



MAKING BUSINESS HAPPEN!

PARTNERSHIP. INTEGRITY. ACCOUNTABILITY.

ORGANIZATION PROFILE

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Abbreviations and Acronym

TICAD- Tokyo International Conference on Africa Development

TICAD V- 5th TICAD Summit held in Yokohama, Japan in 2013.

ABE Initiative- Africa Business Education Initiative for Youth training program

JICA- Japan International Cooperation Agency

AU- African Union

1. Executive Summary

In order to support the ongoing dynamic growth in Africa, Japanese government, during TICAD V, launched ABE Initiative program in order to promote human resource development. The aim of the program is to provide opportunities for African youth to train and study in Japan Universities. Participants of this program recognize the importance of building a stronger human network of members from both public and private sectors to enhance Japan- Africa relations.

Kakehashi Africa was therefore formed to ensure the realization of these dreams and aspirations that would enable easier navigation of Japan enterprises into potential growth markets of Africa. Our network has members spanning across the continent of Africa with a board of respectable entrepreneurs, business experts and researchers. We serve as a link promoting Africa's development through partnerships and collaborations with Japanese enterprises and organizations. *Kakehashi* translates to *bridge* in Japanese.

Kakehashi Africa brings together leaders, experts and potential business partners together to forge a win-win relationship. We look into your market interests and offer relevant, accurate and reliable information for your decision making purposes.

Kakehashi Africa is herein also referred to as *the organization*.

2. Problem Statement

Reliable and properly analyzed information needs to be presented in a manner that suits the recipient. Irrelevant and fake information is very common nowadays. For Japan enterprises, information about Africa's markets are very rare and mostly jumbled in all forms. This makes it very hard to understand markets of interests leading to wrong assumptions and potentially huge losses when gaining entry into new markets.

As of 2017, **Kakehashi Africa** has direct representation in 48 countries in Africa. Members are drawn from the ABE Initiative program. We have experts from different fields and industries that drive economies. Our members play major roles in the growth of their economies- through public or private ventures, as well as involvement in sustainable community development activities. In brief, we offer you a bridge to business ventures in Africa.

3. Our Mission

To be a bridge for sustainable development through business partnership and network between Japan and Africa.

4. Our Goal and Objectives

Our goal is to be a leading instrument for development of partnerships between Africa and Japan through business diplomacy. We build robust business partnerships based on our core values and principles.

Our goal is aligned with the **AU Agenda 2063** and the **Nairobi Declaration** of the 2016 TICAD VI summit held in Nairobi, Kenya.

Our strategic objectives include:

1. To promote business partnerships between Japan enterprises and African businesses through our members and their industries.
2. To market existing business opportunities in Africa to Japanese enterprises.
3. To provide reliable data to businesses with interest in entering the vast African market.
4. To offer a platform through which potential investors and stakeholders can obtain reliable information on their market interests.
5. To create and manage a registry of African and Japanese businesses, their industries of influence, strengths, challenges and interests.
6. To promote entrepreneurship culture in young Africans through investment training seminars, business workshops and expert conferences.
7. To organize successful innovation exhibitions for younger entrepreneurs in search of potential investors.

5. Our Organizational Competencies

Kakehashi Africa is rich in the following areas:

1. Trustworthiness

Kakehashi Africa members are educated, mature and ethical professionals who understand principles of coordination and partnership. We are trustworthy, honest and reliable.

2. Network across the continent of Africa

Kakehashi Africa draws membership from Japan and 48 countries in Africa. This gives us unlimited access to varied markets in each country. Our regional committees promote interaction, communication and access to information from all the economic blocs of the 54 countries in Africa. It enables direct engagement with and involvement of *targeted markets* in our activities.

3. Diverse professional makeup

With members from a vast pool of fields, industries, public and private sectors, entrepreneurs and employees, young and experienced; ***our diversity is our strength.***

4. Understanding of both cultures and ways of doing business

We have lived, trained in and experienced ways of doing business in both Japan and Africa. Our members understand the differences in ethics, conduct codes and business methods.

6. Our Core Values and Principles

These are core organizational values and principles embedded in **Kakehashi Africa** for the achievement of our objectives. Our values are embossed in the spirit of ***Ubuntu- “I am because we are”*** which emphasizes cooperation and teamwork.

1. Trustworthy

We believe that trust is the driving force of successful business relations. We also believe that responsibility feeds trust.

