



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 2017
NO. J1704308 / ID.1784650
Course Period in Japan: From September 3, 2017 to October 7, 2017

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 Program (KCCP)' as a New Start

In the Development Cooperation Charter which was 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 Industry) 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) (J1704308)

2. Course Period in JAPAN

September 3, 2017 to October 7, 2017

3. Target Regions or Countries

Dominican Republic, Ecuador, Honduras, 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.

* Both of 1) and 2) must have rich professional experience of providing business supporting service for export marketing.

* In addition, 1) and 2) must present the information of products that have already been exported or are intended to export to the markets of developed countries, such as Japanese market.

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
To understand the importance of export promotion to foster national industry and to be able to explain export promotion strategy based on strength and distinctive features of domestic industry	1) Hearing of IAS 2) Job report presentation 3) Kitakyushu market visit (Department store, GMS, DIY) 4) Analysis WS on your export goods & products	Discussion Lecture Presentation Field Visit
To perform the merchandise development and brand development to impart the value to overseas consumers by comprehending attractive points of domestic merchandise	5) Visit to Kyokuto Fadie (Coffee Business) 6) Visit to Fukuoka Agriculture and Forestry Research Center (The development of strawberry, "Amaou") 7) Universal design 8) Visit to Printing & Packaging Company 9) The customer satisfaction in Japan 10) Quality of food packaging 11) Inspection of imported food 12) Visit to Tree of Life (Product development & marketing in herb/aromatherapy business) 13) International standard on food quality & safety 14) Management support for Small & Medium Enterprises (SME) 15) Visit to Kitakyushu Central Wholesale Market	Lecture Field visit and Discussion
To acquire practical marketing activity and apply to domestic merchandise	16) Solutions to better export sales 17) Basic procedure ways & methods on marketing 18) Approach to export promotion 19) Marketing for the Japanese market 20) Methods & concepts on market research 21) Promotion methods & concepts by advertisement 22) Visit to West Japan Industry and Trade Convention Association (Exhibition Promotion) 23) Digital marketing 24) Risk management in international trade 25) JETRO-Promoting international business	Lecture Field visit and Exercise

To formulate a plan to promote export of domestic products to the markets in developed nations	26) Lecture on action plan 27) Evaluation & Discussion of the available Information 28) Review & Discussion 29) Action plan presentation	Discussion Presentation
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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:
 - The personnel from public organizations: officials who are engaged in export promotion.
 - The personnel from private organizations/companies: managers who are engaged in export promotion or sales promotion in cooperatives, CCIs, or industry groups.
 - * Candidates must have rich professional experience of providing business supporting service for export marketing.
 - * In addition, candidates must present the information of products that have already been exported or are intended to export to the markets of developed countries, such as the Japanese market.
- 2) Experience in the relevant field: have more than 3 years' experience in the field of export promotion.
- 3) Educational Background: be a university graduate.
- 4) Language: 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. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

(2) Recommendable Qualifications

Expectations for the Participants:

- 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)**.

(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. 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. 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 July 3, 2017**.

(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.* Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than August 3, 2017**.

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: 81-93-671-0979
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. 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)