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Bogotá D.C.,

24 ABR 2018

JCC/VPR 1-4-24002

Doctor
SERGIO LONDOÑO ZUREK
Director General
APC Colombia
Carrera 10 No. 97ª – 13 Torre A piso 6
Bogotá, D.C.

Asunto: Convocatoria No. J1804117

Respetado Doctor:

Dentro de las modalidades de cooperación técnica que ofrece el Gobierno de Japón a Colombia para mejorar su desarrollo, se ejecuta el PROGRAMA DE GENERACIÓN CONJUNTA DE CONOCIMIENTO", que brinda la posibilidad de viajar al Japón con todos los gastos pagos a los centros internacionales de JICA para intercambiar conocimientos en temas relacionados con el desarrollo de los países receptores de nuestra cooperación y asistencia técnica. Para ello, la Agencia de Cooperación Internacional del Japón, JICA, cubre los siguientes gastos: Pasaje aéreo ida y vuelta, hospedaje, viáticos diarios y atención médica según su reglamento interno.

Con relación a lo anterior me permito comunicarle que nuestro gobierno ha puesto a disposición de Colombia **un (1) cupo** para la participación en:

Nombre del programa: **DEVELOPED MARKET ORIENTED EXPORT PROMOTION STRATEGY / MARKETING STRATEGY (C)**

Fase en Japón: **Del 10 Septiembre al 13 octubre de 2018**

Los candidatos deberán ser nominados por el Representante Legal ante JICA, con el compromiso institucional de apoyar la nominación del candidato, garantizar el cumplimiento de los itinerarios fijados, respetar el trabajo del candidato a su regreso de Japón y también con la obligación de multiplicar el conocimiento adquirido en beneficio del País.

Agencia de Cooperación Internacional del Japón Oficina en Colombia

Carrera 10 No. 97A - 13, Torre B. Of. 701, Bogotá D.C., Colombia • PBX: (57-1) 742 7719 • FAX: (57-1) 742 7717
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JCC/ VPR 2- 4-24002

Como esta convocatoria es cerrada, APC Colombia, será quien recomiende a el (los) candidato(s) y presente la documentación debidamente diligenciada ante JICA antes del **29 de junio de 2018**.

La funcionaria encargada del programa en nuestra agencia es la Sra. Valeria Reinoso (reinosavaleria.cb@jica.go.jp).

Este programa es un apoyo que brinda nuestro Gobierno al de Colombia, por lo tanto es muy importante que los candidatos que se presenten cumplan con los requisitos mínimos para postularse y además tengan una vocación de servicio al país, que permita multiplicar su conocimiento a su regreso de Japón. **De la misma forma en el momento de la postulación tanto la entidad como el candidato deberán verificar la viabilidad en la obtención de los permisos y autorizaciones que sean necesarios en caso llegar a ser aceptada su participación por parte de JICA, con el objetivo de evitar cancelaciones de último momento.** Debo aclarar, que el ofrecimiento a su institución no asigna directamente el cupo, es por ello que le solicito efectuar la mayor difusión posible a dicha convocatoria.

Quedo altamente agradecido por su gestión y aprovecho la oportunidad para enviarle un cordial saludo.

Atentamente,



SATOSHI MUROSAWA

Representante Residente

Anexo: Información General del Curso; Formulario de Solicitud de JICA

Documentos requeridos para la aplicación:

- Carta de presentación Institucional según modelo
- Formato de Aplicación de JICA diligenciado en idioma inglés
- Fotocopia Pasaporte
- Fotocopia Visa USA si es poseedor
- Job Report & Issue Analysis Sheet (IAS)

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Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON
DEVELOPED MARKET ORIENTED EXPORT PROMOTION
STRATEGY / MARKETING STRATEGY (C)
課題別研修「先進国市場を対象にした輸出振興/マーケティング戦略(C)」
JFY 2018
NO. J1804117 / ID.1884650
Course Period in Japan: From September 10, 2018 to October 13, 2018

This information pertains to one of the JICA Knowledge Co-Creation Program (Group & Region Focus) of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

'JICA Knowledge Co-Creation Program (KCCP)' as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out that *"In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together."* We believe that this 'Knowledge Co-Creation Program' will serve as a center of mutual learning process.

