

## **Project “Platform Coordinator for Japanese SMEs”**

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Director General

Under the policy of the Ministry of Economy, Trade and Industry (METI) / Small and Medium Enterprise Agency, the Japan External Trade Organization (JETRO) helps Japanese SMEs aiming at market access and business expansion overseas by means of a local-support platform for the overseas development of SMEs.

Cooperation Partners (Examples):

Japanese diplomatic missions, local Japanese chambers of commerce and industry, Japanese government agencies, Japanese financial institutions, consulting companies, law firms, accounting firms, local non-Japanese chambers of commerce, etc.

In accordance with this policy, JETRO Düsseldorf will provide a platform service in order to support Japanese SMEs penetrating into the German market or expanding their business in Germany or other European markets. We are looking for individuals or corporations who can be entrusted with our project and support the Japanese SMEs by providing services as follows.

### **1. Project Contents**

Applicants are expected to provide services as specified under (1) to (3). In addition, applicants are requested to write a monthly report and send to JETRO Düsseldorf by the deadline specified by JETRO (see (4)). These services are expected to be executed in Germany basically. Languages which the applicants are expected to use in this project are German, English and Japanese. It is highly appreciated if the applicants provide services in Japanese, but applicants are required to provide specified services in English at least.

#### **(1) Advising Japanese companies/organizations**

##### **I. Consulting / Briefing**

The contractor is to provide advice to Japanese SMEs or related supporting organizations (“Customers”) about their market entry strategies in face-to-face meetings. Telephone conference or TV conference can also be proposed. Those meetings will be held in JETRO’s

offices in Germany (Düsseldorf or Berlin) or other places specified by JETRO. In principle, JETRO does not pay any travel expenses to the contractor in case the meeting is held in JETRO's offices (Düsseldorf or Berlin) or at the place where the contractor and JETRO agree by contract (e. g. contractor's office in Germany).

Under the agreement between JETRO and the contractor, these meetings can be held in other locations (for example, at a customer's office in Germany). In that case, JETRO will pay travel expenses based on "travel expense guideline" specified by JETRO.

#### Target Industry Fields

Providing consulting services in the industrial fields

(Applicants are expected to choose one or more industrial sectors in which they can provide services):

- Industrial machinery/components and automobile/components
- Consumer goods and design
- Healthcare and medical devices/component
- Energy and hydrogen technology

Providing information on the German or other European markets in each field specified above, information on potential partners/customers/competitors, information on any risk factors from the point of management or market entry, any other advice related to market entry / market expansion of Japanese SMEs etc.

## II. Consultation by e-mail

- Contractors are expected to answer inquiries from customers about their market entry or expansion strategy into/in Germany or other European countries in the industry field specified above.
- Contractors are to make short market reports (Approximately 2-3 pages with MS Word or MS PowerPoint) and hand them in to JETRO before the deadline agreed between contractors and JETRO. JETRO might request additional information when JETRO thinks that the information is not enough.

## (2) Introducing potential business partners/ Providing business matching services

### I. Listing up potential partners

- Based on JETRO's request, contractors are expected to make lists of potential business partners for the customers. Partners can be distributing partners, partners for procurement or partners for any other collaboration like R&D, joint-venture, licensing etc. Those potential partners can be Japanese or non-Japanese

companies.

- Contractors are expected to make lists and include basic information on the potential partners. Contact information on person in charge (e-mail address, telephone number, fax number etc. ) should also be provided if possible
- JETRO will pay fees for these lists on condition that contractors respect the EU General Data Protection Regulation (GDPR).

## II. Asking potential partners for their opinion

- Based on JETRO's request, contractors are expected to ask the potential partners on the list
- JETRO will pay according to the number of feedback you get from potential partners

## III. Arranging business meetings

- Based on JETRO's request, contractors are requested to try to arrange business meetings between customer and potential partners.
- JETRO will pay according to the number of business meetings you arranged.

