



# 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 2016**

NO. J16-04219 / ID. 1684648

Course Period in Japan: From September 11 to October 15, 2016

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 (KCC) Program’ as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet in 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**

Today, export promotion is expected to play 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. For further contribution to the local industries, it is important to export value-added products. Insufficient quality of products, ineffective marketing and promotion prevents developing countries to export value-added products to developed countries.

This course introduces a new approach to tackle with the situation above. That is to convert concept from “Product-out” to “Market-in”, or **“sell what you can make” to “make what you can sell”**. In other words, to develop value-added products according to the potential markets’ needs, or improve the current products in the light of consumers’ eyes. For taking this approach, effective skills of market research, product development, branding, promotion and communication with potential customers are essential.

Moreover, we believe that exporting high-quality and unique products will contribute not only uplift the export business but also the country image itself if they are appreciated by premium markets.

This program is offered for the countries which wish to acquire the approach and to develop their products with the cooperation of related stakeholders in respective countries.

## **For what?**

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

## **For whom?**

This program is offered to 1) officials who are engaged with export promotion in 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?**

Participants will have opportunities to acquire practical approaches and methods of marketing and promotion for promoting export of their products to the developed market. Participants are expected to learn the essence of successful promotion, branding and promotion by case studies, lectures and workshops. This program focused on learning practical skill and knowledge, thus it requires participants’ active participation for the program, including discussions and workshops during the training program as well as assignments before coming to Japan.

## ***II. Description***

**1. Title (J-No.): Developed Market Oriented Export Promotion Strategy / Marketing Strategy (A) (J1604219)**

**2. Course Period in JAPAN**

September 11 to October 15, 2016

**3. Target Regions or Countries**

Albania, Former Yugoslav Republic of Macedonia, Kosovo, Moldova, Bosnia and Herzegovina, Montenegro, Serbia, Uzbekistan, Kyrgyz Republic.

**4. Eligible / Target Organization**

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

**5. Course Capacity (Upper limit of Participants)**

13 participants

**6. Language to be used in this program:** English

**7. Course Objective**

Participants acquire market-oriented approach of export promotion of local products to developed countries, based on the partnership between public and private organization.

**8. Overall Goal**

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

## 9. Expected Module Output:

### (1) Preliminary Phase in Participants' home country:

**Output 1:** The strength and characteristics of industries of the participants' country and export promotion strategy are clarified and analyzed to draft plan for potential products (Pre-Study Report).

### (2) Phase in Japan:

**Output 2:** Participants are able to explain methods for understanding targeted markets and consumers.

**Output 3:** Participants are able to propose product development and branding strategy which reflect their countries' strength/attractiveness.

**Output 4:** Participants are able to explain value-added product development according to the market needs and the mechanism of its creation.

**Output 5:** Participants are able to conduct promotional event for their products and evaluate their products and strategy from the result.

**Output 6:** Participants are able to suggest improvements for their products and export promotion strategy.

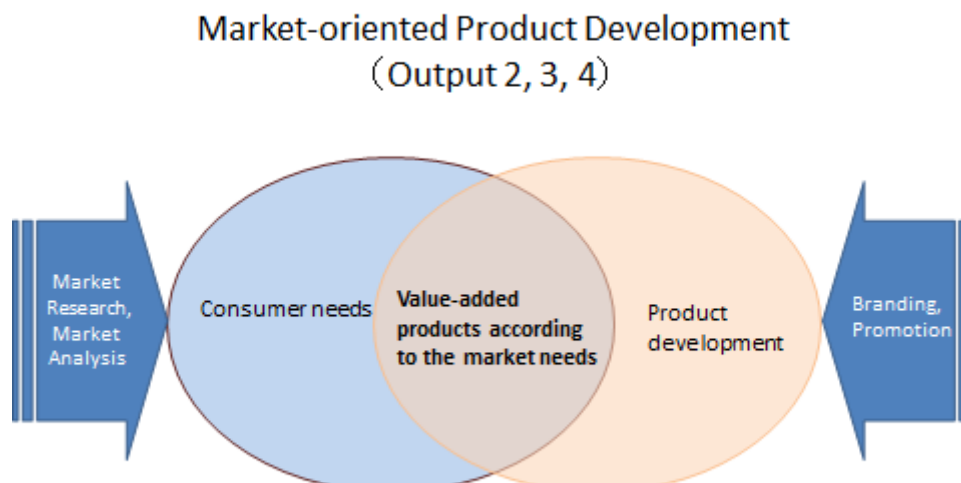
### (3) Finalization Phase in Participants' home country:

#### Output 7:

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

## <Structure of the program>

During this program, participants learn market-oriented product development (output 2, 3, 4) through promotional event (output 5), and suggest/propose improvements for their products and export promotion strategy (output 6).



### **III. Conditions and Procedures for Application**

#### **1. Expectations for 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 utilize the program 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 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.

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

**\* Must be able to present the information of products that have already been exported or are intended to export to the markets of developed countries, such as the Japanese market.**

**\*Must have experience on providing business supporting service for export especially, marketing of export products, for instance, providing hands-on or direct operational support for firms to export their unique products with local characteristics/resources.**

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.

4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (This program includes active participation in discussions, which requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible).

