

**Application Guidelines for “The FY2017 Lead Generation Project on Promotion of Foreign
Direct Investment into Japan**

(Industry Specialists in Germany, Switzerland, and Austria)

The Japan External Trade Organization (hereafter JETRO), Japan’s core organization for promoting foreign direct investment (FDI) into Japan, identifies companies interested in investing into Japan and supports them from the stage of business development to that of corporate establishment. The Japan Revitalization Strategy created by the Japanese government (June 14, 2013), places the activation of FDI as an important policy and sets a goal of doubling the current FDI balance to 35 trillion yen in 2020. Because of this, JETRO will contribute to the further increase of investment into Japan.

1. Project Purpose

In North America, Europe, Asia and Oceania, JETRO will assign industry specialists⁽¹⁾ who have networks with global companies and knowledge in industry trends. The industry specialists will select potential companies in Germany, Switzerland, and Austria that will be referred to as *specified targets*⁽²⁾. The industry specialists will contact the targets, collect information on interest in investing in Japan and set up a meeting with the targets for JETRO based on their interests. In Japan, JETRO will also assign “domestic industry specialists” who will make materials (useful market information, summary reports, etc.) and support the targets when they visit Japan for their market research or site selection.

(1) Industry Specialists will be assigned in North America, Europe, Asia and Oceania. Target industries include Life Science, Environmental Energy, IT, Manufacturing and Infrastructure, Tourism, and Service. These application guidelines are described for industry specialists in Germany, Switzerland, and Austria.

(2) Specified targets are defined as manufacturing facilities with a certain amount of prospective large-scale investment and employment, research and development (R&D) facilities and regional headquarters with a certain amount of economic effect, and cases that will activate regional economies. Specifically, companies that fulfill all of the following three conditions will be targets.

- A company that is not an existing JETRO client, in principle (for companies in Section 4a and 4b below).

- A company above a certain size^(a) with a capital contribution ratio of non-Japanese companies exceeding 50%.
- The target's expected investment plan in Japan must satisfy at least one of these six conditions: (1) employment of more than 50 people within 2 years, (2) employment of more than 100 people within 5 years, (3) investment of a billion yen or more within 2 years, (4) investment of more than 10 billion yen within 5 years, (5) Establishment of R&D facility by a global company that contributes to sophistication of the domestic industry, (6) Certain amount or more trickle-down effect on economies can be expected (Collaboration with companies in regions, increase of foreign tourists, etc.).
 - (a) A company above a certain size may be but is not limited to a company that has over 250 employees.
 - (b) R&D facility is defined as follows:
 - "R&D facility" herein shall refer to facilities needed to carry out R&D, such as industrialization through applied development, trials and product testing from advanced industrial technology in line with technological innovation.

2. Target Industries of the Project

Target industries include the life science sector (pharmaceuticals, medical devices, regenerative medicines, etc.), the environmental energy sector (renewable energies, smart grids, new materials, etc.), the IT sector (data centers, cloud solutions, software, etc.), the manufacturing and infrastructure sector (aerospace, automobile parts, 3D printers, etc.), the tourism sector (travel agencies, LCCs, hotels, etc.), and the service sector (BPOs, retail, marketing, finance, etc.). Types of business operations include R&D, manufacturing, retail and other services.

In the event that the Industry Specialist (hereinafter “the Contractor”) finds a company or companies with a high potential for expansion to Japan in industry sectors other than the target industries, the Contractor may, in consultation with JETRO, include such a company (or companies).

3. Region

Germany, Switzerland, and Austria

4. Description of the Project

- a. Selection of the specified targets (including Reasons for Selection and Priority Ranking): at least 40 companies

The Contractor is required to make a long list of the specified targets in target industries whose headquarters are located in the area of the aforementioned Section 3.

In making the list, the Contractor is required to capitalize on his or her human network with the management of local companies, knowledge about industries, experience in attracting companies, and information provided by JETRO. The Contractor should consult with and receive approval from JETRO for the reasoning and evaluation standard for company selection. The specified targets, which should be contacted, are not necessarily companies recommended by the Contractor, but also include companies provided by JETRO. JETRO retains the sole discretion to change and finalize the specified targets. In making the list, the Contractor must use the specified form and include the following items:

(Reporting items) *The form will be provided by JETRO

- Company Profile (name, URL, country, HQ address, industry, main products, profits, sales, total assets, market capitalization, number of employees, etc.)
- D-U-N-S® Number
- *Key person's*^(a) Data (name, position, contact information, etc.)
- Key person is defined as a CEO, COO, CFO and other persons involved in organizational decision making (the same shall apply hereafter).
- Possibility of investment into Japan (three grade evaluation (1 high, 2 medium, 3 low), and reasons)
- Existence of an office in Japan (If a Japanese office exists, specification of the name, type, and place of entity.)

b. Arrangement of meetings with the specified targets: At least 14 companies

The Contractor is required to assess the Japanese business and interest level in investment into Japan of the specified targets and arrange face to face meetings with key persons of the specified targets in order of level of interest. Teleconferences or video conferences are acceptable if the specified targets have serious constraints on availability. The Contractor should consult with and receive approval from JETRO on the priority order, meeting schedule, and the language in which the meeting will take place before actual execution. The Contractor should notify and give reasons to JETRO if arrangement of meetings with a specified target cannot be made.

