



## About the Executive Training Programme

The **Executive Training Programme (ETP)** is a European Commission funded programme that provides European companies with business, language and cultural training. The ETP provides participants with on the ground experience and insider knowledge of the Japanese and Korean business and cultural environments being necessary skills and insight for success. In addition, the ETP opens a network of real contacts in those markets for participating companies.

Over the past 30 years, the ETP has gained considerable reputation and prestige for strengthening the presence of EU companies through vastly improving their ability to develop successful strategy for their Japanese or Korean operations. A competitive advantage and a better chance of success are created. Growing the number of EU companies operating in both Japan and Korea is a key strategic imperative for the European Commission.

## Why do executives and companies choose the ETP?

To date, over 1,100 European managers have graduated from the ETPs. In the last ten years, the turnover of participant companies has increased two-fold. 65% of ETP alumni go on to become top executives (director or above) in their companies. Training by internationally recognized universities leads to real business opportunities.

## Why Japan and Korea?

Japan and Korea are the 6<sup>th</sup> and 9<sup>th</sup> biggest trading partners of the EU. Growing the number of EU companies operating there is a key strategic imperative for the European Commission. Japan, the second biggest economy in the world, has a stable and highly sophisticated society. With 127million inhabitants the market offers considerable purchasing power and so very strong business opportunities for European companies. Korea offers a dynamic and open economy with a high per capita income.

According to the IMF's World Economic Outlook, Japan's economy is expected to grow by approximately 18% between 2010 and 2020 while Japanese imports of both goods and services is anticipated to grow by 50% between now and 2016. Regarding Korea's economy, the same IMF report is expected to grow by about 53% between 2010 and 2020 while imports of both goods and services is anticipated to grow by 75% between 2011 and 2016.

## Programme Synopsis

<b>Module in the EU</b>	<b>Module in Japan or Korea</b>	<b>Internship</b>
A 3-week intensive training course in the UK on the culture, history and civil society of Japan or Korea.	A 30-week business and language training course run by leading universities in Japan or Korea.	A 12-week internship in a Japanese or Korean company to apply the newly acquired skills and knowledge in practice.
<b>Organiser:</b> School of Oriental and African Studies, University of London.	<b>Organisers:</b> Waseda University (Tokyo). Yonsei University (Seoul).	



### **Participant Requirements**

Business executives who are EU citizens and work for companies based in any of the 27 European Union member states can participate (please see specific requirement details below). Participants must apply jointly with the company they are working for by submitting an online expression of interest form which is available here <http://euetsp.eu/apply-now/cycle-2012-2013>. The most promising candidates are then invited to Brussels where they undergo an interview and examination process. 45 candidates will be selected for the ETP in Japan and 15 for the programme in Korea.

**-Ends-**

### **For further information:**

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