2. Partnership

We recognize and acknowledge our members, partners, customers and like-minded stakeholders and aim to work together with them to achieve our mutual interests. **We are One Team.**

3. Integrity and Accountability

Kakehashi Africa believes in honesty, upholding of high ethical and moral standards, transparency and accountability to our members, partners, customers and stakeholders.

4. Participation

We consider active participation of our members, partners, customers and other stakeholders essential in achieving our goals and objectives.

7. Governance Structure

a. Headquarters (HQ) and Chapters

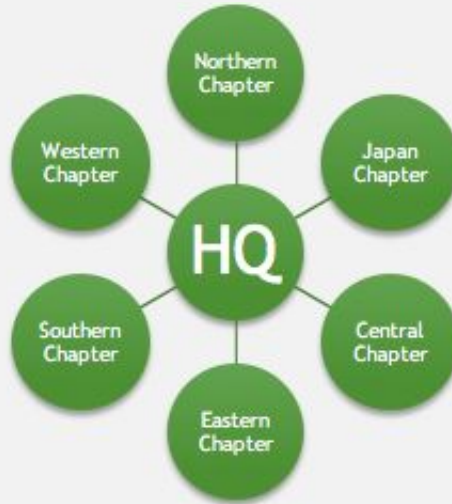


Fig. 1: Main Structure

b. Management

Kakehashi Africa is run by an Executive Management under the counsel of an Advisory Board.

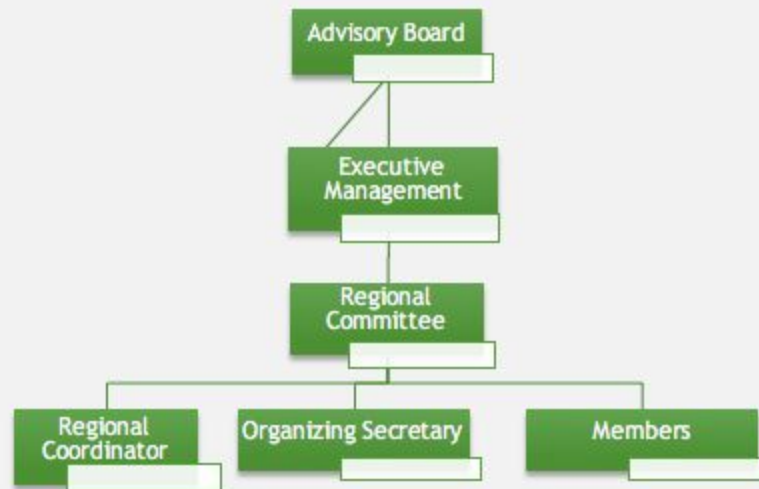


Fig 2: Staffing Structure

1. Advisory Board

The Advisory Board is not directly involved in the management of Kakehashi Africa. It has members from Japan and across the continent of Africa. Their roles include:

- To offer professional counsel to the Executive Management
- To provide directions and management consultancy to the Executive Management
- To engage and participate in organizational activities
- Monitor the affairs of the organization including monitoring Executive Management activities
- To order for and review Audit of activities of the organization
- To provide conflict management and resolution strategies for the organization.

Members of Advisory Board shall be drawn from:

- ❖ JICA representative
- ❖ Japan Business representative(s)
- ❖ Africa Business Representative(s)
- ❖ Others- University representatives (Professors), Environment and other sectors

2. Executive Management

This is the top management of Kakehashi Africa. It is housed in the headquarters and comprise the following strategic team structure.



Executive Management will be involved in the daily operations of the organization. It is headed by the Strategy Office led by the President.

Roles and Responsibilities:

- a. Strategy** will also act as signatories to the assets, liabilities and finances of the organization. Decisions made at this level are based on the counsel of Advisory Board and information received from the departments.

President and CEO is the head of the organization and sole custodian of our stakeholders, partners, customers and members. He/ she oversees all the affairs of the organization including assignments to officers.

Director of Finance will also be in charge of the finances of the organization, including the Finance and Investment department.

Chief Operations Officer (COO) is in charge of ensuring coordination and smooth communication of departments and chapters. This office shall also ensure that

- b. Departments**

All departments shall be headed by a Vice President (VP), project team, Office Assistant and a Secretary. The VP appoints the head of sub-departments and assigns duties to departmental members accordingly. All departments will perform all their roles and any others assigned by the President.

