

## *The Impact of Japan ODA Assistance to Jamaica through JICA and the Embassy of Japan*



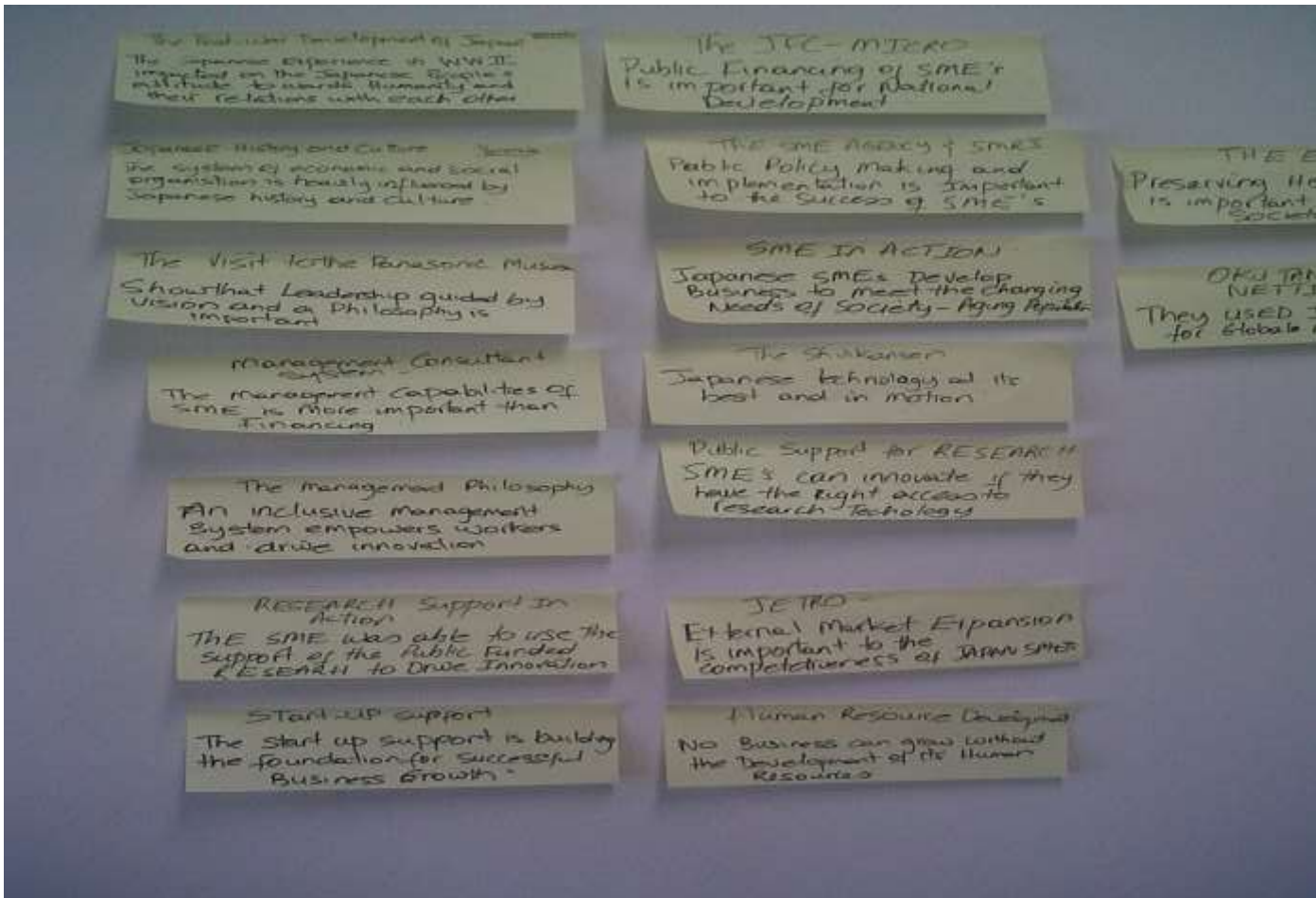
In February 2013, JICA Jamaica through the Ministry of Industry, Investment & Commerce facilitated Collette Campbell to participate in the **JICA SME Development Policies Training Course in Japan**. This is a comprehensive training program that is geared towards sharing the Japanese Knowledge and Expertise in Small Business/Enterprise Development to other countries across the world. Beyond that, the training course incorporated aspects of the Japanese Culture and Philosophy that influenced the successful cultivation of SMEs.

