

ETP
JAPAN



EXECUTIVE
TRAINING
PROGRAMME

ETP
KOREA



EXECUTIVE
TRAINING
PROGRAMME



EUROPEAN COMMISSION
External Relations

THE EXECUTIVE TRAINING PROGRAMME IN JAPAN AND KOREA

2009 - 2010

Presentation by the European Commission
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The EU policy context

- Japan and Korea are key economic partners
- Japan: 5th largest trade partner (5% of EU trade)
- Korea: 8th largest trade partner (2,4%) [ahead of India and Canada]
- Cooperation in key projects:
 - ITER with Japan and Korea
 - Galileo with Korea

The EU policy context

- There are however imbalances in trade flows:
 - Trade deficit with Japan (goods): 32 M² € (2006)
 - Trade deficit with Korea (goods): 16 M² € (2006)
- And the trade deficit is growing...
- Both Japan and Korea are attractive targets for EU investment
 - With Japan: EU investment in Japan catching up (88 M² €)
 - With Korea: EU first investor in South Korea (24 M²)
- Initiatives (private/public) to boost trade and investment
 - Free Trade Agreement with Korea
 - “European Integration Agreement” (EBC)

The EU policy context: what actions?

- Bilateral relationship with Japan and with Korea
- Regulatory Reform Dialogue with Japan
 - Focus on the regulatory environment/market access
- Negotiations for a Free Trade Area with South Korea
- Dedicated cooperation programmes:
 - Training Programmes (ETP, EU-Japan Centre)
 - Gateway (export promotion programme)
 - EU Centres: partnership with Universities



The success story of ETP

- ETP Japan created in 1979
- ETP extended to Korea in 2002
- Close to 1000 ETP graduates
- ETP graduates have held key positions in European companies established in Japan
- Major upgrade in 2006

The training programme

- Inception Module in Europe (3 months)
 - Sciences Po
 - SDA Bocconi
 - SOAS
- Immersion module in Japan/Korea (6 m)
 - Waseda University (Tokyo)
 - Yonsei University (Seoul)
- Internship in Japan/Korea (3 m)

Key features of ETP

- Balance between language and business culture
- Target level for languages:
 - ETP Japan: Level 3 of JLPT
 - ETP Korea: Level 4 of KLPT
- Focus on specific business aspects
- Internship
- Development of business plan



Who is who in ETP?

EUROPEAN COMMISSION

EUROCHAMBRES

UNIVERSITIES

ETP PARTICIPANTS





Main objectives and targets

- Facilitate exports/investment for European companies towards Japan and Korea
- Train European executives who will develop trade/investment to Japan/Korea
- Typically, high-potential European executives (beginning or mid-career)
- Joint endeavour/Support from their company is required

Participants

- ETP JAPAN: 45 (maximum)
- ETP KOREA: 15 (maximum)

- Double filtering:
 - Minimum requirements
 - Award criteria

- Applicable to companies and candidates

Minimum requirements for the sponsoring company

- Have exports or investments in Japan or Korea respectively; or have plans to develop exports or investment in these countries
- Be EU-based/owned, with global headquarters in the EU, European identity, and producing goods or services of EU origin
- Employ a minimum of 5 people or: have an annual turnover of 1 million euros or more
- Be committed to contributing towards the living expenses of the participant
- Be committed to maintaining an employment link

Minimum requirements for the candidate

- European Union citizenship
- Be employed by the sponsoring company
- Have a University degree of B.A. level + 3 years of professional experience as an executive or 2 years of higher education + 5 years of professional experience as an executive
- Demonstrate an excellent command of English
- Have not previously participated in ETP



Award criteria (company/candidate)

- The quality of the sponsoring company's **business plans** in relation to Japan or Korea
- The **support provided** to the company's candidate during ETP training
- The **quality** of the candidate's academic qualifications, professional experience and international exposure
- The candidate's **future role** in the company after the ETP
- The **compatibility** of the candidate's personality with the requirements of the programme

The Interview: what are we testing?

- Motivation
- Business plan
- Future role
- Personality
- English
- Probing any unclear point

The promotion phase

- 21-22 February 2008: Kick-Off Meeting
- March 2008: Opening of applications on ETP Website
- March-September 2008: Promotion campaign
- 30 September 2008: Deadline for applications

!!! APPLICATION DEADLINE IS IMPERATIVE

Selection of candidates

- October 2008: pre-selection of (max) 120 candidates
 - Screening of applications on the basis of Minimum requirements
 - Ranking on the basis of Award criteria
- 20 October-7 November (tbc): interviews/tests for pre-selected candidates
 - In Brussels for candidates based in Europe
 - Via videoconference for Japan/Korea
 - Panel interview chaired by Commission

Selection of candidates and contracting

- December 2008: Decision by the Commission
 - Formal decision communicated by Commission to candidates
 - Possibility for candidates to get feedback
- January 2009: future participants provide administrative information to the Commission
- February 2009: « contracting » phase: all participants to sign grant agreement with Commission (scholarship of 24 000 euros)



Timetable for training

- 2 March 2009: ETP starts in Sciences Po (Paris)
- Mid-June 2009: Start of immersion phase
- December 2009- January 2010: Internship
- March 2010: Final tests and graduation ceremony

What support?

- Training programme financed directly by the Commission
- Scholarship of 24 000 euros
- Application: on-line at www.etp.org (from March)
- Information, advice and support: national coordinator and regional antennae (CCIP for Paris region)