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) Age: between the ages of twenty-five (25) and forty-five (45) years
- 2) Counterparts or relating personnel, working in JICA projects or with JICA Volunteers and/or Advisors, who satisfy (1) Essential Qualifications are encouraged to apply.

## **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 Expiry date.

**(3) Nominee's English Score Sheet:** to be submitted with the Application Form, if you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS), please attach it (or a copy) to the Application Form.

**(4) Pre-Study Report:** to be submitted **with** the Application Form. Fill in ANNEX of this General Information. For the accepted participants, additional task will be sent after the notice of acceptance.

## **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 August 3, 2016**)

### **(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 August 10, 2016.**

**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 program expenditure depending on the severity of said violation, and
- (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 Kansai

(2) **Contact:** Ms. Yamada.Kaori

(Yamada.Kaori@jica.go.jp and jicaksic-unit@jica.go.jp)

### 2. Implementing Partner:

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

(2) **Contact:** International Department ([prexmail@prex-hrd.or.jp](mailto:prexmail@prex-hrd.or.jp))

(3) **URL:**[http://www.prex-hrd.or.jp/index\\_e.html](http://www.prex-hrd.or.jp/index_e.html)

(4) **Remark:** The Pacific Resource Exchange Center (visit PREX

at:[http://www.prex-hrd.or.jp/index\\_e.html](http://www.prex-hrd.or.jp/index_e.html)) 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.

### 3. 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.

### 4. Accommodation in Japan:

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

JICA Kansai

Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073,  
Japan

TEL: 81-78-261-0397 FAX: 81-78-261-0465

(where "81" is the country code for Japan, and "78" is the local area code)

If there is no vacancy at JICA Kansai, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of JICA Kansai at its URL, <http://www.jica.go.jp/english/about/organization/domestic/index.html>

### 5. 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), and

(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.



**6. Pre-departure Orientation:**

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

## ***V. Other Information***

1. Participants who have successfully completed the program will be awarded a certificate by JICA.
2. For the promotion of mutual friendship, JICA Kansai encourages international exchange between JICA participants and local communities, including school and university students as a part of development education program. JICA participants are expected to contribute by attending such activities and will possibly be asked to make presentations on the society, economy and culture of their home country.
3. Participants are recommended to bring laptop computers for your convenience, if possible. During the program, participants are required to work on the computers, including preparation of Action Plan(AP), etc. Most of the accommodations have internet access. Also, there is a computer room in JICA Kansai where 14 desk-top computers are available with internet access.
4. Allowances, such as for accommodation, living, clothing, and shipping, will be deposited to your temporary bank account (opened by JICA) in Japan 2 to 5 days after your arrival in Japan. It is highly advised to bring some cash / traveler's check in order to cover necessary expense for this period.
5. It is very important that your currency must be exchanged to Japanese Yen at any transit airport or Kansai International Airport (KIX) in Osaka, Japan soon after your arrival. It is quite difficult to exchange money after that, due to limited availability of facility or time during the program.

## **VI. ANNEX:**

### **Preparation for the program**

#### ***Pre-Study Report***

Applicants are requested to prepare pre-study report on the following issues and **submit it to JICA as an attachment to the application form.**

NOTE: Participants are requested to deliver the presentation about this report in the first week of the program. Detailed instruction will be given to the participants after the notice of acceptance.

#### **1. Basic Information**

Name	
Country	
Email address <sup>1</sup>	
Organization	
Job title	
Your plan after attending this program	
Stakeholders of your plan mentioned above	

#### **2. Current Situation in Export Promotion to Developed Countries**

Q1	Which export market(s) is(are) the current focus of your organization?
Q2	What is your role in export promotion to the market(s) mentioned above?
Q3	What are the challenges in your promotional activities?

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<sup>1</sup> The email address will be shared with other participants and people concerned for this program.

### 3. Products Information

**As a practice exercise:** Through this program, the participants will experience a series of process which is needed for “Market-in” export / business promotion approach. To do so, they need to have potential products aiming at Japanese market to start with.

**Required quality of the products:** The products to be chosen are supposed to be high (including to-be high) in quality and unique to the participant’s country. Volume availability is not an issue here. (Taking other countries example, Indonesian Golden Cocoon, Kopi Luwak of Indonesia, Argan oil of Morocco, Alpaca wool of Peru, etc.)

**Exhibition opportunity in Japan:** Selected products are also for the exhibition during the program. The participants are expected to promote their potential products to Japanese citizens as one of the program activities. It is highly recommended to pick products that they can actually bring to Japan once they are accepted to this program.

**a. Target market in Japan for the products selected:**

Please clarify the target market in Japan (male/female, age, income level, etc.). When you describe, please state as specifically as possible.

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**b. Historical and Current Assets of your country in introducing the products**

When you promote certain products to premium market, stories behind the products or country image is very important. Please state the historical and current assets of your country as specifically as possible.

Historical Assets	Current Assets

**c. Products information**

	Basic information (How to use, made of what, etc.)	Unique features (Why the selected product is only one?)
Product 1:		
Product 2:		
Product 3:		

END

## *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, Knowledge Co-Creation programs (until 2015, so called “training”), JOCV programs, etc.

Within this wide range of programs, Knowledge Co-Creation 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 Embassy of Japan. Further, address correspondence to:

**JICA Kansai International Center (JICA Kansai)**

Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan

TEL: +81-78-261-0397 FAX: +81-78-261-0465