

ETP  
JAPAN

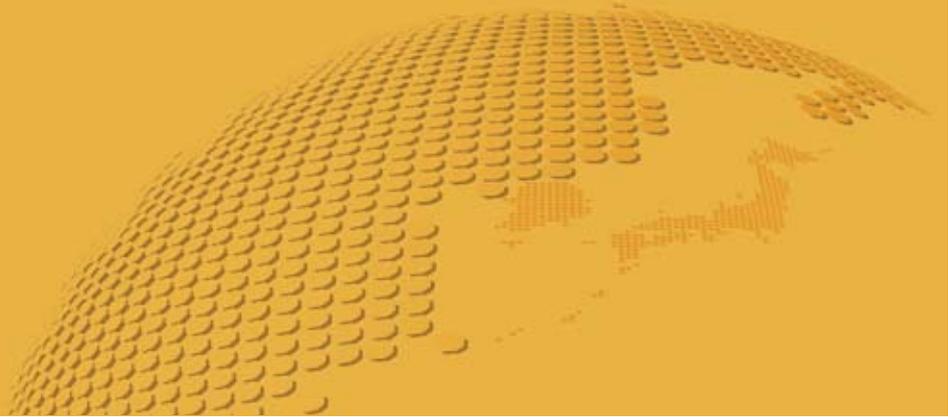


EXECUTIVE  
TRAINING  
PROGRAMME

ETP  
KOREA



EXECUTIVE  
TRAINING  
PROGRAMME



# The Executive Training Programme

in Japan and Korea  
2007 - 2008



EUROPEAN COMMISSION  
External Relations



▼ **Your key to the Japanese  
and Korean markets** ▲





**Benita Ferrero-Waldner**  
*Commissioner for  
External Relations*

## FOREWORD

*The Executive Training Programme (ETP) has been one of the most successful EU programmes in Japan for more than a quarter of a century. Under the ETP, European business men and women have undergone intensive language and on the job training to familiarise themselves with Japanese business culture.*

*Encouraged by the success of the programme in Japan, the European Commission expanded the ETP to also cover Korea from 2002. To date, nearly 1000 European managers have graduated from the ETP programmes combined. The ETP alumni represent a vital resource for European business in both Japan and Korea.*

*In order to maintain and build on the very positive results of the ETP, the European Commission has reformed the programme in 2006 to respond better to the rapidly changing demands in today's business world. The language programme is now more compact, an EU training component has been added, and internationally recognised universities in the EU, Japan and Korea have been chosen to deliver high-quality training to the participants.*

*I am confident that the new ETP will be a key instrument for European business to take advantage of the continuing trade and investment opportunities offered in Japan and Korea in the years to come.*

*I invite European companies to use the ETP programme to strengthen their business presence in the East Asian region by sending their executives to participate in the training offered by ETP.*

**Benita Ferrero-Waldner**

A handwritten signature in white ink that reads "Benita Ferrero-Waldner". The signature is written in a cursive style.



## WANT TO DEVELOP YOUR BUSINESS IN JAPAN OR KOREA?

The Executive Training Programme (ETP) is a unique intensive professional development programme designed to provide EU companies with the latest, most insightful and advanced knowledge of the Japanese and Korean economies.

**ETP is aimed at the next generation of EU business leaders: executives working for dynamic EU companies who want to broaden their horizons and enhance the prospects of their firms in the Japanese and Korean markets.**

The 2007-08 ETP in Japan and Korea has been designed by a consortium of internationally recognised universities, led by Sciences Po (Paris) in association with The School of Oriental and African Studies (SOAS, University of London) (London), SDA Bocconi (Milan), Waseda (Tokyo) and Yonsei (Seoul).

The ETP formula is challenging, rewarding and exciting for all participants regardless of their professional background. The curriculum will have a lasting effect on the way you do business in East Asia and provide you with applicable knowledge on two of the world's most important economies.

If you are eager to succeed in the Japanese or Korean marketplace, we invite you to look into what ETP has to offer to you and to your company.

