



Online & On-demand
(Internet-Based Distance Learning)
Knowledge Co-Creation
Program
(Group & Region Focus)

General information on

**Branding and Marketing of Products
Utilizing Local Resources (B)**

**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 (B)」
JFY 2022**

Course No. 2021110030J001

Course period : From July4 to August 4, 2022

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) 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

The Japanese Cabinet released the Development Cooperation Charter in February 2015, which stated, "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." JICA believes that this 'Knowledge Co-Creation Program' will serve as a foundation of mutual learning process.

I. Concept

Background

Developing products/services utilizing local resources is a common approach for the regional economic development. However, some cases are too engrossed in utilizing “what is producible in the area” to notice “what is acceptable in the market”.

This course is designed to provide practical opportunities to adopt viewpoints of “marketing” and “branding” to the regional development in the participating countries.

For what?

This program aims to improve regional development in participating countries.

For whom?

This program is designed for personnel of the public entities engaged in enhancing regional development, such as Ministry of Regional Development or chamber of commerce etc.

How?

Participants will have lectures, video site visit on Japanese experience including both good and bad practices, as well as discussions and exercises.

II. Description

1. Title (Course No.):

Branding and Marketing of Products Utilizing Local Resources (B) (202110030J001)

2. Course period (Internet-Based Distance Learning)

From July 4 to August 4, 2022

3. Target Regions or Countries

Albania, Antigua and Barbuda, Bhutan, Botswana, Jamaica, Laos, Republic of North Macedonia, Rwanda, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago, Viet Nam

4. Eligible / Target Organization

Public/Private Organization that promotes locally made products for development of local economy and industry.

*Approach by GI (Geographical Identifications) concept is desirable.

5. Capacity (Upper limit of Participants)

13 participants

6. Language

English

7. Objective(s)

To be able to identify and propose measures necessary for local development, by acquiring the practical knowledge of branding and marketing of products based on the utilization of local resources.

8. Overall Goal

To develop human resources who have acquired the practical knowledge of branding and marketing of products based on the utilization of local resources.

9. Outputs and Contents:

Modules	Subjects/Agendas	Methodology
Current situation and issues of the industrial development in participants' countries / territories are sorted out into Country / Job report	Self-study before participate on-demand course	
A) Possibility study phase Seeds search Current situation analysis Concept	Role of stakeholders in regional development, Discovery of local resources - product development , etc.	Video Lecture Online
B) Materialization phase Product planning Product development	Marketing strategies, Marketing mix, Product development, The difference between branding and marketing, etc.	Video Lecture Online
C) Operation / expansion phase Product production and distribution	Supply chain management, Risk management, Merchandising, Public relations strategy, etc.	Video Lecture Online
Participants make draft plans for promoting / improving industrial development in their countries / territories based on what they learned in Japan	Discussions and exercises based on example cases in Okinawa and participating countries, Making action plans	Video Lecture Exercise Online

<Structure of the Course>

Topic outline (subject to minor changes)

Style: VD=Video lecture (Each video duration about 30~40 minutes),

On= Online (ZOOM), SW=self-work

1st week (July/4-July/8)

- (1) On: Orientations (JAPAN TIME* July 4th 21:00~22:30)
- (2) SW: Country and Job Report
- (3) VD: Industrial promotion policies in Japan and Okinawa
- (4) VD: Promotion and marketing of tourism resources in Okinawa
- (5) VD: Points for utilizing local resources

2nd week (July/11-July/15)

- (1) On: Weekly review discussion (JAPAN TIME*July 11th 21:00~22:30)
- (2) VD: Case study in Okinawa [Situation-oriented consumption]
- (3) VD: Case study in Okinawa [Entity-oriented consumption]

- (4) VD: Product planning and design
- (5) VD: Economic Trends and Forecasts
- (6) VD: Risk management in business

3th week (July/18-July/22)

- (1) On: Weekly review discussion (JAPAN TIME*July 19th 21:00~22:30)
- (2) VD: Marketing Strategy and Product Design Practice
- (3) VD: Basics of branding and case study
- (4) VD: Supply Chain Management

4th week (July/25-July/29)

- (1) On: Weekly review discussion (JAPAN TIME*July 25th 21:00~22:30)
- (2) SW: Planning of action plan summary
- (3) SW: Submission of action plan summary

5th week (August/1-August/4)

- (1) On: Feedback of action plan summary (JAPAN TIME*August 1st 21:00~22:30)
- (2) SW: Preparation of presentation action plan
- (3) On: Presentation of action plan (JAPAN TIME*August 4th 21:00~22:40)

The Online time in each participating country is scheduled as follows. However, time schedule will be changed depending on the actual participating countries.

