



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

Branding and Marketing of Products utilizing local resources (C)

課題別研修「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(C)」
JFY 2017

NO. J1704386 / ID. 1784939

Course Period in Japan: From January 17th to February 10th 2018

This information pertains to one of the JICA Knowledge Co-Creation Program (Group & Region Focus) of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

‘JICA Knowledge Co-Creation Program (KCCP)’ as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out that *“In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.”* We believe that this ‘Knowledge Co-Creation Program’ will serve as a center of mutual learning process.

I. Concept

Background

In the regional economic development programs and/or projects by the products or services utilizing local resources, such as “One-Village, One-Product project”, some cases are identified as a lack of perspective on “Meeting market needs”, “Finding/Creating of new market”, “Branding based on local area”, or “Practical method of the finding and utilization local products”.

Thus, unique or differentiated local products without these perspectives are unable to survive in the competitive markets, and a group of such local products are unable to build successful brand image of the specific area/region for sustainable development.

For what?

With this background to be encountered, this program provides applicable and practical knowledge of effective branding and marketing of local products derived from market needs and analysis, for those who engage in locally made products promotion for local economy and industry by supporting local producers/enterprises.

The program is designed on the basis of experiences in Japan, as Japan has been implementing many types of local development, which are appropriate and adjusted to the situations and characteristics of economy, society, and industry of each region. These experiences in Japan would support the participants for the clear understanding of the methods of local products/services development, in consideration of marketing and branding of local products with a scope of regional development of participant's respective countries/regions.

For whom?

This program is for those who engage in promotion of locally made products utilizing unique characteristics/features to the area, by supporting local producers/Small- and Medium- sized Enterprises (SMEs). More specifically, marketing support/promotion staff/officers belonging to Public/Private Organization, who plans/provides direct support measures/service, and/or promotes regional/territory branding through a group of local products are suitable participants for this program.

How?

This program is delivered by lectures, field-visits, workshops and presentations by participants. As analytical discussions using SWOT (Strength, Weakness, Opportunity, Threat) analysis and learnings among participants would enhance the greater outcome. Thus, active participation from participants with a clear mission/problem solving mind are essential.

Furthermore, in order to find out new or improved supporting strategies for local SMEs/Farmers to achieve the local development through branding and marketing utilizing local resources. In this course, following elements are the focus to analyze:

- Findings of local resources
- Utilization of local resources
- Branding and Marketing for product
- Production
- Promotion
 - Distribution
- Selling
- Local/community development



II. Description

- 1. Title (J-No.):** Branding and Marketing of Products utilizing local resources
(C) (J1704386)
- 2. Course Period in JAPAN**
January 17th to February 10th 2018
- 3. Target Regions or Countries**
ARMENIA, GEORGIA, KAZAKHSTAN, KYRGYZ REPUBLIC, TAJIKISTAN,
UZBEKISTAN
- 4. Eligible / Target Organization**
Those who engage in promotion (Marketing/Branding) of local products/services based on the utilization of local unique characteristics/features by supporting local Producers/Small- and Medium-sized Enterprises (SMEs) , as an officer of public/private organization, such as national/ local governments, governmental agencies, cooperatives/business association, chamber of commerce, etc..

*have a minimum of 5 years' working experience in this field of promoting local products.

*Note: In the program, "local products/services" are focused. Specifically, the context and background of Japan is that these products are commercialized by Small- and Medium- sized Enterprises (SMEs) using of the various forms of unique resources available, and the municipal/provincial/regional government supports these activities of SMEs as a way of their local/regional promotion.
- 5. Course Capacity (Upper limit of Participants)**
11 participants
- 6. Language to be used in this program:** Russian
- 7. Course 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.
- 8. Overall Goal:**
To promote regional development in respective countries.

