



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

GENERAL INFORMATION ON

## Branding and Marketing of Products Utilizing Local Resources (B)

課題別研修「地域資源を活用した商品ブランディング・マーケティング (B)」  
JFY 2019

NO. 201984672J002

Course period in Japan: From July 10 to August 10, 2019

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**

Developing products/services utilizing local resources is a common approach for the regional economic development. However, some cases are too engrossed in utilizing “what is producible in the area” to notice “what is acceptable in the market”.

This course is designed to provide practical opportunities to adopt viewpoints of “marketing” and “branding” to the regional development in the participating countries.

## **For what?**

This program aims to improve regional development in participating countries.

## **For whom?**

This program is designed for personnel of the public entities engaged in enhancing regional development, such as Ministry of Regional Development or chamber of commerce etc.

## **How?**

Participants will have lectures, site visit on Japanese experience including both good and bad practices, as well as discussions and exercises.

# **II. Description**

- 1. Title (201984672J002): Branding and Marketing of Products Utilizing Local Resources (B) (J1904299)**
- 2. Course period in Japan**  
From July 10 to August 10, 2019
- 3. Target Regions or Countries**  
Indonesia, Philippines, Timor-Leste, Papua New Guinea, Vanuatu, Samoa, Palau, Dominican Republic, Jamaica, Argentine, Ecuador, Honduras, Brazil
- 4. Eligible / Target Organization**  
Public/Private Organization that promotes locally made products for development of local economy and industry.  
\*Approach by GI (Geographical Identifications) concept is desirable.
- 5. Course Capacity (Upper limit of Participants)**  
13 participants
- 6. Language to be used in this program:** English
- 7. Course Objective:**  
To be able to identify and propose measures necessary for local development, by acquiring the practical knowledge of branding and marketing of products based on the utilization of local resources.

## 8. Overall Goal

To develop human resources who have acquired the practical knowledge of branding and marketing of products based on the utilization of local resources.

## 9. Expected Module Outputs and Contents:

Modules	Subjects/Agendas	Methodology
1) Current situation and issues of the industrial development in participants' countries/ territories are sorted out into Country/Job report	Self-study before coming to Japan	
2) Participants acquires how to promote/support industrial development	Roll of actors in regional development, administrative support and strategies in Japan and Okinawa, etc.	Lecture and Exercise
3) Participants updates their knowledge of marketing	Marketing strategies, marketing mix, supply chain management, merchandising, product development, marketing research, business forecasting, etc.	Lecture, Field visit and Exercise
4) Participants updates their knowledge of branding	Industrial clusters, public relations strategies, risk management, keeping identities, etc.	Lecture, Field visit and Exercise
5) Participants make draft plans for promoting/improving industrial development in their countries/ territories based on what they learned in Japan	Discussions and exercises based on example cases in Okinawa and participating countries, Making action plans	Lecture and Exercise

### <Structure of the program>

Topic outline (subject to minor changes)

Orientations (Jul/10-Jul/12)

Briefing for the stay in Japan

General Orientations about Japan and Okinawa

1st week (Jul/15-Jul/19) Lecture and Discussion

(1) Country and Job Report presentation

(2) Basic lectures

(3) Administrative support and strategies in Japan and Okinawa

2nd to 3th week (Jul/22-Aug/2) Lecture, Exercise and Field visit

(1) Various lectures on marketing and branding

(2) Field visit

(3) Exercises based on example cases in Okinawa and participating countries

4th week (Aug/5-Aug/9) Exercise and Discussion

(1) Making action plans

(2) Presentation of action plans

### **III. Conditions and Procedures for Application**

#### **1. Expectations for 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: Staff of central/local ministries or other public entities which have jurisdiction over regional industry promotion/ regional development and be working for this matter.

2) Experience in the relevant field: Have more than 5 years of Experience in the field of regional industry promotion/ regional development.

3) Educational Background: be a graduate of university or equivalent

4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible)

5) 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**

1) Those who have been devoting and who will continue to devote themselves to the activities of the JICA project concerned are highly welcome to this training program.

2) Those who are tasked with formulating the relevant measures for planning and promoting in this field, in the organizations/associations mentioned above.

3) Age: between the ages of twenty-five (25) and fifty (50) years

### 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 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) Nominee's English Score Sheet:** to be submitted with the application form. If you have any official documentation of English ability. (e.g., TOEFL, TOEIC, IELTS)

**(4) Country and Job Report:** to be submitted with the application form. Fill in Annex of this General Information, and submit it along with the application form.

