



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

**GENERAL INFORMATION ON
Investment Promotion and Business Environment Reform (A)
課題別研修「投資促進・ビジネス環境整備(A)」
JFY 2022
Corse No. 202107865J001
Online Course Period : From September 20, 2022 to October 21, 2022**

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

Private sector development is the foundation of sustainable economic development and plays a major role as a source of self-sustaining economic growth and job creation and expansion in developing countries and as a source of higher national income. Developing countries aiming for economic development face challenges in improving the external environment (industrial and investment promotion policies and business environment) and in fostering the human resources needed to revitalize the private sector. Developing countries are also vulnerable to changes in global conditions (e.g., supply chain disruptions due to Covid-19, etc.), and risk management for such vulnerabilities needs to be strengthened.

JICA's approach to "investment promotion and business environment reform" in developing countries includes cooperation in industrial policy and business environment development (policy aspects) and linkage enhancement (market access aspects). JICA provides support for the formulation and implementation of proactive investment promotion and industrial development policies by government departments, as well as efforts aimed at diversifying and upgrading industries of local companies. In order to improve the results produced by these efforts, the implementing agencies of the partner countries with which they cooperate must be strengthened.

For what?

This program aims to improve a capacity of participants to conduct practical actions for promoting investments and improving the business environment of participants' countries. The course is designed for those who are daily engaged in practical duties at public organizations that are responsible for investment promotion and business environment reform. Participants will have a chance to accumulate basic knowledge, to deepen their understanding of what to analyze for investment promotion and business environment reform, and to learn from good practices. The program of the course includes basic principals and good practices of the theme as well as site visits of private companies and discussions with those companies which have much experience of foreign investments. This design enables participants to identify specific actions to take and to work on them after they return to their home countries.

For whom?

This program is offered to Public organizations responsible for investment promotion and business environment reform, such as Ministries of Investment, Development, Planning, Industry, Trade or National Chamber of Commerce.

How?

At the beginning of this program, participants will analyze the current situation and challenges in their country's international markets. Through lectures, discussions and presentations, participants will gain an understanding of the structure of global value chains, the international division of labor, FDI and domestic industry linkages.

The program is also a useful opportunity to understand examples of investment attraction and initiatives in other countries, including Japan, as well as the mindset of the investment side and business trends such as SDGs and ESG investment. The objective is to develop an Action plan for investment promotion and business environment reform that is feasible in their countries through these lecture learned and insights gained.

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.):**
Investment Promotion and Business Environment Reform (A)
(202107865J001)
- 2. Course Period**
September 20, 2022 to October 21, 2022
- 3. Target Regions or Countries**
Cuba, Egypt, Jordan, Kyrgyz, Laos, Maldives, Montenegro, Nepal, Papua New Guinea, Serbia, Timor-Leste, Tunisia, Turkmenistan, Viet Nam
- 4. Eligible / Target Organization**
Public organizations responsible for investment promotion and business environment reform, such as Ministries of Investment, Development, Planning, Industry, Trade or National Chamber of Commerce
- 5. Course Capacity (Upper limit of Participants) :** 14 participants
- 6. Language to be used in this program:** English
- 7. Course Objective:**
The capacity of the participants to take practical actions for promoting investments and improving the business environment is improved by accumulating related knowledge and recognizing necessary measures including the linkage formation between local enterprises and foreign investments that contribute to the transformation of economic structure.
- 8. Overall Goal**
To identify a necessary action and challenge for investment promotion and business environment reform, and to formulate an Action plan with required actions, budgets and stakeholders.

