



Executive Training Programme celebrates its 25th cycle **Investing in training of European managers essential to enter Japanese and Korean markets**

Brussels/Paris – 6 December 2006 – Representatives of the European Commission, diplomats, members of the business world and leading universities from Europe, Japan and Korea gathered in Paris yesterday to celebrate the 25th cycle of the Executive Training Programme (ETP) for Japan and Korea.

ETP is a unique professional development programme for EU executives eager to succeed in the Japanese or Korean markets. The programme offers EU managers 3 months of training at leading EU universities* and 9 months of training in Japan or Korea, including an internship in a local company. The programme was launched in 1979 as an initiative of the European Commission and is fully financed by it. In addition to free training, the ETP participants receive a scholarship of EUR 22,500. EUROCHAMBRES promotes the ETP in the EU through its network of Chambers of Commerce and Industry.

Benita Ferrero-Waldner, EU Commissioner for External Relations and European Neighbourhood Policy, said: *“The success of the Executive Training Programme for more than a quarter of a century shows that it is a key instrument to help European businesses take advantage of the trade and investment opportunities in Japan and Korea. I encourage European companies to strengthen their presence in the East Asian region by allowing their executives to participate in the training offered by ETP.”*

Pierre Simon, President of EUROCHAMBRES, added: *“Supporting companies throughout their internationalisation process is a priority for us as Chambers of Commerce. Therefore we are pleased to be a partner in the ETP programme, which offers a positive signal to European business as regards the globalisation process: it shows them that foreign markets, however challenging they may appear, can be conquered, provided our managers have the right skills and knowledge.”*

Since 1979 almost 1000 EU executives have participated in the ETP programmes. Figures relating to ETP Japan show that:

- 96% of participants believe that the ETP has made them accustomed with Japanese business practices;
- 98% of them feel they can now help their companies understand Japan;
- on average, participating companies doubled their turnover with Japan within ten years following ETP.

The event in Paris was also the occasion to launch the 2007 promotion campaign of the programme: interested candidates from all EU Member States, including Bulgaria and Romania, should send their applications by 15 May 2007. For more information: www.etp.org

* Sciences Po (Paris), SOAS (London), SDA Bocconi School of Management (Milan), Waseda (Tokyo) and Yonsei (Seoul).

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