

# Specifications of Services

## FY2024 (05.2024 - 03.2025)

JETRO Sydney  
May 2024

### 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 emphasises 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 21st March 2025.

### 3) Country of Implementation

Australia

### 4) Scope of Subcontracted Services -

#### (a) Sourcing of Australian Companies - Target: 10-15 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).

These companies should have a high likelihood of collaborating/cooperating with Japanese companies, which could potentially lead to their expansion into Japan. With JETRO’s approval, this may include universities and/or research institutes who wish to collaborate with Japanese companies.

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) Potential Partners List

When Japanese companies express interest in collaboration with Australian companies but request assistance in identifying suitable partners, create a list of potential partners and submit it to JETRO. The list should be around 5-10 companies long, with a brief introduction for each company.

2) Meeting Arrangement – Target: 10-15

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. If there is continued interest in a partnership, arrange for a second meeting. When a meeting is set, attend the meeting, make a summary, and submit it to JETRO.

3) Follow-ups – 2 submissions in FY (mid and end of the contract period)

After the initial partnering process, regularly follow-up with companies and keep track of partnership statuses. Compile a record tracker to be submitted to JETRO. Include the following information in the record tracker:

- (1) Whether a second meeting was held
- (2) If yes for (1), the date of the meeting
- (3) Whether an NDA was signed
- (4) If yes for (3), the date signed
- (5) Whether they successfully achieved any type of collaboration
- (6) If yes for (5), collaboration details
- (7) Additional information, if any (e.g., current needs, next steps, requests for JETRO, etc.)

This will include past year's projects and details of those will be shared by JETRO.

(c) Advisory Work for Projects in Progress

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

**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 targets will exceed beyond what has been listed in any section of 4) *Scope of Subcontracted Services*, JETRO is to be informed in a timely manner and the service provider must await further advice before proceeding.

**7) Method of Selection of Service Provider**

Overall evaluation

**8) Deadline for the Submission of Proposals**

7<sup>th</sup> June 2024

**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)

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