

Public Offering Guide

“FY2025 Small and Medium Enterprise Overseas Expansion Platform”
Public Offering for Platform Coordinator (Certified Professional Fields)

May 2025

Japan External Trade Organization (JETRO), Dhaka Office

Table of Contents for Public Offering Guide

**“FY2025 Small and Medium Enterprise Overseas Expansion Platform”
Public Offering for Platform Coordinator (Certified Professional Fields)**

① Public Offering Guide

② Evaluation Criteria

③ Specifications

(Appendix) Business Engagement Fee Details

(Appendix) Guideline of Application (Japanese/English)

(Appendix) Draft Form of Application

Public Offering Guide

We are opening the public offering for the following positions:

May 2, 2025
Yuji Ando
JETRO Dhaka
Country Representative

1. Matters related to public offering

(1) Name of the project	Public offering for platform coordinator related to the project “FY2025 Small and Medium Enterprise Overseas Expansion Platform (Certified Professional Fields)”
(2) Number of positions to be fulfilled	1 person (or 1 company) to several persons (or several companies) for Legal and labor: 1 person (or 1 company) to several persons (or several companies) for Tax and accounting
(3) Target fields, countries and areas	[Target fields] (1) Legal and labor, (2) Tax and accounting [Target countries and areas] Bangladesh centering on Dhaka
(4) Specifications for the procurement project	As per attached specifications
(5) Service performance period	From the contract execution date to March 31, 2026
(6) Place of service provision	As per attached specifications
(7) Method of open recruitment	<p>① Applicant (individuals or corporations) should submit application documents specified in the Public Offering Guide. If Applicant is a corporation, it may propose multiple employees who will provide services, but it needs to appoint one individual as the supervising manager. Candidates will be selected based on the Evaluation Criteria stipulated in the Public Offering Guide, and several top ranked candidates will be appointed as Platform Coordinators. For specific selection process, please refer to “6. Selection process and schedule.”</p> <p>② Applicant cannot file an objection on the grounds of ambiguities of documents once applications are submitted.</p>

2. Eligibility and requirements

- (1) Applicant must be able to directly execute a service agreement for the business with JETRO promptly after being notified of appointment.
- (2) Applicant has not been subject to suspension of nomination for contracts with JETRO during the period from the official announcement date to the application deadline.
- (3) Applicant can adequately take actions that are required for the business entrusted by JETRO, such as explaining, and reporting accounting and other administrative matters requested by JETRO.
- (4) Applicant is not a member of anti-social forces, or companies or organizations of similar nature. In addition, the applicant must not be a person who is designated as a sanctioned person under the laws of Japan, the United Nations, the European Union, the United States, or the country in which the applicant is located and subject to restrictions on imports, exports, payments, capital transactions, investments, service transactions, or other transactions, or a company or organization under the control of such persons (hereinafter referred to as a “Sanctioned Person”). The Sanctioned Person does not fall under any of the following categories. Not be affiliated with any Sanctioned Person and not have any economic relationship with any Sanctioned Person. If there is a risk that the requirements described in the invitation for applications may not be met, the applicant must promptly report the situation to JETRO.
- (5) Applicant is not appointed as a partner or an expert for the “New Export Nation Consortium”.
- (6) Applicant’s area of expertise is in alignment with the expertise required in the business.
- (7) Applicant can provide at least one item of the “Individual Support” services included the description of services in the specifications.
- (8) Applicant can provide services in English in principle (in addition, use of Japanese or Bangladesh would be desirable) in accordance with the objectives of the business.
- (9) Applicant’s principal place of residence is in the target country/area or in a proximity where Applicant can provide services.
- (10) Applicant’s principal place of business (or principal workplace if Applicant belongs to an entity) is in the Location or in a proximity where Applicant can provide services.
- (11) If Applicant belongs to an entity, Applicant has obtained approval from the entity for providing the entrusted services for the business.
- (12) Applicant or the entity to which Applicant belong has never been subject to criminal punishment in the past (including cases under dispute).
- (13) Applicant does not have any health issues that would prevent Applicant from performing the business.
- (14) If Applicant provided services for the business or other businesses of JETRO under a contract in the past, Applicant did not cause any serious problems related to the substance of guidance or the attitude toward providing guidance, or any serious problems related to the administrative procedures or the reporting of services during the contract period.
- (15) Applicant has necessary computer skills (Word, Excel, PowerPoint, Email, etc.) for providing services. Applicant can have online meetings using tools such as Teams and ZOOM. In addition, Applicant can implement information management measures required by JETRO, such as installing anti-virus software.

