

Cote d'Ivoire Independence Day Special

Resources, human capital attract investors

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AMBASSADOR OF COTE D'IVOIRE



On the occasion of the celebration of the Independence Day of Cote d'Ivoire on Aug. 7, 2022, I would like, on behalf of the President of the Republic H.E. Alassane Ouattara, the govern-

ment and the people as well as on my own behalf, to extend my respectful greetings to Their Majesties Emperor Naruhito and Empress Masako. I would like to express to the imperial family my fervent wishes for their excellent health and happiness.

I would also like to convey my warmest greetings to H.E. Prime Minister Fumio Kishida, the government and the friendly people of Japan.

This year's commemoration is taking place in a context of slowing global economic growth due to the impact of the COVID-19 pandemic and the effect of war in Ukraine. It is especially marked in Japan by the sudden demise of former Prime Minister Shinzo Abe, a great friend of Cote d'Ivoire to whom I would like to pay a vibrant tribute for his immense contribution to the strengthening of the relations between Cote d'Ivoire and Japan, particularly through his historic visit to our country in 2014.

Indeed, Abe's visit to Cote d'Ivoire was a powerful leavening of our cooperation, which allowed the signing of several bilateral agreements, including the Agreement on the Promotion and Reciprocal Protection of Investments between the Government of Cote d'Ivoire and the Government of Japan, which was signed on Jan. 13, 2020, and entered into force on March 26, 2021.

This visit also promoted better visibility and public perception of our country among the Japanese business community, which has shown keen interest in Cote d'Ivoire.

The rising number of Japanese businesspeople who take part in the economic and commercial events organized

by the embassy, including the meetings held this year by the Ministry of Land, Infrastructure and Tourism within the framework of the dialogue on the development of quality infrastructure in Cote d'Ivoire, as well as the online seminar co-organized by the United Nations Industrial Development Organization Investment and Technology Promotion Office in Tokyo and the embassy is a perfect illustration of this interest.

I am rightly pleased with the dynamic that emerged through these multiple meetings aimed at promoting business and investment between our countries. Thus, Japanese businesspeople, in a mutually beneficial process, are invited to take an active part in the financing of priority projects contained in the National Development Plan 2021-2025.

NDP 2021-2025 is a win-win partnership program for Cote d'Ivoire and foreign investors. It is built around seven competi-

tive advantages of our country. These are dynamic economy with sustained growth; rich human capital; abundant natural resources available at competitive costs; a reliable energy supply; modern economic infrastructure; a business environment that is very attractive to investment; and a regional economic hub with a growing market and a regional stock exchange.

The main objective of NDP 2021-2025, which will hopefully reach ¥12.67 trillion, is to raise Cote d'Ivoire, by 2030, to the rank of upper middle-income countries.

In this regard, I would like to express my gratitude to UNIDO for its support and guidance in helping Cote d'Ivoire face the challenge of industrialization. Indeed, UNIDO has initiated Country Partnership Program 2022-2025, which supports NDP 2021-2025 to facilitate inclusive and sustainable industrial development.

In the context of the implementation of this program, there are opportunities for

Japanese companies to offer their experience and expertise. These companies, in association with Ivorian entrepreneurs who know the local market, should invest in the mechanization of agriculture, the processing of raw materials, the construction of hotels, ecotourism, beach and business tourism, social, medium- and high-standard housing, the construction of data centers and fiber-optic networks, the exploitation of natural resources, the construction of hydroelectric, solar and biomass power stations and the expansion of port terminals.

In this respect, and with the institutional support of the Centre for Investment Promotion in Cote d'Ivoire and Japanese development institutions such as the



Japan External Trade Organization and the Japan International Cooperation Agency, Japanese business professionals will fully benefit from the advantages offered by the Investment Code and the Agreement on the Promotion and Protection of Reciprocal Investments.

In conclusion, I would like to express

The Centre for Investment Promotion in Cote d'Ivoire offers various benefits to Japanese businesses interested in investing in the country.

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my sincere thanks to our sponsors Mitsubishi Corp., NS Semicon Co. and Toyota Tsusho Corp. I also express my gratitude to the Japan Cote d'Ivoire Friendship Association for its support toward the embassy and its role as a channel for Japanese investors to obtain information about Cote d'Ivoire.

Congratulations

*to the People of the Republic of Cote d'Ivoire
on the Anniversary of Their Independence*

Japan Cote d'Ivoire Friendship Association (JCIFA)

<https://jcifa.org/>

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This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.

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