## IV. Attending business meetings

- Based on JETRO's request, contractors are expected to attend the meetings you arranged.
- JETRO will pay according to the time you attend the meeting.

## (3) Strengthening Platform activities

### I. Making reports

- Based on the request by JETRO, contractors are expected to make reports on basic information on market entry of Japanese SMEs or German/European market information. JETRO may publish those reports on our website or other communication tools.
- The volume of the report depends on the topic, but JETRO expects approximately 15 pages with MS Word or MS PowerPoint at least.

### II. Giving advice or suggestions to JETRO/METI about internationalization of Japanese SMEs.

- Ministry of Economy, Trade and Industry (METI) / Small and Medium Enterprise Agency in Japan, JETRO or local cooperation partners might ask contractors to give advice for improving the support scheme for Japanese SMEs

who are trying to expand their international business.

- Applicants are expected to join meetings and discuss how the Japanese government or JETRO can improve the supporting scheme for Japanese SMEs. After the meeting, applicants might be asked to write a report and hand in to JETRO.

### III. Preparing presentation materials for seminars/workshops

- Contractors are expected to prepare presentation materials for providing information at seminars/workshops about German or European markets according to each field of expertise.

### IV. Providing information at seminars and providing consultation service on-site

- JETRO may ask contractors to contribute as presenters at seminars organized by JETRO or by “Cooperation Partners” either in Germany or in Japan.

## (4) Others

### I. Monthly reports

- Applicants are required to hand in monthly reports to JETRO Düsseldorf by every 5<sup>th</sup> of the next month. If the 5<sup>th</sup> of the next month is a national holiday, the deadline will be the next working day. (As for the report for March 2020, the deadline will be on 30<sup>th</sup> March 2020). The reporting format will be provided by JETRO after the contract.

### II. Notice

- The contractor can use the name of "Japan External Trade Organization (JETRO) Small and Medium Enterprise Overseas Expansion Platform/Coordinator (Trustee)". The description method shall be specified in the contract. However, this name shall not be used unless it is necessary for carrying out this task. It is also requested to return business cards to JETRO immediately upon completion of this business outsourcing contract, when contractor would like to use the title with their business cards.
- If necessary, there is a possibility of business trips. Transportation fee is borne by JETRO. Accommodation fee and daily allowance is paid by JETRO based on the “travel expense guideline” specified by JETRO. In case JETRO covers the cost of the business trip, however, any circumvention or changes of the schedule (e. g. extension of business trip) due to contractor’s private reasons) shall not be allowed in principle.
- In case of visiting local partner candidates, cooperating organizations etc. as a

part of this project, we shall decide in advance with JETRO's permission and settle the transportation expenses etc. according to the “travel expense guideline” specified by JETRO.

- With regard to any services provided in Japan (information provision at seminars, individual consultation, etc.) withholding tax according to Japanese income tax law shall be deducted by JETRO (excluding countries subject to tax exemption).

## 2. Expected number of contractors

1 person (or 1 company) to several persons (or several companies) for each industrial field

## 3. Contract period

Contract signing date ~ March 31, 2020

## 4. Contract form

- Outsourcing contract between JETRO (Tokyo) and principal (or affiliated enterprise/organization, etc.)

## 5. Business commission

(1) The payment is made when business occurs; the unit price is as follows. However, it shall not exceed 35,000.00 Euros per year.

Item(s) / Service(s)		Quantity (expected)*	Unit Price	Amount	Remarks
<b>(1) Advising Japanese companies/organizations</b>	I . Briefing	15 hours	€ 50.00 / 15min	€ 3,000.00	Calculation / Payment in 15 minutes intervals
	II . Advising with E-Mail	20 case	€ 400.00 /case	€ 8,000.00	
<b>(2) Introducing potential business partners/ Providing business matching services</b>	I .Listing up potential partners	30 cases	€ 300.00 /case	€ 9,000.00	
	II . Asking potential partners for their opinion	50 case	€ 100.00 /case	€ 5,000.00	

