

Target Countries :

Course No. : (A) 201984671-J002/(B) 201984672-J002/(C) 201984939-J002

No. : (A) 201984671/(B) 201984672/(C) 201984939

Sector : Agricultural Development/Distribution, Processing, Export Promotion

Sub-Sector : Private Sector Development/Other Private Sector Development Issues

Language : (A) English/(B) English/(C) Russian

Outline

It is effective to develop local economy, by market-oriented approach of local products that make use of local resources/features/characteristics unique to the area.

The program aims to provide applicable and practical knowledge of effective branding and marketing of local products derived from market needs and analysis, for those who engage in locally made products development for local economy and industry by supporting local producers/enterprises.

As the program is designed on the basis of various experiences/efforts in Japan, theoretical contents of Marketing are minimized. Instead, actual case studies of local resources utilization, product diversification, market survey, the concept of Geographical Indication (GI)/Regional Branding, One-Village One-Product (OVOP) are mainly shown.

| Objective/Outcome | Target Organization / Group | |
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| <p>【Objective】 To be able to identify and propose measures necessary for local development, by acquiring the practical knowledge of branding and marketing of products based on the utilization of local resources.</p> <p>【Outcome】 1. Participants can summarize the current situations and support of products based on utilization of local resources, in terms of branding and marketing. 2. Participants can analyze own situation with the comparison of Japanese cases of experiences and methods for local product development. 3. Participants can prioritize the challenges and identify the appropriate approaches by acquiring skills and knowledge of branding and marketing. 4. Participants can summarize and make a proposal of what and how to strengthen or improve current policy, system, structure, measures and/or support services in terms of branding and marketing by applying the knowledge gained by the program.</p> | <p>【Target Organization】 Public/Private Organization that promotes locally made products for development of local economy and industry.</p> <p>*Approach by GI (Geographical Identifications) concept is desirable.</p> <p>【Target Group】 ・ Marketing support/promotion staff, who provides direct support service, plans support measures, and/or promotes regional/territory/area branding (Geographical Identifications)</p> <p>・ Minimum 5 years professional experiences of relevant field.</p> | |
| <p>Contents</p> <p>The experiences and approaches of market-oriented local product and the continuous analysis/feedback, based on Japanese real cases are shown throughout the program.</p> <p>【Analysis/Cases of local development by local products】 1. Experiences and measures for local economic and social development, such as "One-Village One-Product (OVOP)". 2. Roles of public administration, suppliers, producers/association, retailers, business support providers 3. Local resource identification and its merchandising</p> <p>【Branding/Marketing】 - Market Research, Test-Marketing, - Marketing strategy (Segmentation, Targeting and Positioning) - Product development by Market-In/Market-Oriented approach - Supply-Chain Management - Product diversification - Product Branding, Regional/Territorial Branding (Geographical Indication) - Brand control, etc.</p> | <p>Course Period</p> | <p>(A) 2019/4/3~2019/4/27 (B) 2019/7/10~2019/8/10 (C) 2019/11/13~2019/12/7</p> |
| | <p>Department in Charge</p> | <p>Rural Development Department</p> |
| | <p>JICA Center</p> | <p>(A) JICA Chubu (B) JICA Okinawa (Training) (C) JICA Chubu</p> |
| | <p>Cooperation Period</p> | <p>2017~2019</p> |

Implementing Partner (A) Hitonomori Co. Ltd./ (B) Landbrains Co., Ltd./ (C) JICE

Remarks and Website
 The scope of this program as a targeted market is the domestic or surrounding market of participant's country.
 Intercontinental trade which requires complex knowledge and information is not the main focus.