

EMPOWERING BUSINESS THROUGH UNDERSTANDING

Are you considering entering
or expanding your business
activities in the Japanese or
Korean markets?

Would you like to improve
your understanding of the
business practices and
cultures of these countries?

Do you want to improve your
business communication skills
in Japanese or Korean?

**Apply for the Executive
Training Programme!**

Apply for the Executive
Training Programme
Cycle 2012-2013

Applications open: September 2011
Deadline for applications: May 2012

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Financed and managed by
the European Commission



ETP

EXECUTIVE TRAINING PROGRAMME

IN JAPAN AND KOREA

Since 1979 the European Commission has been helping European companies to understand the Japanese and South Korean markets, providing long term intensive training and a scholarship for their executives.

What is the Executive Training Programme (ETP)?

ETP is a human resources development programme targeting European executives and companies.

ETP provides its participants with an improved knowledge of the Japanese and Korean economies, languages and business cultures.

With the help of ETP, EU companies will increase their understanding of the specifics of the Japanese and Korean markets and enhance their business prospects in these countries.

Inception module (EU)



A 3-week intensive training course in the UK about the culture, history and civil society of Japan or Korea.

Organiser:
School of Oriental and African Studies, University of London .

Immersion Module in Japan or Korea



A 30-week business and language training course run by leading universities in Japan or Korea.

Organisers:
Waseda University (Tokyo).
Yonsei University (Seoul).

Internship



A 12-week internship in a Japanese or Korean company to apply the acquired skills and knowledge in practice.

Financial support

The European Commission helps European companies by:

- funding the whole training course in Japan and Korea
- providing a scholarship of €26,400 for Japan (€2,200 a month) and €24,000 for Korea (€2,000 a month) for each ETP participant

Sponsoring companies are encouraged to contribute to the living expenses of ETP participants.

Why participate in the Executive Training Programme?

Benefits for EU sponsoring companies:

- The development of a business plan/strategy in Japan or Korea for your company
- Enhanced knowledge of consumer behaviour and the society in these countries
- In-house expertise in Japanese or Korean business, language and culture
- A thorough understanding of your sector and product in Japan or Korea
- An increase in exports to/investments in these markets

Advantages for EU executives:

- Specific business, linguistic and cultural skills to operate your business in Japan or Korea
- Expertise in distinctive and specialised markets
- Full cultural immersion in either Japan or Korea, two of the strongest Asian economies
- An extensive network of business contacts
- Business communication skills

