

Exploring Africa's Growth Markets Through Senegal
Discover Business Opportunities in One of Africa's Fastest-Growing Markets

SENEGAL INVESTMENT BUSINESS SEMINAR in YOKOHAMA

- ✓ Lectures by distinguished speakers!
- ✓ Networking session with local companies
(optional participation available)

•Free Admission

Advance registration required
(First-come,first-served, in-person event)

•Japanese-French Interpretation Available



This seminar will provide a clear overview of Senegal's business environment —one of the most stable and steadily growing economies in Africa —as well as key trends in African markets, with a focus on Senegal.

It will also explore concrete opportunities for overseas expansion through business matching with local companies.

Join us to gain first-hand insights into the realities of African markets and to explore new business models and possibilities.

[Date & Time]

Tuesday, June 30, 2026, 14:00–16:50
(Networking session: 16:50–17:50, optional)

[Venue]

TKP Minato Mirai Conference Center, 33rd Floor, Hall 33A
KDX Yokohama Minato Mirai Tower, 33rd Floor
3-3-1 Minatomirai, Nishi-ku, Yokohama
Minatomirai Line: 4-minute walk from Minatomirai Station
JR Negishi Line / Keihin-Tohoku Line: 8-minute walk from Sakuragicho Station
Yokohama Municipal Subway Blue Line: 12-minute walk from Sakuragicho Station

[Capacity]

160 participants (first-come, first-served)

[Registration]

Please register via the Peatix event page:

<https://peatix.com/event/5040757>

or by scanning the QR code.

If you are unable to register via the above methods, please contact:

ss-regional@city.yokohama.lg.jp

When emailing, please include:

- ①Company name
- ②Job title
- ③Full name
- ④Email address
- ⑤Questions for speakers (optional)
- ⑥Any special requirements (if any)



For seminar details, please see the reverse side.

June 30, 2026 (Tue): Senegal Investment Seminar in Yokohama

Program

13:45 – Doors Open
14:00 – Opening & Remarks
14:10 – Part I: Keynote Lecture
15:10 – Part II: Senegal Business Session
16:30 – Q&A Session

16:45 – Closing Remarks
16:50 – Part III: Networking (optional)
17:50 (approx.) – End of Event

Speakers and Their Presentation Topics

※Note: Presentation materials will be primarily in English.

Opening Remarks

Jean-Antoine Duprat, Ambassador Extraordinary and Plenipotentiary of the Republic of Senegal to Japan
Takeharu Yamanaka, Mayor of Yokohama
Yasuji Imanishi, Counsellor, African Affairs Department, Ministry of Foreign Affairs of Japan

Closing Remarks

Kadi Niane Sylla, Deputy Mayor of Dakar, Senegal

Part I

“Trends of Japanese Companies Expanding into Africa”

Japan External Trade Organization (JETRO), Middle East and Africa Division, Research Department
Izumi Tenjin, Research Manager

“Latest Economic Trends in Africa”

SMBC Bank International, Chief Economist
Kei Daikuhara, and others



JETRO
Ms. Izumi Tenjin



SMBC
Mr. DAIKUCHARA

Part II

“Market Potential and Support Systems for Investment in Senegal”

APIX – Senegal Investment Promotion Agency, Executive Director
Bakary Segu Bathily

Panel Discussion

Theme: “The Reality of Doing Business in Senegal: Institutions, Support Systems, On-the-Ground Insights, and Keys to Success”

Moderator:

Japan International Cooperation Agency (JICA), Director General, Human Development Department (Former Director, JICA Senegal Office)
Hiromichi Morishita

Panelists:

APIX – Senegal Investment Promotion Agency
Japan Bank for International Cooperation (JBIC)
Minerals Resources Department, Mining Resources Division II, Research Officer
Takashi Matsuzaki
Representative of a local company (Japanese company operating in Senegal)
Sucre Cube Japan
Miho Sato, Co-founder / COO
Local company (acting as an agent for Japanese companies)
Shinoda Services Sarl, CEO
Oumar Dabo
Representative of an investment fund (impact investment from Japan to Africa)
Ken Shibusawa
Chairman & CEO, Shibusawa & Company



Director General of APIX
Mr. Bathily

Organizer: City of Yokohama; Embassy of the Republic of Senegal in Japan

Cooperation: APIX – Senegal Investment Promotion Agency

Co-organizer: City of Dakar

Supporters:

Japan External Trade Organization (JETRO)

Yokohama Trade Information Center



横浜市



Embassy of Senegal to Japan



JETRO
ジェトロ横浜