

**Target Countries :**

**Course No. :** (A)J1704378/(B)J1704379/(C)J1704380

**No. :** (A)1784627/(B)1784628/(C)1784946

**Sector :** Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion

**Sub-Sector :**

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

**Outline**

Business Development Services are generally provided for the capacity building of Micro, Small and Medium sized enterprises (SMEs) on their business activity and competitiveness. This program aims to capacitate BDS providers or facilitators by observing the Japanese cases of BDS structure and function of stakeholders, the capacitation of BDS providers, and appropriate BDS provision based on needs of SMEs.

Objective/Outcome	Target Organization / Group	
<p><b>【Objective】</b> To increase the capacity of participants engaging in SMEs promotion for the effective BDS facilitation/provision by learning the efforts and approaches of BDS for in Japan.</p> <p><b>【Outcome】</b> 1. To analyze the current situations and problems/strengths of participants' BDS and organization. 2. To analyze the structure of BDS as a whole, and functions of BDS actors (Governments, BDS Facilitators, BDS Providers) for effective BDS provision. 3. To acquire the perspective and methodology to illustrate the demands/needs of SMEs into BDS. 4. To make an analytical summary of participants' BDS and presentation material to be shared and proposed.</p>	<p><b>【Target Organization】</b> National/Local government, governmental agencies, chambers of commerce and industry, and other business organization facilitating/providing BDS</p> <p><b>【Target Group】</b> Personnel who engaged in BDS policy or measures making/planning, BDS facilitation and/or provision, for the promotion of SMEs with at least 5 years of related experience.</p>	
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>- Inception Report Presentation on analysis of participant's BDS</li> <li>- SME promotion and BDS Theories, BDS market and the approach in Japan</li> <li>- The function, roles and activities of Government, BDS Facilitators and Providers, SMEs</li> <li>- BDS system/facilitation (Market development, Registered Management Consultant system)</li> <li>- Capacity building of BDS providers (Quality Management, Business Diagnosis, Marketing)</li> <li>- Summary report making/presentation</li> </ul> <p>*BDS is a general term of SME's capacity building inputs, except financial support, to support SME's business operation.</p> <p>*The examples of BDS: capacity building training, consulting and business advisory services, market access assistance, information collection and dissemination, product and quality development, technology development and transfer, business linkage promotion, etc.</p>	<p><b>Course Period</b></p>	<p>(A) 2017/07/12~2017/08/12 (B) 2017/10/18~2017/11/18 (C) 2018/02/07~2018/03/10</p>
	<p><b>Department in Charge</b></p>	<p>Industrial Development and Public Policy Department</p>
	<p><b>JICA Center</b></p>	<p>(A) JICA Chubu/(B) JICA Chubu/(C) JICA Chubu</p>
	<p><b>Cooperation Period</b></p>	<p>2016~2018</p>
<p><b>Implementing Partner</b></p>	<p>(A)Hitonomori Co. Ltd/(B)Central Japan Industries Association/(C)Under Planning</p>	
<p><b>Remarks and Website</b></p>		