

Capacity Building for Investment and Trade Promotion (Tanzania)

April 18 (Sat.) – May 9 (Sat.), 2015
Seoul & Seongnam, Korea



Korea International Cooperation Agency



Korea Trade-Investment Promotion Agency

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KOICA & CIAT

KOICA

The Korea International Cooperation Agency (KOICA) is a development aid agency of the Republic of Korea which was established in 1991. KOICA's mission is to reduce poverty, promote living standards and help realize sustainable, equitable and inclusive development in developing countries. To accomplish its mission, KOICA has been actively involved in enhancing developing countries' socio-economic infrastructure and institutions, empowering and providing the people of the developing world with opportunities for better lives and improving their well-

CIAT(Capacity Improvement & Advancement for Tomorrow) Programs

Human Resource Development (HRD) has been one of the most important factors in Korea's escape from the vicious cycle of poverty and underdevelopment which had existed for many decades. With scarce natural resources, HRD played a vital role in Korea's development; thus, Korea has emerged as an exemplary showcase of national development powered by HRD. From its own experience Korea came to fully recognize the significance of HRD. With extensive experience and know-how in HRD, Korea contributes greatly to the international community by sharing its unique development experience with other countries.

The CIAT Program provides opportunities to participants to gain first-hand knowledge of Korea's development experience. The programs are designed to enable the participants to apply what they have learned for the development of their home countries. Since 1991, KOICA has offered about 3,700 courses to more than 58,000 participants from 172 countries. There are a wide range of topics in the Program, including public administration, economic development, science and technology, agriculture and health, etc. In order to meet the changing needs of partner countries, KOICA always strives to renovate and improve its HRD programs.

Part I

PROGRAM OVERVIEW

1. Title: Capacity Building for Investment and Trade Promotion (Tanzania) (2nd Year)

2. Duration: April 18(Sat.) - May 9 (Sat.), 2015

3. Goals

Developing practical techniques and skills required for trade and investment promotion in Tanzania

4. Objectives

- a) To share practical trade promotion and investment skills
- b) To encourage all project participants to utilize their own strength when they negotiate good agreements by targeting Tanzania's specific sectors
- c) To encourage participants to make their policies more feasible and suitable for their economic environment

5. Number of Participants

15 participants from Tanzania (TIC Investment Research Officers, Investment Promotion/Facilitation Officers, Investment Legal Officers)

6. Language of Instruction: English

7. Venue: Seoul & Seongnam, Republic of Korea

8. Implementing Agency: Korea Trade-Investment Promotion Agency
(<http://www.kotra.or.kr>)

9. Accommodations: KOICA ICC

10. Qualifications of Applicants:

Mandatory	<ul style="list-style-type: none"> a) Be public officials in charge of trade policy and those ranked middle management/managerial position (public officials in trade promotion, investment promotion, industrial cluster, customs service, banking system, insurance and education) b) Be engaged in the related field(s) for at least three(3) years c) Have sufficient command of both written and spoken English d) Be in good health, both physically and mentally e) Have not participated in the same KOICA training program for the past three(3) years
Preferable	<ul style="list-style-type: none"> a) Working knowledge of computers and PowerPoint software b) Outgoing personality with the ability to communicate and build strong interpersonal relationships at all levels. c) Willing to travel and familiarity with field trip or study visit will be advantageous.

11. Closing Date for Application: March 20 (Fri.), 2015

12. 3-year Program Overview (tentative)

Phase	Year 1	Year 2	Year 3	To-be Planned
Overall Goal	To build trade & investment capacity in Tanzania			- Developing and utilizing their own strengths (natural resources, agriculture and livestock)
Major Target Beneficiary	Senior management	Middle management	Middle management and working level staff	
Main Activities	Training in Korea (3 wks)	Training in Korea (3 wks)	Training in Korea (3 wks)	

Phase Objective	To identify Korea's trade and investment policies providing participants with the knowledge. And to contribute to development of trade promotion policies for Tanzania	To encourage participants to make their policies more feasible and suitable for their economic environment, by adjusting the training to meet the needs of previous participants.	To build Tanzanian's capacity for trade and Investment and achieve a self-reliant, self-sustaining economy for being able to effectively cope with changing market and technological conditions.	<ul style="list-style-type: none"> - Sharing each country's economic environment and history - For TIC to reach their own analysis and measure for Tanzania's self-reliant and self-sustaining economy
Phase Outcome	Action plan	Revised action plan & outcome (development of strategies and policies in Tanzania)		- Developing trade policy & investment policy in Tanzania

