



# Japanese Business Activities in Egypt

Embassy of Japan in Egypt

JETRO Cairo Office

# Foreword



Egypt, where I started my career as a diplomat around 30 years ago, has always been a place of unforgettable memories for me. I learned Arabic as well as Egyptian history and culture, while having a friendly relationship with the Egyptian people. I was enjoying my life in Egypt and I recall that I was very impressed by the vitality and humor of the Egyptian people back in those days and this remains the same even today.

Egypt has overcome two recent periods of upheaval, once in 2011 and again in 2013. The Egyptian people's solidarity has moved this country into a new stage of growth and development, however, there still remain many more challenges. Japan will continuously support Egypt at both governmental and business levels so that Egypt can achieve inclusive growth and sustainable and resilient development of its economy and society.

Japan is the world's pre-eminent industrial country and its companies have the world's most advanced technology, experience and know-how in various fields ranging from automobiles to electrical appliances, energy, oil & gas, transportation, construction, infrastructure, food, agriculture, medicine, tourism and finance. I believe that Japanese investments have contributed and will continue to contribute to the economic and industrial development as well as creating job opportunities in Egypt through various large-scale national projects, such as the Suez Canal Regional Development Project, proactively initiated and strongly led by the Egyptian government.

It is indeed my great pleasure and honor to come back to this country again as the Ambassador of Japan to Egypt at the very important turning point in the history of Egypt. I am really looking forward to working together with the Egyptian government, private companies and citizens, for the stability and the prosperity of this country, which will also lead to the enhancement of the relationship between Egypt and Japan in the future.

A handwritten signature in blue ink, which appears to read 'Takehiro Kagawa'.

Takehiro Kagawa  
Ambassador of Japan  
to the Arab Republic of Egypt

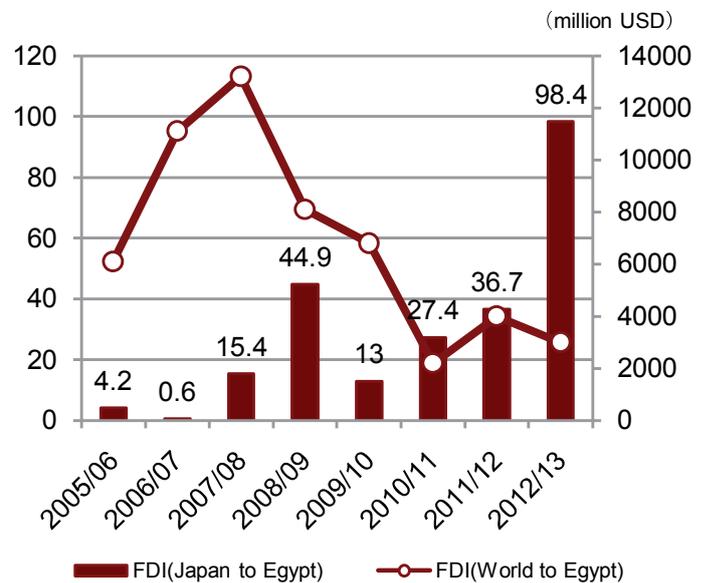
# Investment and Trade Relationship

## Japanese investment in Egypt

Japanese investment in Egypt has been increasing even after the revolution in 2011, while the total investment from the rest of the world has been decreasing during the same period. The total amount of Japanese investment in Egypt in 2012/13 amounted to 98.4 million USD, which was the largest investment among Asian countries.

Now, around 50 Japanese companies are doing business here in Egypt. A feature of Japanese investment is its diversify in sectors and products ranging from automobiles to electrical appliances, energy, oil & gas, transportation, construction, infrastructure, food, agriculture, medicine, tourism and finance. Japanese companies have been contributing to stimulating economic growth and increasing the level of technology as well as creating thousands of jobs in Egypt.

The trend of Japanese and world's investment in Egypt



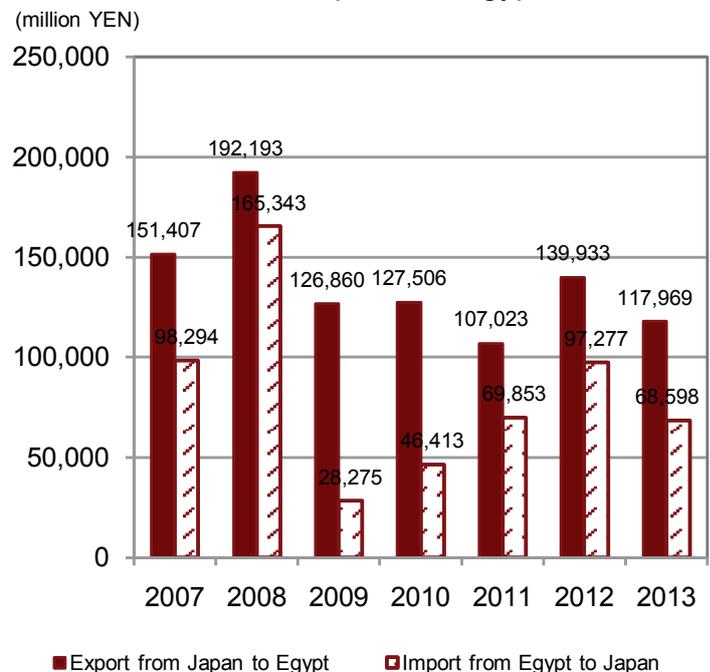
Ref. Ministry of Finance in Egypt

## Trade relationship between Japan and Egypt

The amount of Egypt's exports to Japan was 68.598 million yen or approx. one billion EGP in 2013. The main items exported from Egypt to Japan were liquid natural gas (LNG), petroleum and its products, which accounted for about 90% of total exports from Egypt to Japan. After the Great East Japan Earthquake and tsunami that hit Japan in 2011, Japan increased import of oil and gas from Egypt in order to meet its demand.