9. Expected Module Output and Contents:

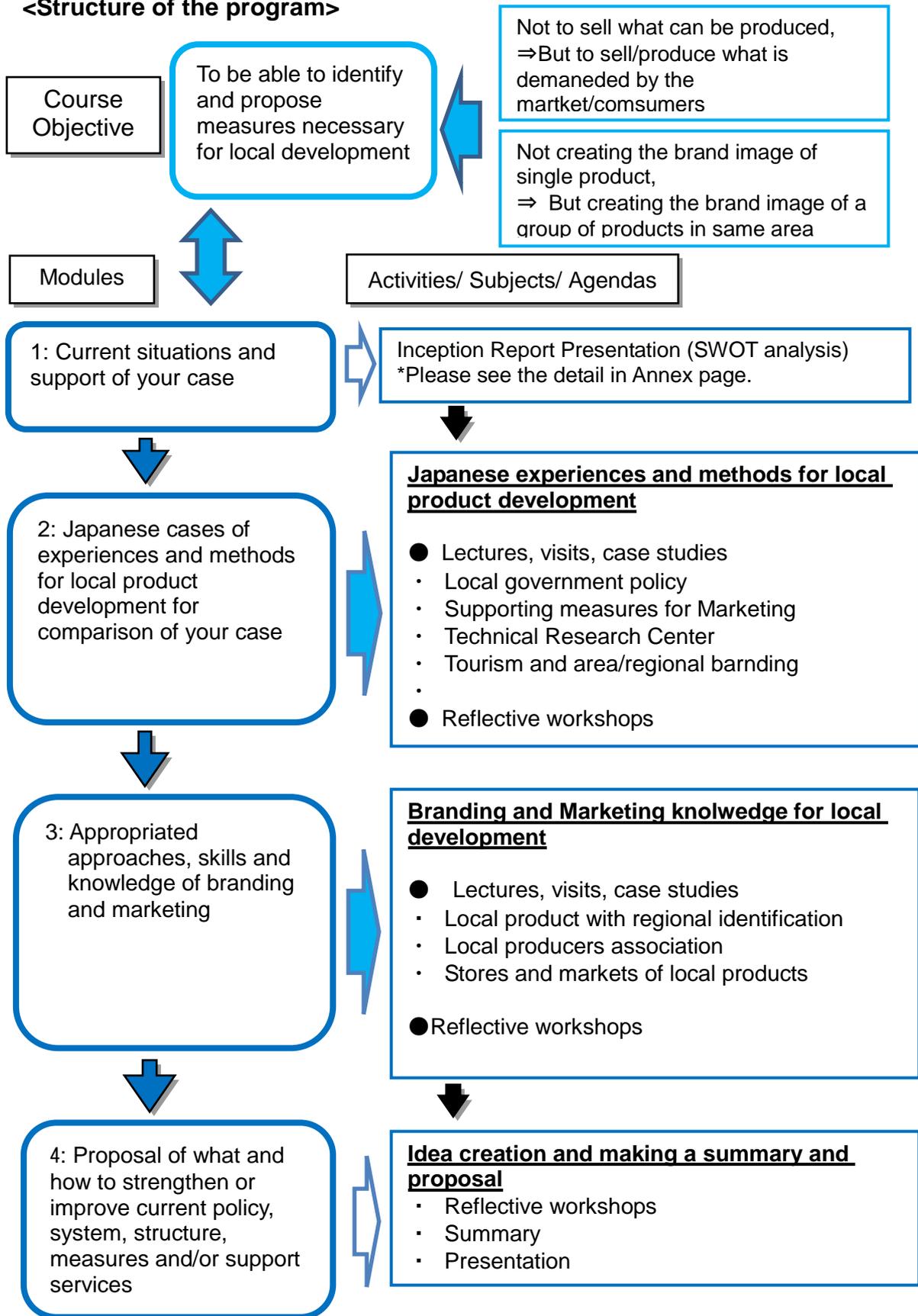
This program consists of the following components. Details on each component are given below:

(1) Preliminary Phase in a participant's home country <i>Participating organizations make required preparation for the Program in the respective country.</i>	
Expected Module Output	Activities
Inception Report is formulated	Formulation of baseline report

**Agendas are subject to be minor change.*

(2) Core Phase in Japan <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i>	
Expected Module Output	Subjects/Agendas
<p>【MODULE1】</p> <p>Participants can summarize the current situations and support of products based on utilization of local resources, in terms of branding and marketing.</p>	Individual Presentation and the Discussion
<p>【Module2】</p> <p>Participants can analyze own situation with the comparison of Japanese cases of experiences and methods for local product development.</p>	Lectures and visits about various stakeholders and experiences in Japan
<p>【Module3】</p> <p>Participants can prioritize the challenges and identify the appropriate approaches by acquiring skills and knowledge of branding and marketing.</p>	<p>【Marketing】</p> <ol style="list-style-type: none"> 1. Marketing basics 2. Research, strategy, activities <p>【Branding】</p> <ol style="list-style-type: none"> 1. Product/services Branding 2. Regional/Area Branding 3. Tourism and Regional Branding
<p>【Module4】</p> <p>Participants can summarize and make a proposal of what and how to strengthen or improve current policy, system, structure, measures and/or support services in terms of branding and marketing by applying the knowledge gained by the program.</p>	Reflection sessions, summary report presentation

<Structure of the program>



<Reference: Program Schedule >

*Please note that the schedule is under planning and is subject to change.

