

50 participants

Target Countries :**Course No. :** (A) J1704290/(B) J1704292/(C) J1704141**No. :** (A) 1784652/(B) 1784653/(C) 1784945**Sector :** Private Sector Development/Trade and Investment**Sub-Sector :****Language :** (A) English/(B) English/(C) English**Outline**

This program intends to strengthen the capacity of officials of IPA, public agencies, CCIs and associations in developing countries to attract quality FDI to their countries. Participants are expected to learn effective marketing, marketing research and promotional activities (information dissemination) to attract FDI to their countries, based on practical case studies of Japanese companies.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 To plan and implement action plan to attract good FDI to participants' countries.</p> <p>【Outcome】 1. Participants can explain the strength and weakness of their country (or region) in the global market, based on the analysis of current situation and issues of investment promotion of their country. 2. Participants can explain the importance of investment promotion especially in terms of domestic industry development. 3. Participants can explain the role of investment promotion agency, especially, effective 1) marketing and market research 2) promotion and communication with potential investors/customers. 4. Participants make the feasible action plan to improve the investment promotion.</p>	<p>【Target Organization】 Investment Promotion Agency, Investment promotion division of regional or municipal governmental organizations or CCI</p> <p>【Target Group】 Officials who has been engaged with investment promotion for more than 2 years</p>	
<p>Contents</p> <p>1. Pre-study report, Discussion among participants, Workshops 2. Lectures, visits 3. Making Action Plan</p>	<p>Course Period</p>	<p>(A) 2017/11/07~2017/12/07 (B) 2018/01/21~2018/02/23 (C) 2017/11/06~2017/12/06</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>(A) JICA Kansai (I) / (B) JICA Kansai (I) / (C) JICA Hokkaido (Obihiro)</p>
	<p>Cooperation Period</p>	<p>2016~2018</p>
<p>Implementing Partner</p>	<p>(A) Pacific Resource Exchange Center / (B) Pacific Resource Exchange Center / (C) Hokkaido Association of Small Business Entrepreneurs, Tokachi Branch</p>	
<p>Remarks and Website</p>		