

11.Private Sector Development

Target Countries :

Course No. : J1604037/J1604102

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

Sub-Sector :

Language : English

Outline

Cluster development projects have attracted attention from governments as a means to stimulate regional economic growth around the world, in order to accelerate various improvement and innovation by strategic and substantial integrations among stakeholders. This program offers opportunities to analyze various clusters in Japan and other countries as a reference to develop tailored policies, strategies, activities for each cluster.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 To acquire practical and effective cluster approach, which is appropriate for the settings of targeted regional industry</p> <p>【Outcome】 1. To summarize and share the description of participant's cluster development, such as policy, strategy, operation, activity. 2. To compare participant's cluster by understanding the basic concept of cluster approach 3. To clarify the role/function of stakeholders in launching/managing/operating cluster 4. To select appropriate methods and tools to activate cluster in the respective setting 5. To be able to propose an idea/plan to activate participant's cluster by using knowledge gained from the program</p>	<p>【Target Organization】 National/Regional Governments, business associations, universities and research institutes, which initiates and/or facilitates cluster</p> <p>【Target Group】 - Officers/staffs engaged in cluster development, operation, management, etc. - More than 3 years in relevant field - Sufficient English ability for discussion</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2016/09/30 ~ 2016/10/31</p>
<p>- Preparation/Problem identification: Report based on analysis of participant's cluster</p> <p>- Lectures and Case analysis: Basic concept/principal of cluster, government policy as cluster strategic plan, Organizational structure and the function, Cluster initiative organizations, Cluster coordinators and facilitators (or Pointpersons, secretariat etc.), Various types of Linkage</p> <p>- Summary: Action plan based on the review of participant's cluster approach</p> <p>*The term Cluster was introduced by Michael Porter (1990) as a "geographical concentration of interconnected companies and institutions in a particular field." . However, the economic cluster model is more than a group of firms within the same industry, and it represents a synergy, a dynamic relationship and a network between not only the companies that comprise a cluster but also the successful partnering of the stakeholders</p> <p>*Cluster operates in widely different settings, but there is no single model to make all cluster successful. Each cluster needs to find the approach that will be most effective under the given circumstances.</p>	<p>Implementing Partner</p>	<p>Under Planning</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Hokkaido (Sapporo)/JICA Chubu</p>
	<p>Cooperation Period</p>	<p>2016 ~ 2018</p>
	<p>Remarks and Website</p>	<p>(A)2016/09/30-2016/10/31 (English:Hokkaido(Sapporo)) (B)2016/09/28-2016/10/29 (English:Chubu)</p>

Small and Medium Enterprise Development Policies 中小企業振興政策		1684622 Continuing 68 participants
Target Countries : Countries which JICA's program on SME promotion are implemented or expected.		
Course No. : J1604128/J1604129/J1604046/J1604047/J1604097		
Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion		
Sub-Sector :		
Language : English/Spanish		
Outline		
This is a basic level program for the officials working in SME development. It focuses on grasping the essence of effective SME support policies, based on the learning of Japan's experience. Participants learn about SME support organizations and policies in addition to visiting various public institutions, local SMEs, etc. Through discussion and workshop, participants are given chances to tackle with SME issues of their countries. This program is held five times according to the target area.		
Objective/Outcome	Target Organization / Group	
<p>【Objective】 An action plan to promote SME development will be formulated by the participants' organizations, based on the learning obtained from the program.</p> <p>【Outputs】 1. Participants are able to clarify the current situations and issues of SMEs and SME support in the participants' countries. 2. Participants are able to understand the essence of effective SME promotion and support policies by learning actual cases of Japan and other countries. 3. Participants are able to consider the solutions to the current issues of SME support in their countries and will be able to make a tentative action plan which is feasible.</p>	<p>【Target Organization】 Government ministry, local government, public institutions, chamber of commerce and industry, etc., engaging in SME support/promotion.</p> <p>【Target Group】 position Officials in charge of SME support/promotion/development experience More than 2 years' experience in SME support</p>	
Contents	Course Period	2016/11/13 ~ 2016/12/10
<p>【Preliminary Phase】 Submission of inception report and pre study report</p> <p>【Phase in Japan】 Activities for Output 1: (1) Report presentation (2) Discussion among participants on each country's situation and issues</p> <p>Activities for Output 2: (1) Lectures and visits (SME support institutions, SMEs, universities, managerial support, financial support, technical support, human resource development, etc.) (2) Discussion among participants</p> <p>Activities for Output 3: (1) Discussion among participants (2) Workshop, guidance and presentation of tentative action plan</p> <p>【After returning to each participating country】 It is desirable that progress report of action plan will be submitted to JICA within 6 months after returning.</p>	<p>Implementing Partner</p> <p>Department in Charge</p> <p>JICA Center</p> <p>Cooperation Period</p> <p>Remarks and Website</p>	<p>Pacific Resource Exchange Center/Prefectural University of Hiroshima, Hiroshima International Center/Shikoku Productivity Center</p> <p>Industrial Development and Public Policy Department</p> <p>JICA Kansai () /JICA Chugoku/JICA Shikoku</p> <p>2014 ~ 2016</p> <p>(A) 2016/11/13-2016/12/10 (English:Kansai) (B) 2017/02/13-2017/03/11 (English:Kansai) (C) 2016/05/18-2016/07/01 (English:Chugoku) (D) 2017/01/17-2017/02/25 (Spanish:Chugoku) (E) 2017/01/23-2017/02/11 (English:Shikoku)</p>

Strengthening of Business Development Services (BDS) for industrial promotion 産業振興のためのビジネス開発サービス(BDS)強化		1684627 Updated
Target Countries : _____		31 participants
Course No. : J1604103/J1604104		
Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion		
Sub-Sector :		
Language : English		
Outline		
Business Development Services are generally provided for the capacity building of Micro, Small and Medium sized enterprises (SMEs) on their business activity and competitiveness. This program aims to capacitate BDS providers or facilitators by observing the Japanese cases of BDS structure and function of stakeholders, the capacitation of BDS providers, and appropriate BDS provision based on needs of SMEs.		
Objective/Outcome	Target Organization / Group	
<p>【Objective】 To increase the capacity of participants engaging in SMEs promotion for the effective BDS facilitation/provision by learning the efforts and approaches of BDS for in Japan.</p> <p>【Outcome】 1. To analyze the current situations and problems/strengths of participants' BDS and organization. 2. To analyze the structure of BDS as a whole, and functions of BDS actors (Governments, BDS Facilitators, BDS Providers) for effective BDS provision. 3. To acquire the perspective and methodology to illustrate the demands/needs of SMEs into BDS. 4. To make an analytical summary of participants' BDS and presentation material to be shared and proposed.</p>	<p>【Target Organization】 National/Local government, governmental agencies, chambers of commerce and industry, and other business organization facilitating/providing BDS</p> <p>【Target Group】 Personnel who engaged in BDS policy or measures making/planning, BDS facilitation and/or provision, for the promotion of SMEs with at least 5 years of related experience.</p>	
Contents	Course Period	2016/08/31 ~ 2016/09/30
<ul style="list-style-type: none"> - Inception Report Presentation on analysis of participant's BDS - SME promotion and BDS Theories, BDS market and the approach in Japan - The function, roles and activities of Government, BDS Facilitators and Providers, SMEs - BDS system/facilitation (Market development, Registered Management Consultant system) - Capacity building of BDS providers (Quality Management, Business Diagnosis, Marketing) - Summary report making/presentation <p>*BDS is a general term of SME's capacity building inputs, except financial support, to support SME's business operation.</p> <p>*The examples of BDS: capacity building training, consulting and business advisory services, market access assistance, information collection and dissemination, product and quality development, technology development and transfer, business linkage promotion, etc.</p>	Implementing Partner	Under Planning
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Chubu
	Cooperation Period	2016 ~ 2018
	Remarks and Website	(A) 2016/08/31-2016/09/30 (English:Chubu) (B) 2016/11/02-2016/12/02 (English:Chubu)

Enhancing SMEs support capacity through learning Quality and Productivity Improvement(KAIZEN) 品質・生産性向上(カイゼン)を通じた中小企業支援能力強化		1684630 Updated
Target Countries : _____		42 participants
Course No. : J1604164/J1604165/J1604167		
Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion		
Sub-Sector :		
Language : English/French		
Outline		
This program is designed for the officials of public support organization for SMEs to understand the theory and methods of quality and productivity improvement and the know-how of human resource management by learning Japanese cases based on MONODZUKURI (Japanese manufacturing philosophy) and KAIZEN . Participants are expected to formulate the feasible plan for the problem solving of their SMEs support.		
Objective/Outcome	Target Organization / Group	
【Objective】 The officials who are engaged in the position to support for SMEs (Small and Medium Enterprises) of their quality and productivity improvement acquire the theory and practical methods of quality and productivity improvement in Japan, the plan for the problem solving of SMEs support in their organization s activates are formulate. 【Outcome】 1.To analyze the current situation and issues for promoting and supporting SMEs in own countries and organizations. 2.To understand about SMEs support services in Japan. 3.To acquire the theory and methods of quality and productivity improvement based on Monodzukuri philosophy and quality and productivity improvement (KAIZEN). 4.To acquire the essential methods of human resource development for the quality and productivity improvement. 5.To consider a feasible plan of the quality and productivity improvement for SME in own countries by utilizing the knowledge acquired in this training.	【Target Organization】 Public organizations in charge of supporting SME for their quality and productivity improvement 【Target Group】 Officials who promote quality and productivity for SMEs Persons who have experiences on consulting for SMEs Those who have been devoting and who will continue to devote themselves to the activities of the JICA project concerned are highly welcome.	
Contents	Course Period	2016/06/27 ~ 2016/07/28
[Activity in Preliminary Phase in home country] Inception report making [Core Phase in Japan] Lectures: SMEs support services (technical support etc.) in public organizations, Philosophy of Monodzukuri, Quality management, Productivity improvement, KAIZEN, 5 S (3 S), QC circle (Small group activity for quality management), PDCA (Plan-Do-Check Act) cycle, Visual management, Human resource development in companies, Approach to implement KAIZEN activities in companies Exercises: Methods of productivity improvement Visits: Public support center for industry and science technology, SME University, Companies to implement quality and productivity improvement / KAIZEN (Automobile industry, Metal processing industry, Food processing industry, Textile industry etc.) Discussions and presentations: Inception report, mid-term, Action plan	Implementing Partner	Under Planning
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Chubu
	Cooperation Period	2016 ~ 2018
	Remarks and Website	(A) 2016/06/27-2016/07/28 (English:Chubu) (B) 2016/08/31-2016/09/30 (English:Chubu) (C) 2016/10/12-2016/11/12 (French:Chubu)