On the other hand, the volume of Egypt's imports from Japan was 117,969 million yen or approx. 1.7 billion EGP in 2013. The main items which Egypt imported from Japan were transport and electrical machinery such as automobiles and electrical appliances. Also, Egypt imported fish (mackerel), which accounted for 30% of Japan's total export of mackerel to the world.

The trend of trade volume between Japan and Egypt



Ref. Ministry of Finance in Japan

# Japanese Companies' Activities



## AJINOMOTO Co., Inc.

Do you feel any sensations after eating tomatoes? You may not be able to explain the sensations on your tongue. Do you feel a coating sensation on your tongue? This ambiguous and subtle taste on your tongue is Umami. Umami is the 5th basic taste.

“Aji-No-Moto” is essence of Umami, a fine crystalline powder which enhances the taste of food by bringing out the original and wholesome taste of all dishes. It is a natural product obtained from sugarcane and tapioca by fermentation process.

“Aji-No-Moto” is used for enhancing the taste of all the dishes, by adding a little it brings out the original and natural taste of the dishes.

“Aji-No-Moto” can be used in all type of food including Egyptian foods like Roz, Chicken, Meat, Mahshi “Stuffed”, Macaroni, Fries, Sausage, Kuftha, Pigeons, Fatta, Soup .....

Ajinomoto Co.,Inc. established in 1909. Now “Aji-No-Moto” is sold in 130 countries in the world.

Ajinomoto Foods Egypt established in 2011. Now just started introducing “Aji-No-Moto” to contribute Egyptian food culture.

TEL: 02-3337-1447

URL: <http://www.ajinomoto.com>



“Aji-No-Moto” is good with Roz



## Bank of Tokyo-Mitsubishi UFJ

Bank of Tokyo-Mitsubishi UFJ, Ltd. (BTMU) is Japan's premier bank with a global network spanning more than 40 countries. BTMU has positioned Egypt as one of the most important countries to invest in Northern Africa due to its geographically advantageous location and growth potential.

Through broad knowledge gained from our presence in Egypt since 1954, together with key alliances with local banks and government bodies, BTMU is ideally placed to support companies seeking to invest or expand their business in the region.

The current BTMU Cairo Representative Office oversees business in North Africa including Egypt, and parts of the Middle East and Southern Europe, and we take pride in building long-term relationships to promote sustainable economic growth in the region.

TEL: 02-2461-9690

URL: <http://www.bk.mufg.jp/global/>



Our office is in Nile City Towers  
in Cairo



Our Network in EMEA



## Ceramica Cleopatra Japan

We, CERAMICA CLEOPATRA JAPAN are joint venture with CERAMICA CLEOPATRA GROUP. We supply to the Japanese market mainly Cleopatra High-Tech Stone with strength and durability of character, which are required especially by transportation related facilities. We supplied to JR Bullet Train Shin-Kobe station, Osaka Subway System Nakanoshima station amongst others. For commercial facilities, we supplied to department stores, shopping centers in addition to UNIQLO all the shops. Rihga Royal Hotel Nakanoshima and Grand hotel Saitama are hotel facilities we supplied. Based on such references and achievements we are proposing Cleopatra High-Tech Stone for the project of Greater Cairo Metro Line 4, which JICA has been tackling now. In addition to the above activity we are also in the process of introducing a new business opportunity related to LED as the agent of **STELLA X LED** which has a new drive technology and can cope with high ceilings of factories, shopping malls etc. We also promote eco-friendly power.



TEL: 02-2754-9872      URL1: <http://www.cleopatrajapan.com>  
 URL2: <http://www.stellasia.com>

## Dai Nippon Construction

Dai Nippon Construction, a general construction company, conducts the construction projects mainly through Japanese ODA fund in foreign countries.

In Egypt, DNC opened its first liaison office in 1980, and has been performed not only civil construction projects, but also building construction including private investment projects, and also environment-related project for more than 30 years.

Project performances are put on a wide range of fields, such as

1. Water field: water treatment plant, water distribution network and sewerage network project.
2. Agricultural field: construction of regulator for irrigation and agricultural mechanization project.
3. Electrical field: construction of substation
4. Building construction including solid waste plant, factory in private sector, and other various projects.

DNC has also focused on safe environment, and is participating into the pilot project for “practical use of contaminated sand” in the Eastern Oil Field introducing with Japanese new technology together with leading road paving firm and its consultant.

TEL: 02-3760-6372      URL: <http://www.dnc.co.jp/en/>



North Pyramid Water Pump Station



Monshat El Dahab Regulator on Bahr Yusef Canal



Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.76 trillion yen (US\$46 billion) for the fiscal year ended March 31, 2014.



Fujitsu Products

Fujitsu operate in Egypt since 1939 with over 200 customers in government, enterprises and SME. Fujitsu foundation for success consists of advanced technologies, the best platforms for computer systems and telecommunications solutions as well as a globally operating team of systems and service specialists. Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world.



Fujitsu Technical Support

TEL: 02-23131366      URL: <http://www.fujitsu.com/eg>  
 email: [Heba.El-Sheikh@ts.fujitsu.com](mailto:Heba.El-Sheikh@ts.fujitsu.com)

**HITACHI** Inspire the Next **Hitachi, Ltd.**

Hitachi, Ltd., headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2013 (ended March 31, 2014) consolidated revenues totaled 9,616.2 billion yen. Hitachi is focusing on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, automotive and transportation systems, smart life and eco-friendly systems, as well as the sophisticated materials and key devices that support them.

Hitachi established the very first office for MENA region in Cairo, Egypt in 1959, and has been developing business in the region since then.

Hitachi activities in Egypt include the supply of Home Appliances (white goods), Air Condition equipment, Power Tools, Construction Machinery, Medical Equipment, Automotive Equipment, Transportation Equipment, Power Generation and Distribution Equipment (Conventional and renewable energy equipment), Heavy machinery for Oil & Gas as well as water related projects, IT applications and Storage Equipment.