**Discover the new ETP website: [www.etp.org](http://www.etp.org) and apply before 15 May 2007**



▼ Speaking the language  
of your business counterparts ▲





▼ “The ETP represents an invaluable opportunity for European executives across Europe to acquire and develop the necessary knowledge and skills which will allow them to undertake top management jobs involving either of these countries.” ▲

**Richard Descoings**  
*Director  
Sciences Po*

## ETP IN A NUTSHELL:

- 3 months of intensive training (lectures, seminars) on Japanese or Korean business culture and cross cultural communication, as well as very intensive Japanese or Korean language learning lessons. The training is organised in Paris, Milan and London. It is complemented by distance learning.
- 6 months of full-time advanced language and business culture training, organised in Japan (ETP Japan) or Korea (ETP Korea).
- 3 months of in-house training in Japan- or Korea-based companies.

**The successful and varied career paths of nearly 1000 ETP alumni are a testament to the value of this unparalleled educational and business experience.**

## THE ETP PROGRAMMES KOREA OR JAPAN?

Whether you prefer to focus on Japan or Korea, the ETP offers you a 12-month intensive professional development programme composed of two training phases, the first held in Europe and the second in the country of your choice.





▼ **Delivering the right mix:  
developing global business skills while  
providing you with local insights** ▲



**Jörg Uthmann**  
*SU Consult GmbH*  
*ETP Korea 2005*

▼ "For me the ETP Korea was a perfect mixture of language, intercultural and business training. Just the balance of these topics, which is unique in the ETP, ensures the best preparation for the "real understanding" of Korean life and business. The ETP is a clear cutting-edge to other preparation programmes with single focus on language or business issues." ▲

## THE EUROPEAN INCEPTION MODULE

FROM 19 NOVEMBER 2007 TO 16 FEBRUARY 2008

The European Inception Module will ensure that the participant is well prepared for the Immersion Module in Japan/Korea.

For both ETP Japan and ETP Korea, the programme courses are taught **in English language** by leading universities (Sciences Po in Paris, SOAS in London, SDA Bocconi in Milan) in the form of regular and intensive seminars and complemented by intensive use of distance learning and computerised tools. The combination of seminars and distance learning will represent about two thirds of a full time job. The supporting company is expected to consider the European Inception Module as a transition time before full immersion of the participant in Japan/Korea.

### **Key features of the European based inception module are:**

- Introduction to Japanese or Korean language
- Familiarisation with Japanese or Korean business culture
- Simulations of practical situations that participants face while doing business with Japanese or Korean executives
- Cross cultural Communication

During this first stage, networking opportunities are provided with representatives of the local embassies or Japanese / Korean firms in Europe.





**ETP participants will benefit from three different European academic approaches, tools and networks provided by each partner university:**

DATE	PLACE	ETP JAPAN	ETP KOREA
Monday 19 - Friday 23 November 2007 Monday 26 – Wednesday 28 November 2007	Sciences Po (Paris)	ETP starts – General introduction Japan – Cross Cultural Communication, Global policy issues, Japanese history, culture, politics and society	ETP starts – General introduction Korea – Cross Cultural Communication, Global policy issues, Korean history, culture, politics and society
Monday 10 – Friday 14 December 2007 Monday 17 – Tuesday 18 December 2007	SDA Bocconi School of Management (Milan)	Japanese business management, finance, negotiation, marketing	Korean business management, finance, negotiation, marketing
Monday 7 – Saturday 12 January 2008 Monday 14 – Saturday 19 January 2008 Monday 4 – Saturday 9 February 2008 Monday 11 – Saturday 16 February 2008	SOAS (London)	Japanese language and culture	Korean language and culture



**Maria Antonia Pujol Famada**  
*Pellami Macchini*  
*ETP Korea 2005*

▼ "The future of the young European business executives who are graduates of the ETP Korea is very promising. The genius of the ETP Korea programme is that it presents a platform on which business people of different cultures can come together to advance cooperation between the Eastern and Western worlds to the mutual benefit of each." ▲

## THE IMMERSION MODULE

FROM 3 MARCH 2008 TO EARLY NOVEMBER 2008

Having completed the first module in Europe, ETP Japan and ETP Korea participants will continue their training full-time in English at either Waseda University (ETP Japan) or Yonsei University (ETP Korea). Both universities are among the most prestigious academic institutions in their respective countries.

