

**Application Guideline and Specification:
JETRO Global Acceleration Hub in NRW (General Startup scaling)**

May 5th, 2026
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Director General
JETRO Duesseldorf

1. Subject: JETRO Global Acceleration Hub in NRW

2. Term of contract: the contract day to March 15th, 2027

3. Closing date for Application: 19th May, 2026

4. Contents of Contract: As indicated in Attachment: SPECIFICATIONS

5. Qualification requirements:

- (A) Has company/organization in NRW, Germany and mentors reside in the state.
- (B) Has adequate professional experience in required field and industry.
- (C) Has knowledge on handling confidential and/or personal information accordingly.
- (D) Has an established organizational structure and capabilities to manage and complete the project properly, be available to respond to service requests from JETRO in a timely manner.
- (E) Has no serious problems in the project with administrative procedures or reporting during the contract period with JETRO before.
- (F) Has no criminal records (including pending cases).

6. Required document for Application:

(1) Application form

Applicants shall enter all requested information in the appropriate spaces on the Application Form.
No oral, telephone, facsimile will be accepted.

(2) Supplementary materials

Supplementary materials to demonstrate Applicant's previous study and work experience in the specific field (e.g., company profile, published works, certificates, etc....)

- Guideline of Personal Information

JETRO shall use personal information of Applicant in the application ONLY for screening purposes for the open enrollment positions. JETRO shall make its best effort in keeping the personal information in the application secured and protected.

All costs of preparation shall be borne by the Applicants.

7. Language of Application

English

8. Delivery of Application:

JETRO Dusseldorf (Attn: Yuko Miyazaki)

Email tcd@jetro.go.jp

9. Contractor Selection :

The contract is offered to the applicant with the highest scores whose offer does not exceed the ceiling price set in advance by JETRO. For score calculation, please see the Annex 1. Please note that JETRO will not disclose the reason of the scoring to the applicants.

10. Announcement of Tender

Tender will be announced to bidders by email. Given the nature of the bidding process, JETRO will refrain from providing feedback on the results.

11. Notice

(A) Contractor must provide services in compliance with the information security regulations at JETRO.

(B) Contractor shall not enter into a subcontract agreement with a third-party to provide consulting services for JETRO and JETRO Clients. If necessary, Contractor must have a pre- approval from JETRO to use a third-party contractor. JETRO needs to protect the information of JETRO Clients to share with the third party.

(C) JETRO shall retain the ownership of all the documents provided by Contractor for “JETRO Global Acceleration Hub Business in Dusseldorf”

12. Contact

If you have any questions about the “JETRO Global Acceleration Hub in NRW”, please contact:

JETRO Dusseldorf

Ms. Yuko Miyazaki

Email: tcd@jetro.go.jp

TEL: +49(0)211/1360245

Contractor Selection

The contract is offered to the applicant with the highest scores whose offer does not exceed the ceiling price¹ set in advance by JETRO. The ceiling price will not be disclosed to applicants.

The score consists of 1. Economic Score and 2. Technical Score. The final score will be the sum of 1. Economic Score and 2. Technical Score.

1. Economic Score

Economic Score is calculated as follows:

$$\text{Economic Score} = (1 - (\text{Price of the applicant's offer} / \text{the ceiling price})) * 100$$

2. Technical Score

The Director-General, the Deputy Director-General, and the Director in charge of Global Acceleration Hub (“the Evaluators”) will evaluate the submitted documents based on the table shown below.

The average figure of the evaluation will be the technical score of the applicant.

If one or more of the Evaluators gives 0 as score for any of the essential items, the applicants will be regarded as “not qualified”.

