



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

**General Information on**

**CAPACITY DEVELOPMENT FOR  
INVESTMENT PROMOTION (B)**

**課題別研修**

**「投資促進のためのキャパシティ・ディベロップメント(B)」**

**JFY 2021**

**Course No. 202006504J001**

**Online Course Period: From October 6, 2021 to October 28, 2021**

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, which stated, *“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.”* JICA believes that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

# I. Concept

## **Background**

Today, foreign direct investment (FDI) is considered as an important accelerator of economic growth in developing countries. FDI is expected to bring benefits to developing countries, such as job creation, technology transfer and activation of local economy. Government and public organizations, such as Investment Promotion Agency (IPA) plays a crucial role in promoting quality FDI by setting clear strategy and preparing appropriate incentives and business environment to invite FDI.

From investor's perspective, as an investment involves high risk and opportunity, a decision to invest requires careful assessment of information. However, it is sometimes difficult for them to acquire correct and latest information about developing countries, reason being a gap of understanding of needs between investor and IPA. For developing countries, with the increase of international competition, an effective promotion of their countries to the potential investors is the key to successfully attracting FDI. It is essential for IPA to let the investors know the strength of their country, such as business environment, human resources and market potential, as well as their industrial policy and linkage to Global Value Chain (GVC).

## **For what?**

This program intends to strengthen the capacity of officials of IPA (or equivalent organization) as a FDI promotion expert. Acquiring the practical skill and knowledge to effectively promote FDI of their country to potential investors, will be emphasized.

## **For whom?**

This program is offered to administrators/ officials in charge of Inward FDI promotion.

## **How?**

Participants will enhance their knowledge by attending lectures and group discussions. This program focuses on gaining practical knowledge through interaction with companies and fellow participants, learning from their case-studies and hands-on experience.

## **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.

## SUSTAINABLE DEVELOPMENT GOALS



## II. Description

- 1. Title (Course No.)**  
Capacity Development for Investment Promotion (B) (202006504J001)
- 2. Course Period**  
From October 6, 2021 to October 28, 2021
- 3. Target Regions or Countries**  
Bosnia and Herzegovina, Botswana, Egypt, Ethiopia, Jordan, Kenya, Lesotho, Moldova, Montenegro, Mozambique, Republic of North Macedonia, Rwanda, Serbia, Somalia, South Sudan, Ukraine, Zambia, Zimbabwe
- 4. Eligible / Target Organization**  
This program is designed for Governmental / public organizations which promote foreign direct investment (FDI) to their countries, such as Investment Promotion Agency (IPA).
- 5. Capacity (Upper limit of Participants)**  
18 participants
- 6. Language**  
English

## 7. Course Objective(s)

Based on the knowledge and insight gained during the KCCP program, an action plan to promote FDI to their countries will be formulated and implemented by the participant's organization.

## 8. Overall Goal

This program aims to strengthen the capacity of the participant's country to promote quality FDI.

## 9. Output and Contents

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

	Expected Module Output	Subjects/Agendas	Methodology
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.	(1) Key information and data sources identified. (2) Information gaps relevant to decision making of potential investors identified. (3) SWOT analysis implemented.	<Webinar> Discussion Presentation Q&A  <Online Self-Study> Watching lecture materials or reading power point slides Q&A consultation via e-mail  <Tasks> Submitting assignments *pre-study report *Feedback sheets for each lectures *Action Plan
2	Participants can explain the importance of investment promotion especially in terms of domestic industry development.	(1) Importance of global production and distribution networks understood. (2) Target sector identified with a focus on processes and functions. (3) Relevant administrative procedures and issues identified.	
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.	(1) Organizational mandates identified. (2) Stakeholders identified. (3) Strategy drafted.	
4	Participants can make a feasible action plan to improve the investment promotion.	(1) Action Plan is produced and presented.	

N/B:

Contents are subject to change. During the program, you are responsible for time management. Please make sure that you discuss this with your supervisor in your organization, so that you have enough time to focus on your course work.

