

## English Version

### Introducing the EU-funded Executive Training Programme

Your Stepstone to Business in Asia – Apply Now!

*Doing business in Asia challenges even experienced business people: How do I deal with cultural differences? What regulations do I need to consider? How can I find the right business partner?*

The European Union has taken up these challenges in a **funded development programme for managers**: The [Executive Training Programme \(ETP\)](#). The ETP addresses companies and business people, who either want to enter the **Japanese or Korean market** or further strengthen their activities in these regions. In 2014, the EU offers the ETP for the 35th year in a row now - and is currently **recruiting participants** for the next cycle.

The ETP is a European Commission funded programme that provides European managers with a **45-week long business, language and cultural training**, enabling EU companies and their executives to develop their business plan to succeed in these markets.

In detail, the ETP consists of three modules:

- A **3-week training** on the economy, history, culture and modern society of Japan or Korea at the School of Oriental and African Studies, University of London
- A **30-week business, management and language training** run by the Waseda University (Tokyo) and the Yonsei University (Seoul)
- A **12-week internship** in a local company to apply the newly acquired skills and knowledge in practice

The European Commission **funds not only tuition fees but also a scholarship** of 26,400€ for ETP Japan and 24,000€ for ETP Korea.

The next cycle starts in November 2014, but the **application deadline** is already on **15<sup>th</sup> May 2014**.

Applicants may also take advantage of the **ETP Coaching Network**, which provides applicants with additional support during the application phase and helps to prepare all required documents.

For more information please visit the ETP [website](#) or [register here](#) for our **webinar** on ETP on the **20<sup>th</sup> February 2014**. The webinar will present all relevant information about ETP and a recent graduate will share his experiences and will be happy to answer your questions.