TEL: 02-2525-1049      URL: <http://www.hitachi.ae>



Toshka Pumping Station



Hitachi Open MRI System

*Get it ice or freshly chilled.*



Hitachi Side-by-Side

# ISUZU Isuzu Motors Limited

Founded in 1916, Isuzu Motors has the longest history of any Japanese vehicle manufacturer. We are boldly taking up the challenge of global leadership in commercial vehicles and diesel engines while maintaining our traditions. Commercial vehicles to move things and diesel engines to provide the power - these are essential to support people's lives around the world. By expanding our operations across the globe from Japan, Isuzu products now benefit people in over 100 countries.

Under partnership with General Motors and Mansour Group, we established General Motors Egypt S.A.E. in 1983, as the first private automotive manufacturer in Egypt. Isuzu hold 20% share of the company. GM Egypt was the first large industrial facility in 6<sup>th</sup> October City. They have produced over 600,000 vehicles since they started production in 1985.

Currently Chevrolet T Series Pick Up Trucks and N Series Light Duty Trucks are assembled in GM Egypt, and more than 60% of material is locally produced. We are proud of being a contributor to the Egyptian economy, not only as an industrial partner, but also as a provider of transportation vehicles to farmers, public commuters and SME to optimize their business activities.



[Chevrolet T Series Pick Up](#)



[Chevrolet N Series Truck](#)



[GM Egypt Plant](#)

TEL: +81-3-5471-1141

URL: <http://www.isuzu.co.jp/world/index.html>

## ITOCHU Corporation

The history of ITOCHU Corporation dates back to 1858 when the Company's founder Chubei Itoh commenced linen trading operations. Since then, ITOCHU has evolved and grown over 150 years.

With approximately 130 bases in 65 countries, ITOCHU, one of the leading sogo shosha, is engaging in domestic trading, import/export, and overseas trading of various products such as textile, machinery, metals, minerals, energy, chemicals, food, information and communications technology, realty, general products, insurance, logistics services, construction, and finance, as well as business investment in Japan and overseas.

We established our representative office of Cairo back in 1959. Since then, as a member of Egyptian community, we are supporting activities of ITOCHU Corporation and its group companies for expanding business relations with Egyptian partners in various industries. We are looking forward to having any inquiry for potential business opportunities bridging Egypt and rest of the world.



[Tokyo Head Office](#)



[New Corporate Message](#)

TEL: 02-2461-9603

URL: <http://www.itochu.co.jp/en/>



# JTI JAPAN TOBACCO INC.

Japan Tobacco International (JTI), the JT Group's international tobacco business, is a leading International tobacco company with headquarters in Switzerland established in 1999.

The company has 27000 employees representing 100+ nationalities and employed in 73 countries around the world with its products distributed in more than 120 countries.

JTI entered the Egyptian market in 2013 through 100% acquisition of Nakhla Tobacco company a leading 100 year old company specialized in shisha tobacco.

Nakhla Tobacco company operates 2 factories in the city of Shebin Elkom with one factory dedicated to the Egyptian local market and the other factory in the industrial FZ area dedicated for export reaching out to more than 90 international markets worldwide.

JTI has a concrete plan to implement the best and highest technologies in both factories to modernize the traditional methods of production and to ensure improved working conditions for its 1600 factory workers.

In 2014 JTI signed a cigarette manufacturing agreement with Eastern Company the leading Cigarette Company in Egypt which paved the way for official entry to the Egyptian cigarette market by launching the Winston brand.

The company's focus in the Egyptian market is to ensure availability and awareness of its products throughout the country and to increase its sales and market share, to reach this goal JTI has expanded its trade force team by recruiting more dedicated employees in the distribution centers.

TEL: 02 2314 6091 URL: <http://www.jti.com>

## **Marubeni** Marubeni Corporation

Marubeni was founded in 1858, and with its long history, now the Company has total of 118 offices in 64 countries and develops a full line of business that displays the dynamism of "Sogo-Shosha", the name of Japanese trading and investment firm.

Marubeni is one of the largest "Sogo-Shosha", which net profit for FY2013-2014 amounted to US\$ 2billion, and total assets raised up to US\$ 70 billion.

Marubeni has almost 60-year history and experiences in Egypt since 1957, the year Marubeni Cairo Office was established, and considers Egypt as one of the most important market in the Middle East and Africa region.

Our major business in Egypt is petrochemical and power plant projects, and trading of industrial machineries, grains, metals, minerals, and chemicals etc. Not limited to above, we are also keen in working on creating new business.

Marubeni Cairo Office is experienced enough to make good cooperation with Egyptian partners, and will create new value to further contribution to social and economic development in Egypt.

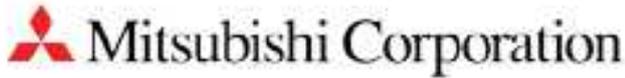
TEL: 02-2461-9830 URL: <http://www.marubeni.co.jp/>



Coal-Fired Thermal Power Plant (IPP)



Grains Trading



Mitsubishi Corporation (MC) is a global integrated business enterprise that develops and operates business across virtually every industry, with over 200 offices worldwide. MC's current activities are expanding far beyond its traditional trading operations as its diverse business ranges to investment in infrastructure, manufacturing of industrial goods, etc.

In 1954, MC launched its office in Egypt, and since then Cairo office has been contributing to the Egyptian society. One of the major examples is transportation sector.

MC's transport systems business has a long history which started in Egypt back in the 1960s. MC has delivered a total of 1,500 metro or tram cars to various users such as Cairo Metro, Heliopolis tram, etc. each of which is of a high-quality and Japanese-made, with strong durability and simple to maintain.

As a contribution to the local society, every year we provide four postgraduate students a scholarship to study at E-JUST (Egypt-Japan University of Science & Technology), which is located at Borg Al-Arab of Alexandria.

