



【Online Course】

Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

**Developed Market Oriented Export Promotion Strategy
/Marketing Strategy (B)**
課題別研修「先進国市場を対象にした輸出振興/マーケティング戦略(B)」

JFY 2022

NO. 202110038J001

**Online Course Period: From October 13, 2022 to November 25, 2022
(Follow-up seminars on January 20 and February 8, 2023)**

**This is an ONLINE program.
There is no component of on-site program in Japan.**

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

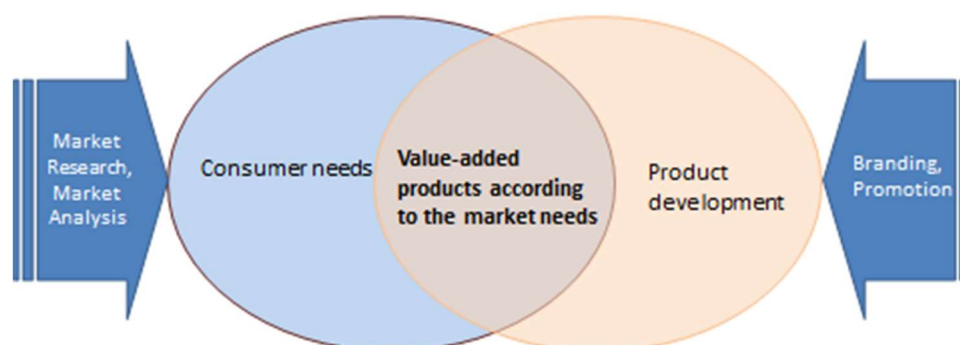
In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out that *“In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic 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 for the mutual learning process.

I. Concept

Background

Export promotion is expected to play an important role in furthering economic growth of developing countries. However, most of the exports from developing countries are raw materials rather than processed products. Moreover, due to insufficient quality of products, ineffective marketing and promotion, many developing countries face challenges in exporting value-added products to developed countries.

The goal of this program is to support developing countries in acquiring a new approach of export promotion targeting developed markets. The essence of this approach is to convert our concept from “Product-out” to “Market-in”. In other words, it is to develop value-added products according to the needs of potential markets. This program will focus on learning “Market-in” export promotion concept and practical skills.



For what?

This program provides participants with the opportunity to acquire skills on market-oriented export promotion of locally made and/or unique products.

Participants will learn practical knowledge of marketing and export promotion, including understanding of customers in developed countries, effective product development, branding, effective design and usage of promotional tools.

For whom?

This program is designed for those who provide direct service/support to companies/associations on export to developed markets, such as 1) governmental officers, and 2) managers/employees of private non-profit institutions or associations like Chamber of Commerce and Industries (CCIs) or sector/industry groups.

How?

Participants will have opportunities to acquire practical approaches and methods of promoting export of their products to developed markets. Participants are expected to learn the essence of successful promotion and branding through case studies, lectures and workshops.

This program focuses on learning practical skills and knowledge, thus it requires active participation in the program as well as submitting assignments.

Comments from participants

(Note: This year's program does not have a Japan visit component.)

"Through all the subjects, analyzing our own market situation at first, we learned all the aspects of export promotion- understanding the market demand ; the, more efficient, market-in approach ; product development, branding, market research, promotional tools and finally hands on experience of using the learnings." (Bangladesh).

"There are many useful things I learn during the duration of the course here in Japan. However, one that is most appealing to me is the development of Branding and development of local products. In my country, we have many unique products, and I believe if reached an export stand they will be very competitive in the market, both overseas and domestically."(Vanuatu)

"I could get new insight about how Japanese organizations and SMEs develop their business based on consumer needs/ trend and how Japanese government provides their support for those organizations to be success by involving all related organizations."(Indonesia)

"The subjects gave an insight into the modern concepts and effective approaches for the marketing to developed countries especially Japan. The understanding about the export readiness, obstacles and ways and measures to overcome were also explained in detail. The case studies helped application of the concepts." (Pakistan)"

II. Description

1. Title (No.): Developed Market Oriented Export Promotion Strategy /Marketing Strategy (B)
(NO. 202110038J001)

2. Course Period

From October 13, 2022 to November 25, 2022
(Follow-up seminars on January 20 & February 8, 2023)

3. Target Regions or Countries

Armenia, Bangladesh, Cook Islands, Laos, Mongolia, Pakistan, Sri Lanka, Uzbekistan

4. Time for Online Session

The online class will be live-streamed for three hours a day between 13:00 and 16:00 in Japan time. The time in each participating country is as follows.

