

Target Countries :

Course No. : (A) 201984648-J002/ (B) 201984649-J002/ (C) 201984650-J002/ (D) 201984651-J002/ (E) 201984875-J002

No. : (A) 201984648/ (B) 201984649/ (C) 201984650/ (D) 201984651/ (E) 201984875

Sector : Private Sector Development/Trade and Investment

Sub-Sector :

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

Outline

This course offers participants an opportunity to acquire knowledge and skills on the practical marketing strategy, such as marketing analysis, product development, and promotion. While overlooking the global value chain and strength of local industries, participants will examine the ways to link the unique and high-quality products to the needs of developed market with the idea of "market-in".

Objective/Outcome	Target Organization / Group	
<p>【Objective】 To equip the participants working in fields of export promotion with the necessary know-how for local brand/product development and marketing strategy. Knowledge on market-oriented approach for promoting the export of local products to developed countries, based on the public-private partnership will also be increased.</p> <p>【Outcome】 1. Understanding the linkage between export promotion and development of domestic industry, participants can explain the export promotion strategy based on the strength and characteristics of local industries. 2. With clear understanding of the strength/value of their local products, participants can explain the product/brand development targeting developed market. 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>【Target Organization】 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>【Target Group】 Public organization: More than 3 years' experience of export promotion Private organization: More than 3 years' experience in the field. Counterpart of JICA project will be preferred.</p>	
<p style="text-align: center;">Contents</p> <p><Before the Program in Japan> - Submission of Report.</p> <p><During the Program in Japan> - 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>Course Period</p>	<p>(A) 2019/11~2019/12 (B) 2020/1~2020/2 (C) 2019/7~2019/8 (D) 2019/10~2019/11 (E) 2019/9~2019/10</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>(A) JICA Kansai (II) (B) JICA Kyushu (C) JICA Kyushu (D) JICA Chubu (E) JICA Kyushu</p>
	<p>Cooperation Period</p>	<p>2018~2020</p>
<p>Implementing Partner</p>	<p>(A) Pacific Resource Exchange Center/ (B) Kitakyushu International Techno-cooperative Association / (C) Kitakyushu International Techno-cooperative Association / (D) Hitonomori Co., Ltd / (E) Kitakyushu International Techno-cooperative Association</p>	
<p>Remarks and Website</p>		