



# Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

INDUSTRIAL DEVELOPMENT AND PROMOTION UTILIZING  
LOCAL RESOURCES(B)  
(ONLINE)

課題別研修「地域の特色を活かした産業振興(B)」  
JFY 2021

Course No. 201905829J002 / 202006537J001

Online Program Period: From January 25, 2022 to February 26, 2022

This information pertains to one of the JICA Knowledge Co-Creation Programs (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)

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**

Regardless of “developed” or “developing” countries, it is common that the regions within a country have abundant resources in its characteristic culture, tradition, history, geographic environment as well as natural resources. The key is how we can utilize those resources for regional industrial development.

In this program, we take an example of Kyushu, a south-west region of Japan. This area has achieved unique development in the environmental industry, agricultural products, ceramics, tourism and so on. Oita prefecture is origin of OVOP(One Village One Product).

Nowadays, the region not only maintains the production of these conventional products but also they have built on the technologies to produce conventional products in order to expand their business in new areas and other various niche markets, by collaborating with national and local (prefectural and municipal) public institutions, universities, and business associations.

The participants will learn the experience of Kyushu region in Japan to see how they achieved the industrial development. The participants will also learn about the roles of the public sector by focusing on policies and supporting measures, including those to support the small and medium-sized enterprises (SMEs) in the region.

## **For what?**

This program aims to provide concrete examples of regional development utilizing local resources for the participants to reflect their industrial development policies/supporting measures in their countries

“Resources” in the title of this program do not only mean natural resources but also historical and geographical conditions as well as human resources that affected the way of development.

## **For whom?**

This program is designed for those who are engaged in designing and implementing national/regional industrial development policy and supporting measures including SME development, and those who are in charge of public-private collaboration or business associations such as chamber of commerce and industry.

## **How?**

During the program, the participants will learn 1) current economic situation and historic background of the Kyushu region, 2) promotion policies and supporting measures of industrial development, 3) mechanism of public-private-academia collaboration, and public/private institutions such as chamber of commerce and industry, and industrial development centers, and 4) concrete examples in Fukuoka, Oita and Saga Prefecture by ONLINE program.

## ***II. Description***

- 1. Title (Course No.): Industrial Development and Promotion Utilizing Local Resources (B) (201905829J002 / 202006537J001)**
- 2. Course Duration in JAPAN**  
January 25, 2022 to February 26, 2022
- 3. Target Regions or Countries**  
**201905829J002: 10 participants**  
Argentina, Colombia, Cuba, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Paraguay and Peru  
**202006537J001: 3 participants**  
Bolivia, Cuba and Dominican Republic
- 4. Eligible / Target Organization**  
Central and Regional/Local government in charge of regional industrial development and promotion, and private associations such as chamber of commerce
- 5. Course Capacity (Upper limit of Participants)**  
13 participants
- 6. Language to be used in this program:**  
Spanish
- 7. Course Objective:**  
The participants will be able to consider implementation of the similar policies/activities for regional industrial development and promotion through learning the practices carried out in Japan focusing on the development of industries utilizing local resources.

## 8. Output and Contents:

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

Expected Module Output	Subjects/Agendas	Methodology
To analyze the current industrial development and promotion in respective countries/areas utilizing local resources,	1. Job Report Presentation 2. Issue resolution using IAS 3. Task extraction based on IAS	1. Discussions 2. Presentation 3. Lectures
To understand the current situation of industrial development and promotion in Kyushu region utilizing regional characteristics	4. Regional promotion by agricultural cooperative (Oyama Town) 5. Town planning in Yufuin 6. Industrial promotion utilizing Arita porcelain 7. Overcoming pollution in Kitakyushu and fostering environmental industry 8. Utilization of compost	1. Lectures
To deepen the understandings on systems and practices of implementation of regional industrial development and promotion utilizing local resources	9.Branding design 10.Construction of business models 11.Basics of business strategy 12.Marketing strategies 13.Creating and executing a business plan 14.Business planning and management analysis for industrial promotion 15. Japanese manufacturing 16. Champion product packaging and colors	1. Lectures 2. Discussions

<p>To understand the relationships for the regional industrial development and promotion among Public/Private/Academia</p>	<p>17. Efforts for regional revitalization in Japan (SMEs, agriculture, forestry and fisheries, tourism)  18. Japan's SME Policy  19. Role of Commercial Chamber for industrial development  20. How to promote the agriculture, forestry and fisheries industry (Case of Fukuoka Prefecture)  21. Agricultural-commercial-industry cooperation as an agricultural promotion measure, sixth industrialization, local production for local consumption</p>	<p>1. Lectures  2. Discussions</p>
<p>To consider and develop action plans based on the learnings through the training for regional industrial development utilizing characteristics in respective countries/areas.</p>	<p>22. Lecture for making action plan  23. Guidance for making action plan  24. Action plan presentation</p>	<p>1. <b>Lectures</b>  2. Discussions  3. Presentation</p>

Notice 1: This program is implemented using Zoom, which is a web conferencing system. Please prepare the communication environment in advance. If it is difficult to prepare the communication environment, please contact the JICA office in your country.

