

INTERNATIONAL CENTER FOR ENVIRONMENTAL TECHNOLOGY TRANSFER

# ICET

NEWSLETTER

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For the Earth  
**For the future of the Earth**



## Purpose of establishment

The International Center for Environmental Technology Transfer (ICETT) was established through cooperation by industry, government, and academia for the purpose of transferring Japan's and various overseas countries' technologies related to environmental preservation to other regions, and of improving global environmental problems.

ICETT aims at global environmental preservation and the sustainable development of the world economy by implementing various types of projects according to each country's characteristics, and by promoting smooth technical transfer.

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# Training Program for Young Leaders in Latin America on Urban Environmental Management

## Outline

The Training Program for Young Leaders is one of JICA's training programs targeting youth (up to 35 years of age) in developing countries. This Program provides basic training to understand Japan's experiences and technologies in fields required in these developing countries, and to cooperate with the development of human resources who will play important roles in building a nation in the future. Entrusted by the Japan International Cooperation Agency (JICA), ICETT provided training under the theme of "urban environmental management" for trainees from Latin American countries.

## Background and purposes

Latin American countries vary in not only their land area and population but also their geographical features, climate, and major industries. Their factors impacting on the environment therefore also vary. Furthermore, various problems, such as concentration of population in urban areas, delayed construction of infrastructures, and pollution in industrial clusters, have also developed within a same country. Among these, water pollution and waste management are the serious environmental problems. In this background we carried out this training, aiming to help trainees have a broad understanding of laws and regulations, management methods, and efforts related to water quality preservation and waste management.

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From October 2 to 18, 2017, we provided training for 10 participants from the seven countries of Chile, Costa Rica, Guatemala, Paraguay, Peru, Uruguay, and Venezuela (two participants each from Guatemala, Peru, and Chile).

### 1) Lectures

Trainees learned about legal systems and measures related to water quality preservation and waste management (of Mie Prefecture, Yokkaichi City, Komono Town, and Shiga Prefecture), as well as efforts by companies in the Yokkaichi Industrial Complex, the Wastewater Management Authority, NPOs, and other organizations, from lectures.

### 2) Observation tour

We aimed to further deepen the trainees' knowledge by holding observation tours at related facilities after they acquire basic knowledge from lectures.

They went on observation tours at a local wastewater treatment facility, final sewage treatment facility, waste collection facility, waste incineration facility, final disposal facility, recycling facility, and facility for environmental education, as well as on an NPO's research vessels. At the destinations of the observation tours, through question and answer sessions, trainees were able to further deepen their understanding of the relevant facilities and technologies.



At the Yokkaichi Pollution and Environmental Museum for Future Awareness (Yokkaichi City)

### 3) Experience of Japanese culture

Trainees deepened their understanding of Japanese culture by visiting Ise-jingu Shrine and by experiencing a tea ceremony.

### 4) Inception report presentation session

We held a presentation and opinion-exchange session upon the request of many trainees to learn about problems and concerns of other participating countries in the same Latin American and Caribbean region.

### 5) Preparation of a general report and an action plan

By preparing a general report in groups, and individual action plans, trainees were able to deepen their understanding of the training details, and to organize problems of their workplaces and utilization of their training results.

## Results and prospects

Trainees expressed their impressions of the training, saying, "With proper selection of themes and experienced lecturers throughout the curriculum, the training contents were far better than those we expected before the training."



With trainees (at ICETT)

Trainees gained diverse knowledge on administrative organizations, laws and regulations, and policies of Japan, which are different from those in their own countries, through classroom lectures. With regard to the preservation of living environments based on the environmental preservation of water sources and river basins, they learned about efforts by governments and companies, focusing on observation tours at actual activity sites. As for raising citizens' awareness of the environment, trainees observed activities by NPOs and local residents. Trainees were highly interested in raising citizens' awareness of the environment which is one of the important factors to promote environmental activities. Some trainees commented that they wished to have more time for lectures and observation tours related to water supply and disasters, and for discussions among trainees.

At all of the destinations for their observation tours, trainees eagerly listened to explanations from beginning to end, and some question and answer sessions overran the scheduled time. We expect that trainees will have discussions at their workplaces, and with related organizations after returning to their own countries, and that their action plans will be executed.

