



【Online】 Knowledge Co-Creation Program (Group & Region Focus)

General Information on

**DEVELOPED MARKET ORIENTED EXPORT PROMOTION
STRATEGY / MARKETING STRATEGY (A)**

課題別研修「先進国市場を対象にした輸出振興／マーケティング戦略 (A)」

JFY 2020

Course No. 201902144J001

Online Course Period: From November 23, 2020 to December 11, 2020

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) 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)

The Japanese Cabinet released the Development Cooperation Charter in February 2015, stated 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 foundation of mutual learning process.

I. Concept

Background

Today, the export promotion plays a major role in economic development of many developing countries. However, most of the exports from developing countries are raw materials rather than processed products and the improvement of export promotion remains as challenge as it is not linked to development of domestic industry. In this course for export promotion, it will mainly focus on the market development.

In order to promote an export, the local company must be able to understand and assess the needs in the international market. Then, based on the analysis, it must select the potential market; properly develop a product (in both design and pricing); and effectively promote the product. As for the role of the Investment and Export Promotion Agency, it must be able of providing adequate market information, arrange and advice on a promotional activities, as well as organizational reform of itself if necessary.

This program aims to (1) ensure the capacity development of stakeholders of respective countries, by providing them with opportunity to learn the export promotion strategy and marketing strategy, and (2) practically apply the knowledge learned in Japanese market, and implement the developed action plan through the Public-Private Partnership.

For what?

This program aims to provide participants with opportunity to acquire skills on market-oriented export promotion of locally made unique products. Participant 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.

For whom?

This program is offered to (1) officials who are engaged in export promotion at governmental organizations or regional institutions and (2) managers of private sector institutions or associations, such as cooperatives, CCIs (Chamber of Commerce and Industries) or industry groups which are willing to promote export of their products.

How?

Through online web-based learning, participants will have opportunities to acquire practical approaches and methods of marketing and export promotion fit to their products being sold in the developed market, by taking Japanese market as an example. Participants are expected to learn the essence of successful

promotion, branding and promotion by case studies, and lectures.

Sustainable Development Goals (SDGs)

The 2030 Agenda for Sustainable Development (the 2030 Agenda) is a set of international development goals from 2016 to 2030, which was adopted by the UN Sustainable Development Summit held in September 2015. As a development cooperation agency, JICA is committed to achieving the SDGs. This program is linked to and will contribute to the realization of following goals under Sustainable Development Goals (SDGs).

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



II. Description

1. Title (Course No.)

Developed Market Oriented Export Promotion Strategy / Marketing Strategy (A) (201902144J001)

2. Course Period

From November 23, 2020 to December 11, 2020

[Fixed schedule will be shared to the accepted participants with the Notice of Acceptance.](#)

3. Target Regions or Countries

Afghanistan, Armenia, Jamaica, Mexico, Moldova, Montenegro, Pakistan, Peru, Serbia, and Uzbekistan

4. Eligible / Target Organization

This program is designed for (1) an official who are engaged in export promotion in governmental organizations or regional institutions and (2) a manager of private sector institutions or associations, such as cooperatives, CCIs or industry groups which is willing to promote export of their products. This course is highly recommended to those who have actual experiences in local products development or export promotion project.

5. Capacity (Upper limit of Participants)

19 participants

6. Language

English

7. Course Objective

To equip the participants working in fields of export promotion with the necessary know-how for local brand/product development and marketing strategy. Knowledge on market-oriented approach for promoting the export of local products to developed countries, based on the public-private partnership will also be increased.

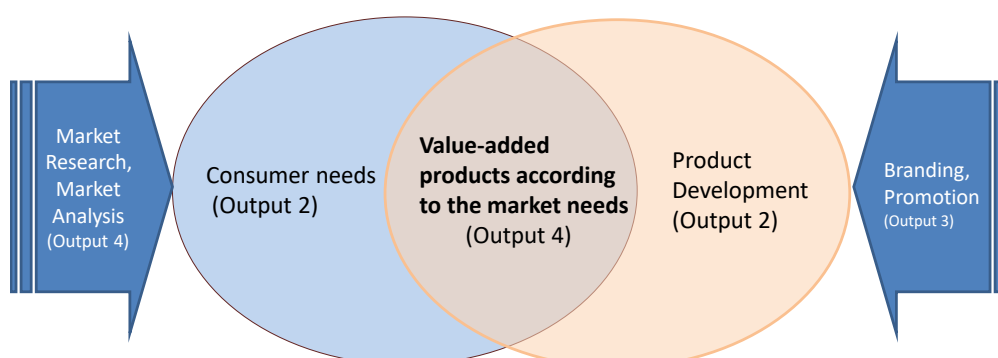
8. Overall Goal

Projects and strategy to export the local products of participants' countries to the developed market, are planned and implemented in the participants' country.

9. Output and Contents

- (1) Understanding the linkage between export promotion and development of domestic industry, participants can explain the export promotion strategy based on the strength and characteristics of local industries.
- (2) With clear understanding of the strength/value of their local products, participants can explain the product/brand development targeting developed market.
- (3) Participants can explain how to create/use promotional tools, in accordance with his/her customer's needs and occasion.
- (4) Participants understand the market needs by using appropriate market researching methods(test marketing, questionnaire etc.) and review.