Tel: 02-3570-1277 URL: <http://www.mitsubishicorp.com>



MC supplied trains in Shubra



E-JUST

## NEC NEC Corporation

NEC Corporation is a leader in the development and integration of innovative IT and communications technologies and solutions that bring wide ranging benefits to businesses and consumers. We operate in the telecom carrier, public, enterprise and system platform sectors with a focus on social solutions that help to ensure the safety, security, efficiency and equality of communities on a global basis.

NEC has been operating in Egypt for over 50 years, providing a wide range of telecom carrier and social infrastructure solutions. This includes network infrastructure for mobile operators, TV transmitters, satellite communication solutions and switching systems for Egypt's fixed telephone network. With our extensive local know-how and expertise, we're also bringing NEC's range of innovative public safety portfolio, which includes fingerprint and face recognition technologies, cloud computing solutions and unified communications systems for the enterprise and healthcare sectors, to the Egyptian market.

TEL: 02-2735-6778 URL: <http://www.nec.com>



Nile International Co.,Ltd. was registered in Japan 20 years ago. Japan Food Solutions S.A.E. was established by Nile International Co.,Ltd. and others, as one of the very modern companies producing processed fruits in Egypt.

We introduced agro-products from Egypt to Japan, that little was known, 20 years ago. We have piled up experiences and know-how for long time as a pioneer in creating very strict needs of Japan food processing users. We currently have the top share in handling Egyptian agro-products to Japan.

We established Japan Food Solutions 3 years ago with these experiences and relationship with our end users. We have the advantage of being able to provide products to meet our customers' needs by using high speed freezing processing technology. At the same time we can provide stable quality and supply ability. In addition, we can research & develop new products fulfilling special market requirements in Japan.

TEL: +81-3-5456-7372

URL: <http://www.nile-international.com>



Nile Delta Shizuoka Factory



Japan Food Solutions S.A.E.



## NIPPO CORPORATION

Nippo Corporation (NIPPO) participates in the “Joint Project on Practical Use of Asphalt” in Egypt. This project is under a joint venture of GPC (Egypt) and JCCP, and runs from April 2013 to March 2015. JCCP team comprises of NIPPO, Dai Nippon Construction and Green Consultant.

NIPPO is a leader in the paving construction and material industry in Japan and has also been involved from initial stage on development of the technology for Pavement Recycling in Japan. Since NIPPO succeeded its first commercial operation in 1970s, this has been grown as one of the most reliable recycling fields in Japan, which has the rate of 99% in recycling. Currently 70% of NIPPO's asphalt hot mix is recycled material. We believe that this technology can contribute to environmental conservation in the oil fields in Egypt with use of recyclable waste material.

TEL: 02-3760-6372 c/o DNC

URL: <http://www.nippo-c.co.jp/english/index.html>



Bituminous sand treatment plant for GPC-JCCP project



Asphalt Hot Mix Plant in Japan

**NIPPON KOEI**

## Nippon Koei Co., Ltd.

Nippon Koei is Japan's No.1 International Engineering Consultants. Since its establishment in 1946, Nippon Koei has been providing robust engineering solutions for clients by planning, designing and supervising construction of infrastructure projects in the field of transportation, resources, energy, urban and public sector development. Nearly 70 years, Nippon Koei has been working on over 4000 multi-disciplinary infrastructure projects in 140 countries all over the world.

In Egypt Nippon Koei's history goes back to 1980's Suez Coastal Area Integrated Development Project, and since then we have carried out a number of studies and projects.

In recent years, Nippon Koei has been involved in Cairo Metro Line No.4 Project (Phase-1) financed by the Japanese Government and also engaged in the Suez Canal Regional Development Programme (Master Plan).

Nippon Koei's mission is to contribute to the development of the society by connecting the world through the engineering solution and we will keep on exploring for that goal.

TEL:+81-3-5276-3596 URL: <http://www.n-koei.co.jp/english/>



## **NISSAN** Nissan Motor Co., Ltd.

Production of Nissan model in Egypt started from 1997 with the partnership of the local manufacture. In 2004 Nissan Motor Co., Ltd. decided to expand further into Egypt. The following year Nissan Motor Egypt S.A.E was established with an investment of 66 million USD with the company's strategic ambition.

Nissan is Japan's second-largest automotive company and headquartered in Yokohama. So far Nissan has invested more than 100 million USD in Egypt – thought to be the biggest by a Japanese company in the Egyptian private sector. Further investment is planned.

As of 2014, Nissan Motor Egypt is the second-largest manufacturer of cars in the country. Nissan's operations in Egypt support 4,300 jobs, including dealers and suppliers.

In November 2013, Nissan's cumulative production in Egypt reached 100,000 units. Nissan Motor Egypt increased the output, and the plant now runs almost 24 hours a day to meet strong demand.

In April 2013, the regional business unit for North Africa was established inside Nissan Motor Egypt, which is responsible for business in Morocco, Algeria, Tunisia, Libya and Sudan as well as Egypt. This will further accelerate Nissan's business growth in North Africa.

TEL: 02-3834-0925 URL: <http://www.nissan.com.eg>



Nissan Motor Egypt is located in the 6<sup>th</sup> of October city, Giza, Egypt.



Sunny



# Otsuka Pharmaceutical Co., Ltd

Otsuka pharmaceutical Co., Ltd has established a joint venture company as Egypt Otsuka Pharmaceutical Co., S.A.E., in 1993 at 10th of Ramadan City. Aiming to supply the pharmaceutical products in the Egyptian market and succeeded to the business of Arab Otsuka Pharmaceutical Co., S.A.E. which was established in the Public Free Zone in Cairo on 1977. Since then, Egypt Otsuka has been engaged in manufacturing intravenous infusions and therapeutic drugs in Egypt and exporting to neighboring countries in the Middle East as well as African countries. Our vision is “Otsuka people creating better health worldwide” not only pharmaceutical products, but also we are developing “Nutraceutical products” in Egypt such as Pocari Sweat which is a health drink that can easily replenish the fluids and ions (electrolytes) lost while sweating. Otsuka wishes that we can contribute to Egyptian’s health through our innovative products.

