



GROUP AND REGION-FOCUSED TRAINING

GENERAL INFORMATION ON

Capacity Development for Export and Investment Promotion (B)
(Trade Promotion)

**課題別研修「貿易投資促進のためのキャパシティ・ディベロップメント(B)
(貿易促進)」**

JFY 2014

NO. J14-04224 / ID. 1480176

Course Period in Japan: From February 16, 2015 to March 14, 2015

This information pertains to one of the Group and Region-Focused Training 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.

I. Concept

Background

In an increasingly globalizing world, promoting international business is one of the most pressing issues for economic growth in many developing countries. To promote international business, especially export, it is essential for a country to set up appropriate business environment and system for trade or investment. Government or public organizations are expected to be in charge of preparing the appropriate environment, which includes joining international organizations such as WTO, preparing procedure of customs/regulations and building necessary infrastructure. With the limited budget and resources, it is also important to grasp the strength and weakness of their countries compared to other countries and set priorities to improve their countries' competitiveness.

This training program intends to enhance the capacity of officials in public organizations to promote export. Participants are expected to learn basic knowledge about promoting international trade.

For what?

This course aims to enhance the capacity of officials who are in charge of trade promotion.

For whom?

This program is offered to governmental organizations or public organization/association in charge of trade promotion.

How?

Throughout the training program, participants will enjoy various types of learning experiences, including lectures from trade experts, visits to related organizations and discussions with fellow participants and Japanese experts. During the training, it is scheduled to visit FOODEX Japan as field work. FOODEX JAPAN is the largest annual food and beverage tradeshow in Asia and has been a highly successful trade event since its debut in 1976 serving not only Japanese food market but many lucrative Asian markets.

<http://www3.jma.or.jp/foodex/en/index.html>

II. Description

- 1. Title (J-No.): Capacity Development for Export and Investment Promotion(B)
(Trade Promotion)(J1404224)**
- 2. Course Period in JAPAN
February 16, 2015 to March 14, 2015**
- 3. Target Regions or Countries**
Albania, Bosnia and Herzegovina, Burkina Faso, Egypt, El Salvador, Ethiopia, Indonesia, Kenya, Kosovo, Morocco, Nepal, Papua New Guinea, Paraguay, Sudan, Timor-Leste
- 4. Eligible / Target Organization**
Governmental / public organizations which promote trade.
In order to achieve the goal of the program, participants should be sent from the same organization for the three years (2013-2015).
- 5. Course Capacity (Upper limit of Participants)**
17 participants
- 6. Language to be used in this program:** English (including English translated from/into Japanese through interpreters)
- 7. Course Objective:**
 - (1) Based on the knowledge and insight gained during the training program, an action plan to promote export will be formulated and implemented by the participant's organization.
 - (2) To share experiences with other participants who work at different trade promotion agencies.
- 8. Overall Goal**
This program aims to strengthen the capacity of the participant to promote export to overseas.

9. Expected Module Output and Contents:

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

Phase in Japan (February 16, 2015 to March 14, 2015) <i>Participants attend the Program implemented in Japan.</i>			
Expected Module Output	Subjects/Agendas	Methodology	
1	Participants can explain the trade promotion of their countries and competitiveness of their country by comparing with other countries	Presentation of pre-study/inception report.	Presentation
2	Participants understand basic theory and measures of export promotion	Purpose of trade promotion, Necessary environment for trade promotion, role of public organization etc.	Lecture Visit
3	Participants gain practical knowledge of trade procedure and understanding of international quality, especially to Japanese market.	Basics of trade procedure, Japanese requirements, customs and regulations	Lecture Company Visit Discussion Presentation Market research
4	Based on 1-3, participants can clarify real issues in your countries and make Action plan to improve their trade promotion in their countries.	Make and present an Action Plan.	Presentation

There may be minor changes to subjects and agendas.

<Structure of the program in Japan>

Sample program (The following is the last year's schedule.)