At both universities, ETP participants will acquire intermediate-level language proficiency (conversation, reading and writing in business situations) and understand the specific nature and systems of Japanese or Korean management, economy and business cultures.

In addition, ETP Japan and ETP Korea offer students a three-month internship with a Japan- or Korea-based company. This will provide every participant with first-hand experience of Japanese or Korean decision-making processes and local business practices, essential to develop European business in these markets.

Participants will also benefit from participation in cultural events, business gatherings and many other activities organised by the European Union Delegations in Japan and Korea.





**ETP participants will have the opportunity to participate in a diverse programme:**

DATE ▼	ETP JAPAN ▼	ETP KOREA ▼
3 March 2008	Arrival in Japan Practical arrangements	Arrival in Korea Practical arrangements
March – July 2008	Intensive language training at Waseda University. Seminars and courses on management, economy, business culture, communication. Business Forums to discuss specific economic issues with local entrepreneurs.	Intensive language training at Yonsei University. Seminars and courses on management, economy, business culture and communication by the Sangnam Institute of Management. External lectures and study visits.
August – October 2008	Internship at a Japanese company. Preparation of a strategic business plan for the participant's EU company.	Internship at a Korean company. Preparation of a strategic business plan for the participant's EU company.
End of October / early November 2008	Graduation ceremony attended by European Commission representatives, local authorities and business leaders.	Graduation ceremony attended by European Commission representatives, local authorities and Korean business leaders.

Contact your local ETP Contact Point to find out more about the programme or visit [www.etp.org](http://www.etp.org) for further information.



**David de Hoxar**  
*Southern Water Services Ltd,*  
*ETP Japan 2004-05*

▼ "...more than 900 European business people have benefited from the programme...many are still in Japan or continue to work on their business in Japan from their European base..." ▲