(Akira Maeda)

# Planning Management Work of the Tianjin Environmental Exchange Project

## Outline

Yokkaichi City and Tianjin City of the People's Republic of China have continued their exchanges in various fields since the establishment of their friendship-city relationship in 1980. As part of their exchanges, ICETT, entrusted by the Yokkaichi City government, has provided training intended to improve environmental problems of Tianjin City since 1993. While 124 people have received training provided in Yokkaichi City, 798 people attended seminars in Tianjin City. In Fiscal 2017, we held a seminar under the theme of "Protection of Water Quality and Ecological Environments" in Tianjin City, and provided training in Yokkaichi City.

## Background and purposes

In Tianjin City, while the city has achieved remarkable economic development, many environmental problems have occurred, and the improvement of these problems has become an urgent issue. For that reason, we implemented this project, aiming for officials of the Tianjin Environmental Protection Bureau and other related people to understand Japan's environmental technologies and management methods, and to make good use of the knowledge for Tianjin City's environmental improvement.

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### 1) Holding a seminar in Tianjin City

On October 12 and 13, 2017, we held a seminar in Tianjin City, and 42 officials of the Environmental Protection Bureau of Tianjin City attended the seminar. In the seminar, an expert of the Tianjin City government made a presentation on the present situation of Tianjin City's water environment, and experts from the Japanese side made presentations about "Legal and other mechanisms related to Japan's water pollution prevention," "Ecosystem restoration and preservation of waters," and "Technologies related to automatic water quality measuring instruments." In the final session held on the second day, participants had an open discussion related to the protection of water quality and ecology environments.



Seminar on Environmental Preservation

### 2) Training for Overseas Participants in Japan

The 13-day training, which was held in Japan from October 30 to November 11, 2017, was attended by four people, including officials from the Tianjin Environmental Protection Bureau. After learning about the current efforts for environmental administration from an official of the Yokkaichi City government, participants learned about legal systems and technologies related to the protection of water quality and ecology environments by the Japanese government. In addition, participants visited companies and public institutions, and learned about practical contents directly connected to environmental administration, such as water quality preservation measures.

Furthermore, participants visited Kobe City, which established a friendship-city relationship with Tianjin City, and learned about Kobe City's environmental administration.



Training for Overseas Participants in Japan

## Results and prospects

From participants in the Environmental Preservation Seminar in Tianjin City, we received the following comments:

- I was able to learn about not only research on Tianjin City's water environment preservation but also Japan's automatic monitoring of water quality and environmental preservation measures.
- I was able to learn about new ideas for my future research by learning and comparing both countries' responses.
- The management standards and monitoring & measurement methods of the water environment which closely relate to my work were very informative.

Also, we received the following comments from participants in the Training for Overseas Participants in Japan:

- I was deeply impressed with the self-management abilities and the high levels of awareness of companies in such cities as Yokkaichi City and Kobe City.
- Through visits to many companies, I discovered that Japanese companies strictly manage the environment regardless of their corporate size and their production volume, and that their environmental preservation departments have independent environmental management systems. These facts were greatly worth learning.

Although we still have a long way to go for environmental improvement, we would like to carry out training corresponding to Tianjin City's problems also in the future, and to be able to be contributory to Tianjin City's environmental improvement.

(Shinsaku Okuchi)

# Collaborative Project with International Organizations on Global Warming Countermeasures “Clean Technology Business Network (CTBN) Program Establishment Project”

## Outline

ICETT, entrusted by the Ministry of Economy, Trade and Industry, conducted activity to promote matching between Japanese companies' technologies for global warming countermeasures and technological needs of business developers from Indonesia, a developing country with many technological needs, following on from fiscal 2016, as part of our aim to form clean energy projects in developing countries.

## Background and purposes

Many companies in Japan, especially small- and medium-sized enterprises, despite their excellent clean energy technologies, cannot take a step toward overseas development due to such reasons as lack of know-how and knowledge on overseas development, as well as difficulty in finding reliable local business partners; or are having difficulty in overseas development. Meanwhile, in developing countries, many business developers have a need for clean energy technologies, and are looking for excellent technologies that can satisfy their needs.

