

**Target Countries :**

**Course No. :** (A)J1804113/(B)J1804115

**No. :** (A)1884645/(B)1884646

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

**Sub-Sector :**

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

**Outline**

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	Target Organization / Group	
<p><b>【Objective】</b>                      Micro, small and medium-sized enterprises (MSMEs) promotion plan is formulated in participants' organization.</p> <p><b>【Outcome】</b>                      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 and regional power generation facility                      4. To prepare Action plan for accelerating entrepreneurship and local industry development</p>	<p><b>【Target Organization】</b>                      Entrepreneurs, MSMEs and Governmental organization in charge of promotion of local industry</p> <p><b>【Target Group】</b>                      1. Government officials in charge of instructing entrepreneurs and supervising MSEM directly                      2. Be an Entrepreneur, a Manager of private sector institutions or associations in local industry                      More than 3 years working experience</p>	
<p><b>Contents</b></p> <p>1. <b>【Lecture】</b> Management support for Small &amp; Medium Enterprises, MSMEs promotion measures in Kitakyushu city, Kitakyushu Foundation for the Advancement of Industry Science and Technology  <b>【Site visit】</b> MSMEs university, Employment support center for elderly, disability and job seeker, Companies dealing with Africa</p> <p>2. <b>【Lecture】</b> Quality control for enterprise management, Business Plan For Empowering Rural Enterprise, Management Plan, Entrepreneurship(Theory of organization)  <b>【Site visit】</b> 5S activities,</p> <p>3. <b>【Lecture】</b> Entrepreneur, High value-added agricultural products, Hygiene management of food for exporting, Micro-scale hydraulic power generation, Small-scale wind power generation  <b>【Site visit】</b> Organization for One Village One Product in Oita, Micro-scale hydroelectric power station</p> <p>4. <b>【Lecture】</b> IAS(Issue Analysis Sheet)、Action Plan Making  <b>【Work Shop】</b> Discussion among Participants, Strategic planning through discussion and Work Shop  <b>【Presentation】</b> Job Report、Action Plan</p>	<p><b>Course Period</b></p> <p>(A) 2018/6~2018/7                      (B) 2019/1~2019/2</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 Kyushu                      (B) JICA Kyushu</p>
	<p><b>Cooperation Period</b></p>	<p>2018~2020</p>
<p><b>Implementing Partner</b></p>	<p>(A) Under Planning/(B) Under Planning</p>	
<p><b>Remarks and Website</b></p>		