



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON
INVESTMENT PROMOTION AND BUSINESS ENVIRONMENT REFORM
(ADVANCED)(A)

課題別研修「投資促進・ビジネス環境整備（準高級）(A)」
FY 2023

NO. 202208361J001

Online Course Period: From October 30, 2023 to November 10, 2023

In-Japan Course Period: November 27, 2023 to December 6, 2023

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 is released from the Japanese Cabinet on 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

Under the rapid globalization in the every corner of the world, many developing countries adopt policies to enhance Foreign Direct Investment (FDI)-led economic growth as one of the primary development policies among others. Developing countries expect FDI to facilitate capital inflow, technology transfer, job creation and penetration into global value chain.

In order to attract FDI efficiently, it is imperative for a developing country to conduct appropriate investment policy formulation and implementation, to reform business environment, and to implement effective investment promotion activities. In this regard, investment promotion agencies (IPAs) are the key organizations to lead these actions. IPAs' fundamental functions such as investment policy advocacy, investor servicing, investment generation and image building as an investment destination need to be strengthened, together with appropriate coordination among government agencies and between the private sectors. It is quite significant for officials of IPAs and other related organizations to have more practical experiences in the presence of potential foreign investors. In particular, it is required to consider how to make effective industrial linkages between FDI and host countries' local industries to make win-win situation with a sound penetration into the supply chain and global value chain. Most recently, Covid-19 and other external factors revealed the importance of resilience in relation to economic security.

This program has therefore been designed to provide an opportunity to learn and understand the key points of the theories and practices in Japan to the participants. The participants will enhance their capacity through lively lecture sessions, hands-on investment promotion guidance and a live investment webinar for potential Japanese investors. This program also looks at investment promotion post Covid-19.

For what?

This program targets high-level government officials at investment promotion agencies or related ministries and provides them with opportunities to strengthen understanding on policies/systems to promote inward FDI (Foreign Direct Investment), business environment reforms and practical investment promotion approaches.

For whom?

This program is offered to high-level government officials (above the level of director in ministry) at investment promotion agencies or related ministries

How?

Participants are expected to learn policies/systems to promote inward FDI, business environment reforms and practical investment promotion approaches based on Japanese and international experience. Participants will

- (1) Deepen understanding on FDI promotion policies, systems and business environment reforms, including those with/post Covid-19
- (2) Deepen understanding on potential investors' view on the participants' countries and practical approaches for FDI promotion
- (3) Deepen understanding on linkages between FDI promotion and industrial development through such as supply chains / global value chains (SC/GVC) and supporting industries' development
- (4) Improve investment-related information provisions and creating effective networks toward attracting further FDI to the participants' countries through practical approach such as investment promotion seminar to be held as a part of the program
- (5) Prepare an action plan to strengthening investment promotion to attract further FDI

Sustainable Development Goals (SDGs)

The United Nations Sustainable Development Goals (SDGs) were adopted as the 2030 Agenda for Sustainable Development by world leaders in September 2015, which now call for action by all countries. As a development cooperation agency, JICA is committed to achieving the SDGs. This program aims to strengthen investment promotions and business environment reforms, which especially contributes to realizing the goal 8, 9, 12 and 17.



II. Description

1. Title (No.): Investment Promotion and Business Environment Reform (Advanced)(A) (202208361J001)

2. Online Course Period:

From October 30, 2023 to November 10, 2023

- live-streaming sessions: around 5 days in total, maximum 3 hours a day

3. In-Japan Course Period:

From November 27, 2023 to December 6, 2023

4. Target Regions or Countries:

Botswana, Ethiopia, Ghana, Iraq, Malawi, Montenegro, Nigeria, Serbia, Zambia

5. Eligible / Target Organization

This program is designed for high-level government officials (above the level of director in ministry) at investment promotion agencies or related ministries.

6. Course Capacity (Upper limit of Participants)

9 participants

7. Language to be used in this program

English

8. Course Objective

Understanding on FDI promotion policies, business environment reforms and practical FDI promotion approaches which are necessary for attracting FDI is strengthened.

9. Overall Goal

FDI promotions and business environment reforms of participating countries in terms of policy and implementation are strengthened.