	III. Arranging business meetings	10 case	€ 250.00 /case	€ 2,500.00	
	IV. Attending business meetings	5 hours	€ 50.00 / 15min	€ 1,000.00	Calculation / Payment in 15 minutes intervals
<b>(3) Strengthening Platform activities</b>	I. Making reports	1 case	€ 5,000.00 /case	€ 5,000.00	
	II. Giving advice or suggestions to JETRO/METI about internationalization of Japanese SMEs.	2 hours	€ 50.00 / 15min	€ 400.00	Calculation / Payment in 15 minutes intervals
	III. Preparing materials for seminar	6 hours	€ 27.5 / 15min	€ 660.00	Calculation / Payment in 15 minutes intervals
	IV. Providing information at seminars and providing consultation service on-site	2 hours	€ 55.00 / 15min	€ 440.00	Calculation / Payment in 15 minutes intervals
<b>Total ( Currency : EURO)</b>				€ 35,000.00	

*\* Annual expected quantity (time/case) is an assumption, but no obligation for JETRO (i.e. expected quantity may be lower)*

(2) Administrative expenses such as telephone bills, copy fees, insurance fees, etc. shall be included in the business commission, and JETRO shall not bear it.

(3) This consultation service is based on the premise that consultation is taking place at JETRO Düsseldorf office, JETRO Berlin office, the location designated by JETRO or the place of work of the consignee. Basically, transportation expenses to each JETRO office shall be included in the consignment fee. However, if JETRO requests consultation at a

location separately designated, JETRO shall be responsible for the transportation expenses and costs associated with the implementation.

- (4) Based on the business report to be submitted monthly, JETRO shall pay the settlement amount to the consignee after acceptance.

#### **6. Requirement conditions and requirements of persons engaged in this project**

- (1) Applicants need to be enthusiastic about participating actively in this project and being motivated to demonstrate their own abilities.
- (2) Applicants need to have special skills which are consistent with the expertise required for this project.
- (3) Applicants need to have sufficient business experience in the specialized field and the company needs to have a local network necessary for effectively carrying out this project.
- (4) If the applicant has a company/organization he/she belongs to, applicants need to obtain consent from the company/organization.
- (5) Applicants need to be cooperative in efficient and effective operation of this project by actively sharing knowledge owned by him- or herself and experience and know-how gained through this project with JETRO and other outsourcers.
- (6) Applicants need to secure sufficient working hours for this project and respond promptly to requests from support companies and others. Also, we expect the applicants' availability to go on business trips when requested as necessary.
- (7) Applicants need to confirm that in this project and other JETRO projects, there are no serious problems in the contents, in attitude of guidance, in procedure, in business report and so on during the relevant period.
- (8) Be able to respond appropriately to fundamental activities required by JETRO for entrusting this project, such as JETRO's accounting and other responsibilities can be handled and reported.

(9) The applicants need to confirm that they are under no criminal punishment (including pending).

(10) The applicants are expected to have a sufficient health condition to carry out this work.

(11) In case of a corporation, the corporation needs to have a local corporation or branch office in Germany. In the case of individuals, they need to live in Germany or have their main business base in Germany.

## **7. Application method**

(1) Application documents

① Application form (attached form)

② Materials showing applicant's achievement / experience, company profile etc. in related industry

(2) Application deadline

By April 15, 2019

(3) Documents are to be submitted to (department in charge)

JETRO ·Düsseldorf Office (Contact: Mr. Yusuke Mori, Mr. Hiroki Matsui)

Address: Berliner Allee 10, 40212 Düsseldorf, Germany

E-mail: TCD@jetro.go.jp (representative mail)

TEL: 0211/136020



## 8. Selection method

- Primary screening:  
Document review
- Second round:  
Interview (After document review, we will contact you separately to fix date and time for an interview)

Upon selection, we will consider the following factors comprehensively and decide the contractor.