- (16) Applicant has up-to-date networks that are suitable for the times in the target country/area and is able to support the overseas business expansion of SMEs by utilizing such networks.
- (17) Applicant can actively support SMEs that seek advice and is highly motivated to help SMEs conclude export contracts and establish a foothold.
- (18) Applicant can have smooth communication with the leadership of SMEs (refrain from speaking too much, listen to them attentively, recognize the context and their reaction, provide appropriate advice, etc.) Applicant is also aware of things to keep in mind in connection with services performed by public agencies, such as prohibition of inducement of profit. In addition, Applicant understands the importance of management of confidential/personal information, intellectual property (such as copyright) and compliance, and can take appropriate actions (in terms of attitude, behavior and handling of information).
- (19) Applicant understands the goals, objectives, and significance of the business, and is motivated to engage in the business. Also, Applicant must be able to engage in the business by collaborating with JETRO and other economic organizations.

3. Fees for entrusted services

Service fees to be paid for the services are in accordance with the “Business Engagement Fee Details,” and they are paid based on the actual services provided. Provided, however, the amount of total fees paid in a year shall not exceed USD 4,700 .

- (1) Unit prices include all local taxes such as Value Added Tax. Please note that the expected volume of services is only an estimation, and the actual volume is not guaranteed.
- (2) Business expenses incidental to services, such as telephone and photocopying expenses and insurance fees are included in the service fees and will not be borne by JETRO.
- (3) If Applicant provides services at the JETRO office which is the party to the contract, transportation expenses to the office shall be included in the service fees. Provided, however, if Applicant provides services at another location specified by JETRO, transportation expenses for providing services may be borne by JETRO within the stipulated limit.
- (4) Domestic business travel expenses for the business will be reimbursed based on actual costs in addition to the service fees, based on JETRO’s Travel Expense Rules and the Guidelines for Business Travel. Any expenses not listed are included in the service fees.

4. How to apply

- (1) Application Form

To apply by entering the required information in the web form at the following URL

<https://a9c1ddfd.form.kintoneapp.com/public/35d010ce42511ffd2537123e837e5db952bbc3ef4451a2891ae2627b7950d569>

*Please use the attached “Guideline of Application (Japanese/English)” and “Application Draft Form” as appropriate.

(2) Application deadline

Application Form must be submitted before May 20th, 2025 (local time)

(3) Contact :

Dhaka Office of JETRO (Attention: Mr. Tomotaka Minoura)

E-mail: BAD@jetro.go.jp

5. Selection of employees who will provide services, and change of such employees during the contract period

Applicant must confirm before applying for the project that its workers who will engage in services meet the requirements for workers who engage in services. Please note that during the contract period, if the workers become unable to continue providing services due to reasons such as disasters and health issues, or their achievement rate of activity indicators is significantly low, or if they cause a serious problem related to the substance of guidance or the attitude toward providing guidance, or cause trouble with companies to which Contractor provide support, or cause a serious problem related to the administrative procedures or the reporting of services, JETRO may discuss the matter with Contractor and request Contractor to change its workers who engage in services.

6. Screening process and selection schedule

(1) First round of screening (Screening based on documents): Mid-May 2025 (plan)

(2) Second round of screening (Screening based on interview): Mid-May 2025 (plan)

※ JETRO will only contact candidates who passed the document screening to individually inform the date of the interview.

※ JETRO will comprehensively consider the results of the document screening and the interview and appoint several top ranked candidates.

