



Media Fact Sheet:

About the Executive Training Programme

The **Executive Training Programme** (ETP) is a European Commission funded programme that provides European companies with the business, language and cultural training necessary for success in the Japanese and Korean markets. The ETP strengthens the presence of EU companies in Korea and Japan as well as the cultural and business links between those countries and the EU. The way business is done in Japan and Korea is so vastly different to how it is done in Europe, that companies and executives doing business there need to be provided with specialist skills and insights necessary to succeed.

Over the past 30 years the ETP has gained considerable prestige and a reputation for vastly improving the ability of European companies to develop a successful strategy for their Japanese or Korean operations. The ETP provides participants with on the ground experience and insider knowledge of the Japanese and Korean business and cultural environments and opens a network of real contacts in those markets for them. This gives companies that participate in the ETP a competitive advantage and a better chance of success than those that do not.

A brief history

Established in 1979, the ETP is one of the most successful EU programmes in Japan for more than a quarter of a century. Due to the success of the programme in Japan, the European Commission expanded the ETP in 2002 to also cover Korea. In line with the ever-changing business environment, the programme curriculum is regularly reviewed and refreshed to ensure the most relevant and beneficial business insights are provided to participants. A number of internationally renowned Universities; School of Oriental and African Studies (SOAS) in London, Waseda University in Tokyo and Yonsei University in Seoul are partners of the programme.

Why do companies choose the ETP?

To date, over 1,100 European managers have graduated from the ETPs. In the last ten years, the turnover of participant companies has increased two-fold and the turnover of ETP alumni has increased by 350%. 65% of ETP alumni go on to become top executives (director or above) in their companies. Training by internationally recognised universities leads to real business opportunities.

Why Japan and Korea?

Japan and Korea are the 6th and 9th biggest trading partners of the EU. Growing the number of EU companies operating there is a key strategic imperative for the European Commission. Japan, the second biggest economy in the world, has a stable and highly sophisticated society. With 127million inhabitants the market offers considerable purchasing power and so very strong business opportunities for European companies. Korea offers a dynamic and open economy with a high per capita income.



According to the IMF's World Economic Outlook, Japan's economy is expected to grow by approximately 18% between 2010 and 2020 while Japanese imports of both goods and services is anticipated to grow by 50% between now and 2016. Regarding Korea's economy, the same IMF report is expected to grow by about 53% between 2010 and 2020 while imports of both goods and services is anticipated to grow by 75% between 2011 and 2016.

Programme Synopsis

The ETP involves a three-week intensive training course in the UK on the culture, history and civil society of Japan or Korea which is conducted in London. This is followed by 30 weeks business and language training in Japan or Korea and, finally, 12 weeks internship in a Japanese or Korean company.

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For further information:

Jurgita Jurksaite, ETP Communications Officer

Tel: +32 491372696

Email: jjurksaite@euetsp.eu

Website: www.euetsp.eu