

**SPEECH BY H.E. KAZUYA OGAWA, AMBASSADOR OF JAPAN, ON THE
OCCASION ON COFFEE SEMINAR ON 21st JUNE 2013**

Distinguished guests,

Ladies and gentleman,

It is my great pleasure to attend this Coffee Seminar today. I am delighted that government officials from MINAGRI and NAEB, processors, exporters, JICA headquarters mission members, JICA Rwanda Office officers and Japanese volunteers get together at this seminar not only to exchange information and views on coffee in this country, but also to discuss the future of the coffee industry. I understand the coffee industry is expected to further develop and improve since Rwanda depends largely on exports of coffee for its foreign currency earnings.

Taking this opportunity, please allow me to talk about coffee in Japan. Japan is the fourth country in the world which consumes coffee most, following the United States, Brazil, and Germany. Japan imports coffee from more than 40 countries all over the world and the amount of import from Rwanda was about

339 tons in 2012, which was more than double compared to the previous year.

This shows the amount of import of coffee as absolute quantity is still small, however the amount has gradually increased and Japan will be a promising market in near future.

As I mentioned Japanese consume a lot of coffee, but we don't just drink any coffee. We prefer good quality one, in that sense, Japan is likely to import high-quality coffee. Your neighbor countries such as Ethiopia and Tanzania are famous in Japan as high-quality coffee producers. Fortunately the weather and the climate in Rwanda are as good as in those two neighbors, which means Rwanda has a huge potential to produce high-quality coffee. I sincerely wish that Rwanda makes further effort to produce better quality of coffee and to be known as one of the best coffee producing countries in the world.

In concluding my remarks, I would like to say that it is crucial to grasp the current situation and to clarify future objectives in order to develop coffee industry. Today, we have coffee mission from Japan which consists of experienced specialists in cultivation technique, marketing, managing quality of

products. I believe this mission will provide useful information and instructions to help stakeholders deepen their understanding on producing good quality of coffee. I hope participants will learn a lot from this seminar.

Thank you for your attention.