(3) Notification of the result: The result will be notified by Late May 2025 (plan).

(4) Briefing on the contract: After the step (3), JETRO will explain the details of the contract and various procedures.

7. Important matters regarding application

(1) Application is considered complete once application form listed in 4. (1) above are submitted. If Applicant wishes to withdraw their application after the forms are submitted, an application withdrawal request in writing (in any format) shall be submitted.

(2) The interview for the second round of screening will be conducted online or at Dhaka Office of JETRO. JETRO will inform the format, location, and steps of the interview when notifying Applicant that they have passed the first round of screening (screening of documents). Expenses incurred in connection to the application, such as expenses related to preparation of application documents and the interview, will not be reimbursed.

(3) JETRO will consider that Applicant has resigned from the application process if Applicant does not attend the interview on the date specified by JETRO.

- (4) JETRO will not answer any questions regarding the status or the result of the screening.

8. Other important matters

- (1) Contractor is prohibited from re-entrusting all or part of the business to a third party.
- (2) Contractor shall submit business reports and/or deliverables at the request of JETRO. Intellectual property rights and business outcome of such business reports and/or deliverables belong to JETRO in principle.
- (3) As this project is related to FY2025, the service performance period may be changed, or the project may be cancelled due to budgetary reasons.

9. Handling of personal information

JETRO will use personal information of Applicant obtained through the screening process of the open recruitment for the purposes of selecting Contractor and executing the service agreement.

10. Contact:

Dhaka Office of JERO (Mr. Tomotaka Minoura)

Address: I-K Tower 3rd Floor, Plot No. CEN(A)-2, North Avenue, Gulshan-2, Dhaka-1212, Bangladesh

E-mail: BAD@jetro.go.jp

11. Other

<Disclosure of information related to contracts with corporations that have a certain level of relationship with incorporate administrative agencies>

With respect to contracts executed by independent administrative agencies, the “Basic Policy on Reviewing Affairs and Businesses of Independent Administrative Agencies” (Cabinet decision, December 7, 2010) sets forth measures for independent administrative agencies that execute contracts with corporations that have a certain level of relationship with the agencies, e.g., requiring the agencies to disclose information on re-employment of their former employees by such corporations and the status of the business transaction with such corporations.

Based on this, JETRO will disclose information on the relationship Contractor has with JETRO on the JETRO website as follows. Applicant is to provide their consent to provide necessary information to JETRO and for JETRO to publish such information before applying for this project. Thank you for your understanding and cooperation.

Please note that by applying for the project, Applicant is deemed to have given their consent.

(1) Contractor subject to disclosure of information

Contractor that falls under both of the following criteria.

- ① An individual who served as an officer at JETRO is employed, or an individual who served in a position equivalent of a section head or higher at JETRO is employed as an officer or advisor.
- ② Contractor’s transaction volume for JETRO accounts for one-third or more of Contractor’s gross sales or

business income (based on the figures of Contractor's most recent financial statements as of the execution date of the contract.)

*Contracts related to utility, fuel, communication expenses are excluded. Local public entities and individuals are not subject to this rule.

(2) Information to be disclosed

For Contractor that falls under the criteria describe above, JETRO will disclose the following information in addition to the name and volume of goods and services, the contract execution date, the name of Contractor, and the contract amount for each contract.

- ① The number of individuals who served as an officer or in a position equivalent of a section head or higher of JETRO (Former Employees of JETRO) and their job titles at Contractor, as well as their last job titles at JETRO.
- ② Transaction volume for JETRO
- ③ The fact that the ratio of Contractor's transactions volume for JETRO to its gross sales or business income fall under any of the following.
One-third or more but less than one-half, one-half or more but less than two-thirds, or one-third or more
- ④ If Contractor is the sole bidder or the sole applicant, information to that effect

(3) Information to be provided by Contractor to JETRO

- ① Information on Former Employees of JETRO who are employed by Contractor as of the contract execution date (the number, their current job titles, and last job titles at JETRO)
- ② Contractor's gross sales or business income, and the transaction volume for JETRO for the most current business year.
* If JETRO can confirm the above information using information held by JETRO or information that is publicly available (such as corporate website), Contractor does not need to submit the information.

