

**Specifications: Overseas Coordinator Services**  
**[Agriculture, Forestry, Fisheries, and Food Sectors]**

**1. Scope of Services:**

**(1) Area of Expertise**

Agriculture, Forestry, Fisheries, and Food

**(2) Target Country/Region (Coverage Area)**

Guangdong Province, China (Guangzhou, Shenzhen, Foshan, Zhuhai, Dongguan, Zhongshan, Jiangmen, Huizhou, etc.) Other regions as necessary.

**(3) Commissioned Services**

The contractor will provide the three services indicated below to support Japanese businesses and organizations (companies, industry associations, and related entities involved in exporting agricultural, forestry, and fishery products and food from Japan) in developing and expanding their overseas markets. All services must be carried out under the direction and supervision of JETRO's overseas office or JETRO headquarters and managed by the relevant JETRO office.

(i) Consultation Services

(ii) Business Matching Support Services

(iii) Infrastructure Enhancement Services

**Detailed Service Requirements**

(i) Consultation Services

A. Email Consultation (for Japanese Businesses and Organizations)

Prepare and submit reports to the relevant JETRO office in response to various inquiries from Japanese businesses and organizations (forwarded through JETRO) concerning the export of Japanese agricultural, forestry, and fishery products and food to local markets and for market development. Each report should be written in either Japanese or English, with a length of approximately 2 to 5 A4 pages (1,200 to 3,000 Japanese characters or 550 to 1,400 English words) per inquiry. When preparing reports in English, prior approval must be obtained from the requesting Japanese business regarding the fact that the report will be in English. Typically, one response will be provided for each inquiry. However, if a single inquiry contains two products with significantly different market characteristics that necessitate separate market research, responses should be divided and submitted as two individual reports, one for each product. This service also addresses inquiries related to product packaging improvements for export development and expansion.

B. Briefing Sessions (Online or In Person for Japanese Businesses and Organizations)

Provide consultation (briefing services) on the export of agricultural, forestry, and fishery products and

food from Japan to local markets and assist in market development for Japanese businesses and organizations. These sessions can be conducted online or in person. If necessary, accompany clients during market visits. This service also encompasses group briefings for participants held prior to trade shows and similar events. Appointments must be arranged in advance through JETRO. For coordinators whose working language is English, prior approval is required from the requesting Japanese business regarding the use of English.

#### C. Email Consultation (for Buyers)

In principle, consultations with local buyers should be conducted through briefing sessions. However, if briefing sessions are impractical due to the nature of the inquiry, prepare and submit reports to the relevant JETRO office. Each report should be approximately 2 to 5 A4 pages (1,200 to 3,000 Japanese characters or 550 to 1,400 English words) in length per inquiry.

#### D. Briefing Sessions (Online or In-person for Buyers)

Conduct individual consultations (briefings) with local buyers about the import of Japanese agricultural, forestry, and fishery products and food and local market development, subject to prior approval from the relevant JETRO office. These sessions can be conducted online or in person and should last around 60 minutes. For coordinators whose working language is English, prior approval is required from the requesting Japanese business regarding the use of English.

#### (ii) Business Matching Support Services

Under JETRO's direction and supervision, provide individualized matching support upon request from Japanese businesses by creating a list of potential buyers, arranging appointments with local buyers, attending business meetings, and more. This service also entails coordinating business meetings between multiple Japanese businesses and organizations and multiple local buyers at exhibitions, trade shows, and events, subject to approval from JETRO's overseas office and headquarters. Compensation will be provided for each service based on reports submitted using JETRO's prescribed form. For coordinators whose working language is English, prior approval is required from the requesting Japanese business regarding the use of English. Japanese companies that cannot communicate in English must arrange their own interpreters as necessary.

Key service components include:

##### A. Identification and Listing of Potential Buyers, Companies, etc.

Gather basic information about local buyers who may be interested in products from Japanese businesses and organizations, then provide this as a list of potential buyers to the Japanese businesses and organizations concerned. Basic buyer information should include verification of contact person names and contact details. In principle, each company listed counts as one case.

