



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

Developed Market Oriented Export Promotion Strategy
/ Marketing Strategy (C)

課題別研修「先進国市場を対象にした輸出振興/マーケティング戦略(C)」

JFY 2015

NO. J1504275 / ID.1584650

Course Period in Japan: From January 17, 2016 to February 20, 2016

This information pertains to one of the JICA Knowledge Co-Creation Program (Group & Region Focus) of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

'JICA Knowledge Co-Creation (KCC) Program' as a New Start

In the Development Cooperation Charter which is released from the Japanese Cabinet on February 2015, it is clearly pointed out that *"In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together."* We believe that this 'Knowledge Co-Creation Program' will serve as a center of mutual learning process.

I. Concept

Background

Today, export promotion is expected to play a major role in economic development of many developing countries. However, most of the exports from developing countries are raw materials rather than processed products. For further contribution to the local industries, it is important to export value-added products. Insufficient quality of products, ineffective marketing and promotion prevents developing countries to export value-added products to developed countries.

The goal of this training program is to acquire a new approach of export promotion for developing countries to developed countries' market. The essence of this approach is to convert our concept from "Product-out" to "Market-in". In other words, it is to develop value-added products according to the potential markets' needs. For achieving this goal, effective skills of market research, product development, branding, promotion and communication with potential customers are essential. This training program will be focused on learning "Market-in" export promotion concept and practical skills.

For what?

This program provides participants with opportunity to acquire skills on market-oriented export promotion of locally made unique products. Participants will learn practical knowledge of marketing and export promotion, including understanding of customers in developed countries, effective product development, branding, effective design and usage of promotional tools.

For whom?

This program is offered to 1) officials who are engaged with export promotion in governmental organizations or regional institutions and 2) managers of private sector institutions or associations, such as cooperatives, CCIs(Chamber of Commerce and Industrys) or industry groups which are willing to promote export of their products.

How?

Participants will have opportunities to acquire practical approaches and methods of marketing and promotion for promoting export of their products to the developed market. Participants are expected to learn the essence of successful promotion, branding and promotion by case studies, lectures and workshops. This program focused on learning practical skill and knowledge, thus it requires participants' active participation for the program, including discussions and workshops during the training program as well as assignments before coming to Japan.

II. Description

- 1. Title (J-No.): Developed Market Oriented Export Promotion Strategy / Marketing Strategy (C) (J1504275)**
- 2. Course Period in JAPAN**
January 17, 2016 to February 20, 2016
- 3. Target Regions or Countries**
Bolivia, Dominican Republic, Ecuador, Mexico, Nicaragua, Paraguay and Peru
- 4. Eligible / Target Organization**
This program is designed for 1) officials who are engaged with export promotion in governmental organizations or regional institutions and 2) managers of private sector institutions or associations, such as cooperatives, CCI's or industry groups which are willing to promote export of their products.
- 5. Course Capacity (Upper limit of Participants)**
10 participants
- 6. Language to be used in this program:**
Spanish
(Application form and documents to be submitted must be written in English)
- 7. Course Objective:**
Participants acquire market-oriented approach of export promotion of local products to developed countries, based on the partnership between public and private organization .
- 8. Overall Goal**
Projects to export the products of participants' countries to the developed market are planned and implemented in the participants' country.

9. Expected Module Output and Contents:

This program consists of the following components. Details on each component are given below:

Expected Module Output	Subjects/Agendas	Methodology
1. Participants can understand the market trend of developed countries	① Understand consumer's behavior (especially Japanese consumer's behavior) on selecting products.	Lecture
2. Participants can find out potential products to export to developed market.	② Finding out the potential products to export by analyzing the local resources and domestic industry	Report
	③ Analyzing the strength of their potential products in the global market	Presentation Discussion
3. Participants understand the market needs by using appropriate market researching methods	④ Basic knowledge about market research methods	Lecture
	⑤ Conducting market researches (e.g. interview with Japanese companies, questionnaire,)	Field visit Exercise
4. Participants can explain the market oriented approach of product development and branding for effective promotion of their local products to the target market.	⑥ Market oriented approach of product development (theories and case studies)	Lecture Field visit and Exercise
	⑦ Theories and case studies of Branding	Lecture Field visit and Exercise
5. Participants can explain how to create/use effective promotional tools (brochure, websites, publicity and exhibition).	⑧ How to make effective promotional tools (websites, leaflets etc.)	Lecture Field visit and Exercise
	⑨ How to find and communicate with potential customers effectively (effective use of exhibition, how to cultivate sales channels, learning business customs)	
6. Participants make a plan to promote export of their domestic products to developed market.	⑩ Action plan presentation	Presentation

III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the project to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.