Date	Day	Contents	Accommodation
1	Wed	Arrival in Japan	JICA Chubu International Center in Nagoya-city, Aichi
2	Thu	JICA Briefing & Orientation	
3	Fri	JICA Briefing & Orientation	
4	Sat		
5	Sun		
6	Mon	Inception Report Presentation by Participants	
7	Tue	Government measures	
8	Wed	Business Supporting Organization	
9	Thu	Research Center	
10	Fri	Local Development in Japan	
11	Sat	Entrepreneurship (Toyota Museum, etc)	
12	Sun		
13	Mon	Case of Local speciality product branding	
14	Tue	Tourism and local products	
15	Wed	Marketing site (store visit)	
16	Thu	Distribution, Supply Chain Management	
17	Fri	Reflection	
18	Sat		
19	Sun		
20	Mon	Producer's Association	
21	Tue	Regional Branding and Tourism promotion	
22	Wed	Reflection	
23	Thu	Program Report Presentation	
24	Fri	Evaluation and Closing	
25	Sat	Depart Japan for home country	

< Images of program >

*Please note that pictures are just sample from related program.

Lecture



Presentation by Participants



Group-work among participants



Factory Visit



Company Visit



Rural Field visit



Japanese Cultural program



Closing Ceremony



III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the project to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
- (3) *The organization with the specific and strategic intention to utilize the opportunity of this program will be highly valued.*

2. Nominee Qualifications:

Applying Organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications

1) Current Duties: Those who engage in promotion (Marketing/Branding) of local products/services based on the utilization of local unique characteristics/features by supporting local Producers/Small- and Medium- sized Enterprises (SMEs) , as an officer of public/private organization, such as national/ local governments, governmental agencies, cooperatives/business association, chamber of commerce, etc..

* have a minimum of 5 years' working experience in this field of promoting local products.

* Must be able to present a local product/service in the program

* Please note that, in the program, "local products/services" are focused. Specifically, the context and background of Japan is that these products are commercialized by Small- and Medium- sized Enterprises (SMEs) using of the various forms of unique resources available, and the municipal/provincial/regional government supports these activities of SMEs as a way of their local/regional promotion.

2) Experience in the relevant field: minimum of 5 years in the relevant field of Marketing or Branding.

3) Educational Background: be a graduate of university

4) Language: have a competent command of spoken and written Russian

5) Health: must be in good health, both physically and mentally, to participate in the Program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

(2) Recommendable Qualifications

1) Expectations for the Participants:

- Excellent communication and analytical skills
- A good team player with strong interpersonal skills demonstrated by the ability to learn in a multicultural, multi-ethnic environment with sensitivity and respect for diversity

2) Age: between the ages of twenty-eight (28) and fifty (50) years

3. Required Documents for Application

(1) Application Form: The Application Form is available at **the JICA office (or the Embassy of Japan)**.

(2) Photocopy of passport: to be submitted with the application form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

(3) Inception Report: Please submit together with the Application Form, the report will be used for the selection of applicants. Please refer to **Annex: Guidelines for Inception Report**.

4. Procedures for Application and Selection :

(1) Submission of the Application Documents:

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan)**.

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN** by **October 18th, 2017**)

(2) Selection:

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by

the JICA Center in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.*

Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than December 12, 2017**.

5. Conditions for Attendance:

- (1)** to strictly adhere to the program schedule.
- (2)** not to change the program topics.
- (3)** not to extend the period of stay in Japan.
- (4)** not to be accompanied by family members during the program.
- (5)** to return to home countries at the end of the program in accordance with the travel schedule designated by JICA.
- (6)** to refrain from engaging in any political activities, or any form of employment for profit or gain.
- (7)** to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (8)** to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

(1) **Name:** JICA Chubu International Center

(2) **Contact:** Ms. TSURUTA , Azusa (cbictp1@jica.go.jp)

※Please insert “J1704386” in the subject.

2. Travel to Japan:

(1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.

(2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

3. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

JICA Chubu International Center (JICA Chubu)

Address: 60-7 Hiraikecho, Nakamura-ku, Nagoya 453-0872, Japan

TEL: +81-52-533-0220 FAX: +81-52-564-3751

(where “81” is the country code for Japan, and “52” is the local area code)

If there is no vacancy at JICA Chubu, JICA will arrange alternative accommodations for the participants.

4. Expenses:

The following expenses will be provided for the participants by JICA:

(1) Allowances for accommodation, meals, living expenses, outfit, and shipping

(2) Expenses for study tours (basically in the form of train tickets.)

