



ETP

EXECUTIVE TRAINING PROGRAMME
EMPOWERING BUSINESS THROUGH UNDERSTANDING

celebrating

35

years

1979 | 2014



Funded by the
European Union

35 REASONS WHY YOU AND YOUR COMPANY SHOULD PARTICIPATE IN ETP

PERSONAL DEVELOPMENT

BOOST YOUR CAREER

- Increase your salary by 350% within 10 years like the average ETP alumnus
- Become a senior executive like 65% of ETP alumni
- Become an expert in complex business environments & difficult markets

DEVELOP NEW SKILLS

- Learn Japanese or Korean in small classes focused on business
- Practice the language with locals
- Acquire management skills for doing business in Japan or Korea
- Train at top universities: SOAS, University of London and Yonsei University in Korea or Waseda University in Japan
- Tailor your active learning to your needs

GET TO KNOW THE BUSINESS CULTURE

- Do a 12-week internship in a Japanese or Korean company
- Attend company visits at top JP & KR firms
- Understand the differences between Western & Asian logic and thinking
- Learn to read the mindsets and understand the customers needs & behaviour

BUILD A NETWORK

- Become one of more than 1100 connected ETP alumni
- Attend numerous networking events to be introduced to the business community

BUSINESS ADVANCEMENT

GROW YOUR BUSINESS

- Double your company's sales in Japan or Korea like the average ETP sponsor company
- Refine your company's business strategy for these Far East markets
- Benefit from EU funding to support your business expansion
- Establish a local branch
- Develop a business plan

GET TO KNOW THE LOCAL MARKET

- Deepen your knowledge of your company's sector and product in Japan or Korea
- Understand the local business culture
- Learn to treat your customers as in Japan or Korea

UNLOCK THE BUSINESS POTENTIAL

- Take advantage of the great business opportunities offered by the Japanese and Korean economic powerhouses to EU businesses
- Leverage the EU's pursued ambitious trade policy to diminish trade barriers (Free Trade Agreements)
- Guide your company towards success in Japan or Korea

BUILD PARTNERSHIPS

- Find potential partners for your company
- Act as a bridge between your company's headquarters and Japan/Korea

During your time in Japan or Korea you will also have a once-in-a-lifetime opportunity to:

- Enjoy a week-end homestay in a local family
- Live in a big metropolis like Tokyo or Seoul
- Climb Mount Fuji or Halla-san
- Learn Karate or Taekwondo
- Make life-long friendships
- Try real sushi or kimchi
- Experience the famous drinking and karaoke culture yourself
- Discover a dynamic region and rich cultures

**APPLICATIONS ARE NOW OPEN
FOR 2014-2015 CYCLE**

WWW.EUETP.EU