

INFORMATION ON THE GROUP TRAINING COURSE IN
***TRADE AND INVESTMENT PROMOTION
SEMINAR***
- Latin American Countries -
JFY 2006

集團：貿易・投資促進實務（中南米）

COURSE NO. : J-06-00731

June 13, 2005 - July 27, 2006



THE GOVERNMENT OF JAPAN
JAPAN INTERNATIONAL COOPERATION AGENCY



Preface

The Japanese Government extends official development assistance (ODA) to developing countries to support self-help efforts that will lead to economic progress and a better life for the citizens of those countries.

Since its foundation in 1974, the Japan International Cooperation Agency (JICA) has implemented Japan's technical cooperation under the ODA program.

Currently, JICA conducts such activities as training, dispatch of experts, provision of equipment, project-type technical cooperation, development study, dispatch of cooperation volunteers (JOCV), survey and administration of capital grant aid programs.

The training program for overseas participants is one of JICA's fundamental technical cooperation activities for developing countries. Participants come from overseas in order to obtain knowledge and technology in a wide variety of fields.

The objectives of the JICA training program are:

- (1) to contribute to the development of human resources who will promote the advancement of developing countries, and
- (2) to contribute to the promotion of mutual understanding and friendship

The promotion of export to various partners in the world and direct investment from industrialized countries are essential factors for stimulating industrial development of the country. This seminar aims to contribute to economic development and industrial promotion through the cultivation of capable personnel in the relevant positions of trade and/or investment promotion organizations in the participating countries

I. ESSENTIAL FACTS

Course Title (No.)	Trade and Investment Promotion Seminar (Latin American Countries) (J-06-00731)
Duration	June 13, 2006 – July 27, 2006
Deadline for Application	April 21, 2006 for acceptance by a JICA office (or Embassy of Japan)
Number of Participants	11
Language	English
Target Group	This seminar is designed primarily for government officials of Latin American countries who are responsible for either promoting trade (especially export) or attracting investments from overseas sources.
Course Objectives	<ol style="list-style-type: none"> 1. To acquire the knowledge and explain on the following items: <ul style="list-style-type: none"> -experiences and the present situation of Japanese economy -characteristics and culture of Japanese private enterprises -functions and characteristics of Japanese business organizations -Small and Medium-sized Enterprises in Japan; and the government support systems 2. To make a concrete suggestions for improved investment environment of your country 3. To access to the key concepts for trade promotion 4. To collect information with own efforts for investment/ market research 5. To exchange opinions on trade and investment situations of Latin American countries and make a proposal for the future development
Training Institution	<p>World Trade Center Tokyo, Inc. (WTC Tokyo) Address: World Trade Center Bldg., 37th Floor, 2-4-1 Hamamatsucho, Minato-ku, Tokyo 105-6137, Japan TEL: 81-3-3435-5655 FAX: 81-3-3436-4368 (81: country code for Japan, 3: area code)</p> <p>World Trade Center Tokyo, a non-profit organization, was established in 1964 with the fund from private enterprises for the purpose of promoting world trade under the motto of “Promote World Peace, Trade and Interdependence.” It aims to foster international friendship and understanding in order to enhance the mutual expansion of trade among nations, thereby to contribute to the prosperity of the people in the world.</p>
Accommodations	<p>Tokyo International Center (JICA TOKYO) Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan TEL: 81-3-3485-7051 FAX: 81-3-3485-7904 (81: country code for Japan, 3: area code)</p> <p>If no room is available at JICA TOKYO, JICA will arrange alternative accommodations for participants.</p>
Allowances & Expenses	<p>The Government of Japan provides the following allowances and covers the following expenses through JICA in accordance with relevant laws and regulations.</p> <p>Details: Round-trip air ticket between an international airport designated by JICA and Japan, accommodation allowance, living allowance, outfit allowance, book allowance, shipping allowance, expenses for JICA study tours, free medical care for participants who become ill after arrival in JAPAN (costs related to preexisting illness, pregnancy and dental treatment are not included), etc.</p>

