

**Application Guideline for “Africa Business Desk Coordinator”**

**KENYA in FY 2024**

May 13 2024

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JETRO Nairobi

The Japan External Trade Organization, JETRO Nairobi Office will contract with an “Africa Business Desk Coordinator” (hereinafter, the “Contractor”) in order to support Japanese companies in developing African businesses.

Any company or individual who would like to apply for this position is invited to submit the enclosed “Application Form”. The form is to be sent to JETRO Nairobi (hereinafter, “JETRO”) as designated below.

**1. Objective**

To support Japanese companies enter the African market by appointing the Contractor as “Africa Business Desk Coordinator”, who has a local entity, either a corporation or individual, with extensive knowledge and network of contacts in the local market to help collect information, arrange meetings and to respond to a wide range of requirements that emerge at various stages of business development to further enhance their business opportunity

**2. Subject Area**

KENYA

**3. Language**

English and Japanese

**4. Contracted Services**

1) Scope of Work

The Contractor conducts “Specific Assignment” for Japanese companies. The “Specific Assignment” refers to the work of providing support for individual companies and cases designated by JETRO. Duties and responsibilities include, but are not limited to, the following:

- a. Providing consultation/briefing
- b. Conducting surveys on specific market, regulation, business environment (hereinafter, “Spot

Survey”)

- c. Identifying potential partners (listing potentials, arrangements for meetings, accompanying Japanese companies upon requests)
- d. Supporting for business matching/exhibition event/dispatching mission, etc.
- e. Preparation for JETRO staffs visit to the Subject Area
- f. Giving presentations

## 2) Specific Assignment Details

- a. Providing consultation/briefing:

Provide information on the Subject Area to Japanese companies in person/online, as designated by JETRO.

- (i) Consultation/briefing in person/online

A meeting is expected to take approximately one hour, and it is held at JETRO office or online at the date scheduled by JETRO. JETRO staff will attend a meeting together.

<(i) Expected outputs of consultation/briefing >

- Local economic conditions, business environment/practice, local living conditions
- Specific local market conditions and risk information
- Legal, labor, tax affairs and accounting issues related to expansion

- (ii) Further inquiries

Responding to further inquiries from Japanese companies which are related to the information provided by (i) Consultation/briefing in person/online.

- b. Spot Survey:

The Contractor shall conduct survey and submit reports based on inquiries from Japanese companies in order to provide more detailed information about specific market, regulation, business/living environment as instructed by JETRO.

- (i) Spot survey (standard reports)

A report shall be 4-6 sheets of A4 paper excluding photos and charts, and include up to 10 questions and answers per unit.

- (ii) Spot survey (short reports)

A report shall be 1-3 sheets of A4 paper excluding photos and charts, and include up to 5 questions and answers per unit.

In case the requested items for survey are related to such basic matters necessary for market research as shown below, the report of the survey shall respond to those requests as much as possible.

<Basic matters of Spot survey>

- Market overview
- Demand (market size or import statistics) of the products (services)
- Examples of competitors' prices in the market.
- Overview and characteristics of distribution channel
- Others not listed above.

The Contractor shall be requested to collect the relevant information upon JETRO's request.

c. Identifying Potential Partners:

(i) Identifying potential partners upon requests from Japanese companies

The Contractor shall commence the search prescribed below immediately after receiving instruction from JETRO.

- Identifying up to 10 local potential partners/companies with basic information (such as company name, URL, location, number of domestic branches, foundation year, total number of employees/sales staff, business outline, contact person details etc.) and submitting a Potential Partners List to JETRO.
- Acquiring interest/feedback from potential partners in the local market regarding the products and services of a requested company.
- JETRO may also ask to identify potential local support experts/organizations according to a Japanese company's request.