I. Concept

Background

Today, export promotion is expected to play a major role in economic development of many developing countries. However, most of the exports from developing countries are raw materials rather than processed products. For further contribution to the local industries, it is important to export value-added products. Insufficient quality of products, ineffective marketing and promotion prevents developing countries to export value-added products to developed countries.

The goal of this training program is to acquire a new approach of export promotion for developing countries to developed countries' market. The essence of this approach is to convert our concept from "Product-out" to "Market-in". In other words, it is to develop value-added products according to the potential markets' needs. For achieving this goal, effective skills of market research, product development, branding, promotion and communication with potential customers are essential. This training program will be focused on learning "Market-in" export promotion concept and practical skills.

For what?

This program provides participants with opportunity to acquire skills on market-oriented export promotion of locally made unique products. Participants will learn practical knowledge of marketing and export promotion, including understanding of customers in developed countries, effective product development, branding, effective design and usage of promotional tools.

For whom?

This program is offered to 1) officials who are engaged with export promotion in governmental organizations or regional institutions and 2) managers of private sector institutions or associations, such as cooperatives, CCIs(Chamber of Commerce and Industry) or industry groups which are willing to promote export of their products.

How?

Participants will have opportunities to acquire practical approaches and methods of marketing and promotion for promoting export of their products to the developed market. Participants are expected to learn the essence of successful promotion, branding and promotion by case studies, lectures and workshops. This program focused on learning practical skill and knowledge, thus it requires participants' active participation for the program, including discussions and workshops during the training program as well as assignments before coming to Japan.

II. Description

1. Title (J-No.): Developed Market Oriented Export Promotion Strategy / Marketing Strategy (C) (J1804117)

2. Course Period in JAPAN

September 10, 2018 to October 13, 2018

3. Target Regions or Countries

Bolivia, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Paraguay and Peru

4. Eligible / Target Organization

This program is designed for

1) Officials who are engaged with export promotion in governmental organizations or regional institutions and

2) Managers of private sector institutions or associations, such as cooperatives, CCI's or industry groups which are willing to promote export of their products.

* Both of 1) and 2) must have rich professional experience of providing business supporting service for export marketing.

* In addition, 1) and 2) must present the information of products that have already been exported or are intended to export to the markets of developed countries, such as Japanese market.

5. Course Capacity (Upper limit of Participants)

18 participants

6. Language to be used in this program

Spanish

(Application form and documents to be submitted must be written in English.)

7. Course Objective

Participants acquire market-oriented approach of export promotion of local products to developed countries, based on the partnership between public and private organization.

8. Overall Goal

Projects to export the products of participants' countries to the developed market are planned and implemented in the participants' country.

9. Expected Module Output and Contents

This program consists of the following components. Details on each component are given below:

Expected Module Output	Subjects/Agendas	Methodology
To understand the importance of export promotion to foster national industry and to be able to explain export promotion strategy based on strength and distinctive features of domestic industry	1) Hearing of IAS 2) Job report presentation 3) Kitakyushu market visit (Department store, GMS, DIY) 4) Analysis WS on your export goods & products	Discussion Lecture Presentation Field Visit
To perform the merchandise development and brand development to impart the value to overseas consumers by comprehending attractive points of domestic merchandise	5) Visit to Kyokuto Fadie (Coffee Business) 6) Import & Sales of Interior Goods 7) Universal design 8) Printing & Packaging for Sales Promotion 9) The quality management in Japan 10) Branding design 11) Inspection of imported food 12) Visit to Tree of Life (Product development & marketing in herb/aromatherapy business) 13) International standard on food quality & safety 14) Management support for Small & Medium Enterprises (SME) 15) Visit to Kitakyushu Central Wholesale Market	Lecture Field visit and Discussion
To acquire practical marketing activity and apply to domestic merchandise	16) Solutions to better export sales 17) Basic procedure ways & methods on marketing 18) Approach to export promotion 19) Overseas advancement of powdered green tea 20) Methods & concepts on market research 21) Promotion methods & concepts by advertisement 22) Visit to Tokyo Big Sight (Exhibition Promotion) 23) Digital marketing 24) Risk management in international trade 25) JETRO-Promoting international business	Lecture Field visit and Exercise

