



# **【Online】 Knowledge Co-Creation Program (Group & Region Focus)**

**General Information on**

**DEVELOPED MARKET ORIENTED EXPORT PROMOTION  
STRATEGY / MARKETING STRATEGY (A)**

**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 (A)」**

***JFY 2022***

**Course No. : 202107864J001**

**Online Course Period: From June 13, 2022 to July 8, 2022**

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) 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)

The Japanese Cabinet released the Development Cooperation Charter in February 2015, which stated, *“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.”* JICA believes that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

# I. Concept

## Background

Today, the export promotion plays 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 and the improvement of export promotion remains as challenge as it is not linked to development of domestic industry. In this course for export promotion, it will mainly focus on the market development.

In order to promote an export, the local company must be able to understand and assess the needs in the international market. Then, based on the analysis, it must select the potential market; properly develop a product (in both design and pricing); and effectively promote the product. Japan has few materials and resources that can be exported, and as an alternative strategy, policies have been developed to meet the needs of small and medium-sized enterprises (SMEs) targeted for export promotion and overseas market participants to create economic growth and jobs. With globalization, these policies have been transformed into a new type of export system of domestic supply and inbound demand using overseas production with overseas investment to build Global Value Chains (GVCs) centered on East Asia. Through these Japanese experiences, this program will help participants develop the capacity of their Investment and Export Promotion Agency to provide appropriate market information, arrange and advise on promotional activities, and, if necessary, implement organizational reforms.

This program aims to (1) ensure the capacity development of stakeholders of respective countries, by providing them with opportunity to learn the export promotion strategy and marketing strategy, and (2) practically apply the knowledge learned in Japanese market, and implement the developed action plan through the Public-Private Partnership.

## For what?

This program aims to provide participants with opportunity to acquire skills on market-oriented export promotion of locally made unique products. Participant 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 in export promotion at governmental organizations or regional institutions and (2) managers of private sector institutions or associations, such as cooperatives,

CCIs (Chamber of Commerce and Industries) or industry groups which are willing to promote export of their products.

### **How?**

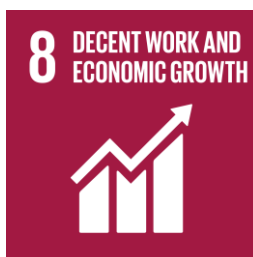
Through online web-based learning, participants will have opportunities to acquire practical approaches and methods of marketing and export promotion fit to their products being sold in the developed market, by taking Japanese market as an example. Participants are expected to learn the essence of successful promotion, branding and promotion by case studies, and lectures.

### **Sustainable Development Goals (SDGs)**

The 2030 Agenda for Sustainable Development (the 2030 Agenda) is a set of international development goals from 2016 to 2030, which was adopted by the UN Sustainable Development Summit held in September 2015. As a development cooperation agency, JICA is committed to achieving the SDGs. This program is linked to and will contribute to the realization of following goals under Sustainable Development Goals (SDGs).

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



## II. Description

**1. Title (Course No.)**

**Developed Market Oriented Export Promotion Strategy / Marketing Strategy (A) (202107864J001)**

**2. Course Period**

From June 13, 2022 to July 8, 2022

**3. Target Regions or Countries**

Brazil, Jordan, Malawi, Morocco, Somalia, Sudan and Tunisia

**4. Eligible / Target Organization**

This program is designed for (1) an official who are engaged in export promotion in governmental organizations or regional institutions and (2) a manager of private sector institutions or associations, such as cooperatives, CCIs or industry groups which is willing to promote export of their products. This course is highly recommended to those who have actual experiences in local products development or export promotion project.

**5. Capacity (Upper limit of Participants)**

12 participants

**6. Language**

English

**7. Course Objective**

To equip the participants working in fields of export promotion with the necessary know-how for local brand/product development and marketing strategy. Knowledge on market-oriented approach for promoting the export of local products to developed countries, based on the public-private partnership will also be increased.

**8. Overall Goal**

Projects and strategy to export the local products of participants' countries to the developed market, are planned and implemented in the participants' country.

