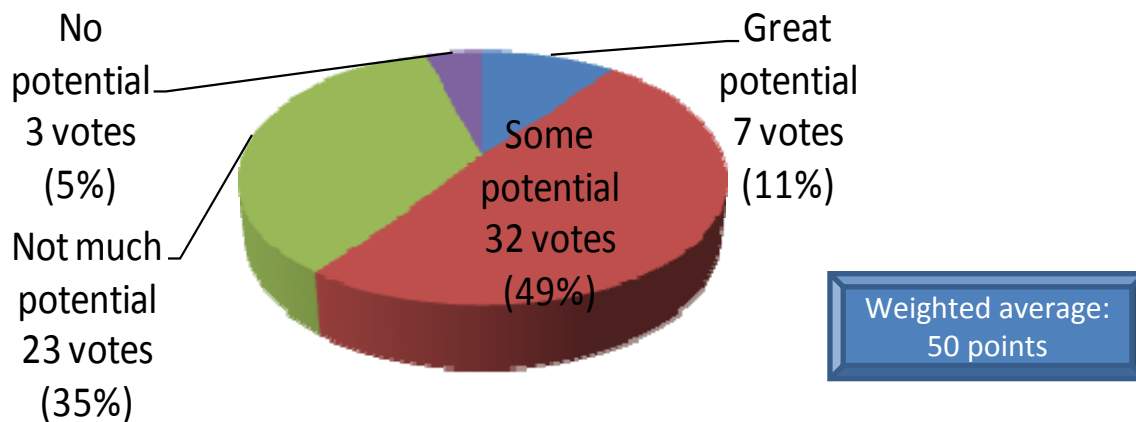
Organic certification

- Organic certification will add value

Packaging

- The container must be airtight; the lid must be easy to open; and the labels and design must be consistent

Fabrics, Apparel, Fancy Goods (29 Products)



【Potential/Challenge in the Japanese market】

Novelty

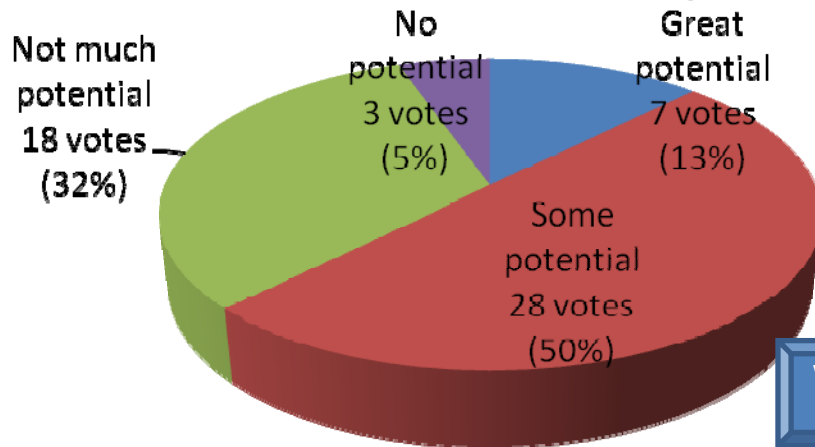
- Designs that make use of Africa's traditions and culture
- Products are attracting attention as a new trend on the global markets also

【Product aspects that need to be improved】

Quality

- Improvement of sewing technology and design

Fabrics, Apparel, Fancy Goods: Fabrics and Apparel [Cotton, Dyed Fabrics, Towels, Clothing, etc.] (25 Products)



Weighted average:
51 points



【Potential /Challenge in the Japanese market】

Novelty

- African print fabrics have been attracting global attention

Level of recognition

- Egyptian cotton is recognized as a high-class product

【Product aspects that need to be improved】

Quality

- Improvement of sewing technology
- Study of designs that Japanese consumers accept

