

## Press Release

Brussels, 10 March 2008

# Successful Executive Training Programme to Japan and Korea opens again: opportunity for 60 EU managers

60 European managers have the opportunity of succeeding in the Japanese and Korean markets thanks to the new cycle of the Executive Training Programme (ETP), launched by the European Commission today.

The ETP is a one-year professional development programme, offering EU companies a detailed insight into the Japanese and Korean economy, language and business culture. Participants receive 3 months of intensive seminars in Europe, followed by 6 months of advanced language and business culture training in Tokyo or Seoul and 3 months of internship in a Japanese or Korean-based company.

Paul Atkinson, from the UK, is one of the over 1,000 European executives that have taken part in the ETP since 1979. Commenting on his experience, he said: *“Executives who participate in ETP have a serious competitive advantage. Being out of your company for one year is a big commitment, both for your company and personally. But at the end of that year, you are left with the best tools to operate successfully and competently in that market.”*

ETP undoubtedly increases the understanding of the participating companies of the Japanese and Korean markets. Also, results of the programme show that, on average, participating companies have doubled their turnover with Japan within ten years following an ETP participation.

The ETP is managed and financed by the European Commission (Directorate-General External Relations). The curriculum of the ETP is developed and implemented by a consortium of internationally recognised universities (Sciences Po in Paris, SDA Bocconi School of Management in Milan, the School of Oriental and African Studies in London, Waseda University in Tokyo and Yonsei University in Seoul), while its promotion is entrusted to EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, and a network of more than 40 Chambers in all EU countries, Japan and Korea.

Arnaldo Abruzzini, Secretary General of EUROCHAMBRES, said: *“Adapting to local business practice is never easy, no matter where you are. However, Japan and Korea have especially complex cultures, and so are even more of a challenge for European businesses. Chambers are proud to be a partner of the Executive Training Programme, which provides enterprises with concrete tools to make the most of East Asian markets.”*

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### **Why Japan and Korea?**

Japan and Korea are two of the largest economies in the world and offer a wealth of opportunities for European businesses. Japan, the second biggest national economy in the world, is the fifth largest trade partner of the EU. Korea is one of the most dynamic economies in the OECD: it is now the twelfth largest national economy in the world and the EU has become the largest source of foreign direct investment in Korea.

### **How to apply?**

There are 45 places available for ETP Japan and 15 for ETP Korea. The deadline for applications is 30 September 2008. The training period will run from March 2009 to March 2010. More details about the programme, the requirements and the application form can be found on [www.etp.org](http://www.etp.org)

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