### 4. Procedure for Application and Selection: (submission/selection dates for this course has been changed)

#### **(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 **May 24, 2019**.)

#### **(2) Selection:**

After receiving the document(s) through due administrative procedures in the respective government, the respective country's JICA office (or Japanese Embassy) shall conduct screenings, and send the documents to the JICA Center in charge in Japan, which organizes this project. Selection shall be made by the JICA Center in consultation with the organizations concerned in Japan based on submitted documents according to qualifications.

The organization with 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 shall be made by the respective country's JICA office (or Embassy of Japan) to the respective Government by **not later than June 10, 2019.**

### **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.
- (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 Okinawa

(2) **Contact:** Ms. Naoko Nakama, Training Program Division, JICA Okinawa:  
oicctp@jica.go.jp

### **2. Implementing Partner:**

LANDBRAINS Co., Ltd.

### **3. 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.

#### **4. Accommodation in Japan:**

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

**JICA Okinawa Center**

Address: 1143-1, Aza-Maeda, Urasoe-shi, Okinawa-ken 901-2552, JAPAN

TEL: +81-98-876-6000, Fax: +81-98-876-6014

(where “81” is the country code for Japan, and “98” is the local area code)

If there is no vacancy at JICA OKINAWA, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of JICA Okinawa at its URL, <http://www.jica.go.jp/english/about/organization/domestic/index.html>

#### **5. Expenses:**

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

- (1)** Allowances for accommodation, 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)
  - (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.

#### **6. Pre-departure Orientation:**

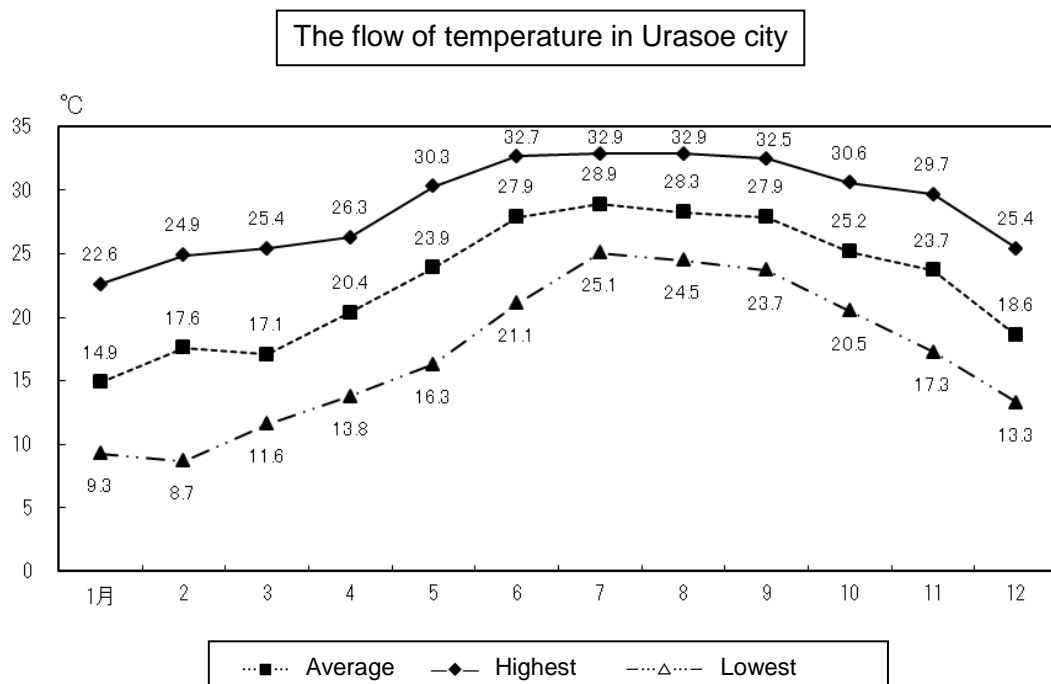
A pre-departure orientation will be held at the respective country’s JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

## V. Other Information

### 1. Climate in Okinawa

Okinawa is located at sub-tropical zone (southern edge of Japan) but climate varies depending upon seasons. While it is hot and heavily humid in the summer season (June to October), it becomes a bit chilly in the winter season (December to March) due to strong northerly wind. Participants are recommended to bring suitable clothing (details are mentioned in below4.)

The following diagram is the flow of temperature in Urasoe city where JICA Okinawa Center is located (Data source: homepage of Urasoe City).