Rival products

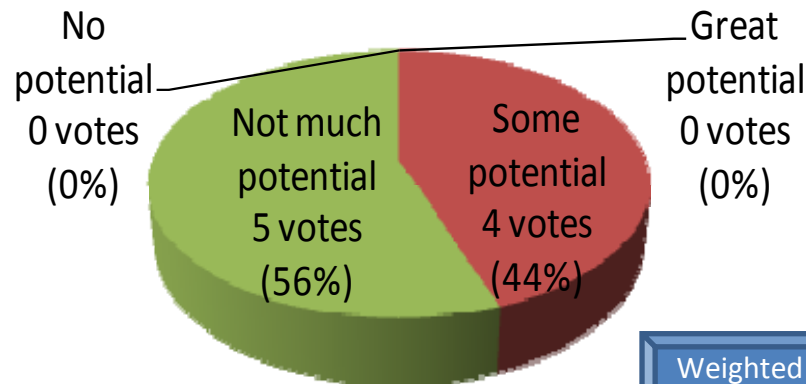
- Positioning as OEMs that present an alternative to Asian manufacturing bases

Safety and reliability

- Ensuring traceability of the manufacturing process

Fabrics, Apparel, Fancy Goods

Fancy Goods and Shoes (4 Products)



Weighted average:
43 points



【Potential/Challenge in the Japanese market】

Rival products

- A large number of similar products already exist on the Japanese market

【Product aspects that need to be improved】

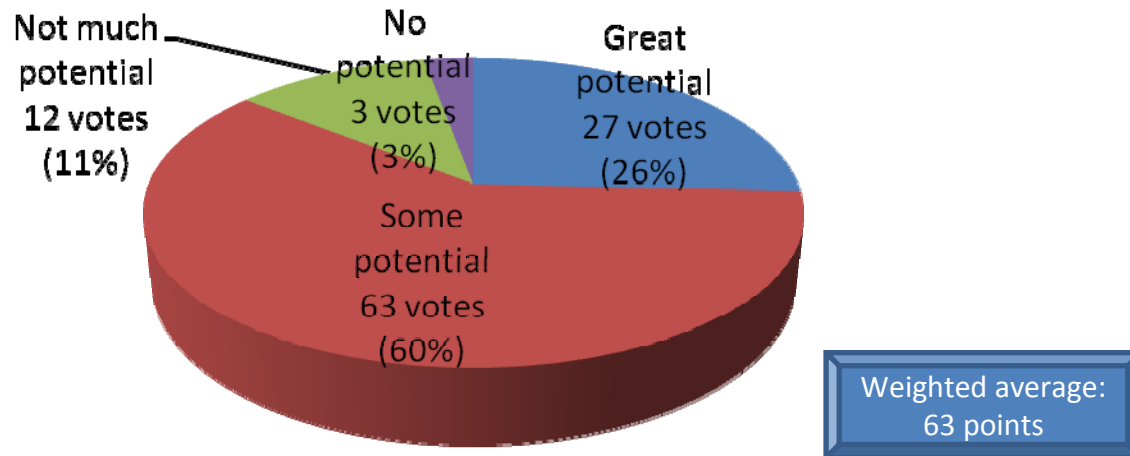
Novelty

- Highlight the uniqueness and originality of African culture

Quality

- Cummerbunds: improvement of width, thickness and fastener design
- Neckties: insert interlining to give them a stronger body²⁴

Accessories and General Merchandise (54 Products)



【Potential/Challenge in the Japanese market】

Novelty

- Materials that make use of Africa's nature and traditions

【Product aspects that need to be improved】

Quality

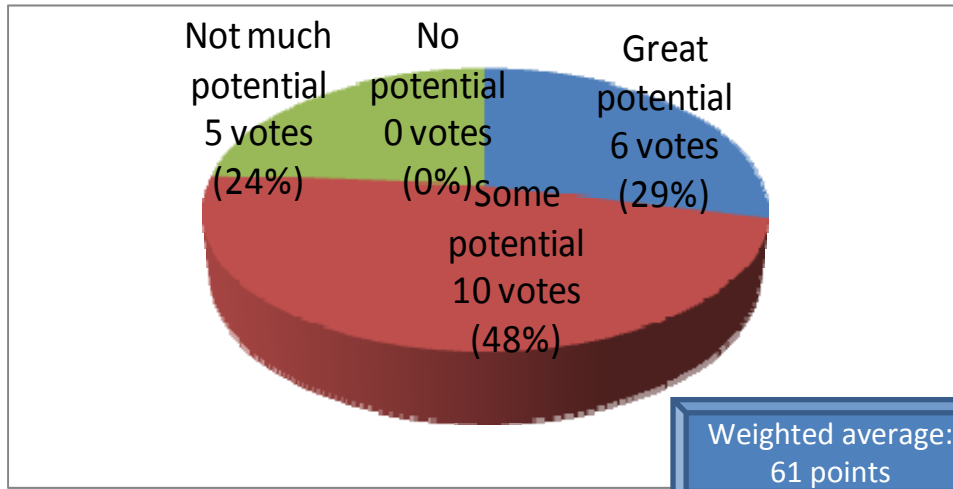
- Improve quality of wooden material and carving, as well as size of products