**9. Output and Contents**

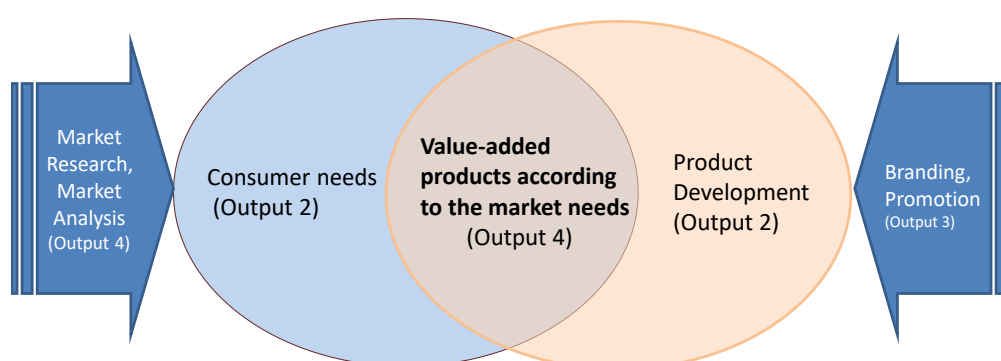
(1) Understanding the linkage between export promotion and development of domestic industry, participants can explain the export promotion strategy based on the strength and characteristics of local industries.

(2) With clear understanding of the strength/value of their local products, participants can explain the product/brand development targeting developed market.

(3) Participants can explain how to create/use promotional tools, in accordance with his/her customer's needs and occasion.

(4) Participants understand the market needs by using appropriate market researching methods(test marketing, questionnaire etc.) and review.

### Market-oriented Product Development



This course consists of following subjects and learning methods (Subject to minor change). Final itinerary will be finalized around June 13, 2022.

Subjects	Learning Method
Understanding the Export Oriented Growth and Identification of Potential Export Products.	-Pre Study Report (Presentation: Online 2 hours) -Web based-learning (4 Lectures) (On-demand: 1 hours/time) -Communication Sheet by E-mail
Understanding the Strategy of Value Added Product and Marketing Plan, and Organizational Support	-Web based-Learning (3 Lectures) (On-demand: 1 hours/time) -communication Sheet by E-mail
Impact of COVID-19 on the Global Export and Global Value Chain	-Web based-Learning (2 Lectures) (On-demand: 1 hours/time) -Group Discussion (Online: 2 hours) -communication Sheet by E-mail

### III. Eligibility and Procedures

#### 1. Expectations to the Applying Organizations

- (1) The Course is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Applying organizations are expected to utilize the program for those specific purposes.
- (2) The Course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course 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. He/she should have actual experiences in certain product or field in terms of export promotion.

Participants from **private organizations/companies**: managers who are engaged in export promotion or sales promotion in cooperatives, CCI, or industry groups.

\*Must be able to present the information of local products which has been exported (or are intended to be exported) to the markets or developed countries such as Japan.

\*Must have experience on providing business support service for the exporter, especially in terms of marketing of the product or direct support of company's export operation.

- 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 or equivalent
- 4) Language Proficiency: have a competent command of spoken and written English proficiency equivalent to TOEFL iBT 100 or above.
- 5) Technical Requirements for the Online Course (Computer)

**Technology Proficiency:**

- Basic computer skills such as, sending/receiving email with attachments, and using a web browser.
- Online course may be delivered using the following services, Web Conferences (Zoom), Cloud Storage (Gigapod), and YouTube. (Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.)

**Internet Connection:**

- High Speed Broadband Connection (at least 2Mbps) from your office or your home.
- \*Internet access charge incurred for this course shall be borne by you.

**Hardware (Minimum Requirement):**

- Regular access to a computer, either from your home or from your office.
  - Operating System: Windows or Mac OS (Updated version is preferred).
  - Processor: Intel Core 2 Duo or higher; 2GHz or higher
  - Memory: 4GB of RAM or higher
  - Hard Drive Space: 5GB free disk space
  - Browser: Google Chrome is preferred browser. (Edge, Firefox, Safari can be used)
  - Others: Webcam Microphone, and Audio output Device (Speaker or Headset)
- \*In some cases, Smartphone (Android OS or Apple iOS) can be used as substitute of PC.

6) Health: must be in good health to participate in the program.

7) Attendance Requirement: Participation in online program and submission of various assignments is an essential requirement for the completion of the course.

**(2) Recommended Qualifications**

- 1) Age: between the ages of twenty-five (25) and fifty (50) years
- 2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA makes a commitment to promote gender equality and women's empowerment, providing equal opportunity for all applicants regardless of sexual orientation and gender identity.

### 3. Required Documents for Application

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

**(2) Photocopy of Passport or ID:**

Photocopy should include Name, Date of Birth, Nationality, Sex, Passport number and Expire date.

**(3) English Score Sheet (Photocopy):** to be submitted with the Application Form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)

### 4. Procedures for Application and Selection

**(1) Submission of the Application Documents**

Closing date for applications: **Please confirm the local deadline with JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at **JICA Center in Japan by May 9, 2022**)

**(2) Selection**

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

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**

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than May 16, 2022.**

### 5. Document(s) to be submitted by Accepted Participants:

Accepted participants are required to submit a Pre-Study Report. Please see the ANNEX.