II. CURRICULUM

Objective	Program/Details	Purpose and Method of Guidance	Schedule(Hours)			
			Lec-ture	Exer-cise	P/D*	Obs./V**
Promotion of Japanese Industrial Policy	1. History of Japanese Industrial Policy	<ul style="list-style-type: none"> To learn Japan's promotion policy and measures, and acquire hints to apply to participants' countries 	3			
	2. Economic Development of Asian Countries		3			
	3. Support for Small & Medium Enterprises (SMEs)		3			
Trade (Export) Promotion	1. WTO and International Economics Relationships	<ul style="list-style-type: none"> To analyze the problems in expanding exports from participants' countries 	3			
	2. Standardization and Quality Control		2			
	3. Japanese Trade promotion Activities		3			
	4. Trade Insurance System		2			
	5. Japan as a Market		3			
How to Invite Suitable Foreign Investment	1. Technology (Resources) Transfer to Recipient Countries and Ideal Conditions to Attract Investors	<ul style="list-style-type: none"> To search for future plans of the incentives to improve direct investment to participants' countries 	3			
	2. Economics Relationships - Latin America & Japan		3			
	3. Recent Trends in Japanese Overseas Direct Investments		3			
	4. Sogo Shosha - Their Trade/investment Promotion		3			
Country Report Presentation		<ul style="list-style-type: none"> To analyze the present situation and incentives of the participants' countries and discuss the problems posed by an expert on global trade and investment 			10	
Research Assignment (Refer to NOTE in the next page.)	Participants will write a research paper on the basis of the information and analysis gained through interviews with Japanese business people.	<ul style="list-style-type: none"> To consider measures for making effective contact with suitable Japanese partners, and set up feasible export/investment plans and attractive incentives 		15		
Field Trip/Observation	Hokkaido, Osaka, Kyoto, Hiroshima, etc.	<ul style="list-style-type: none"> To learn about the roles of local governments and the activities of firms/associations 				17
Total			34	15	10	17

*P/D : Presentation & Discussion **Obs./V : Observation & Visit
There will, however, be minor changes in several subjects.

<NOTE>

Research Assignment

Participants are expected to be engaged in the “Research Assignment” (refer to the previous page) and write a research paper based upon the information collected through interviews with Japanese business people and participants’ own analysis.

A. Investment Research

1. Objective

This research project intends to expose the participants to the real and concrete aspects for promoting Japanese investment into their own countries.

2. Method

Participants are required to follow the five steps below.

- (1) Select an industry.
- (2) Select target companies and organizations.
- (3) Interview the target companies and organizations.
- (4) Identify the problems and issues.
- (5) Prepare a report on recommendations.

3. Preparation before coming to Japan

- (1) Participants are encouraged to collect necessary data and information of the industries and products they would like to study for Research Assignment.
- (2) In connection with the Research Assignment, participants are required to submit the **Questionnaire** (ANNEX II) with the Nomination Form (Form A2A3).

B. Market Research

1. Objective

This research project intends to expose the participants to the real aspects of promoting export to Japan from their own countries.

2. Themes

Themes of the research and research paper are 1) how to penetrate into the Japanese market, and 2) the improvement of product quality and selection of suitable distribution channel.

3. Method

Participants are required to follow the below-mentioned 5 steps.

- (1) Select a product
- (2) Select target companies and organizations
- (3) Conduct interviews at those companies and organizations
- (4) Identify the problems and issues
- (5) Prepare the report

*JICA and WTC will provide the materials useful to locate suitable companies (Books, Directories Brochures, etc.). Also, electric typewriters and personal computers are available at TIC for preparing the report.

4. Preparation before coming to Japan

- (1) Participants are encouraged to collect necessary data and information of the industries and products for which they would like to conduct Market Research.
- (2) Participants are encouraged to bring samples, brochures, etc. of the product for which they intend to search a new market or expand the market.

III. REQUIREMENTS FOR APPLICATION

Applicants should:

- (1) be nominated by their government in accordance with the procedures mentioned in IV-1 below,
- (2) be university graduates or possess equivalent academic knowledge and/or professional experiences,
- (3) be under thirty-five (35) years of age,
- (4) be officials belonging to governmental or semi-governmental organizations (e.g. trade and/or investment promotion organization) with more than five years of practical experience in the administration of trade and/or investment,
* In case the applicant comes from a non-governmental organization, it must be confirmed that the duties of the applicant are equivalent to those from governmental organization mentioned above through the submission of the Statement attached in ANNEX III.
- (5) have sufficient command of spoken and written English, and typing skills,
- (6) be in good health, both physically and mentally, to undergo the training, and
- (7) not be serving in the military.

ATTENTION

Participants are required:

- (1) not to change course subjects or extend the course period,
- (2) not to bring any members of their family,
- (3) to return to their home countries at the end of their course according to the international travel schedule designated by JICA,
- (4) to refrain from engaging in political activities or any form of employment for profit or gain, and
- (5) to observe the rules and regulations of their place of accommodation and not to change accommodations designated by JICA.

IV. PROCEDURE FOR APPLICATION

1. A government desiring to nominate applicants for the course should fill in and forward one (1) original and three (3) copies of the Nomination Form (Form A2A3) for each applicant, to a JICA office (or Embassy of Japan) by **April 21, 2006**.
2. The JICA office (or Embassy of Japan) will inform the applying government whether or not the nominee's application has been accepted by no later than **May 16, 2006**.