## <Structure of the program>

Topic outline (Subject to changes)

Week 1: Introduction & Knowledge for formulating an Action Plan	
	Program Orientation(Webinar)
	Submit your pre-study report
	Over view and Introduction
	A crash course on the Japanese economy
	Establishing the baseline and putting your countries in perspective
	FDI Globalization - Theoretic /Empirics /Case studies
	Online session (Webinar) : Feedback on your pre-study report and guidance for formulating Action Plan
Week 2: Roles & Case study	
	Role of International organizations(UNIDO)
	Role of Governmental Activity(JETRO)
	Overview and key issues on inward FDI in Japan(JRI)
	Case study of Investment Promotion (Japanese firms, Kubota/Ajinomoto)
	Formulating Action Plan
Week 3: Action plan & Evaluation	
	Covid-19 and the global economy
	Submit your Action Plan
	Online session(Webinar) : Action Plan presentation and evaluation

## III. Eligibility and Procedures

### 1. Expectations to the Applying 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: be either administrative or officials of foreign direct investment promotion in the Government who will continue working in the same field after the course.
- 2) Experience in the relevant field: have more than 5 years' engagement in the field of the above item 1)
- 3) Educational Background: University graduates or equivalent.
- 4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 90 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) Technical Requirements for 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, Microsoft 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).

#### **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 25 to 50 (inclusive) years old.
- 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 or Official ID:**

Photocopy should include Name, Date of Birth, Nationality, Sex, Passport number and Expire date. (If you do not have a passport, provide a valid identification documents with your Name and Date of Birth)

**(3) English Score Sheet (photocopy):** if the nominees have any official English examination scores, it should be submitted with the Application Form, (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 August 30, 2021**)

**(2) Selection**

Primary screening is conducted at the JICA overseas 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**

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than September 6, 2021.**

### **5. Document to be submitted by Accepted Participants:**

Accepted participants are required to submit a pre-study report. Please see the ANNEX.

- (1) The report should be sent to JICA Kansai **by September 30, 2021** by e-mail to [Miura.Sadako@jica.go.jp](mailto:Miura.Sadako@jica.go.jp) and [Sawai.Ayaka@jica.go.jp](mailto:Sawai.Ayaka@jica.go.jp).
- (2) The report must be made by Power Point slide.

### **6. Conditions for Participation**

The Participants of KCCP are 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
- (4) to comply with the use conditions of copyrighted works by each copyright holder, when using texts and other materials distributed for KCCP.

## **IV. Administrative Arrangements**

### **1. Organizer (JICA Center in Japan)**

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

(2) **Program Officer:**

Ms. MIURA Sadako ([Miura.Sadako@jica.go.jp](mailto:Miura.Sadako@jica.go.jp))

Ms. SAWAI Ayaka ([Sawai.Ayaka@jica.go.jp](mailto:Sawai.Ayaka@jica.go.jp))

### **2. Implementing Partner**

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

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



YouTube of “Knowledge Co-Creation Program” and “Introduction of JICA Center” are viewable from the link below.

<b>Part I: Knowledge Co-Creation Program and Life in Japan</b>	
English ver.	<a href="https://www.youtube.com/watch?v=SLurfKugrEw">https://www.youtube.com/watch?v=SLurfKugrEw</a>
Spanish ver.	<a href="https://www.youtube.com/watch?v=m7I-WIQSDjI">https://www.youtube.com/watch?v=m7I-WIQSDjI</a>
<b>Part II: Introduction of JICA Centers in Japan</b>	
JICA Kansai	<a href="https://www.jica.go.jp/kansai/english/office/index.html">https://www.jica.go.jp/kansai/english/office/index.html</a>

## V. Other Information

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

## VI. ANNEX

### **Pre-Study Report (Accepted Participants only)**

Participants are required to submit a report with the following information by the start date of the program (September 30, 2021). Further information will be sent to accepted participants, later.

#### **【Contents to be included in the report】**

**(\*Maximum 10 pages of Power Point slide)**

- *Chapter I. Organization and Personal Profile*
  - a. Your name
  - b. Your country
    - Population / GDP per Capital (US\$) / GDP by industry (%) / Employment by industry (%) / Top-5 export and import items in the last five years
  - c. Your organization
  - d. A brief explanation about the duties which you are in charge.
  
- *Chapter II. Select the sector to attract investment and specific products based on objective grounds and show how to strengthen them through attracting investment.*
  - a. The importance and potential of selected sectors in your country.
  - b. Process and flow of selected products and current state of the value chain.
  - c. Show the function of your country that you aim to acquire through investment and the added value created (before-after).
  - d. Potential Investor countries and company to approach and motivate and promote points.
  - e. Role of your organization in implementing.

## **For Your Reference**

### **JICA and Capacity Development**

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner 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 partner 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 Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner 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 courses 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 its 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 other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

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:

**JICA Kansai Center (JICA Kansai)**

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

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