



Program Description

Japan Market Expansion Competition

Japan Market Expansion Competition (www.jmec.gr.jp) is a business training program sponsored by eighteen foreign Chambers of Commerce in Japan and the European Business Council in Japan.

The purpose of the JMEC program is to foster the development of foreign businesses in Japan while strengthening the skills of young business executives.

Outline

JMEC is a practical business training program centered on a competition to write the best business plan. JMEC business plans address client companies' (Project Clients) Japan activities.

JMEC Participants (students) learn about doing business from experienced business executives and undertake hands-on business-planning projects for client companies with the support of mentors and consultants. In return, client companies receive detailed business plans from fresh thinking individuals, leading to out-of-the-box approaches and solutions to business problems. Prizes are awarded to the teams writing the best plans as judged by a panel of experienced executives.

The current program, which commenced in November 2019, marks the twenty-sixth year of JMEC since its inauguration in 1993. In that time, 1,300 young professionals have graduated from the program, and 262 business plans covering a broad range of products and services have been written for the client companies and institutions. Among these companies are: **Bang & Olufsen, Dyson, Electrolux, The Financial Times, Heineken, Philips, Siemens, Microsoft, Nina Ricci, United Airlines, Villeroy & Boch and Waterford Wedgwood, McGill University, and Temple University.**

Projects

The JMEC teams prepare business plans with a wide range of objectives, such as market entry, revitalizing an aspect of a company's existing operation in Japan, introducing a new product/service, repositioning an existing product/service, re-branding an existing product/service, improving business processes, entry into new market segments, etc.

Program Structure

Phase 1: Training and Development of Skills (November – January)

JMEC Participants attend 22 lectures and 5 workshops focused on the Japanese market, business planning and team dynamics.

Phase 2: Preparing the Business Plan (January – May)

Following the lectures and workshops, participants are divided into competing teams, and each team is asked to prepare a comprehensive business plan for a company (Project Client). Business mentors and consultants from leading firms in the business community support the teams with the preparation of the business plans.



Judging (May)

Business plans are judged on the basis of both written and oral presentations, reviewed by a panel of expert judges.

Awards Ceremony (June 3)

Winners are announced and prizes are awarded to the winning teams.

For more details, please refer to the JMEC website at www.jmec.gr.jp

JMEC is a non-profit organization sponsored by Chambers of Commerce in Japan from the following countries: America, Australia & New Zealand, Austria, Belgium & Luxemburg, Britain, Canada, Denmark, Finland, France, Germany, Ireland (represented by enterprise Ireland), Italy, the Netherlands, Norway, Spain, South Africa and Sweden. JMEC is also supported by the European Business Council in Japan. JMEC receives sponsorship from a wide range of companies operating in Japan, with Finnair and Hewlett-Packard Enterprise and Hewlett-Packard Inc. as lead sponsors.