## ELECTIVE COURSES

**ETP Japan programme participants may also choose from the following courses:**

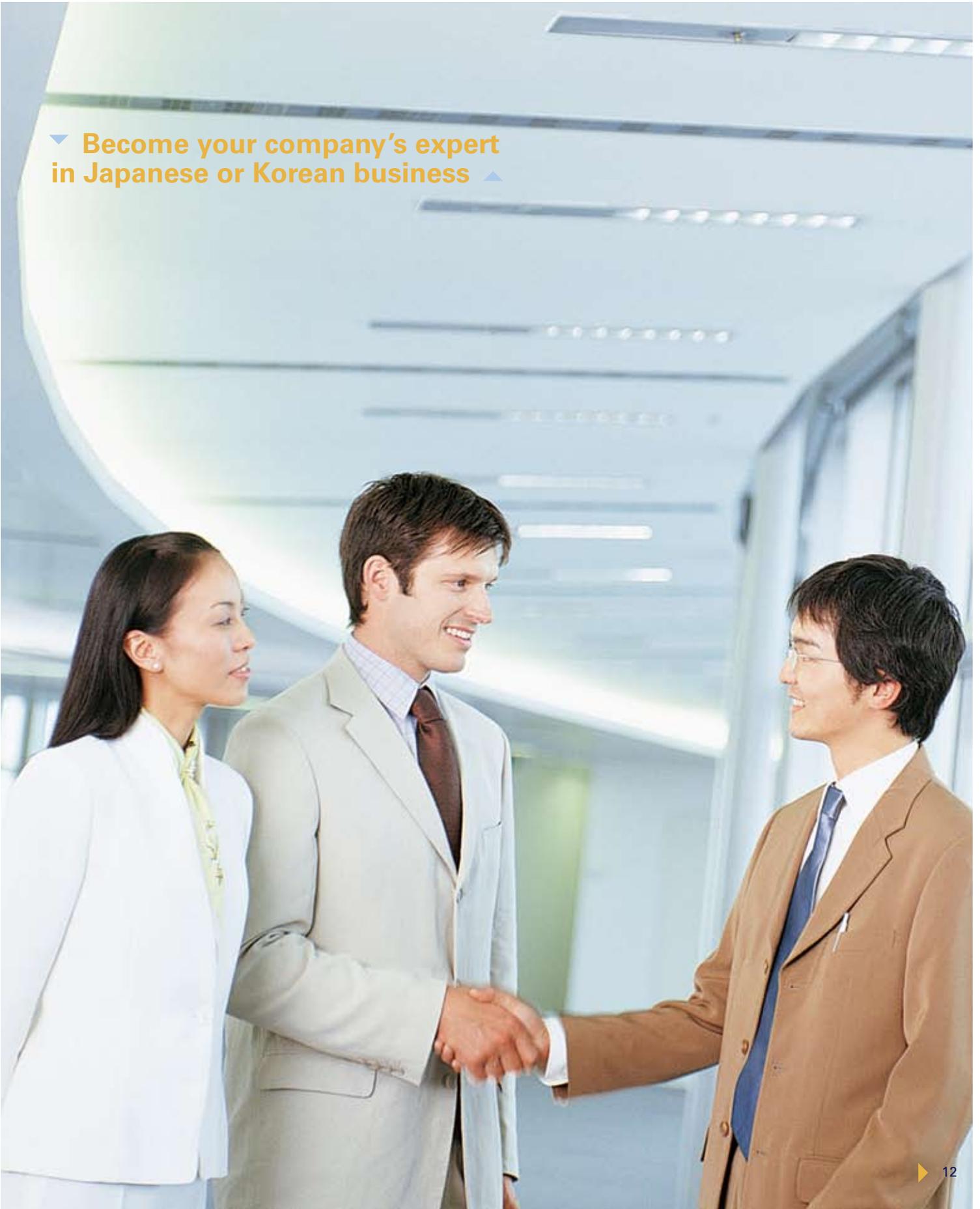
- Organisational structure and communications in Japanese companies
- Consumer behaviour in Japan
- Advertising strategy of Japanese companies
- Production system of Japanese companies
- Human resource management and personnel policy in Japan
- Distribution systems in Japan
- Financial systems in Japan
- Financial accounting systems in Japan
- Corporate laws and contractual practices in Japan
- Entry strategies of foreign firms into the Japanese market

**ETP Korea programme participants may also choose from the following courses:**

- Organisational structure and behaviour in Korean companies
- Consumer behaviour in Korea
- Niche marketing and positioning in Korea
- Production and operations management of Korean companies
- Human resource management and personnel policies in Korea
- Distribution systems in Korea
- Corporate laws and contractual practices in Korea
- Entry strategies of foreign firms into the Korean market
- Korean business cultures
- Policy and regulations of the Korean government



▼ Become your company's expert  
in Japanese or Korean business ▲





## HOW TO PARTICIPATE

ETP is targeting the next generation of business leaders. ETP welcomes candidates who are natural team players, adaptable, pro-active and eager to immerse themselves in an exciting foreign culture. Their sponsoring companies should demonstrate that Japan or Korea are key markets within their export or investment strategy.

ETP candidates do not apply independently. They shall apply together with the EU sponsoring companies they are working for. Candidates are to be seen as integral to the company's internationalisation strategy towards Japan or Korea.





## EUROPEAN COMMISSION SUPPORT AND SELECTION

ETP participants will be chosen by the European Commission among the candidates who comply with the minimum requirements at the moment of application. The award criteria will determine the ranking of candidates and subsequent selection. Participants will sign a grant agreement with the European Commission for the duration of the Executive Training Programme.

The provision of training is fully financed by the European Commission. In addition, ETP participants will receive a European Commission scholarship of € 24.000 for the whole programme. Sponsoring companies are requested to maintain the employment link with their candidates during the whole programme and to make a complementary contribution to the living expenses of their candidates.

