



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

INDUSTRIAL DEVELOPMENT AND PROMOTION UTILIZING
LOCAL RESOURCES(B)

課題別研修「地域の特色を活かした産業振興(B)」
JFY 2019

NO. 201984975J002 / ID. 201984975

Course Period in Japan: From August 31, 2019 to October 3, 2019

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 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

Regardless of “developed” or “developing” countries, it is common that the regions within a country have abundant resources in its characteristic culture, tradition, history, geographic environment as well as natural resources. The key is how we can utilize those resources for regional industrial development.

In this program, we take an example of Kyushu, a south-west region of Japan, where unique styles of industrial development have occurred. The region is historically famous for production of agricultural products, furniture, textile and so on. Oita prefecture is origin of OVOP(One Village One Product).

Nowadays, the region not only maintains the production of these conventional products but also they have built on the technologies to produce conventional products in order to expand their business in new areas and other various niche markets, by collaborating with national and local (prefectural and municipal) public institutions, universities, and business associations.

The participants will learn the experience of Kyushu region in Japan to see how they achieved the industrial development. The participants will also learn about the roles of the public sector by focusing on policies and supporting measures, including those to support the small and medium-sized enterprises (SMEs) in the region.

For what?

This program aims to provide concrete examples of regional development utilizing local resources for the participants to reflect their industrial development policies/supporting measures in their countries

“Resources” in the title of this program do not only mean natural resources but also historical and geographical conditions as well as human resources that affected the way of development.

For whom?

This program is designed for those who are engaged in designing and implementing national/regional industrial development policy and supporting measures including SME development, and those who are in charge of public-private collaboration or business associations such as chamber of commerce and industry.

How?

During the program, the participants will learn current economic situation and historic background of the Kyushu region. The participants will also visit prefectural/municipal administrative offices to learn promotion policies and supporting measures of industrial development, university to learn mechanism of public-private-academia collaboration, and public/private institutions such as chamber of commerce and industry, and industrial development centers. In addition, the participants will have site visits to learn about concrete examples in Fukuoka and Oita Prefecture. (Concrete examples to visit are subject to change.)

II. Description

- 1. Title (J-No.): Industrial Development and Promotion Utilizing Local Resources (B) (201984975J002)**
- 2. Course Period in JAPAN**
August 31, 2019 to October 3, 2019
- 3. Target Regions or Countries**
Argentina, Bolivia, Cuba, Dominican Republic, Ecuador, El Salvador, Nicaragua, Paraguay and Peru
- 4. Eligible / Target Organization**
Central and Regional/Local government in charge of regional industrial development and promotion, and private associations such as chamber of commerce
- 5. Course Capacity (Upper limit of Participants)**
9 participants
- 6. Language to be used in this program:** Spanish
- 7. Course Objective:**
The participants will be able to consider implementation of the similar policies/activities for regional industrial development and promotion through learning the practices carried out in Japan focusing on the development of industries utilizing local resources.
- 8. Overall Goal**
The concept and case examples for implementation of regional industrial development and promotion utilizing local resources will be shared among the people concerned in each of participant's country, and development plan for regional industrial promotion will be implemented accordingly.

9. Expected Module Output and Contents:

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

| Expected Module Output | Subjects/Agendas | Methodology |
|--|---|--|
| To analyze the current industrial development and promotion in respective countries/areas utilizing local resources, | 1. Discussion on submitted Job Report and exchange of information with other participants 2. Job Report Presentation 3. Issue resolution using IAS 4. Task extraction during the course | 1. Discussions 2. Presentation 3. Lectures |
| To understand the current situation of industrial development and promotion in Kyushu region utilizing regional characteristics | 5. Production of the most excellent quality of tea in Hoshino Village 6. Successful activities of an agricultural cooperative-Oyama Agricultural Cooperative 7. Traditional production of branded furniture in Okawa 8. Eco-town & Environmental Museum 9. Revival and industrialization of Kokura Textile 10. Ajimu Winery 11. Tourism in industrialized city 12. Visit to TOYOTA | 1. Site visits 2. Lectures |
| To deepen the understandings on systems and practices of implementation of regional industrial development and promotion utilizing local resources | 13. Branding method 14. Road-side station /Michi-no-eki Munakata (Direct sale of local products) 15. Observation of Central whole sale market 16. Crown Pan/Example of a vital SME 17. Goto Shoyu/Example of a challenging SME 18. Construction of business models 19. Business foundation methodology 20. Marketing strategies 21. Successful business promotion 22. Business planning and financial analysis 23. Utilization of compost | 1. Lectures 2. Site visits 3. Discussions |

