

The ETP offers:

- **3 months** of intensive training (lectures, seminars) by leading European universities in **Paris (Sciences Po), Milan (SDA Bocconi) and London (SOAS)**:
 - Japanese or Korean **business culture**
 - **Cross cultural communication**
 - Japanese or Korean **language**
 - **Business plan** methodology
- **6 months** of full-time advanced **language and business culture** training by leading Japanese & Korean universities in **Japan** (ETP Japan at WASEDA University) or **Korea** (ETP Korea at YONSEI University)
- **3 months** of **internship** in Japan- or Korea-based companies
- **support** for the further development of your **business plan** for Japan or Korea

30 September 2008

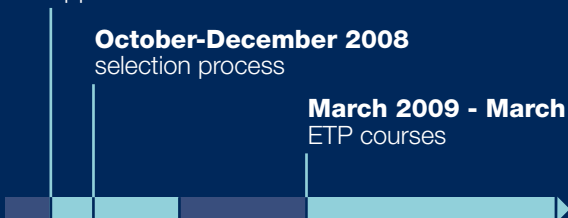
application deadline

October-December 2008

selection process

March 2009 - March 2010

ETP courses





EUROPEAN COMMISSION
External Relations 

For more information and the contact details
of your local **InfoPoint**

www.etp.org



SciencesPo.

SDA Bocconi
School of Management



WASEDA
UNIVERSITY



YONSEI
UNIVERSITY



EUROCHAMBRES



THE EXECUTIVE TRAINING PROGRAMME IN JAPAN AND KOREA

2009 - 2010



EUROPEAN COMMISSION
External Relations



Why develop your business in Japan or Korea?

Japan and Korea are two of the most important world economies and offer a wealth of **opportunities** for European businesses. As East Asia continues to grow, its **importance** for companies wishing to **trade in this part of the world** is beyond doubt.

Adapting to **local business practice** is never easy, no matter where you are. However, Japan and Korea have especially complex and idiosyncratic cultures, and so are even more of a challenge for European businesses.

For this reason, the European Commission organises the **Executive Training Programme (ETP)**, a unique intensive **professional development** programme designed to provide EU companies with the latest, most insightful and advanced knowledge of the Japanese and Korean economy, language and business culture.

The programme takes place in **Europe** (3 months) and in **Japan or Korea** (9 months). Over **1.000 executives** participated since 1979. Companies which participated reported to have **doubled their turnover** with Japan in 10 years.



Benefits of the programme

The **benefits** for your **company** are considerable:

- **In-house expertise** on Japan and Korea
- Extensive **network** of business contacts
- Thorough understanding of your sector and product in Japan or Korea
- **Language skills**
- Development of your business plan

For the **participant** the programme offers numerous **advantages**, too:

- Knowledge of the **language, (business) culture and market**
- Full cultural immersion
- Extensive **network** of business contacts
- Boost to your **international career**
- **Unique experience** for your personal (career) development

European Commission support

- All training courses are **fully financed** by the European Commission
- ETP participants will receive a European Commission **scholarship** of € 24.000 for living expenses
- The European company is requested to make a **complementary contribution** to the living expenses of its candidate

How to apply

ETP 2009-2010 can accommodate up to **45 participants in Japan** and **15 in Korea**.

The ETP is targeting the **next generation of business leaders!**

Candidates should demonstrate that **Japan or Korea are key markets within their export or investment strategies** and that they play an integral role in the company's programme of internationalisation.

ETP candidates cannot apply independently. They must **apply jointly with the company** they are working for.

Please consult the **full details** regarding the requirements on the **ETP website**.

The deadline for applications is

30 SEPTEMBER 2008!

Apply online at www.etp.org

and get assistance from your local InfoPoint!

**THE UPDATED WEBSITE WILL BE AVAILABLE
FROM 1 MARCH 2008**