9. Expected Module Output and Contents:

During about 5 weeks, participants participate in lectures and workshops written below, identify a necessary action for investment promotion and business environment reform and formulate an Action plan;

【Module Output】

1	Recognize the comparative advantage of their country in the international market and analyze the current situation and challenges.	<ol style="list-style-type: none"> 1) Presentations on the current situation in each country. 2) Exchange of opinions on the current situation. 3) Discussion and guidance for action plan formulate.
2	Understand GVCs, international division of labor, FDI, and domestic industry linkages, and recognize the prospects for the Post/With COVID-19 era.	<ol style="list-style-type: none"> 1) Marketing and promotion strategies necessary to promote GVC, FDI, international division of labor, and investment. 2) Role of investment promotion and business environment development in contributing to structural transformation of the economy (industrialization, attracting manufacturing companies, fostering linkages with domestic companies, etc.). 3) Prospects for the Post/With COVID-19 era, etc. (risk management in response to changes in the global economy). 4) Sharing of case studies from participating countries (best practices, challenges, etc.).
3	Understand examples of investment attraction in other countries including Japan, useful approaches, marketing and promotion necessary for investment promotion, and measures that contribute to the development of a business environment with an awareness of efficient use of resources and job creation in their country.	<ol style="list-style-type: none"> 1) Measures for investment promotion and business environment improvement (legal system, preferential measures, licensing operation, job creation promotion, access to finance, etc.) in other countries including Japan. 2) Role of investment promotion agencies in Japan and international organizations. 3) Case studies on investment promotion in Japan and the other countries.
4	Understand the mindset of Japanese companies and other investors, as well as the issues that the investment side points out in the host country.	Understanding the mindset of Japanese companies as investors and the challenges they face (introduction and discussion of case studies of JICA private-sector partnership projects).
5	Understand the current trends surrounding the investment environment that incorporate SDGs and ESG investment (business and human rights) perspectives.	Understanding of SDGs and ESG investment perspectives and trends in the business environment that investors are watching closely (understanding of sustainable economic development).

6	Formulate an Action plan on investment promotion and business environment development that is feasible in your country.	1) Formulation of Action Plans. 2) Presentation of the Action plan (including discussion).
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- **Please refer the schedule on the next page for more information on content (Contents will be changed).**
- **Once you have been selected to participate in the course, you will be required to follow this schedule for the program. You will need to obtain cooperation from your workplace so that you can attend online sessions.**

Tentative Schedule of this course

*Contents will be changed

Before the program start			
9/12		Submit your Pre-study report	Assignment
1st week			
9/20	18:00 ~ 19:00	Program Orientation	Online session (Live)
	19:00 ~ 20:30	Overview and Introduction Guidance for formulate an Action plan	Online session (Live)
9/21	18:00 ~ 19:00	Trends in the business environment (SDGs and the ESG investment movement)	Online session (Live)
9/21	19:00 ~ 21:00	Feedback of the Prestudy Report	Online session (Live)
Self Study		Transition of Japanese Economic Development and the Global Economy	On-demand (You Tube)
		Effective investment promotion policies and the investor's perspective(marketing and promotion strategies and business environment reform)	On-demand (You Tube)
		Impact of Systematic GVCs and FDI on Structural Transformation of the Domestic Economy	On-demand (You Tube)
		Investment Promotion Support by International Organizations(1)(2)(3)	On-demand (You Tube)
		Overview of Investment in Japan and Challenges	On-demand (You Tube)
		Case of measures to promote investment in Japan	On-demand (You Tube)
		Case of private companies' overseas investment strategies and activities	On-demand (You Tube)
2nd week			
9/26		Submit the Communication Sheet (1)	Assignment
9/27	18:00 ~ 20:00	Japanese history and culture	Online session (Live)
9/28	18:00 ~ 20:30	Q&A and Action Plan Guidance	Online session (Live)
9/29	18:00 ~ 20:30	Q&A and Action Plan Guidance	Online session (Live)
3rd week			
10/3		Submit the Communication Sheet (2)	
10/4	18:00 ~ 19:30	Importance of Business Environment Improvement as a Policy	Online session (Live)
10/5	18:00 ~ 19:00	Q&A session	Online session (Live)
10/6	18:00 ~ 19:30	Case Studies of Companies Expanding Overseas (1)(2)	Online session (Live)
	19:30 ~ 21:00	Exchange of opinions with companies implementing JICA private sector partnership projects	Online session (Live)
10/6		Submit the Communication Sheet (3)	Assignment
Self Study		Post/With COVID19 Era Prospects Considerations	On-demand (You Tube)
4th week			
10/9		Submit your Action Plan Draft	Assignment
10/12	18:00 ~ 20:00	Action Plan Consultation (1)	Online session (Live)
10/13	18:00 ~ 20:00	Action Plan Consultation (2)	Online session (Live)
5th week			
10/16		Submit your Action Plan	Assignment
10/18	18:00 ~ 19:30	Action plan presentation and evaluation (A)	Online session (Live)
10/19	18:00 ~ 19:30	Action plan presentation and evaluation (B)	Online session (Live)
10/20	18:00 ~ 20:00	Action plan presentation and evaluation (C)	Online session (Live)
10/21	18:00 ~ 20:00	Action plan presentation and evaluation (D)	Online session (Live)