3. Country Report

Every applicant is required to prepare a Country Report which should be typewritten in English (on A4 size paper, double-spaced, 10-15 pages) and indicate the information in accordance with the directions provided in ANNEX I. The Report should be submitted to JICA Office (or the Embassy of Japan) together with the Nomination Form. The Country Report will be used as training material in the Country Report Presentation Session.

4. Questionnaire

Each applicant is also required to fill in the Questionnaire (ANNEX II) and submit it together with the Nomination Form (Form A2A3).

<Note> Application not accompanied by the complete Country Report and Questionnaire will not be considered as duly qualified since they will be used for the screening of applicants.

5. Statement

As it is mentioned in III above, this training course is basically open to the officials in the central or provincial government or in local bodies of their respective countries. Therefore, those applicants from private companies or non-governmental institutions must submit a statement (see ANNEX III) with the endorsement of the applicants' government.

V. OTHER MATTERS

1. A pre-departure orientation will be held at JICA overseas offices (or Embassies of Japan) to provide the selected candidates with details on travel to Japan, conditions of training, and other matters. Participants will see a video, *Training in Japan*, and receive a textbook and cassette tape, *Simple Conversation in Japanese*. A brochure, *KENSHU-IN GUIDE BOOK*, will be handed to each selected candidate before (or at the time of) the orientation.
2. Participants who have successfully completed the course will be awarded a certificate by JICA.

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Country Report

All applicants are required to prepare a Country Report providing the following information. The Report should be typewritten in double-spaced English on A4 size paper, with 10-15 pages in length, and submitted together with the Nomination Form.

I. The following subjects should be included in the contents of Country Report.

- (1) Name of applicant / organization/ country
- (2) Roles and responsibilities of your post / organization
- (3) Organization chart (indicating the position you hold)
- (4) Structure of domestic economy
- (5) Investment incentives offered from your government
- (6) Future programs for export promotion in your country

II. The following basic data should be attached to the contents of Country Report.

- (1) International balance of payments by major items (Please clarify the difference between integrated account and current account.)
- (2) Changes of Gross Domestic Product (GDP) and Gross National Product (GNP)
- (3) Trends of exports and imports
- (4) Employment situation by industries
- (5) Changes of the economic growth rate

III. Advice for Country Report Presentation

Those who are informed of the acceptance to participate in the training course will be requested to make a presentation of their Country Reports. The followings are the advice for the presentation.

- (1) Time allocation for each presentation will be approximately 60 minutes.
- (2) For effective presentation, it is recommended to bring and use actual samples, brochures, posters and promotion materials such as video films, slides, etc.
- (3) OHP and Power Point Projector are available at the training center.

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Questionnaire

All applicants are required to fill in this Questionnaire and submit with the Nomination Form (Form A2A3).

Note: Based upon the selections of the following (1), (2), and (3), those who are informed of the acceptance to participate in the training course will be requested to be engaged in the “Research Assignment”(refer to page 3) and write a research paper during the seminar.

- (1) Please specify three major industries that you/your country would like to have joint ventures with as presumable partners.
- i)
- ii)
- iii)
- (2) Please choose three industries that you are interested in visiting/observing during the seminar.
- a. Agriculture b. Fishery c. Mining d. Construction e. Housing f. Food Processing
g. Textile h. Paper/Pulp i. Chemical j. Medicine/Medical Equipment k. Paint l. Oil
m. Rubber n. Glass o. Cement p. Ceramics q. Steel r. Wire/Metal Products s.
Machinery t. Electric/Electronics u. Shipbuilding v. Automobile w. Precision Devices x.
Distribution/ Supermarket/Department Store y. Banking z. Others (Please specify)
- (3) Please indicate one or two industrial fields and/or product items in which you are interested in doing the Research Assignment.
- Example: a. Textile
 b. Food Processing
 c. Electric/Electronics
 d. Automobile
 e. Tourism

(6) Relationship between the organization (or the applicant) and the National Development Plan/Program of the Government

For example, if the organization (or the applicant) is

- a) an advisory or consultative organization (advisor),
- b) a model of the national project of the government, or
- c) others,

please explain the nature of the organization and the applicant's duties as concretely as possible.

"I certify that I have examined this document and that I am satisfied the information presented is authentic. Therefore, I hereby nominate Mr./Ms. _____ as a candidate for the course on "*Trade-Investment Promotion Seminar -Latin American Countries-*" on behalf of the government of _____"

Date:

Name of Endorser:

Title:

Name of Organization:

(Signature)



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