Laos: 11:00-14:00
Mongolia: 12:00-15:00
Pakistan: 9:00-12:00
Uzbekistan: 9:00-12:00
Sri Lanka: 9:30-12:30
Bangladesh: 10:00 -13:00
Armenia: 8:00-11:00
Cook Islands: 18:00 - 21:00 (previous date)

5. Eligible / Target Organization

This program is designed/beneficial for those who have been providing hands-on/direct support to companies on export of local products such as,

- 1) Officers of governmental/public organization,
- 2) Managers/employees of private non-profit institutions or associations, such as CCIs or sector/industry groups.

6. Course Capacity (Upper limit of Participants) : 13 participants

7. Language to be used in this program: English

8. Course Objectives: Participants acquire a market-oriented approach of marketing and exporting local products to developed countries, based on the partnership between public and private organization.

9. Overall Goal

Projects to export the products of participants' countries to developed markets are planned and implemented in their countries.

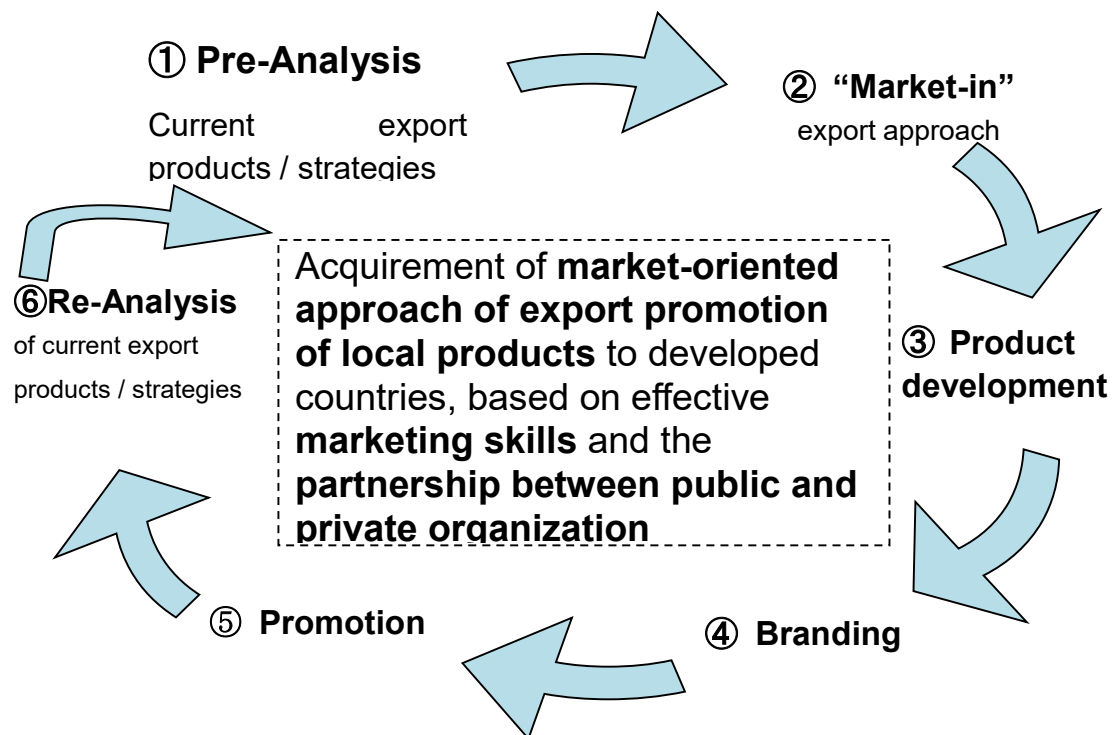
10. Expected Module Output and Contents

| Expected Module Output | Subjects/Agendas | Methodology |
|---|--|------------------------------|
| 1. To clarify the strength and characteristics of industries of a participants' countries and their current export promotion strategies | <ul style="list-style-type: none"> - Information gathering, pre-analysis, review of current export strategies by participants - Inception Report Presentation | Presentation Discussion |
| 2. To understand “ Market-in ” export/business promotion approach | <ul style="list-style-type: none"> - Basic knowledge about Export Promotion - Business Development / Support Services - The roles of stakeholders (National Government, Regional Government, Business Supporting Organization, Private companies, etc) - Model cases studies | Lecture Discussion Workshop |
| 3. To understand product development based on market and consumer needs/trends | <ul style="list-style-type: none"> - Marketing strategies (communication with buyers, targeting, etc) - Marketing Research (Field interviews, internet data analysis) - Trend of the Japanese Market on handicrafts, textile and processed food - Test Marketing methods - Fair/exhibition management | Lecture Discussion Workshop |
| 4. To understand effective branding of their local products to the target market. | <ul style="list-style-type: none"> - Theories and case studies of Branding - The role of and contract with Advertising Agencies | Lecture Discussion Workshop |
| 5. To understand how to select/use promotional tools (brochure, websites, publicity and exhibition) effectively. | <ul style="list-style-type: none"> -Visiting Central Japan Exhibition of Food, Beverage, Facility and Equipment (FEFB-Expo) -Promotional tools (websites, leaflets, social media etc.) -Effective search and communication/ties with potential customers (through exhibition, sales channels, etc) | Lecture Field visit Workshop |
| 6. To reanalyze and make an Action Plan to promote export of their domestic products to developed countries' market. | <ul style="list-style-type: none"> - To reanalyze / review the potential products to export effectively - To summarize and make a proposal of alternative or improved methods for current export strategies - Action Plan presentation | Consultation Presentation |