Market-oriented Product Development



This course consists of following subjects and learning methods (Subject to minor change)

Subjects	Learning Method
Understanding the Export Oriented Growth and Identification of Potential Export Products.	-Pre Study Report -E-Learning (Lectures) -Feedback Sheet by E-mail
Understanding the Strategy of Value Added Product and Marketing Plan, and Organizational Support	-E-Learning (Lectures) -Feedback Sheet by E-mail
Impact of COVID-19 on the Global Export and Global Value Chain	-E-Learning (Lectures) -Group Discussion (Online) -Feedback Sheet by E-mail

III. Eligibility and Procedures

1. Expectations to the Applying Organizations

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

2. Nominee Qualifications

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

(1) Essential Qualifications

1) Current Duties

Participants from **public organizations**: officials who are engaged in export promotion. He/she should have actual experiences in certain product or field in terms of export promotion.

Participants from **private organizations/companies**: managers who are engaged in export promotion or sales promotion in cooperatives, CCI, or industry groups.

*Must be able to present the information of local products which has been exported (or are intended to be exported) to the markets or developed countries such as Japan.

*Must have experience on providing business support service for the exporter, especially in terms of marketing of the product or direct support of company's export operation.

- 2) Experience in the Relevant Field: have more than 3 years' experience in the field of export promotion.
- 3) Educational Background: be a graduate of university or equivalent
- 4) Language Proficiency: have a competent command of spoken and written English proficiency equivalent to TOEFL iBT 100 or above.
- 5) Technical Requirements for the Online Course (Computer)

Technology Proficiency:

- Basic computer skills such as, sending/receiving email with attachments, and using a web browser.
- Online course may be delivered using the following services, Web Conferences (Zoom, Google Meets, MS Teams), Cloud Storage (Google Drive, Gigapod), and YouTube. (Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.)

Internet Connection:

- High Speed Broadband Connection (at least 2Mbps) from your office or your home.
- *Internet access charge incurred for this course shall be borne by you.

Hardware (Minimum Requirement):

- Regular access to a computer, either from your home or from your office.
- Operating System: Windows or Mac OS (Updated version is preferred).
- Processor: Intel Core 2 Duo or higher; 2GHz or higher
- Memory: 4GB of RAM or higher
- Hard Drive Space: 5GB free disk space
- Browser: Google Chrome is preferred browser. (Edge, Firefox, Safari can be used)
- Others: Webcam Microphone, and Audio output Device (Speaker or Headset)

*In some cases, Smartphone (Android OS or Apple iOS) can be used as substitute of PC.

6) Health: must be in good health to participate in the program

7) Attendance Requirement: Participation in online program and submission of various assignments is an essential requirement for the completion of the course.

(2) Recommended Qualifications

- 1) Age: between the ages of twenty-five (25) and fifty (50) years
- 2) Gender Consideration: JICA promotes gender equality. Women are encouraged to apply for the program.

3. Required Documents for Application

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

(2) Photocopy of Passport:

Photocopy should include Name, Date of Birth, Nationality, Sex, Passport number and Expire date.

(3) English Score Sheet: to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)

4. Procedures for Application and Selection

(1) Submission of the Application Documents

Closing date for applications: **Please confirm the local deadline with JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at **JICA Center in JAPAN** by October 23, 2020)

(2) Selection

Primary screening is conducted at JICA office (or the Embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

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

(3) Notice of Acceptance

JICA overseas office (or the Embassy of Japan) will notify the results **not later than October 30, 2020.**

5. Conditions for Participation

Participant of KCCP is required

(1) to strictly observe the course schedule

(2) not to change the program topics

(3) not to record or share the online contents without JICA's permission

IV. Administrative Arrangements

1. Organizer (JICA Center in Japan)

(1) **Center:** JICA Kansai Center

(2) **Programme Officer:**

Mr. GUNJI Minori (E-mail: Gunji.Minori.2@jica.go.jp)

Ms. AOKI Rika (E-mail: Aoki.Rika@jica.go.jp)

2. Implementing Partner

(1) **Name:** Pacific Resource Exchange Center

(2) **URL:** http://www.prex-hrd.or.jp/index_e.html

(3) **Remark:** PREX was established in April 1990 in response to a proposal adopted at the general assembly of the Pacific Economic Cooperation Council (visit PECC at: <http://www.pecc.org/>). Since its inception, PREX has been contributing to promote international exchanges through human-resource development projects and their related activities in developing countries.

V. Other Information

1. Participants who have successfully completed the program will be awarded a certificate by JICA.

For Your Reference

JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner (developing) countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to developing countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to developing countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called a Training Program, and it is one of the core programs carried out in Japan. By inviting officials from developing countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 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 is being customized by the different target organizations to address the specific needs, 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, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving the tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such

experiences to developing countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems in developing countries.

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.



Contact Information for Inquiries

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

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