

Specifications of Services

FY2023 (08.2023 - 03.2024)

Jetro Sydney
August 2023

1) Overview and Intent of Services

Based on the “Strategy for Promoting Foreign Direct Investment in Japan”, adopted on June 2, 2021, the Japanese government further adopted the “Action Plan for Attracting Human and Financial Resources from Overseas” on April 26, 2023. As one of the pillars, the Action Plan emphasizes the importance of international open innovation as a key instrument in attracting foreign businesses to Japan.

Under this contract, the service provider’s support towards collaboration and cooperation between Japanese companies and Australian companies will help contribute to foreign business participation/expansion in Japanese market. Jetro aims to enhance open innovation, create new business relationships between Japan and other countries, and attract more foreign companies towards Japan/Japanese market.

2) Contract Period

From approval of tendering process through to the 22nd March 2024.

3) Country of Implementation

Australia

4) Scope of Subcontracted Services -

(a) Sourcing of Australian Companies - Target: 50 Companies

Continued sourcing of innovative Australian companies from the following (but not limited to) 2 sectors:

- (i) Green (e.g., Renewable energy (offshore wind, biomass etc), energy efficiency, battery, hydrogen, smart infrastructure, greening-environmental conservation technology),
- (ii) Digital (e.g., Mobility, healthcare, agriculture, retail, smart city, fintech, robotics, information security).

Those companies should have a high likelihood of collaborating/cooperating with Japanese companies, which could potentially lead to their expansion into Japan.

1) Mass sourcing

Widely promote Jetro’s service programs to Australian companies, organisations, associations, etc., in order to attract new registrations. Please see (e) for more details regarding promotion activities.

2) Individual sourcing

When it is deemed that there is high value in registering an Australian company to Jetro’s program and it was difficult to attract them with 1), contact them directly, and if necessary, conduct individual interviews with them to attract new registrations.

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

(b) Individual Partnering

Following the above-mentioned procedure, conduct partnering processes between potential companies based on instructions from JETRO. Follow all projects regularly and update JETRO on their status.

1) Initial partnering

If Japanese companies become interested in partnering with Australian companies, or, if Australian companies become interested in partnering with Japanese companies, connect them and arrange an initial meeting. When a meeting is set, attend the meeting, make a summary, and submit it to JETRO.

When it is requested by Japanese companies to make a list of their potential partners (Australian companies), make a list and submit it to JETRO, and connect them if needed.

2) Follow-ups – Target: 12 (“Follow-up” : Number of 2nd meetings + Number of NDAs)

After initial partnering, keep track of the partnership status and do necessary follow-ups to report to Jetro. If any of the matchings seem to have high-potential and both sides wish to continue discussions, lead them to have a 2nd meeting and/or signing NDAs. Attending the 2nd meeting and making a summary is not required, but report to Jetro when and where it was conducted, along with who joined. If NDAs are signed, report to Jetro when it was signed. This will include past year’s projects and details of those will be shared by Jetro.

3) Collaboration/Cooperation – Target: 1

Through conducting follow-ups as in 2), along with any other necessary support, lead pairs to form collaborations/cooperations. Examples include: business alliances, technical alliances (including joint R&D, technology transfers etc.), capital transfers, JV establishment, LP investment in VC, M&A, etc.

(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-up with 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 events

To attract more Japanese and Australian companies to cooperate/collaborate with each other, plan and conduct events. Contents and dates should be discussed with JETRO.

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

After setting the details of an event, circulate the information and attract as large an audience as possible. JETRO will also put the information on their website and share the details as appropriate.

(e) Promotional activities

To attract more companies to Jetro's programs and to plan and conduct promotional activities, including the preparation of custom marketing materials. These promotional activities should be directed towards organisations/associations where we can expect a wide reach of dissemination.

5) Working Language

English and Japanese

6) 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 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 *4) Scope of Subcontracted Services*, JETRO is to be informed in a timely manner and await further advice.

7) Method of Selection of Service Provider

Overall evaluation

8) Deadline for the Submission of Proposals

14th August 2023

9) 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)

End of document