

**Target Countries :**

**Course No. :** (A) J1804343 / (B) J1804116 / (C) J1804117 / (D) J1804269

**No. :** (A) 1884648 / (B) 1884649 / (C) 1884650 / (D) 1884651

**Sector :** Private Sector Development / Trade and Investment

**Sub-Sector :**

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

**Outline**

This program provides participants with opportunity to acquire skills on market-oriented (market in) export promotion of locally made unique products. With the idea of "make what can sell", participants will learn practical knowledge of marketing and export promotion, including understanding of customers in developed countries, effective product development, branding, and design and usage of various promotional tools.

Objective/Outcome	Target Organization / Group	
<p><b>【Objective】</b> Participants acquire market-oriented approach of export promotion to export local products to developed countries, based on the partnership between public and private organization .</p> <p><b>【Outcome】</b> 1. Participants clarify the strength and characteristics of industries of their country and plan their export promotion strategy which will lead to development of domestic industry. 2. Participants can explain the essence of market oriented approach in terms of product development and branding, with clear understanding of the strength/value of their local products. 3. Participants can explain how to create/use promotional tools, in accordance with his/her customer's needs and occasion. 4. Participants understand the market needs by using appropriate market researching methods (test marketing, questionnaire etc.) and review their products and export strategy, by developing the Action Plan.</p>	<p><b>【Target Organization】</b> Two participants must be selected from each country: One participant from public organization and another from private organization such as CCI, producers' group.</p> <p><b>【Target Group】</b> Public organization: More than 3 years' experience of export promotion Private organization: More than 3 years' experience in the field. Managers with authority of decision making are preferable. Counterpart of JICA project is also preferable.</p>	
<p><b>Contents</b></p> <p>&lt;Before the Program in Japan&gt; - Submission of Report.</p> <p>&lt;During the Program in Japan&gt; - LECTURE: Market-oriented approach of Export Promotion, Branding, Best practices etc. - SITE VISIT: Case studies of successful marketing by Japanese companies (e.g. export promotion of traditional handicrafts) - EXERCISE: Visits to exhibitions/fairs, Mock-exhibition stand, Meeting with buyers. - DISCUSSION/PRESENTATION : Group discussion/knowledge sharing with other participants. Presentation of Action Plan.</p>	<p><b>Course Period</b></p>	<p>(A) 2018/6/3~2018/7/6 (B) 2018/10~2018/11 (C) 2018/8~2018/9 (D) 2018/10/7~2018/11/13</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 Kansai (II) (B) JICA Kyushu (C) JICA Kyushu (D) JICA Chubu</p>
	<p><b>Cooperation Period</b></p>	<p>2018~2020</p>
<p><b>Implementing Partner</b></p>	<p>(A) Pacific Resource Exchange Center / (B) Under Planning / (C) Under Planning / (D) Under Planning</p>	
<p><b>Remarks and Website</b></p>		