Based on the background above, this project provides support for Japanese companies, mainly small- and medium-sized enterprises, and for business developers in Indonesia, aiming for a matching of both parties and to realize the commercialization of clean energy projects.

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In fiscal 2017, based on our experiences in the project in fiscal 2016, we implemented the following support activities, continuing to target Indonesia:

- ▶ Identified reliable business developers with a need for clean energy technologies in Indonesia, and their required technologies.
- ▶ Specified Japanese companies that have clean energy technologies corresponding to those needs (regardless of their corporate size).
- ▶ Provided opportunities for matching.
  - “Business Matching Event in Indonesia” (on December 21)
  - Opportunities for individual online business meetings, using internet tools (from January to early March 2018)
- ▶ Provided individual consultations by specialists for Japanese companies and business developers in Indonesia.



Seminar of the Business Matching Event

## Results and prospects

Compared to the project in the last fiscal year, the number of business meetings increased by 70% to 100 and the number of concluded nondisclosure agreements (NDAs) before the initiation of business increased more than four times to 9, despite the target country being the same. In addition, with some cases of concluding a Memorandum of Understanding (MOU) with a future business partner, or a joint-venture contract, the project this year produced excellent results, with which we can greatly expect future commercialization.

(Hiroyuki Ueda)

	FY 2017	FY 2016
No. of participating Japanese companies	14	9
No. of participating Indonesian companies	61	35
No. of business meetings (No. of business meetings in the Business Matching Event + No. of online individual interviews)	100	57
Among the business meetings above, No. of business meetings that are still continuing	61	20
No. of nondisclosure agreements (NDAs) concluded	9	2
No. of Memorandums of Understanding (MOU) concluded	2	0
No. of joint-venture (JV) agreements concluded	1	0
No. of Initial Feasibility Study (Initial FS) Results currently being verified	2	0
No. of applications for the Equipment Assistance Program in the Joint Crediting Mechanism (JCM)	1	0

## Column Toward success in overseas business development

Generally, manufacturing industries in Japan, especially small- and medium-sized enterprises, tend to hasten their moves in developing countries, considering that all they wish to do is to sell their products and services, and to lack the idea of “Creating a project in cooperation with our partner in developing countries.”

However, in reality, business development, when being started from an initial feasibility study (initial FS) in a local area, and gradually moving to form a project together with a local partner, tends to be more accepted by the local developing country (successful).

For that reason, ICETT is making an effort to first introduce reliable partners and their business cases in cooperation with specialists and organizations in Asian countries, so that small- and medium-sized enterprises in Japan can realize stepwise business development in these countries.



## Global Environmental Workshop

### Outline

ICETT held a "Global Environmental Workshop" that targeted high school students from Japan, the U.S., and China as a program entrusted by the Yokkaichi City Government. In fiscal 2017, we held this workshop under the theme of "Stop Global Warming! - What We Can Do for the Future of the Earth" from August 1 to 6.

### Background and purposes

This Global Environmental Workshop is intended for high school students from Yokkaichi City to exchange opinions on environmental problems with high school students invited from Tianjin, China, a friendship city, and Long Beach, the U.S., a sister city of Yokkaichi City, during their summer vacation. The purpose of this workshop is for the youth who will lead the next generation to think about the environment from a global perspective by deepening their mutual understanding, and make their resulting ideas lead to revitalization of environmental preservation activities of their own cities.

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The 12 participating high school students (four students from each country) visited various facilities and companies during the workshop period. The main destinations for their study tours were as follows:

- Yokkaichi Pollution and Environmental Museum for Future Awareness
- Yokkaichi Municipal Clean Center
- Port of Yokkaichi
- Tosoh Corporation, Yokkaichi Complex
- Escolapios Kaisei Catholic Senior High School
- Imuraya Group Co., Ltd. (Tsu City)
- Ninja Museum of Igaryu (Iga City)
- Kabuse-cha Café
- Experience of making a Hinaga Uchiwa Fan
- Grand Yokkaichi Festival



Courtesy call with Mayor Mori, and Chairman Toyoda of the Yokkaichi City Assembly

In addition to the visits mentioned above, participating students received a lecture given by an official of the Yokkaichi City government and went on a study tour at an official of the site for installing large-scale solar panels in the city. The explanation that the site is also a habitat of endangered species seems to have provided an opportunity to consider the viewpoint of promotion of renewable energy and protection of ecosystems for these high school students.

