

50 EUROPEAN MANAGERS SET OFF FOR THE NEW EXECUTIVE TRAINING PROGRAMME (ETP) FOR JAPAN AND KOREA

Last July the European Commission drew up the list of 50 European top managers who will have the opportunity to participate in the next cycle of ETP Japan (40 candidates) and Korea (10 candidates). The candidates were selected among 100 applicants identified by a network of Chambers of Commerce and Industry in 19 EU countries and Japan.

Most of the selected candidates come from the bigger European Member States: 20% from Italy, 18% from France, 14% from Germany, and 6% from Spain. Nevertheless, the new Member States showed keen interest in the programme: 12% of the selected candidates come from Poland and 6% from Lithuania, for instance.

The 50 participants are fluent in English, have a higher education degree and come from very diversified professional backgrounds, ranging from SMEs to major European companies where they occupy high-level positions such as managing director, export/marketing manager, sales director or financial analyst.

All participants are strongly motivated and have high expectations on the future business relations with their sponsor company in Japan or Korea.

Arnaud Stievenaert, the Belgian candidate selected for ETP Japan, says: "As founder of my own SME, ETP Japan provides me with the unique opportunity to open my company to the Japanese market. From a personal point of view, I look forward to discovering the Japanese culture and lifestyle during my 8-month stay in Japan. The programme will also enable me to develop strong relationships with the other European participants."

The programme will start in October in Paris at Sciences Po University. It is divided in two phases: the European Inception Module and the Japan/Korea Immersion Modules.

EUROPEAN INCEPTION MODULE

An introduction by three prestigious European universities to Japanese or Korean language, business culture and management practices

The European Inception Module starts on 18 October 2006 at Sciences Po University in Paris and ends on 23 February 2007 at SOAS in London after completion of the following programme:

DATE	PLACE	FOCUS
18-20 October 2006	SCIENCES PO (Paris)	General introduction, global policy issues
6-11 November 2006	SOAS (University of London)	Japanese/Korean language and culture
4-8 December 2006	SCIENCES PO (Paris)	Japanese/Korean history, culture, politics & society
13-21 January 2007	SDA Bocconi School of Management (Milan)	Japanese/Korean business management, finance, negotiation & marketing
12-23 February 2007	SOAS (University of London)	Japanese/Korean language and culture

ETP JAPAN AND ETP KOREA IMMERSION MODULES

The opportunity to gain first-hand experience of working in a Japanese or Korean business environment using your Japanese/Korean language skills

This part of the ETP consists of 4 months of full-time training at Waseda University in Tokyo for the ETP Japan participants and at Yonsei University in Seoul for the ETP Korea candidates. Participants will then undertake a 3-month internship within a Japan or Korea-based company. All participants will arrive in Japan or Korea on 5 March 2007 to take part in the following immersion programmes until end October/beginning November 2007:

JAPAN IMMERSION MODULE

5-14 March 2007	Arrival and settling in Japan
15 March – 6 July 2007	Intensive language training at Waseda University Courses on management, economy, business culture & communication
9-10 July 2007	Interim oral presentation
16 July – 12 October 2007	Internship & preparation of strategic business plan Tutorial Japanese private lessons
15 October 2007	Essay submission
16-26 October 2007	Essay evaluation (in English)
17 October 2007	Japanese Language Achievement Test
22-23 October 2007	Sales presentation (in Japanese) and evaluation
30 October 2007	Full evaluation completed
8 November 2007	Graduation ceremony in Tokyo

KOREA IMMERSION MODULE

5-14 March 2007	Arrival and settling in Korea
15 March – 13 July 2007	Intensive language training at Yonsei University Courses on management, economy, business culture & communication
16 July – 12 October 2007	Internship Korean language private lessons Report on a new business plan in Korea Yonsei Korean Language Institute Achievement Test
5 October 2007	Thesis submission
15-16 October 2007	Presentation preparation
17-19 October 2007	Sales presentation and thesis evaluation
22 October 2007	Graduation ceremony in Seoul

For further information on the above programmes, please visit the following websites:

- Sciences Po: www.sciences-po.fr/etp/
- Soas: www.soas.ac.uk
- Bocconi: www.sdabocconi.it/

TOWARDS A REINFORCED COOPERATION BETWEEN THE EU AND ASIA

The close relationship and cooperation between the European Union and Asian countries were recently reaffirmed at the occasion of two high-level meetings in Helsinki: the 3rd EU-Korea Summit and the 6th ASEM Summit.

The 3rd **EU-Korea Summit** which took place in Helsinki on 9 September 2006 gave the opportunity to Roh Moo-huyn, Prime Minister of the Republic of Korea, José Manuel Durão Barroso, President of the European Commission, and Matti Vanhanen, Prime Minister of Finland, to discuss about a wide range of economic and political issues including ways of building on the already important EU-South Korea trading relationship.

EU-South Korea relations are developing well under the Framework Agreement on Trade and Cooperation signed in 1996 and in recent years new areas of co-operation have been launched on a wide range of subjects. South Korea is the EU's fourth-largest trading partner outside the European continent (after the US, China and Japan) and its eighth-largest overall.



Benita Ferrero-Waldner, European Commissioner for External Relations and European Neighbourhood Policy, who accompanied EC President Barroso, said: "I am keen to see how we can build on the positive developments we have seen in areas such as trade and economic relations[...]." Summit Leaders agreed to redouble their efforts to resolve outstanding trade and investment issues and declared that they "look(ed) forward to a successful 6th ASEM Summit [...]" as a valuable framework for Asia-Europe informal dialogue and cooperation."

Similarly, **the 6th ASEM Summit**, also held in Helsinki on 10-11 September 2006, proved to be a real success: it was attended by 1,500 delegates of 38 Asian and European countries and was the largest Summit ever hosted in Finland.

EC President Barroso saw this Summit as "an opportunity to discuss a range of important subjects of mutual interest including how to continue to build on and consolidate our strong trade relations and other cooperation." Important conclusions were reached in various areas of interest such as globalisation, multilateralism and addressing security threats. However, as Mr Barroso stated in his opening speech: "This dialogue between Europe and Asia is also conducted at level of civil society" – and he added – "people-to-people contacts, particularly among the young, must be the foundation of a closer relationship between Europe and Asia." The next ASEM Summit will be held in Beijing, China, in October 2008.

For additional information, please visit:

www.asem6.fi

OPENING OF APPLICATION PERIOD FOR ETP 2007-08

For candidates who wish to take part in the 2007-08 ETP edition, the new recruitment cycle will start again in January 2007 until mid-May 2007.