To formulate a plan to promote export of domestic products to the markets in developed nations	26) Lecture on action plan 27) Evaluation & Discussion of the available Information 28) Review & Discussion 29) Action plan presentation	Discussion Presentation
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III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the project to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.

2. Nominee Qualifications

Applying Organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications

- 1) Current Duties:
 - The personnel from public organizations: officials who are engaged in export promotion.
 - The personnel from private organizations/companies: managers who are engaged in export promotion or sales promotion in cooperatives, CCIs, or industry groups.
 - * Candidates must have rich professional experience of providing business supporting service for export marketing.
 - * In addition, candidates must present the information of products that have already been exported or are intended to export to the markets of developed countries, such as the Japanese market.
- 2) Experience in the relevant field: have more than 3 years' experience in the field of export promotion.
- 3) Educational Background: be a university graduate.
- 4) Language: Good command of Spanish
- 5) Those who can prepare and submit application form in English.
 - English ability is not considered for the program.
- 6) Health: must be in good health, both physically and mentally, to participate in the Program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

(2) Recommendable Qualifications

Expectations for the Participants:

- 1) Age: between the ages of twenty-five (25) and forty-five (45) years
- 2) To be able to communicate everyday conversation in English

3. Required Documents for Application

(1) Application Form: The Application Form is available at **the JICA office (or the Embassy of Japan)**.

(2) Photocopy of passport: to be submitted with the Application Form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

(3) Job Report & Issue Analysis Sheet (IAS): to be submitted with the application form. The documents should be completed in accordance with descriptions of Annex-1(Job Report) and Annex-2(Issue Analysis Sheet). Each applicant should submit his/her IAS with approval of his/her superior and an IAS without approval of an applicant's superior is not accepted.

4. Procedures for Application and Selection

(1) Submission of the Application Documents

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan)**.

After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN by July 10, 2018**.

(2) Selection

After receiving the documents through proper channels from your government, the JICA office (or the Embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.* Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than August 10, 2018**.

5. Conditions for Attendance

- (1) to strictly adhere to the program schedule,
- (2) not to change the program topics,
- (3) not to extend the period of stay in Japan,

- (4) not to be accompanied by family members during the program,
- (5) to return to home countries at the end of the program in accordance with the travel schedule designated by JICA,
- (6) to refrain from engaging in any political activities, or any form of employment for profit or gain,
- (7) to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation and
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer

- (1) **Name:** JICA KYUSHU (Training Program Division)
- (2) **Contact:** kictp@jica.go.jp

2. Travel to Japan

- (1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.
- (2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

3. Accommodation in Japan

JICA will arrange the following accommodations for the participants in Japan:

JICA Kyushu International Center (JICA KYUSHU / KIC)
Address: 2-2-1 Hirano, Yahata Higashi-ku, Kitakyushu-shi, Fukuoka,
805-8505 Japan
TEL: 81-93-671-6311 FAX: 81-93-671-0979
URL: <http://www.jica.go.jp/kyushu/index.html>

4. Expenses

The following expenses will be provided for the participants by JICA:

- (1) Allowances for accommodation, meals, living expenses, outfit and shipping,
- (2) Expenses for study tours (basically in the form of train tickets),
- (3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy or dental treatment are not included) and
- (4) Expenses for program implementation, including materials.