Target Countries : _____

Course No. : J1604168

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

Sub-Sector :

Language : English

Outline

Participants master the corporate management techniques for productivity improvement (mainly 5S and KAIZEN in the manufacturing industries or enterprises) through practical activities including In-Plant Practice.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 Corporate management techniques of consultant/adviser at organizations which are in charge of productivity improvement for enterprises are improved.</p> <p>【Outcome】 1. To analyze the current point to improve productivity in own country. 2. To master the corporate management techniques for productivity improvement. 3. To utilize the mastered corporate management techniques in the onsite practice and make a suggestive report for improving productivity of the model enterprise. 4. To make respective Action Plans on how to provide consultation services to the companies in their own countries.</p>	<p>【Target Organization】 Public/Private organizations to promote/implement production management or productivity improvement activity for SMEs</p> <p>【Target Group】 1. Consultants or advisers who are in the position to implement business management or productivity improvement activity of manufacturing SMEs. 2. Person who has knowledge and experience on overall business management, production management techniques etc.</p>	
Contents	Course Period	2017/01/15 ~ 2017/03/03
<p>1. Submit inception report and conduct preliminary survey to the model enterprise</p> <p>2. Understand special characteristics of Japanese management and corporate support systems related to enterprise activities, integrated practical production management, cultivating human resources, business strategies, added value analysis, overview and practice of productivity improvement activities</p> <p>3. Practice in enterprise worksite improvements, implementing improvement proposals</p> <p>4. Creating Action Plans on how to provide the consultation services for productivity improvement</p> <p>5. Implementing consultation services to the model enterprise that they selected before coming to Japan in accordance with their Action Plans</p>	Implementing Partner	Japan Productivity Center
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Tokyo (Industry&Public)
	Cooperation Period	2015 ~ 2017
	Remarks and Website	

Target Countries :

Course No. :J1604127/J1604218

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

Sub-Sector :

Language :English

Outline

This program is designed for the officials in charge of promoting small and medium enterprises to strengthen their capacity to plan and implement effective support measures for the development of SMEs. Both theory and practice for SME support especially in the area of managerial and financial support are introduced with the experiences and lessons of SME development in Japan.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 A plan for improving managerial and financial support for SME development is submitted by officials of government ministry, local government and public agency in charge of SME development.</p> <p>【Outputs】 1. Participants are able to identify the issues of SMEs (development policies and measures)of their countries. 2. Participants are able to explain the outline of SME development measures, especially in the area of managerial and financial support. 3. Participants can clarify what is needed to improve SME support in their home countries by grasping key factors in managerial and financial support for SMEs through case-studies of Japan and other countries. 4. Tentative action plan to improve SME support is formulated by participants.</p>	<p>【Target Organization】 Government ministry, local government and public agency in charge of SME development including CCIs, financial institutions, etc.</p> <p>【Target Group】 position Officers engaged in managerial or financial support for SMEs experience More than 3 years' experience in SME support</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2016/05/23 ~ 2016/06/25</p>
<p>【Preliminary Phase】 Submission of pre study report</p> <p>【Phase in Japan】 Activities for Output 1 (1)Presentation : Pre-study report describing the current situation of SMEs in each country (2)Discussion : Comparison on SME situation among participating countries</p> <p>Activities for Output 2 & 3 (1)Lectures : Policies and measures of SME support in Japan (Managerial and financial support), The role of SME policy development organizations, Case-Studies, etc. (2)Site-visits : Public organizations in charge of SME development, Regional SME support Center, SMEs in trade and manufacturing sectors, SME consultant association, etc.</p> <p>Activities for Outputs 4 (1)Workshop : Selection of theme for action plan, based on PCM method (2)Guidance and presentation of tentative action plan (=Draft of a plan to improve SME support)</p> <p>【After returning to each participating country】 (1)Finalizing action plan (2)Submitting progress report of action plan to JICA within 3 months' after returning</p>	<p>Implementing Partner</p>	<p>Under Planning</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Kansai ()</p>
	<p>Cooperation Period</p>	<p>2016 ~ 2018</p>
	<p>Remarks and Website</p>	<p>(A)2016/05/23-2016/06/25 (English:Kansai) (B)2016/09/11-2016/10/08 (English:Kansai) Website of The Small and Medium Enterprise Agency: http://www.chusho.meti.go.jp/sme_english/index.html</p>

Productivity Improvement Activities focusing on Human Resource Development for African Countries アフリカ地域 人材育成に主眼を置いた生産性向上活動		1684636
		Continuing
		11 participants
Target Countries : African Countries		
Course No. : J1604100		
Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion		
Sub-Sector :		
Language : English		
Outline		
It is essential to foster personnel who understand and continue productivity improvement activities appropriately so that small and medium sized enterprises can increase their qualities and productivities.		
Participants of this program are expected to understand productivity improvement activities (KAIZEN), one of driving forces for Japan's high economic growth, based on the case studies of Japanese small and medium-sized enterprises. Also, they will learn the essences of developing human resources to contribute to productivity improvement activities.		
This program is for countries where a human resource development system has not been fully established in manufacturing industries.		
Objective/Outcome	Target Organization / Group	
【Objective】 A plan for creating, improving and establishing a mechanism/system for the promotion of quality and productivity improvement activities focusing on human resource development will be formulated by utilizing the knowledge acquired from this program.	【Target Organization】 Ministries, public institutions (the Chamber of Commerce and Industry, etc.) in charge of supporting SME productivity improvement activities	
【Output】 1. To understand and explain the points of history and significance of quality and productivity improvement activities in Japan. 2. To understand and explain the system and role of supporting organizations engaged in nurturing manufacturing human resources in quality and productivity improvement activities in Japan, and also the importance of human resource development at SME. 3. To make a plan for creating, improving the mechanism/system that to promote quality and productivity improvement activities and trainers training program of SME human-resource development in Japan by based on case study of human resource development for SME staffs in Japan	【Target Group】 1. to be working at public or other equivalent institutions 2. in charge of supporting SME human-resource development at the above 3. have less than five years experience in this field 4. especially desirable; young personnel (at a basic level).	
Contents	Course Period	2016/06/15 ~ 2016/07/03
The course includes lectures, visits, discussions, practical training and presentations. 【Preliminary Phase】 Submission of Country and Job report 【Core Phase】 1. Presentation of reports, an opinion exchange with people concerned, History of quality and productivity improvement activities in Japan, Human-resource development, and Quality and productivity improvement 2. Case Study on SME's basic human-resource development program for promoting the productivity improvement activities, A system and a role of supporting institutions for nurturing manufacturing human resources, Case Study / sewing businesses, wood industry and the marine product processing industry, Field visit; 3S and 5S activities 3. To reflect quality and productivity improvement activities in manufacturing in home country 4. Preparation and presentation of a plan for establishing a system and mechanism which makes local industry promotion policies more effective	Implementing Partner	Shikoku Productivity Center
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Shikoku
	Cooperation Period	2014 ~ 2016
	Remarks and Website	HP (Japanese Language) Shikoku Productivity Center http://www.spc21.jp/

Business management of agri-business for CIS and Mongolia CIS諸国、モンゴル向けアグリビジネス経営管理		1684637 Continuing 18 participants
Target Countries : Ukraine, Mongolia, CIS (Basically countries where have Japan center)		
Course No. : J1604370		
Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion		
Sub-Sector :		
Language : Russian		
Outline		
This training aims to support JICA's projects which focus on human resource development in private sector, such as Japan center project through offering lectures and sites visit on practical applications of Japanese management methods (Kaizen, 5S etc.) for Agri-Business companies. In addition, this program aims to support promotion of overseas operation of small and medium size companies (SME's) for each country.		
Objective/Outcome	Target Organization / Group	
【Objective】 1. Acquirement of practical applications of Japanese Management Methods (Kaizen, 5S, Marketing and HACCP) 2. Consideration on overseas operations as a practical matter through visiting Japanese companies and communications with other trainees. 【Outcome】 1. To understand applications of production and quality control methods(KAIZEN). 2. To understand applications of operation management method (5S). 3. To understand application of marketing theories. 4. To understand application of food safety control system (HACCP). 5. TO consider the potential of overseas operations.	【Target Organization】 Private companies in agri-business (Agriculture, livestock, food, dairy products) and related organizations 【Target Group】 1. Job title: Executives and Manager 2. Job experience: More than 5 years 3. Other qualification: (1)Completed a business course which offered by Japan centers or acquired same level of knowledge of business management. (2)Having plan for overseas operations	
Contents	Course Period	2016/05/15 ~ 2016/05/28
1.(1)Lecturer: The concept and applications of production and quality management (2)Site visit: Agricultural machine company 2.(1)Lecturer : The concept of operation management (5S) (2)Site visit : Confectionery manufactures, Agricultural machine companies 3.(1)Lecturer : Marketing Management (2)Site visit : Bakeries, Confectionery manufactures 4.(1)Lecturer: Basics of food control (2)Site visit: Dairy manufactures, Confectionery manufactures 5.(1)Meeting with SME's in Hokkaido(Tokachi region)	Implementing Partner	Insight Management Japan
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Hokkaido (Obihiro)
	Cooperation Period	2014 ~ 2016
	Remarks and Website	It is expected to have deepened exchanges between participants and SME's of Tokachi, Hokkaido through training in Japan, and to have opportunities of overseas development assistance in the future.