Date	Type	Subject	Lecture/Place to Visit	Place to stay
1		Arrival in Japan		JICA Kansai (Kobe)
2		Briefing	JICA Officer	
3		General orientation	JICA Officer	
4		Program orientation	PREX Officer	
	Market research	Observation of Agri Food Expo Osaka 2014	ATC Hall, Osaka	
5	Presentation	Pre-study Presentation	Trade expert	Hotel in Osaka
6		Japanese language class	JICA Kansai	
7		No program		
8	Lecture	Trading procedure (international rules, regulations, etc)	Trade expert	
	Lecture	Quality requirement in the international market		
9	Lecture	Guide for penetrating into Japanese market and characteristics of Japanese distribution system	Food Product Consultant A	
	Lecture	Distribution of imported goods, required quality level in Japan	Food Product Consultant B	
10	Lecture	Role of a governmental agency in the export promotion -Agriculture-	Kinki Regional Agricultural Administration Office	
	Site visit	Business strategy and export of Japanese tea (Observation of facilities)	Cha Reseach Center	
11	Work shop	Interim Review / Discussion	PREX Officer	
12	Site visit	Visit to and observation of textile company	Toyama Prefecture	
13		Cultural exchange program	Ibaraki city, Osaka	
14		No Program/Travelling to Tokyo		
15	Lecture	JETRO Pilot Demonstration Projects for Development and Import Schemes	JETRO HQ	
	Field work	Visit to Embassy	Embassy in Japan	
16	Lecture	Required quality level of imported goods in Japan	Fishery Corporation	
	Site visit	Company visit and market research	Department Store	
17	Market research	Observation of FOODEX Japan 2014	Chiba Prefecture	Hotel in Chiba
18	Market research	Observation of FOODEX Japan 2014	Chiba Prefecture	JICA Tokyo
19	Lecture	Basic theory on export promotion Alliance formation in international trade	Professor A	
20		Study tour on Japanese culture		Hotel in Osaka
		Travelling to Osaka		
21		No program		
22	Lecture	Experiencing participation to FOODEX		
		Guidance on Action Plan making	PREX Officer	
23		Preparation for Action Plan	Self-study of participants	
24	Lecture	Role of trade promotion body in Japan	Trade promotion agency of overseas in Japan	
	Lecture	Overseas business expansion by SME: Cultivation of sesame in Africa	Agri-products Company	
25	Presentation	Action Plan presentation	Participants	
26		Evaluation meeting	JICA Kansai	
		Closing ceremony		
		Farewell party		
27		Leave Japan		

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.

Further Information: URL <http://www.jica.go.jp/english/operations/schemes/tech/follow/>

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 project 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 project 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: Officials who have involved with trade promotion.
- 2) Experience in the relevant field: have more than 5 years' experience in the field of trade promotion
- 3) Educational Background: be a graduate of university.
- 4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (This training program includes active participation in discussions, which requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible).
- 5) Health: must be in good health, both physically and mentally, to participate in the Program in Japan.
- 6) Must not be serving any form of military service.

(2) Recommendable Qualifications:

- 1) Age: between the ages of twenty-five (25) and fifty (45) years

3. Required Documents for Application:

(1) Application Form: The Application Form is available at the JICA office (or the

Embassy of Japan).

***Pregnancy**

Pregnant participants are strictly requested to attach the following documents in order to minimize the risk for their health:

1. letter of the participant's consent to bear economic and physical risks,
2. letter of consent from the participant's supervisor, and
3. doctor's letter with permission of her training participation.

Please ask JICA Staff for the details.

(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 Expire date.

(3) Nominee's English Score Sheet: to be submitted with the Application Form. If you have any official documentation of English ability. (e.g., TOEFL, TOEIC, IELTS)

(4) Inception Report: to be submitted with Application Form. Fill in the inception report form in VI. ANNEX 1, "Inception Report", of this General information.

4. Procedures for Application and Selection :

(1) Submission of the Application Documents:

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN by December 15, 2014**)

(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.

(3) Notice of Acceptance:

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than January 14, 2015.**

5. Document(s) to be submitted by accepted candidates:

Pre-study Report-- to be submitted by **February 2, 2015:**

Before coming to Japan, only accepted candidates are required to prepare an Pre-study Report. Detailed instruction on Pre-study report will be provided to each participants after the notice of acceptance.

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 training expenditure depending on the severity of said violation, and
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

(1) **Name:** JICA Kansai

(2) **Contact:** Ms. Yoko Konishi (Konishi-Yoko.2@jica.go.jp and jicaksic-unit@jica.go.jp)

2. Implementing Partner:

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

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

(3) **Remark:** Pacific Resource Exchange Center (visit PREX at: http://www.prex-hrd.or.jp/index_e.html) was established in April 1990 in response to a proposal adopted at the general assembly of the Pacific Economic Cooperation Council (visit PECC at: <http://www.pecc.org/>). Since its inception, PREX has been contributing to promote international exchanges through human resource development projects and related activities in developing countries.

3. Travel to Japan:

(1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.