For more details, please see "III. ALLOWANCES" of the brochure for participants titled "KENSU-IN GUIDE BOOK," which will be given before departure for Japan.

5. Pre-departure Orientation

A pre-departure orientation will be held at the respective country's JICA office (or Embassy of Japan), to provide participants with details on travel to Japan, conditions of the participation in the program and other matters.

V. Other Information

1. Report and Presentation

(1) Job Report & Issue Analysis Sheet (IAS)

Each applicant is required to submit his/her own Job Report & Issue Analysis Sheet following the instruction. Participants will have a presentation of his/her Job Report & Issue Analysis Sheet up to 10 minutes (including Spanish-Japanese interpretation if necessary) at the earlier stage of the training in order to share knowledge and background with other participants. Visual materials such as Power Point and pictures may be helpful for your presentation if you bring them with you.

(2) Action Plan

Participants are required to make an Action Plan at the end of the training to express your idea and plan which you carry out after your return, reflecting the knowledge and method you acquire from the training. Each person will have 10 minutes for presentation (including Spanish-Japanese interpretation if necessary).

2. Certification

Participants who have successfully completed the training program will be awarded a certificate by JICA.

3. Remarks

JICA training is implemented for the purpose of development of human resources who will promote the advancement of the countries, but not for the enrichment of individuals nor private companies. Matters of a trade secret and patent techniques will remain confidential and inaccessible during the training.

VI. ANNEX

- 1. Job Report (Annex-1)**
- 2. Issue Analysis Sheet (Annex-2)**

Annex-1

Developed Market Oriented Export Promotion Strategy / Marketing Strategy (C)

Job Report

Name:

Country:

Organization and present post:

E-mail:

Remarks 1: The Report should be typewritten in English (12-point font, A4 size paper), and total pages of the report should be limited up to 3 pages in WORD document or Power Point format is accepted.

Remarks 2: Each participant is required to have presentation in 10 minutes (including Spanish-Japanese interpretation if necessary) based on this Job Report and IAS at the early stage of the training for the purpose of making the training more effective and fruitful by comprehending the situations and problems of the participants each other.

1. Your organization and your task

1) Organization chart

Please draw a chart of your organization including the department (section) names with the number of staffs in it and mark where you are positioned.

(The chart should be attached and not be counted in this page limit.)

Please describe a duty of each department (section) briefly.

2) Brief description of your assignments

2. Situation Analysis

Describe local goods to be better marketed and branded.

※You can present maximum 3 local goods to enhance export as your case. If you can bring these goods to Japan, you may be able to have comment/suggestion about the goods from trade adviser or buyer who is importing foreign goods directly.

- 1) Name of local goods, Reasons for the selection
- 2) Their comparative advantages/strengths, unique specification and features
- 3) Potential exporters' profile
 - Basic information including statistics such as destination country for export, export quantity, actual result/achievement and number of years.
 - Name of production area
 - Potential market (Name of city, or target customer)
 - Merchandise photograph is a requisite. It is preferable to bring an actual article or goods.
- 4) Challenges in terms of branding/marketing issues
- 5) Current promotional tools such as leaflet, website, photos, etc.

3. Expectations for the training course

- 1) Your purpose of participating in the course
- 2) Subjects of the course which you are interested in the most

[This kind of information is very important to implement the training course. Please write your answers in IAS shown in p. 14 after reading carefully IAS Guideline (p. 13.)]

4. Write if there are other areas of strong interest or fields that you want to know in particular.

Annex-2

Issue Analysis Sheet (IAS) Guidelines

1. What is IAS?

- (1) IAS is a tool to logically organize relationships between issues and contents of the training program in Japan.
- (2) IAS will help the nominee to clarify his/her challenges to be covered in each expected module output and to formulate solutions to them.
- (3) The sheet is to be utilized as a logical process control sheet to draw up improvement plans for the issues by filling out the sheet in phases from prior to the nominee's arrival through to the end of the training.
- (4) In addition, it is used for the course leader and lecturers to understand the issues that each participant is confronting, and provide him/her with technical advice, useful references and solutions through the training program in Japan.