10. Expected Module Output

- (1) Deepening understanding on FDI promotion policies, systems and business environment reforms, including those with/post Covid-19
- (2) Deepening understanding on potential investors' view on the participants' countries and practical approaches for FDI promotion
- (3) Deepening understanding on linkages between FDI promotion and industrial development through such as supply chains / global value chains (SC/GVC) and supporting industries' development
- (4) Improving investment-related information provisions and creating effective networks toward attracting further FDI to the participants' countries through practical approach such as investment promotion seminar to be held as a part of the program
- (5) Preparing an action plan to strengthening investment promotion to attract further FDI

11. Structure of the program

The program consists of the following components (subject to minor changes).

Subjects/Agendas	Methodology
(1) Preparation of Country Report; compiling self-evaluation on investment promotion with its internal/external environment and investment policy formulation/implementation	Advance Preparation prior to Online Program
(2) Preparation of a presentation material with script note for the investment promotion seminar to be organized by JICA with relevant organizations during In-Japan program	[Draft] Advance Preparation prior to In-Japan program [Finalizing] In-Japan program
(3) Program Orientation and preparation plan for the seminar	Orientation (Online program)
(4) Presentation of Country Report by each participant and discussion and sharing the challenges and good practices in each country	Presentation (Online program)
(5) Meetings/discussions with relevant ministries, agencies and local governments in Japan on investment promotion from Japan to participants' countries to understand issues/needs and to consider countermeasures/collaborations	Discussion (Online / In-Japan program)
(6) Meeting/discussion opportunities with the private sector in Japan to understand their needs/challenges on their overseas investment and to consider their countermeasures; Visits to a few Japanese companies to learn specific cases	Discussion (Online / In-Japan program)
(7) Discussions with resource persons on linkages between investment promotion and industrial development through such as SC/GVC and supporting industries' development	Discussion (Online / In-Japan program)
(8) Preparation for the investment promotion seminar as a presenter in the presence of Japanese potential investors	Individual Consultations (Online / In-Japan program)
(9) Presentation at the Seminar* as practical implementation on FDI promotion to get potential investors' feedbacks for improvement on investment promotion measures	Presentation (In-Japan program)
(10) Preparation a final action plan to strengthen investment promotion to attract further FDI	Presentation (After In-Japan program)

***(9) The Seminar** is planned to be organized by JICA on **December 5 (tentative) by Hybrid (In-person and online)**. Around 100 audiences, mainly Japanese, are expected to attend the session as potential investors.

It is essential to prepare PowerPoints presentation (draft version) prior to the In-Japan program. Instruction of assignments will be delivered before/during Online program. Also, we will have “Briefing for preparations of the Seminar” during the Online program. Participants will finalize it during In-Japan program.

12. Place and Time to attend

(1) Place

The place to take **Online Program (On Demand/Online)** will be determined by the internet environments at the venue and the conveniences of the participant to meet timelines set by the program. Please inform JICA which place (e.g. home or workplace) you would like to take the program. If you can't find the proper place to take the program, please consult with JICA Office in your country.

The place to take **In-Japan Program** will be held in Tokyo area.

(2) Time for online program (live-streaming)

The online program will be live-streamed between 5:00 pm and 8:00 pm in Japan time. The time in each participating country is as follows (The time may be adjusted according to actual participating countries' time differences). Tentative program schedule is in the page 14-15. It is subject to be changed. The final version of the program will be delivered with the Acceptance Notification.

[8:00 am – 11:00 am]	Ghana
[9:00 am – 12:00 am]	Montenegro, Nigeria, Serbia
[10:00 am – 1:00 pm]	Botswana, Malawi, Zambia
[11:00 am - 2:00 pm]	Ethiopia, Iraq

(3) Time for online program (on-demand)

Participants will be able to access On-Demand program which are archived at JICA-VAN at any time and any place. Lecture materials are available during the course, even during In-Japan program, participants can access with each PC. Participants must work on assignments at home or workplace and submit their assignments by the designated deadline.

