

Request for Applicants: Overseas Coordinator Services
[Agriculture, Forestry, Fisheries, and Food Sectors]

March 6, 2026

Eiji Okada

JETRO Guangzhou Office

Japan External Trade Organization

The Japan External Trade Organization Guangzhou Office (hereinafter “JETRO”) is seeking individuals or corporations to provide coordinator services. These services will 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 overseas markets through buyer identification, trade consulting, business matching, and more.

If you would like to apply, please submit your application documents following these guidelines.

1. Project Objective:

To promote the expansion of overseas sales channels for Japanese businesses and organizations by offering support from local/regional industry experts (Overseas Coordinators). Services include identifying potential buyers, providing consultations, and facilitating business matching with local companies and buyers.

2. 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.

3. Working Languages:

“Japanese or English” and “Chinese”

4. Number of Positions:

- position(s)

5. Service Fees (indicate whether including or excluding tax):

- (1) Payment will be made on a per-case basis as work is completed, with rates specified below. The total annual payment shall not exceed [CNY]13,300; however, there is no guarantee of receiving payment up to [CNY]13,300 annually.
- (2) Income tax will be imposed according to Japanese tax law for work performed in Japan. JETRO will withhold income tax, excluding tax-exempt or tax-reduced countries.
- (3) The number of cases and hours will be established based on previous instructions from and coordination with JETRO.
- (4) Administrative expenses, such as telephone and copying costs, are included in the service fees and will not be reimbursed separately by JETRO. Unless otherwise indicated, expenses related to implementation, including travel time and transportation costs, are also part of the service fees.

(5) Rate Schedule

Currency unit: CNY

Services	Rate
A. Email Consultation (for Japanese Businesses and Organizations)	2,000/case

(i) Consultation Services	B. Briefing Sessions (Online or In Person, for Japanese Businesses and Organizations) *Note 1-1	500/15 min
	C. Consultation for Local Buyers in Response to their Queries (Via Email, for Buyers)	2,000/case
	D. Consultation for Local Buyers in Response to their Queries (Briefing, for Buyers, Online or In Person) *Note 1-2	500/15 min
(ii) Business Matching Support Services	A. Identification and Listing of Potential Buyers/Companies	250/company
	B. Interviewing Potential Buyers/Companies *Note 2	150/company
	C. Business Meeting Arrangements/Appointment Setting	500/case
	D. Business Meeting Attendance and Support *Note 3	250/15 min
	E. Post-Meeting Follow-up	1,000/case
(iii) Infrastructure Enhancement Services	A. Information Provision through Seminars (for Japanese Businesses and Organizations)	250/15 min
	B. Local Market Research *Note 4	2,500/case
	C. Buyer Identification (for Invitation of Buyers, etc.)*Note 5	1,000/case
	D. Buyer Identification Follow-up *Note 5	1,000/case
	E. Advice and Proposals for Overseas Market Development and Expansion (for JETRO) *Note 6	1,200/case

*For time-based items: Time will be rounded up to the nearest 15-minute increment for any partial periods.

*Only services conducted within Japan are subject to consumption tax.

*Travel expenses and transportation costs notes:

*Notes 2, 4, 5

When visits to local buyers or sites for market research are necessary to carry out these services, JETRO will cover the associated transportation costs, as per JETRO regulations.

*Notes 1-1, 1-2, 6

For services performed at the JETRO Guangzhou office, transportation costs to the JETRO Guangzhou office and related expenses are included in the service fee. However, when services are performed at other locations designated by JETRO, transportation costs and other related expenses will be covered by JETRO according to JETRO regulations.

*Note 3

Business trip expenses (travel, accommodation, etc.) are covered by JETRO per JETRO regulations.

6. Payment Method

- (1) For services rendered in a given month, JETRO will review the monthly reports and supporting documentation for transportation and other expenses, confirm the final amount, and inform the contractor.
- (2) The contractor shall submit a payment invoice to JETRO based on the specified amount.
- (3) JETRO will remit payment to the contractor's designated account in [the specified currency].

