

Strengthening the Export Competitiveness of Small and Medium-sized Coffee Producers コーヒー生産者輸出競争力強化		Continuing	
		10 participants	
<b>Target Countries</b> : Countries which produce and export coffee beans			
<b>Course No.</b> : J1704218		<b>No.</b> : 1784658	
<b>Sector</b> : Agricultural/Rural Development/Other Agricultural/Rural Development Issues			
<b>Sub-Sector</b> : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion			
<b>Language</b> : English			
<b>Outline</b>			
This program is designed to provide both small & medium-sized coffee producer groups and government officials engaged in promoting coffee export with the know-how and hints for improving export competitiveness (understanding of market needs for high value added coffees, quality and production management, marketing, etc.). In the program, participants have some opportunities to introduce their coffee and offer information on production sites to consumers and business experts for the purpose of receiving direct comments and advice. Based on the acquired knowledge and hints, participants are expected to formulate a plan for using and disseminating the know-how with other coffee producers back home.			
<b>Objective/Outcome</b>		<b>Target Organization / Group</b>	
<p><b>【Objective】</b> Participants acquire the know-how necessary for expanding coffee export (understanding of market needs for high value added coffee, trade regulation and procedures, quality and production management, marketing, etc.) and share it with other producer groups in respective countries.</p> <p><b>【Outputs】</b></p> <ol style="list-style-type: none"> <li>To identify major and specific issues/constraints in expanding coffee export.</li> <li>To understand high value added coffees and analyze market needs.</li> <li>To be able to explain about trade regulations, laws, quarantine system and procedures.</li> <li>To acquire the know-how on quality and production management and be able to practice it.</li> <li>To acquire marketing know-how and be able to practice it.</li> <li>To formulate an action plan or a dissemination plan for enhancing export capability.</li> <li>To implement an action plan or a dissemination plan.</li> </ol>		<p><b>【Target Organization】</b></p> <ol style="list-style-type: none"> <li>Small and medium-sized coffee producers groups, associations, and unions</li> <li>Government agencies in charge of promoting coffee export</li> </ol> <p><b>【Target Group】</b></p> <ol style="list-style-type: none"> <li>Middle management staff</li> <li>Administrative officers</li> <li>To have more than 3 years' experience in producing or exporting coffee</li> </ol>	
<b>Contents</b>			
<p><b>【Preliminary Phase】</b> Formulating inception report to identify major and specific issues in expanding coffee export</p> <p><b>【Phase in Japan】</b> Activities for Outputs 1-6</p> <ol style="list-style-type: none"> <li>Lectures and site-visits on market needs and trend</li> <li>Site visit on related organization for understanding and analyzing market needs</li> <li>Lectures on high value added coffees, certification organization and specifications</li> <li>Lectures on trade regulations and trade laws</li> <li>Lectures and site-visits on Japan's quarantine system, traceability, and residue issues.</li> <li>Lectures and site-visits on quality and production management</li> <li>Lectures on environment-friendliness and organic farming</li> <li>Lectures and exercises on marketing skills</li> <li>Attending public events for coffee promotion and exchanging views with coffee business experts</li> <li>Workshop and guidance for formulating an action plan or dissemination plan</li> </ol> <p><b>【After returning to each participating country】</b> Implementing of action plan/dissemination plan and submitting a progress report to JICA within 5 months after returning</p>		<b>Course Period</b>	2017/09/11~2017/10/13
		<b>Department in Charge</b>	Rural Development Department
		<b>JICA Center</b>	JICA Kansai (II)
		<b>Cooperation Period</b>	2015~2017
<b>Implementing Partner</b>	C. D. C. International Corporation		
<b>Remarks and Website</b>	This program includes some opportunities (coffee seminar, tasting session, etc.) to introduce participating countries' coffee to Japanese experts and consumers. Moreover, participants are scheduled to visit SCAJ 2017 Conference and Exhibition. URL : <a href="http://www.scajconference.jp/eng/2017/">http://www.scajconference.jp/eng/2017/</a>		