#### B. Interviewing Potential Buyers, Companies, etc.

Conduct interviews with potential buyers, companies, etc., identified either through the process described in section A above or those listed by Japanese businesses and organizations (applicant companies) to assess their interest in engaging in business discussions with Japanese businesses and organizations. Each company interviewed counts as one case. JETRO's overseas office and headquarters must review and approve the interview targets and content beforehand.

#### C. Business Meeting Arrangements/Appointment Setting

Arrange business meetings between Japanese businesses and organizations and local buyers or companies. Each meeting is counted when JETRO's overseas office verifies that the meeting has taken place. This method also applies when the coordinator procures buyers on-site at exhibitions or trade shows and sets up meetings. Compensation will still be provided if the meeting is canceled due to circumstances on the Japanese business/organization's side after arrangements have been made.

#### D. Business Meeting Attendance and Support

Attend and offer support during business meetings. Each case is counted once the relevant JETRO office confirms the completion of the attended meeting (approximately 30 minutes per meeting).

#### E. Post-Meeting Follow-up

After business meetings, confirm the progress status with local buyers as directed by JETRO's overseas office or headquarters. Each buyer contacted for progress confirmation is counted as one case.

### (iii) Infrastructure Enhancement Services

#### A. Information Provision through Seminars

When asked to conduct seminars for Japanese businesses and organizations regarding the latest local consumer trends, popular products, local business practices, and sales methods, provide this information through seminars after reaching an agreement among JETRO's overseas office, JETRO headquarters, and you (the coordinator). The preparation of materials required for the lectures shall also be included in this service. For in-person or live-streamed web seminars, billable time consists of the coordinator's presentation time (excluding presentations by other speakers and break times) and Q&A sessions. Pre-meeting discussions, waiting time in preparation rooms, and time for post-seminar business card exchanges are not included. For recorded seminars, the recording time is counted, but the maximum recording duration must be agreed on in advance with JETRO's overseas office and headquarters.

#### B. Local Market Research

As part of JETRO's marketing information services, research local food market trends (product prices, sales conditions, etc.), import regulations, and other matters under the direction and supervision of JETRO headquarters or an overseas office. Prepare reports with the content and volume specified by JETRO for each case. If the local coordinator proposes research as part of these

services, JETRO's overseas office or headquarters must review and approve it in advance.

#### C. Buyer Identification (for Invitation of Buyers, etc.)

Identify local buyers who are interested in dealings with Japanese businesses and organizations or those who could be potential targets for sales of Japanese agricultural, forestry, and fishery products and food. Subject to agreement from JETRO's overseas office or headquarters, visit these buyers to conduct thorough interviews regarding their product interests, trading terms (quantity, price, quality, payment methods, etc.), and the latest market trends. Summarize the interview results and the buyer's basic information (company profile, existing business relationships/distribution channels, presence of designated trading companies or logistics providers, etc.) into a report and submit it to JETRO. Each case is counted upon submission and confirmation of the report by JETRO.

Example:

Identify new buyers, or those with little to no connection to JETRO, for potential invitations to buyer programs as requested by JETRO.

#### D. Buyer Identification Follow-up

Conduct follow-up interviews for buyers visited under section C who demonstrate a strong interest in trading with Japanese businesses and organizations or participating in exhibitions/trade shows and show potential for market development/expansion after obtaining prior approval from JETRO's overseas office or headquarters. Prepare and submit interview reports to the JETRO office. Each case is counted upon submission and JETRO's confirmation of the report's content.

#### E. Advice and Proposals for Overseas Market Development and Expansion (for JETRO)

At JETRO's request, provide advice, develop strategies, and create proposals to enhance efforts in developing and expanding overseas markets for Japanese agricultural, forestry, and fishery products and food through meetings, email, or other methods. Meetings should last about one hour. For written communications via email or other formats, one case is defined as roughly 1 to 2 A4 pages (1,200 to 2,400 characters) in Japanese.

### **(4) Monthly Reports**

Prepare and submit monthly reports to the relevant JETRO office by the 7th of the following month (by March 19th for March 2027). JETRO will specify the report format.

### **(5) Additional Requirements**

The coordinator may be asked to perform related duties, attend training sessions, and take business trips. JETRO will cover expenses related to business trips (such as transportation and accommodation) according to its regulations. Personal detours during business trips are generally not allowed.

## **2. Working Languages:**

“Japanese or English” and “Chinese”