- 1. Research and Development**

This department shall engage in research projects on behalf of the organization. The VP shall mobilize resources, both human and financial, in coordination with relevant departments to ensure accurate market research, data analysis and availability.

- 2. Finance and Investment**

This department shall be headed by the Finance Director and is divided into two:

- a. Resource Mobilization and Fundraising**

- Shall be in charge of mobilizing and raising funds for events and activities of the organization.

- b. Investment Portfolio**

- Shall monitor finances related to the assets, liabilities, activities and operations of the organization

3. Business Development and Consultancy

This department shall be in charge of maintaining customers, partners and developing business plan and strategies for activities and events of the organization. It will also determine the economic feasibility and viability of each activity or event.

4. Marketing and Communications

Divided into two:

a. Public Relations and Promotion

This sub department ensures that all the activities, seminars, events and undertakings communicate the values, principles, goals, objectives and mission of the organization. It takes care of all communication such as online, and also branding.

b. Members Networks

This sub department shall ensure that members are networked, have up to date information, are engaged in organizational activities locally, regionally and globally *etc.*

5. Administration

The Administration department is in charge of office management including front office, documentation, reports generation and delivery or receipt, filings and other works assigned by the President.

3. Regional Chapters

Kakehashi Africa is composed of regional chapters based on the economic blocs in Africa and Japan. The chapters are:

Japan Chapter: Consists of members who are participants of the ABE Initiative (3rd and fourth batches) living and studying in Japan prefectures. These include *Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chougoku, Shikoku, Kyushu and Okinawa.*

Northern Chapter: Consists of members from ABE Initiative northern Africa region. These include: *Mauritania, Algeria, Tunisia, Libya, Egypt and Morocco.*

Eastern Chapter: Consists of members from ABE Initiative eastern Africa region. These include: *Republic of Sudan, Republic of South Sudan, Ethiopia, Burundi, Somalia, Kenya, Uganda, Rwanda, Tanzania, Comoros, Eritrea and Djibouti.*

Central Chapter: Consists of members from ABE Initiative central Africa region. These include: *São Tomé and Príncipe, Equatorial Guinea, Cameroon, Central African Republic, Gabon, Chad, Republic of the Congo and Democratic Republic of the Congo – DRC.*

Southern Chapter: Consists of members from ABE Initiative southern Africa region. These include: *Malawi, Zambia, Zimbabwe, Namibia, Swaziland, Lesotho, Botswana, Angola, Mozambique, South Africa, Mauritius, Seychelles and Madagascar.*

Western Chapter: Consists of members from ABE Initiative western Africa region. These include: *Mali, Cape Verde, Senegal, Gambia, Guinea-Bissau, Guinea, Sierra Leone, Liberia, Côte d’Ivoire, Ghana, Togo, Benin, Nigeria, Niger and Burkina Faso.*

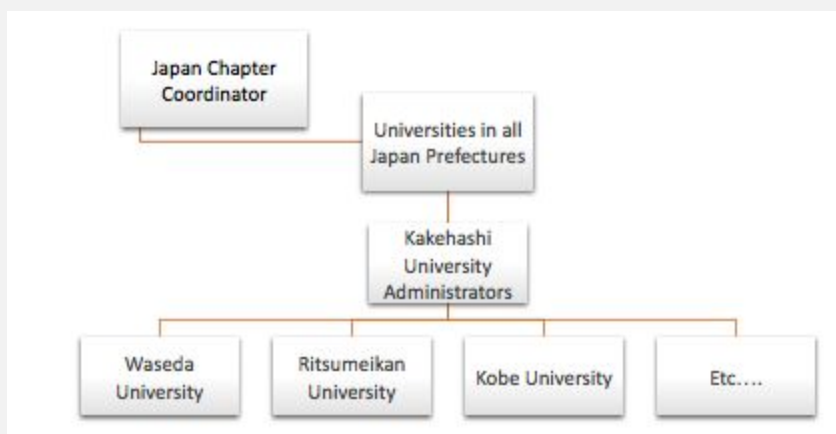
Management of Regional Chapters

Regional chapters are managed through a Regional Committee which consists of:

i. Regional Coordinator

This is the head of a regional chapter. He/ she oversees all activities pertaining to their region. The regional committee, through its coordinator, collaborates with the headquarters with regards to reaching out to or engaging with members.

