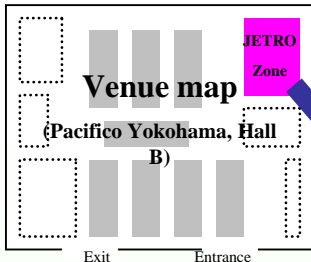


Towards a Vibrant Africa!

Within "African Fair 2008", JETRO is organizing a special "JETRO Zone" devoted to showcasing several African products that have already made in-roads into the Japan market through JETRO support programs. The zone will also feature a Consultation Corner, where exhibitors can seek advice from experts, as well as a Seminar Corner.

Period: May 28 (Wed.) – June 1 (Sun.), 2008; 10:00- 18:00
(closed from 12:00-15:00 on the first day, and at 17:00 on final day)



Consultation Corner

- 1) Experts will advise African exhibitors on entering the Japan market (for exhibited items).
- 2) JETRO trade and investment advisors will offer advice to Japanese firms interested in doing business in/with Africa. No appointment necessary.

Development and import schemes-project (1)
"Malawian Pu-erh Tea" Corner

Introduces a new pu-erh tea made from tea-leaves grown in Malawi. Samples of the tea as well as detailed information on the plantations will be available.

(Please see reverse side for information about seminars on pu-erh tea)

Shea Butter Soap Corner (Workshop)

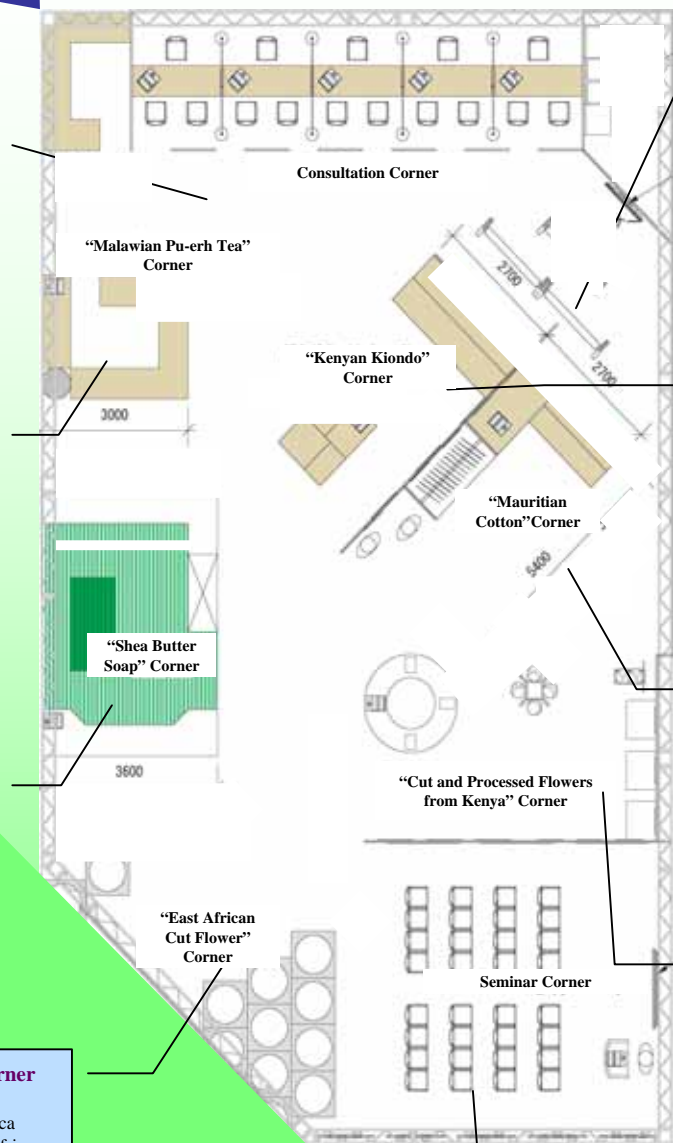
Introduces the shea butter industry. Includes a workshop by Ghanaian woman on how to make shea butter soap. Other seminars on the industry will be held as well.