Part II**PROGRAM CONTENTS****1. PROGRAM MODULE**

Module	Main Lectures & Discussions	Study Visit
Module 1. Korea's economic environment for trade-investment promotion	<ul style="list-style-type: none"> ▷ Functions and roles of Korea Trade Promotion organization ▷ Korea's development experiences ▷ Movement of Saemaeul: Korea's economic development 	<ul style="list-style-type: none"> - KOTRA(http://kotra.or.kr) - KOICA (http://koica.go.kr)
Module 2. Preparation of investment environment	<ul style="list-style-type: none"> ▷ A comparison of the investment environments of other countries ▷ Investment support system and business environment ▷ Development of natural resource :for development of Tanzania's main sources – natural resources 	<ul style="list-style-type: none"> - Busan Port and its facilities (http://www.busanpa.com) - Natural gas plants (http://www.kospo.co.kr)
Module 3. Modern Investment Promotion Techniques	<ul style="list-style-type: none"> ▷ Successful cases of Korean Investor Relations ▷ Korea's FDI inducement and aftercare services ▷ Service guide for foreign investors living in Korea 	<ul style="list-style-type: none"> - Invest Korea (http://www.ikp.or.kr)
Module 4. Negotiation practices	<ul style="list-style-type: none"> ▷ GATT/WTO negotiation practice ▷ FTA negotiation practice 	<ul style="list-style-type: none"> - Busan Main customs (http://customs.go.kr)
Cultural Experience and Field Trips	<ul style="list-style-type: none"> ▷ Korea's IT industries such as SK energy (http://skenergy.com), Samsung(http://samsung.com), etc. ▷ Korea's Green growth facilities like POSCO green building (http://poscogreenbuilding.co.kr) ▷ Seoul City Tour (www.visitseoul.net) ▷ Gyeongju City Tour (http://guide.gyeongju.go.kr) 	

1. GUIDELINES FOR THE PREPARATION OF THE COUNTRY REPORT

Program participants are requested to prepare and submit their country report individually or as a group to the KOTRA (Korea Trade-Investment Promotion Agency) Program Manager via e-mail at hj.kim75@kotra.or.kr until **April 7, 2015**.

Note. The KOICA's Fellowship Program includes a 'Country Report' session where participants have an opportunity to analyze each country's current status and circumstances in the program subject and share it with other participants and Korean experts. It aims to provide appropriate solutions and insights to the identified problems and issues of their countries.

The Country Report should be in MS PowerPoint or Word format. The length of the report should not exceed twenty A4-sized pages. The report should be written in English and double-spaced.

All participants are required to give a 15-minute presentation on their country report individually or as a group. For more effective presentations, a projector, slide projector, overhead projector, and multimedia TV will be available (PowerPoint presentations are preferred).

2. TOPICS TO BE COVERED IN THE COUNTRY REPORT

- A. Tanzania's Trade & Investment Plans: Goals, Priorities, Strategies
- B. Tanzania's Trade & Investment Policies
- C. Tanzania's Trade & Investment Promotion related Challenges

- **Country Report should include Action Plan also.**

- Choose your topic related to Foreign Investment Promotion (We would like to recommend you to refer to this program agenda).
- Proposals concerning each subject in your view

1. To mention major issues and problems which you would like to talk
 2. To analyze the issues and problems
 3. To suggest policy alternatives or reform plans
- **On the relevant day of the program, you are requested to make an individual or group presentation titled “Country Report” on policies or issues that you’re interested in related to foreign investment promotion policies in Tanzania.**
 - **Based on what you have presented and discussed throughout the courses, you are requested to present Action Plans on the last day of the Workshop.**

1. GUIDELINES FOR PREPARATION OF THE ACTION PLAN

All participants are requested to prepare a presentation on their action plan individually or as a group at the end of the course. The action plan is to identify each country's current problems and propose appropriate solutions in order to solve these problems.

The participants are encouraged to make the most of their weekends and leisure time to further their knowledge acquired from the program and better prepare their presentation for the action plan.

2. TOPICS TO BE COVERED IN THE ACTION PLAN

- a) Bring up various problems in related to Tanzania's current economic situation in terms of foreign investment attraction.
- b) Find out the best ways of solving problems and suggest proper policies/reform plans/proposals for foreign investment promotion
- c) Recommend and design marketing tools or programs how to find and assist foreign investors to promote and increase foreign investment.

1. IMPLEMENTING AGENCY

Korea trade - investment promotion agency (<http://www.kotra.or.kr>)

Since its establishment in 1962 as part of the Korea's first 5-year Economic Plan, KOTRA has been dedicated to creating new export markets and increasing Korea's trade value, which reached \$1 trillion in 2011. In the late 1990s, the agency helped Korea overcome the Financial Crisis by starting its foreign direct investment promotion division. And in the last half century, KOTRA has played a significant role in supporting Korean companies expanding overseas.

Today, the world economy is more volatile than ever due to the European financial crisis, China's hindered economic growth, upcoming elections in 15 countries, and security issues in the Middle East. In preparation for a rapidly changing market environment, and using Korea's expansive FTA network, KOTRA is focusing on the globalization of small and medium sized enterprises(SMEs), the backbone of the Korean economy, by providing them with customized support related to global business establishment and export.

To further expand Korea's trade sector, KOTRA is increasing the exports of new growth industries such as the knowledge service industry, medical-bio industry and green industry. The culture-based Korean Wave is making economic waves as well with its high export value. By supporting these and other industries, KOTRA contributes to the economic development of Korea and developing countries through technological innovation, industrial infrastructure formation and HR development.