Rival products

- Differentiate products from rival products by using natural materials unique to Africa

Accessories and General Merchandise

Accessories (8 Products)



【Potential/Challenge in the Japanese market】

Novelty

- Use of traditional African materials not seen in Japan

【Product aspects that need to be improved】

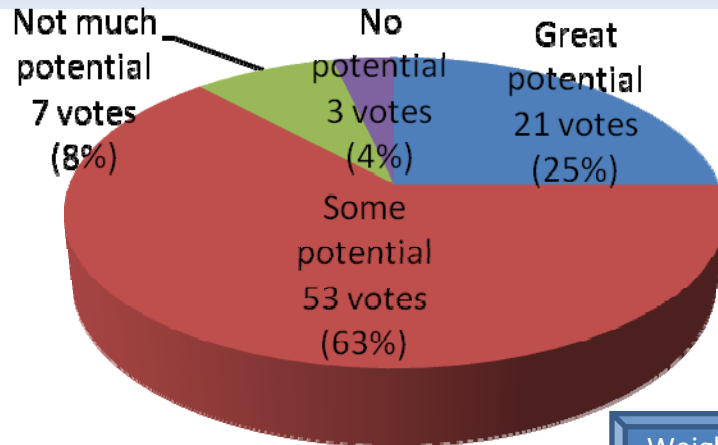
Quality

- Create products through collaboration with designers
- Even more refined finish with attention to detail

Market selection

- In addition to accessories, development of decorative parts for garments and charms

Accessories and General Merchandise Baskets, Ornaments, and Other Gifts (46 Products)



Weighted average:
63 points



【Potential/Challenge in the Japanese market】

Novelty

- Simple earthy feeling and design that create a typical African ambiance not seen in Japan

【Product aspects that need to be improved】

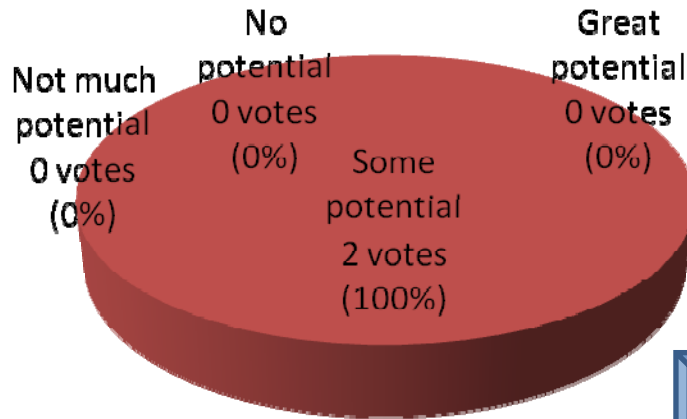
Quality

- Masks and carved objects: improve quality of wooden materials and carving precision, as well as size of products

Rival products

- Differentiate products from rival products by using natural materials unique to Africa

Stone Materials for Construction Purposes (2 Products)



Weighted average:
60 points



【Potential/Challenge in the Japanese market】

Latent possibilities

- Existence of companies unknown in Japan that own giant rock plates and equipment for extracting large raw stones

【Product aspects that need to be improved】

Market selection

- Use in supermarket flooring, etc.

Design

- Take into consideration the color preferences of Japanese consumers

Rival products

- Supply of large-size raw stones with good quality that cannot be found in imports from China

Future Initiatives by JETRO

Products evaluated as having high potential for export to Japan, but requiring product improvement

Evaluation service's individual reports

JETRO support projects

Provision of information to Japanese companies

Feedback to Embassies

Feedback to producers

Examples:

- Guidance on product improvement through dispatch of experts
- Japanese market surveys through acceptance of trainees
- Matching assistance through support for participation in exhibitions (FOODEX 2010, etc.)
- Pilot Demonstration Project for Development and Import Schemes

**Thank you
for your kind attention.**

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