Target Countries :

Course No. : J1604204/J1604202

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

Sub-Sector :

Language : Spanish

Outline

In many developing countries, rural areas remain underdeveloped and face the problem of disparities among regions. The governments aim to develop rural areas by local industry development and SMEs development. This training course is aimed to learn about SMEs support measures and strengthening of corporate structure for local industry development.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 SMEs promotion plan for contributing to local industry development is formulated.</p> <p>【Outcome】 1. To be able to explain the measures of the central and local governments about SMEs support policies in Japan</p> <p>2. To be able to explain about strengthening value added products utilizing characteristics of companies and regions</p> <p>3. To be able to instruct human resource development and business management (including production and sales) for development of competitive companies</p> <p>4. To increase capacity of formulating a strategic action plan for SMEs and local industry promotion</p>	<p>【Target Organization】 1. Local gov't and public institution for SME support and local industry development 2. Chamber of commerce, Federation, Business Union for SME</p> <p>【Target Group】 1. Officials of local gov't and public institution for SME support and local industry dev't</p> <p>2. Officer of Chamber of commerce, Private enterprises-Federation, Business Union</p> <p>• More than five years-experience in the above mentioned field</p>	
Contents	Course Period	2017/01/17 ~ 2017/02/17
<p>Curriculum consists of lectures, study tours, discussions and presentations</p> <p>1. SMEs support measures in Japan</p> <p>(1) Industrial development and role of SMEs in Japan (2) SMEs promotion related laws(Central Government) (3) SMEs support measures (local government)</p> <p>2. Support for strengthening value added products by regional organizations</p> <p>(1) Role of Chamber of Commerce (2) Role of Agricultural cooperative</p> <p>3. Strengthening of corporate structure</p> <p>(1) Quality control (2) Production management (3)Sales promotion (4) Human resource development (in-factory training/ Cooperation with vocational training schools)</p> <p>4. Action Plan</p> <p>(1) Guidance to identifying the issues (2) Sharing of issues among participants (3) Job report and Action plan presentation</p>	Implementing Partner	Kitakyushu International Techno-cooperative Assoc.
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Kyushu
	Cooperation Period	2016 ~ 2018
	Remarks and Website	(A) 2017/01/17-2017/02/17 (Spanish:Kyushu) (B) 2016/06/07-2016/07/08 (Spanish:Kyushu)

Practical Business Training for Central Asia 中央アジアビジネス実務研修		1684641 Continuing 37 participants
Target Countries : Central Asian countries in where Japan Center is located.		
Course No. : J1604354/J1604358/J1604360/J1604362		
Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion		
Sub-Sector :		
Language : Russian		
Outline		
After their independence from the Soviet Union, Central Asian countries have propelled the reformation focusing on the market economy. Nevertheless, due to lack of human resources for economic development, these countries have not obtained the results of the market economy for decades. To resolve the situation, this training will be provided especially for the manager-level personnel of private companies to brush up and enhance their business skills and knowledge.		
Objective/Outcome	Target Organization / Group	
【Objective】 To obtain business skills and knowledge through the training, and action plans will be created by each participant to implement after returning to his/her country. 【Outcome】 1. To clarify the challenges participants or their organization are facing. 2. Participants will be able to explain Japanese management such as human resources development, marketing and production management, etc. 3. Participants will develop the action plan to solve their challenges utilizing Japanese management techniques and practices learned through the training.	【Target Organization】 Participants who work for SMEs are recommended. Participants need to finish the business course provided by Japan Center in their country. 【Target Group】 1. Participants who finished the business course in Japan Center with high marks. 2. Participants who work at economic federations, or private companies 3. Participants with work experience for 1 year or more in the present position.	
Contents	Course Period	2017/01/15 ~ 2017/01/28
1. First presentation (1) Participants will make presentations on the challenges participants or their organizations are facing. (2) Lecturers will give advice to the participants based on above presentations. 2. Lectures and company visits with following topics will be arranged. (1) Lecture on Japanese economic situation, (2) Lecture and company visit(s) on human resource development, (3) Lecture and company visit(s) on marketing, (4) Lecture and company visit(s) on production management, and (5) Review session of the training * Company visits will be arranged in accordance with participants' business fields. 3. Action plan (1) Developing the action plan, and (2) Presentation of the action plan 4. After returning to the country (1) Preparing and submitting progress reports on results of implementing the action plan	Implementing Partner	Pacific Resource Exchange Center (PREX)
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Kansai ()
	Cooperation Period	2015 ~ 2017
	Remarks and Website	(A) 2017/01/15-2017/01/28 (Russian:Kansai) (B) 2017/02/26-2017/03/11 (Russian:Kansai) (C) 2016/10/30-2016/11/12 (Russian:Kansai) (D) 2016/11/23-2016/12/08 (Russian:Kansai) (Subject to change due to unavoidable reasons)

Target Countries : African Countries

Course No. : J1604025

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

Sub-Sector :

Language : 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>【Objective】 Micro, small and medium-sized enterprises(MSMEs) promotion measures are implemented by organizations of participants.</p> <p>【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</p>	<p>【Target Organization】 Entrepreneurs, MSMEs and Governmental organization in charge of promotion of local industry. Pair of officer in public and private is preferable.</p> <p>【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.</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2016/05/14 ~ 2016/06/18</p>
<p>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:5S 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. Work Shop:Discussion among Participants, Strategic planning through discussion and Work Shop 9. Presentation:Job Report、 Action Plan</p>	<p>Implementing Partner</p>	<p>Kitakyushu International Techno-cooperative Assosiation(KITA)</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Kyushu</p>
	<p>Cooperation Period</p>	<p>2015 ~ 2017</p>
<p>Remarks and Website</p>		

Target Countries : _____

Course No. : J1604331

Sector : Private Sector Development/Industrial Development Institution

Sub-Sector :

Language : English

Outline

IPRs system is necessary for the foreign direct investment and the technology transfer promotion. The improvement of the IPRs system leads to the sound socio-economic development through promoting investment and technology transfer. This program aims to develop and strengthen the sound business environment with each countries through company's request to IPRs.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 The infringement of IPRs is becoming a transnational problem and hindering global and local economic development. Therefore, participants will (1) acquire IPRs protection system(2)comprehend the Japanese system current situation of IPRs protection/utilization/creation and (3) consider better IP system for the participants' country</p> <p>【Outcome】 The participants are: 1. To comprehend the importance of IPRs protection, and to analyze the challenges of their own countries. 2. To propose measures for the way of their collaboration and its effective legal framework to protect IPRs, through case-study, observations of control and relief measures regarding IP in Japan, and examination of each countries' system. 3. To review and propose desirable measures for their own countries to improve public awareness and professional education for IPR protection/ utilization/ creation referring to cases from Japan and other countries.</p>	<p>【Target Organization】 IP office and/or agencies related to IPR in each countries.</p> <p>【Target Group】 <Working Experience> Those with more than 3 years of working experience in this field</p>	
Contents	Course Period	2016/11/13 ~ 2016/12/10
<p>【Preliminary Phase】 Preparation/submission of the Country Report on IPR situations of their countries. 【Core Phase】 1. Lecture and observation (1)Importance of protection of IPRs from the viewpoint of companies, (2)Relation between measures to IPR protection(Judiciary (civil and criminal) and Administration) and company's requests to IPR protection, (3)Measures to IPR protection in companies, (4)Measures to IPR protection in METI(Regional Bureau), (5)Measures to IPR protection/infringement in Courts. (6)Border control of counterfeit products/IPR infringing goods by the customs, (7)Domestic control of counterfeit products/IPR infringing goods by the police, (8)Comparative examination of enforcement system in each countries, (9)Human resource development/training for IPRs 2. Presentation on Country report & the Symposium</p> <p>【Finalization Phase】 Submission of progress report.</p>	Implementing Partner	Under Planning
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Kansai ()
	Cooperation Period	2015 ~ 2017
	Remarks and Website	Kyoto Comparative Law Center HP: http://www.kclc.or.jp/english/index.html

Target Countries : Asian Countries

Course No. : J1604183

Sector : Private Sector Development/Industrial Development Institution

Sub-Sector :

Language : English

Outline

To achieve " the promotion of international trade in electrical and electronic equipment ", this course supports to develop the system as follows;