One of the major purposes of this workshop is to deepen international exchanges in cultural areas. In fiscal 2017, students experienced making a Hinaga *uchiwa* fan, one of Yokkaichi City's traditional handicrafts, and the tea culture at Kabuse-cha Café in Yokkaichi City, as well as deepened their exchanges with families who make Hinaga *uchiwa* fans and operate Kabuse-cha Café.

In addition, they were able to increase their interest in and concern for Japan by experiencing Japanese traditions and culture during their visit to the Ninja Museum of Igaryu, and participation in the Grand Yokkaichi Festival.



Experience of hand-making a Hinaga *Uchiwa* fan and wearing yukata

In the Result Presentation, intended to present students' achievements in the workshop, high school students, divided into two mixed teams of the three cities, made presentations on what they learned and their future efforts.

After the presentation, they attended the commemorative lecture "Climate Change and Our Future" given by Mr. Seita Emori (of the National Institute for Environmental Studies), who is well-known in the global warming field, in commemoration of Yokkaichi City's 120th anniversary, and deepened their understanding of global warming together with participating citizens.

### Results and prospects

We wish that through the friendships forged in the Global Environmental Workshop this time, high school students, who will lead their cities' future, will continue their exchanges and will play active roles as a bridge of these cities' friendship relationships and promote environmental preservation activities of Tianjin City, Long Beach, and Yokkaichi City in the near future.

(Kana Mizutani)

# Private Financing Support Program as part of the Clean Energy & Climate Change Adaptation Project in Africa

## Outline

The Private Financing Advisory Network (PFAN) is a global network of consultants who support the acquisition of investment capital, and give guidance for preparing a business plan related to the clean energy business and climate change adaptation business of low- and middle-income countries free of charge. ICETT held an investment forum in order to promote clean energy and climate change adaptation businesses in Africa in cooperation with the PFAN.

## Background and purposes

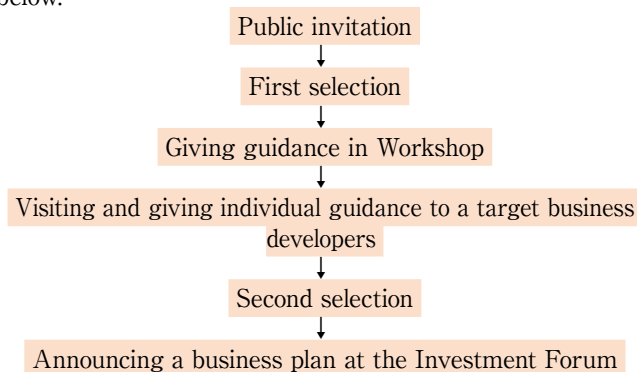
Energy shortage is the most serious problem which Africa is facing today, and 54% of the population are unable to use the energy they need. Since people rely on firewood as a fuel, more than 600,000 women and children die every year due to the influence of indoor air contamination resulting from cooking (announced by the African Development Bank).

Despite having only a few factors that trigger climate change, such as greenhouse gases, the continent of Africa is largely affected by climate change, such as reduction in the production volume of corn and other crops due to abnormal weather (drought, floods, etc.), and an increase in the risk of contracting a tropical disease, such as malaria.

To promote fund-raising for the clean energy business, which may lead to solving these problems, the PFAN is giving guidance to prepare business plans for business developers who are trying to develop clean energy businesses and is supporting their matching with investors.

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To acquire business funds, it is necessary to prepare a business plan whose business model can be verified from an investor's point of view. For that, guidance from fund-raising specialists is effective. The PFAN, after selecting target business developers, provides support for the preparation of their business plans following the flow below.



Consultants who are registered at the PFAN are in charge of giving guidance to business developers. ICETT is responsible for correspondence with business developers and consultants, and the operation of the workshop and the Investment Forum.

In fiscal 2017, we implemented the program, targeting business cases in West Africa as well as East and South Africa.