- The report should be sent to JICA Kansai **by June 3, 2022** by e-mail to [Miura.Sadako@jica.go.jp](mailto:Miura.Sadako@jica.go.jp) and [jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@jica.go.jp)
- The report should be type written by Microsoft Word.



## 6. Conditions for Participation

The Participant of KCCP is required

- (1) to strictly observe the course schedule
- (2) not to change the program topics
- (3) not to record or share the online contents without JICA's permission

## IV. Administrative Arrangements

### 1. Organizer (JICA Center in Japan)

(1) **Center:** JICA Kansai Center (JICA Kansai)

(2) **Programme Officer:**

Ms. MIURA Sadako (E-mail: [Miura.Sadako@jica.go.jp](mailto:Miura.Sadako@jica.go.jp))  
[jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@jica.go.jp)

### 2. Implementing Partner

(1) **Name:** Pacific Resource Exchange Center (PREX)

(2) **URL:** <https://www.prex-hrd.or.jp/en/>

(3) **Remark:** PREX was established in April 1990 in response to a proposal adopted at the general assembly of the Pacific Economic Cooperation Council (visit PECC at: <http://www.pecc.org/>). Since its inception, PREX has been contributing to promote international exchanges through human-resource development projects and their related activities in developing countries.

## V. Other Information

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

<b>Part I: Knowledge Co-Creation Program and Life in Japan</b>	
English ver.	<a href="https://www.youtube.com/watch?v=SLurfKugrEw">https://www.youtube.com/watch?v=SLurfKugrEw</a>
<b>Part II: Introduction of JICA Centers in Japan</b>	
JICA Kansai	<a href="https://www.jica.go.jp/kansai/english/office/index.html">https://www.jica.go.jp/kansai/english/office/index.html</a>

# VI. ANNEX

## Instruction of Pre-Study Report(Accepted participants only)

This report should be sent to JICA Kansai by **June 3, 2022** by e-mail to [Miura.Sadako@jica.go.jp](mailto:Miura.Sadako@jica.go.jp) and [jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@jica.go.jp)

### 1. Basic Information

Name	
Country	
Email address	
Organization	
Job title	

### 2. Selection of Target Sectors

**Select 3 target sectors in your country** which is appropriate for export promotion and describe the choice of sectors based on the criteria. Highly advised to be specific by giving data and numbers, instead of general impression.

At the beginning of the program, you will be asked to select one of these three products that you particularly strongly recommend and give a presentation on why.

#### EXAMPLE:

Target Sector	➤ Leather
Uniqueness/ Originality	➤ Ethiopian sheep skin is possible to be stuffed very softly among “hair sheep” and very tough even at 0.4-0.5mm. ➤ Ethiopian sheep skin is highly evaluated in the international market for very fine texture and flexible.
Quality level in the international market	➤ It's acceptable for the market in Ethiopia, but upgrading of quality must be needed when it's to be exported in the developed countries. ➤ Standard schemes to maintain quality of sheep skin is not established.
Possibility to be added value	➤ Quality level and branding would help to add value in this sector.
Competition in the international market	➤ Ethiopian sheep skin obtains 0.8% of the world market share, which is ranked at 11.

### 3. Reasons for choosing these three sectors

4. Causes of export impediments and challenges you are facing
- Factors inhibiting the export of its products
  - What are the reasons for not being able to expand exports?

## 【Format】 Pre-Study Report

### 1. Basic Information

Name	
Country	
Email address	
Organization	
Job title	

### 2. Target Sector in your country

Target Sector 1	➤
Uniqueness/ Originality	➤ ➤
Quality level in the international market	➤ ➤
Possibility to be added value	➤
Competition in the international market	➤

Target Sector 2	➤
Uniqueness/ Originality	➤ ➤
Quality level in the international market	➤ ➤
Possibility to be added value	➤
Competition in the international market	➤

Target Sector 3	➤
Uniqueness/ Originality	➤ ➤
Quality level in the international market	➤ ➤
Possibility to be added value	➤
Competition in the international market	➤

### 3. Reasons for choosing these three sectors

Target Sector 1	
Target Sector 2	

Target Sector 3	
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4. Causes of export impediments and challenges you are facing

- Factors inhibiting the export of its products
- What are the reasons for not being able to expand exports?

Target Sector 1	
Target Sector 2	
Target Sector 3	

## **For Your Reference**

### **JICA and Capacity Development**

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses 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 is being customized by the different target organizations to address the specific needs, 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, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has

developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

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..



**Contact Information for Inquiries**

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

**JICA Kansai Center (JICA Kansai)**

Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan

TEL: +81-78-261-0383/0341 FAX: +81-78-261-0465