| | | |
|--|--|---|
| <p>To understand the relationships for the regional industrial development and promotion among Public/Private/Academia</p> | <p>24. Governmental support for SME In Japan 25. OVOP (One Village One Product) and its movement 26. Role of Commercial Chamber for industrial development 27. Function of local banks for SMEs 28. Support by Fukuoka local government for agriculture and fishery industries</p> | <ol style="list-style-type: none"> 1. Lectures 2. Site visits 3. Discussions |
| <p>To consider and develop action plans based on the learnings through the training for regional industrial development utilizing characteristics in respective countries/areas.</p> | <p>29. Action plan preparation 30. Discussion with other participants and Japanese resource person(s) 31. Action plan presentation</p> | <ol style="list-style-type: none"> 1. Discussions 2. 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:

The program is not designed to provide know-how to develop specific industrial sector. The participants are expected to identify lessons from the policy assistance, mechanism and systems behind the cases in the Kyushu region and consider policy implication for his/her country, even though the same industry does not exist in his/her country.

(1) Essential Qualifications

- 1) Current Duties: personnel in charge of regional industrial development and promotion and enthusiasm for steady implementation of the plan for the respective countries, region, areas
- 2) Experience in the relevant field: more than 1-year experiences
- 3) Educational Background: be a graduate of university or equivalent,
- 4) Age: between the ages of twenty-five (25) and fifty (50) year
- 5) Language: Good command of Spanish. Those who can prepare and submit application form in English. English ability is not a requirement for the program.
- 6) Health: must be in good health, both physically and mentally, to participate in the program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

(2) Recommendable Qualifications

- 1) To be able to communicate everyday conversation in English.
 - 2) Age: between the ages of twenty-five (25) and fifty (50) years.
- *Gender Consideration : JICA is promoting Gender equality. Women are encouraged to apply for the program.

3. Required Documents for Application

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

* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the Medical History(1-(d)) of the application forms. It may allow us (people concerned in this course) to prepare better logistics or alternatives.

(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) **Job Report:** to be written in English and be submitted with the application form. Job Report is used for screening of participants. It is a report to understand an outline of an organization that a nominee belongs to as well as his/her work experience in relevant fields. The report should be completed in accordance with descriptions of Annex-1.

(4) **Issue Analysis Sheet (IAS):** to be written in English and be submitted with the application form. The IAS is used for screening of participants. It is a tool that logically organizes relationships between issues or problems which a nominee's organization is facing with and the subjects to be covered in the training program in Japan. The sheet should be completed in accordance with the descriptions in Annex-2.

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 Kyushu in JAPAN by June 28, 2019**)

(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.* 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 July 31, 2019.**

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

POWER POINT Presentation Document of Job Report - to be submitted by August 22, 2019:

Before coming to Japan, accepted candidates are required to prepare several pages of a POWER POINT Presentation Document of Job Report. The Document should be written in English and be sent to JICA by August 22, 2019, preferably by e-mail to “kictp@jica.go.jp” and “kitamura.takashi1@jcom.home.ne.jp”. When you use Power Point, it is preferable to a font size of more than 24 points and not to use pictures in the background. Further details of the requested contents of the Presentation Document will be informed together with the notification of the acceptance.

If the documents are not submitted by the deadline, the acceptance might be canceled.

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 KYUSHU (Training Program Division)

(2) **Contact:** kictp@jica.go.jp

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 covered 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 Kyushu Center (JICA KYUSHU)

Address: 2-2-1 Hirano, Yahata Higashi-ku, Kitakyushu-shi, Fukuoka,
805-8505 Japan

[TEL:+81-93-671-6311](tel:+81-93-671-6311) FAX:+81-93-671-0979

(81: country code for Japan, 93: area code)

<http://www.jica.go.jp/english/contact/domestic/index.html>

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

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. Report and Presentation

(1) Job Report & Issue Analysis Sheet (IAS)

Accepted participants will make a presentation of his/her Job Report & IAS in up to 12 minutes (including interpretation if necessary), at the early stage of the training program in order to share knowledge and background with other participants as well as the course leader and lecturers.

(2) Action Plan

Accepted participants are required to formulate an action plan at the end of the training program in Japan to show your ideas and plans, which you carry out after return home, reflecting the knowledge and method acquired from the training. Each participant will have 12 minutes (including interpretation if necessary) for presentation.

2. Remarks

JICA training is implemented for the purpose of development of human resources who will promote the advancement of the countries, but not for the enrichment of individuals or private companies. Matters of a trade secret and patent techniques will remain confidential and inaccessible during the training.