III. Eligibility and Procedures

1. Expectations for the Applying Organizations:

- (1) This course is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Applying organizations are expected to utilize the program for those specific purposes.
- (2) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course 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 an Officials for Public organizations responsible for investment promotion and business environment reform, such as Ministries of Investment, Development, Planning, Industry, Trade or National Chamber of Commerce.
- 2) **Experience in the relevant field:** Those who have more than 3 years of experience of practical duties.
- 3) **Educational Background:** be a graduate of university or equivalent.
- 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) 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), Cloud Storage (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.)

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.

3) Recommendable Qualifications:

Applicants meeting the following conditions are definitely preferred.

- 1) Age: between the ages of twenty-five (25) and fifty (50) years old.
- 2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA makes a commitment to promote gender equality and women's empowerment, providing equal opportunity for all applicants regardless of sexual orientation and gender identity.

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 ID:** Photocopy should include Name, Date of Birth, Nationality .
- (3) English Score Sheet (Photocopy):** 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 the JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at **JICA Center in JAPAN by August 26, 2022**)

(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:

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than September 2, 2022.**

5. Document(s) to be submitted by Accepted Participants:

Accepted participants are required to submit a Pre-Study Report. Please see the ANNEX.

- The report should be sent to JICA Kansai by **September 12, 2022** by e-mail to Miura.Sadako@jica.go.jp and Arie,Yuki2@jica.go.jp
- The report must be made by PowerPoint slide. Format will be sent to accepted participants, later.

6. Conditions for Attendance:

- (1) to strictly adhere to the program 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 (JICA Kansai)

(2) Program Officer : Ms. MIURA Sadako
Ms. ARIE Yuki

Email: Miura.Sadako@jica.go.jp and Arie.Yuki2@jica.go.jp

2. Implementing Partner:

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

(2) <https://www.prex-hrd.or.jp/en/>

(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

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

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

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 12, 2022](#)). Further information will be sent to accepted participants, later.

【Contents to be included in the report】
(*Maximum 8 pages of Power Point slide)

Chapter I. Organization and Personal Profile	
Profile	Top-5 export and import items in the last five years/ GDP by industry (%) / Employment by industry (%) / Population / GDP per Capital (US\$)
Your organization	A brief explanation about the duties which you are in charge.
Chapter II. Analyze the comparative advantage of your country in the international market and list areas for improvement in the business environment.	
Select the industry to attract FDI	Select the industry (product) such as cashew, shrimp, automobile, PC and so on, and describe the contents below. a. Reasons why you select the industry (product) to attract FDI. Preferable to be explained using data such as production amounts, employment by industry etc. and mentioning challenges in the industry in your country. b. Process and flow of the industry (product) c. Advantages for foreign companies that invest in the industry in your country
Business environment	Describe issues and challenges in the business environment necessary to promote investment that will contribute to structural transformation of the economy.
What You are expected to Learn	List up 3 topics and state their reasons.

*Once the course begins, this report will be commented on by the course leader, and the final objective will be to develop an action plan.

*Please do not include sensitive information, as reports will be shared with participants from other countries.

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 from a process of adoption and adaptation, 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..



CORRESPONDENCE

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

JICA Kansai Center (JICA Kansai)

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