

Specifications of Services
J-bridge and Invest Japan Promotion Coordinator
FY2022 (05.2022 - 03.2023)

Jetro Sydney
May 2022

1) Title of Services

Supporting the collaboration and cooperation between Japanese companies and Australian companies through the J-Bridge program by sourcing Australian companies to join the program and providing matching support – as well as promote interest in investing in Japan through the Invest Japan program.

2) Contract Period

From approval of tendering process through to the 24th March 2023.

3) Overview and Intent of Project

Today, social innovation and digital transformation (DX) are progressing rapidly, leading players are appearing one after another, and they drastically change the market, values, and social structure itself. In addition, the spread of the COVID-19 is causing new social issues and serious economic/social impacts we need to address.

Under these circumstances, in order to tackle those social issues and enhance open innovation, JETRO aims to create new business relationships through the J-Bridge program, and encouraging collaboration and cooperation between Japanese companies and Australian companies.

Furthermore, JETRO aims to generate innovation through inward foreign direct investment in Japan through the Invest Japan program. Therefore, JETRO also supports Australian companies who are interested in investing to Japan.

4) Country of Implementation

Australia

5) Scope of Subcontracted Services -

(a) Sourcing of Australian Companies to the J-Bridge program - Target is 25 Companies by the End of 2022.

Continued sourcing of innovative Australian companies from the following (but not limited to) six sectors: (i) Carbon Neutral, (ii) Mobility, (iii) Retail, (iv) Healthcare, (v) Agri-Tech, (vi) Smart Cities.

- Collecting company information and conducting individual interviews.
- Making a periodical list of Australian companies that are highly likely to collaborate/cooperate with Japanese companies in the near future.
- When making the list, include these items:
 - What kind of collaboration/cooperation they expect with Japanese companies.
 - Are there any specific Japanese companies they want to contact, and partnership expectations.
 - Ensure they are not just interested in sales/clients.
 - Whether or not they have an idea of setting up an entity in Japan - *See (f) for further details.*

Changes to the above details may be issued as a result of ongoing activities with J-Bridge, and will be informed in a timely manner.

It is expected a few companies are to be sourced per month and submitted to JETRO. As the list and company information may be uploaded on JETRO website, care should be taken to ensure that information provided is not confidential.

Company is considered sourced and counted towards the target once it has approved the screening process conducted by JETRO.

(b) Individual Partnering - Target is 10 Meetings

Following the above-mentioned procedure, conduct partnering process between potential companies based on instructions from JETRO.

If Japanese companies become interested in partnering with Australian companies on the list, connect them and arrange a meeting if necessary. When a meeting is set, attend the meeting, make a summary and submit to JETRO. When it seems better to introduce Australian companies which are not on the list, find candidate companies and report to JETRO, and connect them if needed.

If some inquiries come to JETRO from Australian companies (not limited to those on the list) who want support related to collaboration/cooperation with Japanese companies, gather their information and support them to find their potential partners (Japanese companies) based on JETRO's instruction. Arrange a meeting if necessary and when meeting is set, attend the meeting, and make a summary and submit to JETRO.

Collaboration/cooperation proposals may include: Business alliances, technical alliances (including joint R&D, technology transfers etc.), capital transfers, JV establishment, LP investment in VC, M&A, etc.

Follow all projects regularly, and update JETRO with their status.

(c) Advisory work for projects in progress

Through the work of section (a)(b), if there are projects highly likely to reach to any form of agreement, follow them and provide them with advice on local and global market expansion, fundraising strategies, and so on. Report to JETRO when necessary.

(d) Plan and conduct seminars/webinars – Target is 3 Events

To attract more Japanese companies to cooperate/collaborate with Australian companies, plan and conduct seminars/webinars. Contents and dates should be discussed with JETRO, and as a guide, should include market information and have pitch sessions from Australian companies or reverse pitch sessions from Japanese companies, if possible. Companies/speakers to be sourced for the seminar/webinar and checked with JETRO.

As the target audience has both Japanese and English speakers, an interpreter service should also be sourced for the seminar/webinars.

Example of a seminar/webinar: (audience: Japanese companies)

“Introduction of Australian Agri-tech market”

- Australian Agri-tech market information.
- Introduction of Australian innovative Agri-techs/Pitch sessions from Australian start-ups.

After setting the details of a seminar/webinar, attract audience as much as possible. JETRO will also put the information on their website, and share the details as appropriate.

(e) Promotion of Supporting Activities – Target is 4 Activities

In order to promote, attract, and share the achievements of companies being part of the J-Bridge program, and the innovation and collaboration it supports, periodic mailers are to be produced and shared. Content can include: event notices (e.g. seminars/webinars), interviews, report summaries, surveys, testimonials, etc.

As these are effectively public releases, company confidentiality must be considered. As the target audience has both Japanese and English speakers, bilingual releases are expected.

(f) Sourcing of Companies to JETRO’s “Invest Japan” program – Target 5 Companies by the End of 2022

As referenced in (a), if a company sourced has expressed interest in setting up an entity in Japan, and meets the following criteria:

- Has an innovative technology, product or business model, that have high potential to present added value, significant business opportunities, or contribute to improving productivity of the Japanese market.
- Are assessed to be of a good potential to establish a corporate entity in Japan in the coming 2 years.
- Companies with targeted projects based on the needs of the Japanese government.
- Has not already been registered with JETRO as a target company for “Invest Japan.”

Such company may be eligible for the “Invest Japan” program, and the company can be referred to JETRO with a brief perspective of the company and how they demonstrate the above criteria.

Following approval to proceed from JETRO, a meeting is to be set up with JETRO and the newly found target company to discuss further.

Following this meeting, and if all parties agree to proceed with the application process, JETRO is to handle further proceedings with matters relating to said company with regards to the “Invest Japan” program and its activities.

Company is considered sourced and counted towards the target once it has approved the screening process conducted by JETRO.

6) Expected Outcome

- Accomplish 2 or more collaboration/cooperation projects.
- Have 5 companies meet the criteria and registered for the Invest Japan program.

7) Working Language

English and Japanese

8) Others

- Matters not specified in this set of specifications will be decided in consultation with JETRO.
- The final outcomes of the collaboration/cooperation projects are to be reported to and shared with JETRO (and the Japanese government). The extent of reporting and disclosure is to be

discussed on individually after considering the opinions of the companies involved in the projects.

- If it is expected that that targets will be exceeded beyond what has been listed in any section of *5) Scope of Subcontracted Services*, JETRO is to be informed in a timely manner and await further advice.

9) Method of Selection of Service Provider

Overall evaluation

10) Deadline for the Submission of Proposals

16th May 2022

11) Format of Proposal

PowerPoint with no limit on the number of slides. However, the following items must be included

- Details and schedule of project implementation
- Past project achievements which are similar in nature to this project
- System of implementation
- Estimated fees (Please indicate separately, using the cost breakdown schedule attached)

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