TEL: 02-2401-5055 / 2401-4882(Egypt Otsuka Co., S.A.E)

URL: <http://www.otsuka.co.jp/en/>



# PENTA-OCEAN CONSTRUCTION CO.,LTD.

Sustainable harmony between humanity and environment is Penta-Ocean’s all-encompassing mission in continuing achievement of more success with its pioneering marine engineering capabilities. Penta-Ocean is a leading Japanese contractor with outstanding expertise in marine and civil engineering and nurturing experience in the architectural field both in domestic and abroad. With ISO 9002 and 14001, Penta-Ocean keeps up with the “world-class quality standard” and has also a good reputation in delivering innovative solutions through its modern research and technological advancement.

The largest canal improvement works started from 1975 to 1980 with the Suez Canal Widening and Deepening Project. Penta-Ocean undertook and completed the contracts of 7 lots out of 13 lots. An enormous dredging fleet, including 12 cutter suction dredgers, was engaged to widen and deepen the canal of about 63.25 km with total dredging volume of about 225,000,000m<sup>3</sup>. This project greatly shortened the maritime transportation distance not only between Asia and Europe but also between the Arab nations facing the Red Sea and European nations.

TEL: +81-3-3817-7181

URL: <http://www.penta-ocean.co.jp>



Suez Canal Project



Self-Propelled Cutter Suction Dredger

“CASSIOPEIA V”

# Sanyu Consultants Inc.

Sanyu Consultants Inc. (SCI) has more than five decades of experience in consulting services, mainly in integrated agricultural development, water resources development, water supply and sewerage, and other projects. SCI provides consulting services, particularly in the undertaking of feasibility studies, detailed design, construction supervision and operation guidance. In 1975 SCI was firstly engaged in consulting services in Egypt for "The Urban Water Supply Project in Greater Cairo" through the Japanese Official Development Assistance. Since then SCI has been constantly providing the consulting services in agriculture and water sector in Egypt. The memorial projects are the improvement of major regulators along the Bahr Yusef Canal in Upper Egypt from 1990 to 2010 and the rehabilitation of 34 floating pump stations from 1990 to 2009. Not only civil engineering, but also SCI has been working for the capacity development and institutional development to improve the livelihood of rural inhabitants, e.g. environmental campaign for water quality conservation and introducing small-scale farmers to market-oriented agriculture. SCI contributes to the development of Egyptian society through providing safe water, food and energy.

TEL: 0122-590-9807

URL: <http://sanyu.tcp.jp/>



Sakola Regulator on Bahr Yusef Canal

SCI carried out design and supervision work



SCI Team facilitates environmental campaign with village children

## Sojitz Corporation

Sojitz Corporation, a Japanese general trading & investment company, started the business with Egypt in 19<sup>th</sup> century and opened its first liaison office in Alexandria, in 1923.

Since then, Sojitz Group has more than 100 years business relation with Egypt and has developed a variety of business to contribute sustained growth of Egypt.

In the field of trading business, Sojitz Group has established and is maintaining a long term and good relationship with several customers / partners of home appliance, car industry, governmental body and so on in Egypt.

As a recent achievement, Sojitz Group participated in investment business in the Energy field by acquiring a part of oil producing assets in Western Desert in 2006.

Sojitz Group is committed to expanding the business fields in Egypt and contributing to the development of Egypt and the happiness for Egyptian people!

### ***New Way, New Value***

TEL: 02-2735-9351

URL: <http://www.sojitz.com/en>



Yidma/Alamein Oil/Gas



Combined Cycle Power Plant

# Sumitomo Corporation

Sumitomo Corporation Group is a corporate group established from December 1919 and one of the largest trading companies in Japan, opened its first liaison office in Egypt in 1954, it is 60 years of shining history which have contributed to the widespread improvement of the Egyptian living standards.

Sumitomo Corporation with its global network and based on trust from customers in various industries, has been offering a wide range of products & services. In Egypt, we coordinate and trade in several businesses such as Power plant for electric power sector, Pipes for oil and gas sector, Plastic, Steel and Machinery for home appliance companies, Agrochemical, Automotive, Tires and National projects related to Infrastructure and Telecom with several Ministries.

Sumitomo Corporation Group possesses a strong business foundation, which is comprised of integrity, global network, long strong global relations and intellectual capital. Our core competence, “Sogo Shosha” Integrated Corporate Strength enables us to strategically integrate this business foundation with diverse functions to meet the needs of our customers, please feel free to contact us.

TEL: 02-2461-9050

URL: <http://www.sumitomocorp.co.jp/english/>



## Sumitomo Wiring Systems, Ltd.

Sumitomo Wiring Systems, Ltd. (SWS) was established as an electrical wire manufacturer in 1917. Since then it has grown into a global business and a leading company in wiring harness for automobiles. By consistently anticipating future changes and trends, we will push ahead with the development of new products and technologies – always with the customer’s perspective in mind – based on the Connecting Technology that we have built up in our business in wiring harnesses for automobiles.

### <Egypt Company Information>

Company Name : SE Wiring Systems Egypt S.A.E(SEWS-Eg)

Address : Private Free Zone, South Industrial Area, Port Said

Establishment : Jul 2008, (Production started in Sep 2008)

Products: Wiring Harness(99% Export)

Customer : Car manufactures in France, UK, Turkey, Italy & Egypt

Employee : 1,026, Factory Condition : Very clean, Well organized

### <Future Prospect>

Expect more than 3 times bigger production within a few years

Further expansion in future like current Morocco operation

(7 SWS factories, 20,000 employees)

TEL: 02-663798080

URL: <http://www.sews-e.com>



SWS Global Production Map



Front Entrance of SEWS-Eg



W/H Assembly Process

# TAICHI HOLDINGS LIMITED

We were established in 1973 as a trading company specializing in business with the governments of countries in the Middle East and Africa. Since then, we have conducted our business operations based on the belief that the greatest way to contribute to society is enrich humanity through business. Our current business areas in Egypt are described in detail below.