The Contractor is required to submit a pre-meeting outline to JETRO for each scheduled meeting at least 5 business days before each meeting, unless there is an urgent need for the meeting by the specified targets. The pre-meeting outline must be accepted by JETRO as being in conformance with the reporting items below and the form provided by JETRO. In compiling the outline, the Contractor must use the specified form and include the following items.

(Reporting items) *The form will be provided by JETRO

- Company Profile (name, URL, country, industry, main products and/or services, etc.)
- Key persons contacted (name, position, contact information, contact date, etc.)
- Expected meeting date, time, and place

The Contractor is required to submit a post-meeting outline to JETRO within 3 business days after each meeting. (If a meeting is to be conducted in Japan, the Contractor shall attend upon acceptance by JETRO.) The outline must be inspected and accepted by JETRO as being in conformance with the reporting items below and the form provided by JETRO.

- Existence or nonexistence of an investment plan to Japan, and its authorization status
- Outline and contents of proposal (Comment to the proposal from key personnel of the company, questions from the key personnel of the company)
- Future plan to follow up, request for JETRO
- Detail of the Japan investment project

※Please report any changes made from the information given in b. pre-meeting outline

c. Arrangement of follow-up meetings with the specified targets: At least 10 companies

The Contractor is required to arrange face to face meetings with key persons of the specified targets in the follow-up list provided by JETRO. The follow-up list includes the specified targets in order of priority that JETRO representatives had a meeting with, or that the previous contractor contacted during the 2014 -2017 Japanese fiscal year.

Teleconferences or video conferences are acceptable if the specified targets have serious constraints on availability. The Contractor should consult with and receive approval from JETRO on the priority order, meeting schedule, and the language in which the meeting will take place before actual execution. If the number of companies in the follow-up list is not sufficient to arrange 10 follow-up meetings, other companies outside of the follow-up list should be supplemented after consulting with and receive approval from JETRO so that the total number of the follow-up meetings will be at least 10.

The Contractor is required to submit a pre-meeting outline to JETRO for each scheduled follow-up meeting at least 5 business days before each meeting, unless there is an urgent need for the meeting by the specified targets. The pre-meeting outline must be accepted by JETRO as being in conformance with the reporting items below and the form provided by JETRO. In compiling the outline, the Contractor must use the specified form and include the following items.

(Reporting items) *The form will be provided by JETRO

- Company Profile (name, URL, country, industry, main products and/or services, etc.)
- Key persons contacted (name, position, contact information, contact date, etc.)
- Expected meeting date, time, and place

※Please report any changes made from the information given in c. pre-meeting outline

The Contractor is required to submit a post-meeting outline to JETRO at least 3 business days after each meeting. The outline must be inspected and accepted by JETRO as being in conformance with the reporting items below and the form provided by JETRO.

Existence or nonexistence of an investment plan to Japan, and its authorization status

- Outline and contents of proposal (Comment to the proposal from key personnel of the company, questions from the key personnel of the company)
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5. Term of contract

The term of contract is from the contract date to March 15, 2019.

6. Conditions for the Contractor(s) engaged in the project

- (1) Has an established organizational structure and capabilities to manage and complete the project properly
- (2) Is able to adhere to JETRO's directions, as well as report to, communicate with, and consult with JETRO in an adequate manner
- (3) Has knowledge on handling confidential and/or personal information accordingly
- (4) Has broad and effective experience, network, and knowledge necessary for the implementation of the project
- (5) Is able to give appropriate advice and communicate smoothly with global companies of specified industries
- (6) Is prohibited to receive monetary or non-monetary rewards from the specified targets or other companies in relation to this project
- (7) Is able to comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws
- (8) Must inform JETRO if the Contractor is involved in a similar project funded by the Japanese government
- (9) Is prohibited to conduct personal business while performing the tasks of this project.

7. Deliverables and Deadlines

| Activity | | Completion Deadline (See (A) below) | Submission Items (See (B) below) |
|----------|---|--|--|
| a. | <u>Selection of the specified targets (Reasons for Selection and Priority Ranking): at least 40 companies</u> | 45 days after the start of the contract date | Specified targets long list (At least 40 companies) |
| b-1 | <u>Arrangement of meetings with the specified targets: At least 7 companies</u> | By October 31, 2018 | Pre-meeting outline and post-meeting outline at least 7 companies |
| b-2 | <u>Arrangement of meetings with the specified targets: At least 7 companies</u> | By February 28, 2019 | Pre-meeting outline and post-meeting outline at least 7 companies |
| c-1 | <u>Arrangement of follow-up meetings with the specified targets: At least 5 companies</u> | By October 31, 2018 | Pre-meeting outline and post-meeting outline at least 5 companies |
| c-2 | <u>Arrangement of follow-up meetings with the specified targets: At least 5 companies</u> | By February 28, 2019 | Pre-meeting outline and post-meeting outline at least 5 companies |

(A) If the deadlines indicated in the contract cannot be met due to the circumstances of the specified target, the Contractor must notify JETRO in writing of the details of the situation as well as the new deadline. Depending on whether the situation is valid, JETRO will allow the submission of the report by the later deadline.

(B) Findings must be reported on the form provided by JETRO.

8. Contract Amount

The amount for the project is EUR 94,000 (ninety-four thousand EURO) (tax inclusive if applied). All costs and fees related to the project are included in the contract amount.

9. Payment

Upon the completion of each reporting and approval of all tasks described in Section 4 (Description of the Project) by the respective due dates, payment may be requested by submitting a billing statement to JETRO. The payment schedule and the payment conditions will be agreed by contract. JETRO will then pay the requested payment amount within 40 days after receiving the billing statement.