* Export experiences and/or marketing strategies from Food Processing Industry, Handicraft/Woodcraft Industry and Textile Industry are to be shared by relevant companies/personnel as case studies.

* Trade/investment policy is out of scope of this program.

<Structure of the Program >



11. Program Schedule (tentative)

| Week | Date | Day | Contents |
|--|--------------|-----|---|
| | Oct 13 | Thu | Briefing & Orientation by JICA |
| 1 | 17 | Mon | Course Orientation by Hitonomori |
| | 18 | Tue | Joint session with the participants from the previous years |
| | 19 | Wed | Business environment surrounding SMEs in Japan |
| | 20 | Thu | Inception report presentation |
| | 21 | Fri | On-demand video 1. Services of Japan External Trade Organization (JETRO) for SMEs' Business Overseas (Central government agency) |
| | 22 | Sat | |
| | 23 | Sun | |
| 2 | 24 | Mon | Market-oriented export promotion |
| | 25 | Tue | Market-oriented business development/support services |
| | 26 | Wed | Workshop: Supply-chain research for market development |
| | 27 | Thu | Workshop: Market research and intelligence report writing |
| | 28 | Fri | On-demand video 2. Efforts by Organization for Small & Medium Enterprises and Regional Innovation, JAPAN (SME Support, JAPAN) (Central government agency) |
| | 29 | Sat | |
| | 30 | Sun | |
| 3 | 31 | Mon | Importance of developing products matched with the market and building a cooperative system among local associations in the same industries |
| | Nov 1 | Tue | Product and regional branding |
| | 2 | Wed | Effective branding support programs |
| | 3 | Thu | Workshop: Marketing strategies of food processing industry |
| | 4 | Fri | On-demand video 3. Efforts by Aichi Industry Promotion Organization (Local government agency) On-demand video 4. JETRO's overseas support programs |
| | 5 | Sat | |
| | 6 | Sun | |
| 4 | 7 | Mon | Export promotion measures taken by local government (Gifu Prefecture) |
| | 8 | Tue | Trend of the Japanese market on food industry |
| | 9 | Wed | Fair/exhibition management |
| | 10 | Thu | Online Q&A Session with JETRO officers |
| | 11 | Fri | On-demand video 4. "Hida Furniture Festival 2021 (October 2-6, 2021)" (by watching You Tube) |
| | 12 | Sat | |
| | 13 | Sun | |
| 5 | 14 | Mon | Effective promotional tools (websites, leaflets, social media, exhibition etc.) |
| | 15 | Tue | Online promotional measures |
| | 16 | Wed | Internet and social media marketing |
| | 17 | Thu | Marketing measures taken by Hida Woodwork Association |
| | 18 | Fri | Workshop: Promotional tools |
| | 19 | Sat | |
| | 20 | Sun | |
| 6 | 21 | Mon | Review session and discussion |
| | 22 | Tue | Individual consultation on Action Plan, Brushup on action plan |
| | 23 | Wed | Individual consultation on Action Plan, Brushup on action plan |
| | 24 | Thu | Action Plan Presentation |
| | 25 | Fri | Action Plan Presentation/Evaluation Meeting, Closing Ceremony |
| *After the core period, participants will implement their action plan. | | | |
| follow-up | Jan.20, 2023 | Fri | Exchange meeting with Yoshida Shokai |
| | Feb.8, 2023 | Wed | Presentation of the current state of implementation of action plan and feedback |