## MEDICAL

We aim to contribute to improving the medical care standards of cardiology with our cardiac devises.

## FOOD

Restaurant MAKINO at Hilton Hotel Zamalek, Cairo is disseminating Japanese Food Culture.

## AIRCONDITIONING

Since our establishment, air conditioning system has been a core business for our company.

## AUTOMOBILE

SUBARU is recognized as the most safety car in U.S.A. with Top Safety Pick winner for all models for three consecutive years.

TEL: 02-33034085

URL: <http://www.anabas.co.jp/>



Japanese Restaurant  
MAKINO



Cairo Motor Show 2014



# TAISEI CORPORATION

TAISEI CORPORATION established its branch office in Cairo in 2005, completed the construction of the office building of the Embassy of Japan in Maadi in 2007 and is providing them with maintenance and gate & access control services.

TAISEI has undertaken many notable projects in the MENA region as well, such as Bosphorus Straits Crossing Railway Tunnel (Turkey) and New Doha International Airport Terminal Building (Qatar).

Under the TAISEI Group ideal of “creating a vibrant environment for all members of society”, our mission is to contribute to the development of a sustainable society through Leading Edge Technologies by joining the projects, especially infrastructure projects in Egypt and other MENA countries.

TEL: 02-2378-3609

URL: <http://www.taisei.co.jp>



Bosphorus Straits Crossing  
Railway Tunnel



New Doha International Airport  
Terminal Building



# Tokio Marine & Nichido Fire Insurance Co., Ltd.

TOKIO MARINE, one of the largest insurance company in the world launched into Egypt's market in 2010 in a form of Shariah Compliant TAKAFUL operation for the first time from Japan named Tokio Marine Egypt General Takaful S.A.E.

We provide Egyptian society (both of corporate and individuals) with the Shariah Compliant products with safety and security.

We were the winner of "The Best Takaful Company Egypt in 2012 and 2013 and provide good service (JAPAN QUALITY) as one of multinational company from Japan.

Our main line of business is Motor, Medical, Marine, Engineering, Property, Liability and so on. In addition, we provide risk management service for your company.

If you have any inquiries, please feel free to contact us.

TEL: 02-2413-0655

URL: <http://www.tokiomarine.com.eg/general/>



Head office in Tokyo



Best Takaful Award



## Toshiba

Toshiba is a diversified electric/electronic manufacturer and provides a wide range of products and services on a global basis in five business domains: Energy & Infrastructure, Community Solutions, Healthcare Systems & Services, Electronic Devices & Components and Lifestyle Products & Services. In 2011, Toshiba Corporation set up Toshiba El Araby Visual Products Co; with Elaraby Group.

Toshiba El Araby Visual products is a Joint Venture between El Araby Group one of the largest industrial & commercial corporations in Egypt & Toshiba a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products. It is one of the largest LCD TV manufacturing plants in the Middle East and Africa. The plant is also thought to be the first facility in Egypt to handle LCD panel module assembly through the production of finished products, and will contribute to the development of the LCD TV industry in Egypt.

TEL: 02-2414-2706

URL: <http://www.toshiba.co.jp/worldwide/>



Toshiba Head Office



TEVP



# Toyo Engineering Corporation

For over 50 years since our founding in 1961, Toyo Engineering Corporation (TOYO) has implemented a wide range of projects on the global stage, mainly in the field of plant engineering, meeting various needs of the clients in a flexible manner under a variety of contract schemes.

Since early 1980s, TOYO has constructed petrochemical plants in Egypt, such as Ethylene, Polypropylene, Chlorine/Caustic Soda, VCM (Vinyl Chloride Monomer) and TOYO is currently under construction of 460,000 ton per year Ethylene Plant and 400,000 tons per year Polyethylene Plant in Alexandria. TOYO, through these projects, will contribute to the development of the petrochemical industries in the country.

TEL: +81-47-451-1111

URL: <http://www.toyo-eng.com>



VCM Plant (1985 completion)



Ethylene Plant Construction



# Toyota Motor Corporation

In May 2011, Toyota Motor Corporation established Toyota Motor Engineering Egypt S.A.E.(TMEE) with the initial capital of 8 million U.S. dollars as the joint venture company with Toyota Tsusho Corporation and Toyota Egypt (Toyota's independent vehicle distributor in Egypt) to add the CKD assembled cars to expand Toyota product line-up and bolster sales. The main role of TMEE is to oversee the assembly of Toyota-brand vehicles in Egypt.

In March 2012, TMEE started to outsource to local assembler the assembly of "Fortuner" SUV with more than 45% of parts localization. TMEE also started to perform quality control, supply and demand management and logistics management.

Toyota is convinced that Egypt is a market with immense potential and is committed to contribute to Egypt's economy and the country's automobile industry.

TMEE TEL: 02-2480-1992

TMEE FAX : 02-2480-1993

URL : <http://www.toyota-global.com/>



Line-off ceremony



Local Suppliers Meeting

# Toyota Tsusho Corporation

Toyota Tsusho Corp (TTC), a general trading and project management company of TOYOTA Group, has more than 90 years business history in Egypt since former Toyo Menka (or Tomen) started cotton trading business in 1922 and opened its Alexandria office in 1933. During its long history, TTC has expanded its business field to contribute for developing Egyptian industries. Establishment of the Alexandria National Iron & Steel Co. in 1982 was one of its remarkable investment activities.

Now TTC is keenly active in various fields such as Power & Infrastructure, Oil & Gas, Automotive and other commodities.

- Power: Accumulated contract value over \$2bil, expansion to IPP and Renewable Energy investment.

- Oil & Gas: Offshore Drilling Service through EODC.

