Table of Contents

1. JICA’s Organizational Structure for Private Sector Development
2. Priority Umbrella Concept of Private Sector Development in JICA
3. Some Examples
1. JICA’s Organizational Structure for Private Sector Development

Industrial Development & Public Policy Dept.
- Private Sector Development Group
  - SMEs Promotion
  - Local Industry Development
  - Trade & Investment Promotion

Headquarters
- Regional Depts.
- Sector Depts.
- Private Sector Partnership and Finance Dept.
- Domestic Strategy and Partnership Dept.

Overseas Offices
- About 100 offices in the world

Domestic Offices
- 15 branches

President
- Board Members

Country Strategy, Yen Loan
- Sector Strategy, Sector Knowledge Management, Technical Cooperation (TA Project, Experts)
- Private Sector Investment Financing, Feasibility Study for Private-led Project (PPP&BOP)
- Feasibility Study for Private-led Project (Japanese SMEs)
- Needs Survey, Consultation with Recipient Country
- Training Programs in Japan
2. Priority Umbrella Concept of Private Sector Development of JICA

**LINKAGE**

Local INnovation through Knowledge Assimilation and Global Exposure

- Realizing industrial promotion focusing on the strengthening of “linkages” between “local businesses”* and their business partners and consumers, to induce 1) improvement of business skills, disciplines and motivation, 2) development and production of high quality goods and services and its sales promotion.

- In particular, partnering with Japanese companies and consumers, interested in developing countries, but require high standards in terms of cost and quality and safety (giving a hint for marketable products).

- Raising awareness/strengthening capacities of “local businesses”* to make use of their own regional resource potentials by referring to cases of Japanese good practices and nurturing self-reliance and creativity.

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* Local businesses means those who engages in business including individual producers, communities, farmers, SMEs, cooperatives, associations etc...
2. Priority Umbrella Concept of Private Sector Development in JICA

**LINKAGE Package**

**Operation Field**

**Direct Objectives**

**Japanese Knowledge × JICA’s Approach**

**Supporting Industry Promotion**
- Promote Foreign Direct Investment
- Understanding local procurement needs of foreign investors, sharing experiences of successful companies

**Local Industry Development/Trade Promotion**
- Expanding Market Channels/Export
- Local resource identification, workshops for utilization of local resources
- Sharing experiences of successful cases of Japan and other countries

**Tourism Promotion**
- Increase of Tourists
- One Village One Product (OVOP) “IRODORI”, “Michinoeki (Roadside Station)” etc.
- Decentralized Hands-on Exhibitions (“Onpaku”)/“Ecomuseum”

**Operation Field**

**Raising Awareness**

**Business Skill Development, Quality Improvement of Goods and Services**

**Providing Business Opportunities**

**Supporting Sustainable “System”**

**Direct Objectives**

**Japanese Knowledge × JICA’s Approach**

**Supporting Industry Promotion**
- Business skill training (bookkeeping, marketing, business planning, quality/productivity improvement (KAIZEN), production technology, packaging, etc.
- Training on “how to succeed in doing business with Japanese companies?”

**Local Industry Development/Trade Promotion**
- Business matching (ex. exhibitions by local parts makers)
- Consignment production, exhibitions (FOODEX etc...), test marketing
- Training on branding/export procedures
- Training on “omotenashi (Japanese hospitality)”

**Tourism Promotion**
- Tourism EXPO Japan, FAM tour
- Decentralized Hands-on Exhibitions (“Onpaku”)/“Ecomuseum”
- Training on branding/export procedures
- Training on “omotenashi (Japanese hospitality)”

**Operation Field**

**Raising Awareness**

**Business Skill Development, Quality Improvement of Goods and Services**

**Providing Business Opportunities**

**Supporting Sustainable “System”**

**Direct Objectives**

**Japanese Knowledge × JICA’s Approach**

**Supporting Industry Promotion**
- Reflection to policies, strengthening supporting functions, improvement of access to finance etc...

**Local Industry Development/Trade Promotion**
- OVOP committee, cluster approach, BDS facilitation, regional branding etc..

**Tourism Promotion**
- Organizational set-up based on PPP, tourism revenue management, regional branding etc....
3. Some Examples

Kyrgyz One Village One Product

**OVOP + One**
- Business/Logistics
- Raw Material Procurement
- Production Management
- Quality Control
- Packaging
- Stock Management

**OVOP Association**
- Production Body
- Leader 1
- Board Members 5
- 136 CBOs & Groups (apx. 1500 people)

**Buyers**
- Muji

**Research Shop**

**Brand Shop**

**JICA Experts**
- Design Dev.
- Food Processing
- Accounting

**Technical Support**

**Dissemination of OVOP Concept**

**CBO**
- CBO
- CBO
- CBO
- CBO

**Issyk-kul Brand Committee**
- Brand Concept
- Brand Management
- Issuing Brand Certificate

* CBO: Community-based organization
3. Some Examples

“OVOP+One” provides technical support and processed materials to producers ↑→

← Need to measure weight of items at mg level for Japanese Companies.
3. Examples of Best Practices

Philippines Clustering

Department of Trade and Investment (DTI)

Regional Offices of DTI

Regional Offices of DOA, DOST etc...

Foreign Business Partners

Local Government Units

Cluster Teams Chaired by Private and Public Representative

Identifying Challenges, Developing Strategy through participatory process by Value Chain Analysis, SWOT, Fishbone Diagram, benchmarking trip etc...

Various Supports
Ex. Coordination/Facilitation, Technical Supports, In-kind Supports, Budget Mobilization

Various Supports
Ex. Coordination/Facilitation, Technical Supports, In-kind Supports, Budget Mobilization

Various Supports
Ex. Coordination/Facilitation, Technical Supports, In-kind Supports, Budget Mobilization

Producers

Buyers

Researchers

Middlemen

Exporters

Reporting and Monitoring

Feedback

Match-Making

cf. “Otagai Project”
http://kenplatz.nikkeibp.co.jp/otagaien/
“Champion Product Approach” in Ethiopia (Phase 2)

Export promotion and country image improvement by the branding of “Champion Products”: unique and high quality products which represent the history and culture of the country

Candidates of Champion Products

**Example of Country Brand**
- Spain

**Example of Group Branding**
- Harris Tweed

**“HIGHLAND LEATHER”**

1. National Re-branding
   - “CREATIVITY in MOTION”

2. Branding for Ethiopian sheep leather
   - “HIGHLAND LEATHER”

Going to Global Market with Brand Promise!

Target Audiences
(Global Consumers)

**ICONIC BRANDING**
Developing a powerful brand promise that can drive marketing competency of products.

- Coffee
- Silk
- Honey
- Rose Water
- Leather

Example of Country Brand
- Spain

Example of Group Branding
- Harris Tweed

Various campaigns are conducted for leveraging tourism industry under the Slogan of “Everything Under the Sun”.

“Harris Tweed” is the homespun made by the people in Harris & Lewis Island, Scotland. Finished products are sold through the Harris Tweed Authority with the brand name “Harris Tweed”.

Leaflet (Image)

Logo Mark (Image)