### Target Countries:
- (A) 201984671-J002/
- (B) 201984672-J002/
- (C) 201984939-J002

### Sector:
- Agricultural Development/Distribution, Processing, Export Promotion

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

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

### Objective/Outcome

**Objective**
To be able to identify and propose measures necessary for local development, by acquiring the practical knowledge of branding and marketing of products based on the utilization of local resources.

**Outcome**
1. Participants can summarize the current situations and support of products based on utilization of local resources, in terms of branding and marketing.
2. Participants can analyze own situation with the comparison of Japanese cases of experiences and methods for local product development.
3. Participants can prioritize the challenges and identify the appropriate approaches by acquiring skills and knowledge of branding and marketing.
4. Participants can summarize and make a proposal of what and how to strengthen or improve current policy, system, structure, measures and/or support services in terms of branding and marketing by applying the knowledge gained by the program.

### Target Organization / Group

**Target Organization**
Public/Private Organization that promotes locally made products for development of local economy and industry.

**Approach by GI (Geographical Identifications) concept is desirable.**

**Target Group**
- Marketing support/promotion staff, who provides direct support service, plans support measures, and/or promotes regional/territory/area branding (Geographical Identifications)
- Minimum 5 years professional experiences of relevant field.

### Contents

**The experiences and approaches of market-oriented local product and the continuous analysis/feedback, based on Japanese real cases are shown throughout the program.**

1. Experiences and measures for local economic and social development, such as "One-Village One-Product (OVOP)".
2. Roles of public administration, suppliers, producers/association, retailers, business support providers
3. Local resource identification and its merchandising

**[Branding/Marketing]**
- Market Research, Test-Marketing
- Marketing strategy (Segmentation, Targeting and Positioning)
- Product development by Market-In/Market-Oriented approach
- Supply-Chain Management
- Product diversification
- Product Branding, Regional/Territorial Branding (Geographical Indication)
- Brand control, etc.

### Remarks

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