### 2. Main facilities in JICA Okinawa

JICA Okinawa is equipped with a variety of facilities for training and welfare activities such as seminar rooms, library, study room with computers, accommodation rooms (details are mentioned in below 3.), dining hall, clinic for medical consultation, gym, tennis court, a swimming pool (available from May to October), Japanese-style room for tea ceremony and recreation rooms.

At the dining hall, "HALAL" meals for the Muslim and vegetarian meals are available.

Internet connection available (either by cable or WiFi) at accommodation rooms and other buildings.



### **3. Accommodation in JICA Okinawa**

JICA Okinawa accommodation building has 96 single rooms. Every room is furnished with bed, desk, chair, bookshelf and closet. Also, there are TV (with satellite channel), DVD player, safety box, telephone, LAN cable jack, etc. in each room.

OIC accommodation building has tea lounge, smoking room and laundry room on each floor. And also washing machines and irons are available for free. Towels and toiletries are provided upon check-in. Please note that cooking in the accommodation is strictly prohibited

### **4. What to bring**

#### **(1) Clothing**

It is recommended to bring appropriate clothing according to the season during Participants stay in Okinawa(\*refer 1. Climate of Okinawa ). If your training program includes plant visit or outdoor activities, suitable uniform/clothing will be provided by JICA or at visiting site upon arrival. Also, JICA Okinawa accommodation front desk has jackets and coats for rental in case of study tour to mainland Japan during winter time.

#### **(2) National Costume**

There are a few occasions like opening and closing ceremonies when the participants are kindly requested to wear formal clothing. Nevertheless, casual clothing is acceptable even during training hours of most of the training program.

It is strongly recommended to bring your national or traditional costumes for opening & closing ceremony and for other activities that participants may have opportunities to join.

#### **(3) Photos and Movies**

During your stay in Okinawa, JICA Okinawa and/or the local media (TV, newspapers, etc.) may interview you. Please bring photos and videos of your country, your daily life, your office, etc. Please note that photos and videos must be copyright cleared or taken by yourself.

#### **(4) Authentic Recipes**

We are very glad if you provide JICA Okinawa restaurant authentic recipes of your hometown foods to let them provide various taste to relief as many participants as possible.

### **5. Environmental conservation activities in JICA Okinawa**

JICA emphasizes on the environmental conservation activities such as energy saving, rubbish separation and recycling etc. Participants are kindly requested to cooperate to these activities during their stay at JICA Okinawa. Details will be given on arrival to JICA Okinawa.

## 6. Activities out of training program

JICA Okinawa offers a various kinds of welfare activities for the participants such as sports program, exposition of Japanese/Okinawa traditional cultures and Japanese language/conversation classes etc. The participants can try any of them whenever sheets are available.

## 7. For your Information

Information of Okinawa is available at following URLs.

- 1) Homepage of Urasoe city (where JICA Okinawa is located)  
Urasoecity: <http://www.city.urasoe.lg.jp/>  
*Basic information of Urasoe city is covered in English.*
- 2) HP of Okinawa Prefecture: <http://www.pref.okinawa.jp/english/index.html>  
*Basic information of Okinawa prefecture is covered (Urasoe city is one of the municipalities of Okinawa prefecture) in English.*
- 3) HP of Okinawa Convention & Visitors Bureau: <http://en.okinawastory.jp/>
- 4) *The YouTube channel of JICA Okinawa :*  
<https://www.youtube.com/user/jicaokinawa>

More information is available at the reception of JICA Okinawa.

## **VI. ANNEX:**

### **COUNTRY AND JOB REPORT**

Each applicant shall prepare Country and Job report in English describing current situation in your country for the following topics. There are no designated forms but applicants should write their report by themselves (Existing pamphlets or copy of articles/web pages will not be substitutes of the report).

<TOPICS>

1. Your information (Name, job, what you expect to the course and any other as you like)
2. Basic information of your country (Population, industries, economic situation, related laws and policies, culture etc.)
3. Information of your organization (Rolls of the organization and your department, organizational charts, budgetary situation, strategies and systems to support regions, territories of your department and you, etc.)
4. Current situation of regional development, especially product development/promotion (Existing and potential products, existing and potential market, problems and how you are tackling with it, etc.)

After the selection, participants are kindly requested to bring related materials with them such as photographs, booklets / brochures, guide books etc. for Country and Job Report / action plan presentation if needed.

## ***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.

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 and 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:

**JICA Okinawa**

**Address : 1143-1, Aza-Maeda, Urasoe-shi, Okinawa-ken 901-2552, JAPAN**

Tel: +81-98-876-6000, Fax: +81-98-876-6014