13. Circumstance for Internet Connection during Online program

The Online program is conducted through a platform “Zoom Seminar and/or Zoom Meetings”. It’s necessary to ensure a stable and secure internet connection to access the platform. Internet speeds of downloading and uploading are recommended approximately 3 to 5 Mbps. (0.5 to 1.5 Mbps at least). Please refer to the following URL for how to measure internet speed.
<https://www.speedtest.net/>

The participants are required to prepare a PC or tablet with speaker/microphone and web camera, and mobile phones are not recommended due to the screen size and lacks of required functions.

【Note】 If you are not able to arrange internet connection or necessary devices, please consult with JICA office in your country.

14. Attendance requirement

Complete participation to all programs (On-Demand / Online / In-Japan program) is an essential requirement for the completion of the course. **Partial attendance is not allowed.**

III. Conditions and Procedures for Application

1. Expectations from 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 use 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.
- (3) As this program is designed to facilitate organizations to come up with concrete solutions for their issues, participating organizations are expected to make due preparation before starting of this program.
- (4) Participating organizations are also expected to make the best use of the results achieved by their participants.

2. Nominee Qualifications

Applying Organizations are expected to select nominees who meet the following qualifications. For your information, for those countries in which JICA implements a technical cooperation project or dispatches an expert(s) in the field of investment promotion, a nomination from the Counterpart organization of the cooperation is highly recommended since that makes it possible to maximize outcomes of this course with some follow-up actions.

(1) Essential Qualifications

- 1) Current Duties: Be high-level government officials (above the level of director in ministry) at investment promotion agencies or related ministries
- 2) Experience in the relevant field: more than three (3) years
- 3) Educational Background: be a graduate of university or have the equivalent academic background
- 4) Language: have a sufficient command of spoken and written English which is equal to TOEFL IBT 65-80 (CBT 180-213, PBT 510-550) or more
- 5) Have an ability to operate spreadsheet software “**Microsoft Excel**” and presentation software “**Microsoft PowerPoint**”.
- 6) Internet Connection: have the Internet learning environments (devices, software and network) at home or workplace. Meet the condition of “12. Circumstance for Internet Connection” in “II. Description” on page 6.
- 7) Health: must be in good health, both physically and mentally, to complete the entire training program.

- 8) Attendance: **Attend all the programs**, Online / On Demand / In-Japan program.
- 9) Age: Preferably between twenty-eight (28) to fifty (50) years old
- 10) 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)**.

Please submit a type-written application form. (Hand-writing is not accepted.)

(2) 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)

(3) 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.

(4) Organization Chart: The applicant is required to prepare an organization chart of the whole government and of the applicant's organization and to submit it together with the Application Form. Please clearly indicate the applicant's position on the chart. Submission of the Organization Chart is considered to be an important factor in the selection process of participants.

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 Tokyo Center by Oct 6, 2023**

(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 Oct 20, 2023.**

5. Assignments to be submitted by accepted candidates:

(1) Country Report PPT

must be submitted **by Oct 25, 2023.** Detailed information is provided with the Acceptance Notification. However, **you have to be aware of that you have assignments to work on in October prior to the commencement of the course.**

(2) Seminar Presentation PPT

draft version must be submitted **by Nov 20, 2023.** Detailed information is provided before/during Online program. Participants will finalize it before the seminar during In-Japan program.

(3) Action Plan PPT

Participants must make Action Plan individually after In-Japan Program. **Dates of the individual consultation (Zoom) and Action Plan Presentation (Zoom) will be announced with the Acceptance Notification.**

6. Conditions for Attendance:

- (1) to strictly adhere to the program schedule.
- (2) not to change the program topics.
- (3) to attend all the programs: **partial attendance is not allowed.**
- (4) **to respect copyright and portrait rights.** To refrain from recording and sharing the video material, audio material, text, images, graphics and other content available during the program except for cases with specific permission.
- (5) in principle, a completion certificate will be given to participants who have achieved certain results by participating in all on-demand and online programs.

IV. Administrative Arrangements

1. Organizer

(1) **Name:** JICA Tokyo

(2) **Contact:** Ms. Kumiko ABE, Industrial Development & Public Policy division

(3) **Email:** Abe.Kumiko@jica.go.jp cc: tictip@jica.go.jp

* Please add the course number "202208361J001" to a subject of the e-mail.