III. Conditions and Procedures for Application

1. Benefits of the Program for the Participating Organizations

- (1) This program is designed primarily for the organizations that intend to address specific issues or problems identified in their operation.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable this program to meet specific requirements of the participating 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:
 - Officers of governmental/public organization, who provide direct service/support to companies/associations on export to developed marketsor
 - Managers/employees of private non-profit institutions or associations, such as CCIs or sector/industry groups, who provide direct service/support to member companies on export to developed markets.
- 2) Experience in the relevant field: have more than 2 years' experience in the field of export 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 program includes active participation in discussions, which requires high English competence. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible).
- 5) Technical Requirements:
 - a. Technology Proficiency
 - Basic computer skills such as, sending/receiving email with attachments, and using a web browser.
 - Online course is delivered using the following services, Web Conferences (Zoom), Cloud Storage (GIGAPOD), Google Classroom (LMS) and YouTube. Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.
 - b. Internet Connection
 - High Speed Broadband Connection (at least 2Mbps).
 - * Internet access charge incurred for this course shall be borne by your organization.

- c. Hardware (Minimum Requirement)
- Regular access to a computer, either from your home or from your office.
 - Operating System: Windows or Mac OS (Updated version is preferred).
 - Processor: Intel Core 2 Duo or higher; 2GHz or higher
 - Memory: 4GB of RAM or higher
 - Hard Drive Space: 5GB free disk space
 - Browser: Google Chrome is the preferred browser. (Edge, Firefox, Safari can be used)
 - Others: Webcam Microphone, and Audio output Device (Speaker or Headset)
- d. Software (which may be required)
- Zoom Client for Meeting (<https://zoom.us/download>)
- * In case you are using your office computer and use of Zoom is not authorized by your IT administrator, please notify JICA at the time of application.

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

(2) Recommended Qualifications:

- 1) Age: between the ages of twenty-five (25) and fifty (50) years
- 2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA makes a commitment to promote gender equality and women's empowerment, providing equal opportunity for all applicants regardless of sexual orientation and gender identity. For this reason, priority may be given to women if applicants have similar qualifications.
- 3) Those who work in relation to textile, food processing or handicraft products are encouraged to apply.
- 4) Those who are in a position to make a decision and/or to review export support services in addition to rich experiences of export support are encouraged to apply.
- 5) Experiences of working for JICA projects or with JICA Volunteers and Advisors are highly valued.

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:

*Photocopy should include your name, date of birth, nationality, passport number, and expiry date.

*If you do not have a passport, please submit a copy of an alternative photo ID card.

(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 refer to Annex VI: Guidelines for Inception Report. You may submit your Inception Report at the time of application or at the latest by October 10, 2022. Successful participants will make a presentation on the same report in the initial phase of the program.

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 August 31, 2022**.

(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. Final selection will be made by the JICA Center in consultation with concerned organizations in Japan.

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 16, 2022**.

5. Conditions for Attendance:

- (1) to adhere to the program schedule
- (2) to attend all of the program activities **(Over 70 % of attendance is required for the course completion.)**
- (3) not to change the program topics
- (4) to follow the Term of Use for the Online KCCP (privacy and copyright policy)
https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html

IV. Administrative Arrangements

1. Organizer

(1) Name: JICA Chubu Center

(2) Contact: Ms. EGUCHI Kaori (Email to: cbictp1@jica.go.jp AND Eguchi.Kaori2@jica.go.jp)

※Please enter the course title in the subject when emailing.

2. Implementing Partner

(1) Name: Hitonomori 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 in the public and private sector. Their consulting areas include business management.