(ii) Arranging meetings with potential partners

- Arranging business meetings with up to 5 partners/companies based on the list provided through the c.(i).
- Attending online meetings and reporting to JETRO
- If a meeting is not arranged within approximately two weeks after the initial contact by JETRO, it may be regarded as "unsuccessful". In case of that, a fee could be

claimable by submitting Feedback Report to JETRO.

(iii) Accompanying Japanese companies upon requests

- Accompanying Japanese companies upon requests from them, including meetings in person
- Submitting Meeting /Activity Report about the contents of meetings, needs of follow-up and any advice after accompanying them

(iv) Follow-up

Based on an instruction from JETRO, contact potential partners and check on their progress by phone/e-mail or interview, etc, and report to JETRO.

d. Supporting for business matching/exhibition event/dispatching mission etc.:

At a business matching/exhibition event/dispatching mission, etc. hosted or co-hosted by JETRO or at a business meeting event in which a number of companies JETRO supports participate, offer such support as finding potential companies who are interested in joining an event, business meeting matching support, providing consultation to the participant Japanese companies, pre-matching support and follow-up, etc.

e. Preparation for JETRO staffs visit to the Subject Area:

Conducting pre-visit surveys, arranging and attending meetings as designated by JETRO.

f. Giving presentations

Giving presentations in webinars /seminars held or jointly held by JETRO. All the preparation including preparation of materials and rehearsal shall be included in a unit.

\*Any work other than that described above may be requested when perceived necessary in reference to “1. Objective” by JETRO.

\*It is expected to submit deliverables of “b. Spot Survey” and “c. (i)(ii)(iii) Identifying potential partners” within two (2) weeks for Japanese companies as directed by JETRO”.

## 5. Reports

### 1) Monthly Report

The Contractor shall submit a monthly report to JETRO on all activities conducted based on the above “Contracted Services” over the month in a designated format by the 10<sup>th</sup> of next month (next working day in case 10<sup>th</sup> is on the weekend/ holiday). Monthly report of March shall be submitted to JETRO by March 31, 2025.

2) Reports on Specific Assignment

The following reports are to be submitted as instructed by JETRO by the designated date.

- a. Spot survey report as prescribed in “2) Specific Assignment, b”
- b. Potential Partners List as prescribed in “2) Specific Assignment, c (i)”
- c. Feedback Report as prescribed in “2) Specific Assignment, c (ii)”
- d. Meeting /Activity Report as prescribed in “2) Specific Assignment, c (iii)”

Moreover, the Contractor shall report the progress of the services whenever JETRO makes such request.

**6. Number of Contractor**

One (1) person or one (1) corporation.

**7. Budget**

Total payment shall not exceed 6,230,000 Kenya Shilings. The unit price is as follows. The unit amount worth for each assignment will be decided between discussions with JETRO based on the content and the dimension of the assignment. Payment shall be made after JETRO receives and confirms receipts of all designated reports as prescribed in 4. Contracted Services, 5. Reports.

(KES)

Description of Specific Assignment	Unit Price		Annual Estimated Quantity	
<b>(1) Providing consultation/briefing</b>				
Consultation/briefing in person/online	25,000	/case	20	cases
Further Inquiries	11,500	/case	20	cases
<b>(2) Conducting surveys on specific market, regulation, business environment</b>				

Spot survey (standard reports)	65,000	/case	20	cases
Spot survey (short reports)	30,000	/case	20	cases
<b>(3) Identifying potential partners</b>				
Identifying potential partners for Japanese companies (Up to 10 local partners/1 case)	60,000	/ case	20	cases
Arranging meetings with potential partners (Up to 5 meetings/ 1 case)	25,000	/case	20	cases
Making a Feedback Report (In case of unsuccessful in arranging meetings)	12,500	/case	20	cases
Attending meetings with potential partners	15,000	/case	20	cases
Accompanying Japanese companies upon requests	20,000	/case	20	cases
Follow-up	10,000	/case	20	cases
<b>(4) Supporting for business matching/ exhibition event/dispatching mission, etc.</b>	20,000	/ hour	20	hours
<b>(5) Preparation for JETRO staffs visit to the Subject Area</b>	20,000	/ case	5	cases
<b>(6) Giving presentations</b>	25,000	/ case	10	cases

※The price will be paid in the KES, exclusive of VAT and other applicable taxes in the Subject Area. The annual estimated quantity is not guaranteed.