- i) Development of the standards for safety requirement for conformity assessments of safety products,
- ii) Making regulations based on the standards,
- iii) Testing using the standards in testing laboratories,
- iv) Acceptance of the test reports by other countries.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 For promoting the trade in electrical and electronic equipment (EEE), the participants in this course are expected to learn the total system of standards, technical regulation and conformity assessment for safety requirements in EEE, and to propose the appropriate plan for development of the system cooperating with each organization in own country.</p> <p>【Outcome】 1. To understand the importance of developing the system of standards, technical regulations and conformity assessment for safety requirement in EEE and analyze the problems in the system in own country. 2. For developing the system of standards, technical regulation and conformity assessment for safety requirement in EEE in own country, - To study Japanese system of standards, technical regulation and conformity assessment through the field survey. - To propose the plan for development of the system in own country comparing with the system in other countries. 3. To propose the appropriate plan on international standardization activities for</p>	<p>【Target Organization】 1 standardization body 2 regulator 3 certification body 4 testing laboratory 【Target Group】 Experience relevant field: should have five years of occupational experience in this field</p>	
Contents	Course Period	2016/12/04 ~ 2016/12/23
<p><Country Report> - Summarize the system of standards, technical regulation and conformity assessment for safety requirement in own country in advance. - Make a presentation of " Country Report " .</p> <p><Lecture and field survey> -Importance of developing the system of standards, technical regulation and conformity assessment -International standardization activities in Japan -How to develop the standards for safety requirement in Japan -How to apply the standards for safety requirement to regulations in Japan -Relationship between testing laboratory and certification body in Japan -How to conduct tests in testing laboratory applying the standards for safety requirement in Japan</p> <p><Future vision></p>	<p>Implementing Partner</p> <p>Department in Charge</p> <p>JICA Center</p> <p>Cooperation Period</p> <p>Remarks and Website</p>	<p>Under Planning</p> <p>Industrial Development and Public Policy Department</p> <p>JICA Tokyo (Industry&Public)</p> <p>2016 ~ 2018</p>

Target Countries :

Course No. : J1604219/J1604185/J1604187/J1604098/J1604189

Sector : Private Sector Development/Trade and Investment

Sub-Sector :

Language : English/Spanish

Outline

This program provides participants with opportunity to acquire skills on market-oriented 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, effective design and usage of promotional tools.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 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>【Outcome】 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 (brochure, websites, publicity and exhibition). 4. Participants understand the market needs by using appropriate market researching methods (test marketing, questionnaire etc.) and review their products and export strategy. 5. Participants make an Action plan to improve their products and export promotion strategy based on the results of market research.</p>	<p>【Target Organization】 Two participants should be selected from each country: one from public organization and another from private organization such as CCI, producers' group.</p> <p>【Target Group】 1. Public organization: More than 3 years' experience of export promotion 2. Private organization: More than 3 years' experience in the field. 3. Managers who have authority of decision making are preferable. 4. Counterpart of JICA project is preferable.</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2017/01/20 ~ 2017/02/20</p>
<p>【Preliminary Phase】 1. submission of assignments</p> <p>【Core Phase】 1. LECTURE : Market-oriented approach of export promotion, Branding, Best practices etc. 2. SITE VISIT : Case studies of successful marketing of Japanese companies (e.g. export promotion of traditional handicrafts) 3. PRACTICE : Visits to exhibitions/fairs 4. DISCUSSION/PRESENTATION : group discussion/knowledge sharing with other participants Making and presenting Action Plan</p> <p>【After coming back to the home country】 1. Action plan will be implemented by participants</p>	<p>Implementing Partner</p>	<p>Pacific Resource Exchange Center (PREX), Kitakyushu International Techno-cooperative Assosiation(KITA), Hito No Mori Co.Ltd</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Kansai () / JICA Kyushu/JICA Chubu</p>
	<p>Cooperation Period</p>	<p>2015 ~ 2017</p>
	<p>Remarks and Website</p>	<p>(A) 2017/01/20-2017/02/20 (English:Kansai) (B) 2016/06/25-2016/07/30 (English:Kyushu) (C) 2016/09/03-2016/10/08 (Spanish:Kyushu) (D) 2016/05/11-2016/06/16 (English:Chubu) (E) 2017/01/28-2017/03/03 (English:Kyushu)</p>

Target Countries : _____

Course No. : J1604383/J1604220

Sector : Private Sector Development/Trade and Investment

Sub-Sector :

Language : English

Outline

This program intends to strengthen the capacity of officials of IPA, public agencies, CCIs and associations in developing countries to attract quality FDI to their countries. Participants are expected to learn effective marketing, marketing research and promotional activities (information dissemination) to attract FDI to their countries, based on practical case studies of Japanese companies.

Objective/Outcome	Target Organization / Group		
<p>【Objective】 To plan and implement action plan to attract good FDI to participants' countries.</p> <p>【Outcome】 1. Participants can explain the strength and weakness of their country (or region) in the global market, based on the analysis of current situation and issues of investment promotion of their country. 2. Participants can explain the importance of investment promotion especially in terms of domestic industry development. 3. Participants can explain the role of investment promotion agency, especially, effective 1) marketing and market research 2) promotion and communication with potential investors/customers. 4. Participants make the feasible action plan to improve the investment promotion.</p>	<p>【Target Organization】 Investment Promotion Agency, Investment promotion division of regional or municipal governmental organizations or CCI</p> <p>【Target Group】 Officials who has been engaged with investment promotion for more than 2 years</p>		
Contents	Course Period	2016/11/01 ~ 2016/12/03	
<p>1. Pre-study report, Discussion among participants, Workshops 2. Lectures, visits 3. Making Action Plan</p>	Implementing Partner	Under Planning	
	Department in Charge	Industrial Development and Public Policy Department	
	JICA Center	JICA Kansai ()	
	Cooperation Period	2016 ~ 2018	
	Remarks and Website	(A) 2016/11/01-2016/12/03 (English: Kansai) (B) 2017/02/12-2017/03/11 (English: Kansai)	

Advocating a Law-Oriented Infrastructure to Promote Foreign Direct Investment 投資環境法整備		1684655
		Continuing
Target Countries : _____		22 participants
Course No. : J1604328/J1604330		
Sector : Private Sector Development/Trade and Investment		
Sub-Sector :		
Language : English		
Outline		
The course is focused on legal framework for FDI to make participants to consider longer term impacts of FDI on their countries in terms of development policies and strategies through lectures, discussion, visits to gov't organizations and private sectors. They will make a presentation in view of industrial policy, economic agreements by analyzing current situation and challenges at the end.		
Objective/Outcome	Target Organization / Group	
<p>【Objective】 The participants enhance their capacity to make relevant proposals to their organizations on the improvements of their policies & law-oriented infrastructure to promote FDI that are beneficial to their socio-economic development</p> <p>【Outcome】 1. Clarify & analyze challenges in promoting FDI especially in relation to its effects on socio-economic development 2. Comprehend challenges and request by investor side 3. Understand investment policies and promotion activities at national and local level in Japan and consider application 4. Make proposal for possible actions to address the challenges in attracting FDI that are beneficial to the socio-economic development with a focus on improvement of law-oriented infrastructure</p>	<p>【Target Organization】 Government organizations in charge of foreign direct investment policies and implementation.</p> <p>【Target Group】 Officials working at the target organization with more than 3-year-experience in the relevant fields. less than 50 years old</p>	
Contents	Course Period	2016/05/16 ~ 2016/07/02
<p>【Preliminary Phase】 Draft country report(analysis report) on current trends/challenges about FDI in their home countries.</p> <p>【Core Phase】 1. Lectures: (1)Analysis on FDI promotion policies and legal framework of the developing countries incl. Case Studies, F/S; (2)Investment promotion related legal framework (PPP law, Investment law, Company law, Intellectual Property law, Labor law, Competition law etc.), and Bi-/Multilateral agreements, EPA(economic partnership agreement)/FTA(free trade agreement) and WTO regulations, etc.</p> <p>2. Observation: (1)Japanese companies operating/investing in foreign markets; (2)Governmental organization for investment promotion.</p> <p>3. Presentation: Investment Workshop - Presentation/discussion on the FDI promotion in view of industrial policies and PPP (infrastructure development) through examining 1.current situation description, 2.legal framework, 3. current situation analysis, 4. challenges, 5. solutions</p> <p>【Activity in Finalization Phase in home country】 Submission of progress report on their activities.</p>	<p>Implementing Partner</p> <p>Department in Charge</p> <p>JICA Center</p> <p>Cooperation Period</p> <p>Remarks and Website</p>	<p>Kyoto Comparative Law Center</p> <p>Industrial Development and Public Policy Department</p> <p>JICA Kansai ()</p> <p>2014 ~ 2016</p> <p>(A)2016/05/15-2016/07/02 (English:Kansai) (B)2016/09/25-2016/11/12 (English:Kansai)</p> <p>Kyoto Comparative Law Center HP: http://www.kclc.or.jp/english/index.html</p>