2. How to fill out IAS?

- (1) Please describe the issues you (your organization) confront(s) in column "**A: Issues that you (your organization) confront(s)**".
Prepare the separate rows for each problem; if necessary, please add new rows.
- (2) In column "**B: Actions that you (your organization) are (is) taking**", please describe actions that you (your organization) are taking to solve the issues shown in "**Column A**".
This information is very important to carry out the training course and also to make Action Plan as a fruit of the training.
- (3) It's not necessary to fill in column "**I : Task or the information that I need**", column "**II : Useful information that I obtained/found**" and column "**III : Lecturer**". These columns shall be filled out during the training.
- (4) "**Column I**" shall be clarified and filled out in the subject "**Task extraction using IAS**" implemented at the earlier time in the training.
- (5) "**Column II**" and "**Column III**" shall be filled out during the training and you are required to present completed IAS in the subject "**Action Plan Presentation**".

Issue Analysis Sheet (IAS)

Country:
Name:

No	【A】 Issues that you (your organization) confront(s).	【B】 Actions that you (your organization) are (is) taking.	
1			
	【 I 】 Task or The information that I need.	【 II 】 Useful information that I obtained /found.	【 III 】 Lecturer
No	【A】 Issues that you (your organization) confront(s).	【B】 Actions that you (your organization) are (is) taking.	
2			
	【 I 】 Task or The information that I need.	【 II 】 Useful information that I obtained /found.	【 III 】 Lecturer
No	【A】 Issues that you (your organization) confront(s).	【B】 Actions that you (your organization) are (is) taking.	
3			
	【 I 】 Task or The information that I need.	【 II 】 Useful information that I obtained /found.	【 III 】 Lecturer

【 I 】,【 II 】,【 III 】 These columns will be filled during the training course.

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan.

Further, address correspondence to:

JICA Kyushu International Center (JICA KYUSHU)

**Address: 2-2-1 Hirano, Yahata-Higashiku, Kitakyushu-shi,
Fukuoka, 805-8505 Japan**

TEL: +81-(0)93-671-6311 FAX: +81-(0)93-671-0979

URL: <http://www.jica.go.jp/kyushu/index.html>



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Guía para el Diligenciamiento del Formato de Aplicación JICA Knowledge Co-Creation Program

Lea cuidadosamente las indicaciones de esta guía para poderlo diligenciar correctamente. En caso de alguna inquietud puede consultar con la oficina de JICA en Colombia.

1. Partes que conforman el formato de aplicación y que deben ser diligenciadas

Este formato se encuentra orientado para ser diligenciado de manera conjunta tanto por parte del candidato al curso, como por parte de la Institución a la cual pertenece, la cual lo presenta mediante este documento oficialmente ante JICA.

Official Application: Una vez diligenciado debe ser firmado por el Representante Legal de la Institución que presenta al candidato.

Part A. Information on the Applying Organization: Debe ser diligenciado o en su defecto aprobado por el superior inmediato del candidato que se encuentra aplicando al curso.

Part B. Information About the Nominee including Medical History and Examination: Debe ser diligenciado por el candidato al curso.

2. Cómo diligenciar el formato de aplicación

Lea detenidamente la información de la convocatoria teniendo en cuenta el folleto proporcionado por JICA "Knowledge Co-Creation Program" (PROGRAMA DE GENERACIÓN CONJUNTA DE CONOCIMIENTO) del curso. Verifique que los objetivos, contenido y requisitos solicitados sean cumplidos y acordes con el área en la cual desempeña su trabajo actual y tenga en cuenta las siguientes recomendaciones:

