

EU companies closer to Japan and Korea, thanks to new Executive Training Programme

Brussels – 23 February 2006 – Doing business in Japan and Korea will be easier for EU managers thanks to a revamped edition of the Executive Training Programme (ETP). The new ETP was presented yesterday at a high level meeting in Brussels, in the presence of representatives of the European Commission, Japanese and Korean embassies and partners of the Programme.

In order to better serve the interests of EU companies, ETP can now count on the expertise of a consortium of internationally recognised universities, and on the support of a dedicated network of Chambers of Commerce in the 25 Member States, Japan and Korea.

“The new ETP will be a key instrument for European business to take advantage of the continuing trade and investment opportunities offered in Japan and Korea in the years to come”, Benita Ferrero-Waldner, EU Commissioner for External Relations, said on the launch of the renewed programme.

Business is a question of understanding not only the rules of the economy, but the cultural sensitivities as well. In this respect, ETP focuses on intensive language courses, the way of life and business cultures of the two East Asian economies.

The new ETP partners are high level universities such as Sciences Po (Paris); the School of Oriental and African Studies (SOAS, University of London), Bocconi School of Management (Milan), Waseda (Tokyo) and Yonsei (Seoul). The programme is promoted in the EU, Japan and Korea by EUROCHAMBRES, the Association of European Chambers of Commerce and Industry.

ETP – A true insight into Korean and Japanese cultures

ETP offers EU business leaders the opportunity to receive a 3-months training in the EU and to spend 9 months in Japan or Korea, including an internship in a local company, to learn how to develop business relations with these countries.

The commercial opportunities are significant: Japan is the EU's fifth largest export market after the USA, Switzerland, China, and Russia, while South-Korea is the EU's eighth largest non-European trade partner. The EU is also one of the largest foreign investors in both countries.

Since its launch in 1979, almost 1000 managers have graduated from this unique professional development programme. David de Hoxar, participant in the ETP Japan 2004-2005 edition, commented: *“ETP makes Japanese and Korean markets easier for European managers! Each participant has their own business proposal and many are still in Japan or continue to work on their business in Japan from their European base.”*

Registrations for ETP 2006-2007 must be done online at www.etp.org with the support of your local chamber.

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