

NOTE:

The course period has been changed because of the COVID-19 pandemic (original period was from June 10 to July 10, 2020).



# **【Online】 Knowledge Co-Creation Program (Group & Region Focus)**

**General Information on**

**CAPACITY DEVELOPMENT FOR  
INVESTMENT PROMOTION (A)**

**課題別研修**

**「投資促進のためのキャパシティ・ディベロップメント(A)」**

**JFY 2020**

**Course No. 201902146J001**

**Online Course Period: From February 1, 2021 to February 19, 2021**

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 in 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**

Today, foreign direct investment (FDI) is considered as an important accelerator of economic growth in developing countries. FDI is expected to bring benefits to developing countries, such as job creation, technology transfer and activation of local economy. Government and public organizations, such as Investment Promotion Agency (IPA) play a crucial role in promoting quality FDI by setting clear strategy and preparing appropriate incentives and business environment to invite FDI.

From investor's perspective, as an investment involves high risk and opportunity, a decision to invest requires careful assessment of information. However, it is sometimes difficult for them to acquire correct and latest information about developing countries, reason being a gap of understanding of needs between investor and IPA. For developing countries, with the increase of international competition, an effective promotion of their countries to the potential investors is the key to successfully attracting FDI. It is essential for IPA to let the investors know the strength of their country, such as business environment, human resources and market potential, as well as their industrial policy and linkage to Global Value Chain (GVC).

## **For what?**

This program intends to strengthen the capacity of officials of IPA (or equivalent organization) as a FDI promotion expert. Acquiring the practical skill and knowledge to effectively promote their country to potential investors, will be emphasized.

## **For whom?**

This program is offered to administrators/ officials in charge of Inward FDI promotion.

## **How?**

Participants will enhance their knowledge by attending lectures, site-visits and group discussions. This program focuses on gaining practical knowledge through interaction with companies and fellow participants, learning from their case-studies and hands-on experience.

## **Sustainable Development Goals (SDGs)**

The 2030 Agenda for Sustainable Development (the 2030 Agenda) is a set of international development goals from 2016 to 2030, which was adopted by the UN Sustainable Development Summit held in September 2015. As a development cooperation agency, JICA is committed to achieving the SDGs. This program is linked to and will contribute to the realization of following goals under Sustainable Development Goals (SDGs).

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

## SUSTAINABLE DEVELOPMENT GOALS



## II. Description

**1. Title (Course No.)**

**Capacity Development for Investment Promotion (A) (201902146J001)**

**2. Course Period**

Online: From February 1, 2021 to February 19, 2021

<Important Note>

The course period has been changed because of the COVID-19 pandemic. (Original period was from June 10 to July 10, 2020). In the context of the COVID-19 pandemic, please note that there is a possibility the course period may be changed, shortened, or the course itself cancelled.

**3. Target Regions or Countries**

Afghanistan, Algeria, Angola, Argentina, Armenia, Bangladesh, Bosnia and Herzegovina, Botswana, Brazil, Cambodia, Cuba, Ecuador, Egypt, Ethiopia, Gambia, Georgia, Indonesia, Jordan, Kenya, Lesotho, Maldives, Mongolia, Montenegro, Morocco, Myanmar, Namibia, Nigeria, Nepal, Pakistan, Republic of North Macedonia, Senegal, Serbia, Solomon Islands, Somalia, Sri Lanka, Timor-Leste, Ukraine, Zambia, and Zimbabwe

**4. Eligible / Target Organization**

This program is designed for Governmental / public organizations which promote foreign direct investment (FDI) to their countries, such as Investment Promotion Agency (IPA).

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

39 participants

**6. Language**

English

**7. Course Objective(s)**

Based on the knowledge and insight gained during the KCCP program, an action plan to promote FDI to their countries will be formulated and implemented by the participant's organization.

**8. Overall Goal**

This program aims to strengthen the capacity of the participant's country to promote quality FDI.

## 9. Output and Contents

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

	Expected Module Output	Subjects/Agendas	Methodology
1	Participants can explain the strength and weakness of their country(or region) in the global market, based on the analysis of current situation and issues of investment promotion of their country.	*Key information and data sources identified. *Information gaps relevant to decision making of potential investors identified. *SWOT analysis implemented.	Self study & submission of assignments
2	Participants can explain the importance of investment promotion especially in terms of domestic industry development.	*Importance of global production and distribution networks understood. *Target sector identified with a focus on processes and functions. *Relevant administrative procedures and issues identified.	-Self study & submission of assignments
3	Participants can explain the role of investment promotion agency, especially, effective (1)marketing and market research (2)promotion and communication with potential investors/ customers.	*Organizational mandates identified. *Stakeholders identified. *Strategy drafted.	-Self study & submission of assignments
4	Participants can make a feasible action plan to improve the investment promotion.	*Action Plan is produced and presented.	-Self study & submission of assignments -Video conference

N/B:

Contents are subject to change. During the program, you are responsible for time management. Please make sure that you discuss this with your supervisor in your organization, so that you have enough time to focus on your course work.

