



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

Merchandize Branding and Marketing by utilizing local resources(A)

課題別研修「地域資源を活用した商品ブランディング・マーケティング(A)」
JFY 2016

NO. J1604093 / ID. 1684671

Course Period in Japan: From 6th April 2016 to 28th April 2016

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 Program (KCCP)' as a New Start

In the Development Cooperation Charter which was 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

In the regional economic development programs and/or projects by the merchandize or services development utilizing local resources, such as “One-Village, One-Product project”, some cases are identified as a lack of perspective on “Meeting market needs”, “Finding/Creating of new market”, “Branding based on local area”, or “Practical method of the finding and utilization local products”.

Thus, unique or differentiated local merchandizes/services without these perspectives are unable to survive, and the related programs and/or projects are unable to give sufficient impact on the regional economic development as they are initially expected.

For what?

With this background to be encountered, this program provides an opportunity for the participants to acquire the practical know-how in order to conduct/implement an effective branding and marketing strategy of local products/services derived from market needs survey and its analysis

The program is designed with a base of experiences in Japan implementing many types of regional development, which are appropriate and adjusted to the situations and characteristics of economy, society, and industry of each region. These experiences in Japan would support the participants the clear understanding of the methods of developing local products or services in consideration of marketing and branding with a scope of regional development of participant’s respective countries/regions.

For whom?

This program is for those who engage in promotion of local products/services for regional industry / Small- and Medium- sized Enterprises (SMEs) promotion, as an officer of national/ local governments, governmental agencies, cooperatives/private economic organization/business association such as tourism association, chamber of commerce, etc.

- * have a minimum of 5 years’ working experience in this field.
- * must be able to present a local product/service in the program

How?

This program is delivered by lectures, field-visits, workshops and presentations by participants. As analytical discussions and learnings among participants would enhance the greater outcome, active participation from participants with a clear mission/problem solving mind are essential. The appearing topics are *Marketing Strategy, Market Survey, Supply Chain Survey, Local Branding and Local Product, Local Resources and its Utilization*, etc.

II. Description

1. **Title (J-No.): Merchandize Branding and Marketing by Utilizing Local Resources(A) (J1604093)**

2. **Course Period in JAPAN**

6th April to 28th April, 2016

3. **Target Regions or Countries**

AFGHANISTAN, ALGERIA, BOSNIA AND HERZEGOVINA, FORMER YUGOSLAV REPUBLIC OF MACEDONIA, MONGOLIA, RWANDA, LESOTHO

4. **Eligible / Target Organization**

Those who engage in promotion of local products/services for regional industry / Small- and Medium- sized Enterprises (SMEs) promotion, as an officer of national/ local governments, governmental agencies, cooperatives/private economic organization/business association such as tourism association, chamber of commerce, etc.

* have a minimum of 5 years' working experience in this field.

* must be able to present a local product/service to be promoted in the program

* Counterparts or relating personnel, working in the JICA project in this field and their role of the project is clear, are highly prioritized.

Note: In the content of the program, "local products/services" are focused, which are commercialized by Small- and Medium- sized Enterprises (SMEs) using of the various forms of unique resources available within the scope of these SMEs, and the municipal/prefectural/provincial level government supports ***directly*** these activities of SMEs as a way of their local/regional promotion.

5. **Course Capacity (Upper limit of Participants)**

10 participants

6. **Language to be used in this program:** English

7. **Course Objective:**

To learn Japanese successful experiences and to acquire the know-how to conduct an effective branding and marketing by aiming the merchandize development derived from market needs survey and the results of its analysis.

8. **Overall Goal**

To promote regional development in respective countries.