### • Program for West Africa

Targeting business cases in West Africa, we held a workshop in Lagos, Nigeria, in May 2017, and an Investment Forum in Côte d'Ivoire in April 2018, with 10 business case developers making presentations before investors. This program was operated with the support of USAID (United States Agency for International Development).



Workshop in West Africa (in Lagos)

### • Program for East and South Africa

We carried out an Investment Forum in Nairobi, Kenya, in May 2018. The program for East and South Africa was operated with the support of the Swedish government.



Commendation ceremony of the Investment Forum for East and South Africa (in Nairobi)

## Results and prospects

The PFAN has continued to give guidance to clean energy business developers even after the Forum. Since its founding in 2006, the PFAN has supported 102 projects in 25 countries. As a result, it realized the acquisition of investment capital of 1.25 billion US dollars and the power generation of 802 MW using clean energy.

(Toru Hasegawa)



# Global Environmental International Cooperation Program (The 8th PFAN Asia Clean Energy Financing Forum)

## Outline

In cooperation with the Private Financing Advisory Network (PFAN), ICETT has provided support to improve clean energy business developers' fund-raising capabilities and implemented a Forum for matching between business developers and investors in Asia. Introduced herein is the 8th PFAN Asia Clean Energy Financing Forum (hereinafter "the Forum"), which was held by the Global Environmental International Cooperation Program, a program entrusted by the Ministry of Economy, Trade and Industry, in February 2018.

## Background and purposes

It is pointed out that barriers in realizing a clean energy business include a lack of ability by business developers to prepare a business plan required to acquire business funds, and to make a presentation for that purpose, and a lack of opportunities for matching between business developers and investors. To remove these barriers, this Program provides advice and guidance for business developers and holds a Forum that provides opportunities for matching with investors. Through these activities, the Program aims to realize clean energy projects in developing countries, and to transfer and disseminate, based on that realization, excellent technologies owned by developed countries, including Japan.

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In fiscal 2017, we made efforts to improve business developers' project development capabilities by holding a workshop (on September 27 and 28, 2017 in Bangkok) as an in-advance activity toward the Forum held in Singapore on February 2, 2018, by providing individual guidance by specialists from both technological and financial aspects, and by holding a preparatory workshop immediately before the Forum on January 31, 2018.



Forum



Business developers who received the Winner Award

## Results and prospects

In fiscal 2017, we received more than 74 project applications, a number exceeding that in the previous fiscal year. Business developers of ten excellent projects, which were selected in a prior screening, presented their business plans at the Forum.

The Forum was attended by a total of 128 investors and representatives from financial institutions, and investment consulting companies, which included 17 representatives from 16 Japanese companies and organizations

As a result of strict screening by judges, two projects—the Photovoltaic Power Generation Project (from Pakistan) and the Electrification and Energy Access Project (from Cambodia)—were selected for the Best Project Award.

For the Excellent Project Award, the Biomass Power Generation Project (from India) and Biomass Project (from Cambodia) were selected.

Since the end of the Forum, eight business developers have continued their business meetings with investors. We expect that they will produce excellent results in the future.

ICETT will provide support for fund-raising for clean energy businesses in cooperation with the PFAN and support the realization of as many projects as possible.

(Kana Mizutani)



# FY 2017 Project to Create and Support Core Regional Enterprises (Chubu Region Environmental Industry Promotion Project (network type))

## Outline

This project was held with the aim of strengthening network construction of a group of about 50 promising enterprises, and to connect such effort to the development of core enterprises and the creation of new candidates of such enterprises by workshops, seminars, and providing opportunities for business matching in both Japan and overseas through industry-university-government-private sector cooperation, in order to promote "support for market development in both Japan and overseas utilizing environmental technologies" and "support for the advancement of environmental technologies, etc." to a group of enterprises in the environmental industry in the Chubu region. Project period: from June 1, 2017 to March 30, 2018

## Background and purposes

In the Chubu region, the concentration of manufacturing industries (arterial industry), such as automobiles and aircraft, as well as a group of enterprises with advanced environmental technologies (arterial industry), has become its strength. Since fiscal 2012, we have understood that there are about 400 companies engaging in environmental business in the Chubu region based on the "Survey on the Regional and Overseas Development of Environmental Business Using Industrial Pollution Control and Related Technologies in the Chubu Region," which is the Chubu Bureau of Economy, Trade and Industry's Project to Investigate Industrial Pollution Control by Small- and Medium-sized Enterprises, etc.