- (1) Understanding the purpose of this project and positive attitude towards business promotion
- (2) Expertise required for this project and presence of personal networks/connections
- (3) Experience of similar business in the past (not limited to domestic and overseas)
- (4) Business experience in the field
- (5) Capability to engage in this project and to support customers
- (6) Capability to operate in Japanese, German and English in line with the purpose of this project

*※ Applicants will be notified only about acceptance of selection results. JETRO cannot answer the reason for adoption. Also, documents to be submitted cannot be returned.*

*※ The second screening interview may be carried out by videophone conference, etc.*

## 9. Contract type · Outsourcing period

- (1) Contract type:

JETRO (Tokyo) concludes business outsourcing agreement and confidentiality agreement between JETRO (Tokyo) and contractor (individual or corporation)

- (2) Contract period:

Signed contract date ~ March 31, 2020

## 10. Treatment of personal information

Personal information that you gave in the documents concerning this public invitation will be only used to select outsourcing parties.

**11. Points to keep in mind**

- (1) The contractor will perform business and projects in compliance with JETRO's information security regulations.
- (2) The contractor is prohibited from re-entrusting all or part of the project to a third party.
- (3) The contractor shall submit business reports, etc. specified by JETRO according to JETRO's request. JETRO shall retain the intellectual property rights and business results of the materials and materials prepared.
- (4) In case of an individual, the name of the contractor will be published on JETRO's website. In case of a corporation, the contractor needs to appoint someone who will play the coordinator role mainly and JETRO will publish his or her name on JETRO's website.

**12. Contact Information**

JETRO Düsseldorf Office (Contact: Mr. Yusuke Mori, Mr. Hiroki Matsui)

E-mail: [TCD@jetro.go.jp](mailto:TCD@jetro.go.jp) (representative mail)

TEL: 0211/136020

**About the disclosure of information pertaining to a contract between an incorporated administrative agency and a corporation having a certain relationship**

According to the government policy ("Basic Policy on Review of Administrative Agencies / Projects of Independent Administrative Institutions", Japanese cabinet decision on December 7, 2010), independent administrative agencies are expected to disclose information on the status of re-employment of OB to the corporation and the situation of dealings with the corporation when these contracts are undertaken with corporations who have certain relationships with independent administrative agencies. Following such rules, JETRO may publish information on the relationship with contracting companies on our website accordingly. It would be highly appreciated if applying companies agreed to the provision of necessary information to JETRO and JETRO's publication of information. Please understand that we will consider that you agreed upon applying for the project.

(1)Contractors to be disclosed

- a. When a person who has previous experience as an officer in JETRO is reemployed, or a person who has help a post equivalent to section chief (e. g. manager or equivalent) is reemployed as an officer, advisor, etc.
- b. The transaction volume with JETRO accounts for more than a third of total sales or business income (Depending on the amount of financial statements in the fiscal year immediately preceding the date of conclusion of the contract).

\* Contracts related to spending of light utility water, fuel, and communication expenses are out of scope.

\* Local governments and individuals are not eligible.

(2) Information to be disclosed

For each contracted party that corresponds to the above, in conjunction with the name and quantity of goods and services, etc. the date of the contract signing, the name of the contracting party, the contract amount, etc., the following information will be announced for each contract.

- a. Number of people, experienced persons who have experience as a manager or held a post that is equivalent to manager of this organization
- b. Transaction volume with this organization

c. To the effect that the ratio of the transaction volume to the agency in total sales or business income falls under any of the following categories -One third or more and less than one half

- one half or more and less than two thirds or more than two thirds

d. If it is a single bid or a single entry that affects

(3) Information to be provided to this organization

a. Information on the organization OB who is in office at the time of signing the agreement (number of people, current job title and final job title, etc.)

b. Total sales or business revenue in the most recent business year and transaction volume with this organization

※ If we can confirm with information held by JETRO or publicly-known information (corporate website, etc.), we will never offer it.

(4) Publication date as a rule, within 72 days from the day following the contract signing date (within 93 days as a rule, for contracts signed in April)