(4) Disclosure date

Information will be disclosed within 72 days from the day following the contract execution date in principle (For contracts executed in April, within 93 days in principle).

Evaluation Criteria

[First round of screening]	
Assessment items	Assessment
(1) All documents and information needed for application have been submitted.	Yes or No
(2) All items in the “Eligibility and requirements” specified in the Public Offering Guide are fulfilled.	Yes or No

[Important information regarding the first round of screening]

- If the assessment of any of the items in the first round of screening is “No,” Applicant cannot move onto the second round of screening.

[Second round of screening]	
Assessment items	Assessment (Points)
(1) Applicant understands the goals and objectives of the business and is motivated to enhance the outcome in the business.	3 points
(2) Applicant actively demonstrates their abilities and collects and utilizes the latest information and insights.	3points
(3) Applicant has abundant experience in conducting business and/or supporting business expansion in the target country/area, and has adequate level of expert knowledge, insights, and networks.	3points
(4) Applicant has adequate knowledge of marketing, business practice and local laws that is needed for overseas business expansion and has the ability to identify issues specific to each SME and to provide appropriate advice on how to solve those issues.	3 points
(5) Applicant has sufficient time to perform the business and is able to quickly accommodate requests from SMEs. In addition, Applicant can go on business trips as necessary, if requested by JETRO.	3 points
(6) Applicant is cooperative in operating the business efficiently. For example, Applicant actively shares their knowledge as well as experience and know-how they gained through the performance of the business with JETRO and other contractors.	3 points
(7) Applicant can adequately conduct basic activities that are required for the business entrusted by JETRO, such as handling, and reporting accounting and other administrative matters requested by JETRO.	3 points
(8) Applicant can ensure compliance and earnestly work on improving their services if requested by JETRO.	3 points
(9) Applicant has strong communication skills (Is there a risk of receiving complaints from service users regarding the way coordinators speak or convey information?)	3 points

[Important information regarding the second round of screening]

- Applicant will be comprehensively evaluated and assessed based on the interview and submitted documents including assessment items that do not correspond to items in submitted documents.
- Assessment based on points
<Items with a full mark of 3 points> Assessed based on 3/2/1/0 points. (4-level scale: Outstanding / Excellent/ No issues/ Has issues)
- Applicant who is given a score of zero for any of the items will be rejected.

Specifications

1. Outline of business

Under the policy of Small and Medium Enterprise Agency and Ministry of Economy, Trade and Industry (METI) of Japan, the Japan External Trade Organization (JETRO) operates a framework for the Project “Small and Medium Enterprise Overseas Expansion Platform” through which JETRO provides support for Japanese SMEs, related organizations and others (hereinafter referred to as “Service Users”) in cooperation with overseas local cooperative organizations with the aim of enhancing its support services provided overseas for the Service Users that are targeting overseas business expansion and have already been operating their business overseas to help solve their issues and so on.

Specifically, in each country and area where the Project will be carried out, the contractor of the entrusted services will place persons who will carry out the services as platform coordinators (hereinafter referred to as “PFCDR”), provide various types of information and consultation, referral, liaison and matching support services to the Service Users.

2. Description of services under the business

According to the instructions provided by JETRO, the PFCDR is to provide the following services to the Service Users that are considering entering or exporting goods to the Bangladesh market, or that have already entered the said market. The country or the area covered by the entrusted services is Bangladesh centering on Dhaka, hereinafter referred to as the “Location”), and the language to be used in the services shall be “English” in principle (in addition, use of Japanese or Bangladesh would be desirable).

● Provision of individual support 1 (Services related to “Market Research and Consultation Service”)

(1) Responding to inquiry through “Mini Report” (Unit: per case)

- For each inquiry, the PFCDR is to provide a short report. The standard-volume is supposed to be equivalent to two (2) to three (3) pages in A4 size. A specified format (Word format / PowerPoint format) will be separately provided by JETRO.
- Desktop research will be used as the basis, but interviews, etc. may be conducted as necessary.