9. Expected Module Output and Contents:

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

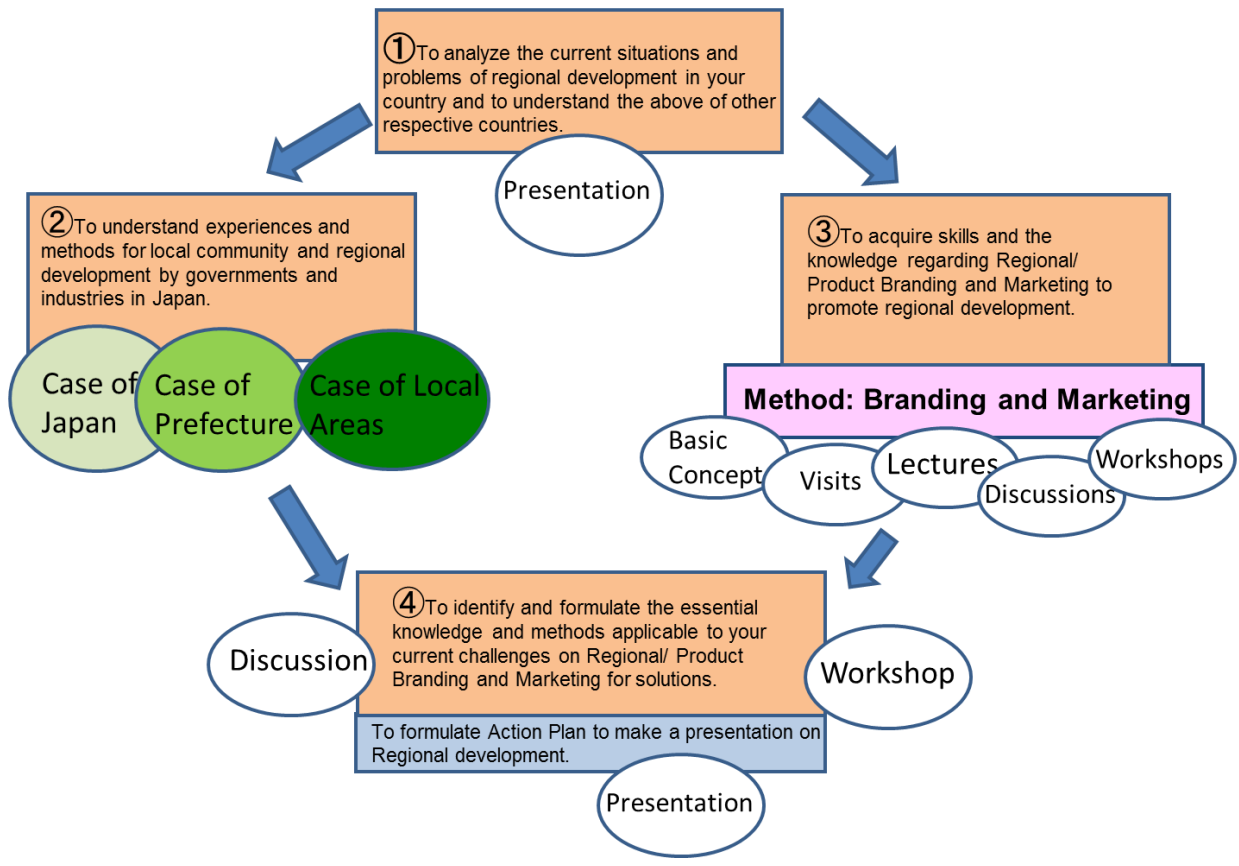
(1) Preliminary Phase in a participant's home country (March to April 2016) <i>Participating organizations make required preparation for the Program in the respective country.</i>		
Expected Output	Module	Activities
Inception Report is formulated		Formulation and submission of Inception Report