## III. Eligibility and Procedures

### 1. Expectations to the Applying 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 utilize the program 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 program 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: be either  
be administrative officials of foreign direct investment promotion in the Government who will continue working in the same field after the course.
- 2) Experience in the relevant field: have more than 5 years' engagement in the field of 1)
- 3) Educational Background: University graduates or equivalent.
- 4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 90 or more (This program 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) Technical Requirements for Online Course (Computer)

#### **Technology Proficiency:**

-Basic computer skills such as, sending/receiving email with attachments, and using a web browser.

-Online course may be delivered using the following services, Web Conferences (Zoom, Google Meets, Microsoft Teams), Cloud Storage (Google Drive, Gigapod), and YouTube. (Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.)

**Internet Connection:**

-High Speed Broadband Connection (at least 2Mbps).

**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 preferred browser. (Edge, Firefox, Safari can be used)
- Others: Webcam Microphone, and Audio output Device (Speaker or Headset)

\*In some cases, Smartphone (Android OS or Apple iOS) can be used as substitute of PC.

**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. Before the actual program, JICA will conduct a connectivity test where you will be asked to join a short online meeting. Dates and links will be notified along with other course information.

6) Health: must be in good health to participate in the program.

**(2) Recommended Qualifications**

- 1) Age: Between 25 to 50 (inclusive) years.
- 2) 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 overseas office (or the Embassy of Japan)**

**(2) Photocopy of Passport:**

Photocopy should include Name, Date of Birth, Nationality, Sex, Passport number and Expire date.(If you do not have a passport, provide a valid identification documents with you name and date of birth)

**(3) English Score Sheet (photocopy):** if the nominees have any official English examination scores, it should be submitted with the application form, (e.g., TOEFL, TOEIC, IELTS)

#### **4. Procedures for Application and Selection**

##### **(1) Submission of the Application Documents**

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

(All required material must arrive at **JICA Center in JAPAN** by January 8, 2021)

##### **(2) Selection**

Primary screening is conducted at JICA 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**

JICA overseas office (or the Embassy of Japan) will notify the results **no later than January 15, 2021.**

#### **5. Conditions for Participation**

Participants of KCCP are required

- (1)** to strictly observe the course schedule
- (2)** not to change the program topics
- (3)** not to record or share the online contents without JICA's permission
- (4)** 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 course expenditure depending on the severity of said violation.
- (5)** to comply with the use conditions of copyrighted works by each copyright holder, when using texts and other materials distributed for KCCP.

## IV. Administrative Arrangements

### 1. Organizer (JICA Center in Japan)

(1) **Center:** JICA Kansai Center (JICA Kansai)

(2) **Programme Officer:**

Ms. MIURA Sadako (Miura.Sadako@jica.go.jp)

Ms. SAWAI Ayaka (Sawai.Ayaka@jica.go.jp)

### 2. Implementing Partner

(1) **Name :** Pacific Resource Exchange Center

(2) **URL:** [http://www.prex-hrd.or.jp/index\\_e.html](http://www.prex-hrd.or.jp/index_e.html)

(3) **Remark:** PREX was established in April 1990 in response to a proposal adopted at the general assembly of the Pacific Economic Cooperation Council (visit PECC at: <http://www.pecc.org/>). Since its inception, PREX has been contributing to promote international exchanges through human-resource development projects and their related activities in developing countries.

## V. Other Information

Participants who have successfully completed the program will be awarded a certificate by JICA.

## **For Your Reference**

### **JICA and Capacity Development**

Technical cooperation is people-to-people cooperation that supports partner (developing) countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to developing 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 developing 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 a Training Program, and it is one of the core programs carried out in Japan. By inviting officials from developing 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 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 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 the 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, 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 developing countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems in developing countries.

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.



**Contact Information for Inquiries**

For enquiries and further information, please contact the JICA overseas office or the Embassy of Japan. Further, address correspondence to:

**JICA Kansai Center (JICA Kansai)**

Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan

TEL: +81-78-261-0388/0341 FAX: +81-78-261-0465