(2) Responding to inquiry through a briefing (Unit: per hour)

- Information will be provided in response to individual inquiries in an interview, which should be approximately one hour in length. In principle, briefings should be conducted online, but it may take place at the location of JETRO office or the location of the PFCDR.
- The briefing should be conducted in multiples of 0.25. Any minutes less than 15 minutes should be rounded up (e.g., 0.75 hours for 45 minutes, 1.25 hours for 1 hour and 10 minutes).

● Other services

(3) Intermediary to local cooperative organizations, etc. (Unit: per case)

- The PFCDR is to provide introduction and act as an intermediary for diplomatic missions abroad, local Japanese chambers of commerce and associations of commerce, Japanese

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

(4) Cooperating in events such as business conferences and trade shows (Unit: per hour)

- The PFCDR is to provide support in events such as business conferences and trade shows organized or co-organized by JETRO, or in business conferences attended by multiple companies to which JETRO provide support, by providing support for business negotiations and/or providing consultation at the venues.
- The PFCDR is to provide consultation at individual consultation sessions held at distant locations, accompany visits for market research, and attend meetings with relevant parties.
- The report shall be made in multiples of 0.25. Any minutes less than 15 minutes shall be rounded up (e.g., 0.75 hours for 45 minutes, 1.25 hours for 1 hour and 10 minutes)

(5) In-depth Report. (Unit: per case)

- The PFCDR is to write a report on basic information needed to support the overseas business expansion of Japanese SMEs or a report on overseas business trends. JETRO shall retain the ownership of the reports and may upload the reports on JETRO's website or other media.
- The quantity is to be decided in advance upon consultation with JETRO, and should be approximately 30 pages per case.

(6) Giving a lecture at seminars (Unit: per hour)

- The PFCDR is to give a lecture at requested locations in seminars organized or co-organized by JETRO.
- The quantity shall be decided by consulting with JETRO in advance. The unit price shall include the preparation of presentation materials.
- The report shall be made in multiples of 0.25. Any minutes less than 15 minutes shall be rounded up (e.g., 0.75 hours for 45 minutes, 1.25 hours for 1 hour and 10 minutes).

(7) Providing advice on enhancement of coordination with cooperation agencies and on support measures for overseas business expansion of SMEs (Unit: per hour)

- The PFCDR is to provide advice on policies for the overseas business expansion of Japanese SMEs by METI, the Small and Medium Enterprise Agency, JETRO and other local cooperation agencies in a meeting (approximately one (1) hour) or by submitting a statement of opinion.
- The PFCDR is to participate in PFCDR meetings held by JETRO, liaison meetings with cooperation agencies and opinion exchange meetings with local government and share information on consultation trends and issues related to SMEs.
- The PFCDR is to provide support in seminars for Japanese SMEs held by local cooperation agencies. The details and scope of cooperation is to be decided based on discussion by the three parties, i.e., the organizer, JETRO, and the PFCDR.
- The report shall be in multiples of 0.25. Any minutes less than 15 minutes shall be rounded up (e.g., 0.25 hours for 15 minutes, 0.75 cases for 40 minutes).

3. Management services

(1) Preparing a monthly report

- The PFCDR is to prepare a monthly report that includes the details of services provided in a specified format which will be provided by JETRO.
- The reports must be submitted as needed, but no later than the last day of the month. However, for March 2026, the deadline shall be Tuesday, 31, March 2026.

(2) Business trips

- The PFCDR may need to go on business trips as necessary. If the PFCDR goes on a domestic or overseas business trip at the request of JETRO, JETRO is to bear the travel expenses (transportation and accommodation expenses and daily allowance) based on JETRO's Travel Expense Rules and pay such expenses to the PFCDR.

(3) Follow-up reporting on potential local business partners.

- Based on the instructions of JETRO, the PFCDR is to follow up on the status of subsequent progress with potential business partners it introduced to the Service Users that are the users of various services and report it to JETRO.

End