

APPLICATION FORM FOR THE DBP 2012 / Return by **8 December 2011**

Please read this document carefully before completing the application form. Any questions? Contact Ms Céline Godart / tel.: +32 2 282 37 16 / e-mail: c.godart@eu-japan.eu

Purpose of the course

- To identify trends and needs that influence consumer behaviour in Japan;
- To see how Japanese companies meet customer demand through high-quality service level;
- To assess the impact of economic, social and cultural factors to enable managers to forecast demand for the Japanese market;
- To acquire a better understanding of the overall Japanese distribution system;
- To have a better insight into how Japanese companies are achieving customer satisfaction and developing strategies for creating added value.
- Other themes: Ubiquitous / e-Japan / traceability.

Basic conditions

All participants **must** be EU citizens with at least a sound command of English and with operations management responsibilities for a company that is at least 50% EU and is registered in the EU.

Places are **non-transferable**.

How the selection of participants will be made

The selection board will mainly look at a mix of biographical (responsibilities, education, experience, etc.) and strategic factors (your company business plan: what is it trying to achieve and how will your participation in the course achieve this, etc.).

Crucially, **the selection will only be based on information submitted before the deadline.**

No information arriving after the deadline will be considered.

In addition to the mandatory documents, you may submit additional supporting documents or to give fuller answers to particular questions in the application form on separate, clearly labelled sheets.

Section 1: Applicant's Details

☆ **Full / preferred name (surname in CAPITALS):** Should you have several parts to your first or surnames please state both your full name and how you would prefer to be addressed.

☆ **Office address:** Please give your office's postal address. This may be the same as your company's registered office address.

☆ **Responsibilities:** Please give your job description (feel free to attach a separate job description should your company have one for you, otherwise please summarise what your job consists of and in which areas you have decision-making powers).

If it is going to be hard for us to reach you by phone/e-mail (for example you will be travelling abroad) anytime between the submission of your application and when we expect to be able to inform you of the result, please give us the contact details of someone (such as your secretary) whom we contact.

This is extremely important because, should your application be incomplete, it will enable us to request any missing supporting documents or to seek clarification should that be required.

Section 2: Your Company

☆ **Registration number:** Please give your company's registration number and the date of registration.

☆ **Registered address:** Please give the address of your company's headquarters. This might be the same as your office address.

Section 3: Your Company's links with Japan

☆ **How will your company benefit from taking part in the DBP course (i.e. what does it hope to get out of it)?** To justify your place on the course you must explain what your company wants and expects to get from the course and how you intend to apply what you will learn on the course.

Section 5: Approval By The Applicant

☆ I have enclosed the following required documents: All documents listed in this section **must** be submitted. Failure to do so will weaken your application and may result in its rejection.

Your CV/biography can be short but **must include** details of your highest educational qualification (undergraduate or post-graduate degree, etc.) and background.

We will treat this information confidentially.

You may also choose to submit other relevant supporting documents.

Please ensure your application is comprehensive and do not forget to sign and date the application form.

Approximate timescale 2011 - 2012

- | | |
|--------------------------|---|
| 8 December 2011: | Application deadline |
| Mid-/end December: | Selection board will allocate places. The European Commission and the Centre's Tokyo Head Office will be asked to approve its decision. |
| End Dec/ early Jan 2012: | Applicants will hear the results of their application. Successful applicants will be asked to confirm their place and eligibility for a scholarship and either pay the tuition fee or refundable deposit, <u>as applicable</u> (see "Section 4"). |
| January 2012: | Mission preparation: participants will be asked to complete additional forms about the course and will be sent documents to help prepare them for the course. |
| 27 Feb – 2 March 2012: | The course takes place in Japan! |

EU-Japan Centre for Industrial Cooperation, 52 rue Marie de Bourgogne, Bte 2, B-1000 Brussels, BELGIUM
Phone: +32 2 282 0040; Fax: +32 2 282 0045;

Web: <http://www.eu-japan.eu/global/business-training/distribution-and-business-practices.html>

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NB: For questions marked with a ☆, please see the advice to candidates sheet

NB: Should you require additional space to answer any question, please feel free to continue your answer on a clearly-labelled separate sheet.

1. APPLICANT'S DETAILS

Personal information

☆Full name (surname in CAPITALS):

Sex: Male OR Female Date of birth:

Nationality:

Date you joined the company:

Current job title: (Since:)

E-mail address:

☆Office address:

.....

Work phone number:

Work fax number:

Home address:

.....

Home phone number:

Mobile phone number:

☆Responsibilities

Please summarise your main responsibilities:

.....

Japan experience

Have you been to Japan before? Yes, give details of past trip(s) OR No

.....

Linguistic ability

Mother tongue (please specify)

Language Excellent V. Good Good Basic

English

Japanese

Other (please specify)

Educational & professional background

Highest diploma/qualification:

.....