(3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included)

(4) Expenses for program implementation, including materials

For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

5. Pre-departure Orientation:

A pre-departure orientation will be held at the respective country’s JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. Other Information

About JICA Chubu International Center:

<Location>

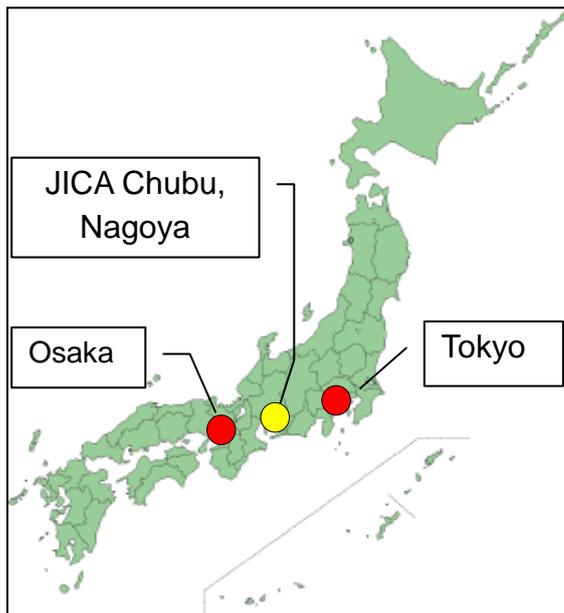
- It is located at the center of *Nagoya*-city. The Nagoya main station, the regional hub of various transports, is 15mins walk from JICA Chubu Center.

<Facilities/Equipment>

- Cafe/Restaurant: International Foods, including vegetarian and halal meals, are available.
- Private Room: Single size Bed, Private Bathroom, Desk, Refrigerator, Hot pot, Bookshelf, Air Conditioning, In-room Safe, TV, Internet connection (LAN)

<Recommended Websites>

- ✓ JICA Chubu's website: www.jica.go.jp/chubu/english/office
- ✓ Aichi prefecture: www.heart-of-japan.jp/



<Climate>

Season	Winter		Spring			Summer			Autumn			Winter
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Daytime Temp.	9C	10C	13C	19C	24C	27C	30C	32C	28C	22C	17 C	11C
Nighttime Temp	0.8C	1C	4C	9C	14C	19C	23C	24C	20C	14C	8C	3C

VI. ANNEX:

Each applicant shall prepare an Inception report, no more than 5 pages long, typed double space on A4 (or bond) size paper.

- The report must be submitted together with the application documents, and will be used as the basis for a 15-20 minute presentation as part of the program.
- The report must follow the outline below. The emphasis may vary depending on the present duty and responsibility each participant handles.

1: Organization & Position

- (1) Name of Participant, Name of Organization and Type (Government/Private/Others)
- (2) Department/Section, Present Post and Years of experience at your present post, Organization chart (to illustrate an organization chart, starting from a section as the lowest level, and To highlight your position in the chart), Your Duties

2: Strengths and challenges on local product promotion, in terms of branding and marketing of local products.

3: Your expectation for the training and expected effect after this training

- what I want to learn in this program
- how I can utilize the knowledge after the program

4. Current Situation Analysis of your local product Branding & Marketing

- (1) Local speciality products **branding**, for Domestic & International (Including international visitors) market. Please provide current information of 1 group of products (or 1 specific local product if not grouped) as a example. If the ideal products/actors/regulation are NOT Available, please write N/A.

	① Existence of Differentiated and prominent Local Products	② Promotion actors of local products	③Intellectual Property Protection System
Target: DOMESTIC MARKET			
Target : INTERNATIONAL MARKET (Including international visitors)			

① Existence of Differentiated and prominent Local Products

–Name and describe the features/speciality of the products (How is it different?)

What is it well known as?, To Whom is it well known?)

② Promoters of local products

- Who is promoting the local products? How?
- Describe organizational body for branding (ex. locally based business association), if available (its members, organizational profile, quality control mechanism, promotion method, any system to enhance competitiveness ex. collective marketing, materials procurement, etc.)

③ Intellectual Property Protection System

- Name and describe the regulation / rules to build, protect and sustain “brand” as Intellectual Property

(2) Local products **marketing**

- Please describe 1 group of products (or 1 specific local product if not grouped) as a case of marketing. The chosen products can be the same as previous question of Branding case in (1).

- Name of the local area, Features of the product
- Producer’s organizational information (types of organization-cooperatives, private companies, public sector, their strengths, production volume)
- Current supply chain (materials suppliers, whole-sellers/middlemen/distributors, its sales channels, its geographical locations including road accessibility and distribution system) for selling
- Currently recognized competitors
- Current and/or Potential market (Name of city, or target customer)

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

JICA Chubu International Center (JICA Chubu)

Address: 4-60-7 Hiraikecho, Nakamura-ku, Nagoya 453-0872, Japan

TEL: 81-52-533-0220 FAX: 81-52-564-3751