

**Target Countries :**

**Course No. :** (A) J1704350 (B) J1704307 (C) J1704308 (D) J1704382 (E) J1704309 (F) J1704414 **No. :** (A) 1784648 (B) 1784649 (C) 1784650 (D) 1784651 (E) 1784875 (F) 1784934

**Sector :** Private Sector Development/Trade and Investment

**Sub-Sector :**

**Language :** (A) English/ (B) English/ (C) Spanish/ (D) English/ (E) English/ (F) English

**Outline**

This program provides participants with opportunity to acquire skills on market-oriented export promotion of locally made unique products. With the idea of "make what can sell", 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.

Objective/Outcome	Target Organization / Group	
<p><b>【Objective】</b>                      Participants acquire market-oriented approach of export promotion to export local products to developed countries, based on the partnership between public and private organization .</p> <p><b>【Outcome】</b>                      1. Participants clarify the strength and characteristics of industries of their country and plan their export promotion strategy which will lead to development of domestic industry.                      2. Participants can explain the essence of market oriented approach in terms of product development and branding, with clear understanding of the strength/value of their local products.                      3. Participants can explain how to create/use promotional tools (brochure, websites, publicity and exhibition).                      4. Participants understand the market needs by using appropriate market researching methods(test marketing, questionnaire etc.) and review their products and export strategy.                      5. Participants make an Action plan to improve their products and export promotion strategy based on the results of market research.</p>	<p><b>【Target Organization】</b>                      Two participants should be selected from each country: one from public organization and another from private organization such as CCI, producers' group.</p> <p><b>【Target Group】</b>                      1. Public organization: More than 3 years' experience of export promotion                      2. Private organization: More than 3 years' experience in the field.                      3. Managers who have authority of decision making are preferable.                      4. Counterpart of JICA project is preferable.</p>	
<p style="text-align: center;"><b>Contents</b></p> <p><b>【Preliminary Phase】</b>                      1. submission of assignments</p> <p><b>【Core Phase】</b>                      1. LECTURE : Market-oriented approach of export promotion, Branding, Best practices etc.                      2. SITE VISIT : Case studies of successful marketing of Japanese companies (e.g. export promotion of traditional handicrafts)                      3. PRACTICE : Visits to exhibitions/fairs                      4. DISCUSSION/PRESENTATION : group discussion/knowledge sharing with other participants                      Making and presenting Action Plan</p> <p><b>【After coming back to the home country】</b>                      1. Action plan will be implemented by participants</p>	<p><b>Course Period</b></p>	(A) 2017/06/04~2017/07/08 (B) 2017/08/19~2017/09/23 (C) 2017/09/03~2017/10/07 (D) 2017/09/06~2017/10/12 (E) 2018/01/27~2018/03/03 (F) 2017/09/03~2017/10/07
	<p><b>Department in Charge</b></p>	Industrial Development and Public Policy Department
	<p><b>JICA Center</b></p>	(A) JICA Kansai ( I ) / (B) JICA Kyushu/ (C) JICA Kyushu/ (D) JICA Chubu/ (E) JICA Kyushu/ (F) JICA Hokkaido (Obihiro)
	<p><b>Cooperation Period</b></p>	2015~2017
<p><b>Implementing Partner</b></p>	(A) Pacific Resource Exchange Center/ (B) Kitakyushu Int'l Techno-cooperative Association/ (C) Kitakyushu Int'l Techno-cooperative Association/ (D) Hitonomori Co. Ltd/ (E) Kitakyushu Int'l Techno-cooperative Association/ (F) Hokkaido Intellect Tank	
<p><b>Remarks and Website</b></p>		