



Business scholarships to Japan and South Korea **SKILLS**

LINDA DALY

IRISH companies are being invited to apply for an EU-funded training programme, specifically designed to train executives to be more effective in doing business with Japan and South Korea.

The EU-subsidised Executive Training Programme (ETP) is a one-year professional development scheme, offering EU companies a detailed insight into the Japanese or Korean economy, language and business culture.

Participants receive three

months of intensive seminars in Europe, followed by six months of advanced language and business culture training at universities in either Tokyo or Seoul. This is followed by a three-month internship in a Japanese or Korean-based company. A scholarship worth €24,000 is being offered by the European Commission to cover living expenses in the chosen country.

Chambers Ireland (CI) is partnering the ETP and Mary Meehan, manager of international trade services at CI, says: "Adapting to local business practice is never easy no matter where the location. However, Japan and Korea have especially complex cultures, so they are even more of a challenge for European businesses."

Applications for the ETP should be submitted before 31 May 2008 on www.etp.org.