(2) Core Phase in Japan (6th April to 28th April, 2016) <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i>			
Expected Output	Module	Subjects/Agendas	Methodology
	【MODULE1】 To analyze the current situations and problems of regional development in your country and to understand the above of other respective countries.	<p><Preparatory phase to be implemented in your country prior to your departure></p> <ol style="list-style-type: none"> 1. Information collection and analysis of the current situation regarding the challenges on the issues of local product promotion (branding and marketing) as well as local community development in general in your country/region/local community. 2. preparation of the presentation document on the above <p><Training phase in Japan> Presentation of the above situation analysis</p>	<p>Self-learning</p> <p>Presentation</p>
	【Module2】 To understand experiences and methods for local community and regional development by governments and industries in Japan.	<ol style="list-style-type: none"> 1. Japanese experiences and efforts for regional development at different levels (country / prefecture/ city/village) 2. Roles of public administration, private sectors and local residents 3. Local resource identification and its utilization 	<p>Lectures</p> <p>Visits</p> <p>Discussions</p>
	【Module3】 To acquire skills and the knowledge regarding Regional/ Product Branding and marketing to promote regional development.	<ol style="list-style-type: none"> 1. Risk Management <p>【Marketing】</p> <ol style="list-style-type: none"> 1. Market Research and Merchandising 2. Marketing strategy formulation <p>【Branding】</p> <ol style="list-style-type: none"> 1. Merchandise (product/services) Branding 2. Regional Branding 3. Branding and Marketing of Local Products in Remote Areas and Urban Areas 4. Tourism and Regional Branding 	<p>Lectures</p> <p>Discussions</p> <p>Visits</p> <p>Workshops</p>

<p>【Module4】 To identify and formulate the essential knowledge and methods applicable to your current challenges on Regional/Product Branding and marketing for solutions.</p>	<ol style="list-style-type: none"> 1. Review sessions and wrap-up meeting 2. Discussions for problem-solutions 3. To formulate Action Plan to make a presentation. 	<p>Discussions Workshops Presentation</p>
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**Agendas are subject to be minor change.*

<Structure of the program>



<Program Schedule 2016> * subject to change

Date		Contents	Target of lecture /visit
6-Apr, Wed	-	Arrive in Nagoya, Japan	
7-Apr, Thu	9:00-17:00	JICA Orientation	For comfortable stay in JICA Chubu, Nagoya, Japan
8-Apr, Fri	10:00-11:30	Course Orientation	To learn what is targeted with each content in this course
	13:30-16:30	Introductory Lecture: Business environment surrounding SMEs in Japan	To grasp overview and history of Japanese economy, society and SME development in general
9-Apr, Sat			
10-Apr, Sun			
11-Apr, Mon	9:15-16:30	Inception report presentation	Presentation by each participant about the marketing and branding of local products of own country and the current supporting policy and problem
12-Apr, Tue	9:15-12:15	The role of administration, residents and agent in Local promotion in Japan	To learn about the role of administration and private company in local promotion in Japan. To learn about the importance to nurture middle organization (Agent-including the third sector) that connects underdeveloped administration and private company in developing company.
	13:30-16:30	Local development in Japan	To learn about the case of local promotion in Japan such as OVOP, IRODORI, etc. To learn about the regional development method not by merchandize development of limitedly selected group which is often seen in OVOP of Japan, but by capacity building for local residents and strengthening local identity which are widened in the whole local area
13-Apr, Wed	9:15-12:15	Work shop: Marketing strategy in food processing	Group work: Each group decides the strategy to cultivate market for a group of producers of food processing in a certain country based on information of latent customers and competitors following marketing theory.
	13:30-16:30	Work shop: Supply chain survey for searching new market (To list potential customers, competitors and supplier)	Continued from the morning session To fill in a work sheet with competitors, suppliers and potential customers of the product of the group above utilizing the world biggest matching site in which a company that has product (supplier) and a company that wants to buy product (buyer) seek a trade partner.
14-Apr, Thu	9:15-12:15	Characteristics of local resource and its utilization	To understand the experience of Japan regarding the classification of local resources, the method to create the value of local resources (13 types) and the process of application and commercialization. The method to create value is explained utilizing some cases based on each type. The target of this lecture is each participant can have images of the concrete method to excavate local resource and the process to activate it.
	14:30-16:00	Market Survey, and Product Development	Lecture: The method of market survey (To learn about effective marketing survey in a group that resource is limited.) Role playing to interview at shop. Exercise: To observe and interview at the food shops of Takashimaya Department store (Separated in 3 groups) Each group observes the shops applying the observation method of market and checks diversified merchandizes utilizes local resource.
15-Apr, Fri	9:15-12:15	Merchandise branding and Local branding	To learn the methods to create merchandize branding and the methods to create local branding in Japan. And to learn successful cases and failure cases, and the risk in the methods.
	13:30-16:30	Local branding and local product promotion, from the viewpoint of local government	To understand the approach (policy, system and measure) by the local industry promotion division of Gifu prefectural government. To understand how the division coordinated the group of merchandize of local SMEs and then made them as local brand.
16-Apr, Sat			
17-Apr, Sun			
18-Apr, Mon	9:30-12:30	Branding and marketing of local product, from the viewpoint of manufacturer and designer (1)	Listen from a manufacturing firm supported by measure of local government to learn a real case of local product development and marketing/ branding and to gain knowledge of product development "to sell", not "to produce".
	14:00-15:45	Branding and marketing of local product, from the viewpoint of distributor	Through the real experiences and the point of view of distributor, how the real voice of the market/buyers can be reached to producers, and how producers can be connected with buyers will be learnt.
19-Apr, Tue	9:15-12:30	Quality improvement and branding	To understand the continuous efforts of private companies to improve quality that is necessary for product branding and marketing.
	13:30-17:00	Risk management	To understand the importance and method of branding control to maintain brand. Visit to "Mamefuku Co., Ltd." (bean snack manufacturer) designated as Aichi-region's brand company