7. Application Requirements

Applicants must meet all of the following requirements:

- (1) For corporations: Must have a locally incorporated company or branch office in Guangdong Province with assigned staff residing in Guangdong Province. For individuals: Must reside in Guangdong Province.
- (2) Must have expertise that matches the necessary business specialization.
- (3) Must have a minimum of three years of experience in the relevant field.
- (4) If currently employed, must have obtained approval from employer regarding this application.
- (5) Must not have any criminal record, ongoing criminal proceedings, or civil disputes.
- (6) If previously contracted with this or other JETRO projects, you must not have caused any serious problems during the contract period, including in administrative procedures or business reporting.
- (7) Must be able to secure sufficient time for this project and respond promptly to JETRO's requests.
- (8) Must be able to go on business trips as required.

8. How to Apply

Please email the attached Application Form with all necessary information to the JETRO Guangzhou office. If possible, please include materials showcasing your track record and experience in relevant industries, along with your company profile, etc.

9. Selection Process

First Stage: Document screening

Second Stage: Interview (date, time, and location will be communicated after document screening)

Selection will be based on a comprehensive evaluation of the following factors:

- (1) Understanding of the project's purpose and proactive attitude toward project implementation
- (2) Possession of required expertise and networks for this project
- (3) Past performance and experience in similar work (domestic or international)
- (4) Marketing experience for market development in the coverage area
- (5) Capability to provide in an agile manner consultation and business matching support services
- (6) Ability to conduct business in Japanese or English, and Chinese in accordance with the project requirements

*Selection results will indicate only acceptance or rejection. Reasons for selection decisions cannot be shared.

Submitted documents cannot be returned.

10. Application Period

From (Day), (Month), 2026 to (Day), (Month), 2026

11. Contract Type and Period

- (1) Contract Type: Service agreement between JETRO and the selected party (individual or corporation)
- (2) Contract Period: From contract signing date to March 31, 2027

12. Handling of Personal Information

The personal information in the application documents will be used exclusively to select service providers.

13. Important Notes

- (1) The contractor must adhere to JETRO's information security regulations while providing the services.
- (2) The contractor is not allowed to subcontract any portion of the services to third parties.
- (3) The contractor must submit business reports and other documents as requested by JETRO. The intellectual property rights and project outcomes associated with these business reports and prepared materials belong to JETRO.

14. Application Submission and Inquiries

JETRO Guangzhou Office

Contact: Ms.Huang

Email: pcg-mkt@jetro.go.jp

Tel: 020-8752-0060

Disclosure of Information About Contracts with Corporations Having a Definite Relationship with Independent Administrative Agencies

In accordance with the Basic Policy for Reviewing the Administrative and Business Operations of Independent Administrative Agencies (Cabinet Decision of December 7, 2010), when an independent administrative agency enters into contracts with corporations with which it has a relationship, information regarding the employment of former officials at those corporations and the status of transactions with them must be disclosed.

Consequently, JETRO will publish the following details regarding its relationships on its website. When applying for this project, please acknowledge and cooperate by providing the necessary information to JETRO and agreeing to its publication.

Submitting your application will be considered your consent to this disclosure.

(1) Contractors Subject to Disclosure

Contractors that meet both of the following conditions:

- i. Organizations that employ a former JETRO official (former officer) or a former JETRO employee who held a section manager-level position or higher (former section manager-level or higher personnel) as an officer or advisor.
- ii. Organizations for which transactions with JETRO account for one-third or more of their total sales or business income (based on amounts for the fiscal year covered by the most recent financial statements available as of the contract signing date)

*Contracts for utilities, fuel, and telecommunications expenses are excluded.

Local governments and individuals are also excluded.

(2) Information to be Disclosed

For contractors who meet the criteria above, the following information will be disclosed along with the name and quantity of goods/services, contract date, contractor name, and contract amount for each contract:

- i. The number of former JETRO officers and section manager-level or higher personnel (former JETRO employees), their current position titles, and their final positions at JETRO
- ii. Transaction volume with JETRO
- iii. Indication of the fact that the ratio of the contractor's transactions with JETRO to its total sales or business income falls into one of the following categories:
 - One-third or more but less than one-half
 - One-half or more but less than two-thirds
 - Two-thirds or more
- iv. Whether the contractor was the sole bidder or sole applicant (if applicable)

(3) Information to be Provided to JETRO

- i. Information regarding former JETRO employees who were employed at the time of contract signing (including their number, current position titles, and their final positions at JETRO)
 - ii. Total sales or business income for the most recent fiscal year and transaction volume with JETRO
- *You will not need to provide this information again if JETRO already has it or if it is publicly available (e.g., on the organization's website).

(4) Publication Date

In principle, within 72 days from the day after the contract signing date (within 93 days for contracts signed in April)