Strengthening the Export Competitiveness of Small and Medium-sized Coffee Producers コーヒー生産者輸出競争力強化		1684658
		Continuing
		10 participants
Target Countries : Countries which produce and export coffee beans		
Course No. : J1604108		
Sector : Private Sector Development/Trade and Investment		
Sub-Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion		
Language : English		
Outline		
<p>This program is designed to provide both small & medium-sized coffee producer groups and government officials engaged in promoting coffee export with the know-how and hints for improving export competitiveness (understanding of market needs for high value added coffees, quality and production management, marketing, etc.). In the program, participants have some opportunities to introduce their coffee and offer information on production sites to consumers and business experts for the purpose of receiving direct comments and advice. Based on the acquired knowledge and hints, participants are expected to formulate a plan for using and disseminating the know-how with other coffee producers back home.</p>		
Objective/Outcome	Target Organization / Group	
<p>【Objective】 Participants acquire the know-how necessary for expanding coffee export (understanding of market needs for high value added coffee, trade regulation and procedures, quality and production management, marketing, etc.) and share it with other producer groups in respective countries.</p> <p>【Outputs】 1. To identify major and specific issues/constraints in expanding coffee export. 2. To understand high value added coffees and analyze market needs. 3. To be able to explain about trade regulations, laws, quarantine system and procedures. 4. To acquire the know-how on quality and production management and be able to practice it. 5. To acquire marketing know-how and be able to practice it. 6. To formulate an action plan or a dissemination plan for enhancing export capability. 7. To implement an action plan or a dissemination plan.</p>	<p>【Target Organization】 1. Small and medium-sized coffee producers groups, associations, and unions 2. Government agencies in charge of promoting coffee export</p> <p>【Target Group】 1. Middle management staff 2. Administrative officers 3. To have more than 3 years' experience in producing or exporting coffee</p>	
Contents	Course Period	2016/09/12 ~ 2016/10/15
<p>【Preliminary Phase】 Formulating inception report to identify major and specific issues in expanding coffee export</p> <p>【Phase in Japan】 Activities for Outputs 1-6 1. Lectures and site-visits on market needs and trend 2. Site visit on related organization for understanding and analyzing market needs 3. Lectures on high value added coffees, certification organization and specifications 4. Lectures on trade regulations and trade laws 5. Lectures and site-visits on Japan's quarantine system, traceability, and residue issues. 6. Lectures and site-visits on quality and production management 7. Lectures on environment-friendliness and organic farming 8. Lectures and exercises on marketing skills 9. Attending public events for coffee promotion and exchanging views with coffee business experts 10. Workshop and guidance for formulating an action plan or dissemination plan</p> <p>【After returning to each participating country】 Implementing of action plan/dissemination plan and submitting a progress report to JICA within 5 months after returning</p>	Implementing Partner	C.D.C. International Corporation
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Kansai ()
	Cooperation Period	2015 ~ 2017
	Remarks and Website	This program includes some opportunities (coffee seminar, tasting session, etc.) to introduce participating countries' coffee to Japanese experts and consumers.

Target Countries : _____

Course No. : J1604401/J1604333

Sector : Private Sector Development/Trade and Investment

Sub-Sector :

Language : English

Outline

This program aims to provide know-hows on developing Special Economic Zones (SEZ) and Industrial Zones (IZ) to investment promotion agencies and line ministries in charge of investment promotion. The program also provide foreign investors' viewpoints on decision making of investment destination. Participants of the program will visit Southeast Asia to understand key to success and management of SEZ/IZ.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 SEZ/IZ Developing Plan will be prepared based on analysis of potential for attracting foreign direct investment.</p> <p>【Outcome】 (1) To analyze potential for attracting foreign direct investment (2) To understand basic principle and keys to success of SEZ/IZ Development (3) To understand requirement of investment environment for attracting foreign direct investment (4) To visit Southeast Asian SEZ/IZ for learning keys to success and management know-hows of SEZ/IZ (5) To prepare development plan of SEZ/IZ</p>	<p>【Target Organization】 Governmental Authorities in charge of SEZ/IZ (such as Ministry of Industry, Investment Promotion Agency and SEZ Authority)</p> <p>【Target Group】 Decision making level of SEZ/IZ development. (Director or higher level is preferred)</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2016/07/03 ~ 2016/07/16</p>
<p>Pre-Departure: Analysis on potential industries for attracting foreign direct investment</p> <p><Core Phase in Japan> Lecture and Company/Field Visit</p> <p>(1) To understand criteria of foreign investors for deciding location of investment. (2) To analyze potential industries for attracting foreign direct investment. (3) To understand role/purpose of SEZ/IZ, basic conditions such as prices, and success/failure stories of SEZ/IZ development. (4) To understand hardware investment environment (e.g. infrastructure) (5) To understand software investment environment (e.g. one stop service, SEZ related laws) (6) To prepare Development Plan of SEZ/IZ</p> <p><Supplemental Phase in Southeast Asia></p> <p>(1) To visit Southeast Asian SEZ/IZ authorities and operators (2) To revise the Development Plan.</p>	<p>Implementing Partner</p>	<p>Under Planning</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Tokyo (Industry&Public)</p>
	<p>Cooperation Period</p>	<p>2016 ~ 2018</p>
	<p>Remarks and Website</p>	<p>(A) 2016/07/03-2016/07/16 (English:Tokyo) (B) 2017/01/22-2017/02/04 (English:Tokyo)</p>

Target Countries : Sub-Saharan African countries

Course No. : J1604223

Sector : Private Sector Development/Trade and Investment

Sub-Sector :

Language : English

Outline

Through dialogues and field visits both in Japan and Malaysia, participants will learn the importance of regional economic cooperation and integration with the examples of Indian Ocean Rim economic region to examine policy for industrial development in their country. At the supplemental phase in Malaysia, participants deepen their understanding on the concepts and theories which they learn in Japan.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 The participants examine policies and measures for promoting trade and investment for industrial development by learning concept and efforts for regional economic cooperation and integration from case studies of Indian Ocean Rim countries and also analyzing comparative strength of each country among the economic region they belong to.</p> <p>【Outcome】 (1)To clarify issues on policies/measures for foreign trade and investment promotion of own country to draft report about their countries comparative strength in industrial sector. (2)To comprehend the importance of policies/measures considering regional economic integration and international specialization by understanding essential concepts and theories on trade and investment, current international trends, and case studies. (3)To formulate action plan as concrete policies and measures for facilitating trade and investment through analyzing each country's comparative strength in industrial sector among regional economic community. (4)Supplemental phase (Malaysia): To revise action plan by applying lessons of Malaysia government and outcome of opinion exchange with entrepreneurs in Malaysia</p>	<p>【Target Organization】 Organizations in charge of national industrial policy 【Target Group】 Executive officer (person who is responsible or involved to propose or design industrial policy.) Director level is preferable.</p>	
Contents	Course Period	2016/07/31 ~ 2016/08/06
<Core phase in Japan>	Implementing Partner	Under Planning
1. Lectures, field visits, and discussion sessions on essential concepts and theories on trade and investment, current international trends. 2. Lectures and discussion sessions on promoting trade/investment with countries comparative strength in the context of regional economic integration and international specialization.		Department in Charge
3. Workshop on drafting action plan.	JICA Center	JICA Kansai ()
4. Public forum for Japanese entrepreneurs.		Cooperation Period
<Supplemental phase in Malaysia>	Remarks and Website	Course Leader will be Prof. Takahashi (Graduate School of International Cooperation Studies, Kobe University)
5. Lectures, field visits, and discussion sessions on Malaysian experiences. 6. Field visits at Malaysian companies to learn effectiveness of the governmental support for their development.		

Target Countries :

Course No. :J1604402/J1604126

Sector :Private Sector Development/Tourism

Sub-Sector :

Language :English

Outline

This course aims to learn outline of the promotion activities and marketing strategy of tourism in Japan. Participants are expected to deepen their consideration for regional tourism resource, marketing survey and analysis methodology and effective use of promotion tools through concrete examples in Hokkaido. Finally appropriate action plan in participant s countries would be proposed.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 Importance of private-public cooperation for tourism destination marketing and promotion activities would be understood. Furthermore the realistic and concrete action plan would be proposed.</p> <p>【Outcome】 1. To properly analyze issues and problems in participants' countries, regions or organizations, and to clearly set targets to pursue in the training course. 2. To understand the condition of local/destination tourism and development policies in Japan. 3. To recognize and deepen the understanding of the roles and importance of cooperation of both governmental and private sectors in local tourism. 4. To understand effective product development and promotion method in local tourism. 5. To formulate a concrete and feasible Action Plan by utilizing the knowledge and techniques gained through the training course in Japan.</p>	<p>【Target Organization】 1. Governmental or public organizations which related to tourism destination market 2. Travel industry group, Travel and tourism association etc.</p> <p>【Target Group】 1. Current duty: Tourism destination market in governmental/ public organizations or private sector. 2. Experience in the relevant field: More than 5 years</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2016/09/03 ~ 2016/10/08</p>
<p>1. Tourism destination marketing by private-public cooperation/ Inbound promotion activities/ Travel industry in Japan/ Other country s tourism promotion in Japan/ Initiative for Hokkaido heritage/ Efforts of private-public cooperation to promote tourism in Hokkaido/ Importance of public policy for tourism etc. 2. Tourism promotion based on Inter-Municipal cooperation/ MICE/ Platform for tourism-based community in Hokkaido/ Case study of tourism destination marketing,(Niseko, Otaru Yukiakari) etc. 3. Survey and analysis methodology for tourism destination marketing (Lecture and Discussion) etc. 4. Commercialization and promotion tools for tourism destination marketing (Observation and discussion)/ Commercialization and marketing strategy of regional tourism resource (Scenic Byway, Tourism promotion by content strategy)/ Regional brand strategy/ Effective promotion tool etc. 5. Discussion of Tourism destination marketing by private-public cooperation/ Presentation of Action Plan etc.</p>	<p>Implementing Partner</p>	<p>Hokkaido International Exchange and Cooperation Center (HIECC)/Hiroshima International Center</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Hokkaido (Sapporo)/JICA Chugoku</p>
	<p>Cooperation Period</p>	<p>2014 ~ 2016</p>
	<p>Remarks and Website</p>	<p>(A)2016/09/03-2016/10/08 (English:Hokkaido(Sapporo)) (B)2016/07/08-2016/09/23 (English:Chugoku)</p>