- Para diligenciar en este formato lo relacionado con el nombre y código del curso por favor refiérase al título y código dados en el folleto de JICA para el curso.
- Diligencie este formato original en idioma **INGLÉS** a máquina o en letra de imprenta legible. No se recibirán formatos con enmendaduras, tachones o mal diligenciados. Utilice "X" para marcar la selección correspondiente a la casilla de chequeo "()"
- En caso de ser necesario puede agregar páginas anexas si el espacio dado en el formato no es suficiente
- Verifique según las indicaciones dadas en folleto del curso proporcionado por JICA, el tipo de documento que debe acompañar la aplicación (Country Report, Job Report, Questionnaire, etc)

3. Políticas de Uso y Confidencialidad

1) Términos de Uso

Toda información referida a la identidad y datos personales contenida en el presente formato, será catalogada, utilizada y/o analizada con el único propósito de adelantar las labores propias de JICA. Para ello JICA se reserva el derecho al uso de dicha información de acuerdo con sus políticas de privacidad.

2) Limitaciones del Uso y Confidencialidad

JICA no divulgará información sobre la identidad de las personas referidas en este formato, con las siguientes tres excepciones:

- En caso que un mandato legal lo solicite expresamente.
- Previa autorización del autor del documento para ser divulgado a un tercero.
- En caso que JICA nombre a un delegado para que procese la información, la misma se utilizará de acuerdo a las áreas requeridas.

3) Nota de Privacidad

JICA tomará las medidas necesarias para evitar la fuga, pérdida o destrucción indebida de la información recibida procurando siempre el manejo adecuado de la misma.

4) Política de Derechos de Autor

Los aspirantes al Programa de Generación Conjunta de Conocimiento de JICA deberían tener en cuenta las siguientes regulaciones referidas a los Derechos de Autor:

Artículo 1. Con relación a la preparación de documentos (reportes, plan de acción etc.) y presentaciones (Reportes de reunión, conferencias, etc.)

1. El contenido de los documentos y presentaciones debe ser de su propia autoría en principio.
2. En caso de requerir el uso de material elaborado por otro autor (video, fotografías, ilustraciones, mapas, figuras, etc.) que se encuentre amparado por las regulaciones locales o internacionales de propiedad intelectual deberá:
 - (1) Obtener las licencias o permisos necesarios bajo su propia responsabilidad. En este caso los términos de dichos licencias o permisos deberán contemplar los requerimientos del artículo 2.
 - (2) Conservar la evidencia de la obtención de los licencias o permisos anteriormente mencionados.
 - (3) En caso de ser necesario, bajo su propia responsabilidad, llegar a los acuerdos económicos necesarios con el autor del material para garantizar la vigencia de las licencias o permisos, de acuerdo con los términos de uso establecidos para ello.

Artículo 2. Con relación el uso del material de capacitación y diálogo

1. La propiedad intelectual de los materiales preparados por los participantes Programa de Generación Conjunta de Conocimiento será de los participantes mismos. La propiedad intelectual del material preparado por otros autores seguirá perteneciendo a los autores mismos.
 2. El manejo de los textos, materiales complementarios y otros materiales entregados dentro del Programa de Generación Conjunta de Conocimiento de JICA a los participantes, deberá cumplir con el propósito para el cual han sido elaborados por parte de cada autor.
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CONFIDENCIAL

Knowledge Co-Creation Program under Technical Cooperation with the Government of Japan

Application Form for the JICA Knowledge Co-Creation Program

OFFICIAL APPLICATION

(To be confirmed and signed by the head of the relevant department / division of the applying organization)

1. Title: (Nombre del curso tal como figura en el folleto JICA Knowledge Co-Creation Program)

2. Number: (Código del curso según el folleto de JICA Knowledge Co-Creation Program))

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3. Country Name:

REPUBLIC OF COLOMBIA

4. Name of Applying Organization:

5. Name of the Nominee: (SURNAME Name)

To be completed by General Director of Institution on behalf of Candidate

Our organization hereby applies for the training and dialogue program of the Japan International Cooperation Agency and proposes to dispatch qualified nominees to participate in the programs