JAPAN 21:00~22:30 / Albania 13:00~14:30 / Antigua and Barbuda 8:00~9:30
 Bhutan 18:00~19:30 / Botswana 14:00~15:30 / Jamaica 7:00~8:30 / Laos 19:00~20:30/
 Republic of North Macedonia 14:00~15:30 / Rwanda 14:00~15:30
 Saint Lucia 8:00~9:30 / Saint Vincent and the Grenadines 8:00~9:30
 Suriname 9:00~10:30 / Trinidad and Tobago 8:00~9:30 / Viet Nam 19:00~20:30

III. Eligibility and Procedures

1. Expectations to the Applying Organizations:

- (1) This course 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 course 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.
- (3) Participating organizations are requested to allow the participants to participate in this program without disturbing by daily work.

2. Nominee Qualifications:

Applying Organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications

- 1) Current Duties: Staff of central / local ministries or other public entities which

have jurisdiction over regional industry promotion / regional development and be working for this matter.

- 2) Experience in the relevant field: Have more than 5 years of Experience in the field of regional industry promotion / regional development.
- 3) Educational Background: be a graduate of university or equivalent
- 4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (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.
- 6) PC with the Internet access.
Technology Proficiency:
-Basic computer skills such as, sending/receiving email with attachments, and using a web browser.
- 7) Attendance Requirement: Participation in online program and submission of various assignments is an essential requirement for the completion of the course.

(2) Recommendable Qualifications

- 1) 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) Those who are tasked with formulating the relevant measures for planning and promoting in this field, in the organizations/associations mentioned above.
- 3) Age: between the ages of twenty-five (25) and fifty (50) years when the On-demand program starts.
- 4) 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.

3. Required Documents for Application

(1) Application Form: The Application Form is available at **the JICA overseas office (or the Embassy of Japan).**

* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application form. Information will be reviewed and used for reasonable accommodation.

(2) Photocopy of personal status certificates: to be submitted with the application form. (e.g., Photocopy of passport)

*Photocopy should include the followings: Name, Date of birth, Nationality, Sex

(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) Job Report:** to be submitted with the application form. Fill in Annex of this General Information, and submit it along with the application form.

4. Procedure for Application and Selection

(1) Submission of the Application Documents:

Closing date for applications: **Please confirm the local deadline with the JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at JICA Center in Japan **by May 27, 2022**)

(2) Selection:

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and other relevant information in a comprehensive manner to be consistent with the Development Cooperation Charter of Japan.

(3) Notice of Acceptance

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than June 8, 2022.**

5. Conditions for Participation:

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) to abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course
- (3) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (4) not to record or share the on-demand contents without JICA's permission.
- (5) not to engage in political activities, or any form of employment for profit,
- (6) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course.
- (7) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and

ordinances,

(8) to refund allowances or other benefits paid by JICA in the case of a change in schedule.

IV. Administrative Arrangements

1. Organizer (JICA Center in Japan)

(1) Center: JICA Okinawa Center (JICA OKINAWA)

(2) Program Officer: Ms. KAMEYA Nao, Training Program Division
oictp@jica.go.jp

2. Implementing Partner:

(1)Name: NPO Lequio Wings

(2)URL: <https://lequiowings.org/en/>

V. Other Information

For your Information

Information of Okinawa is available at following URLs.

(1) Homepage of Okinawa Prefecture:

<https://www.pref.okinawa.jp/site/chijiko/kohokoryu/foreign/english/index.html>

(2) Homepage of JICA Okinawa:

<https://www.jica.go.jp/okinawa/english/office/index.html>

(3) Facebook of JICA Okinawa: <https://www.facebook.com/jicaokinawaaic/>

For Your Reference

JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses 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 is being customized by the different target organizations to address the specific needs, 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, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

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 a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

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 Okinawa

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