Objective/Outcome

**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.

**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.

Contents

The experiences and approaches of market-oriented local product and the continuous analysis/feedback, based on Japanese real cases are shown throughout the program.

- Japanese/Cases of local development by local products
- Roles of public administration, suppliers, producers, retailers, business support providers
- Local resource identification and its merchandising

Target Organization / Group

**Target Organization**
Public/Private Organization that promotes locally made products for development of local economy and industry. Approach by GI concept is desirable.

**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.

Updated