During the training, Participants are exposed to all levels of SME policies development, ranging from the national, regional and local level including interactions with the policy makers, the implementing organisations and the SMEs who are using the benefiting from the policies. The course components covered all the critical areas of SME development such as Policy Development, Technology Support, Management Consulting, Education & Training, Financing, Internationalization, etc.

Upon her return to Jamaica, Collette Campbell armed with knowledge, inspiration, expertise, vision and passion, presented the Action Plan developed in Japan to the Resident Representative of JICA Jamaica, Mr. Masami Shukunobe, **FROM SURVIVAL TO PROSPERITY**, A 5 Year Action Plan aimed at transforming the MSME Sector through a Not-For-Profit Organisation. The full support of JICA Jamaica Office was placed behind the initiative.

Additionally, Ms. Campbell reached out to the Embassy of Japan in Jamaica, to communicate her desire to share what she had learned in Japan. Her vision was to promote the many positive aspects of the Japanese Culture and ways of doing business which would be relevant to Jamaican SMEs and build cultural and business linkages between Jamaica and Japan. The First Secretary, Mr. Hiromoto Oyama and Program Coordinator, Ms. Yusuko Ishige provided support and guidance that assisted in the continued building of relationships between the Embassy Team.

Lessons Learnt in Japan- Stylized Facts



### **THE MAIN ELEMENTS 5 YEAR ACTION ARE:**

- I. The establishment of MSM Enterprise Network Collaborative Initiative
- II. To assist in the creation of an enabling environment for MSME growth and new business creation
- III. To Develop a Management Consultancy System and an MSME Evaluation system
- IV. The provision of Entrepreneurial Education and Training and Research Support to achieve SME Growth and New Business creation
- V. To Develop Creative Financing Models for MSMEs

An integrated approach was used to achieve the objectives outlined in the Action Plan. Beginning with (1) the provision of Entrepreneurial Education and Training and Research to achieve SME Growth and New Business Creation and (2) MSM Enterprise Network Collaborative Initiative. It was recognized that these activities would lay the ground work for the implementation of the other elements of the Action Plan. This was achieved through the development of 3 proposals for technical Assistance from Japan, namely, (1) JICA Follow-up Cooperation Support and Request for JICA Senior Volunteer for Management Consulting and (2) Grants for Grassroots and Human Security Projects from the Embassy of Japan in Jamaica.

### **Support for JICA Follow-Up Cooperation**

The first step of the Japanese Cooperation was the JICA Follow-up Cooperation Support provided resources for the development and implementation of 14 Parish knowledge sharing two-day workshops across the Island. The aim was to bring active and aspiring entrepreneurs under a single roof to introduce them critical elements for success and to introduce them to new business opportunities in the small business sector. The topics sought to integrate the Japanese Knowledge and Technology as a tool to transform the lives of Jamaicans and also use a series of Knowledge sharing workshop to share lessons learnt in Japan with our stakeholders. JICA provided the resources for the successful implementation of workshops, these included laptops, multimedia training equipment, training materials, stipend for presenters.

### **Launch of the JICA Jamaica Follow-up Cooperation**

The JICA Follow-up Cooperation began with the project launch in Mandeville Manchester. The event was widely supported by stakeholders from the local government, public & private sector, international development partners, JICA, the Embassy of Japan, JAAJ, among others.



**Request for JICA Senior Volunteer for Management Consulting**



### **The Manchester Workshop**



The project served as a data gathering and network-building exercise where participants will be asked to furnish relevant information for the initial training needs assessment and related services to establish baseline status data. Insight was gathered on the participant's awareness business opportunities, SME support options, financing options, usage of the modern and emerging ICT by MSMEs & NGOs. Also, to capture information on the needs, challenges, blockages that could be solved collectively, and to identify new products, innovations, processes that are in the local space that could be supported for market expansion.

