

Application Guideline for “BOP/Volume Zone Business Support Coordinator”
Pakistan in FY 2017

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JETRO Karachi

The Japan External Trade Organization, JETRO Karachi Office will retain a “BOP/Volume Zone Business Support Coordinator” (hereinafter, the “Coordinator”) in order to enhance the provision of comprehensive as well as needs-driven support that JETRO provides to facilitate Japanese companies entering the BOP/Volume Zone market in Pakistan.

Any Firm 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 Karachi (hereinafter, “JETRO”) as designated below.

1. Objective

To support Japanese companies enter the BOP/Volume Zone market by appointing Coordinator who has a local entity, either a corporate or individual, with extensive knowledge and network of contacts in the local market to help collect information, arrange visits and to respond to a wide range of requirements which emerge at various stages of business development to further enhance their business opportunity.

2. Duties

(1) Description for work

Providing support for individual companies and cases designated by JETRO. Duties and responsibilities include, but are not limited to, the following:

a. Spot Survey:

Conducting surveys on specific market, regulation, business/living environment, such as market price of products/services, legal regulations and statistics data, as designated by JETRO. The Coordinator shall be requested to collect and report the relevant information upon JETRO’s request.

b. Identifying potential partners (listing up potentials, arrangements for meeting)

- Identifying potential partners for individual Japanese company as directed by JETRO.
 - Conducting preliminary survey on and identification of potential partners
 - Identifying approximately 10 local potential partners/companies
 - Acquiring feedback from potential partners in the local market regarding the products and services of Japanese companies as designated by JETRO.
- Arranging meetings with potential partners as approved by JETRO.
 - Taking appointments and preparing meetings
 - Attending meetings and reporting to JETRO
 - Arranging logistics such as accommodations, domestic transportation and interpreting for Japanese companies' business trip

c. Support for start-ups with test marketing

Arranging, implementing, supporting implementation and providing follow-ups on test marketing (focus group interviews, sampling surveys, etc.) by Japanese companies that has business ideas regarding a specific product, technology, or services.

In making the arrangement, an advice on where and when the test marketing should take place, the price range of the product, technology or services and the targeted customer must be provided in advance.

As for providing follow-ups, an assessment and improvement points towards the business idea should be collected via questionnaire and to be reported to JETRO.

d. Briefing on the BOP/Volume Zone market for Japanese companies

Provide information on Pakistan to Japanese companies visiting the country, as designated by JETRO.

e. Preparation for JETRO Staff visit to the country

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

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

(2) Reports

The Monthly Report on all activities conducted based on the above “2. Duties” by the Coordinator shall be submitted to JETRO in a designated format by the 10th of next month (next working day in case 10th is on the weekend / holiday). Monthly Report of March shall be submitted to JETRO by March 30, 2018.

In addition, the following are to be submitted as instructed by JETRO by the designated date:

- Spot Survey as prescribed in “(1) Description for work” part “a”
- Preliminary survey (pre-meeting interview) Report from potential partners as prescribed in “(1) Description for work” part “b”
- Meeting Report with potential partners as prescribed in “(1) Description for work” part “b”
- Feedback Report after the test marketing as prescribed in “(1) Description for work” part “c”
- Briefing Report to individual Japanese companies as prescribed in “(1) Description for work” part “d”
- Pre-visit surveys Report for JETRO staff’s visit as prescribed in “(1) Description for work” part “e”

(3) Miscellaneous

The Coordinator may be requested to travel to implement the assignment described on this Contract upon request from JETRO. Travel expenditures will be covered by JETRO.

3. Territory

Islamic Republic of Pakistan

4. Language

Duties such as Monthly Reports and communication with JETRO or visiting Japanese companies shall be carried out in either English or Japanese.

5. Number of Coordinator

The Coordinator must either be one (1) person or one (1) corporation.

6. Budget

Total payment shall not exceed 4,506,390 Japanese Yen amount equivalent to Pakistan Rupee per annum. The unit fee 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 receipt of all designated reports as prescribed in 2.(2)Reports.

Unit: US dollar*

Description		Unit	Fee
a. Spot Survey		Per Survey Report	230
b. Identifying potential partners	To identify and list approximately 10 local potential partners/Company per request	Per Company* ²	230
	To arrange and attend meetings	Per Meeting	138
c. Support for start-ups with test marketing		Per Project* ³	828
d. Briefing on BOP/Volume Zone market for individual Japanese companies		Per hour	230
e. Preparation for JETRO Staff to visit to the country		Per visit	230

*1 the fee will be paid in the local currency, Pakistan Rupee, converted at the exchange rate of one working day before the contract signed, inclusive of all taxes and the like.

*2 “Company” refers to one (1) Japanese company.

*3 Details are to be discussed prior to implementation

※Business trip expenses, i.e., transportation and accommodation fees, as approved or directed by JETRO in prior, will be covered by JETRO in accordance with JETRO Travel Expenditure Rules.

7. Requirements

The Coordinator is required to:

- Have an office or branch in Pakistan and be available and eligible to complete the assignment as required. In case the Coordinator is an individual, to reside in Pakistan and have an appropriate work permit during the contract period.
- Have obtained permission in advance to enter this Contract with JETRO from his/her employer, if the Coordinator is employed.
- Have the expertise to implement the assignments as required in this Coordinator.
- 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 cause any default, deficiencies, or inflict any losses and damages to JETRO during any work assigned by JETRO.
- f. Be of sound health.
- g. Available to implement this assignment in accordance with the overview, with either English or Japanese.
- h. Be able to ensure the time to complete the work assigned by JETRO by the deadline without any delays. Be able to travel as requested by JETRO without any reservation.

8. Submitting the Application

Submit the “Application Form” as attached in this Guideline, in PDF format to the e-mail address as directed in Section 14.

*Applicants are encouraged to attach any materials which can prove their competence and experiences.

9. Evaluation Criteria

The Application is evaluated thoroughly and in a fair manner on the basis of the Requirements as described in Section 7, in accordance to the evaluation criteria listed below:

- Understanding of the objectives of this Programme and eagerness and capability to achieve its goal.
- Possession of expertise and a network within the related fields necessary to implement this Programme.
- Track record and experience of similar assignments either in India or other countries.
- Experiences in marketing and consultation necessary to implement this assignment.
- Swift response to requests from JETRO.

The Coordinator 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.

10. Application Period

June 7, 2017 to June 21, 2017.

11. Contract Period

Beginning on the Date Signed to March 30, 2018.

12. Personal Information Protection

Personal information submitted for this application by the applicants is solely used for the selection of the Coordinator.

13. Prohibited Matters

- a. The Coordinator shall comply with "JETRO Information Security Procedure".
- b. The Coordinator is not allowed to subcontract any of the assignment prescribed in this Contract, in whole or in part, to a third party unless prior written approval was issued by JETRO.
- c. The Coordinator 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.

14. Application Form sent to

JETRO KARACHI

2nd Floor, Block-B, Finance and Trade Centre (FTC), Shahrah-e-Faisal, KARACHI, PAKISTAN

TEL: 92-21-3563-0727

FAX: 92-21-3563-0733

Email: PAK@jetro.go.jp

END

Attachment: Application Form (Corporate/Individual)