Technical Score Table			
	Evaluation Item	Score	
		Essential	Added Bonus
Essential	Has company/organization in NRW, Germany and mentors reside in the state.	20 • 0	
Essential	Has adequate professional experience in required field and industry.	20 • 0	
Essential	Has no criminal records(including pending cases).	20 • 0	
	Project Implementation structure for appropriate operation and management of the Project		30 • 20 • 10 • 0
Essential	Have wide range of specialized fields and industries, human network, and network to companies to be introduced to for matching.	20 • 0	
	Adequate Experience in supporting Japanese and/or foreign start-ups in their market development in Germany (mainly mentoring and matching)		30 • 20 • 10 • 0
	Flexibility to conduct mentoring and business matching services.		30 • 20 • 10 • 0
	Applicant is highly motivated to provide services to JETRO and JETRO Clients.		30 • 20 • 10 • 0

Evaluation for added Bonus	Score
Highly evaluated	30
Very much so	20
To some extent	10
No relevant information available/Not applicable	0

¹ If the applicant’s offer exceeds the ceiling price, the applicant will be eliminated from the selection of the contractor regardless of the technical score.

Attachment: SPECIFICATIONS

1. The Purpose

“JETRO Global Acceleration Hub” project aims to support the overseas expansion of Japanese startups and to foster startup ecosystem in Japan. “JETRO Global Acceleration Hub” are established in more than 25 world leading startup ecosystems. They provide the latest information of their regions and also support Japanese startups individually to expand on-site. The following services are outsourced to the local accelerator or incubators who are rooted firmly in the ecosystem on-site so that the project will effectively be conducted.

<Located cities and areas>

North America: Silicon Valley, Boston, New York, Los Angeles, San Diego, Austin, Chicago, Toronto

South America: Sao Paulo

Europe: London, Germany, Paris, Madrid, (Helsinki)

Middle East and Africa: Dubai, Tel Aviv, (Nairobi)

Asia: Shenzhen, Shanghai, Hong Kong, India, Singapore, Bangkok, Kuala Lumpur, Jakarta, Manila

Oceania: Sydney

2. The Purpose of the Hub in Dusseldorf/NRW, Germany

Supporting the business development of Japanese startups in Dusseldorf/NRW through the services of providing individual startup support program provided by local accelerator in NRW.

3. Target areas

NRW, Germany (Advanced materials, Textiles, Manufacturing, etc.)

4. Contract Period

From the day of sign of the contract to 15th March 2027

5. Details of Outsourcing

① Individual Mentoring

- The service is available to the Japanese start-ups only.
- It includes the researching and explaining opportunities of business, designing and brushing up the business models or strategies of fundraising for JETRO Clients who intend to use “JETRO Global Acceleration Hub” (hereinafter referred to as “users”) as well as advising

improvement of company presentation.

- Outsourcing partners have to have more than one of mentors to accommodate user's business fields and purposes, and different partners are not expected to attend the same session.
- It is provided at offices of outsourcing partners or is done with video calling.
- It puts a ceiling on the use that the maximum is 10 hours per user. However, JETRO may ask to provide mentoring up to 30 hours.
- After in-person or with video call mentoring, further information and consulting with e-mail may be provided by outsourcing partners. This will be also counted as hours of mentoring. In this case, the provided materials and e-mails must be submitted to the JETRO.
- Mentoring itself is expected around 60 minutes. Mentoring shall be conducted after a certain level of preparation, such as reading through the pitch deck in advance, conducting preliminary research on the relevant market and considering potential business partners.

② Matching

- The service is available to the Japanese start-ups only.
- It includes to introduce users to the local companies which are the possible candidate as partners, VC/investors, press persons of Media, team members and advisory board of Outsourcing partners according to the needs of users.
- It is capped at 3 cases (business partner matching) per user. However, JETRO may ask to provide matching up to 9 cases.
- Outsourcing partners and JETRO should agree about the deadline of arranging business matching(meeting) before Outsourcing partners start the arrangement.
- The deadline should be within three months from the start of the arrangement in principle.

6. Language

English

7. Business Performance Reports

Submit business performance report with the invoice to the JETRO Düsseldorf Office by the last day of March 2026. The format will be provided by JETRO

8. Payment

The payment schedule will be set on contracts as coordinating with outsourcing partners.

Payment is made by the unit-price based on actual performances.

Actual performance of individual meeting means the actual time of the meeting itself.

Preparation and travel time shall not include to the actual performance.

End