



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 2019

NO. 201984653J002 / ID. 201984653

Course Period in Japan: From October 2 to November 1, 2019

This information pertains to one of the JICA Knowledge Co-Creation Programs (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

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) play 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 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, site-visits 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.



II. Description

- 1. Title (J-No.): Capacity Development for Investment Promotion (B)
(201984653J002)**
- 2. Course Period in JAPAN**
October 2, 2019 to November 1, 2019
- 3. Target Regions or Countries:**
Argentina, Bangladesh, Botswana, Brazil, Cuba, Ecuador, Georgia, Indonesia, Kenya, Montenegro, Morocco, Myanmar, Nigeria, Pakistan, Serbia, Sri Lanka, and Ukraine
- 4. Eligible / Target Organization:**
Governmental / public organizations which promote foreign direct investment (FDI) to their countries, such as Investment Promotion Agency (IPA).
- 5. Course Capacity (Upper limit of Participants):**
17 participants
- 6. Language to be used in this program:** English
- 7. Course Objective (participants' achievement after the end of the program):**
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 (country's or organizational achievement in 3-5 years after the end of the program):**
This program aims to strengthen the capacity of the participant's country to promote quality FDI.

9. Expected Module Outputs 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.	*Key information and data sources identified. *Information gaps relevant to decision making of potential investors identified. *SWOT analysis implemented.	*Pre-study report *Discussion *Lecture *Site Visit
2	Participants can explain the importance of investment promotion especially in terms of domestic industry development.	*Importance of global production and distribution networks understood. *Target sector identified with a focus on processes and functions. *Relevant administrative procedures and issues identified.	*Pre-study report *Discussion *Lecture *Site Visit
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.	*Organizational mandates identified. *Stakeholders identified. *Strategy drafted.	*Pre-study report *Discussion *Lecture *Site Visit
4	Participants can make a feasible action plan to improve the investment promotion.	*Action Plan is produced and presented.	*Discussion *Site Visit *Presentation

<Structure of Program>

Topic outline from last year's program for your reference (Subject to minor changes).

1st week	Briefing
	JICA Program Orientation
	PREX Program Orientation
	Lecture: How we learn from Japan and other countries
	Japanese Languages
2nd week	Lectures: Understanding Japanese System such as Economy and Education
	Lectures: FDI in Globalization
	Lectures and Discussion: Why does your country aim to attract FDI?
	Lectures and Discussion: What roles does Investment Promotion Agency play?
	Reviewing

3rd week	Lectures: Present situation of FDI to Japan
	Lectures: Understanding Japanese Companies
	Field visits: Visiting to Japanese Companies
	Lectures: Understanding each industry and its process
	Discussion: Which industries and process should be targeted in your strategy?
	Reviewing
4th week	Lectures: Understanding Japanese Companies
	Lectures: Understanding each industry and its process
	Field visits: Visiting to Japanese Companies
	Reviewing
5th week	Preparing Action Plan: What is your strategy to attract FDI?
	Presentation of Action Plan
	Evaluation Meeting
	Closing Ceremony

10. Follow-up Cooperation by JICA:

In this program, JICA might extend follow-up support to participating organizations that intend to develop the result of the program further. Please note that the support shall be extended selectively based on proposals from the participating organizations.

For more information:

http://www.jica.go.jp/english/our_work/types_of_assistance/tech/follow/pdf/diagram.pdf

III. Conditions and Procedures for Application

1. Expectations for the Participating 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: be administrative 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' experience in the field of 1).
- 3) Educational Background: be a graduate of university or the equivalent.
- 4) Language: have a sufficient command of spoken and written English (This program includes active participation in discussions, which requires high competence of English ability.)
- 5) Expected to work in the same organization for more than 3 years.
- 6) 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 age of twenty-five (25) and forty-five (45) years
- 2) Gender Consideration: JICA is promoting 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 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 (photocopy): to be submitted with the Application Form, if you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS). When the score sheet is not provided, the content of the application documents will be reviewed to evidence your competency in English during the selection.

(4) Inception Report: to be submitted with the Application Form. Details are provided in "VI. ANNEX 1" of this General Information. The content of the country report will be reviewed to evaluate your knowledge in the field of FDI Promotion.