2. Nominee Qualifications:

Applying Organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications:

- 1) Current Duties:
Participants from public organizations: officials who are engaged in export promotion.
Participants from private organizations/companies: managers who are engaged in export promotion or sales promotion in cooperatives, CCIs, or industry groups.
- 2) Experience in the relevant field: have more than 3 years' experience in the field of export promotion.
- 3) Educational Background: be a graduate of university.
- 4) Good command of Spanish
- 5) Those who can prepare and submit application form in English, English ability is not considered for the program.
- 6) Health: must be in good health, both physically and mentally, to participate in the Program in Japan.
- 7) Must not be serving any form of military service.

(2) Recommendable Qualifications:

- 1) Age: between the ages of twenty-five (25) and forty-five (45) years
- 2) To be able to communicate everyday conversation in English

3. Required Documents for Application:

- (1) **Application Form:** The Application Form is available at the JICA office (or the Embassy of Japan).

*Pregnancy

Pregnant participants are strictly requested to attach the following documents in order to minimize the risk for their health:

1. letter of the participant's consent to bear economic and physical risks,
2. letter of consent from the participant's supervisor, and
3. doctor's letter with permission of her training participation.

Please ask JICA Staff for the details.

- (2) **Photocopy of passport:** to be submitted with the Application Form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

- (3) **Job Report & Issue Analysis Sheet (IAS):** to be submitted with the application form. Job Report: one for Officials who are engaged with export promotion in governmental organizations or regional institutions, another one for Managers of private sector institutions or association, and IAS are necessary documents for screening of nominees and each nominee is required to submit his/her Job Report and IAS together with an Application Form. The documents should be completed in accordance with descriptions of Annex-1(Job Report) and Annex-2(Issue Analysis Sheet). Each applicant should submit his/her IAS with approval of his/her superior and an IAS without approval of an applicant's superior is not accepted.
- (4) **Experience on Export Promotion to Developed Countries:** to be submitted with the application form. The information should contain activities taken at the promotion and issues applicant faced at the promotion.
- (5) **Proposal of Product for Export to Japanese Market:** to be submitted with the application form. The information should contain name, category and photos of the product and reasons for selecting the product. This will be the starting step for the training course.

4. Procedures for Application and Selection:

(1) Submission of the Application Documents:

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN by November 17, 2015.**

(2) Selection:

After receiving the documents through proper channels from your government, the JICA office (or the Embassy of Japan) will conduct screenings, and then

forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.*

(3) Notice of Acceptance:

Notification of results will be made by the JICA office (or the Embassy of Japan) not later than **December 17, 2015.**

5. Conditions for Attendance:

- (1) to strictly adhere to the program schedule,
- (2) not to change the program topics,
- (3) not to extend the period of stay in Japan,
- (4) not to be accompanied by family members during the program,
- (5) to return to home countries at the end of the program in accordance with the travel schedule designated by JICA,
- (6) to refrain from engaging in any political activities, or any form of employment for profit or gain,
- (7) to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation, and
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

(1) **Name:** JICA KYUSHU (Training Program Division)

(2) **Contact:** kictp@jica.go.jp

2. Travel to Japan:

(1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.

(2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

3. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

JICA Kyushu International Center (JICA KYUSHU / KIC)

Address: 2-2-1 Hirano, Yahata Higashi-ku, Kitakyushu-shi,
Fukuoka, 805-8505 Japan

TEL: 81-93-671-6311 FAX: 81-93-671-1350

URL: <http://www.jica.go.jp/kyushu/index.html>

4. Expenses:

The following expenses will be provided for the participants by JICA:

(1) Allowances for accommodation, meals, living expenses, outfit, and shipping,

(2) Expenses for study tours (basically in the form of train tickets),

(3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included),
and

(4) Expenses for program implementation, including materials.

For more details, please see "III. ALLOWANCES" of the brochure for participants titled "KENSU-IN GUIDE BOOK," which will be given before departure for Japan.

5. Pre-departure Orientation:

A pre-departure orientation will be held at the respective country's JICA office (or Embassy of Japan), to provide participants with details on travel to Japan, conditions of the participation in the Program, and other matters.

V. Other Information

1. Report and Presentation

(1) Job Report & Issue Analysis Sheet (IAS)

Each applicant is required to submit his/her own Job Report & Issue Analysis Sheet following the instruction. Participants will have a presentation of his/her Job Report & Issue Analysis Sheet up to 10 minutes at the earlier stage of the training in order to share knowledge and background with other participants as well as instructors. Visual materials such as Power Point and pictures may be helpful for your presentation if you bring them with you.

(2) Action Plan

Participants are required to make an Action Plan at the end of the training to express your idea and plan which you carry out after your return, reflecting the knowledge and method you acquire from the training. Each person will have 10 minutes for presentation.

2. Certification

Participants who have successfully completed the training program will be awarded a certificate by JICA.