20-Apr, Wed	AM	Move to Two-night trip to Gifu pref. by bus	
	PM	Local branding and local product promotion	To learn a case of local tourism attractions being well connected with local products, and a case of local brand promotion, quality management and its role of cooperatives/associations.
21-Apr, Thu	AM	Local product branding and local network - role of government -	To learn how municipal government supports local product marketing and branding
	PM	Branding and marketing of local product by manufacturer and designer (2)	Visit a manufacturing firm supported by measure of local government to learn a real case of local product development and marketing/ branding and to gain knowledge of product development "to sell", not "to produce".
22-Apr, Fri	9:15-9:45	Local branding and tourism promotion	To learn how various stakeholders, such as tourism association, government and the local people, collaborate to manage historical landscape for tourism promotion.
	9:30-12:30	Local branding and tourism promotion	To learn how various stakeholders, such as tourism association, government and the local people, collaborate to manage historical landscape for tourism promotion.
23-Apr, Sat			
24-Apr, Sun			
25-Apr, Mon	9:15-12:15	Review session (Discussion)	To sort out the knowledge learned from the lectures and visits in this course. Especially to understand more what role is played by national government, local government and private company
	13:30-16:30	Discussion and making action plan	To discuss the problem and the hint to develop merchandize and service to utilize local resources of each country referring the experiences in Japan to find out concrete solution and then make action plan.
26-Apr, Tue	9:15-17:30	Action Plan Preparation	To discuss the action plan individually with the course leader to brush it up it.
27-Apr, Wed	AM	Action plan presentation	Presentation of the action plan of local promotion after returning country and having comment for the action plan.
	PM	Evaluation meeting, Closing ceremony, Farewell Party	To celebrate your achievement
28-Apr, Thu	-	Return to your country	

<Photos from previous years>



Lecture



Work-shop



Company Visit



Presentation

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: Personnel who engage in promotion of local products/services for regional industry / Small- and Medium- sized Enterprises (SMEs) promotion, as an officer of national/ local governments, governmental agencies, cooperatives/private economic organization/business association such as tourism association, chamber of commerce, etc.

* Must be able to present a local product/service in the program

* Please note that, in the content of the program, "local products/services" are focused, which are commercialized by Small- and Medium- sized Enterprises (SMEs) using of the various forms of unique resources available within the scope of these SMEs, and the municipal/prefectural/provincial level government supports these activities of SMEs as a way of local/regional promotion.