Major:

.....

Educational establishment:

.....

How did you hear about the course?

.....

Have you seen an advert/article in any publication?

Which publication would you advise us to advertise in?

Has any former participant encouraged this application? Yes OR No

If so whom? (one person only):

.....

Have you/a colleague taken part in an earlier course run by the Centre? Yes

OR No.

If so, who and which course? (All applicable):

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If you do not receive our acknowledgement of receipt of your application, within 3 working days of its submission, please contact us by phone or send us a copy of your application form by fax.

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4. FOR THE EMPLOYER

Things to know, should your employee's application be accepted....

Participation costs

The EU-Japan Centre will cover costs relating to tuition, to travel costs for visits during the course and to interpretation, beyond the €2,000 contribution by participants' companies other than SMEs.

- ✓ **SMEs (*)** participants' companies must pay a (**refundable**) deposit of €1,000 to guarantee the place on the course and complete the '**scholarship request – self-assessment declaration**' form that will be sent to them once the EU-Japan Centre has offered a place on the course. [The deposit will be refunded within 8 weeks after the course, minus any unpaid bills, provided that the participant attends the entire course and submits any and all reports the Centre asks him/her to make. Interest payment is excluded.]
- ✓ **Other companies (*)** participants' companies must pay a (**non-refundable**) contribution of €2,000 towards the costs incurred by the EU-Japan Centre in relation to the company's participation.

Failure to transfer the contribution or deposit by the date set by the EU-Japan Centre at the time a place on the course is offered may result in the offer of the place being withdrawn.

The participants' companies must cover travel costs to/from Japan, accommodation and any other costs not covered directly by the EU-Japan Centre.

Cancellations

A place on the course is 'confirmed' once an application has been granted and the Centre has received the deposit (from SMEs) or contribution (from non SMEs). If, for whatever reason, a participant is unable to take up his / her confirmed place, the deposit / contribution will NOT be refunded.

() SMEs (small and medium-sized enterprises) are companies meeting [the standard European Commission criteria for an SME](#) which have applied successfully for a scholarship (see Section 6.) Other companies are large companies or SMEs that fail to apply successfully for a scholarship.*

Approval of the application (this part must be filled by the applicant's hierarchical supervisor)

I endorse the application of Mr/Ms for "DBP 2012" course.

I have read and accept the conditions given in this section.

I declare that the information provided in this application is true and complete.

Name:

Position:

Signature: **X**

Date: **X**

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5. APPROVAL BY THE APPLICANT

*The selection of participants is based on documents received from applicants, **by the application deadline**. You **MUST** submit the items listed below but can also send additional relevant material. We reserve the right to ask for additional documents/information.*

★ I have enclosed the following documents:

- Company brochure
- Certificate of registration (annual report for SMEs applying for a grant)
- Organisational chart showing different business units and your position
- CV/biography giving Applicant's background and highest qualification
- Copy of Applicant's passport/identity card
- Passport-sized photo (electronic version to be sent separately by e-mail)
- Product catalogue/sample(s) or empty packaging or things explaining your company's products
- Other (please describe)

Information will be treated sensitively

Approval of Application by the Applicant

I, the undersigned, declare that the information provided in this application is to the best of my knowledge true and complete. I realise that any false statement or omission, even if unintended on my part, may lead to the refusal of my application. If selected, I commit myself to attend the entire course, without missing a single activity. I understand that after the course, my work contact details may be included in a printed/electronic Alumni directory/database.

Signature: **X**

Date: **X**

6. REQUEST FOR A SCHOLARSHIP (only applicable to SMEs)

To facilitate small and medium-sized enterprises (SMEs) participation in the course, participants from SMEs can apply for:

- ✓ EUR 600 scholarship
- ✓ These SMEs will not have to pay the non-refundable €2,000 contribution towards the costs incurred by the EU-Japan Centre on the participant's behalf.
- ✓ Instead the SMEs will be asked to transfer a €1,000 deposit (to be refunded after completion of the course – see Section 4).

To be eligible for a scholarship, the participant company must meet the standard European Commission definition of an SME:

- Maximum number of employees world wide: 250.
- AND Maximum turnover: €50m (OR maximum balance sheet total: €43m)
- AND Minimum 75% financial independence.

Do you meet these criteria for a scholarship? Yes No

Additional rules apply for SMEs located in Japan.

Only candidates offered a place will be sent a 'scholarship request – self-assessment declaration' form (to declare information confirming their eligibility for the scholarship). On receipt of the form the Centre will assess the eligibility.

Approval of the Scholarship Application by the Applicant

Name:

Signature: Date:

Approval of the Scholarship Application by the Applicant's Employer

Name:

Signature: Date:

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