Tourism development policies 観光振興政策		1684663
		Continuing
Target Countries : _____		17 participants
Course No. : J1604343		
Sector : Private Sector Development/Tourism		
Sub-Sector :		
Language : English		
Outline		
Generally, many developing countries lack the processes to plan and implement a tourism development policy. So participants learn methods (information collection, analysis, planning, and monitoring etc.) to plan and implement the tourism development policy, through the methods of Japan. In addition, not only the case of central government, they learn also some cases of local government.		
Objective/Outcome		Target Organization / Group
【Objective】 Participant will be able to obtain the necessary skills for executing of tourism development policy (information collection, analysis, planning, and monitoring etc.) , and plan and implement it, considering the present situation of own countries.		【Target Organization】 Ministries and government offices concerning the tourism development policy, or its related organization
【Outcome】 1. To explain the current situation of issues on planning of tourism development policy and its countermeasure for own country. 2. To learn the Japanese tourism development policy and its methods. 3. To learn the necessary methods to make the policy (information collecting, analyze, planning, monitoring etc.) 4. To learn the tourism development policy, methods and activities of local government. 5. To make a remedy(action plan) to plan and implement of country's tourism development policy.		【Target Group】 1. The person who engages in planning the tourism development policy. 2. More than 3 years practical experience. 3. It is preferable that the participants have some relationship with other JICA activities.
Contents		Course Period
【Preliminary Phase】 To make a country report about the present situation and problems of their own country's tourism development policy.		2016/09/25 ~ 2016/11/02
【Core Phase】 1. To know the present situation and the problems of other participating countries. 2. To visit JTA and JNTO, and learn the Japanese tourism development policy, the implementation method of plan, and to consider an adaptable idea for the own country. 3. To visit the tourist attraction where the national government promotes. 4. To learn the necessary methods to plan and implement the policy(information collection, analysis, planning, and monitoring etc.). 5. To visit some local government offices, and learn their tourism development policy, the implementation method of plan, and to consider an adaptable idea for the own country. 6. To visit the tourist attraction where the local government promotes. 7. To make a remedy(action plan) to plan and implement of country's tourism development policy.		Implementing Partner Japan Overseas Cooperative Association
		Department in Charge Industrial Development and Public Policy Department
		JICA Center JICA Hokuriku
		Cooperation Period 2014 ~ 2016
【Final Phase】 Holding report meetings. Revision, authorization and implementation of the action plan in the organization belonged. Writing a progress report.		Remarks and Website

Human Resource Capacity Development on "Japanese Hospitality, Omotenashi" in Tourism 観光人材育成研修「おもてなし」		1684664
		Continuing
Target Countries : Countries which seek for improvement of tourism-related service operations		16 participants
Course No. : J1604269		
Sector : Private Sector Development/Tourism		
Sub-Sector : Private Sector Development/Tourism		
Language : English		
Outline		
The program is designed for the governmental institutions and private sectors in tourism to learn how to improve quality of service based on the Japanese hospitality, Omotenashi which includes cultural background, attitude and know-how of delivering services in tourism. In addition, ideas on promotion of sustainable tourism jointly developed by private & public sector and academia will be shared.		
Objective/Outcome	Target Organization / Group	
【Objective】 Action plans for improvement of quality of service in tourism will be drafted based on the leanings from the program on Japanese hospitality for improving human resource capacity in tourism. The plans are expected to be shared with related private companies and governmental institutions in their countries and implemented in their own countries. 【Outcome】 1. To understand and analyze issues in tourism and human resource capacity building in tourism industry in the own countries; 2. To work on comparative study on the situation of own countries and Japan about strategy for improving tourism service delivery and tourism marketing; 3. To exchange ideas on the different ways of service and promotion strategy between Japanese tourists and foreign tourists with Japanese tourism-related companies based on the learning on the practical methods and approaches for customer-oriented services; 4. To make field visits to hotels and tourist sites where trainees can learn about the ways how the communities are involved in the effort in improving hospitality toward sustainable tourism on the spot; 5. To draft action plans on human resource development in tourism in order to improve tourism-related service operations in their own countries.	【Target Organization】 1. Local and Central Government departments and institutions which are in charge of tourism. 2. Hotels and tourism related private institutions. 【Target Group】 1. Government officials and private institutions in tourism who make and execute human resource development plans. 2. More than 5 years engagement with the same work. 3. Those in need of improving tourism-related service operations in their work.	
Contents	Course Period	2016/09/19 ~ 2016/10/15
【Activity in Preliminary Phase in home country】 Draft Job Reports and submit them before departure. 【Activities in Core Phase in Japan】 1. Analysis and discussion on the human resource development programs and provision of customer-oriented services in the trainees' own countries. 2. Japanese approaches on the tourism development. (EX. Joint activities by private sector, public sector and academic institutions) 3. Marketing strategy and Omotenashi presented by tourism professionals. 4. How to improve tourism-related operations and its economic values 5. Site visits to historic tourism and sustainable tourism. 6. Practical training for improving quality of service. 7. Draft Action Plan for improving quality of services in tourism. 【Finalization Phase in home country】 1. Submit Progress Report based on the action plan within 6 months. 2. Based on the formal request from training participants after returning to their home countries, "Omotenashi" workshops will be arranged to expand the outputs of the training.	Implementing Partner	Pacific Resource Exchange Center (PREX)
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Kansai ()
	Cooperation Period	2015 ~ 2017
	Remarks and Website	http://www.prex-hrd.or.jp

Tourism Promotion and Marketing: Targetting Japanese Market 観光振興とマーケティング		1684665 Updated
Target Countries : _____		30 participants
Course No. : J1604433/J1604329		
Sector : Private Sector Development/Tourism		
Sub-Sector : Urban/Regional Development/Regional Development		
Language : English		
Outline		
Targeting the Japanese market, this training aims at providing the government staff with the knowledge and skills in appropriately and effectively planning and implementing the tourism marketing and promotion. This will lead to sustainably developing the tourism resources, enhancing the institutional arrangement for receiving the tourists, and understanding the market trend of the targeting countries.		
Objective/Outcome	Target Organization / Group	
【Objective】 The developed destination-marketing plan for the Japanese market through consolidating the participating countries' issues with tourism development, will be shared among the participants' organizations. 【Outcome】 1. Understand the current situation of Japanese market, government, tourism industry and its structure. 2. Deepen the understanding of the trend/characteristics of Japanese tourists, and tourism development in participating countries. 3. Understand the tourism promotion and marketing methods in other countries. 4. Create a tourism marketing plan for each country targeting Japanese market through applying the knowledge/know-how earned from from the above steps 1 to 3.	【Target Organization】 Government/Public Organizations involved in Tourism Promotion or Tourism Marketing 【Target Group】 Government officers or Public Organization officials responsible for Tourism Promotion or Tourism Marketing, who have at least 3 years working experience in those fields.	
Contents	Course Period	2016/06/26 ~ 2016/07/30
[Preliminary Activities] Developing the country reports [Training in Japan] Theoretical lectures, practical training, observation, and discussion of the following contents: (1) Administration of Japanese Tourism (incl. Policy, Organization, Legislation system,, Statistics) (2) Japanese Tourism-related Organizations (Local governments, JNTO, JATA, OTOA, etc.) (3) Japanese Domestic Tourism (4) Tourism Marketing (Foreign Government Tourism Agencies, Airline Companies, Guidebook Publishers, Travel Companies, etc.) (5) Tourism Marketing Plan Development/Presentation and Discussion [Subsequent Activities] After returning home countries, trainees will hold workshops to share training results to affiliated organizations and various related organizations. Then, they will report the results to JICA.	Implementing Partner	Japan Transport Cooperation Association
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Tokyo (Industry&Public)
	Cooperation Period	2016 ~ 2018
	Remarks and Website	(A) 2016/06/26-2016/07/30 (English:Tokyo) (B) 2016/09/18-2016/10/29 (English:Tokyo)

Target Countries : Latin America(Spanish)

Course No. : J1604434

Sector : Private Sector Development/Tourism

Sub-Sector : Nature Conservation/Sustainable Use of Natural Resources

Language : Spanish

Outline

This course is designed to develop human resources who can plan/manage eco-tourism which contribute to both revitalizing the regional/local economy and conserving her unique nature/culture.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 The practical measures and improvement plans to which participating organizations are facing related to the regional economic development through the eco-tourism promotion will be formulated.</p> <p>【Outcome】 1. Current situation and issues the participating organizations are facing is sorted out in the job report. 2. Participants can explain the concept and promotion system of eco-tourism. 3. Participants can explain the concept of eco-tourism resources and the method of its management. 4. Eco-tourism program and human resource development program are formulated based on step 2 and 3. 5. Action plan is formulated against the issues sorted out in step 1, based on step 2 to 4.</p>	<p>【Target Organization】 governmental / public organizations and NGOs engaged in planning and managing the eco-tourism</p> <p>【Target Group】 More than 3 years of experience in eco-tourism or relevant field. University degree or equivalent with a good command of English, PC and digital camera. Not served in military but healthy both physically and mentally.</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2016/09/21 ~ 2016/11/26</p>
<ul style="list-style-type: none"> - Country and Job Report presentation - Workshop for local resources development and study on each participant's country and region. - Site visit to various scale of eco-tourism programs - Introduction and practice of PCM (Project Cycle Management) - Lecture on environmental resources (e.g. Coral reefs, mangroves) - Key to balancing the revitalization of the region's economy and conservation of the nature and culture - Formulation and presentation of Action Plan 	<p>Implementing Partner</p>	<p>NPO Okinawa Environment Club</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Okinawa</p>
	<p>Cooperation Period</p>	<p>2016 ~ 2018</p>
<p>Remarks and Website</p>	<p>Digital contents for PCM and other contents in regional development</p> <p>https://jica-net-library.jica.go.jp/jica-net/user/lib/contentDetail.php?item_id=885</p>	

