

エチオピア国

花卉産業のサプライチェーン高度化育成にかかる案件化調査

企業・サイト概要

- 提案企業：川崎花卉園芸株式会社
- 提案企業所在地：神奈川県川崎市
- サイト・C/P機関：エチオピア国アディスアベバ、オロミア州・エチオピア園芸農業投資庁(EHAIA)



エチオピアの開発課題

- 外貨獲得から雇用創出・所得向上まで重要度の高い花卉産業において、国際競争力の低迷が大きな課題となっている。
- 農園ごとのキャパシティ格差が著しく、是正するにも自助努力に依存する隔絶構造があることから、下記3点の開発課題がある。①直接取引の機会損失②高付加価値化事業の機会損失③実践的な人材育成の機会整備の不備

中小企業の技術・製品

- 生花関連技術(自社技術):生産関連技術、出荷関連技術、評価技術、マーケティング技術。中でも販路拡大に資する包括的なマーケティングシステム構築技術。
- 高付加価値化技術(提携技術):フレグランスフラワーの修行など種苗の導入から育苗生産、有機認証取得、プリザーブドフラワーなど

調査を通じて提案されているODA事業及び期待される効果

- ODA事業案:主に①エチオピア園芸農業投資庁(EHAIA)をC/Pに、エチオピア園芸生産者・輸出者協会(EHPEA)と協働連携し、中小農園の直接取引を促進するためのMIP総合支援体制の構築を「普及実証事業」として行う。
(②外部人材による花卉の高付加価値化の検証や技術移転を行う「民間技術普及促進事業」③外部人材を受入法人とした「本邦研修」や「外国人技能実習生制度」なども提案している。)
- 期待される効果:農園ごとの情報や技術格差などの是正と中小農園のキャパシティ底上げ。直接取引増加や高付加価値事業化による国際競争力の向上。本産業の成長を担う人材の輩出。総じて花卉産業高度化育成による外貨獲得力と所得の向上。

日本の中小企業のビジネス展開

- 日本のみならずアジアや地理的に有利な欧米の市場への進出と安定供給力、品質向上による増益。マーケティングシステム構築ノウハウについてのコンサルテーション業務受託。日本からの輸出拡大策としての事業展開。
- 育苗産業の安定的供給地の開発。フレグランスローズをはじめとした日本独自の育苗種の保護と活用(蒸留など)。ライセンスフィーの獲得など。

Ethiopia

"Feasibility Survey for Sophistication of the Floriculture Industry's Supply Chains in Ethiopia"

The Firm and the Site

- Name of SME : Kawasaki Flora Auction Market Co., Ltd. KFAM
- Location of SME : Kawasaki City, Kanagawa Prefecture, Japan
- Survey Site · Counterpart Organization : Addis Ababa, Ethiopia / Ethiopia Horticulture Agriculture Investmen (EHAIH), Ormia Region



Development Challenges in Ethiopia

- Poor global competitiveness of the floriculture industry is a big issue for the country when the industry is so important for acquisition of foreign currency as well as job creation and income increase.
- Due to significant disparities in capabilities of the farms as well as a structural problem that makes each farm to rely on its self-effort to reduce such disparities, following three challenges exist: ①Opportunity loss in lack of direct business transactions, ②Opportunity Loss for not generating high-value added business, ③ Lack of practical training

Technology and Product of SME

- Technology related to fresh flowers (owned technology): Production related tech, shipment related tech, evaluation tech, and marketing tech. Technology to build comprehensive marketing system that contributes to expansion of sales channels.
- Technology to generate high-value added products (supporting technology) : Training for producing fragrance flowers, Seedling Production, Acquisition of organic certificate, Preserved flowers

ODA Project proposed through the Survey and Expected Impact

- ODA Project idea: By having EHAIA as the main C/P, conduct the pilot project developing comprehensive support system utilizing Market Information Platform(MIP) that promotes direct transactions of small-to-medium sized farms through collaboration with EHPEA. Proposals are also made on ②"Private sector technology promotion project" that transfers and evaluates the technology of generating high-value added floriculture product provided by the external supporters, and ③ Training program in Japan as well as TITP hosted by the external supporting firm.
- Expected outcome: Reduction of disparities among farms in capability or information gained, as well as the capacity development of small-to-medium sized farms. Improved global competitiveness through an increase in direct transactions and a production of high-value added products. Development of human resources that lead the growth of the industry. Acquisition of foreign currency and increase in income by sophistication of floriculture industry.

Business Development of Japanese SMEs

- Increased profit by a stable supply not only to Japan but also to Asian and Western markets with a geological advantage and by a quality improvement. Business development around an enhancement of export from Japan.
- Development of a stable supply for a nursery business. Protection and utilization (such as distillation) of seedlings that is unique to Japan including fragrance roses. Generating income through license fees.