3. Remarks

JICA training is implemented for the purpose of development of human resources who will promote the advancement of the countries, but not for the enrichment of individuals nor private companies. Matters of a trade secret and patent techniques will remain confidential and inaccessible during the training.

VI. ANNEX:

- 1. Job Report (Annex-1)**
- 2. Issue Analysis Sheet (Annex-2)**

***Developed Market Oriented Export Promotion Strategy / Marketing
Strategy (C)***

Job Report

Governmental Organization in charge of promotion of export

Name:

Country:

Organization and present post:

E-mail:

Remarks 1: The Report should be typewritten in English (12-point font, A4 size paper), and total pages of the report should be limited to 3 pages

Remarks 2: Each participant is required to have presentation in 10 minutes based on this Job Report and IAS at the early stage of the training for the purpose of making the training more effective and fruitful by comprehending the situations and problems of the participants each other.

1. Measures of entrepreneurs and local industry development support in your organization

- 1) Main policy of entrepreneurs and local industry development support
- 2) Does it function smoothly? If not, what is the reason?
- 3) What kind of industry and business category is targeted for entrepreneurs and local industry development support?
- 4) Problems of entrepreneurs and local industry development support
- 5) Business category your organization focus on and its present situation

2. Your organization and your task

- 1) Organization chart:
Please draw a chart of your organization including the department (section) names with the number of staffs in it and mark where you are positioned.
(The chart should be attached and not be counted in this page limit.)
Please describe a duty of each department (section) briefly.
- 2) Brief description of your assignments.

3. Expectations for the training course

1) Your purpose of participating in the course

2) Subjects of the course which you are interested in the most

[These kind of information are very important to implement the training course.

Please write your answers in IAS shown in P.14 after reading carefully IAS

Guideline (p.13)]

4. Write if there is a theme you want to know in particular

***Developed Market Oriented Export Promotion Strategy / Marketing
Strategy (C)***

Job Report

Managers of private sector institutions or associations

Name:

Country:

Organization and present post:

E-mail:

Remarks 1: The Report should be typewritten in English (12-point font, A4 size paper), and total pages of the report should be limited to 3 pages

Remarks 2: Each participant is required to have presentation in 10 minutes based on this Job Report and IAS at the early stage of the training for the purpose of making the training more effective and fruitful by comprehending the situations and problems of the participants each other.

1. Your company

- 1) Category of business
- 2) Scale of operation (annual turnover, market share, etc)
- 3) Date of establishment
- 4) Handling products and specialty products
- 5) Business contents

2. Your organization and your task

- 1) Organization chart:

Please draw a chart of your organization including the section names with the number of staffs in it.

Please describe a duty of each department (section) briefly.

- 2) Brief description of your task

3. Expectations for the training course

- 1) Your purpose of participating in the course
- 2) Subjects of the course which you are interested in the most

[These kind of information are very important to implement the training course.

Please write your answers in IAS shown in P.14 after reading carefully IAS Guideline (p.13)]

4. Write if there is a theme you want to know in particular

Issue Analysis Sheet (IAS) Guidelines

1. What is IAS?

- (1) IAS is a tool to logically organize relationships between issues and contents of the training program in Japan.
- (2) IAS will help the nominee to clarify his/her challenges to be covered in each expected module output and to formulate solutions to them.
- (3) The sheet is to be utilized as a logical process control sheet to draw up improvement plans for the issues by filling out the sheet in phases from prior to the nominee's arrival through to the end of the training.
- (4) In addition, it is used for the course leader and lecturers to understand the issues that each participant is confronting, and provide him/her with technical advice, useful references and solutions through the training program in Japan.

2. How to fill out IAS?

- (1) Please describe the issues you (your organization) confronts in column **"A: Issues that you (your organization) confront(s) "**

Prepare the separate rows for each problem; if necessary, please add new rows.

- (2) In column **"B: Actions that you (your organization) are (is) taking"**, please describe actions that you (your organization) are taking to solve the issues shown in **"Column A"**

This information is very important to carry out the training course and also to make Action Plan as a fruit of the training.

- (3) In order to solve issues, you (your organization) need various types of information, so you hope to participate in this training course.

The main purpose of this training course is to provide the information you need. The contents of this course shown in **9.Expected Module Outputs and Contents) on P.3.**

Referring to the "List of Subjects" in this table, please extract subjects from which you expect to get useful information you need, and write their Subject name in column **"C:Subjects No. "**

You can input as many subjects as you think the subjects are related.

You do not need to input "Subject Titles" into the chart, but only "Subject No."

Issue Analysis Sheet (IAS)

Name: _____

[A] Issues that you (your organization) confront(s).	No	[B] Actions that you (your organization) are (is) taking.	[C] Subject *)
1			
2			
3			

[C] Please write the **Subject No.** *) you most expect to get the information you need.

*)Please refer the Number of Subject/Agenda shown in the tables of this General Information (P.3)

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap. JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

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