4. Procedure 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 22, 2019**)

(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 September 4, 2019.**

5. Document to be submitted by accepted participants:

This assignment is **only for the accepted participants.**

Following the Notice of Acceptance from the JICA, the accepted participants is required to submit the Pre-Study Presentation (Power Point format). See ANNEX 2 for the instruction and format.

6. 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:** Mr. Sumihiro Shigematsu (Shigematsu.Sumihoro2@jica.go.jp and jicaksic-unit@jica.go.jp)

2. Implementing Partner:

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

(2) **Contact** : International Department (prexhrd-pr@prex-hrd.or.jp)

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

(4) **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.

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 Wakino-hama-Kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan

TEL: 81-78-261-0388/0341 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 (Kansai Center) at its URL, <https://www.jica.go.jp/kansai/english/office/index.html>

During your stay, your accommodation may be changed several times due to the travel to Kyoto, Tokyo, etc. The information on the accommodation will be given after your arrival in Japan.

5. Expenses:

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

- (1) Allowances for 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, and 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 cultural exchange between participants of JICA program and local communities. In some cases, participants will visit school or university to meet the students as a part of development education program. JICA participants are expected to contribute by attending such activities and may be asked to make presentations on the society, economy and culture of their home country.
3. Participants are recommended to bring laptop computers for their convenience. During the program, participants are required to work on the computers, including preparation of Action Plan(AP), etc. Most of the accommodations will have internet access. Also, there is a computer room in JICA Kansai where 6 desk-top computers are available with internet access.
4. Allowances, such as for living, outfit, and shipping, will be deposited to your temporary bank account (opened by JICA) 2 to 5 days after your arrival in Japan. It is highly advised to bring some cash in order to cover necessary expense for this period.
5. It is very important that some of 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 1

Instruction for the Inception Report

You are required to write your Inception Report based on **the given format**. The report should be **typed in English** in less than 10 pages* (12 point font, double-spaced, A4 size paper). Please submit it **together with the Application Form**.

You are recommended to follow the format and to prepare them carefully, for reasons below;

1. This report will be used to evaluate your general knowledge in this area of study and to determine your acceptance as a participant (screening).

Inception Report for JICA's KCC Program

“Capacity Development for Investment Promotion (B)” (201984653J002)

Name of participant	
Name of Organization	

Part 1. Country Profile

- 1) Population :
- 2) GDP per Capita (US\$) :
- 3) GDP, by industry (%) (Note: Use of a pie chart is recommended)
- 4) Employment by industry (%) (Note: Use of a pie chart is recommended)
- 5) Major export and import items in the last 5 years.
Describe the major export and import items of the most recent 5 years, using the table below. Please indicate the source of information.

	Export			Import		
	Item	US\$	% in total Export	Item	US\$	% in total Import
1						
2						

3						
4						
5						
6						
7						
8						
9						
10						

Part 2. Target sectors for Investment Promotion

	Target sector	Reasons why your government or organization target these sectors.
1		
2		
3		

Part 3. Purposes for Investment Promotion

	Main reason	Reasons why your government aims to invite foreign companies to your country.
1		
2		
3		

VII. ANNEX 2

Instruction for the Pre-Study Presentation

This assignment is **only for the accepted participants.**

Following the Notice of Acceptance from the JICA, the participants is required to submit the Power Point presentation related to the contents of Inception Report.

You are recommended to follow the format and to prepare them carefully, for reasons below;

1. Because the participants of this course will gather from different countries, they will have different background knowledge and understanding of investment environment. Therefore, use of standardized format by all participants will be necessary for ease of doing comparative study.
2. Your presentation will be compiled in booklet and shared with Japanese lecturers and specialists, who are cooperating with this course. It will be vital information in designing and facilitating the group discussion.

IMPORTANT:

Deadline of submission will be **September 28, 2019**. Please send them via E-mail to the following address; Shigematsu.Sumihiko2@jica.go.jp

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 Center (JICA Kansai)

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TEL: 81-78-261-0388/0341 FAX: 81-78-261-0465