Against this backdrop, this project was held with the aim of strengthening the construction of a network for a group of about 50 promising enterprises, and to connect such efforts to the development of core enterprises and the creation of new candidates of such enterprises by workshops, seminars, and providing opportunities for business matching in both Japan and overseas through industry-university-government-private sector cooperation, in order to promote "support for market development in both Japan and overseas utilizing environmental technologies" and "support for the advancement of environmental technologies, etc."

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### 1) "Enterprise Database Working on Environmental Business in Chubu Central Region of Japan" and "Collection of Technological Seeds"

We improved and revised both the Japanese editions and English editions of the "Enterprise Database Working on Environmental Business in Chubu Central Region of Japan," and "Collection of Technological Seeds."

### 2) Workshop on Treatment of Wastewater from Zinc-plating

We established a workshop on the disposal of wastewater that is derived from zinc-plating, which is widely used for rust prevention for automobiles, and conducted research on how to meet the requirements of the regulations on zinc-plating by advancing technologies for disposal of wastewater from zinc-plating through two workshops and interviews based on company visits.

### 3) CFRP Recycling Seminar

We held a seminar intended to introduce the current situation and case study of recycling of advanced Carbon Fiber-Reinforced Plastics (CFRP).



CFRP Recycling Seminar

### 4) Business Matching Session related to CFRP Recycling

We held a business matching session (individual interviews) between companies that made presentations related to CFRP recycling in the Resource-recycling Business Development Seminar in fiscal 2016, and companies that wish to have interviews with them.

### 5) Industry-University Cooperative Seminar on Environmental Business

We held a seminar and a business matching session (individual interviews), aiming for new industry-university collaboration on waste recycling, with universities and companies in the Chubu region.

### 6) Open Innovation by Large Enterprises

Nowadays, the number of companies that engage in open innovation to adopt external technological seeds, aiming to prompt their technological development, is increasing. Aiming for collaboration between companies in the environmental industry and large companies as part of their business development, we organized a meeting to communicate technological seeds from and interviews with Chubu Electric Power Co., Inc. and Osaka Gas Co., Ltd.

### 7) Environmental Business Networking

We held a business networking meeting with company groups in environmental industry organized by the Nagoya Chamber of Commerce and Industry, the Toyota City Government, and the Chubu Bureau of Economy, Trade and Industry, and provided support to promote business collaboration among companies in the region through the introduction of technological seeds of the related companies.

### 8) Business Seminar on Environment in China

We provided the latest information on environmental regulations in China, and held a seminar intended to promote the development of environmental business.

### 9) Support for Business Development in the Socialist Republic of Vietnam

Having dispatched missions three times since fiscal 2014 to the Socialist Republic of Vietnam, a country with remarkable industrial development where environmental problems have emerged, we have held seminars to introduce technologies, business meetings, and dialogues on policies with local governments.

Since fiscal 2016, our target region has been Bà Rịa-Vũng Tàu Province, which showed the highest interest in Japan's environmental technologies, such as measures to eliminate odors at fishmeal processing factories. In fiscal 2017, inviting the top officials of the provincial government, we held policy dialogues, investment seminars, presentations by and business meetings with Japanese companies, and study tours at companies.



Dialog on policies with the Bà Rịa-Vũng Tàu Provincial Government



Environmental Business Matching Seminar

### 10) Support for Business Development in the Republic of Indonesia

Since the Republic of Indonesia, a country with remarkable industrial development and emerging environmental problems, is promising as a target country for business development by companies in the environmental industry, we held a study meeting for business development in Japan, as well as a seminar to introduce technologies and a business meeting in the Special Capital Territory of Jakarta.

## Results and prospects

With many companies participating in these programs, and interviews held toward inter-enterprise cooperation and industry-university collaboration, various forms of cooperation and collaboration have been advanced. With some companies which participated in an overseas mission signing a contract in a local country, the outcomes of these programs have started to be shown.