Target Countries : Spanish speaking countries in Latin America and Caribbean

Course No. : J1604123

Sector : Private Sector Development/Tourism

Sub-Sector :

Language : Spanish

Outline

Hokkaido government facilitate collaborative relationship among industry, government and academia for regional tourism development. This course aims to understand the Japanese government's policy and efforts in the area of tourism development. And it is expected to understand the appropriate method to resolve the difficulties in participant's country through review of the concrete examples in Hokkaido.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 Importance of the private-public cooperation in the area of tourism destination marketing and promotion would be understood. Furthermore concrete and realistic action plan to promote sustainable tourism development would be developed.</p> <p>【Outcome】 1. To understand policy, efforts and roles of private and public sector for tourism development in Japan. 2. To acquire the overall knowledge on the basic ideas and conceptual frameworks, and world trends of sustainable tourism. 3. To understand the importance of collaborative relationship among industry, government and academia to facilitate tourism policy through concrete example of tourism development and promotion in Hokkaido. 4. To find out the appropriate problem solution method through analysis and discussion of the difficulties and improvement plan of the model case study of tourism development and promotion in Hokkaido. 5. To clarify the difficulties of regional tourism development in Latin America and Caribbean countries and propose action plan with concrete activities necessary in each countries to solve the difficulties.</p>	<p>【Target Organization】 1. Central/ Local government or public organizations related regional tourism development 2. NGO, Travel industry group and travel association etc.</p> <p>【Target Group】 Two participants from each country. 1. One is engaged in regional tourism development in Central/ Local government or public organizations 2. Another is from NGO, travel industry group and travel association 3. Experience more than 5 years</p>	
Contents	Course Period	2016/08/07 ~ 2016/09/17
1. Tourism policies / Tourism promotion/ Place branding, Regional Innovation Strategy/ Relation between popular culture and subculture in Japan. 2. Sustainable regional tourism development I, II/ Procedure of marketing-aware regional tourism/ Management of cultural resource/ Tourism global trend / Tourism for world innovative change/ Community based tourism with the resource of living heritage and world heritage/ Hospitality/ Case study of the regional tourism development 3. Local activation through tourism promotion/ Tourism marketing and MICE 4. Analysis and discussion of the difficulties of the concrete concrete example of tourism development in Hokkaido/ Elaboration of improvement plan 5. Country report/ Sharing good examples of each country/ Action plan	Implementing Partner	Hokkaido University, Hamanasu Foundation
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Hokkaido (Sapporo)
	Cooperation Period	2014 ~ 2016
	Remarks and Website	It is desirable that two organization of the participants have a relationship in their dairy work and they could work together the same action plan after going back the country

Enhancement of Sustainable Small Island Tourism 島嶼観光持続性強化		1684669 Updated
Target Countries : Countries with small islands		10 participants
Course No. : J1604435		
Sector : Private Sector Development/Tourism		
Sub-Sector :		
Language : English		
Outline		
Participants will examine measures to enhance competitiveness by not only learning from Japanese practices, but also alleviate demerits and mutual similarities specific to small islands through discussing and analyzing issues of participating countries'.		
Objective/Outcome	Target Organization / Group	
【Objective】 Competitiveness of the tourism industry in participating country/region is enhanced. 【Outcome】 1. Current situation in participating country is compiled into country&job report. 2. Elements of tourism which leads to the customer satisfaction, and characteristics of small islands are analyzed. 3. Participants understand various measures to attract inbound tourists and promotional strategies for their countries. 4. Current situation and future development potential of participating countries are sorted out based on 2 and 3. 5. Participants develop draft strategy to increase inbound tourists and customer satisfaction.	【Target Organization】 Central/Local government, other public organizations, industry groups or NGOs in charge of tourism development 【Target Group】 More than 3 years of experience in tourism field. University degree or equivalent with a good command of English, PC and digital camera. Not served in military but healthy both physically and mentally.	
Contents	Course Period	2016/06/29 ~ 2016/08/20
<ul style="list-style-type: none"> - Country&job report presentation - Analysis of characteristics of small islands - Elements of tourism and trend of customer satisfaction - Analysis of participating countries and differentiation - Examples in Japan of measures to attract inbound tourists - Marketing theory in general - Developing the draft strategy 	Implementing Partner	Under Planning
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Okinawa
	Cooperation Period	2016 ~ 2018
	Remarks and Website	Digital Contents (PCM) https://jica-net-library.jica.go.jp/jica-net/user/lib/contentDetail.php?item_id=885

Target Countries : Participating country is a state party to the UNESCO World Heritage Convention.

Course No. : J1604275/J1604410

Sector : Private Sector Development/Tourism

Sub-Sector :

Language : English

Outline

This training program leads to improving the tourism development activities at participating countries' World Heritage site through officers in charge of tourism development and World Heritage site management applying the earned practical knowledge and technical skills of the the Japanese way of tourism development at the World Heritage site.

Objective/Outcome	Target Organization / Group		
<p>【Objective】 Developing an action plan for the tourism development at participating countries' World Heritage site as a result of: 1. Understanding Public-Private Partnership mechanism, 2. Strengthening knowledge on management of tourism products and services considering the carrying capacity and 3. Enhancing the knowledge on interpretation and promotional activities.</p> <p>【Outcome】 Output 1: Practical measures and plans for sustainable tourism development at the World Heritage site level aligning to the national level policy are drafted. Output 2: Issues and opportunities in Public-Private Partnership working mechanism at all stages (planning, implementation and monitoring) of tourism development at World Heritage site are understood. Output 3: Knowledge on developing, providing, and managing tourism products and services considering the carrying capacity (incl. managing the number of tourists and their movement, transportation system, safety, etc.) at World Heritage site is strengthened. Output 4: Knowledge on effective development and usage of interpretation and promotional activities (e.g. sign board, tourist information center, site museum</p>	<p>【Target Organization】 Agency/Department of: 1. the Ministry of Tourism and 2. Ministry of Culture , Environment or/and other Ministries responsible for World Heritage site management 【Target Group】 At least 5 years of experience related to tourism development at UNESCO World Heritage site and/or at potential (included in UNESCO Tentative List) World Heritage site.</p>		
Contents	Course Period	2016/08/08 ~ 2016/09/16	
<p>1. Legislation system and policies for the World Heritage management and tourism development. 2. Management framework of Public-Private Partnership. 3. Management of carrying-capacity (incl. managing the number of tourists and their movement, transportation system, safety, etc.) at World Heritage site. 4. Management of tourism related facilities (e.g. resting place, toilet, car parks, etc.) at World Heritage site. 5. Interpretation activities (e.g. sign board, tourist information center, site museum, tourism promotional tools, local tour, etc.) at World Heritage site 6. Conservation, safeguarding, protection and restoration techniques at World Heritage site in Japan. 7. Mitigation and preventive measures towards the natural disaster at World Heritage site. 8. Balancing the conservation and tourism development at World Heritage site. 9. Current trend of tourism products and services at World Heritage site. 10. Improving the tourism development at World Heritage site. 11. Developing the tourism development action plan for the participating countries' World Heritage site.</p> <p>【Resource webpage】 http://whc.unesco.org/ • Total 2 participants per country (one from the Ministry of Culture or Ministry of Environment, and another from the Ministry of Tourism) is desirable.</p>	Implementing Partner	Ritsumeikan University	
	Department in Charge	Industrial Development and Public Policy Department	
	JICA Center	JICA Kansai ()	
	Cooperation Period	2016 ~ 2018	
	Remarks and Website	(A) 2016/08/08-2016/09/16 (English:Kansai) (B) 2017/01/25-2017/02/24 (English:Kansai)	

