



JMEC Business Training Program Now Seeking Participants for JMEC20!

Improve your business skills—and gain more practical experience in a **multinational, English language environment**. Meet and learn directly from **senior business executives** and **successful entrepreneurs** in Tokyo.

The Japan Market Expansion Competition (JMEC), which is sponsored by **17 foreign Chambers of Commerce** in Japan, has been offering its unique business training program for **20 years**. The program helps mid-career managers develop practical skills and hands-on experience to create a complete business plan for a real product or service. Learn the nuts and bolts of doing business in Japan—and expand your business and social network by joining nearly 1,000 JMEC alumni.

To make JMEC more interesting and inspiring, we have organized the program as a competition—with notebook computers and airline tickets for the winning team members.

The program is divided into 1) **a lecture/workshop series** and 2) **a business plan project phase**. Experienced local executives, business owners and entrepreneurs teach the lectures and workshops. After the lecture series, the participants form teams and attack a real business problem for real clients who hire JMEC to develop a business plan.

You and your team will immediately use the techniques that you have just learned to conduct market research, run surveys, analyze markets, interview suppliers, customers and competitors, and evaluate distribution strategies for your project client. You will decide on a market strategy, determine the costs and profit potential—and write a **complete business plan** which you will present to the JMEC judges and your project client for evaluation and feedback. Learning doesn't get more realistic than this.

Some JMEC alumni have used their JMEC skills to set up their own businesses. Others have made new connections—and several have been hired by their project client companies.

Sign up for JMEC 20 Information Sessions on August 29, September 5, 12, and 17, October 2 and 10: <http://www.jmec.gr.jp/participants/upcoming-information-sessions>; Meet and talk to former JMEC participants at these sessions. Please come and join us—and learn more about the program! <http://www.jmec.gr.jp>. JMEC20 Participants deadline is October 15, 2013

Best regards,

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