- 2) Experience in the relevant field: minimum of 5 years in the relevant field.
- 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

*The workshop 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) Expectations for the Participants: Those who have been devoting and who will continue to devote themselves to the activities of the JICA project concerned are highly welcome to this training program.
- 2) Age: between the ages of twenty-eight (28) and fifty (50) 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
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: Please submit together with the Application Form to be used for screening applicants. Please refer to **Annex: Guidelines for Inception Report**.

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 **February 24, 2016**)

(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 March 16, 2016**

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

Inception Report to be submitted by **February 24, 2016** along with application forms.

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.
- (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 Chubu International Center

(2) **Contact:** Ms. TSURUTA , Azusa (cbictp1@jica.go.jp)

※Please insert “J1604093 in the subject.

Implementing Partner:

(1) **Name:** Hitono Mori Co., Ltd.

(2) **URL:** <http://hitonomori.co.jp/english/index.html>

(3) **Remark:** Hitonomori Co., Ltd. is a company offering consulting and training services to international and domestic organizations either in public and private sector. Their consulting areas include business management, SME promotion, regional development and local community development.

2. 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.

3. Accommodation in Japan:

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

JICA Chubu International Center (JICA Chubu)

Address: 60-7 Hiraikecho, Nakamura-ku, Nagoya 453-0872, Japan

TEL: +81-52-533-0220 FAX: +81-52-564-3751

(where “81” is the country code for Japan, and “52” is the local area code)

If there is no vacancy at JICA Chubu (CBIC), JICA will arrange alternative accommodations for the participants.

4. 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)

(4) Expenses for program implementation, including materials

5. Pre-departure Orientation:

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

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.

V. Other Information

1. Development Education and Exchange with Local Communities

For the promotion of mutual friendship, JICA Chubu encourages international exchange between the JICA participants and local communities including students as a part of development education program. You are expected to contribute by attending such activities and will possibly be asked to introduce the society, economy and culture of your home country.

2. Clothes

Formal attire is preferable only for closing ceremonies. We advise you to bring appropriate clothes and comfortable shoes.

Monthly Average Temperature & Precipitation in Nagoya

	March	April	May
Average (°C)	13.9	19.9	24.1
High (°C)	8.7	14.4	18.9
Low (°C)	4.2	9.6	14.5
Average Rainfall (mm)	121.8	124.8	156.5

3. Personal Computer

We strongly recommend you to bring your personal computer, if available, for your convenience on your responsibility.

VI. ANNEX: GUIDELINES FOR INCEPTION REPORT

Each applicant shall prepare an Inception report in English, no more than 5 pages long, typed double space on A4 (or bond) size paper, or you may use power point format.

- The report must be submitted together with the application documents, and will be used as the basis for a 15-20 minute presentation as part of the training course.
- The report must follow the outline below. The emphasis may vary depending on the present duty and responsibility each participant handles.

Outline:

1: Organization & Position

- (1) Name of Participant, Name of Organization and Type (Government/Private/Others)
- (2) Department/Section, Present Post and Years of experience at your present post, Organization chart (to illustrate an organization chart, starting from a section as the lowest level, and To highlight your position in the chart)
- (3) Your Duties

2. Situation Analysis.

- (1) Describe local goods to be better marketed and branded

※You can present maximum 3 local goods as your case.

- Name of the local area
- Features of the product
- Producer's organizational information (types of organization-cooperatives, private companies, public sector, their strengths, production volume)
- Strength of the product
- Current supply chain (materials suppliers, whole-sellers/middlemen/distributors, its sales channels, its geographical locations including road accessibility and distribution system) for selling
- Currently recognized competitors
- Potential market (Name of city, or target customer)
- Challenges of branding/marketing

- (2) Illustrate information (1) on a map

3: Strengths and challenges on local product promotion, in terms of branding and marketing of local goods

4: Your expectation for the training and expected effect after this training

- what I want to learn in this course
- how I can utilize the knowledge after the training

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 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 Chubu International Center (JICA Chubu)

Address: 4-60-7 Hiraikecho, Nakamura-ku, Nagoya 453-0872, Japan

TEL: 81-52-533-0220 FAX: 81-52-564-3751