



Agri-social Innovation triggered by AFRICA ROSE  
—the realities of agri-business development linking Africa and Japan—

Megumi Hagiuda  
Founder & CBO, AFRICA ROSE



# Self introduction

**Megumi Hagiuda,**  
**Founder & CBO, AFRIKA ROSE**



- Born in 1981, in Tokyo, JAPAN**
- Graduated from California State University (BA in International Relations/ Spanish) in 2004**
- Pharmaceutical company (Sale & Mktg/Global HR) 2005-2011**
- Volunteering in Kenya (NGO) 2011-2012**
- Started a company, **AFRIKA ROSE** in 2012**

**Hobbies: Yoga, Craft Beer, Beach Resort, Biodynamic garden**  
**Family: husband and 4yr boy**



## AGENDA

WHAT is AFRIKA ROSE?

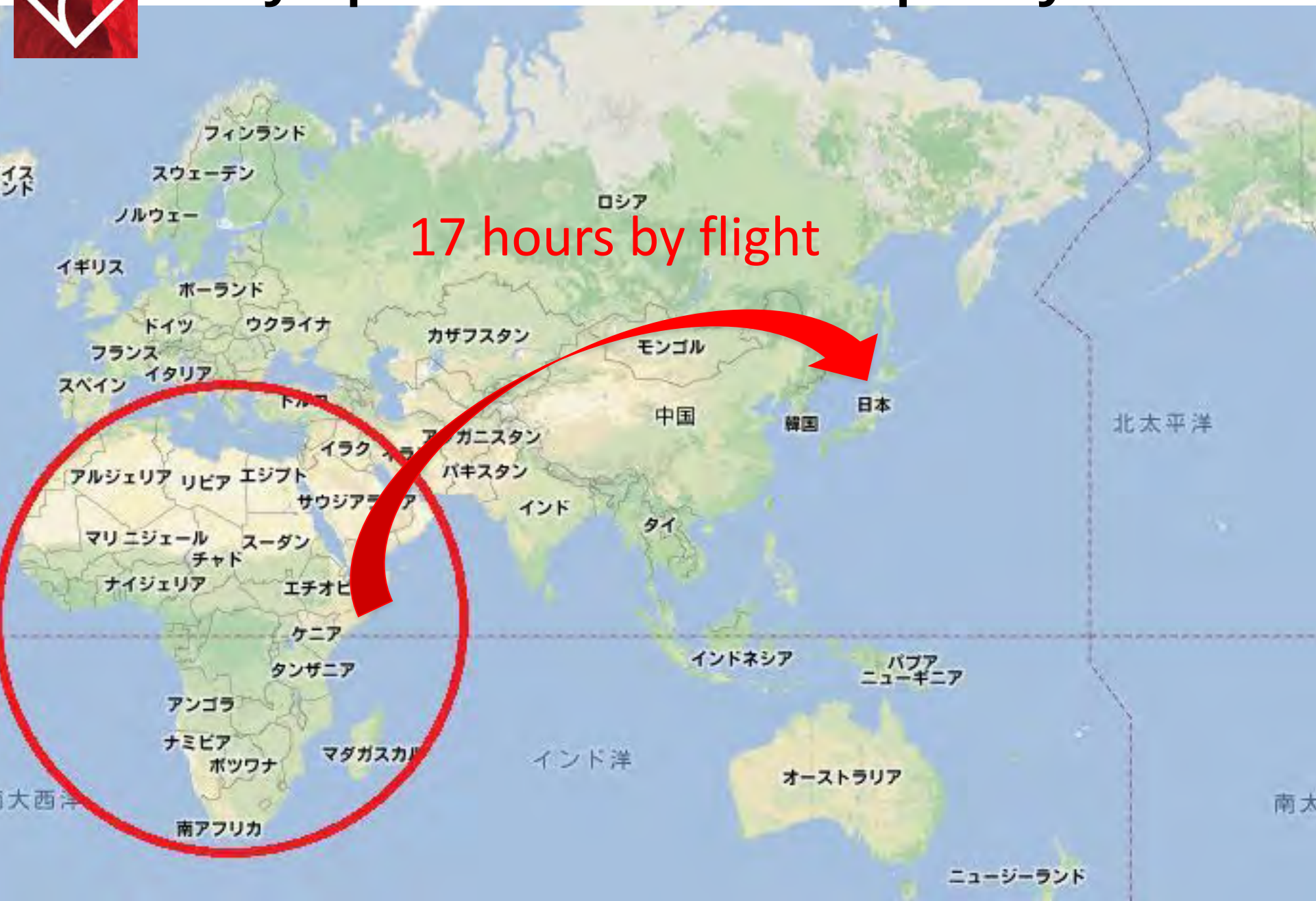
WHY AFRIKA ROSE?

What we do?

Now & Future



# Kenya produces the best quality roses







# Happily growing roses



**2000 workers, 80% is women**





# Exported worldwide, mainly to Europe





# Arrive in our shops

## Hiroo, Tokyo



## Roppongi Hills, Tokyo



## We ship rose bouquets to all over Japan





**In our shop, we have 20-30 varieties.**







**Large flower size, thick stem**



ケニアのバラ10本 日本バラ10本



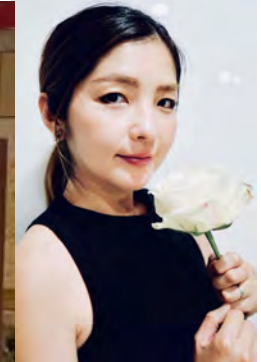
**Long vase life**  
**More than 2weeks**  
**(ave. 3~7days)**







# Our staffs





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WHY AFRIKA ROSE?

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# Attended Model United Nations My eyes opened.



Are they really in trouble or suffering? Are they even poor?  
Do they need our support? Don't we destroy their nature and tradition?



**I came back to Japan and joined a company to be able to sustain myself financially.**



**After working 7 years, I left the company and went to Kenya as a volunteer.**





## Building primary schools in a countryside.



Unemployment rate in 2011 was 40% in Kenya. Kids cant go to school because their parents are out of job.



**“How can I help you?”  
from a head teacher of a primary school**

**“Am I weakening them?/ making them dependent?”**





**I met roses on the street in July 2021.**





**In 2012, I imported roses for the first time.**







# Lessons







## Event at Alfa Romeo





## Event with DIOR on International Women Day.





## Collaboration with a sustainable watch brand







# 650 members community “Rose Ambassador”



rose\_ambassador

...



rose\_ambassador

...



1/8





# Rose farm in Kenya



## # of staffs

In 2012

150

In 2013

380

In 2015

1500

In 2016

1830

In 2020

2000

## Welfare

Free clinic, Free lunch, scholarship, classroom donation, PC donation, Water Tank donation, etc.



**We visit the rose farm every year with our customers.**







# Covid-19



**緊急企画**

## 世界のバラ農園を救いたい!

ケニア、エチオピア、コロンビア、エクアドルは世界的に有名なバラの産地。新型コロナウイルスの影響で主な輸出先であるヨーロッパに輸出される予定だったバラは行き場を失い1日に数十万本が捨てられています。



**#STAYHOMEwithROSES**  
It could save lives



## Carbon offset program



**We calculate how much CO<sub>2</sub> is produced by growing and shipping roses, we offset the CO<sub>2</sub> by donating Kenyan NGO which plant trees. (1ton of CO<sub>2</sub> = 1tree)**

**Our customers can participate this action by adding 5 cents each rose.**





**Happy ecosystem through the earth.**



**AFRIKA ROSE is spreading happiness by love ecosystem.**