Date: D/M/Y		Signature:	
Name:			
Designation / Position			
Department / Division			
Office Address and Contact Information	Address:		
	Telephone:	Fax:	E-mail:



Part A: Information on the Applying Organization

(To be confirmed by the head of the department / division that candidate belongs to)

1. Profile of Organization

1) Name of Organization:

2) The mission of the Organization and the Department / Division:

2. Purpose of Application

1) Current Issues: Describe the reasons for your organization claiming the need to participate in the training and dialogue program, with reference to issues or problems to be addressed.



- 2) **Objective:** Describe what your organization intends to achieve by participating in the training and dialogue program.

- 3) **Future Plan of Actions:** Describe how your organization shall make use of the expected achievements, in addressing the said issues or problems.

- 4) **Selection of the Nominee:** Describe the reason(s) the nominee has been selected for the said purpose, referring to the following view points; 1) Course requirement, 2) Capacity /Position, 3) Plans for the candidate after the training and dialogue program, 4) Plan of organization and 5) Others.



9) Outline of duties: Describe your current duties

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10) Contact Information

Office	Address:		City:
	TEL: 57/	Mobile (Cell Phone):	
	FAX: 57/	E-mail:	
Home	Address:		City:
	TEL: 57/	Mobile (Cell Phone):	
	FAX: 57/	E-mail:	
Contact person in emergency	Name:		
	Relationship to you:		
	Address:		City:
	TEL: 57/	Mobile (Cell Phone):	
	FAX: 57/	E-mail:	

4. Career Record

1) Job Record (After graduation)

Organization	City/ Country	Period		Position or Title	Brief Job Description
		From Month/Year	To Month/Year		



2) Educational Record (Higher Education)(required)

Institution	City/ Country	Period		Degree obtained	Major
		From M / Y	To M / Y		

3) Training or Study in Foreign Countries; please write your past visits to Japan specifically as much as possible, if any.

Institution	City/ Country	Period		Field of Study / Program Title
		From M / Y	To M / Y	

5. Language Proficiency (required)

1) English Proficiency				
Listening	() Excellent	() Good	() Fair	() Poor
Speaking	() Excellent	() Good	() Fair	() Poor
Reading	() Excellent	() Good	() Fair	() Poor
Writing	() Excellent	() Good	() Fair	() Poor
Certificate (Examples: TOEFL, TOEIC)				
2) Mother Tongue				
3) Other languages ()	() Excellent	() Good	() Fair	() Poor

Excellent: Refined fluency skills and topic-controlled discussions, debates & presentations. Formulates strategies to deal with various essay types, including narrative, comparison, cause-effect & argumentative essays.
Good: Conversational accuracy & fluency in a wide range of situations: discussions, short presentations & interviews. Compound complex sentences. Extended essay formation.
Fair: Broader range of language related to expressing opinions, giving advice, making suggestions. Limited compound and complex sentences & expanded paragraph formation.
Poor: Simple conversation level, such as self-introduction, brief question & answer using the present and past tenses.

6. Expectation on the applied training and dialogue program

1) Personal Goal: Describe what you intend to achieve in the applied Knowledge Co-Creation program (required)



2) Relevant Experience: Describe your previous vocational experiences which are highly relevant in the themes of the applied Knowledge Co-Creation program (required)

3) Area of Interest: Describe your subject of particular interest with reference to the contents of the applied Knowledge Co-Creation program (required)

***7. Declaration (to be signed by the Nominee) (required)**

I certify that the statements I made in this form are true and correct to the best of my knowledge.

