

Toyota Mobility Foundation to Exhibit at TICAD Business Expo & Conference

-Showcasing Sustainable Mobility Solutions for Rural Kenya-

YOKOHAMA, Japan (August 5, 2025) Toyota Mobility Foundation (TMF), will exhibit at the TICAD Business Expo & Conference, a concurrent event of the 9th Tokyo International Conference on African Development (TICAD9) ^{*1}, to be held at Yokohama, August 2025. At the event, TMF will present the outcomes of its initiatives aimed at enhancing rural economic resilience in Kenya through mobility solutions.

Since 2020, TMF has been working in rural western Kenya to build a sustainable ecosystem that benefits not only local dairy farmers but also their communities and business partners. By improving milk collection logistics to reduce food losses, TMF's initiatives have contributed to better livelihoods for farmers, increased utilization rate at dairy processing facilities, and the creation of employment opportunities for local youth.

As part of its initiatives, TMF has incorporated a holistic approach to revitalizing rural communities. These efforts include the use of renewable energy and cost-saving innovations, digital management of operations and transactions to ensure transparency, recruitment and training of local talent, promotion of women's participation, and contributions to improving Kenya's domestic milk self-sufficiency. Ultimately, TMF aims to refine these practices into a self-sustaining ecosystem model that can be adapted and expanded to other countries and regions facing similar challenges.

In this exhibition, we aim to highlight the tangible results achieved through our ongoing initiatives. By presenting project implementation details, we hope to spark new partnerships and collaborations that will support the broader rollout of our efforts moving forward.

The outline of our exhibition is as follows. For further details, please refer to the related website.

■Outline of our exhibition

1. Japan Fair Booth

Date: August 20-22, 2025

Venue: Pacifico Yokohama, Japan Fair Area, Booth G05

Contents: Introduction to the Dairy Mobility Initiative "Songa Mobility" in Kenya

Exhibition of the electric multi-purpose agri-tool "Kilikawi," designed to support productivity improvements for smallholder farmers.



2. Panel Discussion

Date : August 20, 2025, 12:00-12:45

Venue : Pacifico Yokohama, Japan Fair Area, Stage C

Panelist : Songa Mobility, New Kenya Cooperative Creameries, JICA, TMF

Contents : Transformations and achievements brought by the Songa Mobility initiative in local communities supporting autonomous community activities through collaboration with SHEP (Smallholder Horticulture Empowerment & Promotion).

Also, we are planning to participate in the following event:

3. JICA-IFAD co-hosted special session

“A brighter future for small-scale farmers -The journey and impact of the SHEP Approach in Africa and beyond-”

Date : August 21, 2025, 16:00-18:00

Venue : InterContinental Yokohama Grand “Silk”

Contents : Sharing the current status of SHEP^{*2} and country-level achievements
Introduction of TMF’s initiatives as a case study in private-sector collaboration (scheduled around 16:30–16:40).

^{*1} TICAD : Led by the Government of Japan, this initiative is jointly organized with the United Nations, UNDP, the World Bank, and the African Union Commission (AUC), focusing on African development. Established in 1993, it is now held every three years, alternating between Japan and African countries. (For details [Click here](#))

^{*2} SHEP : JICA’s approach to support smallholder horticulture farmers, aiming to improve farmers’ incomes by transforming their mindset and enhancing their skills.
(For details [click here](#))

■JETRO、JICA related information

<https://www.jetro.go.jp/news/releases/2025/c29e9580ad5125b6.html>

[https://www.jetro.go.jp/events/ticad9/TICAD9 JICA Side Events](https://www.jetro.go.jp/events/ticad9/TICAD9_JICA_Side_Events)

About Toyota Mobility Foundation

The Toyota Mobility Foundation (TMF) was established in August 2014 by the Toyota Motor Corporation (Toyota) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores Toyota’s ongoing commitment to continuous improvement and respect for people. It utilizes Toyota’s expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

Chair Akio Toyoda commented “TMF aims to create a truly mobile society that will help people live better lives no matter where they are.”

For more information about Toyota Mobility Foundation, please contact:
Toyota Mobility Foundation E-mail: info@toyota-mf.org