

EMPOWERING BUSINESS THROUGH UNDERSTANDING

Your company is considering developing its business in Asia but lacks in-house expertise?

You wonder how to shape your business plan for Japan or Korea?

You want to improve your knowledge of the Japanese/ Korean language, cultures and business practices to succeed there?

ETP will help you and your company!

Apply for the Executive Training Programme at www.euetp.eu

Deadline for applications: 15 May 2014

Training cycle: November 2014 – November 2015

Contact the ETP team:

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"Participating in ETP gave me a rare opportunity to get an insider's understanding of the Japanese business culture."

*Sabine Ehlers
General Manager - Memephore*



Funded by
the European Union



ETP

EXECUTIVE TRAINING PROGRAMME

IN JAPAN AND KOREA



What is the Executive Training Programme (ETP) in Japan and Korea?

ETP is a business and human resources development programme financed by the European Union.

ETP enables EU companies and their executives to develop their business plan and build knowledge of Japanese/Korean business practices, culture and language to succeed in these markets.

To date, over **1000** executives and **800** companies have participated in ETP.

More than **65%** of ETP alumni proceed to become top executives within their companies.

Participant companies' related turnover in Japan and Korea increases two fold within 10 years.

European
Inception module



A 3-week training on the economy, history, culture and modern society of Japan or Korea.

Organiser:

ETP Japan and ETP Korea:
School of Oriental and African
Studies, University of London

Immersion module
in Japan or Korea



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

Organisers:

ETP Japan: Waseda
University (Tokyo)
ETP Korea: Yonsei
University (Seoul)

Internship
in Japan or Korea



A 12-week internship in a local company to apply the newly acquired skills and knowledge in practice.

Organisers:

ETP Japan: Japanese
company in Japan
ETP Korea: Korean
company in Korea

By sending an employee to the ETP,
your **COMPANY** will:

- Develop its business plan for expansion in Asia
- Benefit from EU financial support
- Acquire in-house expertise in Japanese/Korean business practices, culture and language
- Establish a business network across Asia
- Get to know about its sector and product in Japan/Korea
- Find out customers' needs and behaviour
- Ultimately increase its sales

How much does the ETP cost?

The ETP is funded by the European Union. Participants have minimum costs as the EU:

- funds the entire training course at the internationally recognised universities
- provides a scholarship of 26,400€ for ETP Japan (2,200€ a month) and 24,000€ for ETP Korea (2,000€ a month)

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

By participating in the ETP
as the **EXECUTIVE**, you will:

- Define a business plan for your sponsoring company's expansion in Asia
- Gain inside knowledge of the Japanese/Korean way of doing business during a 3 month internship
- Learn to communicate in Japanese/Korean
- Understand how to operate in the complex business environments in Japan/Korea
- Establish a business network across Asia and become part of the ETP alumni network
- Study at the leading universities for free and get a scholarship
- Ultimately boost your international career