Japan Chapter Coordinator heads a committee made up of 8 representatives from the prefectures defined in this document.



ii. Organizing Secretary

He/ she is in charge of mobilizing members for local or regional events as well as those organized by the headquarters in the region. He/ she liaises with the relevant departments for any communication or support needed, through their coordinator.

iii. Members

These are the members of the organization. Each member belongs to a particular local members' network and regional chapter. All the activities of the organization are in partnership with and for the members.

Members of Japan Chapter include students belonging to Universities from the prefectures defined herein. Corporate membership is managed from the headquarters by the Executive Management.



Fig. 4: Map indicating regional chapters by color

8. Membership and Stakeholders

a. Members Network Schemata- where do you belong?

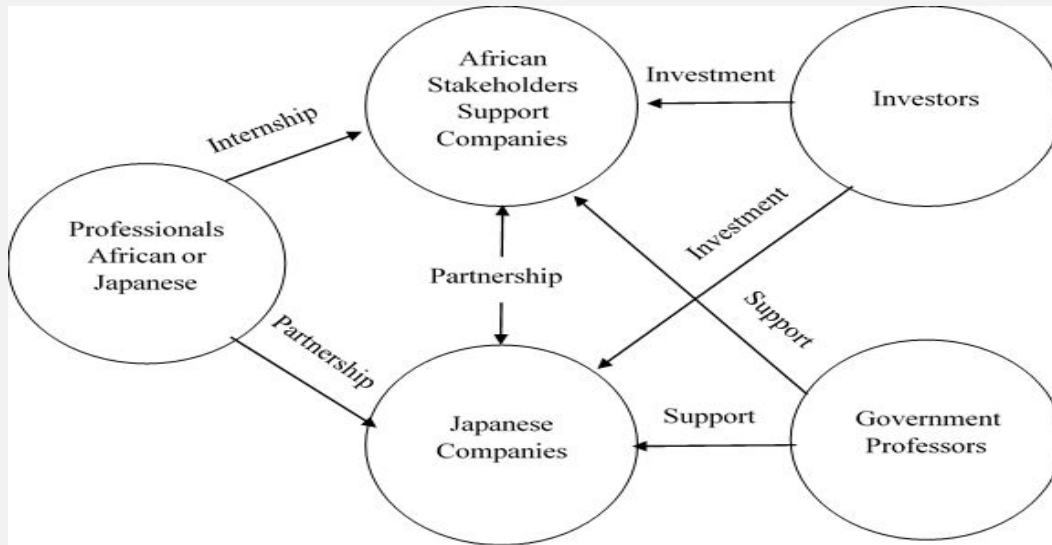


Fig. 5: Members network schemata

b. Partners and other Membership

Partners of kakehashi Africa shall be any sponsors, government agencies, and business associations from both Africa and Japan.

Membership shall include any African graduate from Japanese Universities, select business professionals and experts, entrepreneurs from Africa, corporate members and select private investors.

9. Envisaged Benefits

Kakehashi Africa envisages the following benefits from our regional integrated membership, partnerships and activities:

- Access to primary and reliable information for business interests of partners, members and stakeholders.
- Shared knowledge on issues affecting the regional economic blocs.
- Vast pool of ideas in addressing the challenges affecting each region.
- Networked connections to future leaders and potential business partners and investors.
- Strengthened professional development among different sector members.
- Improved economic abilities of members and/ or their regions through business partnerships.
- Trainings and new knowledge through seminars, workshops and conferences.

10. Resources and Funding

The membership of Kakehashi Africa shall offer the necessary human resources needed to get things done and to ensure the realization of the goals and objectives of the organization.

Financial resources and funding shall be mobilized from different sectors including membership contributions, consultancy services, partnerships and business ventures.

11. Activities

Kakehashi Africa events will be geared towards our goal of promoting business partnerships between Africa and Japan. These include, but not limited to:

- **Kakehashi Africa Annual Conference-** shall bring together stakeholders from different sectors to a network and business discussion forum.
- **Annual Gala Dinner-** network members and partners as well as potential investors.
- **Online Discussions and Webinars-** question and answer sessions as well as topic- based discussions and webinars.
- **Consultancy Services-** in order to facilitate business partnerships between Japan to Africa.
- **Research Services-** Case studies, surveys and other research activities of interest to customers.

Appendix

Contacts of Current Leadership Committee:

Name	Country	Email	Mobile Phone
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