(Please see reverse side for more information on seminars/workshop)

East African Cut Flower Corner

Introduces cut flowers from East Africa (Kenya and Ethiopia), grown in the African highlands (altitudes of 1500m and higher), prized by their strong stems and bright varied colors.

Don't miss this opportunity to see some of the world's most stunning flowers!



Promotion Video Corner

Short videos on Africa business from JETRO's weekly TV program, "Global Eye"

- Program - "The World is Full of Flowers" (in Japanese and English)
- "New Products from Africa - Development and Import Program -" (in Japanese and English)

Development and import schemes-project (2)
"Kenyan Kiondo" Corner

Introduces "Kiondo" or sisal fiber products from Kenya. Local Kenyan producers have transformed Kiondo into high-quality products much sought after in Japan.

(Please see the reverse side for seminar information.)

Development and import schemes-project (3)
"Mauritian Cotton" Corner

Introduces high-quality cotton products produced in Mauritius. Visitors will be able to experience for themselves the softness and attractiveness of Mauritian cotton.

(Please see the reverse side for seminar information.)

Development and import schemes-project (4)
"Cut and Processed Flowers from Kenya" Corner

Introduces original bouquets using mixed cut flowers from Kenya. Come see for yourself the bright and vibrant colors offered in these unique and attractive flower bouquets.

(Please see the reverse side for seminar information.)

Seminar Corner

Various seminars and demonstrations on the products/ industries introduced in the JETRO Zone, offering an invaluable opportunity to increase understanding about African culture.

Seminars and Events Schedule

	May 28 (Wed.)	May 29 (Thu.)	May 30 (Fri.)	May 31 (Sat.)	June 1 (Sun)
10:00-10:30				Shea butter seminar (45min.) Lecture by: Representative of the Africa 2000 Network (with interpretation)	Development and import scheme-project (1) 「 Malawian Pu-erh Tea 」(30min.)
10:30-11:00				Shea butter demonstration (at the workshop)	Development and import scheme-project (2) 「 Kenyan Kiondo 」(30min.)
11:00-11:30		Development and import scheme-project (3) 「 Mauritian Cotton 」(30min.)	Development and import scheme-project (1) 「 Malawian Pu-erh Tea 」(30min.)		
11:30-12:00		Development and import scheme-project (4) 「 Cut and Processed Flowers from Kenya 」(30min.)	Development and import scheme-project (2) 「 Kenyan Kiondo 」(30min.)	*1	*1
12:00-12:30					Development and import scheme-project (3) 「 Mauritian Cotton 」(30min.)
12:30-13:00					Development and import scheme-project (4) 「 Cut and Processed Flowers from Kenya 」(30min.)
13:00-13:30		Shea butter seminar (45min.) Lecture by: Representative of the Africa 2000 Network (with interpretation)	Development and import scheme-project (4) 「 Cut and Processed Flowers from Kenya 」(30min.)	Development and import scheme-project (2) 「 Kenyan Kiondo 」(30min.)	Shea butter seminar (45min.) Lecture by: Representative of the Africa 2000 Network (with interpretation)
13:30-14:00		Shea butter demonstration (at the workshop)	Development and import scheme-project (3) 「 Mauritian Cotton 」(30min.)	Development and import scheme-project (4) 「 Cut and Processed Flowers from Kenya 」(30min.)	Shea butter demonstration (at the workshop)
14:00-14:30			Trade investment consulting seminar	*1	*1
14:30-15:00					
15:00-15:30		Development and import scheme-project (1) 「 Malawian Pu-erh Tea 」(30min.)		Development and import scheme-project (1) 「 Malawian Pu-erh Tea 」(30min.)	Tea seminar and tasting
15:30-16:00		Development and import scheme-project (2) 「 Kenyan Kiondo 」(30min.)	Trade investment consulting seminar	Development and import scheme-project (3) 「 Mauritian Cotton 」(30min.)	
16:00-16:30					

*1 During this time, a demonstration by flower designer Fumihiko Muramatsu will be held at the Large Event Hall.