- Automotive: CKD production for Toyota Vehicle through TMEE

- Commodity Trading: Chemical, Plastics, Foods, Metal, etc.

TTC is also contributing to enhancing business relationship between Egypt and Japan, as the chairing company for Japan-Egypt Business Counsel.

Our Affiliates in Egypt;

EODC: 50% share for JV with Egyptian Petroleum Companies

TMEE: 40% share for JV with Toyota Motor and Toyota Egypt

TEL: 02-24801994 URL: <http://www.toyota-tsusho.com>



Sidi Krir power Station, 750MW  
Combined Cycle Project



Jack Up Type Drilling Rig  
"El Qaher II" under operation  
in the Mediterranean Sea



# Unicharm Corporation

Unicharm Corporation is the Japanese leading manufacturer of hygiene products such as baby diapers, feminine hygiene products, adult diapers and wet wipes for not only Japanese market, but also distributes products in more than 80 countries and regions globally. Middle East and North Africa is very important strategic market for Unicharm, so, Unicharm Middle East & North Africa S.A.E. in Egypt was established and started local production in 2013 for develop the Egyptian market, which is biggest and most important market in the region.

Unicharm Corporation is proud of introducing its state of arts technology to produce hygiene products which are the best quality products based on Japanese technology.

We are aiming to support for Egyptian people's quality of life more health and hygiene. Unicharm always supports people's life by its best quality products.

Babyjoy is one of the best quality baby diapers in the market, Babyjoy Culotte is the cutting edge pants type diapers for Baby, and Sofy is very high quality feminine napkins, which are manufacturing and distributing in Egypt by Unicharm MENA S.A.E.



Factory of Unicharm MENA  
in 10th Ramadan City



Babyjoy & Sofy made in Egypt

TEL: 015-33-4040

URL: <http://www.unicharm.co.jp>

# YKK® YKK CORPORATION

The Fastening Products Group of YKK does exactly what the name implies, producing and marketing fasteners. Our company began 80 years ago, and we have produced and marketed fastening products such as zippers, hook-and-loop fasteners, fabric tapes and plastic products, snaps and buttons, and more.

The YKK Group currently does business in 71 countries/regions worldwide based on a geographical management structure divided into six bloc.

YKK Egypt was established in 1996 as one of the EMEA (Europe, Middle East, and Africa) region. Our factory is located in 10th of Ramadan City. We supply the garments industry which is sewing Jeans/Clothing for USA and European markets, in addition we supply our group companies. Our annual sales is 17 million USD, and annual zipper production is 71 million pcs (as of 2013). We respond swiftly with the products they demand as well as the marketing, development, and production levels in order to meet the growing demand. We supply both (exporting and domestic) market manufactures. As we strive to grow, we will never compromise or sacrifice the quality of the products and services our customers rely on us to provide.



TEL: 02-2268-7895

URL1: [www.ykk.com](http://www.ykk.com)

URL2: [www.ykkfastening.com](http://www.ykkfastening.com)

# Supporting Agencies



## Japan Bank for International Cooperation (Representative Office in Dubai)

Japan Bank for International Cooperation (JBIC) is a policy based financial institution wholly owned by the Japanese Government, which has the objective of contributing to the sound development of Japan and the international economy and society. To meet this objective, JBIC has been working actively through its loan, guarantee and equity participation operations worldwide.

One of the main missions of JBIC is to maintain and improve the international competitiveness of Japanese industries by providing various types of financial support to energy and infrastructure projects. As the Middle Eastern countries became more important partners to Japan, JBIC doubled its exposure to the region during the past decade in accordance with Japanese companies' active business development. In this context, JBIC has financed several projects in Egypt, such as an offshore gas drilling project, the Cairo metro project and a refinery project in which Japanese companies are participating.

JBIC's Representative Office in Dubai was established in January 2006 to cover the Middle East region, and is the main contact point for the business in Egypt. JBIC is willing to facilitate Japanese business activities to further strengthen the relationship between Egypt as the leader of Arab world and Japan.

TEL: +971-4-363-7091 URL: <http://www.jbic.go.jp/en>



DIFC where Representative Office in Dubai is located



Mr. Naoki Tamaki (Chief Representative, Right Side)  
Mr. Shun Hanagata (Representative, Left Side)



## Japan Cooperation Center, Petroleum (JCCP)

Japan Cooperation Center, Petroleum (JCCP) was founded in November 1981 to promote friendly relations between oil-producing countries and Japan and contribute to securing a stable supply of oil to Japan through technical cooperation and personnel exchanges in the downstream sectors of the oil industry.

Since its establishment, JCCP has received many as 22,000 participants to training courses in Japan and sent a total of 5,200 expert to conduct seminars in oil producing countries.

JCCP and General Petroleum Company (GPC) held a Memorandum of Agreement (MOA) signing ceremony for the "Joint Project on Practical Use of Sand-Asphalt" on May 21, 2013 in Cairo, Egypt.

In Egypt, large volumes of black sand (bituminous sand) contaminated by discarded crude oil lie abandoned in oil fields, and pose a serious environmental concern.

As a solution to this issue, the project will attempt to apply Japan's advanced technologies to convert oilfield waste to road paving material.

TEL: +81-3-5396-6000 URL: <https://www.jccp.or.jp/>



JCCP-Refinery training



MOA Signing Ceremony with GPC



# Nippon Export and Investment Insurance (NEXI)

Since its establishment in April 2001, NEXI (Nippon Export and Investment Insurance, an incorporated administrative agency established by the Japanese Government) has been providing export and investment insurance for Japanese businesses against risks in international trade that are not covered by private-sector insurance, in order to ensure that Japanese companies carry out international transactions with a sense of security.

In Egypt, NEXI has supported plant construction projects as well as imports of Japanese goods including iron and steel products, railways and automobiles.