It is necessary to advance our efforts so that these companies can continue to promote market cultivation in both Japan and overseas, discover counterparts for technical collaboration, and establish collaborative relationships with these counterparts.

Lastly, we would like to express our appreciation to all related cooperative organizations in Japan, such as the Japan International Cooperation Agency (JICA), the Japan External Trade Organization (JETRO), and the Nagoya Chamber of Commerce and Industry; and all related overseas organizations, such as the Ba Ria - Vung Tau People's Committee, the Employers' Association of Indonesia, and the Consul-General of the Republic of Indonesia in Osaka.

(Atsushi Mizutani)

## Column

### Episode during business trip to Indonesia

#### (1) Traffic congestion

Although traffic congestion is a common problem in all countries resulting from economic development, traffic congestion in Jakarta is said to be the most serious in the world. The country seems to have had a system called "3 in 1" in the past under which automobiles could not pass through specific sections unless these vehicles had at least three passengers, including the driver. In recent years, the country seems to regulate the passable days for designated areas according to the number at the end of a vehicle's license plate. Other than that, the country also has routes along which dedicated bus lanes called "BRT" have been established. Even so, it seems that local people whisper with sarcasm, "We get old on the road," in reference to the serious traffic congestion.

Currently, the country is advancing the construction of railways, such as subways, in the hope of easing its traffic congestion even a little both from an economic perspective and from a perspective of reducing the environmental burden.

Since traffic congestion is a problem existing throughout the world, business opportunities for companies may lie in the country.



#### (2) Sweets offered by courtesy call destinations and at seminar venues

In Japan, water and sweets are often offered in meetings and at other similar events. In Indonesia, however, sweets and fruit are often offered in addition to drinks.

Since it was my first business trip overseas and first trip to Indonesia, I was very nervous during the meeting and even during breaks, and I was not able to enjoy the drinks and sweets prepared for me.

I was sorry not to be able to eat delicious local sweets, and at the same time, I felt sorry for the destination of my visit that had prepared sweets for me.

If I have another opportunity to visit the country, I would like to fully enjoy sweets offered to me.



(Masahiro Sato and Hiroto Yanogawa)

## Mie Prefecture Global Business Promotion Council (Environmental Subcommittee)

### Outline

In March 2016, the Environmental Subcommittee was established in the Planning and Steering Committee meeting of the Mie Prefecture Global Business Promotion Council, with ICETT serving as the secretariat. In this fiscal year, we held a seminar as part of the 2nd Environmental Subcommittee meeting.

### Background and purposes

To promote global business development of enterprises in Mie Prefecture, the Mie Prefecture Global Business Promotion Council was established in fiscal 2014. As the Environmental Subcommittee had been set up in this Council with ICETT serving as the Secretariat, following the Taiwan Subcommittee and Aerospace Subcommittee, we held the 2nd Environmental Subcommittee meeting.

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In this fiscal year's Environmental Subcommittee meeting, a seminar was held on March 16 (Fri), 2018 at the Yokkaichi Chamber of Commerce and Industry, which was attended by 24 people from enterprises in Mie Prefecture, Mie University, the Mie Prefectural Government, the Chubu Bureau of Economy, Trade and Industry, JICA Chubu, etc.

In the seminar, JICA Chubu outlined the System to Support Small- and Medium-sized Enterprises' Overseas Development, and Tokai Techno Co., Ltd., which was adopted into the system, introduced detailed examples of projects. The Mie Prefectural Government introduced its Mie Prefectural Global Development Support Desk. ICETT reported that it exhibited at the Hong Kong Eco Expo Asia 2017, which was organized by the Hong Kong Trade Development Council, and that it carried out other environmental business support activities; and provided information on its future efforts.

### Results and prospects

ICETT will continue promoting overseas development that uses environmental technologies of companies in the prefecture through the Environmental Subcommittee's efforts.