(2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

4. Accommodation in Japan:

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

JICA Kansai Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan TEL: 81-78-261-0397 FAX: 81-78-261-0465 (where "81" is the country code for Japan, and "3" is the local area code)
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If there is no vacancy at JICA Kansai, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of JICA Kansai at its URL, <http://www.jica.go.jp/english/contact/domestic/index.html>.

5. Expenses:

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

(1) Allowances for accommodation, meals, living expenses, outfit, and shipping,

(2) Expenses for study tours (basically in the form of train tickets),

(3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included), and

(4) Expenses for program implementation, including materials.

For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

6. Pre-departure Orientation:

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

V. Other Information

1. Participants who have successfully completed the program will be awarded a certificate by JICA.
2. For the promotion of mutual friendship, JICA Kansai encourages international exchange between JICA participants and local communities, including school and university students as a part of development education program. JICA participants are expected to contribute by attending such activities and will possibly be asked to make presentations on the society, economy and culture of their home country.
3. Participants are recommended to bring laptop computers for your convenience, if possible. During the program, participants are required to work on the computers, including preparation of Action Plan(AP), etc. Most of the accommodations have internet access. Also, there is a computer room in JICA Kansai where fourteen desk-top computers have the internet access.
4. Plugs for electrical devices (Electrical outlet)
If you bring your electrical devices such as PC, it is recommended to bring Type A plug. You can borrow multinational plug in JICA though limited quantity. Also, the voltage in Japan is 100 Volt, which is different from North America (120V), Central Europe (220V) and most other regions of the world. Please check your electrical devices if you plan to bring one.
5. A bag for one week trip
You will make one-week trip to Tokyo during your stay in Japan. Please bring a bag appropriate for the one week stay. Otherwise you have to bring a suitcase for the stay which might be difficult to get on the train. No porter service is available in Japan.
6. Comfortable shoes
Please bring comfortable footwear to walk. You often have to take off your shoes before you enter Japanese offices. We will often use public transportation and walk to the destination because public transportation has developed well in Japan.
7. Allowances, such as for accommodation, living, clothing, and shipping, will be deposited to your temporary bank account in Japan after 2 to 5 days after your arrival to Japan. It is highly advised to bring some cash / traveler's check in order to spend necessary money for the first 2 to 5 days after your arrival.
8. It is very important that your currency must be exchanged to Japanese Yen at any transit airport or Kansai International Airport (KIX) in Osaka, Japan soon after your arrival. It is quite difficult to exchange money after that, due to no facility or time during the training program.

VI. ANNEX 1:

Inception Report (submit with the Application Form)

Please answer the following questions.

This report must be type written in English in less than 2 pages.

Please submit the inception report with your application form.

Country : _____

Name : _____

Q1	<ol style="list-style-type: none">1. Basic information of your organization; mission, organization structure and number of staffs. Please attach the organization chart if you have one.2. What is your role in the organization?
Q2	Who are organizations which promote export in your country? <ol style="list-style-type: none">1.2.3.
Q3	Overview of the current situation of your country 's export situation: <ol style="list-style-type: none">1. Name three (3) main export industries in your country2. Name three (3) main export items/products (amount, percentage, destination, trends) from your country to overseas3. Name three (3) main import items/products4. National strategy (policy, potential commodities) for trade expansion
Q4	Name three items you wish to promote export from your country to Japan. (Please write the reason why you want to promote the items.) <ol style="list-style-type: none">1.2.3.

VII. ANNEX 2

Action Plan

What is Action Plan?

During the training program, all participants are required to prepare an Action Plan (AP). Participants are expected to make a presentation of Action Plan at the end of the program in Japan and in your organization after returning to your country.

The purpose of its preparation is to identify a specific environmental problem and a concrete solution for it. You are recommended to focus on one topic you are able to carry out after returning to your country. Therefore, Action Plan should be both concrete and practical. Try to make your Action Plan by using the existing human and financial resources in your organization in the most efficient and effective way possible.

<Contents of Action Plan (Recommended)>

- a. Title
- b. Background (challenges to be solved, national policy, etc.)
- c. Objectives (Goals)
- d. Outcomes
- e. Direct and Indirect beneficiaries
- f. Related knowledge/skill acquired during the training in Japan
- g. Action Component
- h. Implementation schedule
- i. Responsible agencies and their roles
- j. Monitoring and evaluation
- k. Budget and other necessary resources (amount of budget and how to raise fund)

Note: Participants will have more detailed guidance during the program in Japan.

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 and are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

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

JICA Kansai International Center (JICA Kansai)

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