### **The St Mary Workshop**



Overall, the SME entrepreneurial workshops were successful. Three workshops were held in the parishes of Manchester, St. Mary and St. Thomas. The majority of the participants had never attended any entrepreneurial workshops or were exposed to any form of business training in the past. Over 60% of the participants had a grade nine level education while the rest had less and had some challenges keeping up with the material.

### The St. Thomas Workshop



### **The Participants**

	Manchester	St. Mary	St. Thomas	Total
Participants	28	32	38	98
Male	12	21	14	47
Female	16	11	24	51
SME Owner	24	11	17	52
Potential Entrepreneur	3	12	16	31
Agri-business	1	9	5	15

The total number of persons that participated in the workshops in the three parishes was 98. Of the total persons, the majority of the participants were female, 51 female and 47 males. Manchester had the most participants that were actual business owners, 24 of the 28 participants owned businesses. Overall, 52 of the total participants owned their own businesses, 31 were potential entrepreneurs and 15 of them were doing farming as a business.

**Support From the Embassy of Japan - The Grant for Grassroots and Human Security Projects(GGHP)**

The support under the GGHP facilitated continuation of the Entrepreneurship workshops to additional parishes. They were conducted in the Parishes of St. Elizabeth, South Manchester, Hanover and Portland. The success of these was mainly due to the collaboration with local organisations and community groups.

**Portland**



**St. Elizabeth**



**Hanover**



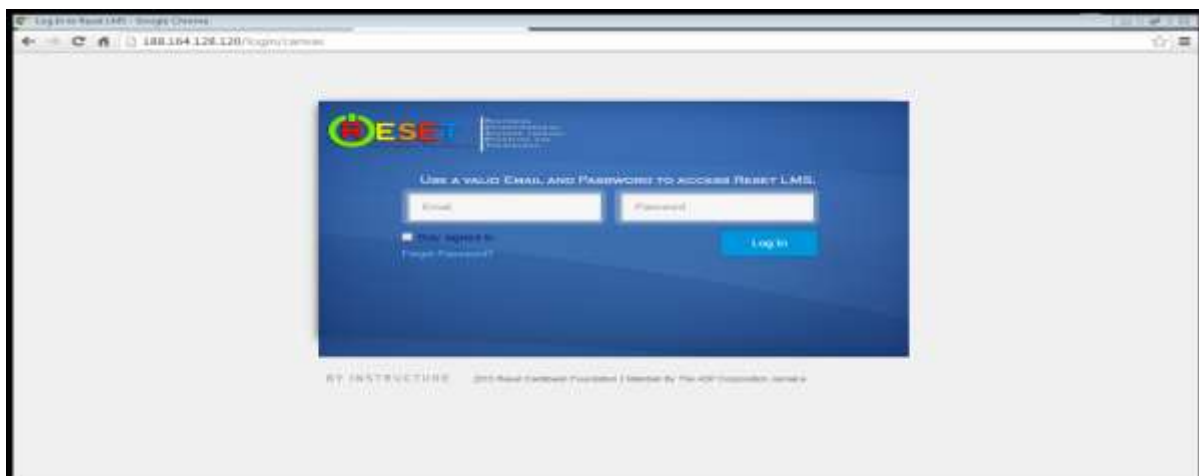
**The Project for the Establishment of Training Facilities for Sustainable Small Business Support.**



Building the capacity of Entrepreneurs and Micro & Small Businesses through education and training to enhance their ability to efficiently manage their businesses and effectively serve their customers. The project provides facilities for face-to-face and online learning systems with self-paced training modules to entrepreneurs and small business owners both in urban and rural communities.