(Atsushi Mizutani)



## Hong Kong Eco Expo Asia 2017

### Outline

In Hong Kong, environmental measures are actively taken, such as for waste disposal and improvement of energy efficiency of buildings, and new technologies are increasingly high in demand. Therefore, there are many business opportunities in Hong Kong, such as energy saving in buildings, recycling of waste, and installment of biotoilets. ICETT jointly exhibited at the Hong Kong Eco Expo Asia 2017, Hong Kong's largest trade fair related to the environment with Shinko Tecnos Co., Ltd. (based in Ichinomiya City, Aichi Prefecture) as part of its support for the overseas development of Japanese enterprises that have environmental technologies.

### Outline of Hong Kong Eco Expo Asia 2017

**Event period:** October 26 (Thu) ~ October 29 (Sun), 2017

**Venue:** Asia World-Expo

**Organized by:**

Hong Kong Trade Development Council, Messe Frankfurt (HK) Ltd.

**Targets exhibits:**

Air quality- and water quality-related exhibits, eco products, energy-saving-related and waste disposal- and recycling-related exhibits, etc.



Venue: Asia World-Expo

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ICETT introduced 1. Training program in both Japan and overseas, 2. Overseas Research Project, and 3. Environmental Business Support Project, through panel exhibition in addition to distribution of newsletters and other related materials.

Shinko Tecnos Co., Ltd., which features its technologies for waste plastic-oiling devices, and hydrolytic apparatuses, exhibited with a view towards business development in Hong Kong. Many visitors showed their interest in this company's technologies, and some of them visited our booth many times.



Exhibition booth for ICETT and Shinko Tecnos

### Results and prospects

Joint exhibition with a company provided us with a significant opportunity to allow visitors to broadly understand "environmental business support," which is part of our activities. Also, after we introduced the "Enterprise Database Working on Environmental Business in Chubu Central Region of Japan," for which we engage in information management entrusted by the Chubu Bureau of Economy, Trade and Industry, enterprises in the database received inquiries from companies in Hong Kong.

According to the Hong Kong Trade Development Council, while Hong Kong has advanced in people's lifestyles, its people's awareness of the environment is low, and it has lagged behind in terms of environmental aspects. Because of this, we believe that the need for environmental business in Hong Kong will further increase in the future.

(Maki Tamura)

## Environmental Seminar

### Outline

ICETT holds Environmental Seminars for schools and for receiving observers in order to introduce its activities, and to raise awareness of environmental preservation.

### Results of fiscal 2017

#### Observers :

Mie Prefectural Kambe High School; Yokkaichi Minato Junior High School; Bowdoin College from the U.S.; Rain Port International Youth Chamber of Commerce and Industry in Keelung, Taiwan; Junior Chamber International Yokkaichi; etc.

#### Environmental Seminar :

Yokkaichi University, Suzuka University, Mie University, Association of Japanese Geographers, Yokkaichi Chubu Junior High School, Nishisagawa Junior High School, etc.

In addition to the above-stated activities, we participated in environmental events organized by the Mie Prefectural Government, and the Yokkaichi City Government.

With 214 visitors to ICETT, and 527 participants in the Environmental Seminars in total in fiscal 2017, we were able to make our activities known to many people. We will continue our activities to communicate the importance of environmental preservation to people of all ages, including elementary school students, university students and adults, in the future.



### How about using accommodation and seminar rooms of ICETT?

ICETT's accommodation and research facilities are available for corporate and school training, training camps, etc.

We can also provide halal and vegetarian meals (reservation required).

Currently, the use of a seminar room is free of charge for a group of at least 10 people who stay at our accommodation.

Our facilities can accept preliminary inspections as well. Feel free to contact us. (Dial 059-329-3500 to reach a person in charge of training and accommodation)



#### ● Outline of our accommodation and research facilities

##### • Accommodations

**Single rooms :** 40 rooms (18 m<sup>2</sup>), 6,480 yen/room and stay (tax included)

**Twin rooms :** 2 rooms (36 m<sup>2</sup>), 9,720 yen/room and stay (tax included)

Accommodate up to 44 people.

##### • Seminar rooms : 5 rooms (50 m<sup>2</sup> ~ 100 m<sup>2</sup>)

##### • Meals : Breakfast (700 yen), lunch (700 yen), dinner (1,000 yen)

Possible to bring in foods and drinks, and to hold a party according to your budget.

##### • Other facilities : WiFi (free of charge), private study room, gymnasium, tennis court, common room, etc.



#### ● Access

