This program is designed for entrepreneurs and managers of micro, small and medium-sized enterprises (MSMEs) in Africa to develop their capacity by acquiring business strategy, human resource development and marketing in Japan. This includes not only site visits on local industries but also measures for MSMEs promotion from the government side, and provides opportunity for making network among participants.

**Objective/Outcome**

**Objective**
- Micro, small and medium-sized enterprises (MSMEs) promotion measures are implemented by organizations of participants.

**Outcome**
1. To understand measures for Entrepreneurs and MSMEs promotion in Japan and roles of industry-government-academia.
2. To understand the fundamental knowledge about business strategy, human resource development and marketing in Japan for tackling/solving problems in respective countries.
3. To consider valid methods for Entrepreneurs and MSMEs promotion by visiting MSMEs, regional power generation facility and actual situation of Japanese rural development.
4. To prepare Action plan for accelerating entrepreneurship and local industry development.

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1. **Lecture:** Management support for Small & Medium Enterprises, MSMEs promotion measures in Japanese government, Kitakyushu Foundation for the Advancement of Industry Science and Technology
2. **Site visit:** MSMEs university, Employment support center for elderly, disability and job seeker, Companies dealing with Africa
3. **Lecture:** Quality control for enterprise management, Business Plan For Empowering Rural Enterprise, Management Plan, Entrepreneurship (Theory of organization)
4. **Site visit:** SS activities,
5. **Lecture:** Entrepreneur, High value-added agricultural products, Hygiene management of food for exporting, Micro-scale hydraulic power generation, Small-scale wind power generation
6. **Site visit:** Organization for One Village One Product in Oita, Micro-scale hydroelectric power station, Solar lantern
7. **Lecture:** IAS (Issue Analysis Sheet), Action Plan Making
8. **Workshop:** Discussion among Participants, Strategic planning through discussion and Work Shop
9. **Presentation:** Job Report, Action Plan

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### Target Organization / Group

**Target Organization**
- Entrepreneurs, MSMEs and Governmental organization in charge of promotion of local industry. Pair of officer in public and private is preferable.

**Target Group**
1. Young entrepreneurs, Managers of MSMEs and Governmental organization in charge of promotion of local industry.
2. Over 5 years' experience in this field.

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**Outline**

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