

Target Countries :

Course No. : (A)J1704384/(B)J1704451/(C)J1704386

No. : (A)1784671/(B)1784672/(C)1784939

Sector : Agricultural/Rural Development/Rural Development

Sub-Sector : Private Sector Development/Other Private Sector Development Issues

Language : (A)English/(B)English/(C)Russian

Outline

To enhance local economy by unique products based on the use of local resources/features, knowledge of branding and marketing, such as market needs survey and analysis, types of local resources for product development and diversification, is essential. The program aims to provide such knowledge based on various local development cases with the concept of Geographical Indication (GI) in Japan.

Objective/Outcome		Target Organization / Group	
<p>【Objective】 To be able to identify and propose how and what kind of policy, system, structure, measures and/or support services are needed to further improve, by acquiring the practical knowledge of branding and marketing of products based on the utilization of local resources for local development.</p> <p>【Outcome】 1. Participants can summarize the current situations and support of products based on utilization of local resources, in terms of branding and marketing. 2. Participants can analyze own situation with the comparison of Japanese cases of experiences and methods for local product development. 3. Participants can prioritize the challenges and identify the appropriate approaches by acquiring skills and knowledge of branding and marketing. 4. Participants can summarize and make a proposal of what and how to strengthen or improve current policy, system, structure, measures and/or support services in terms of branding and marketing by applying the knowledge gained by the program.</p>		<p>【Target Organization】 Public/Private Organization that promotes locally made products for development of local economy and industry. *Approach by GI concept is desirable.</p> <p>【Target Group】 Marketing support/promotion staff who provides direct support service, makes support measures, and/or promote regional/territory/place branding (Geographical Identifications), with Minimum 5 years professional experiences of relevant field.</p>	
Contents		Course Period	(A) 2017/11/22~2017/12/16 (B) 2017/07/05~2017/08/11 (C) 2018/01/24~2018/02/17
<p>The experiences and approaches of market-oriented local product and the continuous analysis/feedback, based on Japanese real cases are shown throughout the program.</p> <p>【Analysis/Cases of local development by local products】 1. Japanese experiences and efforts for local development 2. Roles of public administration, suppliers, producers, retailers, business support providers 3. Local resource identification and its merchandising</p> <p>【Branding/Marketing】 Market Research, Marketing strategy (Segmentation, Targeting and Positioning), Product development, Supply-Chain Management, Test-Marketing, Product diversification, Product Branding, Regional/Territorial Branding (Geographical Indication).</p>		Department in Charge	Rural Development Department
		JICA Center	(A) JICA Chubu/(B) JICA Okinawa/(C) JICA Chubu
		Cooperation Period	2017~2019
Implementing Partner	(A) Under Planning/(B) Under Planning/(C) Under Planning		
Remarks and Website	<p>The scope of this program as a targeted market is the domestic or surrounding market of participant's country.</p> <p>Intercontinental trade which requires complex knowledge and information is not the main focus.</p>		