If accepted for the program, I agree:

- (a) not to bring or invite any member of my family (except for the program whose period is one year or more),
- (b) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating government and the Japanese Government regarding the program,
- (c) to follow the program, and abide by the rules of the institution or establishment that implements the program,
- (d) to refrain from engaging in political activity or any form of employment for profit or gain,
- (e) to return to my home country at the end of the activities in Japan on the designated flight schedule arranged by JICA,
- (f) to discontinue the program if JICA and the applying organization agree on any reason for such discontinuation and not to claim any cost or damage due to the said discontinuation.
- (g) to consent to waive exercise of my copyright holder's rights for documents or products that are produced during the course of the project, against duplication and/or translation by JICA, as long as they are used for the purposes of the program.
- (h) To approve the privacy policy and the copy right policy mentioned in the Guidelines of Application

JICA's information security policy in relation to Personal Information Protection

■ JICA will properly and safely manage personal information collected through this application form in accordance with JICA's privacy policy and the relevant laws of Japan concerning protection of personal information and take protection measures to prevent divulgation, loss or damages of such personal information.

■ Unless otherwise obtained approval from an applicant itself or there are valid reasons such as disclosure under laws and ordinances, etc., and except for the following 1.-3., JICA will neither provide nor disclose personal information to any third party. JICA will use personal information provided only for the purposes in the following 1.-3 and will not use for any purpose other than the following 1.-3 without prior approval of an applicant itself.

- 1. To provide Knowledge Co-Creation Program to participants from developing countries.
- 2. To provide Knowledge Co-Creation Program to the participants from developing countries under the Citizens' Cooperation Activities.
- 3. In addition to 1. and 2. above, if the government of Japan or JICA determines necessary in the course of technical cooperation.
 - (i) to observe Japanese laws and ordinances during my stay, if violate Japanese laws and ordinances, I will return the total amount or a part of the expenditure required for the training depending on the extend of the violation.
 - (j) to understand that JICA does not assure issuance of Japan entry visa even after JICA decide to accept me. I understand the Embassy of Japan will decide it according to necessary formalities upon the submission of visa application from each participant.

Date: D/M/Y	Signature:
	Print Name:



Utilice este modelo de carta de Presentación Institucional para completar la documentación requerida en la aplicación, colocando en él los datos que se indican en letra negrilla y utilizando si es necesario formato membreteado o papelería oficial de su entidad.

Señor
SATOSHI MUROSAWA
Representante Residente
Agencia de Cooperación Internacional del Japón – JICA Colombia

Respetado Señor:

En mi calidad de Representante Legal de **(nombre de la entidad)**, atentamente me permito presentar al señor **(nombre completo del postulante)**, quien actualmente se desempeña como **(cargo)** y se encuentra vinculado laboralmente desde **(año/mes/día)**, a fin de que sea considerado para acceder a un cupo en el curso de entrenamiento **(nombre del curso)** a efectuarse en Japón desde el **(año/mes/día)** hasta el **(año/mes/día)**.

Igualmente me comprometo a nombre de **(nombre de la entidad)** a brindarle todo el apoyo y colaboración al candidato en mención, para que en caso de ser elegido pueda llevar a cabo la capacitación durante la totalidad del período del curso, sin interrupciones. Esto contempla también, el llevar a cabo todas las gestiones necesarias ante el Gobierno, para que el candidato se desplace a Japón en las fechas y bajo los itinerarios previstos por JICA.

A su regreso el señor **(nombre del candidato)** será reintegrado a sus labores, sin que su ausencia durante la capacitación sea causa de remoción ni de alteraciones en su vínculo contractual.

El señor **(nombre del candidato)** se compromete a reportarse ante la oficina de JICA en Colombia, dentro de un plazo no mayor a un mes después de su regreso, para rendir un informe de la capacitación y presentar un plan de acción a seguir sobre las labores de multiplicación dentro y fuera de esta entidad, así como también a llevar a cabo otras actividades que JICA le encomiende en su calidad de ex becario.

Este COMPROMISO INSTITUCIONAL se firma a los **XX** días del mes de **XXXXX** de **20XX**.

(firma)

(firma)

(Nombre)
Representante Legal

(Nombre)
Candidato CC No.