Notice 2: Tentative schedule will be shown on the next page. Lectures will be held from 8 am to 11 am Japan time from Tuesday to Saturday every week, from Jan. 25 to Feb. 26, in other words, from Monday to Friday every week in the afternoon or night, from Jan. 24 to Feb. 25 in your countries. Please consider the time difference with your country and Japan, and do not mistake the participation time.

Industrial Development and Promotion on utilizing Local Resources

Tentative Schedule

*Day (Japan Time)		Japan Time(8:00AM~ 11:00AM)
		Subject
2022/1/25	Tue	Course Orientation
26	Wed	Issue resolution using IAS(Issue Analysis Sheet)
27	Thu	Task extraction based on IAS
28	Fri	Job Report Presentation
29	Sat	Efforts for regional revitalization in Japan (SMEs, agriculture, forestry and fisheries, tourism)
30	Sun	
31	Mon	
2022/2/1	Tue	Regional promotion by agricultural cooperative (Oyama Town)
2	Wed	Town planning in Yufuin
3	Thu	Industrial promotion utilizing Arita porcelain
4	Fri	Overcoming pollution in Kitakyushu and fostering environmental industry
5	Sat	Lecture for making action plan
6	Sun	
7	Mon	
8	Tue	Champion product packaging and colors
9	Wed	How to promote the agriculture, forestry and fisheries industry (Case of Fukuoka Prefecture)
10	Thu	Agricultural-commercial-industry cooperation as an agricultural promotion measure, sixth industrialization, local production for local consumption
11	Fri	Japanese manufacturing
12	Sat	Japan's SME Policy
13	Sun	
14	Mon	
15	Tue	Role of Commercial Chamber for industrial development
16	Wed	Construction of business models(Business plan training #1)
17	Thu	Guidance for making action plan
18	Fri	Branding design
19	Sat	Basics of business strategy(Business plan training #2)
20	Sun	
21	Mon	
22	Tue	Marketing strategies(Business plan training #3)
23	Wed	Utilization of compost
24	Thu	Business planning and management analysis for industrial promotion
25	Fri	Creating and executing a business plan(Business plan training #4)
26	Sat	Action plan presentation / Closing ceremony

\*In your country, it will be the day before due to the time difference.

### ***III. Eligibility and Procedures***

#### **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:**

The program is not designed to provide know-how to develop specific industrial sector. The participants are expected to identify lessons from the policy assistance, mechanism and systems behind the cases in the Kyushu region and consider policy implication for his/her country, even though the same industry does not exist in his/her country.

##### **(1) Essential Qualifications**

- 1) Current Duties: personnel in charge of regional industrial development and promotion and enthusiasm for steady implementation of the plan for the respective countries, region, areas
- 2) Experience in the relevant field: more than 1-year experiences
- 3) Educational Background: be a graduate of university or equivalent,
- 4) Age: between the ages of twenty-five (25) and fifty (50) year
- 5) Language: Good command of Spanish. Those who can prepare and submit application form in English. English ability is not a requirement for the program.

##### **(2) Recommendable Qualifications**

- 1) To be able to communicate everyday conversation in English.
  - 2) Age: between the ages of twenty-five (25) and fifty (50) years.
- \*Gender Consideration : JICA is promoting Gender equality. Women are encouraged to apply for the program.

#### **3. Required Documents for Application**

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

\* If you have any difficulties/disabilities, which require assistance, please specify necessary assistances in the Medical History (1-(d)) of the application forms. It may allow us (people concerned in this course) to prepare better logistics or

alternatives.

- (2) **Photocopy of passport:** to be submitted with the application form, if you possess your passport. 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:** to be written in English and be submitted with the application form. Job Report is used for screening of participants. It is a report to understand an outline of an organization that a nominee belongs to as well as his/her work experience in relevant fields. The report should be completed in accordance with descriptions of Annex-1.

- (4) **Issue Analysis Sheet (IAS):** to be written in English and be submitted with the application form. The IAS is used for screening of participants. It is a tool that logically organizes relationships between issues or problems which a nominee's organization is facing with and the subjects to be covered in the training program. The sheet should be completed in accordance with the descriptions in Annex-2.

#### 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 Kyushu by December 10, 2021**)

##### (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.*

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



### **(3) Notice of Acceptance**

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than December 28, 2021.**

### **5. Document(s) to be submitted by accepted candidates**

POWER POINT Presentation Document of Job Report - to be submitted by January 17, 2022:

Before starting the program, accepted candidates are required to prepare several pages of a POWER POINT Presentation Document of Job Report. The Document should be written in English and be sent to JICA by January 17, 2022, preferably by e-mail to “kictp@jica.go.jp” and “shukuri@kita.or.jp”. When you use Power Point, it is preferable to a font size of more than 24 points and not to use pictures in the background. Further details of the requested contents of the Presentation Document will be informed together with the notification of the acceptance.