VI. ANNEX

1. Job Report (Annex-1)

2. Issue Analysis Sheet (Annex-2)

Annex-1

Industrial Development and Promotion Utilizing Local Resources (B) Job Report

Name:

Country:

Organization and present post:

E-mail:

Remarks 1: The Report should be typewritten in English (12-point font, A4 size paper), and total pages of the report should be limited to 3 pages.

Remarks 2: Each participant is required to have presentation in 10 minutes (including interpretation if necessary) based on this Job Report and IAS at the early stage of the training for the purpose of making the training more effective and fruitful by comprehending the situations and problems of the participants each other.

It is also requested to prepare a POWER POINT for the presentation.

Remarks 3: Please itemize your answer and make them specific.

1. Current situation of industrial development and promotion utilizing local resources in your country

- 1) What kind of industry and business category is targeted for industrial development and promotion utilizing local resources?
- 2) How are you supporting those industrial development and promotion?
- 3) Problems of industrial development and promotion, if any

2. Your organization and your task

- 1) Organization chart:

Please draw a chart of your organization including the department (section) names with the number of staffs in it and mark where you are positioned.

(The chart should be attached and not be counted in this page limit.)

Please describe a duty of each department (section) briefly.

- 2) Brief description of your assignments.

3. Existing challenges in your section

- 1) Challenges you are facing in your section (→related to IAS “Column A”: Issues you confront)
- 2) Countermeasures for these challenges (→related to IAS “Column B: Actions that you are taking)
- 3) Obstacles in the process of solving those challenges

4. Expectations for the training course

- 1) Your purpose of participating in the course
- 2) Subjects of the course which you are interested in the most
- 3) How do you expect to apply skills and knowledge for overcoming challenges according to listed items in curriculum (in the previous section) after you return to your home country?

5. Write if there is a theme you want to know in particular.

Annex-2

Issue Analysis Sheet (IAS) Guidelines

1. What is IAS?

- (1) IAS is a tool to logically organize relationships between issues and contents of the training program in Japan.
- (2) IAS will help the nominee to clarify his/her challenges to be covered in each expected module output and to formulate solutions to them.
- (3) The sheet is to be utilized as a logical process control sheet to draw up improvement plans for the issues by filling out the sheet in phases from prior to the nominee's arrival through to the end of the training.
- (4) In addition, it is used for the course leader and lecturers to understand the issues that each participant is confronting, and provide him/her with technical advice, useful references and solutions through the training program in Japan.

2. How to fill out IAS?

- (1) Please describe the issues you confront in column "**A: Issues that you confront**".
You shall describe challenges you are facing in your section also in the Job Report. Among them, in column A, please describe only those issues you expect to solve utilizing information and knowledge being delivered in this training course. Prepare the separate rows for each problem; if necessary, please add new rows.
- (2) In column "**B: Actions that you are taking**", please describe actions that you are taking to solve the issues shown in "**Column A**".
This information is very important to carry out the training course and also to make Action Plan as a fruit of the training.
- (3) It's not necessary to fill in column "**I : Task or the information that I need**", column "**II : Useful information that I obtained/found**" and column "**III: Lecturer**". These columns shall be filled out during the training.
- (4) "**Column I**" shall be clarified and filled out in the subject "**Task extraction using IAS**" implemented at the earlier time in the training.
- (5) "**Column II**" and "**Column III**" shall be filled out during the training and you are required to present completed IAS in the subject "**Action Plan Presentation**"

Issue Analysis Sheet (IAS)

Country: _____ Name: _____

| No | 【A】* Issues that you confront. | 【B】 Actions that you are taking. | |
|----|---|--|-------------------------|
| 1 | | | |
| | 【 I 】 Task or The information that I need. | 【 II 】 Useful information that I obtained /found. | 【 III 】 Lecturer |
| | | | |

| No | 【A】* Issues that you confront. | 【B】 Actions that you are taking. | |
|----|---|--|-------------------------|
| 2 | | | |
| | 【 I 】 Task or The information that I need. | 【 II 】 Useful information that I obtained /found. | 【 III 】 Lecturer |
| | | | |

| No | 【A】* Issues that you confront. | 【B】 Actions that you are taking. | |
|----|---|--|-------------------------|
| 3 | | | |
| | 【 I 】 Task or The information that I need. | 【 II 】 Useful information that I obtained /found. | 【 III 】 Lecturer |
| | | | |

【 I],【 II],【 III] These columns will be filled during the training course.

***You shall describe challenges you are facing in your section also in the Job Report. Among them, in column A, please describe only those issues you expect to solve utilizing information and knowledge being delivered in this training course.**

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 300 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:

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