※ Since a meeting/consultation/briefing is generally held at JETRO Nairobi Office, the transportation expenses to the said office shall be included in the contract price to be paid to the Contractor, however, if a meeting/consultation/briefing is carried out at place separately specified by JETRO, the transportation expenses shall be paid according to actual expenses.

※Communication expenses incurred, such as phone and e-mail, for conducting services by the Contractor shall be included in the contract price.

※The Contractor may be requested to travel to implement the assignment described on this Contract upon request from JETRO. Travel expenditures will be covered by JETRO based on JETRO' Business Travel Expense Regulations.

※Regarding any services implemented and paid in Japan, JETRO shall withhold tax from the contract price, based on the Income Tax Act (except for countries subject to tax exemption).

## **8. Requirements**

The Contractor is required to:

- a. Have an office or branch in the Subject Area and be available and eligible to complete the assignment as required. In case the Contractor is an individual, the Contractor should reside in the Subject Area and have an appropriate work permit during the contract period.
- b. Have obtained permission in advance to apply for this work from your employer, if the Contractor is employed and applying as an individual.
- c. Have the expertise to implement the assignments as required in this contract.
- d. Not have been arrested, indicted, or summoned into court as a defendant in a criminal proceeding or convicted, fined or imprisoned for the violation of any law (excluding minor traffic violations).
- e. Not have caused any serious problems such as in administrative procedures, business reports, etc. during the contract period, if the Contractor have had a contract with JETRO.
- f. Be in good health.
- g. Be able to ensure the time to complete the work assigned by JETRO by the deadline without any delays.
- h. Be able to travel as requested by JETRO without any reservation.

## **9. Submitting the Application**

Submit the “Application Form” as attached in this Guideline, in PDF format to the e-mail address as directed in Section 15.

Applicants are encouraged to attach any material(s) which can prove their competence and experiences.

## **10. Evaluation Criteria**

The Application is evaluated thoroughly and in a fair manner on the basis of the Requirements as described in Section 8, in accordance to the evaluation criteria listed below:

- Possession of expertise, qualification, work experience and work history within the related fields necessary to implement this contract
- Competency in collecting information and networking.
- Understanding of the objective of this contract and reason for application
- Mobility for consultation/business matching support services

The Contractor selected as a result of this application process shall be notified. Inquiries regarding the

selection process shall not be answered. All documents submitted for this application will not be returned.

**11. Application Period**

May 13, 2024 to May 24, 2024

**12. Contract Period**

Beginning on the Date Signed to March 31, 2025.

**13. Personal Information Protection**

Any personal information submitted for this application will be used solely by JETRO for the Africa Business Coordinator selection purpose, and will not be disclosed to any third parties.

**14. Prohibited Matters**

- (1) The Contractor shall comply with JETRO's Information Security Regulation Policy.
- (2) The Contractor shall not entrust with a third party or grant a contract for work to a third party for the entire or any part of the Contracted Services, without JETRO's written approval.
- (3) The Contractor shall submit all reports, data, or any other information prescribed in this Contract anytime upon request from JETRO. JETRO shall be entitled to all intellectual property and other proprietary rights with regard to all products, documents and other materials in direct relation to, or produced, prepared or collected as a consequence of, or in the course of executing this Contract.

**15. Application Form sent to:**

JETRO Nairobi

2nd Floor, 9 Riverside, Riverside Drive, Nairobi, Kenya

Tel: +254-0743-300460 (Office)

KEN@jetro.go.jp

END

Attachment: Application Form