If the documents are not submitted by the deadline, the acceptance might be canceled.

### **6. Conditions for Attendance:**

- (1) to strictly adhere to the program schedule.
- (2) to prepare the terminals used (computer, webcam, microphone and earphone) and the Internet environment to participate online program.
- (3) to work assignments and submit them

## ***IV. Administrative Arrangements***

### **1. Organizer:**

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

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

**Person in charge:** Yukimasa Nakano

**(3) URL:** (a) Introduction of JICA Kyushu

<https://www.jica.go.jp/kyushu/english/office/index.html>

(b) Introduction of Knowledge Co-Creation Program

<https://www.youtube.com/watch?v=SLurfKugrEw>

### **2. Implementing Partner**

**(1) Name:** Kitakyushu International Techno-cooperative Association(KITA)

**(2) URL:** <http://www.kita.or.jp/english/>

## ***V. Other Information***

### **1. Reports Presentation**

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

Accepted participants will make a presentation of his/her Job Report & IAS in up to 12 minutes (including interpretation if necessary) by Zoom (WEB conference system) at the early stage of the training program in order to share knowledge and background with other participants as well as the course leader and lecturers.

#### **(2) Action Plan**

Accepted participants are required to formulate an action plan at the end of the training program to show your ideas and plans, which you carry out after this program, reflecting the knowledge and method acquired from the training. Each participant will have 12 minutes (including interpretation if necessary) for presentation by Zoom.

### **2. 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 or 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)**

## Annex-1

### ***Industrial Development and Promotion Utilizing Local Resources (B) Job Report***

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 (including interpretation if necessary) 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.

It is also requested to prepare a POWER POINT for the presentation.

**Remarks 3:** Please itemize your answer and make them specific.

#### **1. Current situation of industrial development and promotion utilizing local resources in your country**

- 1) What kind of industry and business category is targeted for industrial development and promotion utilizing local resources?
- 2) How are you supporting those industrial development and promotion?
- 3) Problems of industrial development and promotion, if any

#### **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. Existing challenges in your section**

- 1) Challenges you are facing in your section (→related to IAS “Column A”: Issues you confront)
- 2) Countermeasures for these challenges (→related to IAS “Column B: Actions that you are taking)
- 3) Obstacles in the process of solving those challenges

#### **4. 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
- 3) How do you expect to apply skills and knowledge for overcoming challenges according to listed items in curriculum (in the previous section) after you return to your home country?

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

## Annex-2

### 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 during the training program.
- (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.

#### 2. How to fill out IAS?

- (1) Please describe the issues you confront in column "**A: Issues that you confront**".  
You shall describe challenges you are facing in your section also in the Job Report. Among them, in column A, please describe only those issues you expect to solve utilizing information and knowledge being delivered in this training course. Prepare the separate rows for each problem; if necessary, please add new rows.
- (2) In column "**B: Actions that you are taking**", please describe actions that you 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) It's not necessary to fill in column "**I : Task or the information that I need**", column "**II : Useful information that I obtained/found**" and column "**III: Lecturer**". These columns shall be filled out during the training.
- (4) "**Column I**" shall be clarified and filled out in the subject "**Task extraction using IAS**" implemented at the earlier time in the training.
- (5) "**Column II**" and "**Column III**" shall be filled out during the training and you are required to present completed IAS in the subject "**Action Plan Presentation**"

## *Issue Analysis Sheet (IAS)*

Country: \_\_\_\_\_

Name: \_\_\_\_\_

No	<b>【A】 Issues that you confront.</b>	<b>【B】 Actions that you are taking.</b>	
1			
	<b>【 I 】 Task or The information that I need.</b>	<b>【 II 】 Useful information that I obtained /found.</b>	<b>【Ⅲ】 Lecturer</b>

No	<b>【A】 Issues that you confront.</b>	<b>【B】 Actions that you are taking.</b>	
2			
	<b>【 I 】 Task or The information that I need.</b>	<b>【 II 】 Useful information that I obtained /found.</b>	<b>【Ⅲ】 Lecturer</b>

No	<b>【A】 Issues that you confront.</b>	<b>【B】 Actions that you are taking.</b>	
3			
	<b>【 I 】 Task or The information that I need.</b>	<b>【 II 】 Useful information that I obtained /found.</b>	<b>【Ⅲ】 Lecturer</b>

**【 I 】,【 II 】,【Ⅲ】** These columns will be filled during the training course.

**\*You shall describe challenges you are facing in your section also in the Job Report. Among them, in column A, please describe only those issues you expect to solve utilizing information and knowledge being delivered in this training course.**

## ***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 300 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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