

Specification for “Media Invitation and Coverage Support for Global Startup Expo (GSE) 2026”

1. Description

The Japan External Trade Organization (hereinafter “JETRO”) supports international promotion activities for the **Global Startup Expo (GSE)**.

Global Startup Expo (GSE) is a global startup conference held on 5-7 October, focusing on deep-tech innovation, supported by the Japanese government, aimed at fostering international collaboration and showcasing cutting-edge technologies.

The purpose of this project is to invite leading overseas media organizations specializing in startup and innovation reporting, and to facilitate high-quality international media coverage of the event.

2. Project Outline

- The Contractor shall invite and coordinate participation of **at least three (3) and up to five (5)** overseas media organizations.
 - The invited media shall:
 - Have strong international recognition in startup, venture capital, or technology reporting
 - Demonstrate a proven track record of publishing high-quality articles
 - The Contractor shall provide comprehensive support from media selection through article publication.
 - It is expected that each invited media organization will publish content related to GSE; however, no guarantee of publication volume shall be required.
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3. Scope of Work

A. Media Identification and Selection

The Contractor shall:

- Propose at least five (5) candidate media organizations
- Provide:
 - Media profiles (audience, reach, editorial focus)
 - Rationale for selection
 - Proposed journalists or correspondents

JETRO will make the final selection.

B. Media Invitation and Coordination

The Contractor shall:

- Contact and formally invite selected three (3) to five (5) media organizations
 - Coordinate participation, including:
 - Travel arrangements (international flights)
 - Accommodation in Osaka
 - Schedule management during the event period
 - Maintain communication with media prior to the event
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C. On-site Support

The Contractor shall:

- Provide on-site operational support during 5–7 October, including:
 - Reception and orientation
 - Daily schedule management
 - Troubleshooting
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D. Interview and Information Support

- The Contractor shall support interview coordination in response to journalist requests
 - JETRO will arrange meetings with startups and stakeholders
 - The Contractor shall:
 - Provide briefing materials
 - Support communication and logistics
 - Arrange interpretation if necessary
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E. Coverage Support

The Contractor shall:

- Provide press kits, data, and images
 - Support fact-checking and follow-up inquiries
 - Facilitate smooth article production by invited media
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F. Reporting

The Contractor shall submit a final report by 10 November including:

- List of invited media
- Participation details
- Interviews conducted
- Published articles (links, estimated reach)

- Media impact analysis
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4. Project Details

A. Location

Osaka, Japan (on-site support required during GSE)

B. Language

English shall be the primary working language.

C. Number of Invited Media

- Minimum: 3 organizations
- Maximum: 5 organizations

*Payment will be based on the actual number invited and participated

D. Budget Structure

The budget shall consist of:

(1) Fixed Cost (Project-Level)

Costs not dependent on number of media

Includes:

- Project management
 - Media strategy and planning
 - Central coordination system
 - On-site operational preparation and travel expenses of the contractor
 - Reporting and analysis
 - Administrative costs
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(2) Variable Cost (Per Media Organization)

Includes:

- Media outreach and invitation
 - Airfare
 - Accommodation
 - Local transportation
 - Media-specific coordination
 - Coverage support
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5. Conditions for Contractor

The Contractor shall:

- Have demonstrated experience in international media relations
- Possess a strong global network with startup-focused media
- Have experience supporting global startup ecosystems or events
- Be capable of executing on-site operations in Japan
- adhere to JETRO's requests, as well as report to communicate with, and consult with JETRO and outsourcing partner to support this programme in an adequate manner. Can present efficient data for programme evaluation.
- have knowledge and systems/tools for handling confidential and/or personal information accordingly.
- Comply with all relevant laws and regulations

6. Term of Contract

The term of contract is from the date of signing until 30 November 2026.

7. Payments

JETRO shall pay a total amount to Contractor(s) in two installments.

- (1) First Payment (50%): payable upon receipt of an invoice following the execution of this agreement.
- (2) Final Payment (50%): Payable upon receipt of an invoice after the submission of the final report and JETRO's confirmation of the completion of all outsourced tasks. The invoice shall be submitted within 10 days of JETRO's confirmation.

Payment amount shall be based on the **actual number of invited media organizations (3-5)**. In the event that an invited media organisation cancels its participation prior to or during the event, or fails to attend the majority of the itinerary designated by JETRO, thereby failing to fulfil the objectives of this project, the media organisation shall be excluded from the final count for variable cost payment, and the contractor may collect cancellation fees from media. In consultation with JETRO, the Contractor may charge cancellation fees to the relevant media organisation.