Merchandise Branding and Marketing by utilizing local resources 地域資源を活用した商品ブランディング・マーケティング		1684671										
		Continuing										
Target Countries : _____		30 participants										
Course No. : J1604093/J1604437												
Sector : Private Sector Development/Other Private Sector Development Issues												
Sub-Sector :												
Language : English												
Outline												
<p>In the local industry promotion programs by the merchandize and services which are utilizing local resources, some cases are seen that producing the merchandize and services are not for filling needs of the market. This program is designed to acquire the know-how for conducting an effective branding by analyzing the market needs and then developing the merchandize through the Japanese successful cases.</p>												
Objective/Outcome		Target Organization / Group										
<p>【Objective】 To learn Japanese successful experiences and to acquire the know-how to conduct an effective branding and marketing by aiming the merchandize development derived from market needs survey and the results of its analysis.</p> <p>【Outcome】 1. To analyze the current situations and problems of regional development in your country and to understand the above of other respective countries. 2. To understand experiences and methods for local community and regional development by governments and industries in Japan. 3. To acquire skills and the knowledge regarding Regional/ Product Branding and marketing to promote regional development. 4. To identify and formulate the essential knowledge and methods applicable to your current challenges on Regional/Product Branding and marketing for solutions.</p>		<p>【Target Organization】 - National or Local Government section/agency in charge of Micro/SMEs or local industry promotion - Public-Private Organization, such as Chambers of Commerce and Industry, Industrial Association engaging in local industry promotion.</p> <p>【Target Group】 1. Officer/Staff engaging local product development 2. Min. 5 years working experience in the relevant fields.</p>										
Contents		Course Period										
<p>【Lectures/Practices】 1. The Roles of Governments/ Local Residence/Other Actors 2. Marketing Research and Merchandize Development and Sales 3. Regional Branding and Merchandize Branding 4. Risk Management</p> <p>【Visits】 1. Branding and Marketing of Local Merchandize in Hilly and Mountainous Areas and Urban Areas 2. Production, Development, and Sales of Local Merchandize 3. Regional Branding and Regional Development</p> <p>【Discussions/ Presentations】 1. Inception Report 2. Action Plan</p>		<p>2016/04/06 ~ 2016/04/28</p> <table border="1"> <tr> <td>Implementing Partner</td> <td>Hito No Mori Co.Ltd, Land Brains Co.,Ltd.</td> </tr> <tr> <td>Department in Charge</td> <td>Industrial Development and Public Policy Department</td> </tr> <tr> <td>JICA Center</td> <td>JICA Chubu/JICA Okinawa</td> </tr> <tr> <td>Cooperation Period</td> <td>2014 ~ 2016</td> </tr> <tr> <td>Remarks and Website</td> <td>(A) 2016/04/06-2016/04/28 (English: Chubu) (B) 2016/06/29-2016/08/06 (English: Okinawa)</td> </tr> </table>	Implementing Partner	Hito No Mori Co.Ltd, Land Brains Co.,Ltd.	Department in Charge	Industrial Development and Public Policy Department	JICA Center	JICA Chubu/JICA Okinawa	Cooperation Period	2014 ~ 2016	Remarks and Website	(A) 2016/04/06-2016/04/28 (English: Chubu) (B) 2016/06/29-2016/08/06 (English: Okinawa)
Implementing Partner	Hito No Mori Co.Ltd, Land Brains Co.,Ltd.											
Department in Charge	Industrial Development and Public Policy Department											
JICA Center	JICA Chubu/JICA Okinawa											
Cooperation Period	2014 ~ 2016											
Remarks and Website	(A) 2016/04/06-2016/04/28 (English: Chubu) (B) 2016/06/29-2016/08/06 (English: Okinawa)											

Target Countries :

Course No. : J1604034/J1604233/J1604399/J1604173

Sector : Private Sector Development/Other Private Sector Development Issues

Sub-Sector :

Language : English/Spanish

Outline

This training is targeted for community leaders and government officials involved in policies, programs and projects related to small businesses, job opportunities, poverty reduction through enhancing community-based entrepreneurs. It is intended to acquire the experiential and practical rural development approaches through comprehending the importance of collective activities.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 To plan and carry out project for the development of community entrepreneurs and promoters by community-based rural development approaches.</p> <p>【Outcome】 1. To understand the conceptual framework of Community Capacity Development for Rural Development and Planning & Evaluation 2. To understand the concept of Systematic Value Addition (Decentralized Hands-on Exhibition and Community-based Rural Development Approach Policy Models) through Japanese/overseas experiences. 3. To be able to formulate feasible action plan for development of community-based small business entrepreneurs and promoters based on Community Capacity Development</p>	<p>【Target Organization】 Central/rural governmental organizations involved in the planning/promotion/evaluation of regional development and local industry promotion projects</p> <p>【Target Group】 1. Central/Rural midlevel leaders who are in charge of planning/implementing/evaluating the rural development. 2. Experience in the relevant field: have more than 5 years of occupational experience in the above-mentioned field (Age between 30-50)</p>	
<p>Contents</p>	<p>Course Period</p>	<p>2016/04/05 ~ 2016/04/24</p>
<p>1. (1) Concept of Community Capacity Development and Policy Structure Model (2) Concept of Planning and Evaluation</p> <p>2. (1) Concept of Systematic Value Addition (Decentralized Hands-on Exhibition and Community-based Rural Development Approach Policy Models) and its Case Studies (2) Study tours of development Experiences and practices in Oita Prefecture and others</p> <p>3. (1) Case Studies (2) Group Discussions on Case Studies and Inception Reports (3) Formulation of Interim Report (4) Presentation of Interim Report (Action Plan)</p>	<p>Implementing Partner</p>	<p>Ritsumeikan Asia Pacific University(APU)</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>JICA Kyushu</p>
	<p>Cooperation Period</p>	<p>2016 ~ 2018</p>
	<p>Remarks and Website</p>	<p>(A) 2016/04/05-2016/04/24 (Spanish:Kyushu) (B) 2016/05/10-2016/05/29 (Spanish:Kyushu) (C) 2016/11/29-2016/12/18 (English:Kyushu) (D) 2016/09/25-2016/10/15 (Spanish:Kyushu)</p>

Know-how of MONOZUKURI at Japanese Manufacturing Site -Productivity Improvement and Facility Maintenance Management- 日本のモノづくり現場のノウハウ - 生産性向上と設備管理 -		1684844 New
Target Countries : Countries which began mass production		10 participants
Course No. : J1604298		
Sector : Private Sector Development/Other Private Sector Development Issues		
Sub-Sector :		
Language : English		
Outline		
In order to improve the productivity of manufacturing companies, this training course is aimed to develop human resources responsible for dissemination of quality control, productivity improvement and facility maintenance management that are accustomed in Japan. In addition to development of production skill, development of comprehensive system of the whole process of production is highly important.		
Objective/Outcome	Target Organization / Group	
【Objective】 Strategic plan for strengthening system and human resource development is formulated in participants organization. 【Outcome】 1. To identify the issues in the participant s country and to recognize the role of their organizations. by understanding quality control and productivity improvement measures in Japan. 2. To identify the issues in the participant s country and to recognize the role of their organizations by understanding stable operation policies and facility maintenance management in Japan. 3. To improve capacity of formulating a strategic plan for strengthening system for productivity improvement and human resource development in participants organization	【Target Organization】 Two participants from each country are desirable: one from governmental organization for manufacturing industry and another from industrial association 【Target Group】 • Governmental officials in charge of promotion of manufacturing • Skill dissemination officers of manufacturing industrial association • More than five years-experience in the above-mentioned field (Age between 30-50)	
Contents	Course Period	2016/10/16 ~ 2016/11/30
1. (1) Basic concepts of MONOZUKURI (Manufacturing process) (2) Productivity improvement by loss-elimination (3) Quality management with less rejection (4) Activities for improving manufacturing site (5S, Kaizen) (5) How to find weakness of manufacturing site 2. (1) Basic concepts of facility maintenance (2) Technique and skill for preventive maintenance (3) Case study of minimizing breakdowns by facility improvement (4) Introduction of CDT: Condition Diagnosis Technology (5) Introduction of Training system for mechanical and electrical skills 3. (1) Guidance of identifying the issues (2) Guidance of Action plan elaboration (3) Job report and Action plan presentation	Implementing Partner	Under Planning
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Kyushu
	Cooperation Period	2016 ~ 2018
	Remarks and Website	

Industrial Development and Promotion utilizing local resources 地域の特色を活かした産業振興		1684846 New
Target Countries : countries/areas considering replication of Japanese SMEs promotion policies		14 participants
Course No. : J1604413		
Sector : Private Sector Development/Other Private Sector Development Issues		
Sub-Sector : Private Sector Development/Tourism		
Language : English		
Outline		
This training course provides opportunities for the participants to learn the systems of developing regional industries which are backed by geographic environment, culture, history, tradition and so on, so that the participants can consider reprecation and implementation of the similar policies/activities at the respective countries/areas.		
Objective/Outcome	Target Organization / Group	
<p>【Objective】 The participants will be able to consider reprecation and implementation of the similar policies/activities for regional industrial development and promotion through learning the practices carried out in Japan which utilize local resources.</p> <p>【Outcome】 The participants can (1) analyze the current industrial development and promotion in respective countries/areas utilizing local resources, (2) understand the current situation of industrial development and promotion in Hokuriku region utilizing regional characteristics, (3) deepen the understandings on systems and practices of implementation of regional industrial development and promotion utilizing local resources, (4) understand the relationships for the regional industrial development and promotion among Public/Private/Academia, (5) consider and develop action plans based on the learnings through the training for regional industrial development utilizing characteristics in respective countries/areas.</p>	<p>【Target Organization】 Central and Regional/Local government in charge of regional industrial development and promotion, and private associations such as chamber of commerce</p> <p>【Target Group】 personnel in charge of regional industrial development and promotion / more than 1 year experiences / enthusiasm for steady implementation of the plan for the respective countries, region, areas</p>	
Contents	Course Period	2017/01/22 ~ 2017/02/12
Lectures: The participants will learn on current situations and historic backgrounds which made popular specialities in Hokuriku region, through lectures and site visits including practical lessons on difficulties faced and solutions. Site visits: Toyama prefecture-Medicine, Kanazawa city-Tourism and Traditional cloth, Fukui Prefecture-Eye glasses, Ishikawa prefecture-Lacquerware	Implementing Partner	Under Planning
	Department in Charge	Industrial Development and Public Policy Department
	JICA Center	JICA Hokuriku
	Cooperation Period	2016 ~ 2018
	Remarks and Website	