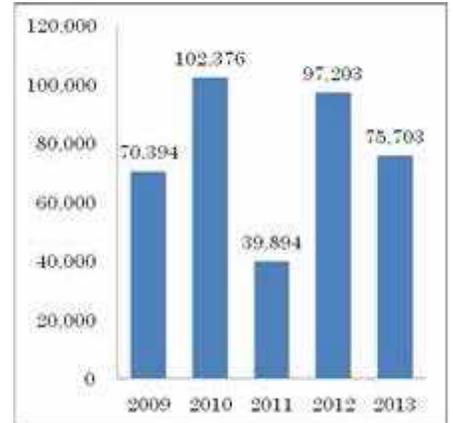
NEXI will continue to provide high-quality trade insurance services that satisfy the diverse needs of Japanese companies in Egypt.

TEL: +81-3-3512-7651

URL: <http://nexi.go.jp/en/>

## NEXI's total underwritten amount in Egypt

(million YEN)



## Profile:

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.

JETRO was *originally established around 60 years ago in order to promote Japanese exports abroad.*

JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.



## Outlines of JETRO Cairo:

Establishment of JETRO Cairo office in Egypt: **Feb, 1955**

In charge of Egypt, Jordan, Sudan, Syria, Lebanon and Libya. (6 countries)



## Major Activities of JETRO Cairo:

### I. Promoting trade and business between Japan and Egypt

#### 1. Promoting the Japan brand:

Organizing *Japan Pavilion in Cairo international Trade Fair 2013*

#### 2. Facilitating business ties of manufacturing and environmental industries:

*Invitation Program of Egyptian corporations in Eco Expo Asia 2014@Hong Kong* (Environmental and Energy Sector Business Matching Program)

#### 3. Advising on a range of business issues with Japan:

*Trade and Investment Consultation Services for businesses.*

Welcoming to make Inquiries by telephone, email or visit JETRO Cairo.

#### 4. Online business matching: *TTPP (Trade Tie-up Promotion Program)*

JETRO's international business matching site is an all-free service for finding partners for international business.

#### 5. Safeguarding intellectual property: Inviting Egyptian lawyer to Japan.



### II. Assisting business expansion of Egypt

#### 1. Promoting inclusive business:

Dispatching *Business Missions* consisting of Japanese companies to Egypt.

#### 2. Supporting export growth in Egypt through exhibitions in Japan:

*African Fair 2013 (Official Event of TICAD V). JETRO Zone at FOOD EX JAPAN.*

#### 3. Supporting industry growth in Egypt:

*"Sense Egypt" Projects Export Promotion of Egyptian Glass and Fabrics Industries.* Dispatching Japanese Experts to Egypt for 6 times. Supporting to exhibit at the specialized trade fair, *"Interior Lifestyle Tokyo 2012, 2011 & 2013"* for 9 Egyptian glass and fabrics companies.

✕ *The concept of "Sense Egypt" is to develop and present interior lifestyle with a modern Arabic design that inspire the spirit of Egypt. The selected products of "Sense Egypt" are a branding new modern Arabic taste in Japan.*

#### 4. Promoting Japan's direct investment in Egypt:

Inviting representative and officer of investment promotion organizations (IPOs) of Egypt (GAFI) to Japan.  
*African Investment Promotion Forum (AIPF) 2014 in Tokyo*

#### 5. Assisting infrastructure improvement in Egypt:

*"Invitation Program for VIPs from the Railway Industry in Egypt to Japan 2011"* VIPs from NAT (National Authority for Tunnels), ENR (Egyptian National Railways), ECM (Egyptian Company for Metro).  
*"Invitation Program for VIP & Doctors from the Medical Care Industry in Egypt to Japan 2015"* (Living-donor liver transplantation)



### III. Contributing to trade policies and economic partnerships

#### Conducting surveys:

JETRO annually conducts surveys such as Business Conditions of Japanese-Affiliated Firms in Africa and JETRO Global Trade and Investment Report to contribute to trade and economic policies of Japan.

#### JETRO Cairo Office:

Add: 7th Floor, World Trade Center Cairo, 1191 Corniche El Nil, Cairo, EGYPT.

Tel: 2-2574-1111, Fax: 2-2575-6966, E-mail: CAR@jetro.go.jp

URL1: <http://www.jetro.go.jp/en/jetro/> URL2: <http://www.jetro.go.jp/egypt/>

# INDEX

## Japanese Companies

● AJINOMOTO Co., Inc	.....	3
● Bank of Tokyo-Mitsubishi UFJ	.....	3
● Ceramica Cleopatra Japan	.....	4
● Dai Nippon Construction	.....	4
● Fujitsu	.....	5
● Hitachi, Ltd.	.....	5
● Isuzu Motors Limited	.....	6
● Itochu Corporation	.....	6
● Japan Tobacco Inc.	.....	7
● Marubeni Corporation	.....	7
● Mitsubishi Corporation	.....	8
● NEC Corporation	.....	8
● Nile International Co., Ltd	.....	9
● Nippo Corporation	.....	9
● Nippon Koei CO., Ltd.	.....	10
● Nissan Motor CO., Ltd.	.....	10
● Otsuka Pharmaceutical Co., Ltd	.....	11
● Penta-Ocean Construction Co., Ltd.	.....	11
● Sanyu Consultants Inc.	.....	12
● Sojitz Corporataion	.....	12
● Sumitomo Corporation	.....	13
● Sumitomo Wiring Systems, Ltd.	.....	13
● Taichi Hodlings Limited	.....	14
● Taisei Corporation	.....	14
● Tokio Marine & Nichido Fire Insurance Co., Ltd.	.....	15
● Toshiba	.....	15
● Toyo Engineering Corporation	.....	16
● Toyota Motor Corporation	.....	16
● Toyota Tsusho Corporation	.....	17
● Unicharm Corporation	.....	17
● YKK Corporation	.....	18

## Japanese Supporting Agencies

● JBIC	.....	19
● JCCP	.....	19
● NEXI	.....	20
● JETRO	.....	21