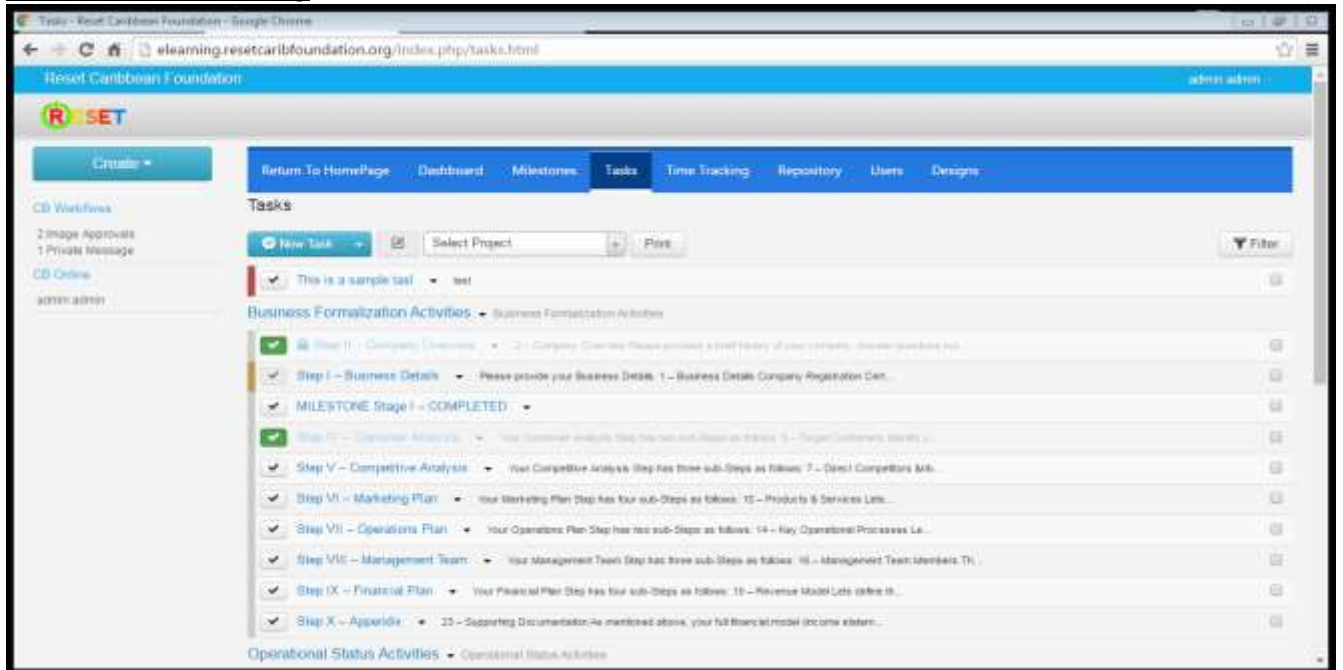
The grant was used to purchase furniture, training equipment, develop a website and a database; create online systems for Learning Management, Business Monitoring, Networking and Marketing, deliver technical trainings and provide transportation services for workshops. Additionally, mobile training equipment were provided to deliver the same high quality training programs in rural communities across the island.