Celebrating its 50th anniversary this year, KOTRA looks ahead to another 50 years of achievements. With its 119 Korea Business Centers in 81 countries functioning as the trade and investment infrastructure of Korea, KOTRA operates as a Global

Business Platform that helps Korean companies break out into a bigger market and better future. We invite you to be a part of our journey of growth.

Main functions and roles are

- Expanding medium and small-sized enterprises' business in overseas markets
- Supporting small-sized enterprises (SME) to extend their business abroad
- Overseas market information production, spread and consulting
- Attract foreign investment
- SME Global Business Training and attracting foreign professionals
- Improving national brand, supporting international development cooperation, supporting munitions trade
- Performing projects accepted by the government

2. REGULATIONS

- Participants should participate in the program to the best of their abilities
- Participants should refrain from engaging in political activity or any form of employment for profit or gain
- Participants must return to their home country upon completion of the program and resume work in their country
- Participants should not extend the length of the program or stay for personal convenience
- Participants are not permitted to change the flight schedule arranged by KOICA for personal convenience
- Participants should not be accompanied by any member of their family
- Participants are to assume responsibility for any personal expenses incurred regardless of implementation of the course
- Participants are required to strictly observe the course schedule and abide by the rules and regulations stipulated by the Korean government in respect to the program
- Participants should cooperate in preventing any sexual harassment and attend a short training session regarding 'Sexual Harassment Prevention' on the first day of KOICA orientation.

3. CONTACT INFORMATION

- **Korea International Cooperation Agency (KOICA)**

- **Program Manager: Ms. Jaewha OH**

- Phone: +82-31-740-0406
- Fax: +82-31-740-0684
- E-mail: jwoh@koica.go.kr
- Websites: <http://www.koica.go.kr>
<http://training.koica.go.kr>
<http://www.facebook.com/koica.icc>

- **Program Coordinator: Ms. Minha BAI**

- Phone: +82-31-8017-2660
- Fax: +82-31-8017-2680
- E-mail: minha0422@global-inepa.org

- **Korea Trade-Investment Promotion Agency (KOTRA)**

- **Program Manager: Ms. Hyojung KIM**

- Phone: +82-2-3497-1130
- Fax: +82-2-3497-1622
- E-mail: hj.kim75@kotra.or.kr
- Website: <http://kotra.or.kr>

Appendix 1.

Brand Name of the KOICA Fellowship Program

KOICA has launched a brand-new name for the KOICA Fellowship Program in order to more effectively raise awareness about the program among the public and its partner countries.

In English, CIAT stands for Capacity Improvement and Advancement for Tomorrow and in Korean it means “seed (씨앗)” with hopes to contributing in the capacity development of individual fellows as well as the organizations and countries to which they belong.



Appendix 2.

[facebook.com/koica.icc](https://www.facebook.com/koica.icc)

The Fellows' Facebook is a place for fellows to ask questions and write comments on KOICA fellowship programs. So, if you have questions regarding our program, please feel free to join our Facebook community.



twitter.com/koica.icc

Do you have a Twitter account? It seems everyone does these days. If you have a Twitter account, be sure to follow us @koica_icc



Appendix 3.

Map of Korea



Appendix 4.

HOW TO GET TO THE KOICA ICC

- Route: Incheon International Airport → KOICA International Cooperation Center (ICC)
- **Arrival at Incheon International Airport (<http://www.airport.kr>)**

Flow:

- ▶ Fill out Arrival Card(or Immigration Card), Customs Declaration Form, Quarantine Questionnaire (on board)
- ▶ Quarantine including animals and plants (on 2nd Floor)
- ▶ Present your Arrival Card, Passport and other necessary document to Passport Control
- ▶ Claim baggage on 1st Floor
- ▶ Customs Clearance
- ▶ Pass an Arrival Gate
- ▶ Go to the KOICA Counter, which is located between Exit 1~2

• **KOICA Counter at Incheon airport**



Location : Next to Exit 1 on the 1st
floor (No.9- 10)
Tel. : 82-32-743-5904
Mobile : 82-(0)10-9925-5901
Contact : **Ms. Jin-Young YOON**

- After passing through Customs Declaration, please go to the KOICA Counter (located between exit 1~2) at Incheon Airport. At the KOICA Counter, you can get detailed information about how to get to KOICA International Cooperation Center (ICC).
- All the KOICA staff at the Incheon Airport wears nametags or has signs for indication. If you cannot meet the KOICA staff at the counter, please wait at the KOICA Counter.
Also, please be aware that there may be illegal taxis at the airport. Even if they approach you first, please do not take illegal taxis and check to see if they are KOICA staff.
- Take a bus arranged by the KOICA to the KOICA ICC

"Please remember to read the Fellows' Guidebook. It is available from the Korean Embassy or KOICA Overseas Office in your country and provides valuable information regarding KOICA programs, allowances, expenses, regulations, preparations for departure and etc."