3. Other arrangements

As most of the seminars will be live-streamed via Zoom, participants will need a computer with a microphone, webcam, and stable/high-speed internet connection. If you are not able to arrange internet access/devices necessary to participate in the online course, JICA will make arrangements for the participants. Please contact the JICA office in your country or JICA Chubu for more information.

V. Other Information

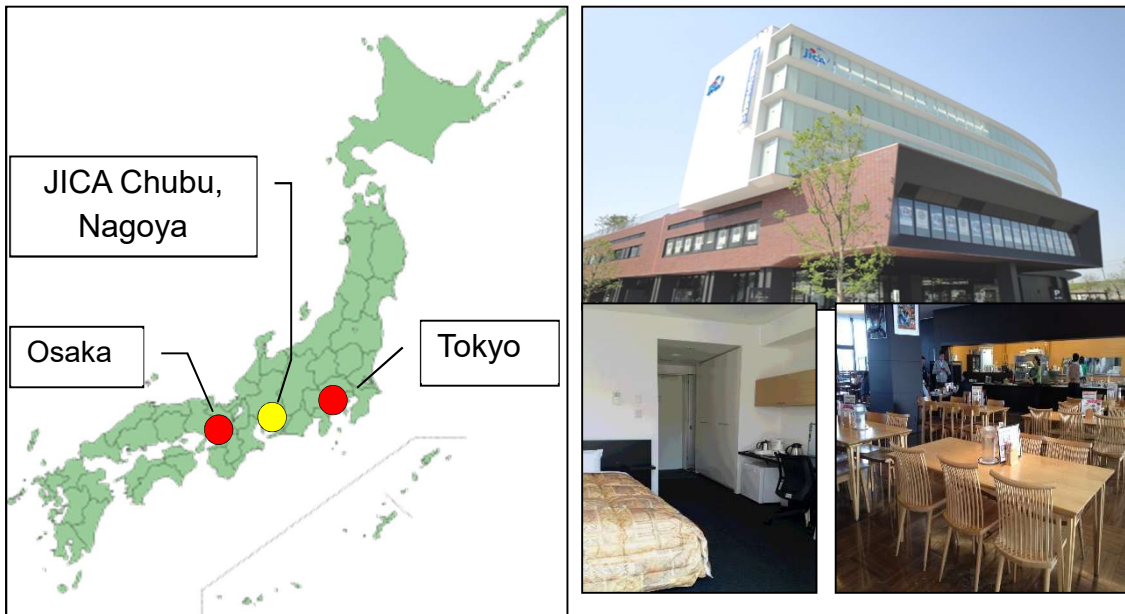
About JICA Chubu Center:

<Location>

- It is located at the center of *Nagoya-city*. The Nagoya main station, the regional hub of various transports, is 15mins walk from JICA Chubu Center.

<Recommended Websites>

- ✓ JICA Chubu's website: www.jica.go.jp/chubu/english/office
- ✓ Aichi prefecture: www.heart-of-japan.jp/



VI. ANNEX

Each applicant shall prepare an Inception report in English using the Power Point format provided.

- Please submit your Inception Report together with your application documents or at the latest by October 10, 2022.
- Please follow the outline below. However, the emphasis may vary depending on the current 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 the local product/goods to be better marketed and branded.

*Please select 1 type of product/goods.

1. Name of local product/goods, Reasons for the selection
2. Their comparative advantages/strengths, unique specification and features
3. Potential exporters' profile (such as business type, main products, number of employees, target market, sales volume, export percentage and/or export experiences, Other details, such as, Material, Style, Type, Shape, Item Size, Techniques, Category (suit for) , Place of Origin, Certifications)
4. Product Price, Minimum Order of Quantity, Supply Ability/Season, Payment Term, Packaging and Delivery details (shipping time, method, etc.)
5. Production area, Name of the city
6. Currently recognized competitors
7. Potential market (Name of city, or target customer)
8. Challenges in terms of branding/marketing issues
9. Current promotional tools such as leaflet, website, photos, etc.

- (2) Illustrate information on a map

1. Manufacturing/producing areas
2. Logistics for export (Indicate the location of the international airport, or an international port for shipping, or inland transportation including road access situation and cross border transaction.)

3: Strengths and challenges on export promotion of local product/goods, in terms of marketing.

4: Your expectation for the program and **expected effect** after this program

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

5: Additional materials (e.g. project plan, reports, statistical data) related to the topics specified in this program (if any).

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 Center

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

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