2. Implementing Partner

(1) **Name:** World Business Associates Co., Ltd. (WBA)

(2) **URL:** <https://www.wba.co.jp/en>

3. Expenses:

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

(1) Expenses for program implementation, including materials.

(2) a round-travel expense to Japan, and to the place where participants take this program in case participants will not take this program at home or office. For the details, kindly ask at JICA office in your country.

4. Others:

In the context of the Covid-19 pandemic, please note that there is still a possibility the course period will be changed, shortened, or the course itself will be cancelled.

V. ANNEX:

All the accepted candidates are requested to submit Country Report PPT by 25 Oct, 2023 (before starting the online program).

Also, please note that we will have “Orientation”, which gives you checking the connection of Zoom Meeting and how to use JICA-VAN (JICA Virtual Academy Network), it is tentatively set on 30 Oct, 2023.

The detailed schedule will be provided together with the Acceptance Notification.

Draft Seminar Presentation PPT must be submitted by In-Japan program, and participants will finalize it during In-Japan program. Preparation guidance and individual consultation for seminar presentation will be held during both Online and In-Japan program.

We will translate your presentation and add Japanese subtitles. Therefore, please keep the deadline otherwise your presentation will NOT be added the Japanese subtitles.

You will get your assignment back in a few days with feedback from Japanese experts, then you can finalize your seminar presentation. The length of the presentation should be approximately 10 minutes.

<Tentative Program Schedule >

	Date	Day	Time *Japan Standard Time	Activities**
Online Program	Oct 30	Mon.	17:00-20:00	Orientation
				Guidance for the preparation of Presentation for Investment Seminar
				Lecture "Investment Promotion and Business Environment Reform"
				Review
	Oct 31	Tue.	17:00-20:00*	Lecture (Live-streaming or On-demand)
	Nov 1	Wed.	17:00-20:00*	Lecture (Live-streaming or On-demand)
	Nov 2	Thu.	17:00-20:00*	Lecture (Live-streaming or On-demand)
	Nov 6	Mon.	17:00-20:00*	Lecture (Live-streaming or On-demand)
	Nov 7	Tue.	17:00-20:00*	Lecture (Live-streaming or On-demand)
	Nov 8	Wed.	17:00-20:00*	Lecture (Live-streaming or On-demand)
Nov 9	Thu.	17:00-20:00*	Lecture (Live-streaming or On-demand)	
Nov 10	Fri.	17:00-20:00	Individual Consultation	

In-Japan Program	Nov 26	Sun.	n/a	Arrival at Japan
	Nov 27	Mon.	10:00-17:00	Briefing / Program orientation
	Nov 28	Tue.	10:00-17:00	Visit to JETRO, TOSBEC Lecture by Ministry of Economy, Trade and Industry
	Nov 29	Wed.	10:00-17:00	Visit to The Tokyo Chamber of Commerce and Industry, Toyota Tsusho Corporation, SMC Corporation
	Nov 30	Thu.	10:00-17:00	Lecture
	Dec 1	Fri.	10:00-17:00	Individual Consultation for the preparation of Presentation for Investment Seminar
	Dec 2	Sat.	Daytime	Cultural understanding program
	Dec 4	Mon.	10:00-17:00	Rehearsal for Seminar, Preparation for presentation
	Dec 5	Tue.	10:00-17:00	Investment Seminar (Hybrid)
	Dec 6	Wed.	10:00-13:00	Wrap-up meeting, Evaluation of the Program, Closing Ceremony
	Dec 7	Thu.	n/a	Departure from Japan

Online Program	Jan	-	-	Guidance for the preparation of Action Plan
				Presentation of Action Plan

***Participants can access On-demand lectures anytime and from any places, but watching all lectures are required for completing the course.**

****Activities are NOT the final version. The finalized schedule will be sent with Acceptance Notification.**

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, training programs, JOCV programs, etc.

Within this wide range of programs, Training 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, currently virtually, 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 the Embassy of Japan. Further, address correspondence to:

JICA TOKYO

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