*The schedule is subject to change without notice.

Seminar Information

Development and Import Schemes -Project(1-4)

(1) Malawian pu-erh tea
(Lecture by: Earth Tea LLC)

We would like to introduce to you a pu-erh tea developed from Malawian tea-leaves. Through trial and error we have succeeded in making a safe and delicious tea. We are now aiming to establish Malawi pu-erh tea as a brand and disseminate this brand name.

(3) Mauritius cotton (Lecture by: NPO Fairtrade Label Japan)

While Mauritius' cotton industry is still not very well known in Japan, it has the technology and the production system to produce high-quality products for the European market. We will give a lecture on the results of surveys conducted in Mauritius and on cotton products from the perspective of fair trade.

(2) Kenya kiondo (Lecture by: Fair Trade Company)

Woven bags are becoming a must-have items for women's summer fashion. We would like to share with you our efforts towards improving our kiondo (basket-type bags woven with sisal fibers) products and the achievements of this project.

(4) Cut and processed flower from Kenya (Lecture by: Flower Auction Japan, Inc.)

Kenyan flowers are characterized by their bright colors and longevity. With the aim of exporting Kenyan flowers to Japan in pursuit of further value added, we have designed fashionable bouquets and established local processing systems for such bouquets.

Shea Butter Seminar and Demonstration

Ms. Adisa, a representative of the African 2000 Network*, is to visit Japan, together with a group of women associated with the shea butter workshop!

They will offer a report from the scene of actual shea butter production and demonstrate the process is making shea butter soap. Don't miss this rare opportunity to see an actual demonstration!

*African 2000 Network is a group of thirteen African countries including Ghana, offering comprehensive support aimed at providing capacity building and empowerment for community groups in all the regions involved.

Trade Investment Consultation Seminar

For Japanese companies! "How to do business with Africa"
Seminar targeting Japanese companies interested in investing or doing business in Africa. Various topics and issues about doing business in Africa will be discussed. JETRO trade and investment advisors will also answer questions from Japanese companies.

Tea Seminar and Tasting

How does Malawian tea taste?
Malawian tea is supported by JETRO. We not only explain its characteristics, but also offer samples so that visitors can taste it for themselves.
Supported by: the Japan Tea Association

African Fair 2008 – Associated Events –

World Gourmet Fair

African coffee and tea will be served together with world cuisine, including African dishes.

Venue: Yokohama Grand Intercontinental Hotel "Ocean Terrace"

Period: May 7 - May 31 11:30-23:00

Contact: 045-223-2678 (Ocean Terrace)

African Teatime – Relaxation time –

An assortment of African herbal teas and refreshments will be served.

Venue: Pan Pacific Yokohama Bay Hotel Tokyu "Somershouse"

Period: May 15-June 1 11:00-19:00

Contact: 045-682-2219 (Somershouse)

Dinner Buffet –Alleviate African Hunger-

Several kinds of dishes featuring African foodstuffs will be served.

Venue: Yokohama Royal Park Hotel "Café Flora"

Period: May 7 – May 31 17:30-21:00

Contact: 045-221-1111

African Tea Seminar

Teas from Uganda, Malawi and Kenya are to be introduced.

Hosted by: the Japan Tea Association and JETRO

Venue: Yamate Western Style Buildings, Berrick Hall

Day: May 20 13:00-15:00 (first batch)

16:00-18:00 (second batch)

Contact: 03-3431-6509 (Japan Tea Association)

The 116th Yokohama Rose Fair

Exhibition by the Japan Rose Society. Includes advice corners for getting information on roses and nursery trees.

Venue: Yokohama Takashimaya 8F, event space

Period: May 21 –May 26

Contact: 045-321-3744 (Yokohama Rose Association)