ETP 2007-2008 can accommodate 45 participants in Japan and 15 in Korea. Interested candidates are invited to contact their closest ETP InfoPoint for guidance in submitting their application, exclusively available on-line, before 15 May 2007.

**DEADLINE FOR APPLICATIONS IS 15 MAY 2007.  
CANDIDATES MAY REQUEST ASSISTANCE FROM  
THEIR LOCAL INFOPOINT AND APPLY ON-LINE AT  
[WWW.ETP.ORG](http://WWW.ETP.ORG)**

**Please note that there are only 45 available places for  
the ETP Japan and 15 for the ETP Korea!**



## ETP MINIMUM REQUIREMENTS FOR CANDIDATES

- Be a national of one of the **European Union** Member States
- Have either a university degree B.A. or equivalent and three years of professional experience as an executive **or** have at least two years of higher education and five years of professional experience as an executive
- Have been employed by the sponsor company for a **minimum of one year**. This requirement may be waived for applicants who have been recruited for jobs directly connected with Japan or Korea
- Demonstrate an excellent command of **English**: 213 points in TOEFL or 6.0 in IELTS exams (equivalent), **or** a minimum of one year of university studies in English, **or** one year of full time working experience in an English-speaking environment
- The candidate shall not have already participated in ETP

## ETP AWARD CRITERIA FOR CANDIDATES

- The quality of their academic qualifications, professional experience and international exposure
- Their future role in the company after ETP
- The compatibility of their personality with the requirements of the programme will also be assessed



## ETP MINIMUM REQUIREMENTS FOR SPONSORING COMPANIES

- Be EU-based/owned, have its global headquarters located in the EU, have a European identity, produce goods or services of EU origin
- Employ a minimum of 5 people or have an annual turnover equal or above € 1 million
- Be committed to maintaining the employment link with the participant for the duration of the programme
- Be committed to contributing towards the living expenses of the participant during the entire programme

## ETP AWARD CRITERIA FOR SPONSORING COMPANIES

- The quality of their business plans towards Japan or Korea
- The support provided to their candidate during the ETP training

**The items listed above represent a summary of application conditions and criteria. Additional details can be found on the ETP website at [www.etp.org](http://www.etp.org)**

# ETP INFORMATION POINTS

For detailed information and assistance on ETP Japan and Korea, please refer to your closest ETP Info Point listed here. A network of dedicated Chambers of Commerce and Industry throughout all EU-27 Member States, Japan and Korea is at your disposal.

Please also feel free to send your request through the ETP website ([www.etp.org](http://www.etp.org)) and we will do our best to reply promptly.

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# PROGRAMME PARTNERS

The Executive Training Programme is an initiative financed and managed by the European Commission. Directorate General External Relations, Unit for Relations with Japan, Korea, Australia and New Zealand, is in charge of the overall coordination of all ETP activities.



EUROPEAN COMMISSION  
External Relations 

The programme curricula are provided by a consortium of internationally recognised universities, appointed by the European Commission. This consortium is led by Sciences Po (Paris) in association with SOAS (London), SDA Bocconi (Milan), Waseda (Tokyo) and

Yonsei (Seoul). Their combined international expertise makes the ETP an outstanding training programme to help European managers understand the Japanese or Korean markets effectively.



Eurochambres, the Association of European Chambers of Commerce and Industry, was chosen to fully engage in the promotion of the ETP through a partnership with the communications consultancy Morris & Chapman in Brussels. To increase public awareness of the programme, a dedicated network of more than 50 Chambers of Commerce and Industry throughout all EU countries, Japan and Korea actively promote the programme.



For further information on the ETP partners, visit the Programme Partners section of the ETP website ([www.etp.org](http://www.etp.org))

▼ **Making a difference  
with cultural understanding** ▲



The details in this programme may be subject to change.  
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▼ [www.etp.org](http://www.etp.org) ▲

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EUROPEAN COMMISSION  
External Relations