**Online Systems for Learning Management**

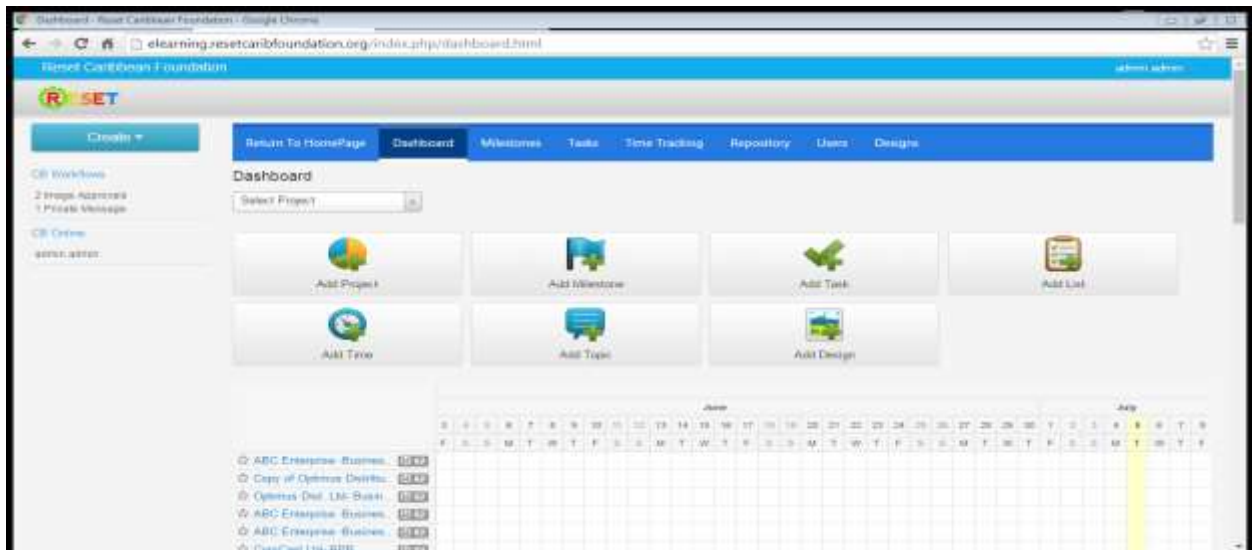


The aim is to use the latest ICT tools to meet the learning needs of all citizens regardless of education levels, geographic location, age or disability. Innovativeness of the Project - Recognizing the weakness in our education system and some learning challenges of citizens, the teaching and learning materials will be made accessible through video, audio, animation, illustrations, traditional reading materials, among other things. The project will also facilitate a mobile training program which will take teaching and learning to communities that do not have internet access.

### **Online Business Planning**



### **Online Business Monitoring**



Online Networking and Marketing



The Handing Over Ceremony in Kingston



## Outcomes

The support from JICA and the Embassy of Japan has assisted RESET to achieve these Tangible Outcomes During the workshops, identified more than 30 Entrepreneurs and SMES that have products and services that are market ready and needs support.

## RESET Client Companies





**RESET** Featured Success Story | EVA Fresh Farms

**You Can Bank On These Piggies**

Increase in capacity: 10 times | Growth in revenue: 3 times | Time to get there: under 12 months

RESET Founder Miriam

Olive Morris displaying 4 trotters



**RESET** Featured Success Story | FRESH PICK

And you thought our peppers were hot...

This fresh produce and naturopathic medicine company is on fire, doubling its revenue in 6 months with a 40% profit margin.

Meet Fresh Pick, a RESET client company that is putting smiles on the faces of small farmers in rural Jamaica.

RESET partners with Cornel Henry of Fresh Pick, to assist the company receive first round of funding to expand its customer base and capture larger orders while helping dozens of small farmers in rural Jamaica get their fresh produce including melons, ginger and peppers to the resorts and major produce stores in Ocho Rios and Montego Bay.

Cornel Henry, the award winning farmer and owner of Fresh Pick, a company that specializes in 100% organic fruits and vegetables as well as a number of naturopathic medicines made from herbs it grows naturally in Jamaica is excited to see his

## Challenges and opportunities identified

- Entrepreneurs and SMEs are facing challenges in the areas of:
- Financing
- Business Advisory Services
- Management Consulting
- Record Keeping
- Equipment
- Distribution and Logistics
- Packaging, Branding and Labelling
- Marketing and Promotions
- Access to Markets

**RESET is seeking to address each issue in a phase by phase manner as the capacity of the organisation increases.**

**RESET is seeking to establish a Distribution System for the entrepreneurs within the Network to ensure that they can deliver their products to clients in a timely and reliable manner.**

**RESET is in the process of establishing its Business Advisory and Management Consultancy Services for SMEs and Entrepreneurs**

**RESET is developing a concept to establish shared services facilities for entrepreneurs and SMES to reduce the cost of production by providing equipment for labelling, packaging, etc.**

## Break-Away From This



**To Achieve This**

## ECONOMICALLY INCLUDED JAMAICANS

